



BARB Establishment Survey Annual Data Report Volume 2: BBC Areas

April 2011 to March 2012

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2011 - March 2012

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See also

Volume 1 - Total Network and Appendices
Volume 3 - ITV areas

This reports contains the weighted data results from the Establishment survey for the period April 2011 - March 2012

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

Appendices can be found in the Volume 1 report. These contain details of the survey objectives, sample design, response rates and standard definitions. A copy of the questionnaire is also included at the end of the report.

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BBC London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5100	4827	4524	1926	836	2905	1111	1794
%H (All HH)		94.6%	88.7%	37.8%	16.4%	57.0%	21.8%	35.2%
%H (TV HH)			93.7%	39.9%	17.3%	60.2%	23.0%	37.2%
AB	1479	1414	1360	604	280	845	357	489
%V	29.0%	29.3%	30.1%	31.4%	33.5%	29.1%	32.1%	27.3%
%H (All HH)		95.6%	92.0%	40.8%	18.9%	57.1%	24.1%	33.1%
%H (TV HH)			96.2%	42.7%	19.8%	59.8%	25.2%	34.6%
C1	1545	1446	1373	565	261	908	351	557
%V	30.3%	30.0%	30.3%	29.3%	31.2%	31.3%	31.6%	31.0%
%H (All HH)		93.6%	88.9%	36.6%	16.9%	58.8%	22.7%	36.1%
%H (TV HH)			95.0%	39.1%	18.0%	62.8%	24.3%	38.5%
C2	813	784	743	336	149	476	214	262
%V	15.9%	16.2%	16.4%	17.4%	17.8%	16.4%	19.3%	14.6%
%H (All HH)		96.4%	91.4%	41.3%	18.3%	58.5%	26.3%	32.2%
%H (TV HH)			94.8%	42.9%	19.0%	60.7%	27.3%	33.4%
D	654	607	560	256	84	340	115	225
%V	12.8%	12.6%	12.4%	13.3%	10.0%	11.7%	10.4%	12.5%
%H (All HH)		92.8%	85.6%	39.1%	12.8%	52.0%	17.6%	34.4%
%H (TV HH)			92.3%	42.2%	13.8%	56.0%	18.9%	37.1%
E	609	575	488	165	62	336	74	261
%V	11.9%	11.9%	10.8%	8.6%	7.4%	11.6%	6.7%	14.5%
%H (All HH)		94.4%	80.1%	27.1%	10.2%	55.2%	12.2%	42.9%
%H (TV HH)			84.9%	28.7%	10.8%	58.4%	12.9%	45.4%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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April 2011 - March 2012

BBC London

Household level data

Table 1.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5100	4827	4524	1926	836	2905	1111	1794
%H (All HH)		94.6%	88.7%	37.8%	16.4%	57.0%	21.8%	35.2%
%H (TV HH)			93.7%	39.9%	17.3%	60.2%	23.0%	37.2%
Under 25	198	160	148	57	30	84	21	63
%V	3.9%	3.3%	3.3%	3.0%	3.6%	2.9%	1.9%	3.5%
%H (All HH)		80.8%	74.7%	28.8%	15.2%	42.4%	10.6%	31.8%
%H (TV HH)			92.5%	35.6%	18.8%	52.5%	13.1%	39.4%
25 - 34	1012	916	869	424	171	463	185	278
%V	19.8%	19.0%	19.2%	22.0%	20.5%	15.9%	16.7%	15.5%
%H (All HH)		90.5%	85.9%	41.9%	16.9%	45.8%	18.3%	27.5%
%H (TV HH)			94.9%	46.3%	18.7%	50.5%	20.2%	30.3%
35 - 44	1065	1006	968	491	190	562	269	292
%V	20.9%	20.8%	21.4%	25.5%	22.7%	19.3%	24.2%	16.3%
%H (All HH)		94.5%	90.9%	46.1%	17.8%	52.8%	25.3%	27.4%
%H (TV HH)			96.2%	48.8%	18.9%	55.9%	26.7%	29.0%
45 - 54	1014	980	944	424	200	624	294	330
%V	19.9%	20.3%	20.9%	22.0%	23.9%	21.5%	26.5%	18.4%
%H (All HH)		96.6%	93.1%	41.8%	19.7%	61.5%	29.0%	32.5%
%H (TV HH)			96.3%	43.3%	20.4%	63.7%	30.0%	33.7%
55 - 64	730	709	669	264	134	469	192	277
%V	14.3%	14.7%	14.8%	13.7%	16.0%	16.1%	17.3%	15.4%
%H (All HH)		97.1%	91.6%	36.2%	18.4%	64.2%	26.3%	37.9%
%H (TV HH)			94.4%	37.2%	18.9%	66.1%	27.1%	39.1%
65 +	1080	1055	925	265	111	704	150	554
%V	21.2%	21.9%	20.4%	13.8%	13.3%	24.2%	13.5%	30.9%
%H (All HH)		97.7%	85.6%	24.5%	10.3%	65.2%	13.9%	51.3%
%H (TV HH)			87.7%	25.1%	10.5%	66.7%	14.2%	52.5%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC London
Household level data
Table 1.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5100	4827	4524	1926	836	2905	1111	1794
%H (All HH)		94.6%	88.7%	37.8%	16.4%	57.0%	21.8%	35.2%
%H (TV HH)			93.7%	39.9%	17.3%	60.2%	23.0%	37.2%
1	1919	1763	1559	424	236	1108	206	902
%V	37.6%	36.5%	34.5%	22.0%	28.2%	38.1%	18.5%	50.3%
%H (All HH)		91.9%	81.2%	22.1%	12.3%	57.7%	10.7%	47.0%
%H (TV HH)			88.4%	24.0%	13.4%	62.8%	11.7%	51.2%
2	1298	1248	1199	525	236	759	313	446
%V	25.5%	25.9%	26.5%	27.3%	28.2%	26.1%	28.2%	24.9%
%H (All HH)		96.1%	92.4%	40.4%	18.2%	58.5%	24.1%	34.4%
%H (TV HH)			96.1%	42.1%	18.9%	60.8%	25.1%	35.7%
3	756	733	710	355	154	429	220	209
%V	14.8%	15.2%	15.7%	18.4%	18.4%	14.8%	19.8%	11.6%
%H (All HH)		97.0%	93.9%	47.0%	20.4%	56.7%	29.1%	27.6%
%H (TV HH)			96.9%	48.4%	21.0%	58.5%	30.0%	28.5%
4	722	699	683	380	145	405	241	164
%V	14.2%	14.5%	15.1%	19.7%	17.3%	13.9%	21.7%	9.1%
%H (All HH)		96.8%	94.6%	52.6%	20.1%	56.1%	33.4%	22.7%
%H (TV HH)			97.7%	54.4%	20.7%	57.9%	34.5%	23.5%
5+	405	383	373	242	66	205	131	73
%V	7.9%	7.9%	8.2%	12.6%	7.9%	7.1%	11.8%	4.1%
%H (All HH)		94.6%	92.1%	59.8%	16.3%	50.6%	32.3%	18.0%
%H (TV HH)			97.4%	63.2%	17.2%	53.5%	34.2%	19.1%
Average HH size	2.33	2.35	2.40	2.79	2.51	2.28	2.85	1.94

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC London

Household level data

Table 1.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5100	4827	4524	1926	836	2905	1111	1794
%H (All HH)		94.6%	88.7%	37.8%	16.4%	57.0%	21.8%	35.2%
%H (TV HH)			93.7%	39.9%	17.3%	60.2%	23.0%	37.2%
Without	3806	3569	3299	1243	589	2218	731	1487
%V	74.6%	73.9%	72.9%	64.5%	70.5%	76.4%	65.8%	82.9%
%H (All HH)		93.8%	86.7%	32.7%	15.5%	58.3%	19.2%	39.1%
%H (TV HH)			92.4%	34.8%	16.5%	62.1%	20.5%	41.7%
With	1293	1258	1225	683	248	687	380	307
%V	25.4%	26.1%	27.1%	35.5%	29.7%	23.6%	34.2%	17.1%
%H (All HH)		97.3%	94.7%	52.8%	19.2%	53.1%	29.4%	23.7%
%H (TV HH)			97.4%	54.3%	19.7%	54.6%	30.2%	24.4%
0 - 3	557	535	518	297	100	271	142	129
%V	10.9%	11.1%	11.5%	15.4%	12.0%	9.3%	12.8%	7.2%
%H (All HH)		96.1%	93.0%	53.3%	18.0%	48.7%	25.5%	23.2%
%H (TV HH)			96.8%	55.5%	18.7%	50.7%	26.5%	24.1%
4 - 9	648	630	614	352	117	341	191	150
%V	12.7%	13.1%	13.6%	18.3%	14.0%	11.7%	17.2%	8.4%
%H (All HH)		97.2%	94.8%	54.3%	18.1%	52.6%	29.5%	23.1%
%H (TV HH)			97.5%	55.9%	18.6%	54.1%	30.3%	23.8%
10 - 15	555	545	531	302	112	314	191	123
%V	10.9%	11.3%	11.7%	15.7%	13.4%	10.8%	17.2%	6.9%
%H (All HH)		98.2%	95.7%	54.4%	20.2%	56.6%	34.4%	22.2%
%H (TV HH)			97.4%	55.4%	20.6%	57.6%	35.0%	22.6%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC London

Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5100	4827	4524	1926	836	2905	1111	1794
%H (All HH)		94.6%	88.7%	37.8%	16.4%	57.0%	21.8%	35.2%
%H (TV HH)			93.7%	39.9%	17.3%	60.2%	23.0%	37.2%
1	2298	2298	2057	752	355	1136	190	946
%V	45.1%	47.6%	45.5%	39.0%	42.5%	39.1%	17.1%	52.7%
%H (All HH)		100.0%	89.5%	32.7%	15.4%	49.4%	8.3%	41.2%
%H (TV HH)			89.5%	32.7%	15.4%	49.4%	8.3%	41.2%
2	1513	1513	1463	635	276	988	418	570
%V	29.7%	31.3%	32.3%	33.0%	33.0%	34.0%	37.6%	31.8%
%H (All HH)		100.0%	96.7%	42.0%	18.2%	65.3%	27.6%	37.7%
%H (TV HH)			96.7%	42.0%	18.2%	65.3%	27.6%	37.7%
3	627	627	617	317	120	472	284	188
%V	12.3%	13.0%	13.6%	16.5%	14.4%	16.2%	25.6%	10.5%
%H (All HH)		100.0%	98.4%	50.6%	19.1%	75.3%	45.3%	30.0%
%H (TV HH)			98.4%	50.6%	19.1%	75.3%	45.3%	30.0%
4	257	257	255	139	60	204	142	62
%V	5.0%	5.3%	5.6%	7.2%	7.2%	7.0%	12.8%	3.5%
%H (All HH)		100.0%	99.2%	54.1%	23.3%	79.4%	55.3%	24.1%
%H (TV HH)			99.2%	54.1%	23.3%	79.4%	55.3%	24.1%
5+	131	131	131	83	25	105	78	27
%V	2.6%	2.7%	2.9%	4.3%	3.0%	3.6%	7.0%	1.5%
%H (All HH)		100.0%	100.0%	63.4%	19.1%	80.2%	59.5%	20.6%
%H (TV HH)			100.0%	63.4%	19.1%	80.2%	59.5%	20.6%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC London

Household level data

Table 1.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5100	4827	4524	1926	836	2905	1111	1794
%H (All HH)		94.6%	88.7%	37.8%	16.4%	57.0%	21.8%	35.2%
%H (TV HH)			93.7%	39.9%	17.3%	60.2%	23.0%	37.2%
Under 20"	1534	1534	1440	583	264	1098	492	605
%V	30.1%	31.8%	31.8%	30.3%	31.6%	37.8%	44.3%	33.7%
%H (All HH)		100.0%	93.9%	38.0%	17.2%	71.6%	32.1%	39.4%
%H (TV HH)			93.9%	38.0%	17.2%	71.6%	32.1%	39.4%
20" - 29"	2028	2028	1866	724	349	1324	510	814
%V	39.8%	42.0%	41.2%	37.6%	41.7%	45.6%	45.9%	45.4%
%H (All HH)		100.0%	92.0%	35.7%	17.2%	65.3%	25.1%	40.1%
%H (TV HH)			92.0%	35.7%	17.2%	65.3%	25.1%	40.1%
30" - 39"	2247	2247	2187	985	419	1442	641	802
%V	44.1%	46.6%	48.3%	51.1%	50.1%	49.6%	57.7%	44.7%
%H (All HH)		100.0%	97.3%	43.8%	18.6%	64.2%	28.5%	35.7%
%H (TV HH)			97.3%	43.8%	18.6%	64.2%	28.5%	35.7%
40" and over	1519	1519	1502	884	303	867	529	338
%V	29.8%	31.5%	33.2%	45.9%	36.2%	29.8%	47.6%	18.8%
%H (All HH)		100.0%	98.9%	58.2%	19.9%	57.1%	34.8%	22.3%
%H (TV HH)			98.9%	58.2%	19.9%	57.1%	34.8%	22.3%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5100	4827	4524	1926	836	2905	1111	1794
%H (All HH)		94.6%	88.7%	37.8%	16.4%	57.0%	21.8%	35.2%
%H (TV HH)			93.7%	39.9%	17.3%	60.2%	23.0%	37.2%
Main living room	4744	4744	4459	1907	826	2861	1102	1759
%V	93.0%	98.3%	98.6%	99.0%	98.8%	98.5%	99.2%	98.0%
%H (All HH)		100.0%	94.0%	40.2%	17.4%	60.3%	23.2%	37.1%
%H (TV HH)			94.0%	40.2%	17.4%	60.3%	23.2%	37.1%
Kitchen	570	570	559	264	90	437	226	210
%V	11.2%	11.8%	12.4%	13.7%	10.8%	15.0%	20.3%	11.7%
%H (All HH)		100.0%	98.1%	46.3%	15.8%	76.7%	39.6%	36.8%
%H (TV HH)			98.1%	46.3%	15.8%	76.7%	39.6%	36.8%
Adult's bedroom	1981	1981	1923	937	390	1371	746	625
%V	38.8%	41.0%	42.5%	48.7%	46.7%	47.2%	67.1%	34.8%
%H (All HH)		100.0%	97.1%	47.3%	19.7%	69.2%	37.7%	31.5%
%H (TV HH)			97.1%	47.3%	19.7%	69.2%	37.7%	31.5%
Child's bedroom	281	281	279	156	62	202	138	64
%V	5.5%	5.8%	6.2%	8.1%	7.4%	7.0%	12.4%	3.6%
%H (All HH)		100.0%	99.3%	55.5%	22.1%	71.9%	49.1%	22.8%
%H (TV HH)			99.3%	55.5%	22.1%	71.9%	49.1%	22.8%
Other bedroom	202	202	197	104	37	150	88	61
%V	4.0%	4.2%	4.4%	5.4%	4.4%	5.2%	7.9%	3.4%
%H (All HH)		100.0%	97.5%	51.5%	18.3%	74.3%	43.6%	30.2%
%H (TV HH)			97.5%	51.5%	18.3%	74.3%	43.6%	30.2%
Second living/dining room	354	354	348	159	75	264	146	119
%V	6.9%	7.3%	7.7%	8.3%	9.0%	9.1%	13.1%	6.6%
%H (All HH)		100.0%	98.3%	44.9%	21.2%	74.6%	41.2%	33.6%
%H (TV HH)			98.3%	44.9%	21.2%	74.6%	41.2%	33.6%
Study/office	78	78	77	41	13	59	35	24
%V	1.5%	1.6%	1.7%	2.1%	1.6%	2.0%	3.2%	1.3%
%H (All HH)		100.0%	98.7%	52.6%	16.7%	75.6%	44.9%	30.8%
%H (TV HH)			98.7%	52.6%	16.7%	75.6%	44.9%	30.8%
TV room	51	51	50	26	12	33	20	13
%V	1.0%	1.1%	1.1%	1.3%	1.4%	1.1%	1.8%	0.7%
%H (All HH)		100.0%	98.0%	51.0%	23.5%	64.7%	39.2%	25.5%
%H (TV HH)			98.0%	51.0%	23.5%	64.7%	39.2%	25.5%
No specific location	12	12	12	3	3	10	3	7
%V	0.2%	0.2%	0.3%	0.2%	0.4%	0.3%	0.3%	0.4%
%H (All HH)		100.0%	100.0%	25.0%	25.0%	83.3%	25.0%	58.3%
%H (TV HH)			100.0%	25.0%	25.0%	83.3%	25.0%	58.3%
Other	42	42	42	29	4	33	24	9
%V	0.8%	0.9%	0.9%	1.5%	0.5%	1.1%	2.2%	0.5%
%H (All HH)		100.0%	100.0%	69.0%	9.5%	78.6%	57.1%	21.4%
%H (TV HH)			100.0%	69.0%	9.5%	78.6%	57.1%	21.4%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC London
Household level data
Table 1.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5100	4827	4524	1926	836	2905	1111	1794
%H (All HH)		94.6%	88.7%	37.8%	16.4%	57.0%	21.8%	35.2%
%H (TV HH)			93.7%	39.9%	17.3%	60.2%	23.0%	37.2%
PVR	2358	2358	2357	1478	467	1283	840	443
%V	46.2%	48.9%	52.1%	76.7%	55.9%	44.2%	75.6%	24.7%
%H (All HH)		100.0%	100.0%	62.7%	19.8%	54.4%	35.6%	18.8%
%H (TV HH)			100.0%	62.7%	19.8%	54.4%	35.6%	18.8%
DVDR	584	584	571	244	117	407	192	215
%V	11.5%	12.1%	12.6%	12.7%	14.0%	14.0%	17.3%	12.0%
%H (All HH)		100.0%	97.8%	41.8%	20.0%	69.7%	32.9%	36.8%
%H (TV HH)			97.8%	41.8%	20.0%	69.7%	32.9%	36.8%
VCR	736	736	682	229	116	510	169	341
%V	14.4%	15.2%	15.1%	11.9%	13.9%	17.6%	15.2%	19.0%
%H (All HH)		100.0%	92.7%	31.1%	15.8%	69.3%	23.0%	46.3%
%H (TV HH)			92.7%	31.1%	15.8%	69.3%	23.0%	46.3%
Any recorder	2967	2967	2905	1579	565	1718	923	794
%V	58.2%	61.5%	64.2%	82.0%	67.6%	59.1%	83.1%	44.3%
%H (All HH)		100.0%	97.9%	53.2%	19.0%	57.9%	31.1%	26.8%
%H (TV HH)			97.9%	53.2%	19.0%	57.9%	31.1%	26.8%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC London
Household level data
Table 1.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5100	4827	4524	1926	836	2905	1111	1794
%H (All HH)		94.6%	88.7%	37.8%	16.4%	57.0%	21.8%	35.2%
%H (TV HH)			93.7%	39.9%	17.3%	60.2%	23.0%	37.2%
Receives HDTV (via STB or built-in reception)	1922	1922	1922	988	524	1124	682	442
%V	37.7%	39.8%	42.5%	51.3%	62.7%	38.7%	61.4%	24.6%
%H (All HH)		100.0%	100.0%	51.4%	27.3%	58.5%	35.5%	23.0%
%H (TV HH)			100.0%	51.4%	27.3%	58.5%	35.5%	23.0%
DVD/Blu-ray player or recorder	3816	3816	3689	1624	699	2398	1002	1396
%V	74.8%	79.1%	81.5%	84.3%	83.6%	82.5%	90.2%	77.8%
%H (All HH)		100.0%	96.7%	42.6%	18.3%	62.8%	26.3%	36.6%
%H (TV HH)			96.7%	42.6%	18.3%	62.8%	26.3%	36.6%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC London
Household level data
Table 1.10: Computers and Internet
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5100	4827	4524	1926	836	2905	1111	1794
%H (All HH)		94.6%	88.7%	37.8%	16.4%	57.0%	21.8%	35.2%
%H (TV HH)			93.7%	39.9%	17.3%	60.2%	23.0%	37.2%
Has PC or Laptop	4046	3843	3707	1712	754	2301	1027	1274
%V	79.3%	79.6%	81.9%	88.9%	90.2%	79.2%	92.4%	71.0%
%H (All HH)		95.0%	91.6%	42.3%	18.6%	56.9%	25.4%	31.5%
%H (TV HH)			96.5%	44.5%	19.6%	59.9%	26.7%	33.2%
Has broadband internet	3811	3628	3515	1665	738	2151	1006	1145
%V	74.7%	75.2%	77.7%	86.4%	88.3%	74.0%	90.5%	63.8%
%H (All HH)		95.2%	92.2%	43.7%	19.4%	56.4%	26.4%	30.0%
%H (TV HH)			96.9%	45.9%	20.3%	59.3%	27.7%	31.6%

Base: BBC London - Households (000s)
%V = percentage of vertical total
%H (ALL HH) = percentage of horizontal total - All HH
%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8954	8577	3988	1644	5915	2869	3046
%H		95.8%	44.5%	18.4%	66.1%	32.0%	34.0%
Under 20"	2043	1937	808	360	1500	711	789
%V	22.8%	22.6%	20.3%	21.9%	25.4%	24.8%	25.9%
%H		94.8%	39.5%	17.6%	73.4%	34.8%	38.6%
20" - 29"	2499	2324	941	437	1687	713	974
%V	27.9%	27.1%	23.6%	26.6%	28.5%	24.9%	32.0%
%H		93.0%	37.7%	17.5%	67.5%	28.5%	39.0%
30" - 39"	2563	2499	1167	484	1664	792	872
%V	28.6%	29.1%	29.3%	29.4%	28.1%	27.6%	28.6%
%H		97.5%	45.5%	18.9%	64.9%	30.9%	34.0%
40" and over	1692	1674	1008	339	972	616	356
%V	18.9%	19.5%	25.3%	20.6%	16.4%	21.5%	11.7%
%H		98.9%	59.6%	20.0%	57.4%	36.4%	21.0%
Don't know	157	143	64	24	92	36	55
%V	1.8%	1.7%	1.6%	1.5%	1.6%	1.3%	1.8%
%H		91.1%	40.8%	15.3%	58.6%	22.9%	35.0%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8954	8577	3988	1644	5915	2869	3046
%H		95.8%	44.5%	18.4%	66.1%	32.0%	34.0%
Main living room	4796	4507	1934	834	2894	1119	1775
%V	53.6%	52.5%	48.5%	50.7%	48.9%	39.0%	58.3%
%H		94.0%	40.3%	17.4%	60.3%	23.3%	37.0%
Kitchen	575	565	268	90	440	227	212
%V	6.4%	6.6%	6.7%	5.5%	7.4%	7.9%	7.0%
%H		98.3%	46.6%	15.7%	76.5%	39.5%	36.9%
Adult's bedroom	2455	2393	1207	490	1748	1008	739
%V	27.4%	27.9%	30.3%	29.8%	29.6%	35.1%	24.3%
%H		97.5%	49.2%	20.0%	71.2%	41.1%	30.1%
Child's bedroom	343	341	191	80	252	177	76
%V	3.8%	4.0%	4.8%	4.9%	4.3%	6.2%	2.5%
%H		99.4%	55.7%	23.3%	73.5%	51.6%	22.2%
Other bedroom	239	234	125	44	176	104	72
%V	2.7%	2.7%	3.1%	2.7%	3.0%	3.6%	2.4%
%H		97.9%	52.3%	18.4%	73.6%	43.5%	30.1%
Second living/dining room	358	353	162	76	268	148	119
%V	4.0%	4.1%	4.1%	4.6%	4.5%	5.2%	3.9%
%H		98.6%	45.3%	21.2%	74.9%	41.3%	33.2%
Study/office	79	77	41	13	60	36	24
%V	0.9%	0.9%	1.0%	0.8%	1.0%	1.3%	0.8%
%H		97.5%	51.9%	16.5%	75.9%	45.6%	30.4%
TV room	53	50	27	12	33	21	13
%V	0.6%	0.6%	0.7%	0.7%	0.6%	0.7%	0.4%
%H		94.3%	50.9%	22.6%	62.3%	39.6%	24.5%
No specific location	12	12	3	3	10	3	8
%V	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.3%
%H		100.0%	25.0%	25.0%	83.3%	25.0%	66.7%
Other	43	43	30	4	34	25	9
%V	0.5%	0.5%	0.8%	0.2%	0.6%	0.9%	0.3%
%H		100.0%	69.8%	9.3%	79.1%	58.1%	20.9%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8954	8577	3988	1644	5915	2869	3046
%H		95.8%	44.5%	18.4%	66.1%	32.0%	34.0%
PVR	2965	2965	1960	571	1599	1119	480
%V	33.1%	34.6%	49.1%	34.7%	27.0%	39.0%	15.8%
%H		100.0%	66.1%	19.3%	53.9%	37.7%	16.2%
DVDR	664	652	293	134	466	233	233
%V	7.4%	7.6%	7.3%	8.2%	7.9%	8.1%	7.6%
%H		98.2%	44.1%	20.2%	70.2%	35.1%	35.1%
VCR	832	775	268	133	578	199	378
%V	9.3%	9.0%	6.7%	8.1%	9.8%	6.9%	12.4%
%H		93.1%	32.2%	16.0%	69.5%	23.9%	45.4%
Any recorder	3825	3759	2179	714	2220	1304	917
%V	42.7%	43.8%	54.6%	43.4%	37.5%	45.5%	30.1%
%H		98.3%	57.0%	18.7%	58.0%	34.1%	24.0%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8954	8577	3988	1644	5915	2869	3046
%H		95.8%	44.5%	18.4%	66.1%	32.0%	34.0%
Receives HDTV (via STB or built-in reception)	2479	2479	1313	679	1487	951	535
%V	27.7%	28.9%	32.9%	41.3%	25.1%	33.1%	17.6%
%H		100.0%	53.0%	27.4%	60.0%	38.4%	21.6%
DVD/Blu-ray player or recorder	5383	5246	2479	1038	3561	1775	1786
%V	60.1%	61.2%	62.2%	63.1%	60.2%	61.9%	58.6%
%H		97.5%	46.1%	19.3%	66.2%	33.0%	33.2%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC London
Set level data
Table 1.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4825	4523	1926	836	2904	1111	1793
%H		93.7%	39.9%	17.3%	60.2%	23.0%	37.2%
Under 20"	232	171	29	23	131	13	118
%V	4.8%	3.8%	1.5%	2.8%	4.5%	1.2%	6.6%
%H		73.7%	12.5%	9.9%	56.5%	5.6%	50.9%
20" - 29"	1202	1046	281	174	736	141	595
%V	24.9%	23.1%	14.6%	20.8%	25.3%	12.7%	33.2%
%H		87.0%	23.4%	14.5%	61.2%	11.7%	49.5%
30" - 39"	1841	1783	735	334	1162	440	722
%V	38.2%	39.4%	38.2%	40.0%	40.0%	39.6%	40.3%
%H		96.8%	39.9%	18.1%	63.1%	23.9%	39.2%
40" and over	1463	1446	850	291	829	504	325
%V	30.3%	32.0%	44.1%	34.8%	28.5%	45.4%	18.1%
%H		98.8%	58.1%	19.9%	56.7%	34.4%	22.2%
Don't know	88	76	31	13	46	13	32
%V	1.8%	1.7%	1.6%	1.6%	1.6%	1.2%	1.8%
%H		86.4%	35.2%	14.8%	52.3%	14.8%	36.4%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC London
Set level data
Table 1.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4825	4523	1926	836	2904	1111	1793
%H		93.7%	39.9%	17.3%	60.2%	23.0%	37.2%
PVR	2292	2292	1449	452	1235	814	420
%V	47.5%	50.7%	75.2%	54.1%	42.5%	73.3%	23.4%
%H		100.0%	63.2%	19.7%	53.9%	35.5%	18.3%
DVDR	501	488	198	102	344	152	192
%V	10.4%	10.8%	10.3%	12.2%	11.8%	13.7%	10.7%
%H		97.4%	39.5%	20.4%	68.7%	30.3%	38.3%
VCR	601	550	172	96	412	127	285
%V	12.5%	12.2%	8.9%	11.5%	14.2%	11.4%	15.9%
%H		91.5%	28.6%	16.0%	68.6%	21.1%	47.4%
Any recorder	2856	2798	1542	543	1635	893	742
%V	59.2%	61.9%	80.1%	65.0%	56.3%	80.4%	41.4%
%H		98.0%	54.0%	19.0%	57.2%	31.3%	26.0%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4825	4523	1926	836	2904	1111	1793
%H		93.7%	39.9%	17.3%	60.2%	23.0%	37.2%
Receives HDTV (via STB or built-in reception)	1846	1846	947	507	1066	646	420
%V	38.3%	40.8%	49.2%	60.6%	36.7%	58.1%	23.4%
%H		100.0%	51.3%	27.5%	57.7%	35.0%	22.8%
DVD/Blu-ray player or recorder	3653	3531	1547	669	2286	943	1342
%V	75.7%	78.1%	80.3%	80.0%	78.7%	84.9%	74.8%
%H		96.7%	42.3%	18.3%	62.6%	25.8%	36.7%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC London
Set level data
Table 1.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4128	4054	2062	808	3011	1758	1253
%H		98.2%	50.0%	19.6%	72.9%	42.6%	30.4%
Under 20"	1812	1766	779	336	1369	698	670
%V	43.9%	43.6%	37.8%	41.6%	45.5%	39.7%	53.5%
%H		97.5%	43.0%	18.5%	75.6%	38.5%	37.0%
20" - 29"	1296	1278	660	263	951	572	379
%V	31.4%	31.5%	32.0%	32.5%	31.6%	32.5%	30.2%
%H		98.6%	50.9%	20.3%	73.4%	44.1%	29.2%
30" - 39"	722	716	432	150	502	352	150
%V	17.5%	17.7%	21.0%	18.6%	16.7%	20.0%	12.0%
%H		99.2%	59.8%	20.8%	69.5%	48.8%	20.8%
40" and over	229	228	158	48	143	112	31
%V	5.5%	5.6%	7.7%	5.9%	4.7%	6.4%	2.5%
%H		99.6%	69.0%	21.0%	62.4%	48.9%	13.5%
Don't know	69	66	33	11	46	23	23
%V	1.7%	1.6%	1.6%	1.4%	1.5%	1.3%	1.8%
%H		95.7%	47.8%	15.9%	66.7%	33.3%	33.3%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC London

Set level data

Table 1.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4128	4054	2062	808	3011	1758	1253
%H		98.2%	50.0%	19.6%	72.9%	42.6%	30.4%
PVR	673	673	512	119	365	305	60
%V	16.3%	16.6%	24.8%	14.7%	12.1%	17.3%	4.8%
%H		100.0%	76.1%	17.7%	54.2%	45.3%	8.9%
DVDR	164	163	95	32	123	81	41
%V	4.0%	4.0%	4.6%	4.0%	4.1%	4.6%	3.3%
%H		99.4%	57.9%	19.5%	75.0%	49.4%	25.0%
VCR	231	225	96	37	166	72	93
%V	5.6%	5.6%	4.7%	4.6%	5.5%	4.1%	7.4%
%H		97.4%	41.6%	16.0%	71.9%	31.2%	40.3%
Any recorder	968	961	637	171	586	411	175
%V	23.4%	23.7%	30.9%	21.2%	19.5%	23.4%	14.0%
%H		99.3%	65.8%	17.7%	60.5%	42.5%	18.1%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4128	4054	2062	808	3011	1758	1253
%H		98.2%	50.0%	19.6%	72.9%	42.6%	30.4%
Receives HDTV (via STB or built-in reception)	633	633	366	172	421	305	115
%V	15.3%	15.6%	17.7%	21.3%	14.0%	17.3%	9.2%
%H		100.0%	57.8%	27.2%	66.5%	48.2%	18.2%
DVD/Blu-ray player or recorder	1730	1715	931	369	1275	831	444
%V	41.9%	42.3%	45.2%	45.7%	42.3%	47.3%	35.4%
%H		99.1%	53.8%	21.3%	73.7%	48.0%	25.7%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11875	11331	10838	5378	2097	6634	3162	3472
%H		95.4%	91.3%	45.3%	17.7%	55.9%	26.6%	29.2%
Total Children	2289	2218	2160	1244	417	1201	682	519
%V	19.3%	19.6%	19.9%	23.1%	19.9%	18.1%	21.6%	14.9%
%H		96.9%	94.4%	54.3%	18.2%	52.5%	29.8%	22.7%
0 - 3	677	647	628	361	119	329	173	156
%V	5.7%	5.7%	5.8%	6.7%	5.7%	5.0%	5.5%	4.5%
%H		95.6%	92.8%	53.3%	17.6%	48.6%	25.6%	23.0%
4 - 15	1612	1570	1532	883	298	872	509	363
%V	13.6%	13.9%	14.1%	16.4%	14.2%	13.1%	16.1%	10.5%
%H		97.4%	95.0%	54.8%	18.5%	54.1%	31.6%	22.5%
4 - 9	871	844	824	474	149	457	253	205
%V	7.3%	7.4%	7.6%	8.8%	7.1%	6.9%	8.0%	5.9%
%H		96.9%	94.6%	54.4%	17.1%	52.5%	29.0%	23.5%
10 - 15	741	727	709	409	149	415	257	158
%V	6.2%	6.4%	6.5%	7.6%	7.1%	6.3%	8.1%	4.6%
%H		98.1%	95.7%	55.2%	20.1%	56.0%	34.7%	21.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11875	11331	10838	5378	2097	6634	3162	3472
%H		95.4%	91.3%	45.3%	17.7%	55.9%	26.6%	29.2%
Total Adults (16+)	9586	9113	8678	4134	1679	5433	2480	2953
%V	80.7%	80.4%	80.1%	76.9%	80.1%	81.9%	78.4%	85.1%
%H		95.1%	90.5%	43.1%	17.5%	56.7%	25.9%	30.8%
16 - 19	530	512	501	283	102	313	187	126
%V	4.5%	4.5%	4.6%	5.3%	4.9%	4.7%	5.9%	3.6%
%H		96.6%	94.5%	53.4%	19.2%	59.1%	35.3%	23.8%
20 - 24	777	683	655	334	136	393	199	194
%V	6.5%	6.0%	6.0%	6.2%	6.5%	5.9%	6.3%	5.6%
%H		87.9%	84.3%	43.0%	17.5%	50.6%	25.6%	25.0%
25 - 34	2071	1894	1806	932	362	982	450	533
%V	17.4%	16.7%	16.7%	17.3%	17.3%	14.8%	14.2%	15.4%
%H		91.5%	87.2%	45.0%	17.5%	47.4%	21.7%	25.7%
35 - 44	1855	1773	1712	911	350	968	504	464
%V	15.6%	15.6%	15.8%	16.9%	16.7%	14.6%	15.9%	13.4%
%H		95.6%	92.3%	49.1%	18.9%	52.2%	27.2%	25.0%
45 - 54	1657	1610	1564	744	335	1020	517	503
%V	14.0%	14.2%	14.4%	13.8%	16.0%	15.4%	16.4%	14.5%
%H		97.2%	94.4%	44.9%	20.2%	61.6%	31.2%	30.4%
55 - 64	1153	1128	1076	467	218	743	340	402
%V	9.7%	10.0%	9.9%	8.7%	10.4%	11.2%	10.8%	11.6%
%H		97.8%	93.3%	40.5%	18.9%	64.4%	29.5%	34.9%
65+	1543	1513	1364	463	177	1014	283	731
%V	13.0%	13.4%	12.6%	8.6%	8.4%	15.3%	9.0%	21.1%
%H		98.1%	88.4%	30.0%	11.5%	65.7%	18.3%	47.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9586	9113	8678	4134	1679	5433	2480	2953
%H		95.1%	90.5%	43.1%	17.5%	56.7%	25.9%	30.8%
AB	2920	2817	2732	1328	566	1685	813	872
%V	30.5%	30.9%	31.5%	32.1%	33.7%	31.0%	32.8%	29.5%
%H		96.5%	93.6%	45.5%	19.4%	57.7%	27.8%	29.9%
C1	2891	2696	2589	1198	518	1667	774	893
%V	30.2%	29.6%	29.8%	29.0%	30.9%	30.7%	31.2%	30.2%
%H		93.3%	89.6%	41.4%	17.9%	57.7%	26.8%	30.9%
C2	1675	1627	1554	775	313	987	507	480
%V	17.5%	17.9%	17.9%	18.7%	18.6%	18.2%	20.4%	16.3%
%H		97.1%	92.8%	46.3%	18.7%	58.9%	30.3%	28.7%
D	1285	1198	1121	572	191	639	264	375
%V	13.4%	13.1%	12.9%	13.8%	11.4%	11.8%	10.6%	12.7%
%H		93.2%	87.2%	44.5%	14.9%	49.7%	20.5%	29.2%
E	815	775	681	261	92	455	123	332
%V	8.5%	8.5%	7.8%	6.3%	5.5%	8.4%	5.0%	11.2%
%H		95.1%	83.6%	32.0%	11.3%	55.8%	15.1%	40.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC London
Individual level data
Table 1.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9586	9113	8678	4134	1679	5433	2480	2953
%H		95.1%	90.5%	43.1%	17.5%	56.7%	25.9%	30.8%
Working full time	4645	4443	4291	2129	934	2603	1327	1277
%V	48.5%	48.8%	49.4%	51.5%	55.6%	47.9%	53.5%	43.2%
%H		95.7%	92.4%	45.8%	20.1%	56.0%	28.6%	27.5%
Working part time	1000	957	922	453	187	590	297	293
%V	10.4%	10.5%	10.6%	11.0%	11.1%	10.9%	12.0%	9.9%
%H		95.7%	92.2%	45.3%	18.7%	59.0%	29.7%	29.3%
Not working	3940	3713	3464	1553	559	2239	856	1383
%V	41.1%	40.7%	39.9%	37.6%	33.3%	41.2%	34.5%	46.8%
%H		94.2%	87.9%	39.4%	14.2%	56.8%	21.7%	35.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4736	4455	4247	2077	849	2618	1249	1369
%H		94.1%	89.7%	43.9%	17.9%	55.3%	26.4%	28.9%
16 - 19	274	266	262	152	56	160	99	61
%V	5.8%	6.0%	6.2%	7.3%	6.6%	6.1%	7.9%	4.5%
%H		97.1%	95.6%	55.5%	20.4%	58.4%	36.1%	22.3%
20 - 24	393	333	317	162	70	189	97	91
%V	8.3%	7.5%	7.5%	7.8%	8.2%	7.2%	7.8%	6.6%
%H		84.7%	80.7%	41.2%	17.8%	48.1%	24.7%	23.2%
25 - 34	1046	946	895	462	180	488	225	263
%V	22.1%	21.2%	21.1%	22.2%	21.2%	18.6%	18.0%	19.2%
%H		90.4%	85.6%	44.2%	17.2%	46.7%	21.5%	25.1%
35 - 44	955	905	873	460	185	490	254	235
%V	20.2%	20.3%	20.6%	22.1%	21.8%	18.7%	20.3%	17.2%
%H		94.8%	91.4%	48.2%	19.4%	51.3%	26.6%	24.6%
45 - 54	824	793	771	374	167	493	253	240
%V	17.4%	17.8%	18.2%	18.0%	19.7%	18.8%	20.3%	17.5%
%H		96.2%	93.6%	45.4%	20.3%	59.8%	30.7%	29.1%
55 - 64	557	542	517	226	103	363	171	192
%V	11.8%	12.2%	12.2%	10.9%	12.1%	13.9%	13.7%	14.0%
%H		97.3%	92.8%	40.6%	18.5%	65.2%	30.7%	34.5%
65+	686	669	612	241	89	435	149	286
%V	14.5%	15.0%	14.4%	11.6%	10.5%	16.6%	11.9%	20.9%
%H		97.5%	89.2%	35.1%	13.0%	63.4%	21.7%	41.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4736	4455	4247	2077	849	2618	1249	1369
%H		94.1%	89.7%	43.9%	17.9%	55.3%	26.4%	28.9%
AB	1483	1422	1376	680	293	835	413	422
%V	31.3%	31.9%	32.4%	32.7%	34.5%	31.9%	33.1%	30.8%
%H		95.9%	92.8%	45.9%	19.8%	56.3%	27.8%	28.5%
C1	1361	1248	1204	584	253	760	383	377
%V	28.7%	28.0%	28.3%	28.1%	29.8%	29.0%	30.7%	27.5%
%H		91.7%	88.5%	42.9%	18.6%	55.8%	28.1%	27.7%
C2	921	891	848	415	172	541	272	270
%V	19.4%	20.0%	20.0%	20.0%	20.3%	20.7%	21.8%	19.7%
%H		96.7%	92.1%	45.1%	18.7%	58.7%	29.5%	29.3%
D	633	585	548	287	94	306	129	177
%V	13.4%	13.1%	12.9%	13.8%	11.1%	11.7%	10.3%	12.9%
%H		92.4%	86.6%	45.3%	14.8%	48.3%	20.4%	28.0%
E	337	309	271	111	38	175	51	124
%V	7.1%	6.9%	6.4%	5.3%	4.5%	6.7%	4.1%	9.1%
%H		91.7%	80.4%	32.9%	11.3%	51.9%	15.1%	36.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC London
Individual level data
Table 1.27: Working Status (Males 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4736	4455	4247	2077	849	2618	1249	1369
%H		94.1%	89.7%	43.9%	17.9%	55.3%	26.4%	28.9%
Working full time	2894	2760	2666	1346	580	1599	827	772
%V	61.1%	62.0%	62.8%	64.8%	68.3%	61.1%	66.2%	56.4%
%H		95.4%	92.1%	46.5%	20.0%	55.3%	28.6%	26.7%
Working part time	256	240	224	110	44	138	65	73
%V	5.4%	5.4%	5.3%	5.3%	5.2%	5.3%	5.2%	5.3%
%H		93.8%	87.5%	43.0%	17.2%	53.9%	25.4%	28.5%
Not working	1585	1456	1357	622	225	881	357	524
%V	33.5%	32.7%	32.0%	29.9%	26.5%	33.7%	28.6%	38.3%
%H		91.9%	85.6%	39.2%	14.2%	55.6%	22.5%	33.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4850	4658	4430	2057	830	2815	1231	1584
%H		96.0%	91.3%	42.4%	17.1%	58.0%	25.4%	32.7%
16 - 19	257	246	239	130	46	152	88	65
%V	5.3%	5.3%	5.4%	6.3%	5.5%	5.4%	7.1%	4.1%
%H		95.7%	93.0%	50.6%	17.9%	59.1%	34.2%	25.3%
20 - 24	384	350	338	172	66	204	102	102
%V	7.9%	7.5%	7.6%	8.4%	8.0%	7.2%	8.3%	6.4%
%H		91.1%	88.0%	44.8%	17.2%	53.1%	26.6%	26.6%
25 - 34	1025	947	911	470	182	494	225	270
%V	21.1%	20.3%	20.6%	22.8%	21.9%	17.5%	18.3%	17.0%
%H		92.4%	88.9%	45.9%	17.8%	48.2%	22.0%	26.3%
35 - 44	900	868	839	451	165	479	250	229
%V	18.6%	18.6%	18.9%	21.9%	19.9%	17.0%	20.3%	14.5%
%H		96.4%	93.2%	50.1%	18.3%	53.2%	27.8%	25.4%
45 - 54	832	817	792	370	168	527	264	262
%V	17.2%	17.5%	17.9%	18.0%	20.2%	18.7%	21.4%	16.5%
%H		98.2%	95.2%	44.5%	20.2%	63.3%	31.7%	31.5%
55 - 64	596	586	559	241	116	380	169	211
%V	12.3%	12.6%	12.6%	11.7%	14.0%	13.5%	13.7%	13.3%
%H		98.3%	93.8%	40.4%	19.5%	63.8%	28.4%	35.4%
65+	857	844	752	222	88	579	134	445
%V	17.7%	18.1%	17.0%	10.8%	10.6%	20.6%	10.9%	28.1%
%H		98.5%	87.7%	25.9%	10.3%	67.6%	15.6%	51.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4850	4658	4430	2057	830	2815	1231	1584
%H		96.0%	91.3%	42.4%	17.1%	58.0%	25.4%	32.7%
AB	1436	1395	1357	648	273	850	399	451
%V	29.6%	29.9%	30.6%	31.5%	32.9%	30.2%	32.4%	28.5%
%H		97.1%	94.5%	45.1%	19.0%	59.2%	27.8%	31.4%
C1	1530	1448	1385	613	265	907	391	516
%V	31.5%	31.1%	31.3%	29.8%	31.9%	32.2%	31.8%	32.6%
%H		94.6%	90.5%	40.1%	17.3%	59.3%	25.6%	33.7%
C2	754	736	706	360	141	446	235	211
%V	15.5%	15.8%	15.9%	17.5%	17.0%	15.8%	19.1%	13.3%
%H		97.6%	93.6%	47.7%	18.7%	59.2%	31.2%	28.0%
D	652	613	572	284	97	333	135	198
%V	13.4%	13.2%	12.9%	13.8%	11.7%	11.8%	11.0%	12.5%
%H		94.0%	87.7%	43.6%	14.9%	51.1%	20.7%	30.4%
E	478	465	410	151	54	280	72	208
%V	9.9%	10.0%	9.3%	7.3%	6.5%	9.9%	5.8%	13.1%
%H		97.3%	85.8%	31.6%	11.3%	58.6%	15.1%	43.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4850	4658	4430	2057	830	2815	1231	1584
%H		96.0%	91.3%	42.4%	17.1%	58.0%	25.4%	32.7%
Working full time	1751	1683	1625	783	354	1005	500	505
%V	36.1%	36.1%	36.7%	38.1%	42.7%	35.7%	40.6%	31.9%
%H		96.1%	92.8%	44.7%	20.2%	57.4%	28.6%	28.8%
Working part time	744	718	698	343	142	452	232	220
%V	15.3%	15.4%	15.8%	16.7%	17.1%	16.1%	18.8%	13.9%
%H		96.5%	93.8%	46.1%	19.1%	60.8%	31.2%	29.6%
Not working	2356	2257	2107	931	334	1358	499	859
%V	48.6%	48.5%	47.6%	45.3%	40.2%	48.2%	40.5%	54.2%
%H		95.8%	89.4%	39.5%	14.2%	57.6%	21.2%	36.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	930	905	854	469	75	581	267	313
%H (All HH)		97.3%	91.8%	50.4%	8.1%	62.5%	28.7%	33.7%
%H (TV HH)			94.4%	51.8%	8.3%	64.2%	29.5%	34.6%
AB	250	243	229	140	16	152	77	75
%V	26.9%	26.9%	26.8%	29.9%	21.3%	26.2%	28.8%	24.0%
%H (All HH)		97.2%	91.6%	56.0%	6.4%	60.8%	30.8%	30.0%
%H (TV HH)			94.2%	57.6%	6.6%	62.6%	31.7%	30.9%
C1	269	261	248	139	22	171	83	88
%V	28.9%	28.8%	29.0%	29.6%	29.3%	29.4%	31.1%	28.1%
%H (All HH)		97.0%	92.2%	51.7%	8.2%	63.6%	30.9%	32.7%
%H (TV HH)			95.0%	53.3%	8.4%	65.5%	31.8%	33.7%
C2	198	195	186	99	21	131	65	67
%V	21.3%	21.5%	21.8%	21.1%	28.0%	22.5%	24.3%	21.4%
%H (All HH)		98.5%	93.9%	50.0%	10.6%	66.2%	32.8%	33.8%
%H (TV HH)			95.4%	50.8%	10.8%	67.2%	33.3%	34.4%
D	112	108	102	49	12	66	23	43
%V	12.0%	11.9%	11.9%	10.4%	16.0%	11.4%	8.6%	13.7%
%H (All HH)		96.4%	91.1%	43.8%	10.7%	58.9%	20.5%	38.4%
%H (TV HH)			94.4%	45.4%	11.1%	61.1%	21.3%	39.8%
E	101	98	89	42	6	59	19	41
%V	10.9%	10.8%	10.4%	9.0%	8.0%	10.2%	7.1%	13.1%
%H (All HH)		97.0%	88.1%	41.6%	5.9%	58.4%	18.8%	40.6%
%H (TV HH)			90.8%	42.9%	6.1%	60.2%	19.4%	41.8%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	930	905	854	469	75	581	267	313
%H (All HH)		97.3%	91.8%	50.4%	8.1%	62.5%	28.7%	33.7%
%H (TV HH)			94.4%	51.8%	8.3%	64.2%	29.5%	34.6%
Under 25	28	25	24	9	2	17	4	13
%V	3.0%	2.8%	2.8%	1.9%	2.7%	2.9%	1.5%	4.2%
%H (All HH)		89.3%	85.7%	32.1%	7.1%	60.7%	14.3%	46.4%
%H (TV HH)			96.0%	36.0%	8.0%	68.0%	16.0%	52.0%
25 - 34	111	108	104	71	12	60	38	22
%V	11.9%	11.9%	12.2%	15.1%	16.0%	10.3%	14.2%	7.0%
%H (All HH)		97.3%	93.7%	64.0%	10.8%	54.1%	34.2%	19.8%
%H (TV HH)			96.3%	65.7%	11.1%	55.6%	35.2%	20.4%
35 - 44	164	158	153	94	25	90	55	36
%V	17.6%	17.5%	17.9%	20.0%	33.3%	15.5%	20.6%	11.5%
%H (All HH)		96.3%	93.3%	57.3%	15.2%	54.9%	33.5%	22.0%
%H (TV HH)			96.8%	59.5%	15.8%	57.0%	34.8%	22.8%
45 - 54	174	170	168	108	14	113	65	48
%V	18.7%	18.8%	19.7%	23.0%	18.7%	19.4%	24.3%	15.3%
%H (All HH)		97.7%	96.6%	62.1%	8.0%	64.9%	37.4%	27.6%
%H (TV HH)			98.8%	63.5%	8.2%	66.5%	38.2%	28.2%
55 - 64	174	168	160	89	10	110	50	61
%V	18.7%	18.6%	18.7%	19.0%	13.3%	18.9%	18.7%	19.5%
%H (All HH)		96.6%	92.0%	51.1%	5.7%	63.2%	28.7%	35.1%
%H (TV HH)			95.2%	53.0%	6.0%	65.5%	29.8%	36.3%
65 +	280	276	244	97	12	190	56	134
%V	30.1%	30.5%	28.6%	20.7%	16.0%	32.7%	21.0%	42.8%
%H (All HH)		98.6%	87.1%	34.6%	4.3%	67.9%	20.0%	47.9%
%H (TV HH)			88.4%	35.1%	4.3%	68.8%	20.3%	48.6%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	930	905	854	469	75	581	267	313
%H (All HH)		97.3%	91.8%	50.4%	8.1%	62.5%	28.7%	33.7%
%H (TV HH)			94.4%	51.8%	8.3%	64.2%	29.5%	34.6%
1	315	300	260	108	15	187	51	137
%V	33.9%	33.1%	30.4%	23.0%	20.0%	32.2%	19.1%	43.8%
%H (All HH)		95.2%	82.5%	34.3%	4.8%	59.4%	16.2%	43.5%
%H (TV HH)			86.7%	36.0%	5.0%	62.3%	17.0%	45.7%
2	305	301	292	155	23	206	92	114
%V	32.8%	33.3%	34.2%	33.0%	30.7%	35.5%	34.5%	36.4%
%H (All HH)		98.7%	95.7%	50.8%	7.5%	67.5%	30.2%	37.4%
%H (TV HH)			97.0%	51.5%	7.6%	68.4%	30.6%	37.9%
3	134	132	130	81	17	83	51	33
%V	14.4%	14.6%	15.2%	17.3%	22.7%	14.3%	19.1%	10.5%
%H (All HH)		98.5%	97.0%	60.4%	12.7%	61.9%	38.1%	24.6%
%H (TV HH)			98.5%	61.4%	12.9%	62.9%	38.6%	25.0%
4	118	117	115	87	11	71	51	20
%V	12.7%	12.9%	13.5%	18.6%	14.7%	12.2%	19.1%	6.4%
%H (All HH)		99.2%	97.5%	73.7%	9.3%	60.2%	43.2%	16.9%
%H (TV HH)			98.3%	74.4%	9.4%	60.7%	43.6%	17.1%
5+	58	56	56	37	9	32	22	10
%V	6.2%	6.2%	6.6%	7.9%	12.0%	5.5%	8.2%	3.2%
%H (All HH)		96.6%	96.6%	63.8%	15.5%	55.2%	37.9%	17.2%
%H (TV HH)			100.0%	66.1%	16.1%	57.1%	39.3%	17.9%
Average HH size	2.26	2.27	2.33	2.57	2.68	2.24	2.65	1.90

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	930	905	854	469	75	581	267	313
%H (All HH)		97.3%	91.8%	50.4%	8.1%	62.5%	28.7%	33.7%
%H (TV HH)			94.4%	51.8%	8.3%	64.2%	29.5%	34.6%
Without	708	688	641	321	52	460	190	270
%V	76.1%	76.0%	75.1%	68.4%	69.3%	79.2%	71.2%	86.3%
%H (All HH)		97.2%	90.5%	45.3%	7.3%	65.0%	26.8%	38.1%
%H (TV HH)			93.2%	46.7%	7.6%	66.9%	27.6%	39.2%
With	222	217	213	147	24	121	78	43
%V	23.9%	24.0%	24.9%	31.3%	32.0%	20.8%	29.2%	13.7%
%H (All HH)		97.7%	95.9%	66.2%	10.8%	54.5%	35.1%	19.4%
%H (TV HH)			98.2%	67.7%	11.1%	55.8%	35.9%	19.8%
0 - 3	80	79	77	49	11	39	22	17
%V	8.6%	8.7%	9.0%	10.4%	14.7%	6.7%	8.2%	5.4%
%H (All HH)		98.8%	96.3%	61.3%	13.8%	48.8%	27.5%	21.3%
%H (TV HH)			97.5%	62.0%	13.9%	49.4%	27.8%	21.5%
4 - 9	114	111	110	77	14	60	40	20
%V	12.3%	12.3%	12.9%	16.4%	18.7%	10.3%	15.0%	6.4%
%H (All HH)		97.4%	96.5%	67.5%	12.3%	52.6%	35.1%	17.5%
%H (TV HH)			99.1%	69.4%	12.6%	54.1%	36.0%	18.0%
10 - 15	109	108	106	77	11	63	44	20
%V	11.7%	11.9%	12.4%	16.4%	14.7%	10.8%	16.5%	6.4%
%H (All HH)		99.1%	97.2%	70.6%	10.1%	57.8%	40.4%	18.3%
%H (TV HH)			98.1%	71.3%	10.2%	58.3%	40.7%	18.5%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	930	905	854	469	75	581	267	313
%H (All HH)		97.3%	91.8%	50.4%	8.1%	62.5%	28.7%	33.7%
%H (TV HH)			94.4%	51.8%	8.3%	64.2%	29.5%	34.6%
1	346	346	309	146	24	183	42	140
%V	37.2%	38.2%	36.2%	31.1%	32.0%	31.5%	15.7%	44.7%
%H (All HH)		100.0%	89.3%	42.2%	6.9%	52.9%	12.1%	40.5%
%H (TV HH)			89.3%	42.2%	6.9%	52.9%	12.1%	40.5%
2	309	309	296	161	24	208	97	111
%V	33.2%	34.1%	34.7%	34.3%	32.0%	35.8%	36.3%	35.5%
%H (All HH)		100.0%	95.8%	52.1%	7.8%	67.3%	31.4%	35.9%
%H (TV HH)			95.8%	52.1%	7.8%	67.3%	31.4%	35.9%
3	151	151	149	98	14	107	68	39
%V	16.2%	16.7%	17.4%	20.9%	18.7%	18.4%	25.5%	12.5%
%H (All HH)		100.0%	98.7%	64.9%	9.3%	70.9%	45.0%	25.8%
%H (TV HH)			98.7%	64.9%	9.3%	70.9%	45.0%	25.8%
4	62	62	62	40	7	50	34	15
%V	6.7%	6.9%	7.3%	8.5%	9.3%	8.6%	12.7%	4.8%
%H (All HH)		100.0%	100.0%	64.5%	11.3%	80.6%	54.8%	24.2%
%H (TV HH)			100.0%	64.5%	11.3%	80.6%	54.8%	24.2%
5+	37	37	37	24	7	33	26	7
%V	4.0%	4.1%	4.3%	5.1%	9.3%	5.7%	9.7%	2.2%
%H (All HH)		100.0%	100.0%	64.9%	18.9%	89.2%	70.3%	18.9%
%H (TV HH)			100.0%	64.9%	18.9%	89.2%	70.3%	18.9%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	930	905	854	469	75	581	267	313
%H (All HH)		97.3%	91.8%	50.4%	8.1%	62.5%	28.7%	33.7%
%H (TV HH)			94.4%	51.8%	8.3%	64.2%	29.5%	34.6%
Under 20"	372	372	354	194	36	270	144	127
%V	40.0%	41.1%	41.5%	41.4%	48.0%	46.5%	53.9%	40.6%
%H (All HH)		100.0%	95.2%	52.2%	9.7%	72.6%	38.7%	34.1%
%H (TV HH)			95.2%	52.2%	9.7%	72.6%	38.7%	34.1%
20" - 29"	413	413	381	197	24	277	117	161
%V	44.4%	45.6%	44.6%	42.0%	32.0%	47.7%	43.8%	51.4%
%H (All HH)		100.0%	92.3%	47.7%	5.8%	67.1%	28.3%	39.0%
%H (TV HH)			92.3%	47.7%	5.8%	67.1%	28.3%	39.0%
30" - 39"	439	439	429	248	46	301	163	139
%V	47.2%	48.5%	50.2%	52.9%	61.3%	51.8%	61.0%	44.4%
%H (All HH)		100.0%	97.7%	56.5%	10.5%	68.6%	37.1%	31.7%
%H (TV HH)			97.7%	56.5%	10.5%	68.6%	37.1%	31.7%
40" and over	267	267	265	184	27	167	111	56
%V	28.7%	29.5%	31.0%	39.2%	36.0%	28.7%	41.6%	17.9%
%H (All HH)		100.0%	99.3%	68.9%	10.1%	62.5%	41.6%	21.0%
%H (TV HH)			99.3%	68.9%	10.1%	62.5%	41.6%	21.0%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC South East
Household level data
Table 2.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	930	905	854	469	75	581	267	313
%H (All HH)		97.3%	91.8%	50.4%	8.1%	62.5%	28.7%	33.7%
%H (TV HH)			94.4%	51.8%	8.3%	64.2%	29.5%	34.6%
Main living room	896	896	847	465	75	575	265	310
%V	96.3%	99.0%	99.2%	99.1%	100.0%	99.0%	99.3%	99.0%
%H (All HH)		100.0%	94.5%	51.9%	8.4%	64.2%	29.6%	34.6%
%H (TV HH)			94.5%	51.9%	8.4%	64.2%	29.6%	34.6%
Kitchen	128	128	125	72	8	102	56	46
%V	13.8%	14.1%	14.6%	15.4%	10.7%	17.6%	21.0%	14.7%
%H (All HH)		100.0%	97.7%	56.3%	6.3%	79.7%	43.8%	35.9%
%H (TV HH)			97.7%	56.3%	6.3%	79.7%	43.8%	35.9%
Adult's bedroom	434	434	422	255	44	309	183	127
%V	46.7%	48.0%	49.4%	54.4%	58.7%	53.2%	68.5%	40.6%
%H (All HH)		100.0%	97.2%	58.8%	10.1%	71.2%	42.2%	29.3%
%H (TV HH)			97.2%	58.8%	10.1%	71.2%	42.2%	29.3%
Child's bedroom	81	81	81	56	11	62	47	15
%V	8.7%	9.0%	9.5%	11.9%	14.7%	10.7%	17.6%	4.8%
%H (All HH)		100.0%	100.0%	69.1%	13.6%	76.5%	58.0%	18.5%
%H (TV HH)			100.0%	69.1%	13.6%	76.5%	58.0%	18.5%
Other bedroom	42	42	42	28	2	28	17	11
%V	4.5%	4.6%	4.9%	6.0%	2.7%	4.8%	6.4%	3.5%
%H (All HH)		100.0%	100.0%	66.7%	4.8%	66.7%	40.5%	26.2%
%H (TV HH)			100.0%	66.7%	4.8%	66.7%	40.5%	26.2%
Second living/dining room	94	94	91	56	8	69	40	30
%V	10.1%	10.4%	10.7%	11.9%	10.7%	11.9%	15.0%	9.6%
%H (All HH)		100.0%	96.8%	59.6%	8.5%	73.4%	42.6%	31.9%
%H (TV HH)			96.8%	59.6%	8.5%	73.4%	42.6%	31.9%
Study/office	25	25	24	15	2	19	10	8
%V	2.7%	2.8%	2.8%	3.2%	2.7%	3.3%	3.7%	2.6%
%H (All HH)		100.0%	96.0%	60.0%	8.0%	76.0%	40.0%	32.0%
%H (TV HH)			96.0%	60.0%	8.0%	76.0%	40.0%	32.0%
TV room	14	14	13	10	0	10	7	3
%V	1.5%	1.5%	1.5%	2.1%	0.0%	1.7%	2.6%	1.0%
%H (All HH)		100.0%	92.9%	71.4%	0.0%	71.4%	50.0%	21.4%
%H (TV HH)			92.9%	71.4%	0.0%	71.4%	50.0%	21.4%
No specific location	2	2	2	2	0	2	2	0
%V	0.2%	0.2%	0.2%	0.4%	0.0%	0.3%	0.7%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	5	5	5	3	0	4	3	1
%V	0.5%	0.6%	0.6%	0.6%	0.0%	0.7%	1.1%	0.3%
%H (All HH)		100.0%	100.0%	60.0%	0.0%	80.0%	60.0%	20.0%
%H (TV HH)			100.0%	60.0%	0.0%	80.0%	60.0%	20.0%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Household level data

Table 2.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	930	905	854	469	75	581	267	313
%H (All HH)		97.3%	91.8%	50.4%	8.1%	62.5%	28.7%	33.7%
%H (TV HH)			94.4%	51.8%	8.3%	64.2%	29.5%	34.6%
PVR	481	481	481	343	45	297	201	96
%V	51.7%	53.1%	56.3%	73.1%	60.0%	51.1%	75.3%	30.7%
%H (All HH)		100.0%	100.0%	71.3%	9.4%	61.7%	41.8%	20.0%
%H (TV HH)			100.0%	71.3%	9.4%	61.7%	41.8%	20.0%
DVDR	110	110	107	58	9	74	34	40
%V	11.8%	12.2%	12.5%	12.4%	12.0%	12.7%	12.7%	12.8%
%H (All HH)		100.0%	97.3%	52.7%	8.2%	67.3%	30.9%	36.4%
%H (TV HH)			97.3%	52.7%	8.2%	67.3%	30.9%	36.4%
VCR	167	167	150	69	12	117	48	69
%V	18.0%	18.5%	17.6%	14.7%	16.0%	20.1%	18.0%	22.0%
%H (All HH)		100.0%	89.8%	41.3%	7.2%	70.1%	28.7%	41.3%
%H (TV HH)			89.8%	41.3%	7.2%	70.1%	28.7%	41.3%
Any recorder	610	610	592	378	54	387	224	163
%V	65.6%	67.4%	69.3%	80.6%	72.0%	66.6%	83.9%	52.1%
%H (All HH)		100.0%	97.0%	62.0%	8.9%	63.4%	36.7%	26.7%
%H (TV HH)			97.0%	62.0%	8.9%	63.4%	36.7%	26.7%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Household level data

Table 2.9: Other TV equipment

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	930	905	854	469	75	581	267	313
%H (All HH)		97.3%	91.8%	50.4%	8.1%	62.5%	28.7%	33.7%
%H (TV HH)			94.4%	51.8%	8.3%	64.2%	29.5%	34.6%
Receives HDTV (via STB or built-in reception)	329	329	329	225	49	210	151	59
%V	35.4%	36.4%	38.5%	48.0%	65.3%	36.1%	56.6%	18.8%
%H (All HH)		100.0%	100.0%	68.4%	14.9%	63.8%	45.9%	17.9%
%H (TV HH)			100.0%	68.4%	14.9%	63.8%	45.9%	17.9%
DVD/Blu-ray player or recorder	776	776	747	424	69	506	249	257
%V	83.4%	85.7%	87.5%	90.4%	92.0%	87.1%	93.3%	82.1%
%H (All HH)		100.0%	96.3%	54.6%	8.9%	65.2%	32.1%	33.1%
%H (TV HH)			96.3%	54.6%	8.9%	65.2%	32.1%	33.1%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	930	905	854	469	75	581	267	313
%H (All HH)		97.3%	91.8%	50.4%	8.1%	62.5%	28.7%	33.7%
%H (TV HH)			94.4%	51.8%	8.3%	64.2%	29.5%	34.6%
Has PC or Laptop	725	706	683	413	68	445	239	206
%V	78.0%	78.0%	80.0%	88.1%	90.7%	76.6%	89.5%	65.8%
%H (All HH)		97.4%	94.2%	57.0%	9.4%	61.4%	33.0%	28.4%
%H (TV HH)			96.7%	58.5%	9.6%	63.0%	33.9%	29.2%
Has broadband internet	675	658	638	397	66	410	232	179
%V	72.6%	72.7%	74.7%	84.6%	88.0%	70.6%	86.9%	57.2%
%H (All HH)		97.5%	94.5%	58.8%	9.8%	60.7%	34.4%	26.5%
%H (TV HH)			97.0%	60.3%	10.0%	62.3%	35.3%	27.2%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1866	1797	1052	178	1297	718	580
%H		96.3%	56.4%	9.5%	69.5%	38.5%	31.1%
Under 20"	540	520	288	60	404	230	174
%V	28.9%	28.9%	27.4%	33.7%	31.1%	32.0%	30.0%
%H		96.3%	53.3%	11.1%	74.8%	42.6%	32.2%
20" - 29"	502	465	252	28	340	153	186
%V	26.9%	25.9%	24.0%	15.7%	26.2%	21.3%	32.1%
%H		92.6%	50.2%	5.6%	67.7%	30.5%	37.1%
30" - 39"	512	502	297	58	352	201	151
%V	27.4%	27.9%	28.2%	32.6%	27.1%	28.0%	26.0%
%H		98.0%	58.0%	11.3%	68.8%	39.3%	29.5%
40" and over	306	304	212	32	197	133	64
%V	16.4%	16.9%	20.2%	18.0%	15.2%	18.5%	11.0%
%H		99.3%	69.3%	10.5%	64.4%	43.5%	20.9%
Don't know	7	7	3	0	4	1	4
%V	0.4%	0.4%	0.3%	0.0%	0.3%	0.1%	0.7%
%H		100.0%	42.9%	0.0%	57.1%	14.3%	57.1%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1866	1797	1052	178	1297	718	580
%H		96.3%	56.4%	9.5%	69.5%	38.5%	31.1%
Main living room	901	851	466	77	579	268	311
%V	48.3%	47.4%	44.3%	43.3%	44.6%	37.3%	53.6%
%H		94.5%	51.7%	8.5%	64.3%	29.7%	34.5%
Kitchen	129	126	73	8	103	58	46
%V	6.9%	7.0%	6.9%	4.5%	7.9%	8.1%	7.9%
%H		97.7%	56.6%	6.2%	79.8%	45.0%	35.7%
Adult's bedroom	540	529	320	64	394	245	150
%V	28.9%	29.4%	30.4%	36.0%	30.4%	34.1%	25.9%
%H		98.0%	59.3%	11.9%	73.0%	45.4%	27.8%
Child's bedroom	107	107	74	16	84	66	18
%V	5.7%	6.0%	7.0%	9.0%	6.5%	9.2%	3.1%
%H		100.0%	69.2%	15.0%	78.5%	61.7%	16.8%
Other bedroom	47	46	31	3	32	20	12
%V	2.5%	2.6%	2.9%	1.7%	2.5%	2.8%	2.1%
%H		97.9%	66.0%	6.4%	68.1%	42.6%	25.5%
Second living/dining room	96	94	57	8	70	40	30
%V	5.1%	5.2%	5.4%	4.5%	5.4%	5.6%	5.2%
%H		97.9%	59.4%	8.3%	72.9%	41.7%	31.3%
Study/office	26	24	15	2	19	11	8
%V	1.4%	1.3%	1.4%	1.1%	1.5%	1.5%	1.4%
%H		92.3%	57.7%	7.7%	73.1%	42.3%	30.8%
TV room	14	13	10	0	10	7	3
%V	0.8%	0.7%	1.0%	0.0%	0.8%	1.0%	0.5%
%H		92.9%	71.4%	0.0%	71.4%	50.0%	21.4%
No specific location	2	2	2	0	2	2	0
%V	0.1%	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	5	5	3	0	4	3	1
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.4%	0.2%
%H		100.0%	60.0%	0.0%	80.0%	60.0%	20.0%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC South East
Set level data
Table 2.13: Recorders
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1866	1797	1052	178	1297	718	580
%H		96.3%	56.4%	9.5%	69.5%	38.5%	31.1%
PVR	612	611	451	59	371	266	106
%V	32.8%	34.0%	42.9%	33.1%	28.6%	37.0%	18.3%
%H		99.8%	73.7%	9.6%	60.6%	43.5%	17.3%
DVDR	123	119	68	9	79	37	42
%V	6.6%	6.6%	6.5%	5.1%	6.1%	5.2%	7.2%
%H		96.7%	55.3%	7.3%	64.2%	30.1%	34.1%
VCR	196	177	78	18	140	59	81
%V	10.5%	9.8%	7.4%	10.1%	10.8%	8.2%	14.0%
%H		90.3%	39.8%	9.2%	71.4%	30.1%	41.3%
Any recorder	805	784	519	76	508	314	194
%V	43.1%	43.6%	49.3%	42.7%	39.2%	43.7%	33.4%
%H		97.4%	64.5%	9.4%	63.1%	39.0%	24.1%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 2.14: Other TV equipment
Platforms available in household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1866	1797	1052	178	1297	718	580
%H		96.3%	56.4%	9.5%	69.5%	38.5%	31.1%
Receives HDTV (via STB or built-in reception)	434	434	296	67	281	204	77
%V	23.3%	24.2%	28.1%	37.6%	21.7%	28.4%	13.3%
%H		100.0%	68.2%	15.4%	64.7%	47.0%	17.7%
DVD/Blu-ray player or recorder	1190	1159	699	122	819	473	346
%V	63.8%	64.5%	66.4%	68.5%	63.1%	65.9%	59.7%
%H		97.4%	58.7%	10.3%	68.8%	39.7%	29.1%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC South East
Set level data
Table 2.15: Main Set Screen Size
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	905	854	469	75	581	267	313
%H		94.4%	51.8%	8.3%	64.2%	29.5%	34.6%
Under 20"	27	18	5	1	14	2	12
%V	3.0%	2.1%	1.1%	1.3%	2.4%	0.7%	3.8%
%H		66.7%	18.5%	3.7%	51.9%	7.4%	44.4%
20" - 29"	251	219	91	11	153	36	117
%V	27.7%	25.6%	19.4%	14.7%	26.3%	13.5%	37.4%
%H		87.3%	36.3%	4.4%	61.0%	14.3%	46.6%
30" - 39"	368	358	195	38	251	124	127
%V	40.7%	41.9%	41.6%	50.7%	43.2%	46.4%	40.6%
%H		97.3%	53.0%	10.3%	68.2%	33.7%	34.5%
40" and over	256	254	178	25	159	106	53
%V	28.3%	29.7%	38.0%	33.3%	27.4%	39.7%	16.9%
%H		99.2%	69.5%	9.8%	62.1%	41.4%	20.7%
Don't know	4	4	1	0	3	0	3
%V	0.4%	0.5%	0.2%	0.0%	0.5%	0.0%	1.0%
%H		100.0%	25.0%	0.0%	75.0%	0.0%	75.0%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC South East
Set level data
Table 2.16: Main Set Recorders
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	905	854	469	75	581	267	313
%H		94.4%	51.8%	8.3%	64.2%	29.5%	34.6%
PVR	469	468	336	43	286	194	92
%V	51.8%	54.8%	71.6%	57.3%	49.2%	72.7%	29.4%
%H		99.8%	71.6%	9.2%	61.0%	41.4%	19.6%
DVDR	95	92	49	8	63	28	35
%V	10.5%	10.8%	10.4%	10.7%	10.8%	10.5%	11.2%
%H		96.8%	51.6%	8.4%	66.3%	29.5%	36.8%
VCR	135	120	51	10	95	36	59
%V	14.9%	14.1%	10.9%	13.3%	16.4%	13.5%	18.8%
%H		88.9%	37.8%	7.4%	70.4%	26.7%	43.7%
Any recorder	591	575	370	52	373	217	156
%V	65.3%	67.3%	78.9%	69.3%	64.2%	81.3%	49.8%
%H		97.3%	62.6%	8.8%	63.1%	36.7%	26.4%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 2.17: Main Set - Other TV equipment
Platforms available in household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	905	854	469	75	581	267	313
%H		94.4%	51.8%	8.3%	64.2%	29.5%	34.6%
Receives HDTV (via STB or built-in reception)	319	319	218	47	202	145	57
%V	35.2%	37.4%	46.5%	62.7%	34.8%	54.3%	18.2%
%H		100.0%	68.3%	14.7%	63.3%	45.5%	17.9%
DVD/Blu-ray player or recorder	744	715	406	66	485	238	247
%V	82.2%	83.7%	86.6%	88.0%	83.5%	89.1%	78.9%
%H		96.1%	54.6%	8.9%	65.2%	32.0%	33.2%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC South East
Set level data
Table 2.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	961	943	583	103	717	450	266
%H		98.1%	60.7%	10.7%	74.6%	46.8%	27.7%
Under 20"	513	501	283	59	391	228	162
%V	53.4%	53.1%	48.5%	57.3%	54.5%	50.7%	60.9%
%H		97.7%	55.2%	11.5%	76.2%	44.4%	31.6%
20" - 29"	251	246	161	17	186	118	69
%V	26.1%	26.1%	27.6%	16.5%	25.9%	26.2%	25.9%
%H		98.0%	64.1%	6.8%	74.1%	47.0%	27.5%
30" - 39"	144	143	102	20	101	77	24
%V	15.0%	15.2%	17.5%	19.4%	14.1%	17.1%	9.0%
%H		99.3%	70.8%	13.9%	70.1%	53.5%	16.7%
40" and over	50	50	34	7	38	27	11
%V	5.2%	5.3%	5.8%	6.8%	5.3%	6.0%	4.1%
%H		100.0%	68.0%	14.0%	76.0%	54.0%	22.0%
Don't know	3	3	2	0	1	1	1
%V	0.3%	0.3%	0.3%	0.0%	0.1%	0.2%	0.4%
%H		100.0%	66.7%	0.0%	33.3%	33.3%	33.3%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Set level data

Table 2.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	961	943	583	103	717	450	266
%H		98.1%	60.7%	10.7%	74.6%	46.8%	27.7%
PVR	143	143	116	16	85	71	14
%V	14.9%	15.2%	19.9%	15.5%	11.9%	15.8%	5.3%
%H		100.0%	81.1%	11.2%	59.4%	49.7%	9.8%
DVDR	27	27	19	1	16	9	7
%V	2.8%	2.9%	3.3%	1.0%	2.2%	2.0%	2.6%
%H		100.0%	70.4%	3.7%	59.3%	33.3%	25.9%
VCR	61	56	27	8	45	23	22
%V	6.3%	5.9%	4.6%	7.8%	6.3%	5.1%	8.3%
%H		91.8%	44.3%	13.1%	73.8%	37.7%	36.1%
Any recorder	214	209	149	23	135	97	38
%V	22.3%	22.2%	25.6%	22.3%	18.8%	21.6%	14.3%
%H		97.7%	69.6%	10.7%	63.1%	45.3%	17.8%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	961	943	583	103	717	450	266
%H		98.1%	60.7%	10.7%	74.6%	46.8%	27.7%
Receives HDTV (via STB or built-in reception)	115	115	78	19	79	59	19
%V	12.0%	12.2%	13.4%	18.4%	11.0%	13.1%	7.1%
%H		100.0%	67.8%	16.5%	68.7%	51.3%	16.5%
DVD/Blu-ray player or recorder	446	443	293	56	334	235	99
%V	46.4%	47.0%	50.3%	54.4%	46.6%	52.2%	37.2%
%H		99.3%	65.7%	12.6%	74.9%	52.7%	22.2%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2101	2059	1988	1205	202	1303	707	596
%H		98.0%	94.6%	57.4%	9.6%	62.0%	33.7%	28.4%
Total Children	392	385	379	264	42	209	134	75
%V	18.7%	18.7%	19.1%	21.9%	20.8%	16.0%	19.0%	12.6%
%H		98.2%	96.7%	67.3%	10.7%	53.3%	34.2%	19.1%
0 - 3	95	94	93	60	13	46	25	20
%V	4.5%	4.6%	4.7%	5.0%	6.4%	3.5%	3.5%	3.4%
%H		98.9%	97.9%	63.2%	13.7%	48.4%	26.3%	21.1%
4 - 15	296	291	286	204	29	163	108	55
%V	14.1%	14.1%	14.4%	16.9%	14.4%	12.5%	15.3%	9.2%
%H		98.3%	96.6%	68.9%	9.8%	55.1%	36.5%	18.6%
4 - 9	152	148	145	103	15	80	51	28
%V	7.2%	7.2%	7.3%	8.5%	7.4%	6.1%	7.2%	4.7%
%H		97.4%	95.4%	67.8%	9.9%	52.6%	33.6%	18.4%
10 - 15	145	143	140	101	14	84	57	27
%V	6.9%	6.9%	7.0%	8.4%	6.9%	6.4%	8.1%	4.5%
%H		98.6%	96.6%	69.7%	9.7%	57.9%	39.3%	18.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2101	2059	1988	1205	202	1303	707	596
%H		98.0%	94.6%	57.4%	9.6%	62.0%	33.7%	28.4%
Total Adults (16+)	1709	1673	1610	941	160	1094	573	521
%V	81.3%	81.3%	81.0%	78.1%	79.2%	84.0%	81.0%	87.4%
%H		97.9%	94.2%	55.1%	9.4%	64.0%	33.5%	30.5%
16 - 19	91	89	89	59	15	65	48	16
%V	4.3%	4.3%	4.5%	4.9%	7.4%	5.0%	6.8%	2.7%
%H		97.8%	97.8%	64.8%	16.5%	71.4%	52.7%	17.6%
20 - 24	123	116	115	72	12	77	45	32
%V	5.9%	5.6%	5.8%	6.0%	5.9%	5.9%	6.4%	5.4%
%H		94.3%	93.5%	58.5%	9.8%	62.6%	36.6%	26.0%
25 - 34	225	221	218	145	25	133	84	49
%V	10.7%	10.7%	11.0%	12.0%	12.4%	10.2%	11.9%	8.2%
%H		98.2%	96.9%	64.4%	11.1%	59.1%	37.3%	21.8%
35 - 44	287	277	270	177	43	159	105	54
%V	13.7%	13.5%	13.6%	14.7%	21.3%	12.2%	14.9%	9.1%
%H		96.5%	94.1%	61.7%	15.0%	55.4%	36.6%	18.8%
45 - 54	285	280	277	180	25	182	108	74
%V	13.6%	13.6%	13.9%	14.9%	12.4%	14.0%	15.3%	12.4%
%H		98.2%	97.2%	63.2%	8.8%	63.9%	37.9%	26.0%
55 - 64	284	278	266	146	21	184	84	100
%V	13.5%	13.5%	13.4%	12.1%	10.4%	14.1%	11.9%	16.8%
%H		97.9%	93.7%	51.4%	7.4%	64.8%	29.6%	35.2%
65+	416	412	376	162	19	294	100	194
%V	19.8%	20.0%	18.9%	13.4%	9.4%	22.6%	14.1%	32.6%
%H		99.0%	90.4%	38.9%	4.6%	70.7%	24.0%	46.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC South East
Individual level data
Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1709	1673	1610	941	160	1094	573	521
%H		97.9%	94.2%	55.1%	9.4%	64.0%	33.5%	30.5%
AB	480	470	451	283	34	306	169	138
%V	28.1%	28.1%	28.0%	30.1%	21.3%	28.0%	29.5%	26.5%
%H		97.9%	94.0%	59.0%	7.1%	63.8%	35.2%	28.8%
C1	499	484	469	278	48	320	175	145
%V	29.2%	28.9%	29.1%	29.5%	30.0%	29.3%	30.5%	27.8%
%H		97.0%	94.0%	55.7%	9.6%	64.1%	35.1%	29.1%
C2	383	380	369	213	44	261	145	116
%V	22.4%	22.7%	22.9%	22.6%	27.5%	23.9%	25.3%	22.3%
%H		99.2%	96.3%	55.6%	11.5%	68.1%	37.9%	30.3%
D	206	202	195	100	27	127	57	71
%V	12.1%	12.1%	12.1%	10.6%	16.9%	11.6%	9.9%	13.6%
%H		98.1%	94.7%	48.5%	13.1%	61.7%	27.7%	34.5%
E	141	137	125	67	7	79	28	51
%V	8.3%	8.2%	7.8%	7.1%	4.4%	7.2%	4.9%	9.8%
%H		97.2%	88.7%	47.5%	5.0%	56.0%	19.9%	36.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC South East
Individual level data
Table 2.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1709	1673	1610	941	160	1094	573	521
%H		97.9%	94.2%	55.1%	9.4%	64.0%	33.5%	30.5%
Working full time	720	706	692	437	85	450	274	176
%V	42.1%	42.2%	43.0%	46.4%	53.1%	41.1%	47.8%	33.8%
%H		98.1%	96.1%	60.7%	11.8%	62.5%	38.1%	24.4%
Working part time	209	206	200	128	21	130	77	54
%V	12.2%	12.3%	12.4%	13.6%	13.1%	11.9%	13.4%	10.4%
%H		98.6%	95.7%	61.2%	10.0%	62.2%	36.8%	25.8%
Not working	780	762	718	376	53	514	223	291
%V	45.6%	45.5%	44.6%	40.0%	33.1%	47.0%	38.9%	55.9%
%H		97.7%	92.1%	48.2%	6.8%	65.9%	28.6%	37.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	811	794	768	458	79	514	278	236
%H		97.9%	94.7%	56.5%	9.7%	63.4%	34.3%	29.1%
16 - 19	39	39	39	26	6	28	20	8
%V	4.8%	4.9%	5.1%	5.7%	7.6%	5.4%	7.2%	3.4%
%H		100.0%	100.0%	66.7%	15.4%	71.8%	51.3%	20.5%
20 - 24	60	59	59	37	8	39	24	14
%V	7.4%	7.4%	7.7%	8.1%	10.1%	7.6%	8.6%	5.9%
%H		98.3%	98.3%	61.7%	13.3%	65.0%	40.0%	23.3%
25 - 34	110	108	108	71	12	66	41	26
%V	13.6%	13.6%	14.1%	15.5%	15.2%	12.8%	14.7%	11.0%
%H		98.2%	98.2%	64.5%	10.9%	60.0%	37.3%	23.6%
35 - 44	132	130	126	83	21	74	51	23
%V	16.3%	16.4%	16.4%	18.1%	26.6%	14.4%	18.3%	9.7%
%H		98.5%	95.5%	62.9%	15.9%	56.1%	38.6%	17.4%
45 - 54	131	127	126	80	12	84	49	35
%V	16.2%	16.0%	16.4%	17.5%	15.2%	16.3%	17.6%	14.8%
%H		96.9%	96.2%	61.1%	9.2%	64.1%	37.4%	26.7%
55 - 64	138	133	128	70	11	88	40	48
%V	17.0%	16.8%	16.7%	15.3%	13.9%	17.1%	14.4%	20.3%
%H		96.4%	92.8%	50.7%	8.0%	63.8%	29.0%	34.8%
65+	201	199	183	91	9	135	53	83
%V	24.8%	25.1%	23.8%	19.9%	11.4%	26.3%	19.1%	35.2%
%H		99.0%	91.0%	45.3%	4.5%	67.2%	26.4%	41.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	811	794	768	458	79	514	278	236
%H		97.9%	94.7%	56.5%	9.7%	63.4%	34.3%	29.1%
AB	240	235	225	145	19	146	83	64
%V	29.6%	29.6%	29.3%	31.7%	24.1%	28.4%	29.9%	27.1%
%H		97.9%	93.8%	60.4%	7.9%	60.8%	34.6%	26.7%
C1	213	209	207	126	22	139	79	60
%V	26.3%	26.3%	27.0%	27.5%	27.8%	27.0%	28.4%	25.4%
%H		98.1%	97.2%	59.2%	10.3%	65.3%	37.1%	28.2%
C2	195	193	186	106	24	133	75	58
%V	24.0%	24.3%	24.2%	23.1%	30.4%	25.9%	27.0%	24.6%
%H		99.0%	95.4%	54.4%	12.3%	68.2%	38.5%	29.7%
D	102	100	97	51	13	64	29	34
%V	12.6%	12.6%	12.6%	11.1%	16.5%	12.5%	10.4%	14.4%
%H		98.0%	95.1%	50.0%	12.7%	62.7%	28.4%	33.3%
E	60	58	52	31	1	32	12	20
%V	7.4%	7.3%	6.8%	6.8%	1.3%	6.2%	4.3%	8.5%
%H		96.7%	86.7%	51.7%	1.7%	53.3%	20.0%	33.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	811	794	768	458	79	514	278	236
%H		97.9%	94.7%	56.5%	9.7%	63.4%	34.3%	29.1%
Working full time	454	444	438	278	55	278	169	110
%V	56.0%	55.9%	57.0%	60.7%	69.6%	54.1%	60.8%	46.6%
%H		97.8%	96.5%	61.2%	12.1%	61.2%	37.2%	24.2%
Working part time	39	38	36	19	3	28	14	15
%V	4.8%	4.8%	4.7%	4.1%	3.8%	5.4%	5.0%	6.4%
%H		97.4%	92.3%	48.7%	7.7%	71.8%	35.9%	38.5%
Not working	318	312	294	161	21	208	96	112
%V	39.2%	39.3%	38.3%	35.2%	26.6%	40.5%	34.5%	47.5%
%H		98.1%	92.5%	50.6%	6.6%	65.4%	30.2%	35.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	899	879	842	482	81	580	295	284
%H		97.8%	93.7%	53.6%	9.0%	64.5%	32.8%	31.6%
16 - 19	52	50	50	33	9	37	29	9
%V	5.8%	5.7%	5.9%	6.8%	11.1%	6.4%	9.8%	3.2%
%H		96.2%	96.2%	63.5%	17.3%	71.2%	55.8%	17.3%
20 - 24	62	58	56	35	4	38	20	18
%V	6.9%	6.6%	6.7%	7.3%	4.9%	6.6%	6.8%	6.3%
%H		93.5%	90.3%	56.5%	6.5%	61.3%	32.3%	29.0%
25 - 34	115	113	109	73	13	67	43	24
%V	12.8%	12.9%	12.9%	15.1%	16.0%	11.6%	14.6%	8.5%
%H		98.3%	94.8%	63.5%	11.3%	58.3%	37.4%	20.9%
35 - 44	155	148	144	94	22	85	53	31
%V	17.2%	16.8%	17.1%	19.5%	27.2%	14.7%	18.0%	10.9%
%H		95.5%	92.9%	60.6%	14.2%	54.8%	34.2%	20.0%
45 - 54	154	153	152	101	13	98	59	39
%V	17.1%	17.4%	18.1%	21.0%	16.0%	16.9%	20.0%	13.7%
%H		99.4%	98.7%	65.6%	8.4%	63.6%	38.3%	25.3%
55 - 64	146	145	137	75	10	96	44	52
%V	16.2%	16.5%	16.3%	15.6%	12.3%	16.6%	14.9%	18.3%
%H		99.3%	93.8%	51.4%	6.8%	65.8%	30.1%	35.6%
65+	214	213	193	71	10	158	47	112
%V	23.8%	24.2%	22.9%	14.7%	12.3%	27.2%	15.9%	39.4%
%H		99.5%	90.2%	33.2%	4.7%	73.8%	22.0%	52.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	899	879	842	482	81	580	295	284
%H		97.8%	93.7%	53.6%	9.0%	64.5%	32.8%	31.6%
AB	239	235	226	139	16	160	86	74
%V	26.6%	26.7%	26.8%	28.8%	19.8%	27.6%	29.2%	26.1%
%H		98.3%	94.6%	58.2%	6.7%	66.9%	36.0%	31.0%
C1	286	275	262	151	26	181	96	85
%V	31.8%	31.3%	31.1%	31.3%	32.1%	31.2%	32.5%	29.9%
%H		96.2%	91.6%	52.8%	9.1%	63.3%	33.6%	29.7%
C2	189	187	183	107	20	128	70	58
%V	21.0%	21.3%	21.7%	22.2%	24.7%	22.1%	23.7%	20.4%
%H		98.9%	96.8%	56.6%	10.6%	67.7%	37.0%	30.7%
D	104	102	98	49	14	64	27	36
%V	11.6%	11.6%	11.6%	10.2%	17.3%	11.0%	9.2%	12.7%
%H		98.1%	94.2%	47.1%	13.5%	61.5%	26.0%	34.6%
E	81	79	73	37	6	47	16	31
%V	9.0%	9.0%	8.7%	7.7%	7.4%	8.1%	5.4%	10.9%
%H		97.5%	90.1%	45.7%	7.4%	58.0%	19.8%	38.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	899	879	842	482	81	580	295	284
%H		97.8%	93.7%	53.6%	9.0%	64.5%	32.8%	31.6%
Working full time	267	262	254	160	30	171	105	66
%V	29.7%	29.8%	30.2%	33.2%	37.0%	29.5%	35.6%	23.2%
%H		98.1%	95.1%	59.9%	11.2%	64.0%	39.3%	24.7%
Working part time	170	167	164	108	19	102	63	39
%V	18.9%	19.0%	19.5%	22.4%	23.5%	17.6%	21.4%	13.7%
%H		98.2%	96.5%	63.5%	11.2%	60.0%	37.1%	22.9%
Not working	462	450	424	214	32	306	127	179
%V	51.4%	51.2%	50.4%	44.4%	39.5%	52.8%	43.1%	63.0%
%H		97.4%	91.8%	46.3%	6.9%	66.2%	27.5%	38.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3557	3435	3364	1336	640	2765	1333	1433
%H (All HH)		96.6%	94.6%	37.6%	18.0%	77.7%	37.5%	40.3%
%H (TV HH)			97.9%	38.9%	18.6%	80.5%	38.8%	41.7%
AB	758	741	734	331	131	583	302	282
%V	21.3%	21.6%	21.8%	24.8%	20.5%	21.1%	22.7%	19.7%
%H (All HH)		97.8%	96.8%	43.7%	17.3%	76.9%	39.8%	37.2%
%H (TV HH)			99.1%	44.7%	17.7%	78.7%	40.8%	38.1%
C1	912	871	857	343	173	703	352	351
%V	25.6%	25.4%	25.5%	25.7%	27.0%	25.4%	26.4%	24.5%
%H (All HH)		95.5%	94.0%	37.6%	19.0%	77.1%	38.6%	38.5%
%H (TV HH)			98.4%	39.4%	19.9%	80.7%	40.4%	40.3%
C2	744	724	718	292	163	603	332	271
%V	20.9%	21.1%	21.3%	21.9%	25.5%	21.8%	24.9%	18.9%
%H (All HH)		97.3%	96.5%	39.2%	21.9%	81.0%	44.6%	36.4%
%H (TV HH)			99.2%	40.3%	22.5%	83.3%	45.9%	37.4%
D	623	604	591	238	116	476	227	250
%V	17.5%	17.6%	17.6%	17.8%	18.1%	17.2%	17.0%	17.4%
%H (All HH)		97.0%	94.9%	38.2%	18.6%	76.4%	36.4%	40.1%
%H (TV HH)			97.8%	39.4%	19.2%	78.8%	37.6%	41.4%
E	520	494	465	132	58	399	121	279
%V	14.6%	14.4%	13.8%	9.9%	9.1%	14.4%	9.1%	19.5%
%H (All HH)		95.0%	89.4%	25.4%	11.2%	76.7%	23.3%	53.7%
%H (TV HH)			94.1%	26.7%	11.7%	80.8%	24.5%	56.5%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3557	3435	3364	1336	640	2765	1333	1433
%H (All HH)		96.6%	94.6%	37.6%	18.0%	77.7%	37.5%	40.3%
%H (TV HH)			97.9%	38.9%	18.6%	80.5%	38.8%	41.7%
Under 25	175	153	147	48	29	118	48	70
%V	4.9%	4.5%	4.4%	3.6%	4.5%	4.3%	3.6%	4.9%
%H (All HH)		87.4%	84.0%	27.4%	16.6%	67.4%	27.4%	40.0%
%H (TV HH)			96.1%	31.4%	19.0%	77.1%	31.4%	45.8%
25 - 34	520	494	485	248	97	353	206	147
%V	14.6%	14.4%	14.4%	18.6%	15.2%	12.8%	15.5%	10.3%
%H (All HH)		95.0%	93.3%	47.7%	18.7%	67.9%	39.6%	28.3%
%H (TV HH)			98.2%	50.2%	19.6%	71.5%	41.7%	29.8%
35 - 44	626	602	598	294	150	463	299	164
%V	17.6%	17.5%	17.8%	22.0%	23.4%	16.7%	22.4%	11.4%
%H (All HH)		96.2%	95.5%	47.0%	24.0%	74.0%	47.8%	26.2%
%H (TV HH)			99.3%	48.8%	24.9%	76.9%	49.7%	27.2%
45 - 54	677	658	651	290	147	538	311	227
%V	19.0%	19.2%	19.4%	21.7%	23.0%	19.5%	23.3%	15.8%
%H (All HH)		97.2%	96.2%	42.8%	21.7%	79.5%	45.9%	33.5%
%H (TV HH)			98.9%	44.1%	22.3%	81.8%	47.3%	34.5%
55 - 64	602	587	578	234	106	490	245	245
%V	16.9%	17.1%	17.2%	17.5%	16.6%	17.7%	18.4%	17.1%
%H (All HH)		97.5%	96.0%	38.9%	17.6%	81.4%	40.7%	40.7%
%H (TV HH)			98.5%	39.9%	18.1%	83.5%	41.7%	41.7%
65 +	958	942	905	222	111	802	224	579
%V	26.9%	27.4%	26.9%	16.6%	17.3%	29.0%	16.8%	40.4%
%H (All HH)		98.3%	94.5%	23.2%	11.6%	83.7%	23.4%	60.4%
%H (TV HH)			96.1%	23.6%	11.8%	85.1%	23.8%	61.5%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3557	3435	3364	1336	640	2765	1333	1433
%H (All HH)		96.6%	94.6%	37.6%	18.0%	77.7%	37.5%	40.3%
%H (TV HH)			97.9%	38.9%	18.6%	80.5%	38.8%	41.7%
1	1208	1142	1092	275	152	932	261	671
%V	34.0%	33.2%	32.5%	20.6%	23.8%	33.7%	19.6%	46.8%
%H (All HH)		94.5%	90.4%	22.8%	12.6%	77.2%	21.6%	55.5%
%H (TV HH)			95.6%	24.1%	13.3%	81.6%	22.9%	58.8%
2	1093	1069	1056	429	193	872	428	444
%V	30.7%	31.1%	31.4%	32.1%	30.2%	31.5%	32.1%	31.0%
%H (All HH)		97.8%	96.6%	39.2%	17.7%	79.8%	39.2%	40.6%
%H (TV HH)			98.8%	40.1%	18.1%	81.6%	40.0%	41.5%
3	534	521	518	248	122	408	254	154
%V	15.0%	15.2%	15.4%	18.6%	19.1%	14.8%	19.1%	10.7%
%H (All HH)		97.6%	97.0%	46.4%	22.8%	76.4%	47.6%	28.8%
%H (TV HH)			99.4%	47.6%	23.4%	78.3%	48.8%	29.6%
4	466	456	454	244	118	366	261	105
%V	13.1%	13.3%	13.5%	18.3%	18.4%	13.2%	19.6%	7.3%
%H (All HH)		97.9%	97.4%	52.4%	25.3%	78.5%	56.0%	22.5%
%H (TV HH)			99.6%	53.5%	25.9%	80.3%	57.2%	23.0%
5+	256	247	244	141	54	186	129	57
%V	7.2%	7.2%	7.3%	10.6%	8.4%	6.7%	9.7%	4.0%
%H (All HH)		96.5%	95.3%	55.1%	21.1%	72.7%	50.4%	22.3%
%H (TV HH)			98.8%	57.1%	21.9%	75.3%	52.2%	23.1%
Average HH size	2.33	2.34	2.36	2.73	2.62	2.31	2.73	1.92

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3557	3435	3364	1336	640	2765	1333	1433
%H (All HH)		96.6%	94.6%	37.6%	18.0%	77.7%	37.5%	40.3%
%H (TV HH)			97.9%	38.9%	18.6%	80.5%	38.8%	41.7%
Without	2654	2552	2487	874	441	2088	890	1198
%V	74.6%	74.3%	73.9%	65.4%	68.9%	75.5%	66.8%	83.6%
%H (All HH)		96.2%	93.7%	32.9%	16.6%	78.7%	33.5%	45.1%
%H (TV HH)			97.5%	34.2%	17.3%	81.8%	34.9%	46.9%
With	904	883	876	462	199	677	443	234
%V	25.4%	25.7%	26.0%	34.6%	31.1%	24.5%	33.2%	16.3%
%H (All HH)		97.7%	96.9%	51.1%	22.0%	74.9%	49.0%	25.9%
%H (TV HH)			99.2%	52.3%	22.5%	76.7%	50.2%	26.5%
0 - 3	351	340	337	177	74	244	153	91
%V	9.9%	9.9%	10.0%	13.2%	11.6%	8.8%	11.5%	6.4%
%H (All HH)		96.9%	96.0%	50.4%	21.1%	69.5%	43.6%	25.9%
%H (TV HH)			99.1%	52.1%	21.8%	71.8%	45.0%	26.8%
4 - 9	442	431	428	231	95	324	215	109
%V	12.4%	12.5%	12.7%	17.3%	14.8%	11.7%	16.1%	7.6%
%H (All HH)		97.5%	96.8%	52.3%	21.5%	73.3%	48.6%	24.7%
%H (TV HH)			99.3%	53.6%	22.0%	75.2%	49.9%	25.3%
10 - 15	434	427	424	230	96	346	239	108
%V	12.2%	12.4%	12.6%	17.2%	15.0%	12.5%	17.9%	7.5%
%H (All HH)		98.4%	97.7%	53.0%	22.1%	79.7%	55.1%	24.9%
%H (TV HH)			99.3%	53.9%	22.5%	81.0%	56.0%	25.3%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3557	3435	3364	1336	640	2765	1333	1433
%H (All HH)		96.6%	94.6%	37.6%	18.0%	77.7%	37.5%	40.3%
%H (TV HH)			97.9%	38.9%	18.6%	80.5%	38.8%	41.7%
1	1403	1403	1345	421	210	1025	305	720
%V	39.4%	40.8%	40.0%	31.5%	32.8%	37.1%	22.9%	50.2%
%H (All HH)		100.0%	95.9%	30.0%	15.0%	73.1%	21.7%	51.3%
%H (TV HH)			95.9%	30.0%	15.0%	73.1%	21.7%	51.3%
2	1143	1143	1134	452	242	944	485	459
%V	32.1%	33.3%	33.7%	33.8%	37.8%	34.1%	36.4%	32.0%
%H (All HH)		100.0%	99.2%	39.5%	21.2%	82.6%	42.4%	40.2%
%H (TV HH)			99.2%	39.5%	21.2%	82.6%	42.4%	40.2%
3	552	552	548	266	114	487	307	180
%V	15.5%	16.1%	16.3%	19.9%	17.8%	17.6%	23.0%	12.6%
%H (All HH)		100.0%	99.3%	48.2%	20.7%	88.2%	55.6%	32.6%
%H (TV HH)			99.3%	48.2%	20.7%	88.2%	55.6%	32.6%
4	228	228	227	130	52	210	159	51
%V	6.4%	6.6%	6.7%	9.7%	8.1%	7.6%	11.9%	3.6%
%H (All HH)		100.0%	99.6%	57.0%	22.8%	92.1%	69.7%	22.4%
%H (TV HH)			99.6%	57.0%	22.8%	92.1%	69.7%	22.4%
5+	109	109	109	68	22	100	77	23
%V	3.1%	3.2%	3.2%	5.1%	3.4%	3.6%	5.8%	1.6%
%H (All HH)		100.0%	100.0%	62.4%	20.2%	91.7%	70.6%	21.1%
%H (TV HH)			100.0%	62.4%	20.2%	91.7%	70.6%	21.1%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3557	3435	3364	1336	640	2765	1333	1433
%H (All HH)		96.6%	94.6%	37.6%	18.0%	77.7%	37.5%	40.3%
%H (TV HH)			97.9%	38.9%	18.6%	80.5%	38.8%	41.7%
Under 20"	1136	1136	1123	457	222	991	532	459
%V	31.9%	33.1%	33.4%	34.2%	34.7%	35.8%	39.9%	32.0%
%H (All HH)		100.0%	98.9%	40.2%	19.5%	87.2%	46.8%	40.4%
%H (TV HH)			98.9%	40.2%	19.5%	87.2%	46.8%	40.4%
20" - 29"	1531	1531	1486	555	278	1267	590	677
%V	43.0%	44.6%	44.2%	41.5%	43.4%	45.8%	44.3%	47.2%
%H (All HH)		100.0%	97.1%	36.3%	18.2%	82.8%	38.5%	44.2%
%H (TV HH)			97.1%	36.3%	18.2%	82.8%	38.5%	44.2%
30" - 39"	1749	1749	1732	738	337	1433	750	683
%V	49.2%	50.9%	51.5%	55.2%	52.7%	51.8%	56.3%	47.7%
%H (All HH)		100.0%	99.0%	42.2%	19.3%	81.9%	42.9%	39.1%
%H (TV HH)			99.0%	42.2%	19.3%	81.9%	42.9%	39.1%
40" and over	1103	1103	1099	600	260	890	625	265
%V	31.0%	32.1%	32.7%	44.9%	40.6%	32.2%	46.9%	18.5%
%H (All HH)		100.0%	99.6%	54.4%	23.6%	80.7%	56.7%	24.0%
%H (TV HH)			99.6%	54.4%	23.6%	80.7%	56.7%	24.0%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3557	3435	3364	1336	640	2765	1333	1433
%H (All HH)		96.6%	94.6%	37.6%	18.0%	77.7%	37.5%	40.3%
%H (TV HH)			97.9%	38.9%	18.6%	80.5%	38.8%	41.7%
Main living room	3404	3404	3334	1331	636	2740	1328	1412
%V	95.7%	99.1%	99.1%	99.6%	99.4%	99.1%	99.6%	98.5%
%H (All HH)		100.0%	97.9%	39.1%	18.7%	80.5%	39.0%	41.5%
%H (TV HH)			97.9%	39.1%	18.7%	80.5%	39.0%	41.5%
Kitchen	450	450	449	206	78	405	234	171
%V	12.7%	13.1%	13.3%	15.4%	12.2%	14.6%	17.6%	11.9%
%H (All HH)		100.0%	99.8%	45.8%	17.3%	90.0%	52.0%	38.0%
%H (TV HH)			99.8%	45.8%	17.3%	90.0%	52.0%	38.0%
Adult's bedroom	1518	1518	1509	703	330	1307	799	509
%V	42.7%	44.2%	44.9%	52.6%	51.6%	47.3%	59.9%	35.5%
%H (All HH)		100.0%	99.4%	46.3%	21.7%	86.1%	52.6%	33.5%
%H (TV HH)			99.4%	46.3%	21.7%	86.1%	52.6%	33.5%
Child's bedroom	341	341	340	186	82	298	217	80
%V	9.6%	9.9%	10.1%	13.9%	12.8%	10.8%	16.3%	5.6%
%H (All HH)		100.0%	99.7%	54.5%	24.0%	87.4%	63.6%	23.5%
%H (TV HH)			99.7%	54.5%	24.0%	87.4%	63.6%	23.5%
Other bedroom	142	142	141	71	29	130	85	45
%V	4.0%	4.1%	4.2%	5.3%	4.5%	4.7%	6.4%	3.1%
%H (All HH)		100.0%	99.3%	50.0%	20.4%	91.5%	59.9%	31.7%
%H (TV HH)			99.3%	50.0%	20.4%	91.5%	59.9%	31.7%
Second living/dining room	390	390	388	194	78	333	207	127
%V	11.0%	11.4%	11.5%	14.5%	12.2%	12.0%	15.5%	8.9%
%H (All HH)		100.0%	99.5%	49.7%	20.0%	85.4%	53.1%	32.6%
%H (TV HH)			99.5%	49.7%	20.0%	85.4%	53.1%	32.6%
Study/office	72	72	72	38	11	64	40	25
%V	2.0%	2.1%	2.1%	2.8%	1.7%	2.3%	3.0%	1.7%
%H (All HH)		100.0%	100.0%	52.8%	15.3%	88.9%	55.6%	34.7%
%H (TV HH)			100.0%	52.8%	15.3%	88.9%	55.6%	34.7%
TV room	27	27	27	15	5	24	17	7
%V	0.8%	0.8%	0.8%	1.1%	0.8%	0.9%	1.3%	0.5%
%H (All HH)		100.0%	100.0%	55.6%	18.5%	88.9%	63.0%	25.9%
%H (TV HH)			100.0%	55.6%	18.5%	88.9%	63.0%	25.9%
No specific location	5	5	5	4	1	5	4	1
%V	0.1%	0.1%	0.1%	0.3%	0.2%	0.2%	0.3%	0.1%
%H (All HH)		100.0%	100.0%	80.0%	20.0%	100.0%	80.0%	20.0%
%H (TV HH)			100.0%	80.0%	20.0%	100.0%	80.0%	20.0%
Other	31	31	31	16	7	26	18	8
%V	0.9%	0.9%	0.9%	1.2%	1.1%	0.9%	1.4%	0.6%
%H (All HH)		100.0%	100.0%	51.6%	22.6%	83.9%	58.1%	25.8%
%H (TV HH)			100.0%	51.6%	22.6%	83.9%	58.1%	25.8%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Midlands
Household level data
Table 3.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3557	3435	3364	1336	640	2765	1333	1433
%H (All HH)		96.6%	94.6%	37.6%	18.0%	77.7%	37.5%	40.3%
%H (TV HH)			97.9%	38.9%	18.6%	80.5%	38.8%	41.7%
PVR	1679	1679	1678	1020	346	1310	964	346
%V	47.2%	48.9%	49.9%	76.3%	54.1%	47.4%	72.3%	24.1%
%H (All HH)		100.0%	99.9%	60.8%	20.6%	78.0%	57.4%	20.6%
%H (TV HH)			99.9%	60.8%	20.6%	78.0%	57.4%	20.6%
DVDR	443	443	438	186	104	373	213	160
%V	12.5%	12.9%	13.0%	13.9%	16.3%	13.5%	16.0%	11.2%
%H (All HH)		100.0%	98.9%	42.0%	23.5%	84.2%	48.1%	36.1%
%H (TV HH)			98.9%	42.0%	23.5%	84.2%	48.1%	36.1%
VCR	430	430	418	136	75	356	143	213
%V	12.1%	12.5%	12.4%	10.2%	11.7%	12.9%	10.7%	14.9%
%H (All HH)		100.0%	97.2%	31.6%	17.4%	82.8%	33.3%	49.5%
%H (TV HH)			97.2%	31.6%	17.4%	82.8%	33.3%	49.5%
Any recorder	2078	2078	2063	1098	417	1648	1062	585
%V	58.4%	60.5%	61.3%	82.2%	65.2%	59.6%	79.7%	40.8%
%H (All HH)		100.0%	99.3%	52.8%	20.1%	79.3%	51.1%	28.2%
%H (TV HH)			99.3%	52.8%	20.1%	79.3%	51.1%	28.2%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Midlands
Household level data
Table 3.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3557	3435	3364	1336	640	2765	1333	1433
%H (All HH)		96.6%	94.6%	37.6%	18.0%	77.7%	37.5%	40.3%
%H (TV HH)			97.9%	38.9%	18.6%	80.5%	38.8%	41.7%
Receives HDTV (via STB or built-in reception)	1417	1417	1417	714	410	1145	817	328
%V	39.8%	41.3%	42.1%	53.4%	64.1%	41.4%	61.3%	22.9%
%H (All HH)		100.0%	100.0%	50.4%	28.9%	80.8%	57.7%	23.1%
%H (TV HH)			100.0%	50.4%	28.9%	80.8%	57.7%	23.1%
DVD/Blu-ray player or recorder	2719	2719	2680	1120	543	2234	1176	1058
%V	76.4%	79.2%	79.7%	83.8%	84.8%	80.8%	88.2%	73.8%
%H (All HH)		100.0%	98.6%	41.2%	20.0%	82.2%	43.3%	38.9%
%H (TV HH)			98.6%	41.2%	20.0%	82.2%	43.3%	38.9%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Midlands
Household level data
Table 3.10: Computers and Internet
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3557	3435	3364	1336	640	2765	1333	1433
%H (All HH)		96.6%	94.6%	37.6%	18.0%	77.7%	37.5%	40.3%
%H (TV HH)			97.9%	38.9%	18.6%	80.5%	38.8%	41.7%
Has PC or Laptop	2578	2510	2489	1154	539	2001	1165	836
%V	72.5%	73.1%	74.0%	86.4%	84.2%	72.4%	87.4%	58.3%
%H (All HH)		97.4%	96.5%	44.8%	20.9%	77.6%	45.2%	32.4%
%H (TV HH)			99.2%	46.0%	21.5%	79.7%	46.4%	33.3%
Has broadband internet	2406	2338	2321	1113	532	1846	1131	715
%V	67.6%	68.1%	69.0%	83.3%	83.1%	66.8%	84.8%	49.9%
%H (All HH)		97.2%	96.5%	46.3%	22.1%	76.7%	47.0%	29.7%
%H (TV HH)			99.3%	47.6%	22.8%	79.0%	48.4%	30.6%

Base: BBC Midlands - Households (000s)
%V = percentage of vertical total
%H (ALL HH) = percentage of horizontal total - All HH
%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6845	6757	3011	1364	5752	3251	2501
%H		98.7%	44.0%	19.9%	84.0%	47.5%	36.5%
Under 20"	1533	1516	661	297	1348	770	579
%V	22.4%	22.4%	22.0%	21.8%	23.4%	23.7%	23.2%
%H		98.9%	43.1%	19.4%	87.9%	50.2%	37.8%
20" - 29"	1924	1877	745	352	1622	811	811
%V	28.1%	27.8%	24.7%	25.8%	28.2%	24.9%	32.4%
%H		97.6%	38.7%	18.3%	84.3%	42.2%	42.2%
30" - 39"	2046	2029	894	405	1693	927	766
%V	29.9%	30.0%	29.7%	29.7%	29.4%	28.5%	30.6%
%H		99.2%	43.7%	19.8%	82.7%	45.3%	37.4%
40" and over	1224	1220	677	290	991	705	286
%V	17.9%	18.1%	22.5%	21.3%	17.2%	21.7%	11.4%
%H		99.7%	55.3%	23.7%	81.0%	57.6%	23.4%
Don't know	118	114	35	19	97	38	59
%V	1.7%	1.7%	1.2%	1.4%	1.7%	1.2%	2.4%
%H		96.6%	29.7%	16.1%	82.2%	32.2%	50.0%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6845	6757	3011	1364	5752	3251	2501
%H		98.7%	44.0%	19.9%	84.0%	47.5%	36.5%
Main living room	3438	3369	1346	644	2770	1345	1425
%V	50.2%	49.9%	44.7%	47.2%	48.2%	41.4%	57.0%
%H		98.0%	39.2%	18.7%	80.6%	39.1%	41.4%
Kitchen	452	451	207	79	406	235	171
%V	6.6%	6.7%	6.9%	5.8%	7.1%	7.2%	6.8%
%H		99.8%	45.8%	17.5%	89.8%	52.0%	37.8%
Adult's bedroom	1813	1800	856	399	1575	993	583
%V	26.5%	26.6%	28.4%	29.3%	27.4%	30.5%	23.3%
%H		99.3%	47.2%	22.0%	86.9%	54.8%	32.2%
Child's bedroom	445	444	249	106	390	290	100
%V	6.5%	6.6%	8.3%	7.8%	6.8%	8.9%	4.0%
%H		99.8%	56.0%	23.8%	87.6%	65.2%	22.5%
Other bedroom	164	164	83	33	150	98	52
%V	2.4%	2.4%	2.8%	2.4%	2.6%	3.0%	2.1%
%H		100.0%	50.6%	20.1%	91.5%	59.8%	31.7%
Second living/dining room	395	394	196	78	338	209	130
%V	5.8%	5.8%	6.5%	5.7%	5.9%	6.4%	5.2%
%H		99.7%	49.6%	19.7%	85.6%	52.9%	32.9%
Study/office	73	72	38	11	65	40	25
%V	1.1%	1.1%	1.3%	0.8%	1.1%	1.2%	1.0%
%H		98.6%	52.1%	15.1%	89.0%	54.8%	34.2%
TV room	27	27	15	5	24	17	7
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%
%H		100.0%	55.6%	18.5%	88.9%	63.0%	25.9%
No specific location	5	5	4	1	5	4	1
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%
%H		100.0%	80.0%	20.0%	100.0%	80.0%	20.0%
Other	32	32	17	8	27	19	8
%V	0.5%	0.5%	0.6%	0.6%	0.5%	0.6%	0.3%
%H		100.0%	53.1%	25.0%	84.4%	59.4%	25.0%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6845	6757	3011	1364	5752	3251	2501
%H		98.7%	44.0%	19.9%	84.0%	47.5%	36.5%
PVR	2149	2148	1391	421	1668	1281	387
%V	31.4%	31.8%	46.2%	30.9%	29.0%	39.4%	15.5%
%H		100.0%	64.7%	19.6%	77.6%	59.6%	18.0%
DVDR	511	506	216	124	433	251	182
%V	7.5%	7.5%	7.2%	9.1%	7.5%	7.7%	7.3%
%H		99.0%	42.3%	24.3%	84.7%	49.1%	35.6%
VCR	480	467	155	88	401	170	231
%V	7.0%	6.9%	5.1%	6.5%	7.0%	5.2%	9.2%
%H		97.3%	32.3%	18.3%	83.5%	35.4%	48.1%
Any recorder	2741	2724	1553	538	2181	1487	694
%V	40.0%	40.3%	51.6%	39.4%	37.9%	45.7%	27.7%
%H		99.4%	56.7%	19.6%	79.6%	54.3%	25.3%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6845	6757	3011	1364	5752	3251	2501
%H		98.7%	44.0%	19.9%	84.0%	47.5%	36.5%
Receives HDTV (via STB or built-in reception)	1916	1916	977	561	1571	1139	431
%V	28.0%	28.4%	32.4%	41.1%	27.3%	35.0%	17.2%
%H		100.0%	51.0%	29.3%	82.0%	59.4%	22.5%
DVD/Blu-ray player or recorder	4036	3996	1811	838	3413	1990	1423
%V	59.0%	59.1%	60.1%	61.4%	59.3%	61.2%	56.9%
%H		99.0%	44.9%	20.8%	84.6%	49.3%	35.3%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Midlands
Set level data
Table 3.15: Main Set Screen Size
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3432	3361	1335	640	2763	1332	1431
%H		97.9%	38.9%	18.6%	80.5%	38.8%	41.7%
Under 20"	96	89	11	12	76	11	65
%V	2.8%	2.6%	0.8%	1.9%	2.8%	0.8%	4.5%
%H		92.7%	11.5%	12.5%	79.2%	11.5%	67.7%
20" - 29"	800	759	187	109	637	169	468
%V	23.3%	22.6%	14.0%	17.0%	23.1%	12.7%	32.7%
%H		94.9%	23.4%	13.6%	79.6%	21.1%	58.5%
30" - 39"	1423	1406	543	262	1158	541	617
%V	41.5%	41.8%	40.7%	40.9%	41.9%	40.6%	43.1%
%H		98.8%	38.2%	18.4%	81.4%	38.0%	43.4%
40" and over	1059	1055	580	249	850	599	251
%V	30.9%	31.4%	43.4%	38.9%	30.8%	45.0%	17.5%
%H		99.6%	54.8%	23.5%	80.3%	56.6%	23.7%
Don't know	54	51	14	7	43	13	30
%V	1.6%	1.5%	1.0%	1.1%	1.6%	1.0%	2.1%
%H		94.4%	25.9%	13.0%	79.6%	24.1%	55.6%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3432	3361	1335	640	2763	1332	1431
%H		97.9%	38.9%	18.6%	80.5%	38.8%	41.7%
PVR	1623	1622	999	334	1257	936	321
%V	47.3%	48.3%	74.8%	52.2%	45.5%	70.3%	22.4%
%H		99.9%	61.6%	20.6%	77.4%	57.7%	19.8%
DVDR	374	369	148	89	312	171	141
%V	10.9%	11.0%	11.1%	13.9%	11.3%	12.8%	9.9%
%H		98.7%	39.6%	23.8%	83.4%	45.7%	37.7%
VCR	353	341	98	59	291	103	187
%V	10.3%	10.1%	7.3%	9.2%	10.5%	7.7%	13.1%
%H		96.6%	27.8%	16.7%	82.4%	29.2%	53.0%
Any recorder	2011	1996	1074	402	1589	1032	556
%V	58.6%	59.4%	80.4%	62.8%	57.5%	77.5%	38.9%
%H		99.3%	53.4%	20.0%	79.0%	51.3%	27.6%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3432	3361	1335	640	2763	1332	1431
%H		97.9%	38.9%	18.6%	80.5%	38.8%	41.7%
Receives HDTV (via STB or built-in reception)	1359	1359	686	398	1090	784	307
%V	39.6%	40.4%	51.4%	62.2%	39.4%	58.9%	21.5%
%H		100.0%	50.5%	29.3%	80.2%	57.7%	22.6%
DVD/Blu-ray player or recorder	2570	2532	1052	507	2105	1095	1010
%V	74.9%	75.3%	78.8%	79.2%	76.2%	82.2%	70.6%
%H		98.5%	40.9%	19.7%	81.9%	42.6%	39.3%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Midlands
Set level data
Table 3.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3413	3396	1676	724	2988	1919	1070
%H		99.5%	49.1%	21.2%	87.5%	56.2%	31.4%
Under 20"	1437	1427	649	285	1272	759	513
%V	42.1%	42.0%	38.7%	39.4%	42.6%	39.6%	47.9%
%H		99.3%	45.2%	19.8%	88.5%	52.8%	35.7%
20" - 29"	1124	1118	558	243	985	642	343
%V	32.9%	32.9%	33.3%	33.6%	33.0%	33.5%	32.1%
%H		99.5%	49.6%	21.6%	87.6%	57.1%	30.5%
30" - 39"	623	623	351	143	536	386	150
%V	18.3%	18.3%	20.9%	19.8%	17.9%	20.1%	14.0%
%H		100.0%	56.3%	23.0%	86.0%	62.0%	24.1%
40" and over	165	165	97	41	142	107	35
%V	4.8%	4.9%	5.8%	5.7%	4.8%	5.6%	3.3%
%H		100.0%	58.8%	24.8%	86.1%	64.8%	21.2%
Don't know	64	63	21	12	54	25	29
%V	1.9%	1.9%	1.3%	1.7%	1.8%	1.3%	2.7%
%H		98.4%	32.8%	18.8%	84.4%	39.1%	45.3%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Set level data

Table 3.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3413	3396	1676	724	2988	1919	1070
%H		99.5%	49.1%	21.2%	87.5%	56.2%	31.4%
PVR	526	526	392	86	411	345	66
%V	15.4%	15.5%	23.4%	11.9%	13.8%	18.0%	6.2%
%H		100.0%	74.5%	16.3%	78.1%	65.6%	12.5%
DVDR	137	137	68	35	121	79	42
%V	4.0%	4.0%	4.1%	4.8%	4.0%	4.1%	3.9%
%H		100.0%	49.6%	25.5%	88.3%	57.7%	30.7%
VCR	127	126	57	29	110	66	44
%V	3.7%	3.7%	3.4%	4.0%	3.7%	3.4%	4.1%
%H		99.2%	44.9%	22.8%	86.6%	52.0%	34.6%
Any recorder	729	728	480	136	592	455	138
%V	21.4%	21.4%	28.6%	18.8%	19.8%	23.7%	12.9%
%H		99.9%	65.8%	18.7%	81.2%	62.4%	18.9%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3413	3396	1676	724	2988	1919	1070
%H		99.5%	49.1%	21.2%	87.5%	56.2%	31.4%
Receives HDTV (via STB or built-in reception)	557	557	291	163	480	356	125
%V	16.3%	16.4%	17.4%	22.5%	16.1%	18.6%	11.7%
%H		100.0%	52.2%	29.3%	86.2%	63.9%	22.4%
DVD/Blu-ray player or recorder	1465	1463	759	332	1308	895	413
%V	42.9%	43.1%	45.3%	45.9%	43.8%	46.6%	38.6%
%H		99.9%	51.8%	22.7%	89.3%	61.1%	28.2%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8289	8042	7931	3648	1675	6393	3636	2758
%H		97.0%	95.7%	44.0%	20.2%	77.1%	43.9%	33.3%
Total Children	1606	1563	1551	834	350	1180	777	403
%V	19.4%	19.4%	19.6%	22.9%	20.9%	18.5%	21.4%	14.6%
%H		97.3%	96.6%	51.9%	21.8%	73.5%	48.4%	25.1%
0 - 3	421	406	403	213	95	288	184	105
%V	5.1%	5.0%	5.1%	5.8%	5.7%	4.5%	5.1%	3.8%
%H		96.4%	95.7%	50.6%	22.6%	68.4%	43.7%	24.9%
4 - 15	1185	1156	1148	621	255	891	593	298
%V	14.3%	14.4%	14.5%	17.0%	15.2%	13.9%	16.3%	10.8%
%H		97.6%	96.9%	52.4%	21.5%	75.2%	50.0%	25.1%
4 - 9	591	574	570	307	125	430	281	149
%V	7.1%	7.1%	7.2%	8.4%	7.5%	6.7%	7.7%	5.4%
%H		97.1%	96.4%	51.9%	21.2%	72.8%	47.5%	25.2%
10 - 15	594	582	578	314	130	461	312	150
%V	7.2%	7.2%	7.3%	8.6%	7.8%	7.2%	8.6%	5.4%
%H		98.0%	97.3%	52.9%	21.9%	77.6%	52.5%	25.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8289	8042	7931	3648	1675	6393	3636	2758
%H		97.0%	95.7%	44.0%	20.2%	77.1%	43.9%	33.3%
Total Adults (16+)	6683	6480	6381	2814	1325	5214	2859	2355
%V	80.6%	80.6%	80.5%	77.1%	79.1%	81.6%	78.6%	85.4%
%H		97.0%	95.5%	42.1%	19.8%	78.0%	42.8%	35.2%
16 - 19	399	390	387	199	98	320	219	101
%V	4.8%	4.8%	4.9%	5.5%	5.9%	5.0%	6.0%	3.7%
%H		97.7%	97.0%	49.9%	24.6%	80.2%	54.9%	25.3%
20 - 24	550	509	497	229	121	398	237	161
%V	6.6%	6.3%	6.3%	6.3%	7.2%	6.2%	6.5%	5.8%
%H		92.5%	90.4%	41.6%	22.0%	72.4%	43.1%	29.3%
25 - 34	1068	1021	1009	530	219	747	471	276
%V	12.9%	12.7%	12.7%	14.5%	13.1%	11.7%	13.0%	10.0%
%H		95.6%	94.5%	49.6%	20.5%	69.9%	44.1%	25.8%
35 - 44	1094	1058	1048	531	258	818	538	280
%V	13.2%	13.2%	13.2%	14.6%	15.4%	12.8%	14.8%	10.2%
%H		96.7%	95.8%	48.5%	23.6%	74.8%	49.2%	25.6%
45 - 54	1156	1126	1118	515	260	925	559	366
%V	13.9%	14.0%	14.1%	14.1%	15.5%	14.5%	15.4%	13.3%
%H		97.4%	96.7%	44.6%	22.5%	80.0%	48.4%	31.7%
55 - 64	1007	984	973	425	183	813	435	378
%V	12.1%	12.2%	12.3%	11.7%	10.9%	12.7%	12.0%	13.7%
%H		97.7%	96.6%	42.2%	18.2%	80.7%	43.2%	37.5%
65+	1410	1391	1348	385	186	1194	402	792
%V	17.0%	17.3%	17.0%	10.6%	11.1%	18.7%	11.1%	28.7%
%H		98.7%	95.6%	27.3%	13.2%	84.7%	28.5%	56.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Midlands
Individual level data
Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6683	6480	6381	2814	1325	5214	2859	2355
%H		97.0%	95.5%	42.1%	19.8%	78.0%	42.8%	35.2%
AB	1512	1485	1473	701	277	1179	660	519
%V	22.6%	22.9%	23.1%	24.9%	20.9%	22.6%	23.1%	22.0%
%H		98.2%	97.4%	46.4%	18.3%	78.0%	43.7%	34.3%
C1	1742	1667	1644	726	361	1340	754	586
%V	26.1%	25.7%	25.8%	25.8%	27.2%	25.7%	26.4%	24.9%
%H		95.7%	94.4%	41.7%	20.7%	76.9%	43.3%	33.6%
C2	1502	1468	1455	641	350	1226	743	483
%V	22.5%	22.7%	22.8%	22.8%	26.4%	23.5%	26.0%	20.5%
%H		97.7%	96.9%	42.7%	23.3%	81.6%	49.5%	32.2%
D	1204	1170	1150	530	244	904	494	410
%V	18.0%	18.1%	18.0%	18.8%	18.4%	17.3%	17.3%	17.4%
%H		97.2%	95.5%	44.0%	20.3%	75.1%	41.0%	34.1%
E	722	691	659	216	92	565	208	357
%V	10.8%	10.7%	10.3%	7.7%	6.9%	10.8%	7.3%	15.2%
%H		95.7%	91.3%	29.9%	12.7%	78.3%	28.8%	49.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6683	6480	6381	2814	1325	5214	2859	2355
%H		97.0%	95.5%	42.1%	19.8%	78.0%	42.8%	35.2%
Working full time	2916	2839	2819	1389	657	2241	1423	818
%V	43.6%	43.8%	44.2%	49.4%	49.6%	43.0%	49.8%	34.7%
%H		97.4%	96.7%	47.6%	22.5%	76.9%	48.8%	28.1%
Working part time	702	687	685	327	148	550	327	223
%V	10.5%	10.6%	10.7%	11.6%	11.2%	10.5%	11.4%	9.5%
%H		97.9%	97.6%	46.6%	21.1%	78.3%	46.6%	31.8%
Not working	3064	2954	2877	1098	520	2422	1109	1313
%V	45.8%	45.6%	45.1%	39.0%	39.2%	46.5%	38.8%	55.8%
%H		96.4%	93.9%	35.8%	17.0%	79.0%	36.2%	42.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3263	3148	3103	1405	659	2517	1420	1097
%H		96.5%	95.1%	43.1%	20.2%	77.1%	43.5%	33.6%
16 - 19	201	196	194	98	54	159	109	50
%V	6.2%	6.2%	6.3%	7.0%	8.2%	6.3%	7.7%	4.6%
%H		97.5%	96.5%	48.8%	26.9%	79.1%	54.2%	24.9%
20 - 24	278	257	251	116	64	201	123	79
%V	8.5%	8.2%	8.1%	8.3%	9.7%	8.0%	8.7%	7.2%
%H		92.4%	90.3%	41.7%	23.0%	72.3%	44.2%	28.4%
25 - 34	532	509	504	257	114	372	230	141
%V	16.3%	16.2%	16.2%	18.3%	17.3%	14.8%	16.2%	12.9%
%H		95.7%	94.7%	48.3%	21.4%	69.9%	43.2%	26.5%
35 - 44	541	519	513	261	124	402	263	138
%V	16.6%	16.5%	16.5%	18.6%	18.8%	16.0%	18.5%	12.6%
%H		95.9%	94.8%	48.2%	22.9%	74.3%	48.6%	25.5%
45 - 54	568	550	545	252	126	445	267	178
%V	17.4%	17.5%	17.6%	17.9%	19.1%	17.7%	18.8%	16.2%
%H		96.8%	96.0%	44.4%	22.2%	78.3%	47.0%	31.3%
55 - 64	500	486	483	215	86	404	216	188
%V	15.3%	15.4%	15.6%	15.3%	13.1%	16.1%	15.2%	17.1%
%H		97.2%	96.6%	43.0%	17.2%	80.8%	43.2%	37.6%
65+	641	631	611	204	92	534	211	323
%V	19.6%	20.0%	19.7%	14.5%	14.0%	21.2%	14.9%	29.4%
%H		98.4%	95.3%	31.8%	14.4%	83.3%	32.9%	50.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3263	3148	3103	1405	659	2517	1420	1097
%H		96.5%	95.1%	43.1%	20.2%	77.1%	43.5%	33.6%
AB	757	742	737	360	141	586	337	249
%V	23.2%	23.6%	23.8%	25.6%	21.4%	23.3%	23.7%	22.7%
%H		98.0%	97.4%	47.6%	18.6%	77.4%	44.5%	32.9%
C1	811	777	768	350	176	620	364	256
%V	24.9%	24.7%	24.8%	24.9%	26.7%	24.6%	25.6%	23.3%
%H		95.8%	94.7%	43.2%	21.7%	76.4%	44.9%	31.6%
C2	809	785	777	339	184	655	390	265
%V	24.8%	24.9%	25.0%	24.1%	27.9%	26.0%	27.5%	24.2%
%H		97.0%	96.0%	41.9%	22.7%	81.0%	48.2%	32.8%
D	582	560	550	256	120	426	235	191
%V	17.8%	17.8%	17.7%	18.2%	18.2%	16.9%	16.5%	17.4%
%H		96.2%	94.5%	44.0%	20.6%	73.2%	40.4%	32.8%
E	304	285	271	100	39	230	94	136
%V	9.3%	9.1%	8.7%	7.1%	5.9%	9.1%	6.6%	12.4%
%H		93.8%	89.1%	32.9%	12.8%	75.7%	30.9%	44.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3263	3148	3103	1405	659	2517	1420	1097
%H		96.5%	95.1%	43.1%	20.2%	77.1%	43.5%	33.6%
Working full time	1820	1763	1751	866	407	1391	885	507
%V	55.8%	56.0%	56.4%	61.6%	61.8%	55.3%	62.3%	46.2%
%H		96.9%	96.2%	47.6%	22.4%	76.4%	48.6%	27.9%
Working part time	154	148	148	73	25	115	62	53
%V	4.7%	4.7%	4.8%	5.2%	3.8%	4.6%	4.4%	4.8%
%H		96.1%	96.1%	47.4%	16.2%	74.7%	40.3%	34.4%
Not working	1289	1238	1204	466	227	1011	473	538
%V	39.5%	39.3%	38.8%	33.2%	34.4%	40.2%	33.3%	49.0%
%H		96.0%	93.4%	36.2%	17.6%	78.4%	36.7%	41.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3420	3331	3278	1409	665	2697	1439	1257
%H		97.4%	95.8%	41.2%	19.4%	78.9%	42.1%	36.8%
16 - 19	197	194	193	101	44	161	109	52
%V	5.8%	5.8%	5.9%	7.2%	6.6%	6.0%	7.6%	4.1%
%H		98.5%	98.0%	51.3%	22.3%	81.7%	55.3%	26.4%
20 - 24	272	252	246	112	57	197	114	83
%V	8.0%	7.6%	7.5%	7.9%	8.6%	7.3%	7.9%	6.6%
%H		92.6%	90.4%	41.2%	21.0%	72.4%	41.9%	30.5%
25 - 34	535	512	505	273	105	375	240	135
%V	15.6%	15.4%	15.4%	19.4%	15.8%	13.9%	16.7%	10.7%
%H		95.7%	94.4%	51.0%	19.6%	70.1%	44.9%	25.2%
35 - 44	552	538	535	270	134	416	275	141
%V	16.1%	16.2%	16.3%	19.2%	20.2%	15.4%	19.1%	11.2%
%H		97.5%	96.9%	48.9%	24.3%	75.4%	49.8%	25.5%
45 - 54	588	576	572	262	134	480	292	188
%V	17.2%	17.3%	17.4%	18.6%	20.2%	17.8%	20.3%	15.0%
%H		98.0%	97.3%	44.6%	22.8%	81.6%	49.7%	32.0%
55 - 64	507	498	490	210	97	409	218	190
%V	14.8%	15.0%	14.9%	14.9%	14.6%	15.2%	15.1%	15.1%
%H		98.2%	96.6%	41.4%	19.1%	80.7%	43.0%	37.5%
65+	769	760	737	181	94	659	191	469
%V	22.5%	22.8%	22.5%	12.8%	14.1%	24.4%	13.3%	37.3%
%H		98.8%	95.8%	23.5%	12.2%	85.7%	24.8%	61.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		3420	3331	3278	1409	665	2697	1439	1257
%H			97.4%	95.8%	41.2%	19.4%	78.9%	42.1%	36.8%
AB		756	743	736	341	136	593	323	270
	%V	22.1%	22.3%	22.5%	24.2%	20.5%	22.0%	22.4%	21.5%
	%H		98.3%	97.4%	45.1%	18.0%	78.4%	42.7%	35.7%
C1		931	890	876	376	185	720	390	330
	%V	27.2%	26.7%	26.7%	26.7%	27.8%	26.7%	27.1%	26.3%
	%H		95.6%	94.1%	40.4%	19.9%	77.3%	41.9%	35.4%
C2		692	683	678	302	167	571	353	218
	%V	20.2%	20.5%	20.7%	21.4%	25.1%	21.2%	24.5%	17.3%
	%H		98.7%	98.0%	43.6%	24.1%	82.5%	51.0%	31.5%
D		622	610	600	274	124	478	260	219
	%V	18.2%	18.3%	18.3%	19.4%	18.6%	17.7%	18.1%	17.4%
	%H		98.1%	96.5%	44.1%	19.9%	76.8%	41.8%	35.2%
E		418	406	387	116	53	335	114	221
	%V	12.2%	12.2%	11.8%	8.2%	8.0%	12.4%	7.9%	17.6%
	%H		97.1%	92.6%	27.8%	12.7%	80.1%	27.3%	52.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3420	3331	3278	1409	665	2697	1439	1257
%H		97.4%	95.8%	41.2%	19.4%	78.9%	42.1%	36.8%
Working full time	1096	1075	1067	523	249	850	538	312
%V	32.0%	32.3%	32.6%	37.1%	37.4%	31.5%	37.4%	24.8%
%H		98.1%	97.4%	47.7%	22.7%	77.6%	49.1%	28.5%
Working part time	549	540	537	254	123	436	266	170
%V	16.1%	16.2%	16.4%	18.0%	18.5%	16.2%	18.5%	13.5%
%H		98.4%	97.8%	46.3%	22.4%	79.4%	48.5%	31.0%
Not working	1775	1716	1673	632	293	1411	636	776
%V	51.9%	51.5%	51.0%	44.9%	44.1%	52.3%	44.2%	61.7%
%H		96.7%	94.3%	35.6%	16.5%	79.5%	35.8%	43.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1941	1873	1835	895	222	1439	699	740
%H (All HH)		96.5%	94.5%	46.1%	11.4%	74.1%	36.0%	38.1%
%H (TV HH)			98.0%	47.8%	11.9%	76.8%	37.3%	39.5%
AB	463	444	441	221	59	335	169	166
%V	23.9%	23.7%	24.0%	24.7%	26.6%	23.3%	24.2%	22.4%
%H (All HH)		95.9%	95.2%	47.7%	12.7%	72.4%	36.5%	35.9%
%H (TV HH)			99.3%	49.8%	13.3%	75.5%	38.1%	37.4%
C1	557	540	531	262	60	418	205	213
%V	28.7%	28.8%	28.9%	29.3%	27.0%	29.0%	29.3%	28.8%
%H (All HH)		96.9%	95.3%	47.0%	10.8%	75.0%	36.8%	38.2%
%H (TV HH)			98.3%	48.5%	11.1%	77.4%	38.0%	39.4%
C2	411	404	400	200	44	326	165	161
%V	21.2%	21.6%	21.8%	22.3%	19.8%	22.7%	23.6%	21.8%
%H (All HH)		98.3%	97.3%	48.7%	10.7%	79.3%	40.1%	39.2%
%H (TV HH)			99.0%	49.5%	10.9%	80.7%	40.8%	39.9%
D	294	282	275	147	33	201	102	98
%V	15.1%	15.1%	15.0%	16.4%	14.9%	14.0%	14.6%	13.2%
%H (All HH)		95.9%	93.5%	50.0%	11.2%	68.4%	34.7%	33.3%
%H (TV HH)			97.5%	52.1%	11.7%	71.3%	36.2%	34.8%
E	215	203	189	65	25	158	57	101
%V	11.1%	10.8%	10.3%	7.3%	11.3%	11.0%	8.2%	13.6%
%H (All HH)		94.4%	87.9%	30.2%	11.6%	73.5%	26.5%	47.0%
%H (TV HH)			93.1%	32.0%	12.3%	77.8%	28.1%	49.8%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1941	1873	1835	895	222	1439	699	740
%H (All HH)		96.5%	94.5%	46.1%	11.4%	74.1%	36.0%	38.1%
%H (TV HH)			98.0%	47.8%	11.9%	76.8%	37.3%	39.5%
Under 25	73	68	65	36	9	44	24	20
%V	3.8%	3.6%	3.5%	4.0%	4.1%	3.1%	3.4%	2.7%
%H (All HH)		93.2%	89.0%	49.3%	12.3%	60.3%	32.9%	27.4%
%H (TV HH)			95.6%	52.9%	13.2%	64.7%	35.3%	29.4%
25 - 34	278	258	250	136	41	168	92	76
%V	14.3%	13.8%	13.6%	15.2%	18.5%	11.7%	13.2%	10.3%
%H (All HH)		92.8%	89.9%	48.9%	14.7%	60.4%	33.1%	27.3%
%H (TV HH)			96.9%	52.7%	15.9%	65.1%	35.7%	29.5%
35 - 44	339	326	322	190	46	238	147	92
%V	17.5%	17.4%	17.5%	21.2%	20.7%	16.5%	21.0%	12.4%
%H (All HH)		96.2%	95.0%	56.0%	13.6%	70.2%	43.4%	27.1%
%H (TV HH)			98.8%	58.3%	14.1%	73.0%	45.1%	28.2%
45 - 54	374	359	356	180	53	287	160	128
%V	19.3%	19.2%	19.4%	20.1%	23.9%	19.9%	22.9%	17.3%
%H (All HH)		96.0%	95.2%	48.1%	14.2%	76.7%	42.8%	34.2%
%H (TV HH)			99.2%	50.1%	14.8%	79.9%	44.6%	35.7%
55 - 64	333	327	323	169	40	255	135	120
%V	17.2%	17.5%	17.6%	18.9%	18.0%	17.7%	19.3%	16.2%
%H (All HH)		98.2%	97.0%	50.8%	12.0%	76.6%	40.5%	36.0%
%H (TV HH)			98.8%	51.7%	12.2%	78.0%	41.3%	36.7%
65 +	545	535	519	183	34	445	141	304
%V	28.1%	28.6%	28.3%	20.4%	15.3%	30.9%	20.2%	41.1%
%H (All HH)		98.2%	95.2%	33.6%	6.2%	81.7%	25.9%	55.8%
%H (TV HH)			97.0%	34.2%	6.4%	83.2%	26.4%	56.8%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC East

Household level data

Table 4.3: Size of Household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1941	1873	1835	895	222	1439	699	740
%H (All HH)		96.5%	94.5%	46.1%	11.4%	74.1%	36.0%	38.1%
%H (TV HH)			98.0%	47.8%	11.9%	76.8%	37.3%	39.5%
1	636	596	574	203	64	458	146	312
%V	32.8%	31.8%	31.3%	22.7%	28.8%	31.8%	20.9%	42.2%
%H (All HH)		93.7%	90.3%	31.9%	10.1%	72.0%	23.0%	49.1%
%H (TV HH)			96.3%	34.1%	10.7%	76.8%	24.5%	52.3%
2	645	635	627	315	68	497	250	248
%V	33.2%	33.9%	34.2%	35.2%	30.6%	34.5%	35.8%	33.5%
%H (All HH)		98.4%	97.2%	48.8%	10.5%	77.1%	38.8%	38.4%
%H (TV HH)			98.7%	49.6%	10.7%	78.3%	39.4%	39.1%
3	275	268	265	154	38	207	130	77
%V	14.2%	14.3%	14.4%	17.2%	17.1%	14.4%	18.6%	10.4%
%H (All HH)		97.5%	96.4%	56.0%	13.8%	75.3%	47.3%	28.0%
%H (TV HH)			98.9%	57.5%	14.2%	77.2%	48.5%	28.7%
4	246	241	239	139	32	185	114	71
%V	12.7%	12.9%	13.0%	15.5%	14.4%	12.9%	16.3%	9.6%
%H (All HH)		98.0%	97.2%	56.5%	13.0%	75.2%	46.3%	28.9%
%H (TV HH)			99.2%	57.7%	13.3%	76.8%	47.3%	29.5%
5+	139	133	130	84	20	91	59	32
%V	7.2%	7.1%	7.1%	9.4%	9.0%	6.3%	8.4%	4.3%
%H (All HH)		95.7%	93.5%	60.4%	14.4%	65.5%	42.4%	23.0%
%H (TV HH)			97.7%	63.2%	15.0%	68.4%	44.4%	24.1%
Average HH size	2.31	2.33	2.34	2.58	2.46	2.30	2.60	2.02

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC East

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1941	1873	1835	895	222	1439	699	740
%H (All HH)		96.5%	94.5%	46.1%	11.4%	74.1%	36.0%	38.1%
%H (TV HH)			98.0%	47.8%	11.9%	76.8%	37.3%	39.5%
Without	1469	1411	1379	632	154	1102	493	608
%V	75.7%	75.3%	75.1%	70.6%	69.4%	76.6%	70.5%	82.2%
%H (All HH)		96.1%	93.9%	43.0%	10.5%	75.0%	33.6%	41.4%
%H (TV HH)			97.7%	44.8%	10.9%	78.1%	34.9%	43.1%
With	472	462	456	262	68	337	206	131
%V	24.3%	24.7%	24.9%	29.3%	30.6%	23.4%	29.5%	17.7%
%H (All HH)		97.9%	96.6%	55.5%	14.4%	71.4%	43.6%	27.8%
%H (TV HH)			98.7%	56.7%	14.7%	72.9%	44.6%	28.4%
0 - 3	177	173	169	99	25	117	69	48
%V	9.1%	9.2%	9.2%	11.1%	11.3%	8.1%	9.9%	6.5%
%H (All HH)		97.7%	95.5%	55.9%	14.1%	66.1%	39.0%	27.1%
%H (TV HH)			97.7%	57.2%	14.5%	67.6%	39.9%	27.7%
4 - 9	251	244	239	137	33	175	102	73
%V	12.9%	13.0%	13.0%	15.3%	14.9%	12.2%	14.6%	9.9%
%H (All HH)		97.2%	95.2%	54.6%	13.1%	69.7%	40.6%	29.1%
%H (TV HH)			98.0%	56.1%	13.5%	71.7%	41.8%	29.9%
10 - 15	231	226	225	133	35	171	112	59
%V	11.9%	12.1%	12.3%	14.9%	15.8%	11.9%	16.0%	8.0%
%H (All HH)		97.8%	97.4%	57.6%	15.2%	74.0%	48.5%	25.5%
%H (TV HH)			99.6%	58.8%	15.5%	75.7%	49.6%	26.1%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1941	1873	1835	895	222	1439	699	740
%H (All HH)		96.5%	94.5%	46.1%	11.4%	74.1%	36.0%	38.1%
%H (TV HH)			98.0%	47.8%	11.9%	76.8%	37.3%	39.5%
1	759	759	731	292	95	512	167	346
%V	39.1%	40.5%	39.8%	32.6%	42.8%	35.6%	23.9%	46.8%
%H (All HH)		100.0%	96.3%	38.5%	12.5%	67.5%	22.0%	45.6%
%H (TV HH)			96.3%	38.5%	12.5%	67.5%	22.0%	45.6%
2	632	632	627	317	69	501	252	249
%V	32.6%	33.7%	34.2%	35.4%	31.1%	34.8%	36.1%	33.6%
%H (All HH)		100.0%	99.2%	50.2%	10.9%	79.3%	39.9%	39.4%
%H (TV HH)			99.2%	50.2%	10.9%	79.3%	39.9%	39.4%
3	275	275	271	156	31	233	144	89
%V	14.2%	14.7%	14.8%	17.4%	14.0%	16.2%	20.6%	12.0%
%H (All HH)		100.0%	98.5%	56.7%	11.3%	84.7%	52.4%	32.4%
%H (TV HH)			98.5%	56.7%	11.3%	84.7%	52.4%	32.4%
4	133	133	133	75	21	122	82	40
%V	6.9%	7.1%	7.2%	8.4%	9.5%	8.5%	11.7%	5.4%
%H (All HH)		100.0%	100.0%	56.4%	15.8%	91.7%	61.7%	30.1%
%H (TV HH)			100.0%	56.4%	15.8%	91.7%	61.7%	30.1%
5+	74	74	74	54	6	70	55	16
%V	3.8%	4.0%	4.0%	6.0%	2.7%	4.9%	7.9%	2.2%
%H (All HH)		100.0%	100.0%	73.0%	8.1%	94.6%	74.3%	21.6%
%H (TV HH)			100.0%	73.0%	8.1%	94.6%	74.3%	21.6%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC East
Household level data
Table 4.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1941	1873	1835	895	222	1439	699	740
%H (All HH)		96.5%	94.5%	46.1%	11.4%	74.1%	36.0%	38.1%
%H (TV HH)			98.0%	47.8%	11.9%	76.8%	37.3%	39.5%
Under 20"	720	720	710	355	80	613	328	284
%V	37.1%	38.4%	38.7%	39.7%	36.0%	42.6%	46.9%	38.4%
%H (All HH)		100.0%	98.6%	49.3%	11.1%	85.1%	45.6%	39.4%
%H (TV HH)			98.6%	49.3%	11.1%	85.1%	45.6%	39.4%
20" - 29"	833	833	810	363	91	672	304	368
%V	42.9%	44.5%	44.1%	40.6%	41.0%	46.7%	43.5%	49.7%
%H (All HH)		100.0%	97.2%	43.6%	10.9%	80.7%	36.5%	44.2%
%H (TV HH)			97.2%	43.6%	10.9%	80.7%	36.5%	44.2%
30" - 39"	944	944	933	489	116	740	401	340
%V	48.6%	50.4%	50.8%	54.6%	52.3%	51.4%	57.4%	45.9%
%H (All HH)		100.0%	98.8%	51.8%	12.3%	78.4%	42.5%	36.0%
%H (TV HH)			98.8%	51.8%	12.3%	78.4%	42.5%	36.0%
40" and over	556	556	555	368	76	418	293	125
%V	28.6%	29.7%	30.2%	41.1%	34.2%	29.0%	41.9%	16.9%
%H (All HH)		100.0%	99.8%	66.2%	13.7%	75.2%	52.7%	22.5%
%H (TV HH)			99.8%	66.2%	13.7%	75.2%	52.7%	22.5%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 4.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1941	1873	1835	895	222	1439	699	740
%H (All HH)		96.5%	94.5%	46.1%	11.4%	74.1%	36.0%	38.1%
%H (TV HH)			98.0%	47.8%	11.9%	76.8%	37.3%	39.5%
Main living room	1842	1842	1809	882	221	1419	692	727
%V	94.9%	98.3%	98.6%	98.5%	99.5%	98.6%	99.0%	98.2%
%H (All HH)		100.0%	98.2%	47.9%	12.0%	77.0%	37.6%	39.5%
%H (TV HH)			98.2%	47.9%	12.0%	77.0%	37.6%	39.5%
Kitchen	282	282	281	154	30	247	147	101
%V	14.5%	15.1%	15.3%	17.2%	13.5%	17.2%	21.0%	13.6%
%H (All HH)		100.0%	99.6%	54.6%	10.6%	87.6%	52.1%	35.8%
%H (TV HH)			99.6%	54.6%	10.6%	87.6%	52.1%	35.8%
Adult's bedroom	822	822	812	460	99	684	416	268
%V	42.3%	43.9%	44.3%	51.4%	44.6%	47.5%	59.5%	36.2%
%H (All HH)		100.0%	98.8%	56.0%	12.0%	83.2%	50.6%	32.6%
%H (TV HH)			98.8%	56.0%	12.0%	83.2%	50.6%	32.6%
Child's bedroom	174	174	172	106	24	155	108	47
%V	9.0%	9.3%	9.4%	11.8%	10.8%	10.8%	15.5%	6.4%
%H (All HH)		100.0%	98.9%	60.9%	13.8%	89.1%	62.1%	27.0%
%H (TV HH)			98.9%	60.9%	13.8%	89.1%	62.1%	27.0%
Other bedroom	110	110	109	68	8	96	60	36
%V	5.7%	5.9%	5.9%	7.6%	3.6%	6.7%	8.6%	4.9%
%H (All HH)		100.0%	99.1%	61.8%	7.3%	87.3%	54.5%	32.7%
%H (TV HH)			99.1%	61.8%	7.3%	87.3%	54.5%	32.7%
Second living/dining room	184	184	182	92	19	154	80	74
%V	9.5%	9.8%	9.9%	10.3%	8.6%	10.7%	11.4%	10.0%
%H (All HH)		100.0%	98.9%	50.0%	10.3%	83.7%	43.5%	40.2%
%H (TV HH)			98.9%	50.0%	10.3%	83.7%	43.5%	40.2%
Study/office	74	74	74	48	8	64	43	21
%V	3.8%	4.0%	4.0%	5.4%	3.6%	4.4%	6.2%	2.8%
%H (All HH)		100.0%	100.0%	64.9%	10.8%	86.5%	58.1%	28.4%
%H (TV HH)			100.0%	64.9%	10.8%	86.5%	58.1%	28.4%
TV room	14	14	14	11	1	11	9	2
%V	0.7%	0.7%	0.8%	1.2%	0.5%	0.8%	1.3%	0.3%
%H (All HH)		100.0%	100.0%	78.6%	7.1%	78.6%	64.3%	14.3%
%H (TV HH)			100.0%	78.6%	7.1%	78.6%	64.3%	14.3%
No specific location	10	10	10	8	1	8	7	1
%V	0.5%	0.5%	0.5%	0.9%	0.5%	0.6%	1.0%	0.1%
%H (All HH)		100.0%	100.0%	80.0%	10.0%	80.0%	70.0%	10.0%
%H (TV HH)			100.0%	80.0%	10.0%	80.0%	70.0%	10.0%
Other	22	22	22	15	2	19	13	5
%V	1.1%	1.2%	1.2%	1.7%	0.9%	1.3%	1.9%	0.7%
%H (All HH)		100.0%	100.0%	68.2%	9.1%	86.4%	59.1%	22.7%
%H (TV HH)			100.0%	68.2%	9.1%	86.4%	59.1%	22.7%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 4.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1941	1873	1835	895	222	1439	699	740
%H (All HH)		96.5%	94.5%	46.1%	11.4%	74.1%	36.0%	38.1%
%H (TV HH)			98.0%	47.8%	11.9%	76.8%	37.3%	39.5%
PVR	951	951	951	679	110	702	527	175
%V	49.0%	50.8%	51.8%	75.9%	49.5%	48.8%	75.4%	23.6%
%H (All HH)		100.0%	100.0%	71.4%	11.6%	73.8%	55.4%	18.4%
%H (TV HH)			100.0%	71.4%	11.6%	73.8%	55.4%	18.4%
DVDR	313	313	310	193	31	249	158	91
%V	16.1%	16.7%	16.9%	21.6%	14.0%	17.3%	22.6%	12.3%
%H (All HH)		100.0%	99.0%	61.7%	9.9%	79.6%	50.5%	29.1%
%H (TV HH)			99.0%	61.7%	9.9%	79.6%	50.5%	29.1%
VCR	250	250	245	99	31	201	81	119
%V	12.9%	13.3%	13.4%	11.1%	14.0%	14.0%	11.6%	16.1%
%H (All HH)		100.0%	98.0%	39.6%	12.4%	80.4%	32.4%	47.6%
%H (TV HH)			98.0%	39.6%	12.4%	80.4%	32.4%	47.6%
Any recorder	1158	1158	1151	732	133	866	563	303
%V	59.7%	61.8%	62.7%	81.8%	59.9%	60.2%	80.5%	40.9%
%H (All HH)		100.0%	99.4%	63.2%	11.5%	74.8%	48.6%	26.2%
%H (TV HH)			99.4%	63.2%	11.5%	74.8%	48.6%	26.2%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC East

Household level data

Table 4.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1941	1873	1835	895	222	1439	699	740
%H (All HH)		96.5%	94.5%	46.1%	11.4%	74.1%	36.0%	38.1%
%H (TV HH)			98.0%	47.8%	11.9%	76.8%	37.3%	39.5%
Receives HDTV (via STB or built-in reception)	730	730	730	449	123	562	392	170
%V	37.6%	39.0%	39.8%	50.2%	55.4%	39.1%	56.1%	23.0%
%H (All HH)		100.0%	100.0%	61.5%	16.8%	77.0%	53.7%	23.3%
%H (TV HH)			100.0%	61.5%	16.8%	77.0%	53.7%	23.3%
DVD/Blu-ray player or recorder	1389	1389	1368	741	184	1059	597	462
%V	71.6%	74.2%	74.6%	82.8%	82.9%	73.6%	85.4%	62.4%
%H (All HH)		100.0%	98.5%	53.3%	13.2%	76.2%	43.0%	33.3%
%H (TV HH)			98.5%	53.3%	13.2%	76.2%	43.0%	33.3%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC East

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1941	1873	1835	895	222	1439	699	740
%H (All HH)		96.5%	94.5%	46.1%	11.4%	74.1%	36.0%	38.1%
%H (TV HH)			98.0%	47.8%	11.9%	76.8%	37.3%	39.5%
Has PC or Laptop	1497	1445	1429	769	197	1099	615	484
%V	77.1%	77.1%	77.9%	85.9%	88.7%	76.4%	88.0%	65.4%
%H (All HH)		96.5%	95.5%	51.4%	13.2%	73.4%	41.1%	32.3%
%H (TV HH)			98.9%	53.2%	13.6%	76.1%	42.6%	33.5%
Has broadband internet	1416	1368	1353	741	191	1037	594	442
%V	73.0%	73.0%	73.7%	82.8%	86.0%	72.1%	85.0%	59.7%
%H (All HH)		96.6%	95.6%	52.3%	13.5%	73.2%	41.9%	31.2%
%H (TV HH)			98.9%	54.2%	14.0%	75.8%	43.4%	32.3%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3793	3740	1998	441	3091	1733	1358
%H		98.6%	52.7%	11.6%	81.5%	45.7%	35.8%
Under 20"	1028	1012	516	111	894	496	398
%V	27.1%	27.1%	25.8%	25.2%	28.9%	28.6%	29.3%
%H		98.4%	50.2%	10.8%	87.0%	48.2%	38.7%
20" - 29"	1030	1006	473	110	841	404	438
%V	27.2%	26.9%	23.7%	24.9%	27.2%	23.3%	32.3%
%H		97.7%	45.9%	10.7%	81.7%	39.2%	42.5%
30" - 39"	1087	1076	574	136	862	481	381
%V	28.7%	28.8%	28.7%	30.8%	27.9%	27.8%	28.1%
%H		99.0%	52.8%	12.5%	79.3%	44.3%	35.1%
40" and over	612	611	411	83	463	331	132
%V	16.1%	16.3%	20.6%	18.8%	15.0%	19.1%	9.7%
%H		99.8%	67.2%	13.6%	75.7%	54.1%	21.6%
Don't know	36	34	23	1	31	21	10
%V	0.9%	0.9%	1.2%	0.2%	1.0%	1.2%	0.7%
%H		94.4%	63.9%	2.8%	86.1%	58.3%	27.8%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3793	3740	1998	441	3091	1733	1358
%H		98.6%	52.7%	11.6%	81.5%	45.7%	35.8%
Main living room	1854	1820	887	222	1428	696	732
%V	48.9%	48.7%	44.4%	50.3%	46.2%	40.2%	53.9%
%H		98.2%	47.8%	12.0%	77.0%	37.5%	39.5%
Kitchen	283	282	154	30	249	147	101
%V	7.5%	7.5%	7.7%	6.8%	8.1%	8.5%	7.4%
%H		99.6%	54.4%	10.6%	88.0%	51.9%	35.7%
Adult's bedroom	994	983	562	120	840	521	319
%V	26.2%	26.3%	28.1%	27.2%	27.2%	30.1%	23.5%
%H		98.9%	56.5%	12.1%	84.5%	52.4%	32.1%
Child's bedroom	222	218	135	29	198	138	60
%V	5.9%	5.8%	6.8%	6.6%	6.4%	8.0%	4.4%
%H		98.2%	60.8%	13.1%	89.2%	62.2%	27.0%
Other bedroom	134	133	85	9	119	78	41
%V	3.5%	3.6%	4.3%	2.0%	3.8%	4.5%	3.0%
%H		99.3%	63.4%	6.7%	88.8%	58.2%	30.6%
Second living/dining room	185	183	93	19	155	81	75
%V	4.9%	4.9%	4.7%	4.3%	5.0%	4.7%	5.5%
%H		98.9%	50.3%	10.3%	83.8%	43.8%	40.5%
Study/office	74	74	48	9	65	44	21
%V	2.0%	2.0%	2.4%	2.0%	2.1%	2.5%	1.5%
%H		100.0%	64.9%	12.2%	87.8%	59.5%	28.4%
TV room	14	14	11	1	11	9	2
%V	0.4%	0.4%	0.6%	0.2%	0.4%	0.5%	0.1%
%H		100.0%	78.6%	7.1%	78.6%	64.3%	14.3%
No specific location	10	10	8	1	8	7	1
%V	0.3%	0.3%	0.4%	0.2%	0.3%	0.4%	0.1%
%H		100.0%	80.0%	10.0%	80.0%	70.0%	10.0%
Other	23	23	16	2	19	13	5
%V	0.6%	0.6%	0.8%	0.5%	0.6%	0.8%	0.4%
%H		100.0%	69.6%	8.7%	82.6%	56.5%	21.7%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3793	3740	1998	441	3091	1733	1358
%H		98.6%	52.7%	11.6%	81.5%	45.7%	35.8%
PVR	1239	1239	928	130	923	721	202
%V	32.7%	33.1%	46.4%	29.5%	29.9%	41.6%	14.9%
%H		100.0%	74.9%	10.5%	74.5%	58.2%	16.3%
DVDR	367	363	239	34	300	204	96
%V	9.7%	9.7%	12.0%	7.7%	9.7%	11.8%	7.1%
%H		98.9%	65.1%	9.3%	81.7%	55.6%	26.2%
VCR	280	275	115	35	225	95	129
%V	7.4%	7.4%	5.8%	7.9%	7.3%	5.5%	9.5%
%H		98.2%	41.1%	12.5%	80.4%	33.9%	46.1%
Any recorder	1533	1524	1026	168	1158	802	355
%V	40.4%	40.7%	51.4%	38.1%	37.5%	46.3%	26.1%
%H		99.4%	66.9%	11.0%	75.5%	52.3%	23.2%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3793	3740	1998	441	3091	1733	1358
%H		98.6%	52.7%	11.6%	81.5%	45.7%	35.8%
Receives HDTV (via STB or built-in reception)	978	978	616	161	771	554	216
%V	25.8%	26.1%	30.8%	36.5%	24.9%	32.0%	15.9%
%H		100.0%	63.0%	16.5%	78.8%	56.6%	22.1%
DVD/Blu-ray player or recorder	2037	2015	1150	269	1615	988	627
%V	53.7%	53.9%	57.6%	61.0%	52.2%	57.0%	46.2%
%H		98.9%	56.5%	13.2%	79.3%	48.5%	30.8%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1873	1835	895	222	1439	699	740
%H		98.0%	47.8%	11.9%	76.8%	37.3%	39.5%
Under 20"	70	66	15	5	56	10	45
%V	3.7%	3.6%	1.7%	2.3%	3.9%	1.4%	6.1%
%H		94.3%	21.4%	7.1%	80.0%	14.3%	64.3%
20" - 29"	470	448	141	47	361	97	264
%V	25.1%	24.4%	15.8%	21.2%	25.1%	13.9%	35.7%
%H		95.3%	30.0%	10.0%	76.8%	20.6%	56.2%
30" - 39"	780	771	377	95	608	304	304
%V	41.6%	42.0%	42.1%	42.8%	42.3%	43.5%	41.1%
%H		98.8%	48.3%	12.2%	77.9%	39.0%	39.0%
40" and over	539	537	354	74	403	281	122
%V	28.8%	29.3%	39.6%	33.3%	28.0%	40.2%	16.5%
%H		99.6%	65.7%	13.7%	74.8%	52.1%	22.6%
Don't know	14	13	8	1	11	7	4
%V	0.7%	0.7%	0.9%	0.5%	0.8%	1.0%	0.5%
%H		92.9%	57.1%	7.1%	78.6%	50.0%	28.6%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
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Set level data
Table 4.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1873	1835	895	222	1439	699	740
%H		98.0%	47.8%	11.9%	76.8%	37.3%	39.5%
PVR	916	916	663	104	673	510	163
%V	48.9%	49.9%	74.1%	46.8%	46.8%	73.0%	22.0%
%H		100.0%	72.4%	11.4%	73.5%	55.7%	17.8%
DVDR	267	265	167	22	211	132	79
%V	14.3%	14.4%	18.7%	9.9%	14.7%	18.9%	10.7%
%H		99.3%	62.5%	8.2%	79.0%	49.4%	29.6%
VCR	207	204	79	25	166	64	103
%V	11.1%	11.1%	8.8%	11.3%	11.5%	9.2%	13.9%
%H		98.6%	38.2%	12.1%	80.2%	30.9%	49.8%
Any recorder	1117	1111	718	125	832	548	284
%V	59.6%	60.5%	80.2%	56.3%	57.8%	78.4%	38.4%
%H		99.5%	64.3%	11.2%	74.5%	49.1%	25.4%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1873	1835	895	222	1439	699	740
%H		98.0%	47.8%	11.9%	76.8%	37.3%	39.5%
Receives HDTV (via STB or built-in reception)	701	701	434	119	536	376	160
%V	37.4%	38.2%	48.5%	53.6%	37.2%	53.8%	21.6%
%H		100.0%	61.9%	17.0%	76.5%	53.6%	22.8%
DVD/Blu-ray player or recorder	1307	1289	696	171	992	554	438
%V	69.8%	70.2%	77.8%	77.0%	68.9%	79.3%	59.2%
%H		98.6%	53.3%	13.1%	75.9%	42.4%	33.5%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
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Set level data
Table 4.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1921	1905	1104	220	1652	1034	619
%H		99.2%	57.5%	11.5%	86.0%	53.8%	32.2%
Under 20"	958	947	501	106	838	486	352
%V	49.9%	49.7%	45.4%	48.2%	50.7%	47.0%	56.9%
%H		98.9%	52.3%	11.1%	87.5%	50.7%	36.7%
20" - 29"	560	558	332	63	480	306	174
%V	29.2%	29.3%	30.1%	28.6%	29.1%	29.6%	28.1%
%H		99.6%	59.3%	11.3%	85.7%	54.6%	31.1%
30" - 39"	307	305	198	41	254	177	77
%V	16.0%	16.0%	17.9%	18.6%	15.4%	17.1%	12.4%
%H		99.3%	64.5%	13.4%	82.7%	57.7%	25.1%
40" and over	74	74	57	9	61	50	10
%V	3.9%	3.9%	5.2%	4.1%	3.7%	4.8%	1.6%
%H		100.0%	77.0%	12.2%	82.4%	67.6%	13.5%
Don't know	22	22	16	1	20	15	5
%V	1.1%	1.2%	1.4%	0.5%	1.2%	1.5%	0.8%
%H		100.0%	72.7%	4.5%	90.9%	68.2%	22.7%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Set level data

Table 4.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1921	1905	1104	220	1652	1034	619
%H		99.2%	57.5%	11.5%	86.0%	53.8%	32.2%
PVR	323	323	265	27	250	211	39
%V	16.8%	17.0%	24.0%	12.3%	15.1%	20.4%	6.3%
%H		100.0%	82.0%	8.4%	77.4%	65.3%	12.1%
DVDR	100	97	72	13	88	71	17
%V	5.2%	5.1%	6.5%	5.9%	5.3%	6.9%	2.7%
%H		97.0%	72.0%	13.0%	88.0%	71.0%	17.0%
VCR	73	71	35	10	58	32	26
%V	3.8%	3.7%	3.2%	4.5%	3.5%	3.1%	4.2%
%H		97.3%	47.9%	13.7%	79.5%	43.8%	35.6%
Any recorder	416	413	308	43	326	254	72
%V	21.7%	21.7%	27.9%	19.5%	19.7%	24.6%	11.6%
%H		99.3%	74.0%	10.3%	78.4%	61.1%	17.3%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1921	1905	1104	220	1652	1034	619
%H		99.2%	57.5%	11.5%	86.0%	53.8%	32.2%
Receives HDTV (via STB or built-in reception)	277	277	182	41	235	179	56
%V	14.4%	14.5%	16.5%	18.6%	14.2%	17.3%	9.0%
%H		100.0%	65.7%	14.8%	84.8%	64.6%	20.2%
DVD/Blu-ray player or recorder	730	726	455	98	622	434	189
%V	38.0%	38.1%	41.2%	44.5%	37.7%	42.0%	30.5%
%H		99.5%	62.3%	13.4%	85.2%	59.5%	25.9%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4492	4359	4289	2311	546	3311	1816	1494
%H		97.0%	95.5%	51.4%	12.2%	73.7%	40.4%	33.3%
Total Children	844	823	810	477	116	594	365	230
%V	18.8%	18.9%	18.9%	20.6%	21.2%	17.9%	20.1%	15.4%
%H		97.5%	96.0%	56.5%	13.7%	70.4%	43.2%	27.3%
0 - 3	208	203	198	117	31	136	82	55
%V	4.6%	4.7%	4.6%	5.1%	5.7%	4.1%	4.5%	3.7%
%H		97.6%	95.2%	56.3%	14.9%	65.4%	39.4%	26.4%
4 - 15	636	620	612	360	86	458	283	175
%V	14.2%	14.2%	14.3%	15.6%	15.8%	13.8%	15.6%	11.7%
%H		97.5%	96.2%	56.6%	13.5%	72.0%	44.5%	27.5%
4 - 9	327	317	310	181	43	226	133	93
%V	7.3%	7.3%	7.2%	7.8%	7.9%	6.8%	7.3%	6.2%
%H		96.9%	94.8%	55.4%	13.1%	69.1%	40.7%	28.4%
10 - 15	309	303	301	179	43	233	150	82
%V	6.9%	7.0%	7.0%	7.7%	7.9%	7.0%	8.3%	5.5%
%H		98.1%	97.4%	57.9%	13.9%	75.4%	48.5%	26.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4492	4359	4289	2311	546	3311	1816	1494
%H		97.0%	95.5%	51.4%	12.2%	73.7%	40.4%	33.3%
Total Adults (16+)	3648	3536	3479	1834	430	2716	1452	1265
%V	81.2%	81.1%	81.1%	79.4%	78.8%	82.0%	80.0%	84.7%
%H		96.9%	95.4%	50.3%	11.8%	74.5%	39.8%	34.7%
16 - 19	210	204	203	122	27	159	101	58
%V	4.7%	4.7%	4.7%	5.3%	4.9%	4.8%	5.6%	3.9%
%H		97.1%	96.7%	58.1%	12.9%	75.7%	48.1%	27.6%
20 - 24	273	255	251	145	33	184	107	77
%V	6.1%	5.8%	5.9%	6.3%	6.0%	5.6%	5.9%	5.2%
%H		93.4%	91.9%	53.1%	12.1%	67.4%	39.2%	28.2%
25 - 34	551	518	505	289	86	347	208	139
%V	12.3%	11.9%	11.8%	12.5%	15.8%	10.5%	11.5%	9.3%
%H		94.0%	91.7%	52.5%	15.6%	63.0%	37.7%	25.2%
35 - 44	618	597	587	351	81	430	267	163
%V	13.8%	13.7%	13.7%	15.2%	14.8%	13.0%	14.7%	10.9%
%H		96.6%	95.0%	56.8%	13.1%	69.6%	43.2%	26.4%
45 - 54	634	618	614	331	91	493	291	202
%V	14.1%	14.2%	14.3%	14.3%	16.7%	14.9%	16.0%	13.5%
%H		97.5%	96.8%	52.2%	14.4%	77.8%	45.9%	31.9%
55 - 64	550	541	536	289	59	433	235	198
%V	12.2%	12.4%	12.5%	12.5%	10.8%	13.1%	12.9%	13.3%
%H		98.4%	97.5%	52.5%	10.7%	78.7%	42.7%	36.0%
65+	812	802	783	307	52	670	242	428
%V	18.1%	18.4%	18.3%	13.3%	9.5%	20.2%	13.3%	28.6%
%H		98.8%	96.4%	37.8%	6.4%	82.5%	29.8%	52.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3648	3536	3479	1834	430	2716	1452	1265
%H		96.9%	95.4%	50.3%	11.8%	74.5%	39.8%	34.7%
AB	913	882	878	462	114	672	360	312
%V	25.0%	24.9%	25.2%	25.2%	26.5%	24.7%	24.8%	24.7%
%H		96.6%	96.2%	50.6%	12.5%	73.6%	39.4%	34.2%
C1	1041	1007	993	530	118	773	415	357
%V	28.5%	28.5%	28.5%	28.9%	27.4%	28.5%	28.6%	28.2%
%H		96.7%	95.4%	50.9%	11.3%	74.3%	39.9%	34.3%
C2	836	825	816	433	95	664	364	300
%V	22.9%	23.3%	23.5%	23.6%	22.1%	24.4%	25.1%	23.7%
%H		98.7%	97.6%	51.8%	11.4%	79.4%	43.5%	35.9%
D	578	559	544	315	69	401	229	171
%V	15.8%	15.8%	15.6%	17.2%	16.0%	14.8%	15.8%	13.5%
%H		96.7%	94.1%	54.5%	11.9%	69.4%	39.6%	29.6%
E	279	263	248	94	34	207	83	124
%V	7.6%	7.4%	7.1%	5.1%	7.9%	7.6%	5.7%	9.8%
%H		94.3%	88.9%	33.7%	12.2%	74.2%	29.7%	44.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC East
Individual level data
Table 4.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3648	3536	3479	1834	430	2716	1452	1265
%H		96.9%	95.4%	50.3%	11.8%	74.5%	39.8%	34.7%
Working full time	1619	1568	1551	877	228	1163	687	476
%V	44.4%	44.3%	44.6%	47.8%	53.0%	42.8%	47.3%	37.6%
%H		96.8%	95.8%	54.2%	14.1%	71.8%	42.4%	29.4%
Working part time	425	415	411	235	62	318	196	123
%V	11.7%	11.7%	11.8%	12.8%	14.4%	11.7%	13.5%	9.7%
%H		97.6%	96.7%	55.3%	14.6%	74.8%	46.1%	28.9%
Not working	1604	1552	1517	723	140	1235	569	666
%V	44.0%	43.9%	43.6%	39.4%	32.6%	45.5%	39.2%	52.6%
%H		96.8%	94.6%	45.1%	8.7%	77.0%	35.5%	41.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1790	1728	1708	930	224	1316	735	580
%H		96.5%	95.4%	52.0%	12.5%	73.5%	41.1%	32.4%
16 - 19	97	95	95	59	14	72	50	23
%V	5.4%	5.5%	5.6%	6.3%	6.3%	5.5%	6.8%	4.0%
%H		97.9%	97.9%	60.8%	14.4%	74.2%	51.5%	23.7%
20 - 24	145	138	137	81	19	101	61	40
%V	8.1%	8.0%	8.0%	8.7%	8.5%	7.7%	8.3%	6.9%
%H		95.2%	94.5%	55.9%	13.1%	69.7%	42.1%	27.6%
25 - 34	279	259	254	149	43	175	110	66
%V	15.6%	15.0%	14.9%	16.0%	19.2%	13.3%	15.0%	11.4%
%H		92.8%	91.0%	53.4%	15.4%	62.7%	39.4%	23.7%
35 - 44	309	296	291	174	42	209	128	80
%V	17.3%	17.1%	17.0%	18.7%	18.8%	15.9%	17.4%	13.8%
%H		95.8%	94.2%	56.3%	13.6%	67.6%	41.4%	25.9%
45 - 54	305	296	295	155	49	237	141	96
%V	17.0%	17.1%	17.3%	16.7%	21.9%	18.0%	19.2%	16.6%
%H		97.0%	96.7%	50.8%	16.1%	77.7%	46.2%	31.5%
55 - 64	270	265	262	145	29	210	114	96
%V	15.1%	15.3%	15.3%	15.6%	12.9%	16.0%	15.5%	16.6%
%H		98.1%	97.0%	53.7%	10.7%	77.8%	42.2%	35.6%
65+	384	379	374	168	29	311	132	179
%V	21.5%	21.9%	21.9%	18.1%	12.9%	23.6%	18.0%	30.9%
%H		98.7%	97.4%	43.8%	7.6%	81.0%	34.4%	46.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1790	1728	1708	930	224	1316	735	580
%H		96.5%	95.4%	52.0%	12.5%	73.5%	41.1%	32.4%
AB	471	453	451	245	61	342	191	151
%V	26.3%	26.2%	26.4%	26.3%	27.2%	26.0%	26.0%	26.0%
%H		96.2%	95.8%	52.0%	13.0%	72.6%	40.6%	32.1%
C1	470	455	452	249	57	346	194	152
%V	26.3%	26.3%	26.5%	26.8%	25.4%	26.3%	26.4%	26.2%
%H		96.8%	96.2%	53.0%	12.1%	73.6%	41.3%	32.3%
C2	443	436	432	230	49	349	191	159
%V	24.7%	25.2%	25.3%	24.7%	21.9%	26.5%	26.0%	27.4%
%H		98.4%	97.5%	51.9%	11.1%	78.8%	43.1%	35.9%
D	288	278	271	162	40	197	122	75
%V	16.1%	16.1%	15.9%	17.4%	17.9%	15.0%	16.6%	12.9%
%H		96.5%	94.1%	56.3%	13.9%	68.4%	42.4%	26.0%
E	117	106	102	44	17	81	37	44
%V	6.5%	6.1%	6.0%	4.7%	7.6%	6.2%	5.0%	7.6%
%H		90.6%	87.2%	37.6%	14.5%	69.2%	31.6%	37.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1790	1728	1708	930	224	1316	735	580
%H		96.5%	95.4%	52.0%	12.5%	73.5%	41.1%	32.4%
Working full time	1028	992	983	570	144	739	450	288
%V	57.4%	57.4%	57.6%	61.3%	64.3%	56.2%	61.2%	49.7%
%H		96.5%	95.6%	55.4%	14.0%	71.9%	43.8%	28.0%
Working part time	89	85	83	48	13	60	36	23
%V	5.0%	4.9%	4.9%	5.2%	5.8%	4.6%	4.9%	4.0%
%H		95.5%	93.3%	53.9%	14.6%	67.4%	40.4%	25.8%
Not working	673	651	642	312	67	518	249	269
%V	37.6%	37.7%	37.6%	33.5%	29.9%	39.4%	33.9%	46.4%
%H		96.7%	95.4%	46.4%	10.0%	77.0%	37.0%	40.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1858	1808	1771	904	206	1401	716	684
%H		97.3%	95.3%	48.7%	11.1%	75.4%	38.5%	36.8%
16 - 19	113	110	109	63	13	87	52	35
%V	6.1%	6.1%	6.2%	7.0%	6.3%	6.2%	7.3%	5.1%
%H		97.3%	96.5%	55.8%	11.5%	77.0%	46.0%	31.0%
20 - 24	127	118	114	64	15	83	46	37
%V	6.8%	6.5%	6.4%	7.1%	7.3%	5.9%	6.4%	5.4%
%H		92.9%	89.8%	50.4%	11.8%	65.4%	36.2%	29.1%
25 - 34	272	259	251	139	43	172	99	73
%V	14.6%	14.3%	14.2%	15.4%	20.9%	12.3%	13.8%	10.7%
%H		95.2%	92.3%	51.1%	15.8%	63.2%	36.4%	26.8%
35 - 44	309	301	295	177	39	222	139	82
%V	16.6%	16.6%	16.7%	19.6%	18.9%	15.8%	19.4%	12.0%
%H		97.4%	95.5%	57.3%	12.6%	71.8%	45.0%	26.5%
45 - 54	329	322	319	176	43	256	149	106
%V	17.7%	17.8%	18.0%	19.5%	20.9%	18.3%	20.8%	15.5%
%H		97.9%	97.0%	53.5%	13.1%	77.8%	45.3%	32.2%
55 - 64	280	276	274	145	30	224	121	102
%V	15.1%	15.3%	15.5%	16.0%	14.6%	16.0%	16.9%	14.9%
%H		98.6%	97.9%	51.8%	10.7%	80.0%	43.2%	36.4%
65+	428	423	409	139	23	358	110	248
%V	23.0%	23.4%	23.1%	15.4%	11.2%	25.6%	15.4%	36.3%
%H		98.8%	95.6%	32.5%	5.4%	83.6%	25.7%	57.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1858	1808	1771	904	206	1401	716	684
%H		97.3%	95.3%	48.7%	11.1%	75.4%	38.5%	36.8%
AB	442	429	426	216	53	330	169	161
%V	23.8%	23.7%	24.1%	23.9%	25.7%	23.6%	23.6%	23.5%
%H		97.1%	96.4%	48.9%	12.0%	74.7%	38.2%	36.4%
C1	571	553	541	281	61	426	221	206
%V	30.7%	30.6%	30.5%	31.1%	29.6%	30.4%	30.9%	30.1%
%H		96.8%	94.7%	49.2%	10.7%	74.6%	38.7%	36.1%
C2	393	389	384	203	47	315	173	141
%V	21.2%	21.5%	21.7%	22.5%	22.8%	22.5%	24.2%	20.6%
%H		99.0%	97.7%	51.7%	12.0%	80.2%	44.0%	35.9%
D	289	281	273	153	29	203	107	96
%V	15.6%	15.5%	15.4%	16.9%	14.1%	14.5%	14.9%	14.0%
%H		97.2%	94.5%	52.9%	10.0%	70.2%	37.0%	33.2%
E	163	157	146	51	17	126	46	80
%V	8.8%	8.7%	8.2%	5.6%	8.3%	9.0%	6.4%	11.7%
%H		96.3%	89.6%	31.3%	10.4%	77.3%	28.2%	49.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1858	1808	1771	904	206	1401	716	684
%H		97.3%	95.3%	48.7%	11.1%	75.4%	38.5%	36.8%
Working full time	591	577	568	307	84	424	236	188
%V	31.8%	31.9%	32.1%	34.0%	40.8%	30.3%	33.0%	27.5%
%H		97.6%	96.1%	51.9%	14.2%	71.7%	39.9%	31.8%
Working part time	336	330	328	187	49	259	160	99
%V	18.1%	18.3%	18.5%	20.7%	23.8%	18.5%	22.3%	14.5%
%H		98.2%	97.6%	55.7%	14.6%	77.1%	47.6%	29.5%
Not working	932	901	874	411	73	718	320	397
%V	50.2%	49.8%	49.4%	45.5%	35.4%	51.2%	44.7%	58.0%
%H		96.7%	93.8%	44.1%	7.8%	77.0%	34.3%	42.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1031	991	989	379	148	781	312	469
%H (All HH)		96.1%	95.9%	36.8%	14.4%	75.8%	30.3%	45.5%
%H (TV HH)			99.8%	38.2%	14.9%	78.8%	31.5%	47.3%
AB	278	272	272	111	44	212	94	118
%V	27.0%	27.4%	27.5%	29.3%	29.7%	27.1%	30.1%	25.2%
%H (All HH)		97.8%	97.8%	39.9%	15.8%	76.3%	33.8%	42.4%
%H (TV HH)			100.0%	40.8%	16.2%	77.9%	34.6%	43.4%
C1	297	282	281	112	41	218	89	129
%V	28.8%	28.5%	28.4%	29.6%	27.7%	27.9%	28.5%	27.5%
%H (All HH)		94.9%	94.6%	37.7%	13.8%	73.4%	30.0%	43.4%
%H (TV HH)			99.6%	39.7%	14.5%	77.3%	31.6%	45.7%
C2	203	200	200	81	33	161	73	88
%V	19.7%	20.2%	20.2%	21.4%	22.3%	20.6%	23.4%	18.8%
%H (All HH)		98.5%	98.5%	39.9%	16.3%	79.3%	36.0%	43.3%
%H (TV HH)			100.0%	40.5%	16.5%	80.5%	36.5%	44.0%
D	153	144	144	52	22	115	44	71
%V	14.8%	14.5%	14.6%	13.7%	14.9%	14.7%	14.1%	15.1%
%H (All HH)		94.1%	94.1%	34.0%	14.4%	75.2%	28.8%	46.4%
%H (TV HH)			100.0%	36.1%	15.3%	79.9%	30.6%	49.3%
E	101	94	94	23	9	76	13	63
%V	9.8%	9.5%	9.5%	6.1%	6.1%	9.7%	4.2%	13.4%
%H (All HH)		93.1%	93.1%	22.8%	8.9%	75.2%	12.9%	62.4%
%H (TV HH)			100.0%	24.5%	9.6%	80.9%	13.8%	67.0%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1031	991	989	379	148	781	312	469
%H (All HH)		96.1%	95.9%	36.8%	14.4%	75.8%	30.3%	45.5%
%H (TV HH)			99.8%	38.2%	14.9%	78.8%	31.5%	47.3%
Under 25	53	45	45	13	8	32	7	26
%V	5.1%	4.5%	4.6%	3.4%	5.4%	4.1%	2.2%	5.5%
%H (All HH)		84.9%	84.9%	24.5%	15.1%	60.4%	13.2%	49.1%
%H (TV HH)			100.0%	28.9%	17.8%	71.1%	15.6%	57.8%
25 - 34	152	144	144	68	28	94	45	49
%V	14.7%	14.5%	14.6%	17.9%	18.9%	12.0%	14.4%	10.4%
%H (All HH)		94.7%	94.7%	44.7%	18.4%	61.8%	29.6%	32.2%
%H (TV HH)			100.0%	47.2%	19.4%	65.3%	31.3%	34.0%
35 - 44	177	169	169	71	38	126	67	60
%V	17.2%	17.1%	17.1%	18.7%	25.7%	16.1%	21.5%	12.8%
%H (All HH)		95.5%	95.5%	40.1%	21.5%	71.2%	37.9%	33.9%
%H (TV HH)			100.0%	42.0%	22.5%	74.6%	39.6%	35.5%
45 - 54	204	195	194	87	29	159	79	79
%V	19.8%	19.7%	19.6%	23.0%	19.6%	20.4%	25.3%	16.8%
%H (All HH)		95.6%	95.1%	42.6%	14.2%	77.9%	38.7%	38.7%
%H (TV HH)			99.5%	44.6%	14.9%	81.5%	40.5%	40.5%
55 - 64	167	161	161	64	23	130	55	76
%V	16.2%	16.2%	16.3%	16.9%	15.5%	16.6%	17.6%	16.2%
%H (All HH)		96.4%	96.4%	38.3%	13.8%	77.8%	32.9%	45.5%
%H (TV HH)			100.0%	39.8%	14.3%	80.7%	34.2%	47.2%
65 +	279	277	277	76	24	240	60	180
%V	27.1%	28.0%	28.0%	20.1%	16.2%	30.7%	19.2%	38.4%
%H (All HH)		99.3%	99.3%	27.2%	8.6%	86.0%	21.5%	64.5%
%H (TV HH)			100.0%	27.4%	8.7%	86.6%	21.7%	65.0%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1031	991	989	379	148	781	312	469
%H (All HH)		96.1%	95.9%	36.8%	14.4%	75.8%	30.3%	45.5%
%H (TV HH)			99.8%	38.2%	14.9%	78.8%	31.5%	47.3%
1	349	328	327	86	36	262	56	206
%V	33.9%	33.1%	33.1%	22.7%	24.3%	33.5%	17.9%	43.9%
%H (All HH)		94.0%	93.7%	24.6%	10.3%	75.1%	16.0%	59.0%
%H (TV HH)			99.7%	26.2%	11.0%	79.9%	17.1%	62.8%
2	346	338	338	139	51	266	113	152
%V	33.6%	34.1%	34.2%	36.7%	34.5%	34.1%	36.2%	32.4%
%H (All HH)		97.7%	97.7%	40.2%	14.7%	76.9%	32.7%	43.9%
%H (TV HH)			100.0%	41.1%	15.1%	78.7%	33.4%	45.0%
3	160	156	156	75	28	122	70	53
%V	15.5%	15.7%	15.8%	19.8%	18.9%	15.6%	22.4%	11.3%
%H (All HH)		97.5%	97.5%	46.9%	17.5%	76.3%	43.8%	33.1%
%H (TV HH)			100.0%	48.1%	17.9%	78.2%	44.9%	34.0%
4	117	113	113	54	23	89	51	37
%V	11.3%	11.4%	11.4%	14.2%	15.5%	11.4%	16.3%	7.9%
%H (All HH)		96.6%	96.6%	46.2%	19.7%	76.1%	43.6%	31.6%
%H (TV HH)			100.0%	47.8%	20.4%	78.8%	45.1%	32.7%
5+	58	56	56	26	10	42	22	20
%V	5.6%	5.7%	5.7%	6.9%	6.8%	5.4%	7.1%	4.3%
%H (All HH)		96.6%	96.6%	44.8%	17.2%	72.4%	37.9%	34.5%
%H (TV HH)			100.0%	46.4%	17.9%	75.0%	39.3%	35.7%
Average HH size	2.23	2.24	2.24	2.48	2.46	2.23	2.59	1.98

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1031	991	989	379	148	781	312	469
%H (All HH)		96.1%	95.9%	36.8%	14.4%	75.8%	30.3%	45.5%
%H (TV HH)			99.8%	38.2%	14.9%	78.8%	31.5%	47.3%
Without	797	762	761	270	108	603	215	389
%V	77.3%	76.9%	76.9%	71.2%	73.0%	77.2%	68.9%	82.9%
%H (All HH)		95.6%	95.5%	33.9%	13.6%	75.7%	27.0%	48.8%
%H (TV HH)			99.9%	35.4%	14.2%	79.1%	28.2%	51.0%
With	235	229	229	109	40	177	98	80
%V	22.8%	23.1%	23.2%	28.8%	27.0%	22.7%	31.4%	17.1%
%H (All HH)		97.4%	97.4%	46.4%	17.0%	75.3%	41.7%	34.0%
%H (TV HH)			100.0%	47.6%	17.5%	77.3%	42.8%	34.9%
0 - 3	83	79	79	32	13	60	26	34
%V	8.1%	8.0%	8.0%	8.4%	8.8%	7.7%	8.3%	7.2%
%H (All HH)		95.2%	95.2%	38.6%	15.7%	72.3%	31.3%	41.0%
%H (TV HH)			100.0%	40.5%	16.5%	75.9%	32.9%	43.0%
4 - 9	112	109	109	53	20	80	44	36
%V	10.9%	11.0%	11.0%	14.0%	13.5%	10.2%	14.1%	7.7%
%H (All HH)		97.3%	97.3%	47.3%	17.9%	71.4%	39.3%	32.1%
%H (TV HH)			100.0%	48.6%	18.3%	73.4%	40.4%	33.0%
10 - 15	115	114	114	58	19	91	54	37
%V	11.2%	11.5%	11.5%	15.3%	12.8%	11.7%	17.3%	7.9%
%H (All HH)		99.1%	99.1%	50.4%	16.5%	79.1%	47.0%	32.2%
%H (TV HH)			100.0%	50.9%	16.7%	79.8%	47.4%	32.5%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1031	991	989	379	148	781	312	469
%H (All HH)		96.1%	95.9%	36.8%	14.4%	75.8%	30.3%	45.5%
%H (TV HH)			99.8%	38.2%	14.9%	78.8%	31.5%	47.3%
1	412	412	411	115	59	289	52	237
%V	40.0%	41.6%	41.6%	30.3%	39.9%	37.0%	16.7%	50.5%
%H (All HH)		100.0%	99.8%	27.9%	14.3%	70.1%	12.6%	57.5%
%H (TV HH)			99.8%	27.9%	14.3%	70.1%	12.6%	57.5%
2	336	336	336	138	51	278	127	151
%V	32.6%	33.9%	34.0%	36.4%	34.5%	35.6%	40.7%	32.2%
%H (All HH)		100.0%	100.0%	41.1%	15.2%	82.7%	37.8%	44.9%
%H (TV HH)			100.0%	41.1%	15.2%	82.7%	37.8%	44.9%
3	157	157	157	77	24	136	78	57
%V	15.2%	15.8%	15.9%	20.3%	16.2%	17.4%	25.0%	12.2%
%H (All HH)		100.0%	100.0%	49.0%	15.3%	86.6%	49.7%	36.3%
%H (TV HH)			100.0%	49.0%	15.3%	86.6%	49.7%	36.3%
4	62	62	62	33	12	56	39	17
%V	6.0%	6.3%	6.3%	8.7%	8.1%	7.2%	12.5%	3.6%
%H (All HH)		100.0%	100.0%	53.2%	19.4%	90.3%	62.9%	27.4%
%H (TV HH)			100.0%	53.2%	19.4%	90.3%	62.9%	27.4%
5+	23	23	23	16	2	22	16	6
%V	2.2%	2.3%	2.3%	4.2%	1.4%	2.8%	5.1%	1.3%
%H (All HH)		100.0%	100.0%	69.6%	8.7%	95.7%	69.6%	26.1%
%H (TV HH)			100.0%	69.6%	8.7%	95.7%	69.6%	26.1%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC West
Household level data
Table 5.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1031	991	989	379	148	781	312	469
%H (All HH)		96.1%	95.9%	36.8%	14.4%	75.8%	30.3%	45.5%
%H (TV HH)			99.8%	38.2%	14.9%	78.8%	31.5%	47.3%
Under 20"	377	377	376	152	55	324	153	171
%V	36.6%	38.0%	38.0%	40.1%	37.2%	41.5%	49.0%	36.5%
%H (All HH)		100.0%	99.7%	40.3%	14.6%	85.9%	40.6%	45.4%
%H (TV HH)			99.7%	40.3%	14.6%	85.9%	40.6%	45.4%
20" - 29"	446	446	446	157	51	374	134	240
%V	43.3%	45.0%	45.1%	41.4%	34.5%	47.9%	42.9%	51.2%
%H (All HH)		100.0%	100.0%	35.2%	11.4%	83.9%	30.0%	53.8%
%H (TV HH)			100.0%	35.2%	11.4%	83.9%	30.0%	53.8%
30" - 39"	517	517	516	218	84	416	197	218
%V	50.1%	52.2%	52.2%	57.5%	56.8%	53.3%	63.1%	46.5%
%H (All HH)		100.0%	99.8%	42.2%	16.2%	80.5%	38.1%	42.2%
%H (TV HH)			99.8%	42.2%	16.2%	80.5%	38.1%	42.2%
40" and over	257	257	257	147	49	187	123	64
%V	24.9%	25.9%	26.0%	38.8%	33.1%	23.9%	39.4%	13.6%
%H (All HH)		100.0%	100.0%	57.2%	19.1%	72.8%	47.9%	24.9%
%H (TV HH)			100.0%	57.2%	19.1%	72.8%	47.9%	24.9%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1031	991	989	379	148	781	312	469
%H (All HH)		96.1%	95.9%	36.8%	14.4%	75.8%	30.3%	45.5%
%H (TV HH)			99.8%	38.2%	14.9%	78.8%	31.5%	47.3%
Main living room	975	975	973	374	147	766	309	457
%V	94.6%	98.4%	98.4%	98.7%	99.3%	98.1%	99.0%	97.4%
%H (All HH)		100.0%	99.8%	38.4%	15.1%	78.6%	31.7%	46.9%
%H (TV HH)			99.8%	38.4%	15.1%	78.6%	31.7%	46.9%
Kitchen	132	132	132	61	14	115	58	57
%V	12.8%	13.3%	13.3%	16.1%	9.5%	14.7%	18.6%	12.2%
%H (All HH)		100.0%	100.0%	46.2%	10.6%	87.1%	43.9%	43.2%
%H (TV HH)			100.0%	46.2%	10.6%	87.1%	43.9%	43.2%
Adult's bedroom	438	438	438	207	70	375	209	165
%V	42.5%	44.2%	44.3%	54.6%	47.3%	48.0%	67.0%	35.2%
%H (All HH)		100.0%	100.0%	47.3%	16.0%	85.6%	47.7%	37.7%
%H (TV HH)			100.0%	47.3%	16.0%	85.6%	47.7%	37.7%
Child's bedroom	86	86	86	45	14	73	46	27
%V	8.3%	8.7%	8.7%	11.9%	9.5%	9.3%	14.7%	5.8%
%H (All HH)		100.0%	100.0%	52.3%	16.3%	84.9%	53.5%	31.4%
%H (TV HH)			100.0%	52.3%	16.3%	84.9%	53.5%	31.4%
Other bedroom	48	48	48	28	4	44	28	16
%V	4.7%	4.8%	4.9%	7.4%	2.7%	5.6%	9.0%	3.4%
%H (All HH)		100.0%	100.0%	58.3%	8.3%	91.7%	58.3%	33.3%
%H (TV HH)			100.0%	58.3%	8.3%	91.7%	58.3%	33.3%
Second living/dining room	110	110	110	52	15	96	52	44
%V	10.7%	11.1%	11.1%	13.7%	10.1%	12.3%	16.7%	9.4%
%H (All HH)		100.0%	100.0%	47.3%	13.6%	87.3%	47.3%	40.0%
%H (TV HH)			100.0%	47.3%	13.6%	87.3%	47.3%	40.0%
Study/office	26	26	26	14	3	22	12	9
%V	2.5%	2.6%	2.6%	3.7%	2.0%	2.8%	3.8%	1.9%
%H (All HH)		100.0%	100.0%	53.8%	11.5%	84.6%	46.2%	34.6%
%H (TV HH)			100.0%	53.8%	11.5%	84.6%	46.2%	34.6%
TV room	5	5	5	2	0	4	2	2
%V	0.5%	0.5%	0.5%	0.5%	0.0%	0.5%	0.6%	0.4%
%H (All HH)		100.0%	100.0%	40.0%	0.0%	80.0%	40.0%	40.0%
%H (TV HH)			100.0%	40.0%	0.0%	80.0%	40.0%	40.0%
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	-
Other	2	2	2	1	0	2	1	1
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Household level data

Table 5.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1031	991	989	379	148	781	312	469
%H (All HH)		96.1%	95.9%	36.8%	14.4%	75.8%	30.3%	45.5%
%H (TV HH)			99.8%	38.2%	14.9%	78.8%	31.5%	47.3%
PVR	491	491	491	286	77	359	227	132
%V	47.6%	49.5%	49.6%	75.5%	52.0%	46.0%	72.8%	28.1%
%H (All HH)		100.0%	100.0%	58.2%	15.7%	73.1%	46.2%	26.9%
%H (TV HH)			100.0%	58.2%	15.7%	73.1%	46.2%	26.9%
DVDR	123	123	123	47	26	98	48	50
%V	11.9%	12.4%	12.4%	12.4%	17.6%	12.5%	15.4%	10.7%
%H (All HH)		100.0%	100.0%	38.2%	21.1%	79.7%	39.0%	40.7%
%H (TV HH)			100.0%	38.2%	21.1%	79.7%	39.0%	40.7%
VCR	103	103	103	32	22	77	28	50
%V	10.0%	10.4%	10.4%	8.4%	14.9%	9.9%	9.0%	10.7%
%H (All HH)		100.0%	100.0%	31.1%	21.4%	74.8%	27.2%	48.5%
%H (TV HH)			100.0%	31.1%	21.4%	74.8%	27.2%	48.5%
Any recorder	590	590	590	308	98	437	250	188
%V	57.2%	59.5%	59.7%	81.3%	66.2%	56.0%	80.1%	40.1%
%H (All HH)		100.0%	100.0%	52.2%	16.6%	74.1%	42.4%	31.9%
%H (TV HH)			100.0%	52.2%	16.6%	74.1%	42.4%	31.9%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Household level data

Table 5.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1031	991	989	379	148	781	312	469
%H (All HH)		96.1%	95.9%	36.8%	14.4%	75.8%	30.3%	45.5%
%H (TV HH)			99.8%	38.2%	14.9%	78.8%	31.5%	47.3%
Receives HDTV (via STB or built-in reception)	350	350	350	184	87	245	163	83
%V	33.9%	35.3%	35.4%	48.5%	58.8%	31.4%	52.2%	17.7%
%H (All HH)		100.0%	100.0%	52.6%	24.9%	70.0%	46.6%	23.7%
%H (TV HH)			100.0%	52.6%	24.9%	70.0%	46.6%	23.7%
DVD/Blu-ray player or recorder	808	808	808	330	128	638	283	355
%V	78.4%	81.5%	81.7%	87.1%	86.5%	81.7%	90.7%	75.7%
%H (All HH)		100.0%	100.0%	40.8%	15.8%	79.0%	35.0%	43.9%
%H (TV HH)			100.0%	40.8%	15.8%	79.0%	35.0%	43.9%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1031	991	989	379	148	781	312	469
%H (All HH)		96.1%	95.9%	36.8%	14.4%	75.8%	30.3%	45.5%
%H (TV HH)			99.8%	38.2%	14.9%	78.8%	31.5%	47.3%
Has PC or Laptop	793	766	765	329	136	586	280	306
%V	76.9%	77.3%	77.4%	86.8%	91.9%	75.0%	89.7%	65.2%
%H (All HH)		96.6%	96.5%	41.5%	17.2%	73.9%	35.3%	38.6%
%H (TV HH)			99.9%	43.0%	17.8%	76.5%	36.6%	39.9%
Has broadband internet	755	731	731	318	132	558	274	284
%V	73.2%	73.8%	73.9%	83.9%	89.2%	71.4%	87.8%	60.6%
%H (All HH)		96.8%	96.8%	42.1%	17.5%	73.9%	36.3%	37.6%
%H (TV HH)			100.0%	43.5%	18.1%	76.3%	37.5%	38.9%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC West
Set level data
Table 5.11: Screen Size
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1930	1928	840	290	1594	783	812
%H		99.9%	43.5%	15.0%	82.6%	40.6%	42.1%
Under 20"	490	490	201	73	429	212	218
%V	25.4%	25.4%	23.9%	25.2%	26.9%	27.1%	26.8%
%H		100.0%	41.0%	14.9%	87.6%	43.3%	44.5%
20" - 29"	551	551	209	63	470	189	281
%V	28.5%	28.6%	24.9%	21.7%	29.5%	24.1%	34.6%
%H		100.0%	37.9%	11.4%	85.3%	34.3%	51.0%
30" - 39"	604	604	269	100	490	249	241
%V	31.3%	31.3%	32.0%	34.5%	30.7%	31.8%	29.7%
%H		100.0%	44.5%	16.6%	81.1%	41.2%	39.9%
40" and over	274	274	158	52	199	131	68
%V	14.2%	14.2%	18.8%	17.9%	12.5%	16.7%	8.4%
%H		100.0%	57.7%	19.0%	72.6%	47.8%	24.8%
Don't know	10	10	3	3	7	2	4
%V	0.5%	0.5%	0.4%	1.0%	0.4%	0.3%	0.5%
%H		100.0%	30.0%	30.0%	70.0%	20.0%	40.0%

Base: BBC West - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1930	1928	840	290	1594	783	812
%H		99.9%	43.5%	15.0%	82.6%	40.6%	42.1%
Main living room	978	977	375	148	770	310	460
%V	50.7%	50.7%	44.6%	51.0%	48.3%	39.6%	56.7%
%H		99.9%	38.3%	15.1%	78.7%	31.7%	47.0%
Kitchen	133	133	61	14	116	59	57
%V	6.9%	6.9%	7.3%	4.8%	7.3%	7.5%	7.0%
%H		100.0%	45.9%	10.5%	87.2%	44.4%	42.9%
Adult's bedroom	506	506	243	84	436	251	185
%V	26.2%	26.2%	28.9%	29.0%	27.4%	32.1%	22.8%
%H		100.0%	48.0%	16.6%	86.2%	49.6%	36.6%
Child's bedroom	114	114	56	21	97	60	37
%V	5.9%	5.9%	6.7%	7.2%	6.1%	7.7%	4.6%
%H		100.0%	49.1%	18.4%	85.1%	52.6%	32.5%
Other bedroom	55	55	35	5	52	36	16
%V	2.8%	2.9%	4.2%	1.7%	3.3%	4.6%	2.0%
%H		100.0%	63.6%	9.1%	94.5%	65.5%	29.1%
Second living/dining room	111	111	52	15	96	52	44
%V	5.8%	5.8%	6.2%	5.2%	6.0%	6.6%	5.4%
%H		100.0%	46.8%	13.5%	86.5%	46.8%	39.6%
Study/office	26	26	14	3	22	12	9
%V	1.3%	1.3%	1.7%	1.0%	1.4%	1.5%	1.1%
%H		100.0%	53.8%	11.5%	84.6%	46.2%	34.6%
TV room	5	5	2	0	4	2	2
%V	0.3%	0.3%	0.2%	0.0%	0.3%	0.3%	0.2%
%H		100.0%	40.0%	0.0%	80.0%	40.0%	40.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1930	1928	840	290	1594	783	812
%H		99.9%	43.5%	15.0%	82.6%	40.6%	42.1%
PVR	592	592	359	90	434	287	147
%V	30.7%	30.7%	42.7%	31.0%	27.2%	36.7%	18.1%
%H		100.0%	60.6%	15.2%	73.3%	48.5%	24.8%
DVDR	131	131	50	27	105	50	55
%V	6.8%	6.8%	6.0%	9.3%	6.6%	6.4%	6.8%
%H		100.0%	38.2%	20.6%	80.2%	38.2%	42.0%
VCR	113	113	35	25	84	31	53
%V	5.9%	5.9%	4.2%	8.6%	5.3%	4.0%	6.5%
%H		100.0%	31.0%	22.1%	74.3%	27.4%	46.9%
Any recorder	725	725	394	117	541	323	219
%V	37.6%	37.6%	46.9%	40.3%	33.9%	41.3%	27.0%
%H		100.0%	54.3%	16.1%	74.6%	44.6%	30.2%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1930	1928	840	290	1594	783	812
%H		99.9%	43.5%	15.0%	82.6%	40.6%	42.1%
Receives HDTV (via STB or built-in reception)	423	423	223	102	300	198	102
%V	21.9%	21.9%	26.5%	35.2%	18.8%	25.3%	12.6%
%H		100.0%	52.7%	24.1%	70.9%	46.8%	24.1%
DVD/Blu-ray player or recorder	1187	1187	525	194	966	490	476
%V	61.5%	61.6%	62.5%	66.9%	60.6%	62.6%	58.6%
%H		100.0%	44.2%	16.3%	81.4%	41.3%	40.1%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	990	989	379	148	780	312	468
%H		99.9%	38.3%	14.9%	78.8%	31.5%	47.3%
Under 20"	39	39	5	7	32	4	27
%V	3.9%	3.9%	1.3%	4.7%	4.1%	1.3%	5.8%
%H		100.0%	12.8%	17.9%	82.1%	10.3%	69.2%
20" - 29"	266	266	63	23	222	42	180
%V	26.9%	26.9%	16.6%	15.5%	28.5%	13.5%	38.5%
%H		100.0%	23.7%	8.6%	83.5%	15.8%	67.7%
30" - 39"	440	440	170	73	351	151	200
%V	44.4%	44.5%	44.9%	49.3%	45.0%	48.4%	42.7%
%H		100.0%	38.6%	16.6%	79.8%	34.3%	45.5%
40" and over	242	242	140	44	175	115	59
%V	24.4%	24.5%	36.9%	29.7%	22.4%	36.9%	12.6%
%H		100.0%	57.9%	18.2%	72.3%	47.5%	24.4%
Don't know	3	3	1	1	1	0	1
%V	0.3%	0.3%	0.3%	0.7%	0.1%	0.0%	0.2%
%H		100.0%	33.3%	33.3%	33.3%	0.0%	33.3%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	990	989	379	148	780	312	468
%H		99.9%	38.3%	14.9%	78.8%	31.5%	47.3%
PVR	477	477	281	73	346	220	126
%V	48.2%	48.2%	74.1%	49.3%	44.4%	70.5%	26.9%
%H		100.0%	58.9%	15.3%	72.5%	46.1%	26.4%
DVDR	112	112	42	25	88	43	45
%V	11.3%	11.3%	11.1%	16.9%	11.3%	13.8%	9.6%
%H		100.0%	37.5%	22.3%	78.6%	38.4%	40.2%
VCR	82	82	23	19	59	18	41
%V	8.3%	8.3%	6.1%	12.8%	7.6%	5.8%	8.8%
%H		100.0%	28.0%	23.2%	72.0%	22.0%	50.0%
Any recorder	573	573	302	93	422	241	181
%V	57.9%	57.9%	79.7%	62.8%	54.1%	77.2%	38.7%
%H		100.0%	52.7%	16.2%	73.6%	42.1%	31.6%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	990	989	379	148	780	312	468
%H		99.9%	38.3%	14.9%	78.8%	31.5%	47.3%
Receives HDTV (via STB or built-in reception)	335	335	179	84	232	156	76
%V	33.8%	33.9%	47.2%	56.8%	29.7%	50.0%	16.2%
%H		100.0%	53.4%	25.1%	69.3%	46.6%	22.7%
DVD/Blu-ray player or recorder	767	766	310	123	603	264	339
%V	77.5%	77.5%	81.8%	83.1%	77.3%	84.6%	72.4%
%H		99.9%	40.4%	16.0%	78.6%	34.4%	44.2%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Set level data

Table 5.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	940	940	461	142	814	470	344
%H		100.0%	49.0%	15.1%	86.6%	50.0%	36.6%
Under 20"	451	451	196	66	398	207	190
%V	48.0%	48.0%	42.5%	46.5%	48.9%	44.0%	55.2%
%H		100.0%	43.5%	14.6%	88.2%	45.9%	42.1%
20" - 29"	285	285	146	40	248	147	101
%V	30.3%	30.3%	31.7%	28.2%	30.5%	31.3%	29.4%
%H		100.0%	51.2%	14.0%	87.0%	51.6%	35.4%
30" - 39"	164	164	98	27	139	98	41
%V	17.4%	17.4%	21.3%	19.0%	17.1%	20.9%	11.9%
%H		100.0%	59.8%	16.5%	84.8%	59.8%	25.0%
40" and over	33	33	18	7	25	16	8
%V	3.5%	3.5%	3.9%	4.9%	3.1%	3.4%	2.3%
%H		100.0%	54.5%	21.2%	75.8%	48.5%	24.2%
Don't know	7	7	2	2	5	2	4
%V	0.7%	0.7%	0.4%	1.4%	0.6%	0.4%	1.2%
%H		100.0%	28.6%	28.6%	71.4%	28.6%	57.1%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Set level data

Table 5.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	940	940	461	142	814	470	344
%H		100.0%	49.0%	15.1%	86.6%	50.0%	36.6%
PVR	115	115	78	17	87	67	21
%V	12.2%	12.2%	16.9%	12.0%	10.7%	14.3%	6.1%
%H		100.0%	67.8%	14.8%	75.7%	58.3%	18.3%
DVDR	19	19	7	2	17	7	10
%V	2.0%	2.0%	1.5%	1.4%	2.1%	1.5%	2.9%
%H		100.0%	36.8%	10.5%	89.5%	36.8%	52.6%
VCR	30	30	12	6	25	12	12
%V	3.2%	3.2%	2.6%	4.2%	3.1%	2.6%	3.5%
%H		100.0%	40.0%	20.0%	83.3%	40.0%	40.0%
Any recorder	152	152	92	24	120	82	38
%V	16.2%	16.2%	20.0%	16.9%	14.7%	17.4%	11.0%
%H		100.0%	60.5%	15.8%	78.9%	53.9%	25.0%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	940	940	461	142	814	470	344
%H		100.0%	49.0%	15.1%	86.6%	50.0%	36.6%
Receives HDTV (via STB or built-in reception)	87	87	44	19	68	42	26
%V	9.3%	9.3%	9.5%	13.4%	8.4%	8.9%	7.6%
%H		100.0%	50.6%	21.8%	78.2%	48.3%	29.9%
DVD/Blu-ray player or recorder	420	420	215	71	363	226	137
%V	44.7%	44.7%	46.6%	50.0%	44.6%	48.1%	39.8%
%H		100.0%	51.2%	16.9%	86.4%	53.8%	32.6%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2302	2221	2219	939	364	1738	810	928
%H		96.5%	96.4%	40.8%	15.8%	75.5%	35.2%	40.3%
Total Children	396	383	383	179	64	295	155	140
%V	17.2%	17.2%	17.3%	19.1%	17.6%	17.0%	19.1%	15.1%
%H		96.7%	96.7%	45.2%	16.2%	74.5%	39.1%	35.4%
0 - 3	98	93	93	36	16	71	29	42
%V	4.3%	4.2%	4.2%	3.8%	4.4%	4.1%	3.6%	4.5%
%H		94.9%	94.9%	36.7%	16.3%	72.4%	29.6%	42.9%
4 - 15	297	290	290	143	49	224	126	98
%V	12.9%	13.1%	13.1%	15.2%	13.5%	12.9%	15.6%	10.6%
%H		97.6%	97.6%	48.1%	16.5%	75.4%	42.4%	33.0%
4 - 9	149	144	144	71	25	104	57	47
%V	6.5%	6.5%	6.5%	7.6%	6.9%	6.0%	7.0%	5.1%
%H		96.6%	96.6%	47.7%	16.8%	69.8%	38.3%	31.5%
10 - 15	148	146	146	72	23	120	69	51
%V	6.4%	6.6%	6.6%	7.7%	6.3%	6.9%	8.5%	5.5%
%H		98.6%	98.6%	48.6%	15.5%	81.1%	46.6%	34.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2302	2221	2219	939	364	1738	810	928
%H		96.5%	96.4%	40.8%	15.8%	75.5%	35.2%	40.3%
Total Adults (16+)	1907	1837	1836	760	300	1443	655	788
%V	82.8%	82.7%	82.7%	80.9%	82.4%	83.0%	80.9%	84.9%
%H		96.3%	96.3%	39.9%	15.7%	75.7%	34.3%	41.3%
16 - 19	118	116	116	58	19	89	49	41
%V	5.1%	5.2%	5.2%	6.2%	5.2%	5.1%	6.0%	4.4%
%H		98.3%	98.3%	49.2%	16.1%	75.4%	41.5%	34.7%
20 - 24	167	143	143	56	26	108	46	62
%V	7.3%	6.4%	6.4%	6.0%	7.1%	6.2%	5.7%	6.7%
%H		85.6%	85.6%	33.5%	15.6%	64.7%	27.5%	37.1%
25 - 34	286	276	276	128	60	189	99	89
%V	12.4%	12.4%	12.4%	13.6%	16.5%	10.9%	12.2%	9.6%
%H		96.5%	96.5%	44.8%	21.0%	66.1%	34.6%	31.1%
35 - 44	301	288	288	124	63	216	115	101
%V	13.1%	13.0%	13.0%	13.2%	17.3%	12.4%	14.2%	10.9%
%H		95.7%	95.7%	41.2%	20.9%	71.8%	38.2%	33.6%
45 - 54	351	339	339	155	51	276	143	133
%V	15.2%	15.3%	15.3%	16.5%	14.0%	15.9%	17.7%	14.3%
%H		96.6%	96.6%	44.2%	14.5%	78.6%	40.7%	37.9%
55 - 64	279	272	272	116	42	215	99	116
%V	12.1%	12.2%	12.3%	12.4%	11.5%	12.4%	12.2%	12.5%
%H		97.5%	97.5%	41.6%	15.1%	77.1%	35.5%	41.6%
65+	405	403	402	122	38	350	104	246
%V	17.6%	18.1%	18.1%	13.0%	10.4%	20.1%	12.8%	26.5%
%H		99.5%	99.3%	30.1%	9.4%	86.4%	25.7%	60.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1907	1837	1836	760	300	1443	655	788
%H		96.3%	96.3%	39.9%	15.7%	75.7%	34.3%	41.3%
AB	554	544	544	231	94	426	203	223
%V	29.1%	29.6%	29.6%	30.4%	31.3%	29.5%	31.0%	28.3%
%H		98.2%	98.2%	41.7%	17.0%	76.9%	36.6%	40.3%
C1	542	507	506	211	82	395	179	216
%V	28.4%	27.6%	27.6%	27.8%	27.3%	27.4%	27.3%	27.4%
%H		93.5%	93.4%	38.9%	15.1%	72.9%	33.0%	39.9%
C2	399	394	394	170	71	316	159	157
%V	20.9%	21.4%	21.5%	22.4%	23.7%	21.9%	24.3%	19.9%
%H		98.7%	98.7%	42.6%	17.8%	79.2%	39.8%	39.3%
D	279	267	267	112	42	209	94	114
%V	14.6%	14.5%	14.5%	14.7%	14.0%	14.5%	14.4%	14.5%
%H		95.7%	95.7%	40.1%	15.1%	74.9%	33.7%	40.9%
E	132	125	125	37	11	99	20	78
%V	6.9%	6.8%	6.8%	4.9%	3.7%	6.9%	3.1%	9.9%
%H		94.7%	94.7%	28.0%	8.3%	75.0%	15.2%	59.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1907	1837	1836	760	300	1443	655	788
%H		96.3%	96.3%	39.9%	15.7%	75.7%	34.3%	41.3%
Working full time	835	811	811	368	158	608	321	287
%V	43.8%	44.1%	44.2%	48.4%	52.7%	42.1%	49.0%	36.4%
%H		97.1%	97.1%	44.1%	18.9%	72.8%	38.4%	34.4%
Working part time	241	235	235	107	39	183	92	90
%V	12.6%	12.8%	12.8%	14.1%	13.0%	12.7%	14.0%	11.4%
%H		97.5%	97.5%	44.4%	16.2%	75.9%	38.2%	37.3%
Not working	830	791	791	285	103	652	242	410
%V	43.5%	43.1%	43.1%	37.5%	34.3%	45.2%	36.9%	52.0%
%H		95.3%	95.3%	34.3%	12.4%	78.6%	29.2%	49.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	938	903	903	392	152	694	330	364
%H		96.3%	96.3%	41.8%	16.2%	74.0%	35.2%	38.8%
16 - 19	58	56	56	26	9	44	22	22
%V	6.2%	6.2%	6.2%	6.6%	5.9%	6.3%	6.7%	6.0%
%H		96.6%	96.6%	44.8%	15.5%	75.9%	37.9%	37.9%
20 - 24	86	75	75	34	14	54	28	26
%V	9.2%	8.3%	8.3%	8.7%	9.2%	7.8%	8.5%	7.1%
%H		87.2%	87.2%	39.5%	16.3%	62.8%	32.6%	30.2%
25 - 34	152	147	147	68	33	100	53	46
%V	16.2%	16.3%	16.3%	17.3%	21.7%	14.4%	16.1%	12.6%
%H		96.7%	96.7%	44.7%	21.7%	65.8%	34.9%	30.3%
35 - 44	141	132	132	58	28	97	50	47
%V	15.0%	14.6%	14.6%	14.8%	18.4%	14.0%	15.2%	12.9%
%H		93.6%	93.6%	41.1%	19.9%	68.8%	35.5%	33.3%
45 - 54	170	166	166	73	26	136	69	67
%V	18.1%	18.4%	18.4%	18.6%	17.1%	19.6%	20.9%	18.4%
%H		97.6%	97.6%	42.9%	15.3%	80.0%	40.6%	39.4%
55 - 64	142	138	138	61	22	106	50	56
%V	15.1%	15.3%	15.3%	15.6%	14.5%	15.3%	15.2%	15.4%
%H		97.2%	97.2%	43.0%	15.5%	74.6%	35.2%	39.4%
65+	190	188	188	72	20	158	58	100
%V	20.3%	20.8%	20.8%	18.4%	13.2%	22.8%	17.6%	27.5%
%H		98.9%	98.9%	37.9%	10.5%	83.2%	30.5%	52.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	938	903	903	392	152	694	330	364
%H		96.3%	96.3%	41.8%	16.2%	74.0%	35.2%	38.8%
AB	277	273	273	122	46	213	107	106
%V	29.5%	30.2%	30.2%	31.1%	30.3%	30.7%	32.4%	29.1%
%H		98.6%	98.6%	44.0%	16.6%	76.9%	38.6%	38.3%
C1	261	244	244	109	45	180	88	92
%V	27.8%	27.0%	27.0%	27.8%	29.6%	25.9%	26.7%	25.3%
%H		93.5%	93.5%	41.8%	17.2%	69.0%	33.7%	35.2%
C2	215	212	212	89	38	167	81	86
%V	22.9%	23.5%	23.5%	22.7%	25.0%	24.1%	24.5%	23.6%
%H		98.6%	98.6%	41.4%	17.7%	77.7%	37.7%	40.0%
D	124	117	117	54	19	88	44	45
%V	13.2%	13.0%	13.0%	13.8%	12.5%	12.7%	13.3%	12.4%
%H		94.4%	94.4%	43.5%	15.3%	71.0%	35.5%	36.3%
E	62	57	57	18	4	46	11	35
%V	6.6%	6.3%	6.3%	4.6%	2.6%	6.6%	3.3%	9.6%
%H		91.9%	91.9%	29.0%	6.5%	74.2%	17.7%	56.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	938	903	903	392	152	694	330	364
%H		96.3%	96.3%	41.8%	16.2%	74.0%	35.2%	38.8%
Working full time	537	522	522	240	101	391	209	182
%V	57.2%	57.8%	57.8%	61.2%	66.4%	56.3%	63.3%	50.0%
%H		97.2%	97.2%	44.7%	18.8%	72.8%	38.9%	33.9%
Working part time	44	42	42	20	4	32	15	17
%V	4.7%	4.7%	4.7%	5.1%	2.6%	4.6%	4.5%	4.7%
%H		95.5%	95.5%	45.5%	9.1%	72.7%	34.1%	38.6%
Not working	358	339	339	132	46	271	107	164
%V	38.2%	37.5%	37.5%	33.7%	30.3%	39.0%	32.4%	45.1%
%H		94.7%	94.7%	36.9%	12.8%	75.7%	29.9%	45.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	968	935	933	368	148	749	325	425
%H		96.6%	96.4%	38.0%	15.3%	77.4%	33.6%	43.9%
16 - 19	60	59	59	32	10	45	26	19
%V	6.2%	6.3%	6.3%	8.7%	6.8%	6.0%	8.0%	4.5%
%H		98.3%	98.3%	53.3%	16.7%	75.0%	43.3%	31.7%
20 - 24	81	68	68	21	12	54	19	35
%V	8.4%	7.3%	7.3%	5.7%	8.1%	7.2%	5.8%	8.2%
%H		84.0%	84.0%	25.9%	14.8%	66.7%	23.5%	43.2%
25 - 34	134	129	129	60	27	89	46	43
%V	13.8%	13.8%	13.8%	16.3%	18.2%	11.9%	14.2%	10.1%
%H		96.3%	96.3%	44.8%	20.1%	66.4%	34.3%	32.1%
35 - 44	160	156	156	66	36	119	65	55
%V	16.5%	16.7%	16.7%	17.9%	24.3%	15.9%	20.0%	12.9%
%H		97.5%	97.5%	41.3%	22.5%	74.4%	40.6%	34.4%
45 - 54	181	173	172	82	25	140	74	66
%V	18.7%	18.5%	18.4%	22.3%	16.9%	18.7%	22.8%	15.5%
%H		95.6%	95.0%	45.3%	13.8%	77.3%	40.9%	36.5%
55 - 64	137	134	134	55	20	110	49	60
%V	14.2%	14.3%	14.4%	14.9%	13.5%	14.7%	15.1%	14.1%
%H		97.8%	97.8%	40.1%	14.6%	80.3%	35.8%	43.8%
65+	215	215	214	51	19	192	46	147
%V	22.2%	23.0%	22.9%	13.9%	12.8%	25.6%	14.2%	34.6%
%H		100.0%	99.5%	23.7%	8.8%	89.3%	21.4%	68.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	968	935	933	368	148	749	325	425
%H		96.6%	96.4%	38.0%	15.3%	77.4%	33.6%	43.9%
AB	278	271	271	109	48	213	96	117
%V	28.7%	29.0%	29.0%	29.6%	32.4%	28.4%	29.5%	27.5%
%H		97.5%	97.5%	39.2%	17.3%	76.6%	34.5%	42.1%
C1	280	263	262	102	37	215	91	124
%V	28.9%	28.1%	28.1%	27.7%	25.0%	28.7%	28.0%	29.2%
%H		93.9%	93.6%	36.4%	13.2%	76.8%	32.5%	44.3%
C2	184	182	182	80	32	149	79	70
%V	19.0%	19.5%	19.5%	21.7%	21.6%	19.9%	24.3%	16.5%
%H		98.9%	98.9%	43.5%	17.4%	81.0%	42.9%	38.0%
D	155	150	149	58	23	120	51	69
%V	16.0%	16.0%	16.0%	15.8%	15.5%	16.0%	15.7%	16.2%
%H		96.8%	96.1%	37.4%	14.8%	77.4%	32.9%	44.5%
E	71	68	68	19	7	52	9	43
%V	7.3%	7.3%	7.3%	5.2%	4.7%	6.9%	2.8%	10.1%
%H		95.8%	95.8%	26.8%	9.9%	73.2%	12.7%	60.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC West
Individual level data
Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	968	935	933	368	148	749	325	425
%H		96.6%	96.4%	38.0%	15.3%	77.4%	33.6%	43.9%
Working full time	299	290	289	128	57	218	112	105
%V	30.9%	31.0%	31.0%	34.8%	38.5%	29.1%	34.5%	24.7%
%H		97.0%	96.7%	42.8%	19.1%	72.9%	37.5%	35.1%
Working part time	197	193	193	87	35	150	77	73
%V	20.4%	20.6%	20.7%	23.6%	23.6%	20.0%	23.7%	17.2%
%H		98.0%	98.0%	44.2%	17.8%	76.1%	39.1%	37.1%
Not working	472	452	451	154	56	381	135	246
%V	48.8%	48.3%	48.3%	41.8%	37.8%	50.9%	41.5%	57.9%
%H		95.8%	95.6%	32.6%	11.9%	80.7%	28.6%	52.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	870	841	839	352	68	669	245	424
%H (All HH)		96.7%	96.4%	40.5%	7.8%	76.9%	28.2%	48.7%
%H (TV HH)			99.8%	41.9%	8.1%	79.5%	29.1%	50.4%
AB	234	231	231	98	12	186	65	121
%V	26.9%	27.5%	27.5%	27.8%	17.6%	27.8%	26.5%	28.5%
%H (All HH)		98.7%	98.7%	41.9%	5.1%	79.5%	27.8%	51.7%
%H (TV HH)			100.0%	42.4%	5.2%	80.5%	28.1%	52.4%
C1	257	251	250	108	22	199	77	122
%V	29.5%	29.8%	29.8%	30.7%	32.4%	29.7%	31.4%	28.8%
%H (All HH)		97.7%	97.3%	42.0%	8.6%	77.4%	30.0%	47.5%
%H (TV HH)			99.6%	43.0%	8.8%	79.3%	30.7%	48.6%
C2	188	179	178	88	15	136	60	76
%V	21.6%	21.3%	21.2%	25.0%	22.1%	20.3%	24.5%	17.9%
%H (All HH)		95.2%	94.7%	46.8%	8.0%	72.3%	31.9%	40.4%
%H (TV HH)			99.4%	49.2%	8.4%	76.0%	33.5%	42.5%
D	96	91	91	33	11	72	25	47
%V	11.0%	10.8%	10.8%	9.4%	16.2%	10.8%	10.2%	11.1%
%H (All HH)		94.8%	94.8%	34.4%	11.5%	75.0%	26.0%	49.0%
%H (TV HH)			100.0%	36.3%	12.1%	79.1%	27.5%	51.6%
E	94	89	89	25	7	76	18	58
%V	10.8%	10.6%	10.6%	7.1%	10.3%	11.4%	7.3%	13.7%
%H (All HH)		94.7%	94.7%	26.6%	7.4%	80.9%	19.1%	61.7%
%H (TV HH)			100.0%	28.1%	7.9%	85.4%	20.2%	65.2%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	870	841	839	352	68	669	245	424
%H (All HH)		96.7%	96.4%	40.5%	7.8%	76.9%	28.2%	48.7%
%H (TV HH)			99.8%	41.9%	8.1%	79.5%	29.1%	50.4%
Under 25	34	28	28	11	2	23	7	16
%V	3.9%	3.3%	3.3%	3.1%	2.9%	3.4%	2.9%	3.8%
%H (All HH)		82.4%	82.4%	32.4%	5.9%	67.6%	20.6%	47.1%
%H (TV HH)			100.0%	39.3%	7.1%	82.1%	25.0%	57.1%
25 - 34	112	106	106	56	11	67	28	40
%V	12.9%	12.6%	12.6%	15.9%	16.2%	10.0%	11.4%	9.4%
%H (All HH)		94.6%	94.6%	50.0%	9.8%	59.8%	25.0%	35.7%
%H (TV HH)			100.0%	52.8%	10.4%	63.2%	26.4%	37.7%
35 - 44	140	134	134	65	17	100	45	55
%V	16.1%	15.9%	16.0%	18.5%	25.0%	14.9%	18.4%	13.0%
%H (All HH)		95.7%	95.7%	46.4%	12.1%	71.4%	32.1%	39.3%
%H (TV HH)			100.0%	48.5%	12.7%	74.6%	33.6%	41.0%
45 - 54	143	139	139	66	17	106	50	56
%V	16.4%	16.5%	16.6%	18.8%	25.0%	15.8%	20.4%	13.2%
%H (All HH)		97.2%	97.2%	46.2%	11.9%	74.1%	35.0%	39.2%
%H (TV HH)			100.0%	47.5%	12.2%	76.3%	36.0%	40.3%
55 - 64	165	160	160	73	10	135	58	77
%V	19.0%	19.0%	19.1%	20.7%	14.7%	20.2%	23.7%	18.2%
%H (All HH)		97.0%	97.0%	44.2%	6.1%	81.8%	35.2%	46.7%
%H (TV HH)			100.0%	45.6%	6.3%	84.4%	36.3%	48.1%
65 +	276	273	271	81	12	237	58	179
%V	31.7%	32.5%	32.3%	23.0%	17.6%	35.4%	23.7%	42.2%
%H (All HH)		98.9%	98.2%	29.3%	4.3%	85.9%	21.0%	64.9%
%H (TV HH)			99.3%	29.7%	4.4%	86.8%	21.2%	65.6%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	870	841	839	352	68	669	245	424
%H (All HH)		96.7%	96.4%	40.5%	7.8%	76.9%	28.2%	48.7%
%H (TV HH)			99.8%	41.9%	8.1%	79.5%	29.1%	50.4%
1	298	285	284	74	14	235	40	195
%V	34.3%	33.9%	33.8%	21.0%	20.6%	35.1%	16.3%	46.0%
%H (All HH)		95.6%	95.3%	24.8%	4.7%	78.9%	13.4%	65.4%
%H (TV HH)			99.6%	26.0%	4.9%	82.5%	14.0%	68.4%
2	301	291	291	134	23	236	101	135
%V	34.6%	34.6%	34.7%	38.1%	33.8%	35.3%	41.2%	31.8%
%H (All HH)		96.7%	96.7%	44.5%	7.6%	78.4%	33.6%	44.9%
%H (TV HH)			100.0%	46.0%	7.9%	81.1%	34.7%	46.4%
3	119	117	117	70	12	87	50	36
%V	13.7%	13.9%	13.9%	19.9%	17.6%	13.0%	20.4%	8.5%
%H (All HH)		98.3%	98.3%	58.8%	10.1%	73.1%	42.0%	30.3%
%H (TV HH)			100.0%	59.8%	10.3%	74.4%	42.7%	30.8%
4	99	98	98	50	11	74	35	39
%V	11.4%	11.7%	11.7%	14.2%	16.2%	11.1%	14.3%	9.2%
%H (All HH)		99.0%	99.0%	50.5%	11.1%	74.7%	35.4%	39.4%
%H (TV HH)			100.0%	51.0%	11.2%	75.5%	35.7%	39.8%
5+	52	49	49	24	7	37	19	18
%V	6.0%	5.8%	5.8%	6.8%	10.3%	5.5%	7.8%	4.2%
%H (All HH)		94.2%	94.2%	46.2%	13.5%	71.2%	36.5%	34.6%
%H (TV HH)			100.0%	49.0%	14.3%	75.5%	38.8%	36.7%
Average HH size	2.23	2.23	2.24	2.50	2.65	2.19	2.59	1.96

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	870	841	839	352	68	669	245	424
%H (All HH)		96.7%	96.4%	40.5%	7.8%	76.9%	28.2%	48.7%
%H (TV HH)			99.8%	41.9%	8.1%	79.5%	29.1%	50.4%
Without	677	656	654	254	48	536	182	354
%V	77.8%	78.0%	77.9%	72.2%	70.6%	80.1%	74.3%	83.5%
%H (All HH)		96.9%	96.6%	37.5%	7.1%	79.2%	26.9%	52.3%
%H (TV HH)			99.7%	38.7%	7.3%	81.7%	27.7%	54.0%
With	193	185	185	98	20	133	63	70
%V	22.2%	22.0%	22.1%	27.8%	29.4%	19.9%	25.7%	16.5%
%H (All HH)		95.9%	95.9%	50.8%	10.4%	68.9%	32.6%	36.3%
%H (TV HH)			100.0%	53.0%	10.8%	71.9%	34.1%	37.8%
0 - 3	73	69	69	36	7	48	20	27
%V	8.4%	8.2%	8.2%	10.2%	10.3%	7.2%	8.2%	6.4%
%H (All HH)		94.5%	94.5%	49.3%	9.6%	65.8%	27.4%	37.0%
%H (TV HH)			100.0%	52.2%	10.1%	69.6%	29.0%	39.1%
4 - 9	102	98	98	51	13	66	32	35
%V	11.7%	11.7%	11.7%	14.5%	19.1%	9.9%	13.1%	8.3%
%H (All HH)		96.1%	96.1%	50.0%	12.7%	64.7%	31.4%	34.3%
%H (TV HH)			100.0%	52.0%	13.3%	67.3%	32.7%	35.7%
10 - 15	96	93	93	50	11	71	36	35
%V	11.0%	11.1%	11.1%	14.2%	16.2%	10.6%	14.7%	8.3%
%H (All HH)		96.9%	96.9%	52.1%	11.5%	74.0%	37.5%	36.5%
%H (TV HH)			100.0%	53.8%	11.8%	76.3%	38.7%	37.6%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	870	841	839	352	68	669	245	424
%H (All HH)		96.7%	96.4%	40.5%	7.8%	76.9%	28.2%	48.7%
%H (TV HH)			99.8%	41.9%	8.1%	79.5%	29.1%	50.4%
1	344	344	343	110	24	244	34	210
%V	39.5%	40.9%	40.9%	31.3%	35.3%	36.5%	13.9%	49.5%
%H (All HH)		100.0%	99.7%	32.0%	7.0%	70.9%	9.9%	61.0%
%H (TV HH)			99.7%	32.0%	7.0%	70.9%	9.9%	61.0%
2	282	282	280	121	19	229	88	141
%V	32.4%	33.5%	33.4%	34.4%	27.9%	34.2%	35.9%	33.3%
%H (All HH)		100.0%	99.3%	42.9%	6.7%	81.2%	31.2%	50.0%
%H (TV HH)			99.3%	42.9%	6.7%	81.2%	31.2%	50.0%
3	137	137	137	74	14	123	72	51
%V	15.7%	16.3%	16.3%	21.0%	20.6%	18.4%	29.4%	12.0%
%H (All HH)		100.0%	100.0%	54.0%	10.2%	89.8%	52.6%	37.2%
%H (TV HH)			100.0%	54.0%	10.2%	89.8%	52.6%	37.2%
4	54	54	54	35	7	49	36	13
%V	6.2%	6.4%	6.4%	9.9%	10.3%	7.3%	14.7%	3.1%
%H (All HH)		100.0%	100.0%	64.8%	13.0%	90.7%	66.7%	24.1%
%H (TV HH)			100.0%	64.8%	13.0%	90.7%	66.7%	24.1%
5+	25	25	25	13	4	23	15	8
%V	2.9%	3.0%	3.0%	3.7%	5.9%	3.4%	6.1%	1.9%
%H (All HH)		100.0%	100.0%	52.0%	16.0%	92.0%	60.0%	32.0%
%H (TV HH)			100.0%	52.0%	16.0%	92.0%	60.0%	32.0%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	870	841	839	352	68	669	245	424
%H (All HH)		96.7%	96.4%	40.5%	7.8%	76.9%	28.2%	48.7%
%H (TV HH)			99.8%	41.9%	8.1%	79.5%	29.1%	50.4%
Under 20"	326	326	325	137	26	292	129	163
%V	37.5%	38.8%	38.7%	38.9%	38.2%	43.6%	52.7%	38.4%
%H (All HH)		100.0%	99.7%	42.0%	8.0%	89.6%	39.6%	50.0%
%H (TV HH)			99.7%	42.0%	8.0%	89.6%	39.6%	50.0%
20" - 29"	418	418	416	152	31	354	119	235
%V	48.0%	49.7%	49.6%	43.2%	45.6%	52.9%	48.6%	55.4%
%H (All HH)		100.0%	99.5%	36.4%	7.4%	84.7%	28.5%	56.2%
%H (TV HH)			99.5%	36.4%	7.4%	84.7%	28.5%	56.2%
30" - 39"	412	412	411	204	36	327	153	175
%V	47.4%	49.0%	49.0%	58.0%	52.9%	48.9%	62.4%	41.3%
%H (All HH)		100.0%	99.8%	49.5%	8.7%	79.4%	37.1%	42.5%
%H (TV HH)			99.8%	49.5%	8.7%	79.4%	37.1%	42.5%
40" and over	214	214	214	131	27	153	95	58
%V	24.6%	25.4%	25.5%	37.2%	39.7%	22.9%	38.8%	13.7%
%H (All HH)		100.0%	100.0%	61.2%	12.6%	71.5%	44.4%	27.1%
%H (TV HH)			100.0%	61.2%	12.6%	71.5%	44.4%	27.1%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	870	841	839	352	68	669	245	424
%H (All HH)		96.7%	96.4%	40.5%	7.8%	76.9%	28.2%	48.7%
%H (TV HH)			99.8%	41.9%	8.1%	79.5%	29.1%	50.4%
Main living room	833	833	831	351	68	661	245	416
%V	95.7%	99.0%	99.0%	99.7%	100.0%	98.8%	100.0%	98.1%
%H (All HH)		100.0%	99.8%	42.1%	8.2%	79.4%	29.4%	49.9%
%H (TV HH)			99.8%	42.1%	8.2%	79.4%	29.4%	49.9%
Kitchen	120	120	120	53	6	110	50	61
%V	13.8%	14.3%	14.3%	15.1%	8.8%	16.4%	20.4%	14.4%
%H (All HH)		100.0%	100.0%	44.2%	5.0%	91.7%	41.7%	50.8%
%H (TV HH)			100.0%	44.2%	5.0%	91.7%	41.7%	50.8%
Adult's bedroom	373	373	371	189	38	317	169	147
%V	42.9%	44.4%	44.2%	53.7%	55.9%	47.4%	69.0%	34.7%
%H (All HH)		100.0%	99.5%	50.7%	10.2%	85.0%	45.3%	39.4%
%H (TV HH)			99.5%	50.7%	10.2%	85.0%	45.3%	39.4%
Child's bedroom	68	68	68	40	9	55	35	20
%V	7.8%	8.1%	8.1%	11.4%	13.2%	8.2%	14.3%	4.7%
%H (All HH)		100.0%	100.0%	58.8%	13.2%	80.9%	51.5%	29.4%
%H (TV HH)			100.0%	58.8%	13.2%	80.9%	51.5%	29.4%
Other bedroom	38	38	38	20	6	37	24	12
%V	4.4%	4.5%	4.5%	5.7%	8.8%	5.5%	9.8%	2.8%
%H (All HH)		100.0%	100.0%	52.6%	15.8%	97.4%	63.2%	31.6%
%H (TV HH)			100.0%	52.6%	15.8%	97.4%	63.2%	31.6%
Second living/dining room	90	90	90	46	4	78	37	41
%V	10.3%	10.7%	10.7%	13.1%	5.9%	11.7%	15.1%	9.7%
%H (All HH)		100.0%	100.0%	51.1%	4.4%	86.7%	41.1%	45.6%
%H (TV HH)			100.0%	51.1%	4.4%	86.7%	41.1%	45.6%
Study/office	13	13	13	8	0	12	7	5
%V	1.5%	1.5%	1.5%	2.3%	0.0%	1.8%	2.9%	1.2%
%H (All HH)		100.0%	100.0%	61.5%	0.0%	92.3%	53.8%	38.5%
%H (TV HH)			100.0%	61.5%	0.0%	92.3%	53.8%	38.5%
TV room	6	6	6	3	1	6	4	2
%V	0.7%	0.7%	0.7%	0.9%	1.5%	0.9%	1.6%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	16.7%	100.0%	66.7%	33.3%
%H (TV HH)			100.0%	50.0%	16.7%	100.0%	66.7%	33.3%
No specific location	2	2	2	0	0	2	0	2
%V	0.2%	0.2%	0.2%	0.0%	0.0%	0.3%	0.0%	0.5%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Other	8	8	8	4	3	8	6	2
%V	0.9%	1.0%	1.0%	1.1%	4.4%	1.2%	2.4%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	37.5%	100.0%	75.0%	25.0%
%H (TV HH)			100.0%	50.0%	37.5%	100.0%	75.0%	25.0%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	870	841	839	352	68	669	245	424
%H (All HH)		96.7%	96.4%	40.5%	7.8%	76.9%	28.2%	48.7%
%H (TV HH)			99.8%	41.9%	8.1%	79.5%	29.1%	50.4%
PVR	459	459	459	274	38	341	190	151
%V	52.8%	54.6%	54.7%	77.8%	55.9%	51.0%	77.6%	35.6%
%H (All HH)		100.0%	100.0%	59.7%	8.3%	74.3%	41.4%	32.9%
%H (TV HH)			100.0%	59.7%	8.3%	74.3%	41.4%	32.9%
DVDR	99	99	99	44	8	86	38	48
%V	11.4%	11.8%	11.8%	12.5%	11.8%	12.9%	15.5%	11.3%
%H (All HH)		100.0%	100.0%	44.4%	8.1%	86.9%	38.4%	48.5%
%H (TV HH)			100.0%	44.4%	8.1%	86.9%	38.4%	48.5%
VCR	76	76	75	29	7	63	24	39
%V	8.7%	9.0%	8.9%	8.2%	10.3%	9.4%	9.8%	9.2%
%H (All HH)		100.0%	98.7%	38.2%	9.2%	82.9%	31.6%	51.3%
%H (TV HH)			98.7%	38.2%	9.2%	82.9%	31.6%	51.3%
Any recorder	535	535	534	292	44	407	206	202
%V	61.5%	63.6%	63.6%	83.0%	64.7%	60.8%	84.1%	47.6%
%H (All HH)		100.0%	99.8%	54.6%	8.2%	76.1%	38.5%	37.8%
%H (TV HH)			99.8%	54.6%	8.2%	76.1%	38.5%	37.8%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC South West
Household level data
Table 6.9: Other TV equipment

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	841	839	352	68	669	245	424
%H (All HH)		96.7%	96.4%	40.5%	7.8%	76.9%	28.2%	48.7%
%H (TV HH)			99.8%	41.9%	8.1%	79.5%	29.1%	50.4%
Receives HDTV (via STB or built-in reception)	253	253	253	161	40	174	120	54
%V	29.1%	30.1%	30.2%	45.7%	58.8%	26.0%	49.0%	12.7%
%H (All HH)		100.0%	100.0%	63.6%	15.8%	68.8%	47.4%	21.3%
%H (TV HH)			100.0%	63.6%	15.8%	68.8%	47.4%	21.3%
DVD/Blu-ray player or recorder	702	702	701	304	62	557	219	339
%V	80.7%	83.5%	83.6%	86.4%	91.2%	83.3%	89.4%	80.0%
%H (All HH)		100.0%	99.9%	43.3%	8.8%	79.3%	31.2%	48.3%
%H (TV HH)			99.9%	43.3%	8.8%	79.3%	31.2%	48.3%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	841	839	352	68	669	245	424
%H (All HH)		96.7%	96.4%	40.5%	7.8%	76.9%	28.2%	48.7%
%H (TV HH)			99.8%	41.9%	8.1%	79.5%	29.1%	50.4%
Has PC or Laptop	660	638	638	296	59	498	212	286
%V	75.9%	75.9%	76.0%	84.1%	86.8%	74.4%	86.5%	67.5%
%H (All HH)		96.7%	96.7%	44.8%	8.9%	75.5%	32.1%	43.3%
%H (TV HH)			100.0%	46.4%	9.2%	78.1%	33.2%	44.8%
Has broadband internet	617	599	599	285	57	464	204	260
%V	70.9%	71.2%	71.4%	81.0%	83.8%	69.4%	83.3%	61.3%
%H (All HH)		97.1%	97.1%	46.2%	9.2%	75.2%	33.1%	42.1%
%H (TV HH)			100.0%	47.6%	9.5%	77.5%	34.1%	43.4%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1671	1668	783	156	1397	655	742
%H		99.8%	46.9%	9.3%	83.6%	39.2%	44.4%
Under 20"	440	439	191	39	402	191	211
%V	26.3%	26.3%	24.4%	25.0%	28.8%	29.2%	28.4%
%H		99.8%	43.4%	8.9%	91.4%	43.4%	48.0%
20" - 29"	518	516	201	41	441	163	278
%V	31.0%	30.9%	25.7%	26.3%	31.6%	24.9%	37.5%
%H		99.6%	38.8%	7.9%	85.1%	31.5%	53.7%
30" - 39"	468	468	242	43	376	190	186
%V	28.0%	28.1%	30.9%	27.6%	26.9%	29.0%	25.1%
%H		100.0%	51.7%	9.2%	80.3%	40.6%	39.7%
40" and over	239	239	149	30	171	108	63
%V	14.3%	14.3%	19.0%	19.2%	12.2%	16.5%	8.5%
%H		100.0%	62.3%	12.6%	71.5%	45.2%	26.4%
Don't know	7	7	1	3	6	3	3
%V	0.4%	0.4%	0.1%	1.9%	0.4%	0.5%	0.4%
%H		100.0%	14.3%	42.9%	85.7%	42.9%	42.9%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South West

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1671	1668	783	156	1397	655	742
%H		99.8%	46.9%	9.3%	83.6%	39.2%	44.4%
Main living room	840	838	355	68	667	248	419
%V	50.3%	50.2%	45.3%	43.6%	47.7%	37.9%	56.5%
%H		99.8%	42.3%	8.1%	79.4%	29.5%	49.9%
Kitchen	120	120	53	6	111	50	61
%V	7.2%	7.2%	6.8%	3.8%	7.9%	7.6%	8.2%
%H		100.0%	44.2%	5.0%	92.5%	41.7%	50.8%
Adult's bedroom	459	458	238	56	397	227	170
%V	27.5%	27.5%	30.4%	35.9%	28.4%	34.7%	22.9%
%H		99.8%	51.9%	12.2%	86.5%	49.5%	37.0%
Child's bedroom	86	86	52	10	72	47	25
%V	5.1%	5.2%	6.6%	6.4%	5.2%	7.2%	3.4%
%H		100.0%	60.5%	11.6%	83.7%	54.7%	29.1%
Other bedroom	43	43	22	6	42	27	15
%V	2.6%	2.6%	2.8%	3.8%	3.0%	4.1%	2.0%
%H		100.0%	51.2%	14.0%	97.7%	62.8%	34.9%
Second living/dining room	91	91	47	4	80	39	41
%V	5.4%	5.5%	6.0%	2.6%	5.7%	6.0%	5.5%
%H		100.0%	51.6%	4.4%	87.9%	42.9%	45.1%
Study/office	13	13	8	0	12	7	5
%V	0.8%	0.8%	1.0%	0.0%	0.9%	1.1%	0.7%
%H		100.0%	61.5%	0.0%	92.3%	53.8%	38.5%
TV room	6	6	3	1	6	4	2
%V	0.4%	0.4%	0.4%	0.6%	0.4%	0.6%	0.3%
%H		100.0%	50.0%	16.7%	100.0%	66.7%	33.3%
No specific location	2	2	0	0	2	0	2
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Other	10	10	5	3	9	7	2
%V	0.6%	0.6%	0.6%	1.9%	0.6%	1.1%	0.3%
%H		100.0%	50.0%	30.0%	90.0%	70.0%	20.0%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1671	1668	783	156	1397	655	742
%H		99.8%	46.9%	9.3%	83.6%	39.2%	44.4%
PVR	561	561	354	46	409	243	166
%V	33.6%	33.6%	45.2%	29.5%	29.3%	37.1%	22.4%
%H		100.0%	63.1%	8.2%	72.9%	43.3%	29.6%
DVDR	110	110	49	8	97	43	54
%V	6.6%	6.6%	6.3%	5.1%	6.9%	6.6%	7.3%
%H		100.0%	44.5%	7.3%	88.2%	39.1%	49.1%
VCR	80	79	30	8	68	26	41
%V	4.8%	4.7%	3.8%	5.1%	4.9%	4.0%	5.5%
%H		98.8%	37.5%	10.0%	85.0%	32.5%	51.3%
Any recorder	664	663	385	54	502	272	230
%V	39.7%	39.7%	49.2%	34.6%	35.9%	41.5%	31.0%
%H		99.8%	58.0%	8.1%	75.6%	41.0%	34.6%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1671	1668	783	156	1397	655	742
%H		99.8%	46.9%	9.3%	83.6%	39.2%	44.4%
Receives HDTV (via STB or built-in reception)	310	310	203	50	210	149	61
%V	18.6%	18.6%	25.9%	32.1%	15.0%	22.7%	8.2%
%H		100.0%	65.5%	16.1%	67.7%	48.1%	19.7%
DVD/Blu-ray player or recorder	1015	1014	469	97	832	377	455
%V	60.7%	60.8%	59.9%	62.2%	59.6%	57.6%	61.3%
%H		99.9%	46.2%	9.6%	82.0%	37.1%	44.8%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South West

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	840	838	352	68	668	245	423
%H		99.8%	41.9%	8.1%	79.5%	29.2%	50.4%
Under 20"	42	42	6	0	38	4	35
%V	5.0%	5.0%	1.7%	0.0%	5.7%	1.6%	8.3%
%H		100.0%	14.3%	0.0%	90.5%	9.5%	83.3%
20" - 29"	246	245	59	13	210	38	172
%V	29.3%	29.2%	16.8%	19.1%	31.4%	15.5%	40.7%
%H		99.6%	24.0%	5.3%	85.4%	15.4%	69.9%
30" - 39"	348	347	163	28	276	118	158
%V	41.4%	41.4%	46.3%	41.2%	41.3%	48.2%	37.4%
%H		99.7%	46.8%	8.0%	79.3%	33.9%	45.4%
40" and over	202	202	123	26	142	86	56
%V	24.0%	24.1%	34.9%	38.2%	21.3%	35.1%	13.2%
%H		100.0%	60.9%	12.9%	70.3%	42.6%	27.7%
Don't know	2	2	0	0	2	0	2
%V	0.2%	0.2%	0.0%	0.0%	0.3%	0.0%	0.5%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	840	838	352	68	668	245	423
%H		99.8%	41.9%	8.1%	79.5%	29.2%	50.4%
PVR	445	445	268	37	328	184	144
%V	53.0%	53.1%	76.1%	54.4%	49.1%	75.1%	34.0%
%H		100.0%	60.2%	8.3%	73.7%	41.3%	32.4%
DVDR	86	86	37	6	76	33	43
%V	10.2%	10.3%	10.5%	8.8%	11.4%	13.5%	10.2%
%H		100.0%	43.0%	7.0%	88.4%	38.4%	50.0%
VCR	65	64	25	5	54	20	34
%V	7.7%	7.6%	7.1%	7.4%	8.1%	8.2%	8.0%
%H		98.5%	38.5%	7.7%	83.1%	30.8%	52.3%
Any recorder	519	518	286	43	393	200	193
%V	61.8%	61.8%	81.3%	63.2%	58.8%	81.6%	45.6%
%H		99.8%	55.1%	8.3%	75.7%	38.5%	37.2%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	840	838	352	68	668	245	423
%H		99.8%	41.9%	8.1%	79.5%	29.2%	50.4%
Receives HDTV (via STB or built-in reception)	246	246	156	40	167	115	52
%V	29.3%	29.4%	44.3%	58.8%	25.0%	46.9%	12.3%
%H		100.0%	63.4%	16.3%	67.9%	46.7%	21.1%
DVD/Blu-ray player or recorder	659	658	287	58	521	204	317
%V	78.5%	78.5%	81.5%	85.3%	78.0%	83.3%	74.9%
%H		99.8%	43.6%	8.8%	79.1%	31.0%	48.1%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South West

Set level data

Table 6.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	831	829	432	88	729	410	319
%H		99.8%	52.0%	10.6%	87.7%	49.3%	38.4%
Under 20"	398	397	184	38	363	187	176
%V	47.9%	47.9%	42.6%	43.2%	49.8%	45.6%	55.2%
%H		99.7%	46.2%	9.5%	91.2%	47.0%	44.2%
20" - 29"	271	271	141	27	231	125	106
%V	32.6%	32.7%	32.6%	30.7%	31.7%	30.5%	33.2%
%H		100.0%	52.0%	10.0%	85.2%	46.1%	39.1%
30" - 39"	120	120	79	15	100	72	28
%V	14.4%	14.5%	18.3%	17.0%	13.7%	17.6%	8.8%
%H		100.0%	65.8%	12.5%	83.3%	60.0%	23.3%
40" and over	37	37	26	4	29	22	8
%V	4.5%	4.5%	6.0%	4.5%	4.0%	5.4%	2.5%
%H		100.0%	70.3%	10.8%	78.4%	59.5%	21.6%
Don't know	5	5	1	3	4	3	1
%V	0.6%	0.6%	0.2%	3.4%	0.5%	0.7%	0.3%
%H		100.0%	20.0%	60.0%	80.0%	60.0%	20.0%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South West

Set level data

Table 6.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	831	829	432	88	729	410	319
%H		99.8%	52.0%	10.6%	87.7%	49.3%	38.4%
PVR	116	116	87	9	82	59	22
%V	14.0%	14.0%	20.1%	10.2%	11.2%	14.4%	6.9%
%H		100.0%	75.0%	7.8%	70.7%	50.9%	19.0%
DVDR	24	24	12	1	21	10	11
%V	2.9%	2.9%	2.8%	1.1%	2.9%	2.4%	3.4%
%H		100.0%	50.0%	4.2%	87.5%	41.7%	45.8%
VCR	15	15	6	3	13	6	7
%V	1.8%	1.8%	1.4%	3.4%	1.8%	1.5%	2.2%
%H		100.0%	40.0%	20.0%	86.7%	40.0%	46.7%
Any recorder	145	145	99	12	109	72	36
%V	17.4%	17.5%	22.9%	13.6%	15.0%	17.6%	11.3%
%H		100.0%	68.3%	8.3%	75.2%	49.7%	24.8%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	831	829	432	88	729	410	319
%H		99.8%	52.0%	10.6%	87.7%	49.3%	38.4%
Receives HDTV (via STB or built-in reception)	64	64	46	10	43	34	8
%V	7.7%	7.7%	10.6%	11.4%	5.9%	8.3%	2.5%
%H		100.0%	71.9%	15.6%	67.2%	53.1%	12.5%
DVD/Blu-ray player or recorder	356	356	182	39	311	173	137
%V	42.8%	42.9%	42.1%	44.3%	42.7%	42.2%	42.9%
%H		100.0%	51.1%	11.0%	87.4%	48.6%	38.5%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1936	1878	1876	878	180	1466	635	831
%H		97.0%	96.9%	45.4%	9.3%	75.7%	32.8%	42.9%
Total Children	337	326	326	171	34	234	110	124
%V	17.4%	17.4%	17.4%	19.5%	18.9%	16.0%	17.3%	14.9%
%H		96.7%	96.7%	50.7%	10.1%	69.4%	32.6%	36.8%
0 - 3	83	80	80	39	7	56	23	33
%V	4.3%	4.3%	4.3%	4.4%	3.9%	3.8%	3.6%	4.0%
%H		96.4%	96.4%	47.0%	8.4%	67.5%	27.7%	39.8%
4 - 15	254	245	245	132	27	178	88	90
%V	13.1%	13.0%	13.1%	15.0%	15.0%	12.1%	13.9%	10.8%
%H		96.5%	96.5%	52.0%	10.6%	70.1%	34.6%	35.4%
4 - 9	135	129	129	69	14	88	42	47
%V	7.0%	6.9%	6.9%	7.9%	7.8%	6.0%	6.6%	5.7%
%H		95.6%	95.6%	51.1%	10.4%	65.2%	31.1%	34.8%
10 - 15	119	116	116	63	13	89	46	43
%V	6.1%	6.2%	6.2%	7.2%	7.2%	6.1%	7.2%	5.2%
%H		97.5%	97.5%	52.9%	10.9%	74.8%	38.7%	36.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1936	1878	1876	878	180	1466	635	831
%H		97.0%	96.9%	45.4%	9.3%	75.7%	32.8%	42.9%
Total Adults (16+)	1599	1553	1550	707	146	1232	525	707
%V	82.6%	82.7%	82.6%	80.5%	81.1%	84.0%	82.7%	85.1%
%H		97.1%	96.9%	44.2%	9.1%	77.0%	32.8%	44.2%
16 - 19	94	91	91	44	13	76	40	36
%V	4.9%	4.8%	4.9%	5.0%	7.2%	5.2%	6.3%	4.3%
%H		96.8%	96.8%	46.8%	13.8%	80.9%	42.6%	38.3%
20 - 24	101	94	94	38	14	76	33	43
%V	5.2%	5.0%	5.0%	4.3%	7.8%	5.2%	5.2%	5.2%
%H		93.1%	93.1%	37.6%	13.9%	75.2%	32.7%	42.6%
25 - 34	218	208	208	113	24	139	67	72
%V	11.3%	11.1%	11.1%	12.9%	13.3%	9.5%	10.6%	8.7%
%H		95.4%	95.4%	51.8%	11.0%	63.8%	30.7%	33.0%
35 - 44	254	244	244	124	28	176	80	96
%V	13.1%	13.0%	13.0%	14.1%	15.6%	12.0%	12.6%	11.6%
%H		96.1%	96.1%	48.8%	11.0%	69.3%	31.5%	37.8%
45 - 54	259	253	253	129	28	196	98	97
%V	13.4%	13.5%	13.5%	14.7%	15.6%	13.4%	15.4%	11.7%
%H		97.7%	97.7%	49.8%	10.8%	75.7%	37.8%	37.5%
55 - 64	261	254	253	119	19	215	98	117
%V	13.5%	13.5%	13.5%	13.6%	10.6%	14.7%	15.4%	14.1%
%H		97.3%	96.9%	45.6%	7.3%	82.4%	37.5%	44.8%
65+	412	409	407	142	19	355	108	246
%V	21.3%	21.8%	21.7%	16.2%	10.6%	24.2%	17.0%	29.6%
%H		99.3%	98.8%	34.5%	4.6%	86.2%	26.2%	59.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
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Individual level data
Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1599	1553	1550	707	146	1232	525	707
%H		97.1%	96.9%	44.2%	9.1%	77.0%	32.8%	44.2%
AB	452	443	443	204	30	355	145	210
%V	28.3%	28.5%	28.6%	28.9%	20.5%	28.8%	27.6%	29.7%
%H		98.0%	98.0%	45.1%	6.6%	78.5%	32.1%	46.5%
C1	471	462	461	210	50	367	164	203
%V	29.5%	29.7%	29.7%	29.7%	34.2%	29.8%	31.2%	28.7%
%H		98.1%	97.9%	44.6%	10.6%	77.9%	34.8%	43.1%
C2	375	358	357	185	32	273	130	143
%V	23.5%	23.1%	23.0%	26.2%	21.9%	22.2%	24.8%	20.2%
%H		95.5%	95.2%	49.3%	8.5%	72.8%	34.7%	38.1%
D	169	163	162	66	22	129	51	78
%V	10.6%	10.5%	10.5%	9.3%	15.1%	10.5%	9.7%	11.0%
%H		96.4%	95.9%	39.1%	13.0%	76.3%	30.2%	46.2%
E	132	126	126	42	12	109	35	73
%V	8.3%	8.1%	8.1%	5.9%	8.2%	8.8%	6.7%	10.3%
%H		95.5%	95.5%	31.8%	9.1%	82.6%	26.5%	55.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1599	1553	1550	707	146	1232	525	707
%H		97.1%	96.9%	44.2%	9.1%	77.0%	32.8%	44.2%
Working full time	629	609	609	325	62	454	228	226
%V	39.3%	39.2%	39.3%	46.0%	42.5%	36.9%	43.4%	32.0%
%H		96.8%	96.8%	51.7%	9.9%	72.2%	36.2%	35.9%
Working part time	204	198	198	88	23	157	67	89
%V	12.8%	12.7%	12.8%	12.4%	15.8%	12.7%	12.8%	12.6%
%H		97.1%	97.1%	43.1%	11.3%	77.0%	32.8%	43.6%
Not working	766	746	743	294	61	622	230	392
%V	47.9%	48.0%	47.9%	41.6%	41.8%	50.5%	43.8%	55.4%
%H		97.4%	97.0%	38.4%	8.0%	81.2%	30.0%	51.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	776	751	749	361	69	592	266	326
%H		96.8%	96.5%	46.5%	8.9%	76.3%	34.3%	42.0%
16 - 19	50	49	49	25	6	43	24	19
%V	6.4%	6.5%	6.5%	6.9%	8.7%	7.3%	9.0%	5.8%
%H		98.0%	98.0%	50.0%	12.0%	86.0%	48.0%	38.0%
20 - 24	51	48	48	22	5	38	17	20
%V	6.6%	6.4%	6.4%	6.1%	7.2%	6.4%	6.4%	6.1%
%H		94.1%	94.1%	43.1%	9.8%	74.5%	33.3%	39.2%
25 - 34	109	104	104	54	13	71	33	38
%V	14.0%	13.8%	13.9%	15.0%	18.8%	12.0%	12.4%	11.7%
%H		95.4%	95.4%	49.5%	11.9%	65.1%	30.3%	34.9%
35 - 44	128	121	121	61	12	87	37	49
%V	16.5%	16.1%	16.2%	16.9%	17.4%	14.7%	13.9%	15.0%
%H		94.5%	94.5%	47.7%	9.4%	68.0%	28.9%	38.3%
45 - 54	128	126	126	65	13	99	50	49
%V	16.5%	16.8%	16.8%	18.0%	18.8%	16.7%	18.8%	15.0%
%H		98.4%	98.4%	50.8%	10.2%	77.3%	39.1%	38.3%
55 - 64	121	117	116	55	11	98	47	50
%V	15.6%	15.6%	15.5%	15.2%	15.9%	16.6%	17.7%	15.3%
%H		96.7%	95.9%	45.5%	9.1%	81.0%	38.8%	41.3%
65+	189	186	185	77	9	157	57	100
%V	24.4%	24.8%	24.7%	21.3%	13.0%	26.5%	21.4%	30.7%
%H		98.4%	97.9%	40.7%	4.8%	83.1%	30.2%	52.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	776	751	749	361	69	592	266	326
%H		96.8%	96.5%	46.5%	8.9%	76.3%	34.3%	42.0%
AB	230	225	225	108	14	180	77	103
%V	29.6%	30.0%	30.0%	29.9%	20.3%	30.4%	28.9%	31.6%
%H		97.8%	97.8%	47.0%	6.1%	78.3%	33.5%	44.8%
C1	214	209	209	100	23	164	77	87
%V	27.6%	27.8%	27.9%	27.7%	33.3%	27.7%	28.9%	26.7%
%H		97.7%	97.7%	46.7%	10.7%	76.6%	36.0%	40.7%
C2	198	188	187	99	17	143	69	74
%V	25.5%	25.0%	25.0%	27.4%	24.6%	24.2%	25.9%	22.7%
%H		94.9%	94.4%	50.0%	8.6%	72.2%	34.8%	37.4%
D	78	75	75	33	10	59	25	34
%V	10.1%	10.0%	10.0%	9.1%	14.5%	10.0%	9.4%	10.4%
%H		96.2%	96.2%	42.3%	12.8%	75.6%	32.1%	43.6%
E	57	54	54	20	6	46	18	28
%V	7.3%	7.2%	7.2%	5.5%	8.7%	7.8%	6.8%	8.6%
%H		94.7%	94.7%	35.1%	10.5%	80.7%	31.6%	49.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC South West
Individual level data
Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	776	751	749	361	69	592	266	326
%H		96.8%	96.5%	46.5%	8.9%	76.3%	34.3%	42.0%
Working full time	396	383	383	203	39	286	142	145
%V	51.0%	51.0%	51.1%	56.2%	56.5%	48.3%	53.4%	44.5%
%H		96.7%	96.7%	51.3%	9.8%	72.2%	35.9%	36.6%
Working part time	53	51	51	23	7	42	21	22
%V	6.8%	6.8%	6.8%	6.4%	10.1%	7.1%	7.9%	6.7%
%H		96.2%	96.2%	43.4%	13.2%	79.2%	39.6%	41.5%
Not working	327	318	316	135	23	263	104	159
%V	42.1%	42.3%	42.2%	37.4%	33.3%	44.4%	39.1%	48.8%
%H		97.2%	96.6%	41.3%	7.0%	80.4%	31.8%	48.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	823	802	801	347	77	641	259	382
%H		97.4%	97.3%	42.2%	9.4%	77.9%	31.5%	46.4%
16 - 19	44	42	42	18	7	33	16	17
%V	5.3%	5.2%	5.2%	5.2%	9.1%	5.1%	6.2%	4.5%
%H		95.5%	95.5%	40.9%	15.9%	75.0%	36.4%	38.6%
20 - 24	51	47	47	16	9	38	16	22
%V	6.2%	5.9%	5.9%	4.6%	11.7%	5.9%	6.2%	5.8%
%H		92.2%	92.2%	31.4%	17.6%	74.5%	31.4%	43.1%
25 - 34	108	105	105	58	11	69	34	35
%V	13.1%	13.1%	13.1%	16.7%	14.3%	10.8%	13.1%	9.2%
%H		97.2%	97.2%	53.7%	10.2%	63.9%	31.5%	32.4%
35 - 44	125	123	123	63	16	90	43	47
%V	15.2%	15.3%	15.4%	18.2%	20.8%	14.0%	16.6%	12.3%
%H		98.4%	98.4%	50.4%	12.8%	72.0%	34.4%	37.6%
45 - 54	131	127	127	64	16	96	49	48
%V	15.9%	15.8%	15.9%	18.4%	20.8%	15.0%	18.9%	12.6%
%H		96.9%	96.9%	48.9%	12.2%	73.3%	37.4%	36.6%
55 - 64	140	137	137	63	7	117	50	67
%V	17.0%	17.1%	17.1%	18.2%	9.1%	18.3%	19.3%	17.5%
%H		97.9%	97.9%	45.0%	5.0%	83.6%	35.7%	47.9%
65+	224	222	222	65	11	198	51	147
%V	27.2%	27.7%	27.7%	18.7%	14.3%	30.9%	19.7%	38.5%
%H		99.1%	99.1%	29.0%	4.9%	88.4%	22.8%	65.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	823	802	801	347	77	641	259	382
%H		97.4%	97.3%	42.2%	9.4%	77.9%	31.5%	46.4%
AB	222	218	218	96	16	174	68	106
%V	27.0%	27.2%	27.2%	27.7%	20.8%	27.1%	26.3%	27.7%
%H		98.2%	98.2%	43.2%	7.2%	78.4%	30.6%	47.7%
C1	258	253	253	110	27	204	87	117
%V	31.3%	31.5%	31.6%	31.7%	35.1%	31.8%	33.6%	30.6%
%H		98.1%	98.1%	42.6%	10.5%	79.1%	33.7%	45.3%
C2	177	170	170	87	15	130	61	69
%V	21.5%	21.2%	21.2%	25.1%	19.5%	20.3%	23.6%	18.1%
%H		96.0%	96.0%	49.2%	8.5%	73.4%	34.5%	39.0%
D	91	88	88	33	12	70	26	44
%V	11.1%	11.0%	11.0%	9.5%	15.6%	10.9%	10.0%	11.5%
%H		96.7%	96.7%	36.3%	13.2%	76.9%	28.6%	48.4%
E	75	72	72	21	6	63	17	46
%V	9.1%	9.0%	9.0%	6.1%	7.8%	9.8%	6.6%	12.0%
%H		96.0%	96.0%	28.0%	8.0%	84.0%	22.7%	61.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC South West
Individual level data
Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	823	802	801	347	77	641	259	382
%H		97.4%	97.3%	42.2%	9.4%	77.9%	31.5%	46.4%
Working full time	233	226	226	122	23	168	86	82
%V	28.3%	28.2%	28.2%	35.2%	29.9%	26.2%	33.2%	21.5%
%H		97.0%	97.0%	52.4%	9.9%	72.1%	36.9%	35.2%
Working part time	152	148	148	65	16	115	47	68
%V	18.5%	18.5%	18.5%	18.7%	20.8%	17.9%	18.1%	17.8%
%H		97.4%	97.4%	42.8%	10.5%	75.7%	30.9%	44.7%
Not working	438	428	427	159	38	359	126	232
%V	53.2%	53.4%	53.3%	45.8%	49.4%	56.0%	48.6%	60.7%
%H		97.7%	97.5%	36.3%	8.7%	82.0%	28.8%	53.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2184	2116	2046	881	302	1481	605	876
%H (All HH)		96.9%	93.7%	40.3%	13.8%	67.8%	27.7%	40.1%
%H (TV HH)			96.7%	41.6%	14.3%	70.0%	28.6%	41.4%
AB	657	642	631	276	100	449	188	261
%V	30.1%	30.3%	30.8%	31.3%	33.1%	30.3%	31.1%	29.8%
%H (All HH)		97.7%	96.0%	42.0%	15.2%	68.3%	28.6%	39.7%
%H (TV HH)			98.3%	43.0%	15.6%	69.9%	29.3%	40.7%
C1	660	637	616	266	97	442	185	256
%V	30.2%	30.1%	30.1%	30.2%	32.1%	29.8%	30.6%	29.2%
%H (All HH)		96.5%	93.3%	40.3%	14.7%	67.0%	28.0%	38.8%
%H (TV HH)			96.7%	41.8%	15.2%	69.4%	29.0%	40.2%
C2	448	434	423	201	53	307	133	174
%V	20.5%	20.5%	20.7%	22.8%	17.5%	20.7%	22.0%	19.9%
%H (All HH)		96.9%	94.4%	44.9%	11.8%	68.5%	29.7%	38.8%
%H (TV HH)			97.5%	46.3%	12.2%	70.7%	30.6%	40.1%
D	229	220	203	95	30	143	64	79
%V	10.5%	10.4%	9.9%	10.8%	9.9%	9.7%	10.6%	9.0%
%H (All HH)		96.1%	88.6%	41.5%	13.1%	62.4%	27.9%	34.5%
%H (TV HH)			92.3%	43.2%	13.6%	65.0%	29.1%	35.9%
E	190	183	172	44	22	141	34	107
%V	8.7%	8.6%	8.4%	5.0%	7.3%	9.5%	5.6%	12.2%
%H (All HH)		96.3%	90.5%	23.2%	11.6%	74.2%	17.9%	56.3%
%H (TV HH)			94.0%	24.0%	12.0%	77.0%	18.6%	58.5%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2184	2116	2046	881	302	1481	605	876
%H (All HH)		96.9%	93.7%	40.3%	13.8%	67.8%	27.7%	40.1%
%H (TV HH)			96.7%	41.6%	14.3%	70.0%	28.6%	41.4%
Under 25	78	68	64	25	10	43	13	30
%V	3.6%	3.2%	3.1%	2.8%	3.3%	2.9%	2.1%	3.4%
%H (All HH)		87.2%	82.1%	32.1%	12.8%	55.1%	16.7%	38.5%
%H (TV HH)			94.1%	36.8%	14.7%	63.2%	19.1%	44.1%
25 - 34	320	303	301	147	62	170	75	95
%V	14.7%	14.3%	14.7%	16.7%	20.5%	11.5%	12.4%	10.8%
%H (All HH)		94.7%	94.1%	45.9%	19.4%	53.1%	23.4%	29.7%
%H (TV HH)			99.3%	48.5%	20.5%	56.1%	24.8%	31.4%
35 - 44	387	376	370	190	65	253	138	116
%V	17.7%	17.8%	18.1%	21.6%	21.5%	17.1%	22.8%	13.2%
%H (All HH)		97.2%	95.6%	49.1%	16.8%	65.4%	35.7%	30.0%
%H (TV HH)			98.4%	50.5%	17.3%	67.3%	36.7%	30.9%
45 - 54	441	428	416	200	70	299	148	151
%V	20.2%	20.2%	20.3%	22.7%	23.2%	20.2%	24.5%	17.2%
%H (All HH)		97.1%	94.3%	45.4%	15.9%	67.8%	33.6%	34.2%
%H (TV HH)			97.2%	46.7%	16.4%	69.9%	34.6%	35.3%
55 - 64	340	330	321	141	47	244	109	135
%V	15.6%	15.6%	15.7%	16.0%	15.6%	16.5%	18.0%	15.4%
%H (All HH)		97.1%	94.4%	41.5%	13.8%	71.8%	32.1%	39.7%
%H (TV HH)			97.3%	42.7%	14.2%	73.9%	33.0%	40.9%
65 +	618	612	575	178	47	473	122	351
%V	28.3%	28.9%	28.1%	20.2%	15.6%	31.9%	20.2%	40.1%
%H (All HH)		99.0%	93.0%	28.8%	7.6%	76.5%	19.7%	56.8%
%H (TV HH)			94.0%	29.1%	7.7%	77.3%	19.9%	57.4%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2184	2116	2046	881	302	1481	605	876
%H (All HH)		96.9%	93.7%	40.3%	13.8%	67.8%	27.7%	40.1%
%H (TV HH)			96.7%	41.6%	14.3%	70.0%	28.6%	41.4%
1	728	693	646	192	68	489	104	385
%V	33.3%	32.8%	31.6%	21.8%	22.5%	33.0%	17.2%	43.9%
%H (All HH)		95.2%	88.7%	26.4%	9.3%	67.2%	14.3%	52.9%
%H (TV HH)			93.2%	27.7%	9.8%	70.6%	15.0%	55.6%
2	692	675	660	281	100	492	208	283
%V	31.7%	31.9%	32.3%	31.9%	33.1%	33.2%	34.4%	32.3%
%H (All HH)		97.5%	95.4%	40.6%	14.5%	71.1%	30.1%	40.9%
%H (TV HH)			97.8%	41.6%	14.8%	72.9%	30.8%	41.9%
3	302	296	292	154	51	205	114	90
%V	13.8%	14.0%	14.3%	17.5%	16.9%	13.8%	18.8%	10.3%
%H (All HH)		98.0%	96.7%	51.0%	16.9%	67.9%	37.7%	29.8%
%H (TV HH)			98.6%	52.0%	17.2%	69.3%	38.5%	30.4%
4	315	308	306	165	58	203	118	86
%V	14.4%	14.6%	15.0%	18.7%	19.2%	13.7%	19.5%	9.8%
%H (All HH)		97.8%	97.1%	52.4%	18.4%	64.4%	37.5%	27.3%
%H (TV HH)			99.4%	53.6%	18.8%	65.9%	38.3%	27.9%
5+	148	143	142	87	25	93	61	32
%V	6.8%	6.8%	6.9%	9.9%	8.3%	6.3%	10.1%	3.7%
%H (All HH)		96.6%	95.9%	58.8%	16.9%	62.8%	41.2%	21.6%
%H (TV HH)			99.3%	60.8%	17.5%	65.0%	42.7%	22.4%
Average HH size	2.32	2.33	2.36	2.67	2.60	2.30	2.75	1.99

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2184	2116	2046	881	302	1481	605	876
%H (All HH)		96.9%	93.7%	40.3%	13.8%	67.8%	27.7%	40.1%
%H (TV HH)			96.7%	41.6%	14.3%	70.0%	28.6%	41.4%
Without	1622	1563	1498	585	207	1124	410	714
%V	74.3%	73.9%	73.2%	66.4%	68.5%	75.9%	67.8%	81.5%
%H (All HH)		96.4%	92.4%	36.1%	12.8%	69.3%	25.3%	44.0%
%H (TV HH)			95.8%	37.4%	13.2%	71.9%	26.2%	45.7%
With	561	552	548	296	95	357	195	162
%V	25.7%	26.1%	26.8%	33.6%	31.5%	24.1%	32.2%	18.5%
%H (All HH)		98.4%	97.7%	52.8%	16.9%	63.6%	34.8%	28.9%
%H (TV HH)			99.3%	53.6%	17.2%	64.7%	35.3%	29.3%
0 - 3	213	209	208	108	34	123	56	67
%V	9.8%	9.9%	10.2%	12.3%	11.3%	8.3%	9.3%	7.6%
%H (All HH)		98.1%	97.7%	50.7%	16.0%	57.7%	26.3%	31.5%
%H (TV HH)			99.5%	51.7%	16.3%	58.9%	26.8%	32.1%
4 - 9	279	274	272	156	51	167	97	70
%V	12.8%	12.9%	13.3%	17.7%	16.9%	11.3%	16.0%	8.0%
%H (All HH)		98.2%	97.5%	55.9%	18.3%	59.9%	34.8%	25.1%
%H (TV HH)			99.3%	56.9%	18.6%	60.9%	35.4%	25.5%
10 - 15	270	267	265	150	43	183	110	74
%V	12.4%	12.6%	13.0%	17.0%	14.2%	12.4%	18.2%	8.4%
%H (All HH)		98.9%	98.1%	55.6%	15.9%	67.8%	40.7%	27.4%
%H (TV HH)			99.3%	56.2%	16.1%	68.5%	41.2%	27.7%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2184	2116	2046	881	302	1481	605	876
%H (All HH)		96.9%	93.7%	40.3%	13.8%	67.8%	27.7%	40.1%
%H (TV HH)			96.7%	41.6%	14.3%	70.0%	28.6%	41.4%
1	872	872	817	268	114	529	94	436
%V	39.9%	41.2%	39.9%	30.4%	37.7%	35.7%	15.5%	49.8%
%H (All HH)		100.0%	93.7%	30.7%	13.1%	60.7%	10.8%	50.0%
%H (TV HH)			93.7%	30.7%	13.1%	60.7%	10.8%	50.0%
2	713	713	701	326	102	518	241	277
%V	32.6%	33.7%	34.3%	37.0%	33.8%	35.0%	39.8%	31.6%
%H (All HH)		100.0%	98.3%	45.7%	14.3%	72.7%	33.8%	38.8%
%H (TV HH)			98.3%	45.7%	14.3%	72.7%	33.8%	38.8%
3	323	323	322	158	54	261	148	113
%V	14.8%	15.3%	15.7%	17.9%	17.9%	17.6%	24.5%	12.9%
%H (All HH)		100.0%	99.7%	48.9%	16.7%	80.8%	45.8%	35.0%
%H (TV HH)			99.7%	48.9%	16.7%	80.8%	45.8%	35.0%
4	129	129	128	80	20	103	72	31
%V	5.9%	6.1%	6.3%	9.1%	6.6%	7.0%	11.9%	3.5%
%H (All HH)		100.0%	99.2%	62.0%	15.5%	79.8%	55.8%	24.0%
%H (TV HH)			99.2%	62.0%	15.5%	79.8%	55.8%	24.0%
5+	78	78	78	48	11	70	51	19
%V	3.6%	3.7%	3.8%	5.4%	3.6%	4.7%	8.4%	2.2%
%H (All HH)		100.0%	100.0%	61.5%	14.1%	89.7%	65.4%	24.4%
%H (TV HH)			100.0%	61.5%	14.1%	89.7%	65.4%	24.4%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2184	2116	2046	881	302	1481	605	876
%H (All HH)		96.9%	93.7%	40.3%	13.8%	67.8%	27.7%	40.1%
%H (TV HH)			96.7%	41.6%	14.3%	70.0%	28.6%	41.4%
Under 20"	820	820	799	348	113	651	309	341
%V	37.5%	38.8%	39.1%	39.5%	37.4%	44.0%	51.1%	38.9%
%H (All HH)		100.0%	97.4%	42.4%	13.8%	79.4%	37.7%	41.6%
%H (TV HH)			97.4%	42.4%	13.8%	79.4%	37.7%	41.6%
20" - 29"	989	989	944	378	128	731	283	448
%V	45.3%	46.7%	46.1%	42.9%	42.4%	49.4%	46.8%	51.1%
%H (All HH)		100.0%	95.4%	38.2%	12.9%	73.9%	28.6%	45.3%
%H (TV HH)			95.4%	38.2%	12.9%	73.9%	28.6%	45.3%
30" - 39"	1022	1022	1013	468	160	746	355	391
%V	46.8%	48.3%	49.5%	53.1%	53.0%	50.4%	58.7%	44.6%
%H (All HH)		100.0%	99.1%	45.8%	15.7%	73.0%	34.7%	38.3%
%H (TV HH)			99.1%	45.8%	15.7%	73.0%	34.7%	38.3%
40" and over	607	607	604	374	104	389	254	135
%V	27.8%	28.7%	29.5%	42.5%	34.4%	26.3%	42.0%	15.4%
%H (All HH)		100.0%	99.5%	61.6%	17.1%	64.1%	41.8%	22.2%
%H (TV HH)			99.5%	61.6%	17.1%	64.1%	41.8%	22.2%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2184	2116	2046	881	302	1481	605	876
%H (All HH)		96.9%	93.7%	40.3%	13.8%	67.8%	27.7%	40.1%
%H (TV HH)			96.7%	41.6%	14.3%	70.0%	28.6%	41.4%
Main living room	2089	2089	2023	874	300	1463	600	862
%V	95.7%	98.7%	98.9%	99.2%	99.3%	98.8%	99.2%	98.4%
%H (All HH)		100.0%	96.8%	41.8%	14.4%	70.0%	28.7%	41.3%
%H (TV HH)			96.8%	41.8%	14.4%	70.0%	28.7%	41.3%
Kitchen	285	285	281	148	27	236	128	108
%V	13.0%	13.5%	13.7%	16.8%	8.9%	15.9%	21.2%	12.3%
%H (All HH)		100.0%	98.6%	51.9%	9.5%	82.8%	44.9%	37.9%
%H (TV HH)			98.6%	51.9%	9.5%	82.8%	44.9%	37.9%
Adult's bedroom	940	940	928	463	141	721	388	333
%V	43.0%	44.4%	45.4%	52.6%	46.7%	48.7%	64.1%	38.0%
%H (All HH)		100.0%	98.7%	49.3%	15.0%	76.7%	41.3%	35.4%
%H (TV HH)			98.7%	49.3%	15.0%	76.7%	41.3%	35.4%
Child's bedroom	182	182	182	100	37	134	87	47
%V	8.3%	8.6%	8.9%	11.4%	12.3%	9.0%	14.4%	5.4%
%H (All HH)		100.0%	100.0%	54.9%	20.3%	73.6%	47.8%	25.8%
%H (TV HH)			100.0%	54.9%	20.3%	73.6%	47.8%	25.8%
Other bedroom	111	111	110	59	20	87	54	33
%V	5.1%	5.2%	5.4%	6.7%	6.6%	5.9%	8.9%	3.8%
%H (All HH)		100.0%	99.1%	53.2%	18.0%	78.4%	48.6%	29.7%
%H (TV HH)			99.1%	53.2%	18.0%	78.4%	48.6%	29.7%
Second living/dining room	210	210	208	112	34	164	97	67
%V	9.6%	9.9%	10.2%	12.7%	11.3%	11.1%	16.0%	7.6%
%H (All HH)		100.0%	99.0%	53.3%	16.2%	78.1%	46.2%	31.9%
%H (TV HH)			99.0%	53.3%	16.2%	78.1%	46.2%	31.9%
Study/office	63	63	62	29	9	55	31	24
%V	2.9%	3.0%	3.0%	3.3%	3.0%	3.7%	5.1%	2.7%
%H (All HH)		100.0%	98.4%	46.0%	14.3%	87.3%	49.2%	38.1%
%H (TV HH)			98.4%	46.0%	14.3%	87.3%	49.2%	38.1%
TV room	22	22	22	15	2	19	13	6
%V	1.0%	1.0%	1.1%	1.7%	0.7%	1.3%	2.1%	0.7%
%H (All HH)		100.0%	100.0%	68.2%	9.1%	86.4%	59.1%	27.3%
%H (TV HH)			100.0%	68.2%	9.1%	86.4%	59.1%	27.3%
No specific location	3	3	3	3	0	2	2	0
%V	0.1%	0.1%	0.1%	0.3%	0.0%	0.1%	0.3%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	66.7%	66.7%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	66.7%	66.7%	0.0%
Other	17	17	17	9	1	14	7	7
%V	0.8%	0.8%	0.8%	1.0%	0.3%	0.9%	1.2%	0.8%
%H (All HH)		100.0%	100.0%	52.9%	5.9%	82.4%	41.2%	41.2%
%H (TV HH)			100.0%	52.9%	5.9%	82.4%	41.2%	41.2%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Household level data

Table 7.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2184	2116	2046	881	302	1481	605	876
%H (All HH)		96.9%	93.7%	40.3%	13.8%	67.8%	27.7%	40.1%
%H (TV HH)			96.7%	41.6%	14.3%	70.0%	28.6%	41.4%
PVR	1102	1102	1102	686	159	721	451	270
%V	50.5%	52.1%	53.9%	77.9%	52.6%	48.7%	74.5%	30.8%
%H (All HH)		100.0%	100.0%	62.3%	14.4%	65.4%	40.9%	24.5%
%H (TV HH)			100.0%	62.3%	14.4%	65.4%	40.9%	24.5%
DVDR	332	332	329	136	54	237	93	143
%V	15.2%	15.7%	16.1%	15.4%	17.9%	16.0%	15.4%	16.3%
%H (All HH)		100.0%	99.1%	41.0%	16.3%	71.4%	28.0%	43.1%
%H (TV HH)			99.1%	41.0%	16.3%	71.4%	28.0%	43.1%
VCR	342	342	317	103	39	254	79	176
%V	15.7%	16.2%	15.5%	11.7%	12.9%	17.2%	13.1%	20.1%
%H (All HH)		100.0%	92.7%	30.1%	11.4%	74.3%	23.1%	51.5%
%H (TV HH)			92.7%	30.1%	11.4%	74.3%	23.1%	51.5%
Any recorder	1435	1435	1408	749	204	968	501	468
%V	65.7%	67.8%	68.8%	85.0%	67.5%	65.4%	82.8%	53.4%
%H (All HH)		100.0%	98.1%	52.2%	14.2%	67.5%	34.9%	32.6%
%H (TV HH)			98.1%	52.2%	14.2%	67.5%	34.9%	32.6%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Household level data

Table 7.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2184	2116	2046	881	302	1481	605	876
%H (All HH)		96.9%	93.7%	40.3%	13.8%	67.8%	27.7%	40.1%
%H (TV HH)			96.7%	41.6%	14.3%	70.0%	28.6%	41.4%
Receives HDTV (via STB or built-in reception)	810	810	810	480	184	519	361	158
%V	37.1%	38.3%	39.6%	54.5%	60.9%	35.0%	59.7%	18.0%
%H (All HH)		100.0%	100.0%	59.3%	22.7%	64.1%	44.6%	19.5%
%H (TV HH)			100.0%	59.3%	22.7%	64.1%	44.6%	19.5%
DVD/Blu-ray player or recorder	1717	1717	1683	759	262	1206	533	673
%V	78.6%	81.1%	82.3%	86.2%	86.8%	81.4%	88.1%	76.8%
%H (All HH)		100.0%	98.0%	44.2%	15.3%	70.2%	31.0%	39.2%
%H (TV HH)			98.0%	44.2%	15.3%	70.2%	31.0%	39.2%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2184	2116	2046	881	302	1481	605	876
%H (All HH)		96.9%	93.7%	40.3%	13.8%	67.8%	27.7%	40.1%
%H (TV HH)			96.7%	41.6%	14.3%	70.0%	28.6%	41.4%
Has PC or Laptop	1737	1682	1651	785	277	1153	550	603
%V	79.5%	79.5%	80.7%	89.1%	91.7%	77.9%	90.9%	68.8%
%H (All HH)		96.8%	95.0%	45.2%	15.9%	66.4%	31.7%	34.7%
%H (TV HH)			98.2%	46.7%	16.5%	68.5%	32.7%	35.9%
Has broadband internet	1637	1588	1562	765	268	1081	539	542
%V	75.0%	75.0%	76.3%	86.8%	88.7%	73.0%	89.1%	61.9%
%H (All HH)		97.0%	95.4%	46.7%	16.4%	66.0%	32.9%	33.1%
%H (TV HH)			98.4%	48.2%	16.9%	68.1%	33.9%	34.1%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4215	4128	1984	625	3145	1588	1557
%H		97.9%	47.1%	14.8%	74.6%	37.7%	36.9%
Under 20"	1120	1097	498	153	908	458	450
%V	26.6%	26.6%	25.1%	24.5%	28.9%	28.8%	28.9%
%H		97.9%	44.5%	13.7%	81.1%	40.9%	40.2%
20" - 29"	1221	1170	496	162	916	390	527
%V	29.0%	28.3%	25.0%	25.9%	29.1%	24.6%	33.8%
%H		95.8%	40.6%	13.3%	75.0%	31.9%	43.2%
30" - 39"	1175	1166	557	193	865	440	425
%V	27.9%	28.2%	28.1%	30.9%	27.5%	27.7%	27.3%
%H		99.2%	47.4%	16.4%	73.6%	37.4%	36.2%
40" and over	684	680	426	116	446	297	148
%V	16.2%	16.5%	21.5%	18.6%	14.2%	18.7%	9.5%
%H		99.4%	62.3%	17.0%	65.2%	43.4%	21.6%
Don't know	16	15	6	1	10	3	7
%V	0.4%	0.4%	0.3%	0.2%	0.3%	0.2%	0.4%
%H		93.8%	37.5%	6.3%	62.5%	18.8%	43.8%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4215	4128	1984	625	3145	1588	1557
%H		97.9%	47.1%	14.8%	74.6%	37.7%	36.9%
Main living room	2106	2040	884	305	1476	612	865
%V	50.0%	49.4%	44.6%	48.8%	46.9%	38.5%	55.6%
%H		96.9%	42.0%	14.5%	70.1%	29.1%	41.1%
Kitchen	287	283	148	27	238	128	110
%V	6.8%	6.9%	7.5%	4.3%	7.6%	8.1%	7.1%
%H		98.6%	51.6%	9.4%	82.9%	44.6%	38.3%
Adult's bedroom	1129	1116	571	178	887	511	377
%V	26.8%	27.0%	28.8%	28.5%	28.2%	32.2%	24.2%
%H		98.8%	50.6%	15.8%	78.6%	45.3%	33.4%
Child's bedroom	243	243	141	48	181	122	59
%V	5.8%	5.9%	7.1%	7.7%	5.8%	7.7%	3.8%
%H		100.0%	58.0%	19.8%	74.5%	50.2%	24.3%
Other bedroom	131	130	70	21	105	65	40
%V	3.1%	3.1%	3.5%	3.4%	3.3%	4.1%	2.6%
%H		99.2%	53.4%	16.0%	80.2%	49.6%	30.5%
Second living/dining room	212	209	113	34	165	98	67
%V	5.0%	5.1%	5.7%	5.4%	5.2%	6.2%	4.3%
%H		98.6%	53.3%	16.0%	77.8%	46.2%	31.6%
Study/office	64	64	30	9	56	31	24
%V	1.5%	1.6%	1.5%	1.4%	1.8%	2.0%	1.5%
%H		100.0%	46.9%	14.1%	87.5%	48.4%	37.5%
TV room	22	22	15	2	19	13	6
%V	0.5%	0.5%	0.8%	0.3%	0.6%	0.8%	0.4%
%H		100.0%	68.2%	9.1%	86.4%	59.1%	27.3%
No specific location	3	3	3	0	2	2	0
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	100.0%	0.0%	66.7%	66.7%	0.0%
Other	19	19	9	1	16	7	9
%V	0.5%	0.5%	0.5%	0.2%	0.5%	0.4%	0.6%
%H		100.0%	47.4%	5.3%	84.2%	36.8%	47.4%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4215	4128	1984	625	3145	1588	1557
%H		97.9%	47.1%	14.8%	74.6%	37.7%	36.9%
PVR	1419	1419	939	200	907	605	301
%V	33.7%	34.4%	47.3%	32.0%	28.8%	38.1%	19.3%
%H		100.0%	66.2%	14.1%	63.9%	42.6%	21.2%
DVDR	389	385	160	69	275	111	164
%V	9.2%	9.3%	8.1%	11.0%	8.7%	7.0%	10.5%
%H		99.0%	41.1%	17.7%	70.7%	28.5%	42.2%
VCR	378	353	122	43	281	92	190
%V	9.0%	8.6%	6.1%	6.9%	8.9%	5.8%	12.2%
%H		93.4%	32.3%	11.4%	74.3%	24.3%	50.3%
Any recorder	1887	1859	1064	268	1258	707	551
%V	44.8%	45.0%	53.6%	42.9%	40.0%	44.5%	35.4%
%H		98.5%	56.4%	14.2%	66.7%	37.5%	29.2%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4215	4128	1984	625	3145	1588	1557
%H		97.9%	47.1%	14.8%	74.6%	37.7%	36.9%
Receives HDTV (via STB or built-in reception)	1080	1080	646	245	698	487	211
%V	25.6%	26.2%	32.6%	39.2%	22.2%	30.7%	13.6%
%H		100.0%	59.8%	22.7%	64.6%	45.1%	19.5%
DVD/Blu-ray player or recorder	2498	2462	1177	405	1821	914	906
%V	59.3%	59.6%	59.3%	64.8%	57.9%	57.6%	58.2%
%H		98.6%	47.1%	16.2%	72.9%	36.6%	36.3%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC South
Set level data
Table 7.15: Main Set Screen Size
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2114	2045	880	302	1481	605	876
%H		96.7%	41.6%	14.3%	70.1%	28.6%	41.4%
Under 20"	94	80	13	9	66	8	58
%V	4.4%	3.9%	1.5%	3.0%	4.5%	1.3%	6.6%
%H		85.1%	13.8%	9.6%	70.2%	8.5%	61.7%
20" - 29"	578	535	154	60	419	95	324
%V	27.3%	26.2%	17.5%	19.9%	28.3%	15.7%	37.0%
%H		92.6%	26.6%	10.4%	72.5%	16.4%	56.1%
30" - 39"	855	846	355	133	624	262	362
%V	40.4%	41.4%	40.3%	44.0%	42.1%	43.3%	41.3%
%H		98.9%	41.5%	15.6%	73.0%	30.6%	42.3%
40" and over	581	577	357	99	366	239	128
%V	27.5%	28.2%	40.6%	32.8%	24.7%	39.5%	14.6%
%H		99.3%	61.4%	17.0%	63.0%	41.1%	22.0%
Don't know	7	7	2	1	6	1	5
%V	0.3%	0.3%	0.2%	0.3%	0.4%	0.2%	0.6%
%H		100.0%	28.6%	14.3%	85.7%	14.3%	71.4%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2114	2045	880	302	1481	605	876
%H		96.7%	41.6%	14.3%	70.1%	28.6%	41.4%
PVR	1076	1076	674	155	697	438	259
%V	50.9%	52.6%	76.6%	51.3%	47.1%	72.4%	29.6%
%H		100.0%	62.6%	14.4%	64.8%	40.7%	24.1%
DVDR	275	271	109	47	193	75	118
%V	13.0%	13.3%	12.4%	15.6%	13.0%	12.4%	13.5%
%H		98.5%	39.6%	17.1%	70.2%	27.3%	42.9%
VCR	286	261	79	33	207	57	150
%V	13.5%	12.8%	9.0%	10.9%	14.0%	9.4%	17.1%
%H		91.3%	27.6%	11.5%	72.4%	19.9%	52.4%
Any recorder	1388	1361	733	198	926	484	442
%V	65.7%	66.6%	83.3%	65.6%	62.5%	80.0%	50.5%
%H		98.1%	52.8%	14.3%	66.7%	34.9%	31.8%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2114	2045	880	302	1481	605	876
%H		96.7%	41.6%	14.3%	70.1%	28.6%	41.4%
Receives HDTV (via STB or built-in reception)	772	772	462	177	489	344	145
%V	36.5%	37.8%	52.5%	58.6%	33.0%	56.9%	16.6%
%H		100.0%	59.8%	22.9%	63.3%	44.6%	18.8%
DVD/Blu-ray player or recorder	1631	1599	712	250	1140	492	648
%V	77.2%	78.2%	80.9%	82.8%	77.0%	81.3%	74.0%
%H		98.0%	43.7%	15.3%	69.9%	30.2%	39.7%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2101	2083	1104	323	1664	983	681
%H		99.1%	52.5%	15.4%	79.2%	46.8%	32.4%
Under 20"	1027	1017	486	144	842	450	392
%V	48.9%	48.8%	44.0%	44.6%	50.6%	45.8%	57.6%
%H		99.0%	47.3%	14.0%	82.0%	43.8%	38.2%
20" - 29"	643	635	343	102	497	295	203
%V	30.6%	30.5%	31.1%	31.6%	29.9%	30.0%	29.8%
%H		98.8%	53.3%	15.9%	77.3%	45.9%	31.6%
30" - 39"	320	319	202	60	241	178	63
%V	15.2%	15.3%	18.3%	18.6%	14.5%	18.1%	9.3%
%H		99.7%	63.1%	18.8%	75.3%	55.6%	19.7%
40" and over	103	103	69	17	79	58	21
%V	4.9%	4.9%	6.3%	5.3%	4.7%	5.9%	3.1%
%H		100.0%	67.0%	16.5%	76.7%	56.3%	20.4%
Don't know	9	8	5	1	4	2	2
%V	0.4%	0.4%	0.5%	0.3%	0.2%	0.2%	0.3%
%H		88.9%	55.6%	11.1%	44.4%	22.2%	22.2%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Set level data

Table 7.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2101	2083	1104	323	1664	983	681
%H		99.1%	52.5%	15.4%	79.2%	46.8%	32.4%
PVR	343	343	265	44	210	168	42
%V	16.3%	16.5%	24.0%	13.6%	12.6%	17.1%	6.2%
%H		100.0%	77.3%	12.8%	61.2%	49.0%	12.2%
DVDR	114	114	51	22	82	36	46
%V	5.4%	5.5%	4.6%	6.8%	4.9%	3.7%	6.8%
%H		100.0%	44.7%	19.3%	71.9%	31.6%	40.4%
VCR	93	92	43	9	74	35	39
%V	4.4%	4.4%	3.9%	2.8%	4.4%	3.6%	5.7%
%H		98.9%	46.2%	9.7%	79.6%	37.6%	41.9%
Any recorder	499	499	331	70	332	223	109
%V	23.8%	24.0%	30.0%	21.7%	20.0%	22.7%	16.0%
%H		100.0%	66.3%	14.0%	66.5%	44.7%	21.8%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2101	2083	1104	323	1664	983	681
%H		99.1%	52.5%	15.4%	79.2%	46.8%	32.4%
Receives HDTV (via STB or built-in reception)	307	307	184	68	209	142	67
%V	14.6%	14.7%	16.7%	21.1%	12.6%	14.4%	9.8%
%H		100.0%	59.9%	22.1%	68.1%	46.3%	21.8%
DVD/Blu-ray player or recorder	867	863	465	155	681	423	259
%V	41.3%	41.4%	42.1%	48.0%	40.9%	43.0%	38.0%
%H		99.5%	53.6%	17.9%	78.5%	48.8%	29.9%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5075	4940	4834	2355	784	3406	1666	1740
%H		97.3%	95.3%	46.4%	15.4%	67.1%	32.8%	34.3%
Total Children	987	972	965	540	164	624	350	274
%V	19.4%	19.7%	20.0%	22.9%	20.9%	18.3%	21.0%	15.7%
%H		98.5%	97.8%	54.7%	16.6%	63.2%	35.5%	27.8%
0 - 3	268	264	262	139	43	157	75	82
%V	5.3%	5.3%	5.4%	5.9%	5.5%	4.6%	4.5%	4.7%
%H		98.5%	97.8%	51.9%	16.0%	58.6%	28.0%	30.6%
4 - 15	719	707	703	400	121	467	275	192
%V	14.2%	14.3%	14.5%	17.0%	15.4%	13.7%	16.5%	11.0%
%H		98.3%	97.8%	55.6%	16.8%	65.0%	38.2%	26.7%
4 - 9	363	356	353	204	66	223	133	90
%V	7.2%	7.2%	7.3%	8.7%	8.4%	6.5%	8.0%	5.2%
%H		98.1%	97.2%	56.2%	18.2%	61.4%	36.6%	24.8%
10 - 15	357	352	350	197	55	245	143	102
%V	7.0%	7.1%	7.2%	8.4%	7.0%	7.2%	8.6%	5.9%
%H		98.6%	98.0%	55.2%	15.4%	68.6%	40.1%	28.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5075	4940	4834	2355	784	3406	1666	1740
%H		97.3%	95.3%	46.4%	15.4%	67.1%	32.8%	34.3%
Total Adults (16+)	4088	3968	3869	1815	621	2782	1316	1466
%V	80.6%	80.3%	80.0%	77.1%	79.2%	81.7%	79.0%	84.3%
%H		97.1%	94.6%	44.4%	15.2%	68.1%	32.2%	35.9%
16 - 19	226	221	217	120	46	150	97	53
%V	4.5%	4.5%	4.5%	5.1%	5.9%	4.4%	5.8%	3.0%
%H		97.8%	96.0%	53.1%	20.4%	66.4%	42.9%	23.5%
20 - 24	295	271	260	117	59	184	95	89
%V	5.8%	5.5%	5.4%	5.0%	7.5%	5.4%	5.7%	5.1%
%H		91.9%	88.1%	39.7%	20.0%	62.4%	32.2%	30.2%
25 - 34	648	612	607	311	121	360	180	180
%V	12.8%	12.4%	12.6%	13.2%	15.4%	10.6%	10.8%	10.3%
%H		94.4%	93.7%	48.0%	18.7%	55.6%	27.8%	27.8%
35 - 44	694	677	667	359	110	451	248	203
%V	13.7%	13.7%	13.8%	15.2%	14.0%	13.2%	14.9%	11.7%
%H		97.6%	96.1%	51.7%	15.9%	65.0%	35.7%	29.3%
45 - 54	746	729	714	359	122	520	278	242
%V	14.7%	14.8%	14.8%	15.2%	15.6%	15.3%	16.7%	13.9%
%H		97.7%	95.7%	48.1%	16.4%	69.7%	37.3%	32.4%
55 - 64	574	561	551	256	87	417	203	213
%V	11.3%	11.4%	11.4%	10.9%	11.1%	12.2%	12.2%	12.2%
%H		97.7%	96.0%	44.6%	15.2%	72.6%	35.4%	37.1%
65+	905	897	853	294	76	701	216	486
%V	17.8%	18.2%	17.6%	12.5%	9.7%	20.6%	13.0%	27.9%
%H		99.1%	94.3%	32.5%	8.4%	77.5%	23.9%	53.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4088	3968	3869	1815	621	2782	1316	1466
%H		97.1%	94.6%	44.4%	15.2%	68.1%	32.2%	35.9%
AB	1306	1282	1265	590	213	884	409	475
%V	31.9%	32.3%	32.7%	32.5%	34.3%	31.8%	31.1%	32.4%
%H		98.2%	96.9%	45.2%	16.3%	67.7%	31.3%	36.4%
C1	1211	1164	1132	520	201	820	399	421
%V	29.6%	29.3%	29.3%	28.7%	32.4%	29.5%	30.3%	28.7%
%H		96.1%	93.5%	42.9%	16.6%	67.7%	32.9%	34.8%
C2	879	858	840	431	109	615	305	310
%V	21.5%	21.6%	21.7%	23.7%	17.6%	22.1%	23.2%	21.1%
%H		97.6%	95.6%	49.0%	12.4%	70.0%	34.7%	35.3%
D	437	421	399	205	67	275	149	127
%V	10.7%	10.6%	10.3%	11.3%	10.8%	9.9%	11.3%	8.7%
%H		96.3%	91.3%	46.9%	15.3%	62.9%	34.1%	29.1%
E	254	243	233	68	31	187	54	134
%V	6.2%	6.1%	6.0%	3.7%	5.0%	6.7%	4.1%	9.1%
%H		95.7%	91.7%	26.8%	12.2%	73.6%	21.3%	52.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC South
Individual level data
Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4088	3968	3869	1815	621	2782	1316	1466
%H		97.1%	94.6%	44.4%	15.2%	68.1%	32.2%	35.9%
Working full time	1927	1873	1843	936	326	1274	678	596
%V	47.1%	47.2%	47.6%	51.6%	52.5%	45.8%	51.5%	40.7%
%H		97.2%	95.6%	48.6%	16.9%	66.1%	35.2%	30.9%
Working part time	507	492	479	238	81	341	177	164
%V	12.4%	12.4%	12.4%	13.1%	13.0%	12.3%	13.4%	11.2%
%H		97.0%	94.5%	46.9%	16.0%	67.3%	34.9%	32.3%
Not working	1654	1603	1547	641	214	1167	461	707
%V	40.5%	40.4%	40.0%	35.3%	34.5%	41.9%	35.0%	48.2%
%H		96.9%	93.5%	38.8%	12.9%	70.6%	27.9%	42.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1987	1913	1874	911	310	1337	663	674
%H		96.3%	94.3%	45.8%	15.6%	67.3%	33.4%	33.9%
16 - 19	121	118	116	63	25	79	50	28
%V	6.1%	6.2%	6.2%	6.9%	8.1%	5.9%	7.5%	4.2%
%H		97.5%	95.9%	52.1%	20.7%	65.3%	41.3%	23.1%
20 - 24	152	137	133	61	33	96	55	41
%V	7.6%	7.2%	7.1%	6.7%	10.6%	7.2%	8.3%	6.1%
%H		90.1%	87.5%	40.1%	21.7%	63.2%	36.2%	27.0%
25 - 34	324	299	297	151	57	183	90	93
%V	16.3%	15.6%	15.8%	16.6%	18.4%	13.7%	13.6%	13.8%
%H		92.3%	91.7%	46.6%	17.6%	56.5%	27.8%	28.7%
35 - 44	338	329	325	185	48	216	121	96
%V	17.0%	17.2%	17.3%	20.3%	15.5%	16.2%	18.3%	14.2%
%H		97.3%	96.2%	54.7%	14.2%	63.9%	35.8%	28.4%
45 - 54	380	369	362	178	62	264	139	125
%V	19.1%	19.3%	19.3%	19.5%	20.0%	19.7%	21.0%	18.5%
%H		97.1%	95.3%	46.8%	16.3%	69.5%	36.6%	32.9%
55 - 64	279	272	265	132	48	196	106	90
%V	14.0%	14.2%	14.1%	14.5%	15.5%	14.7%	16.0%	13.4%
%H		97.5%	95.0%	47.3%	17.2%	70.3%	38.0%	32.3%
65+	393	389	377	141	36	302	101	201
%V	19.8%	20.3%	20.1%	15.5%	11.6%	22.6%	15.2%	29.8%
%H		99.0%	95.9%	35.9%	9.2%	76.8%	25.7%	51.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1987	1913	1874	911	310	1337	663	674
%H		96.3%	94.3%	45.8%	15.6%	67.3%	33.4%	33.9%
AB	647	635	628	300	113	434	212	223
%V	32.6%	33.2%	33.5%	32.9%	36.5%	32.5%	32.0%	33.1%
%H		98.1%	97.1%	46.4%	17.5%	67.1%	32.8%	34.5%
C1	568	541	527	253	99	381	198	183
%V	28.6%	28.3%	28.1%	27.8%	31.9%	28.5%	29.9%	27.2%
%H		95.2%	92.8%	44.5%	17.4%	67.1%	34.9%	32.2%
C2	474	457	447	231	55	325	158	166
%V	23.9%	23.9%	23.9%	25.4%	17.7%	24.3%	23.8%	24.6%
%H		96.4%	94.3%	48.7%	11.6%	68.6%	33.3%	35.0%
D	209	199	191	102	33	128	73	56
%V	10.5%	10.4%	10.2%	11.2%	10.6%	9.6%	11.0%	8.3%
%H		95.2%	91.4%	48.8%	15.8%	61.2%	34.9%	26.8%
E	89	81	81	26	9	69	23	46
%V	4.5%	4.2%	4.3%	2.9%	2.9%	5.2%	3.5%	6.8%
%H		91.0%	91.0%	29.2%	10.1%	77.5%	25.8%	51.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1987	1913	1874	911	310	1337	663	674
%H		96.3%	94.3%	45.8%	15.6%	67.3%	33.4%	33.9%
Working full time	1211	1176	1161	611	201	796	437	359
%V	60.9%	61.5%	62.0%	67.1%	64.8%	59.5%	65.9%	53.3%
%H		97.1%	95.9%	50.5%	16.6%	65.7%	36.1%	29.6%
Working part time	113	104	99	42	17	73	33	40
%V	5.7%	5.4%	5.3%	4.6%	5.5%	5.5%	5.0%	5.9%
%H		92.0%	87.6%	37.2%	15.0%	64.6%	29.2%	35.4%
Not working	662	634	615	258	92	468	194	274
%V	33.3%	33.1%	32.8%	28.3%	29.7%	35.0%	29.3%	40.7%
%H		95.8%	92.9%	39.0%	13.9%	70.7%	29.3%	41.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2101	2055	1995	904	311	1445	653	793
%H		97.8%	95.0%	43.0%	14.8%	68.8%	31.1%	37.7%
16 - 19	105	102	102	57	20	71	46	24
%V	5.0%	5.0%	5.1%	6.3%	6.4%	4.9%	7.0%	3.0%
%H		97.1%	97.1%	54.3%	19.0%	67.6%	43.8%	22.9%
20 - 24	143	134	128	55	25	88	40	48
%V	6.8%	6.5%	6.4%	6.1%	8.0%	6.1%	6.1%	6.1%
%H		93.7%	89.5%	38.5%	17.5%	61.5%	28.0%	33.6%
25 - 34	324	313	310	160	65	176	89	87
%V	15.4%	15.2%	15.5%	17.7%	20.9%	12.2%	13.6%	11.0%
%H		96.6%	95.7%	49.4%	20.1%	54.3%	27.5%	26.9%
35 - 44	356	348	342	174	62	235	127	108
%V	16.9%	16.9%	17.1%	19.2%	19.9%	16.3%	19.4%	13.6%
%H		97.8%	96.1%	48.9%	17.4%	66.0%	35.7%	30.3%
45 - 54	366	360	352	182	59	255	139	117
%V	17.4%	17.5%	17.6%	20.1%	19.0%	17.6%	21.3%	14.8%
%H		98.4%	96.2%	49.7%	16.1%	69.7%	38.0%	32.0%
55 - 64	295	290	285	124	40	221	97	124
%V	14.0%	14.1%	14.3%	13.7%	12.9%	15.3%	14.9%	15.6%
%H		98.3%	96.6%	42.0%	13.6%	74.9%	32.9%	42.0%
65+	512	508	476	153	40	399	114	285
%V	24.4%	24.7%	23.9%	16.9%	12.9%	27.6%	17.5%	35.9%
%H		99.2%	93.0%	29.9%	7.8%	77.9%	22.3%	55.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2101	2055	1995	904	311	1445	653	793
%H		97.8%	95.0%	43.0%	14.8%	68.8%	31.1%	37.7%
AB	659	647	637	290	100	450	198	252
%V	31.4%	31.5%	31.9%	32.1%	32.2%	31.1%	30.3%	31.8%
%H		98.2%	96.7%	44.0%	15.2%	68.3%	30.0%	38.2%
C1	643	624	605	267	102	439	201	238
%V	30.6%	30.4%	30.3%	29.5%	32.8%	30.4%	30.8%	30.0%
%H		97.0%	94.1%	41.5%	15.9%	68.3%	31.3%	37.0%
C2	406	400	393	201	54	290	147	143
%V	19.3%	19.5%	19.7%	22.2%	17.4%	20.1%	22.5%	18.0%
%H		98.5%	96.8%	49.5%	13.3%	71.4%	36.2%	35.2%
D	228	221	208	103	34	147	76	71
%V	10.9%	10.8%	10.4%	11.4%	10.9%	10.2%	11.6%	9.0%
%H		96.9%	91.2%	45.2%	14.9%	64.5%	33.3%	31.1%
E	165	162	151	43	22	119	31	88
%V	7.9%	7.9%	7.6%	4.8%	7.1%	8.2%	4.7%	11.1%
%H		98.2%	91.5%	26.1%	13.3%	72.1%	18.8%	53.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2101	2055	1995	904	311	1445	653	793
%H		97.8%	95.0%	43.0%	14.8%	68.8%	31.1%	37.7%
Working full time	716	697	683	325	125	478	241	237
%V	34.1%	33.9%	34.2%	36.0%	40.2%	33.1%	36.9%	29.9%
%H		97.3%	95.4%	45.4%	17.5%	66.8%	33.7%	33.1%
Working part time	393	388	380	195	64	268	145	123
%V	18.7%	18.9%	19.0%	21.6%	20.6%	18.5%	22.2%	15.5%
%H		98.7%	96.7%	49.6%	16.3%	68.2%	36.9%	31.3%
Not working	992	969	932	383	123	699	267	432
%V	47.2%	47.2%	46.7%	42.4%	39.5%	48.4%	40.9%	54.5%
%H		97.7%	94.0%	38.6%	12.4%	70.5%	26.9%	43.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2614	2525	2467	1072	315	1997	896	1100
%H (All HH)		96.6%	94.4%	41.0%	12.1%	76.4%	34.3%	42.1%
%H (TV HH)			97.7%	42.5%	12.5%	79.1%	35.5%	43.6%
AB	533	521	512	254	70	387	192	195
%V	20.4%	20.6%	20.8%	23.7%	22.2%	19.4%	21.4%	17.7%
%H (All HH)		97.7%	96.1%	47.7%	13.1%	72.6%	36.0%	36.6%
%H (TV HH)			98.3%	48.8%	13.4%	74.3%	36.9%	37.4%
C1	665	619	609	274	94	485	239	246
%V	25.4%	24.5%	24.7%	25.6%	29.8%	24.3%	26.7%	22.4%
%H (All HH)		93.1%	91.6%	41.2%	14.1%	72.9%	35.9%	37.0%
%H (TV HH)			98.4%	44.3%	15.2%	78.4%	38.6%	39.7%
C2	518	508	499	245	63	417	222	195
%V	19.8%	20.1%	20.2%	22.9%	20.0%	20.9%	24.8%	17.7%
%H (All HH)		98.1%	96.3%	47.3%	12.2%	80.5%	42.9%	37.6%
%H (TV HH)			98.2%	48.2%	12.4%	82.1%	43.7%	38.4%
D	472	462	452	195	49	376	165	212
%V	18.1%	18.3%	18.3%	18.2%	15.6%	18.8%	18.4%	19.3%
%H (All HH)		97.9%	95.8%	41.3%	10.4%	79.7%	35.0%	44.9%
%H (TV HH)			97.8%	42.2%	10.6%	81.4%	35.7%	45.9%
E	426	415	395	104	39	331	78	253
%V	16.3%	16.4%	16.0%	9.7%	12.4%	16.6%	8.7%	23.0%
%H (All HH)		97.4%	92.7%	24.4%	9.2%	77.7%	18.3%	59.4%
%H (TV HH)			95.2%	25.1%	9.4%	79.8%	18.8%	61.0%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2614	2525	2467	1072	315	1997	896	1100
%V (All HH)		96.6%	94.4%	41.0%	12.1%	76.4%	34.3%	42.1%
%H (TV HH)			97.7%	42.5%	12.5%	79.1%	35.5%	43.6%
Under 25	157	122	120	48	18	88	33	55
%V	6.0%	4.8%	4.9%	4.5%	5.7%	4.4%	3.7%	5.0%
%H (All HH)		77.7%	76.4%	30.6%	11.5%	56.1%	21.0%	35.0%
%H (TV HH)			98.4%	39.3%	14.8%	72.1%	27.0%	45.1%
25 - 34	417	398	393	222	50	281	158	123
%V	16.0%	15.8%	15.9%	20.7%	15.9%	14.1%	17.6%	11.2%
%H (All HH)		95.4%	94.2%	53.2%	12.0%	67.4%	37.9%	29.5%
%H (TV HH)			98.7%	55.8%	12.6%	70.6%	39.7%	30.9%
35 - 44	454	448	439	238	72	339	204	136
%V	17.4%	17.7%	17.8%	22.2%	22.9%	17.0%	22.8%	12.4%
%H (All HH)		98.7%	96.7%	52.4%	15.9%	74.7%	44.9%	30.0%
%H (TV HH)			98.0%	53.1%	16.1%	75.7%	45.5%	30.4%
45 - 54	488	480	475	230	72	388	208	180
%V	18.7%	19.0%	19.3%	21.5%	22.9%	19.4%	23.2%	16.4%
%H (All HH)		98.4%	97.3%	47.1%	14.8%	79.5%	42.6%	36.9%
%H (TV HH)			99.0%	47.9%	15.0%	80.8%	43.3%	37.5%
55 - 64	417	407	401	169	54	334	154	180
%V	16.0%	16.1%	16.3%	15.8%	17.1%	16.7%	17.2%	16.4%
%H (All HH)		97.6%	96.2%	40.5%	12.9%	80.1%	36.9%	43.2%
%H (TV HH)			98.5%	41.5%	13.3%	82.1%	37.8%	44.2%
65 +	681	670	639	165	50	567	140	427
%V	26.1%	26.5%	25.9%	15.4%	15.9%	28.4%	15.6%	38.8%
%H (All HH)		98.4%	93.8%	24.2%	7.3%	83.3%	20.6%	62.7%
%H (TV HH)			95.4%	24.6%	7.5%	84.6%	20.9%	63.7%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2614	2525	2467	1072	315	1997	896	1100
%H (All HH)		96.6%	94.4%	41.0%	12.1%	76.4%	34.3%	42.1%
%H (TV HH)			97.7%	42.5%	12.5%	79.1%	35.5%	43.6%
1	884	829	791	203	80	670	161	509
%V	33.8%	32.8%	32.1%	18.9%	25.4%	33.6%	18.0%	46.3%
%H (All HH)		93.8%	89.5%	23.0%	9.0%	75.8%	18.2%	57.6%
%H (TV HH)			95.4%	24.5%	9.7%	80.8%	19.4%	61.4%
2	834	818	806	357	105	659	308	351
%V	31.9%	32.4%	32.7%	33.3%	33.3%	33.0%	34.4%	31.9%
%H (All HH)		98.1%	96.6%	42.8%	12.6%	79.0%	36.9%	42.1%
%H (TV HH)			98.5%	43.6%	12.8%	80.6%	37.7%	42.9%
3	398	389	385	218	56	300	185	115
%V	15.2%	15.4%	15.6%	20.3%	17.8%	15.0%	20.6%	10.5%
%H (All HH)		97.7%	96.7%	54.8%	14.1%	75.4%	46.5%	28.9%
%H (TV HH)			99.0%	56.0%	14.4%	77.1%	47.6%	29.6%
4	341	335	334	196	52	257	166	91
%V	13.0%	13.3%	13.5%	18.3%	16.5%	12.9%	18.5%	8.3%
%H (All HH)		98.2%	97.9%	57.5%	15.2%	75.4%	48.7%	26.7%
%H (TV HH)			99.7%	58.5%	15.5%	76.7%	49.6%	27.2%
5+	158	154	151	98	23	110	77	34
%V	6.0%	6.1%	6.1%	9.1%	7.3%	5.5%	8.6%	3.1%
%H (All HH)		97.5%	95.6%	62.0%	14.6%	69.6%	48.7%	21.5%
%H (TV HH)			98.1%	63.6%	14.9%	71.4%	50.0%	22.1%
Average HH size	2.29	2.31	2.32	2.71	2.49	2.26	2.70	1.91

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2614	2525	2467	1072	315	1997	896	1100
%H (All HH)		96.6%	94.4%	41.0%	12.1%	76.4%	34.3%	42.1%
%H (TV HH)			97.7%	42.5%	12.5%	79.1%	35.5%	43.6%
Without	1962	1883	1835	700	227	1528	605	923
%V	75.1%	74.6%	74.4%	65.3%	72.1%	76.5%	67.5%	83.9%
%H (All HH)		96.0%	93.5%	35.7%	11.6%	77.9%	30.8%	47.0%
%H (TV HH)			97.5%	37.2%	12.1%	81.1%	32.1%	49.0%
With	652	642	632	372	89	468	291	177
%V	24.9%	25.4%	25.6%	34.7%	28.3%	23.4%	32.5%	16.1%
%H (All HH)		98.5%	96.9%	57.1%	13.7%	71.8%	44.6%	27.1%
%H (TV HH)			98.4%	57.9%	13.9%	72.9%	45.3%	27.6%
0 - 3	253	246	244	145	32	168	99	68
%V	9.7%	9.7%	9.9%	13.5%	10.2%	8.4%	11.0%	6.2%
%H (All HH)		97.2%	96.4%	57.3%	12.6%	66.4%	39.1%	26.9%
%H (TV HH)			99.2%	58.9%	13.0%	68.3%	40.2%	27.6%
4 - 9	322	319	314	189	43	224	140	84
%V	12.3%	12.6%	12.7%	17.6%	13.7%	11.2%	15.6%	7.6%
%H (All HH)		99.1%	97.5%	58.7%	13.4%	69.6%	43.5%	26.1%
%H (TV HH)			98.4%	59.2%	13.5%	70.2%	43.9%	26.3%
10 - 15	308	306	301	176	46	241	159	82
%V	11.8%	12.1%	12.2%	16.4%	14.6%	12.1%	17.7%	7.5%
%H (All HH)		99.4%	97.7%	57.1%	14.9%	78.2%	51.6%	26.6%
%H (TV HH)			98.4%	57.5%	15.0%	78.8%	52.0%	26.8%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2614	2525	2467	1072	315	1997	896	1100
%H (All HH)		96.6%	94.4%	41.0%	12.1%	76.4%	34.3%	42.1%
%H (TV HH)			97.7%	42.5%	12.5%	79.1%	35.5%	43.6%
1	965	965	924	322	99	676	170	506
%V	36.9%	38.2%	37.5%	30.0%	31.4%	33.9%	19.0%	46.0%
%H (All HH)		100.0%	95.8%	33.4%	10.3%	70.1%	17.6%	52.4%
%H (TV HH)			95.8%	33.4%	10.3%	70.1%	17.6%	52.4%
2	831	831	818	362	104	671	310	361
%V	31.8%	32.9%	33.2%	33.8%	33.0%	33.6%	34.6%	32.8%
%H (All HH)		100.0%	98.4%	43.6%	12.5%	80.7%	37.3%	43.4%
%H (TV HH)			98.4%	43.6%	12.5%	80.7%	37.3%	43.4%
3	430	430	427	210	66	377	225	152
%V	16.4%	17.0%	17.3%	19.6%	21.0%	18.9%	25.1%	13.8%
%H (All HH)		100.0%	99.3%	48.8%	15.3%	87.7%	52.3%	35.3%
%H (TV HH)			99.3%	48.8%	15.3%	87.7%	52.3%	35.3%
4	181	181	181	100	30	169	115	54
%V	6.9%	7.2%	7.3%	9.3%	9.5%	8.5%	12.8%	4.9%
%H (All HH)		100.0%	100.0%	55.2%	16.6%	93.4%	63.5%	29.8%
%H (TV HH)			100.0%	55.2%	16.6%	93.4%	63.5%	29.8%
5+	118	118	118	78	16	104	77	28
%V	4.5%	4.7%	4.8%	7.3%	5.1%	5.2%	8.6%	2.5%
%H (All HH)		100.0%	100.0%	66.1%	13.6%	88.1%	65.3%	23.7%
%H (TV HH)			100.0%	66.1%	13.6%	88.1%	65.3%	23.7%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2614	2525	2467	1072	315	1997	896	1100
%H (All HH)		96.6%	94.4%	41.0%	12.1%	76.4%	34.3%	42.1%
%H (TV HH)			97.7%	42.5%	12.5%	79.1%	35.5%	43.6%
Under 20"	958	958	939	425	119	822	417	405
%V	36.6%	37.9%	38.1%	39.6%	37.8%	41.2%	46.5%	36.8%
%H (All HH)		100.0%	98.0%	44.4%	12.4%	85.8%	43.5%	42.3%
%H (TV HH)			98.0%	44.4%	12.4%	85.8%	43.5%	42.3%
20" - 29"	1146	1146	1112	464	147	929	417	512
%V	43.8%	45.4%	45.1%	43.3%	46.7%	46.5%	46.5%	46.5%
%H (All HH)		100.0%	97.0%	40.5%	12.8%	81.1%	36.4%	44.7%
%H (TV HH)			97.0%	40.5%	12.8%	81.1%	36.4%	44.7%
30" - 39"	1291	1291	1278	575	166	1049	499	550
%V	49.4%	51.1%	51.8%	53.6%	52.7%	52.5%	55.7%	50.0%
%H (All HH)		100.0%	99.0%	44.5%	12.9%	81.3%	38.7%	42.6%
%H (TV HH)			99.0%	44.5%	12.9%	81.3%	38.7%	42.6%
40" and over	854	854	850	494	121	686	441	246
%V	32.7%	33.8%	34.5%	46.1%	38.4%	34.4%	49.2%	22.4%
%H (All HH)		100.0%	99.5%	57.8%	14.2%	80.3%	51.6%	28.8%
%H (TV HH)			99.5%	57.8%	14.2%	80.3%	51.6%	28.8%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2614	2525	2467	1072	315	1997	896	1100
%H (All HH)		96.6%	94.4%	41.0%	12.1%	76.4%	34.3%	42.1%
%H (TV HH)			97.7%	42.5%	12.5%	79.1%	35.5%	43.6%
Main living room	2500	2500	2446	1064	314	1981	892	1088
%V	95.6%	99.0%	99.1%	99.3%	99.7%	99.2%	99.6%	98.9%
%H (All HH)		100.0%	97.8%	42.6%	12.6%	79.2%	35.7%	43.5%
%H (TV HH)			97.8%	42.6%	12.6%	79.2%	35.7%	43.5%
Kitchen	370	370	366	181	48	323	181	142
%V	14.2%	14.7%	14.8%	16.9%	15.2%	16.2%	20.2%	12.9%
%H (All HH)		100.0%	98.9%	48.9%	13.0%	87.3%	48.9%	38.4%
%H (TV HH)			98.9%	48.9%	13.0%	87.3%	48.9%	38.4%
Adult's bedroom	1170	1170	1154	571	161	999	563	436
%V	44.8%	46.3%	46.8%	53.3%	51.1%	50.0%	62.8%	39.6%
%H (All HH)		100.0%	98.6%	48.8%	13.8%	85.4%	48.1%	37.3%
%H (TV HH)			98.6%	48.8%	13.8%	85.4%	48.1%	37.3%
Child's bedroom	281	281	281	161	46	244	167	77
%V	10.7%	11.1%	11.4%	15.0%	14.6%	12.2%	18.6%	7.0%
%H (All HH)		100.0%	100.0%	57.3%	16.4%	86.8%	59.4%	27.4%
%H (TV HH)			100.0%	57.3%	16.4%	86.8%	59.4%	27.4%
Other bedroom	159	159	158	87	24	144	92	52
%V	6.1%	6.3%	6.4%	8.1%	7.6%	7.2%	10.3%	4.7%
%H (All HH)		100.0%	99.4%	54.7%	15.1%	90.6%	57.9%	32.7%
%H (TV HH)			99.4%	54.7%	15.1%	90.6%	57.9%	32.7%
Second living/dining room	309	309	308	165	41	264	156	107
%V	11.8%	12.2%	12.5%	15.4%	13.0%	13.2%	17.4%	9.7%
%H (All HH)		100.0%	99.7%	53.4%	13.3%	85.4%	50.5%	34.6%
%H (TV HH)			99.7%	53.4%	13.3%	85.4%	50.5%	34.6%
Study/office	44	44	43	18	10	37	22	16
%V	1.7%	1.7%	1.7%	1.7%	3.2%	1.9%	2.5%	1.5%
%H (All HH)		100.0%	97.7%	40.9%	22.7%	84.1%	50.0%	36.4%
%H (TV HH)			97.7%	40.9%	22.7%	84.1%	50.0%	36.4%
TV room	12	12	12	8	3	9	8	1
%V	0.5%	0.5%	0.5%	0.7%	1.0%	0.5%	0.9%	0.1%
%H (All HH)		100.0%	100.0%	66.7%	25.0%	75.0%	66.7%	8.3%
%H (TV HH)			100.0%	66.7%	25.0%	75.0%	66.7%	8.3%
No specific location	11	11	11	6	2	10	6	3
%V	0.4%	0.4%	0.4%	0.6%	0.6%	0.5%	0.7%	0.3%
%H (All HH)		100.0%	100.0%	54.5%	18.2%	90.9%	54.5%	27.3%
%H (TV HH)			100.0%	54.5%	18.2%	90.9%	54.5%	27.3%
Other	58	58	58	32	8	54	36	18
%V	2.2%	2.3%	2.4%	3.0%	2.5%	2.7%	4.0%	1.6%
%H (All HH)		100.0%	100.0%	55.2%	13.8%	93.1%	62.1%	31.0%
%H (TV HH)			100.0%	55.2%	13.8%	93.1%	62.1%	31.0%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2614	2525	2467	1072	315	1997	896	1100
%H (All HH)		96.6%	94.4%	41.0%	12.1%	76.4%	34.3%	42.1%
%H (TV HH)			97.7%	42.5%	12.5%	79.1%	35.5%	43.6%
PVR	1265	1265	1263	844	165	957	689	268
%V	48.4%	50.1%	51.2%	78.7%	52.4%	47.9%	76.9%	24.4%
%H (All HH)		100.0%	99.8%	66.7%	13.0%	75.7%	54.5%	21.2%
%H (TV HH)			99.8%	66.7%	13.0%	75.7%	54.5%	21.2%
DVDR	295	295	289	142	38	233	122	111
%V	11.3%	11.7%	11.7%	13.2%	12.1%	11.7%	13.6%	10.1%
%H (All HH)		100.0%	98.0%	48.1%	12.9%	79.0%	41.4%	37.6%
%H (TV HH)			98.0%	48.1%	12.9%	79.0%	41.4%	37.6%
VCR	417	417	406	144	55	329	120	209
%V	16.0%	16.5%	16.5%	13.4%	17.5%	16.5%	13.4%	19.0%
%H (All HH)		100.0%	97.4%	34.5%	13.2%	78.9%	28.8%	50.1%
%H (TV HH)			97.4%	34.5%	13.2%	78.9%	28.8%	50.1%
Any recorder	1603	1603	1587	914	207	1238	756	482
%V	61.3%	63.5%	64.3%	85.3%	65.7%	62.0%	84.4%	43.8%
%H (All HH)		100.0%	99.0%	57.0%	12.9%	77.2%	47.2%	30.1%
%H (TV HH)			99.0%	57.0%	12.9%	77.2%	47.2%	30.1%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2614	2525	2467	1072	315	1997	896	1100
%H (All HH)		96.6%	94.4%	41.0%	12.1%	76.4%	34.3%	42.1%
%H (TV HH)			97.7%	42.5%	12.5%	79.1%	35.5%	43.6%
Receives HDTV (via STB or built-in reception)	936	936	936	554	179	715	497	219
%V	35.8%	37.1%	37.9%	51.7%	56.8%	35.8%	55.5%	19.9%
%H (All HH)		100.0%	100.0%	59.2%	19.1%	76.4%	53.1%	23.4%
%H (TV HH)			100.0%	59.2%	19.1%	76.4%	53.1%	23.4%
DVD/Blu-ray player or recorder	2087	2087	2059	927	281	1674	803	870
%V	79.8%	82.7%	83.5%	86.5%	89.2%	83.8%	89.6%	79.1%
%H (All HH)		100.0%	98.7%	44.4%	13.5%	80.2%	38.5%	41.7%
%H (TV HH)			98.7%	44.4%	13.5%	80.2%	38.5%	41.7%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2614	2525	2467	1072	315	1997	896	1100
%H (All HH)		96.6%	94.4%	41.0%	12.1%	76.4%	34.3%	42.1%
%H (TV HH)			97.7%	42.5%	12.5%	79.1%	35.5%	43.6%
Has PC or Laptop	1884	1820	1796	920	275	1402	782	620
%V	72.1%	72.1%	72.8%	85.8%	87.3%	70.2%	87.3%	56.4%
%H (All HH)		96.6%	95.3%	48.8%	14.6%	74.4%	41.5%	32.9%
%H (TV HH)			98.7%	50.5%	15.1%	77.0%	43.0%	34.1%
Has broadband internet	1759	1704	1685	891	266	1308	763	546
%V	67.3%	67.5%	68.3%	83.1%	84.4%	65.5%	85.2%	49.6%
%H (All HH)		96.9%	95.8%	50.7%	15.1%	74.4%	43.4%	31.0%
%H (TV HH)			98.9%	52.3%	15.6%	76.8%	44.8%	32.0%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Yorkshire and Lincolnshire
Set level data
Table 8.11: Screen Size
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5282	5205	2506	716	4393	2348	2046
%H		98.5%	47.4%	13.6%	83.2%	44.5%	38.7%
Under 20"	1350	1328	626	179	1175	637	539
%V	25.6%	25.5%	25.0%	25.0%	26.7%	27.1%	26.3%
%H		98.4%	46.4%	13.3%	87.0%	47.2%	39.9%
20" - 29"	1458	1423	611	198	1207	580	627
%V	27.6%	27.3%	24.4%	27.7%	27.5%	24.7%	30.6%
%H		97.6%	41.9%	13.6%	82.8%	39.8%	43.0%
30" - 39"	1477	1463	684	198	1210	607	603
%V	28.0%	28.1%	27.3%	27.7%	27.5%	25.9%	29.5%
%H		99.1%	46.3%	13.4%	81.9%	41.1%	40.8%
40" and over	957	953	575	135	768	511	257
%V	18.1%	18.3%	22.9%	18.9%	17.5%	21.8%	12.6%
%H		99.6%	60.1%	14.1%	80.3%	53.4%	26.9%
Don't know	40	38	10	7	33	13	20
%V	0.8%	0.7%	0.4%	1.0%	0.8%	0.6%	1.0%
%H		95.0%	25.0%	17.5%	82.5%	32.5%	50.0%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5282	5205	2506	716	4393	2348	2046
%H		98.5%	47.4%	13.6%	83.2%	44.5%	38.7%
Main living room	2517	2464	1071	316	1997	901	1097
%V	47.7%	47.3%	42.7%	44.1%	45.5%	38.4%	53.6%
%H		97.9%	42.6%	12.6%	79.3%	35.8%	43.6%
Kitchen	370	367	182	48	324	181	142
%V	7.0%	7.1%	7.3%	6.7%	7.4%	7.7%	6.9%
%H		99.2%	49.2%	13.0%	87.6%	48.9%	38.4%
Adult's bedroom	1382	1365	688	195	1190	689	501
%V	26.2%	26.2%	27.5%	27.2%	27.1%	29.3%	24.5%
%H		98.8%	49.8%	14.1%	86.1%	49.9%	36.3%
Child's bedroom	379	378	223	62	327	231	96
%V	7.2%	7.3%	8.9%	8.7%	7.4%	9.8%	4.7%
%H		99.7%	58.8%	16.4%	86.3%	60.9%	25.3%
Other bedroom	188	187	104	29	170	109	61
%V	3.6%	3.6%	4.2%	4.1%	3.9%	4.6%	3.0%
%H		99.5%	55.3%	15.4%	90.4%	58.0%	32.4%
Second living/dining room	317	316	172	42	271	163	108
%V	6.0%	6.1%	6.9%	5.9%	6.2%	6.9%	5.3%
%H		99.7%	54.3%	13.2%	85.5%	51.4%	34.1%
Study/office	45	44	19	10	38	22	16
%V	0.9%	0.8%	0.8%	1.4%	0.9%	0.9%	0.8%
%H		97.8%	42.2%	22.2%	84.4%	48.9%	35.6%
TV room	12	12	8	3	9	8	1
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.3%	0.0%
%H		100.0%	66.7%	25.0%	75.0%	66.7%	8.3%
No specific location	12	12	6	2	10	6	3
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.1%
%H		100.0%	50.0%	16.7%	83.3%	50.0%	25.0%
Other	60	60	33	8	57	37	20
%V	1.1%	1.2%	1.3%	1.1%	1.3%	1.6%	1.0%
%H		100.0%	55.0%	13.3%	95.0%	61.7%	33.3%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5282	5205	2506	716	4393	2348	2046
%H		98.5%	47.4%	13.6%	83.2%	44.5%	38.7%
PVR	1614	1613	1129	209	1208	913	295
%V	30.6%	31.0%	45.1%	29.2%	27.5%	38.9%	14.4%
%H		99.9%	70.0%	12.9%	74.8%	56.6%	18.3%
DVDR	332	325	165	42	264	142	122
%V	6.3%	6.2%	6.6%	5.9%	6.0%	6.0%	6.0%
%H		97.9%	49.7%	12.7%	79.5%	42.8%	36.7%
VCR	468	456	166	64	369	140	229
%V	8.9%	8.8%	6.6%	8.9%	8.4%	6.0%	11.2%
%H		97.4%	35.5%	13.7%	78.8%	29.9%	48.9%
Any recorder	2098	2081	1270	278	1609	1050	559
%V	39.7%	40.0%	50.7%	38.8%	36.6%	44.7%	27.3%
%H		99.2%	60.5%	13.3%	76.7%	50.0%	26.6%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5282	5205	2506	716	4393	2348	2046
%H		98.5%	47.4%	13.6%	83.2%	44.5%	38.7%
Receives HDTV (via STB or built-in reception)	1236	1236	729	244	954	671	283
%V	23.4%	23.7%	29.1%	34.1%	21.7%	28.6%	13.8%
%H		100.0%	59.0%	19.7%	77.2%	54.3%	22.9%
DVD/Blu-ray player or recorder	3135	3105	1494	469	2587	1408	1179
%V	59.4%	59.7%	59.6%	65.5%	58.9%	60.0%	57.6%
%H		99.0%	47.7%	15.0%	82.5%	44.9%	37.6%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Yorkshire and Lincolnshire
Set level data
Table 8.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2523	2467	1072	315	1997	896	1100
%H		97.8%	42.5%	12.5%	79.2%	35.5%	43.6%
Under 20"	72	64	10	8	55	9	46
%V	2.9%	2.6%	0.9%	2.5%	2.8%	1.0%	4.2%
%H		88.9%	13.9%	11.1%	76.4%	12.5%	63.9%
20" - 29"	579	549	159	65	440	113	327
%V	22.9%	22.3%	14.8%	20.6%	22.0%	12.6%	29.7%
%H		94.8%	27.5%	11.2%	76.0%	19.5%	56.5%
30" - 39"	1033	1021	426	125	826	345	480
%V	40.9%	41.4%	39.7%	39.7%	41.4%	38.5%	43.6%
%H		98.8%	41.2%	12.1%	80.0%	33.4%	46.5%
40" and over	821	817	475	115	662	424	238
%V	32.5%	33.1%	44.3%	36.5%	33.1%	47.3%	21.6%
%H		99.5%	57.9%	14.0%	80.6%	51.6%	29.0%
Don't know	18	16	4	3	14	5	9
%V	0.7%	0.6%	0.4%	1.0%	0.7%	0.6%	0.8%
%H		88.9%	22.2%	16.7%	77.8%	27.8%	50.0%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2523	2467	1072	315	1997	896	1100
%H		97.8%	42.5%	12.5%	79.2%	35.5%	43.6%
PVR	1220	1219	823	158	917	667	250
%V	48.4%	49.4%	76.8%	50.2%	45.9%	74.4%	22.7%
%H		99.9%	67.5%	13.0%	75.2%	54.7%	20.5%
DVDR	242	237	114	30	189	94	94
%V	9.6%	9.6%	10.6%	9.5%	9.5%	10.5%	8.5%
%H		97.9%	47.1%	12.4%	78.1%	38.8%	38.8%
VCR	346	335	110	43	271	87	184
%V	13.7%	13.6%	10.3%	13.7%	13.6%	9.7%	16.7%
%H		96.8%	31.8%	12.4%	78.3%	25.1%	53.2%
Any recorder	1541	1525	890	198	1180	729	451
%V	61.1%	61.8%	83.0%	62.9%	59.1%	81.4%	41.0%
%H		99.0%	57.8%	12.8%	76.6%	47.3%	29.3%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2523	2467	1072	315	1997	896	1100
%H		97.8%	42.5%	12.5%	79.2%	35.5%	43.6%
Receives HDTV (via STB or built-in reception)	892	892	526	171	674	466	208
%V	35.4%	36.2%	49.1%	54.3%	33.8%	52.0%	18.9%
%H		100.0%	59.0%	19.2%	75.6%	52.2%	23.3%
DVD/Blu-ray player or recorder	1962	1936	867	266	1567	745	821
%V	77.8%	78.5%	80.9%	84.4%	78.5%	83.1%	74.6%
%H		98.7%	44.2%	13.6%	79.9%	38.0%	41.8%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 8.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2759	2738	1434	401	2397	1451	946
%H		99.2%	52.0%	14.5%	86.9%	52.6%	34.3%
Under 20"	1278	1264	616	171	1120	628	492
%V	46.3%	46.2%	43.0%	42.6%	46.7%	43.3%	52.0%
%H		98.9%	48.2%	13.4%	87.6%	49.1%	38.5%
20" - 29"	879	874	453	134	767	467	299
%V	31.9%	31.9%	31.6%	33.4%	32.0%	32.2%	31.6%
%H		99.4%	51.5%	15.2%	87.3%	53.1%	34.0%
30" - 39"	444	442	258	73	384	262	122
%V	16.1%	16.1%	18.0%	18.2%	16.0%	18.1%	12.9%
%H		99.5%	58.1%	16.4%	86.5%	59.0%	27.5%
40" and over	136	136	100	20	106	87	20
%V	4.9%	5.0%	7.0%	5.0%	4.4%	6.0%	2.1%
%H		100.0%	73.5%	14.7%	77.9%	64.0%	14.7%
Don't know	22	22	7	3	20	8	12
%V	0.8%	0.8%	0.5%	0.7%	0.8%	0.6%	1.3%
%H		100.0%	31.8%	13.6%	90.9%	36.4%	54.5%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Set level data

Table 8.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2759	2738	1434	401	2397	1451	946
%H		99.2%	52.0%	14.5%	86.9%	52.6%	34.3%
PVR	394	394	307	51	291	246	45
%V	14.3%	14.4%	21.4%	12.7%	12.1%	17.0%	4.8%
%H		100.0%	77.9%	12.9%	73.9%	62.4%	11.4%
DVDR	90	89	51	12	75	47	28
%V	3.3%	3.3%	3.6%	3.0%	3.1%	3.2%	3.0%
%H		98.9%	56.7%	13.3%	83.3%	52.2%	31.1%
VCR	122	121	56	20	98	53	46
%V	4.4%	4.4%	3.9%	5.0%	4.1%	3.7%	4.9%
%H		99.2%	45.9%	16.4%	80.3%	43.4%	37.7%
Any recorder	558	556	379	80	430	321	108
%V	20.2%	20.3%	26.4%	20.0%	17.9%	22.1%	11.4%
%H		99.6%	67.9%	14.3%	77.1%	57.5%	19.4%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2759	2738	1434	401	2397	1451	946
%H		99.2%	52.0%	14.5%	86.9%	52.6%	34.3%
Receives HDTV (via STB or built-in reception)	344	344	203	73	280	205	75
%V	12.5%	12.6%	14.2%	18.2%	11.7%	14.1%	7.9%
%H		100.0%	59.0%	21.2%	81.4%	59.6%	21.8%
DVD/Blu-ray player or recorder	1173	1169	627	203	1020	663	358
%V	42.5%	42.7%	43.7%	50.6%	42.6%	45.7%	37.8%
%H		99.7%	53.5%	17.3%	87.0%	56.5%	30.5%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5977	5820	5726	2904	785	4522	2422	2101
%H		97.4%	95.8%	48.6%	13.1%	75.7%	40.5%	35.2%
Total Children	1137	1120	1105	663	154	818	519	299
%V	19.0%	19.2%	19.3%	22.8%	19.6%	18.1%	21.4%	14.2%
%H		98.5%	97.2%	58.3%	13.5%	71.9%	45.6%	26.3%
0 - 3	304	296	294	174	38	205	122	84
%V	5.1%	5.1%	5.1%	6.0%	4.8%	4.5%	5.0%	4.0%
%H		97.4%	96.7%	57.2%	12.5%	67.4%	40.1%	27.6%
4 - 15	833	825	812	489	116	612	397	215
%V	13.9%	14.2%	14.2%	16.8%	14.8%	13.5%	16.4%	10.2%
%H		99.0%	97.5%	58.7%	13.9%	73.5%	47.7%	25.8%
4 - 9	421	415	409	251	51	294	184	110
%V	7.0%	7.1%	7.1%	8.6%	6.5%	6.5%	7.6%	5.2%
%H		98.6%	97.1%	59.6%	12.1%	69.8%	43.7%	26.1%
10 - 15	412	410	403	238	65	318	213	105
%V	6.9%	7.0%	7.0%	8.2%	8.3%	7.0%	8.8%	5.0%
%H		99.5%	97.8%	57.8%	15.8%	77.2%	51.7%	25.5%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5977	5820	5726	2904	785	4522	2422	2101
%H		97.4%	95.8%	48.6%	13.1%	75.7%	40.5%	35.2%
Total Adults (16+)	4840	4700	4621	2242	631	3705	1902	1802
%V	81.0%	80.8%	80.7%	77.2%	80.4%	81.9%	78.5%	85.8%
%H		97.1%	95.5%	46.3%	13.0%	76.5%	39.3%	37.2%
16 - 19	322	301	298	161	46	244	147	97
%V	5.4%	5.2%	5.2%	5.5%	5.9%	5.4%	6.1%	4.6%
%H		93.5%	92.5%	50.0%	14.3%	75.8%	45.7%	30.1%
20 - 24	396	355	349	168	62	270	143	127
%V	6.6%	6.1%	6.1%	5.8%	7.9%	6.0%	5.9%	6.0%
%H		89.6%	88.1%	42.4%	15.7%	68.2%	36.1%	32.1%
25 - 34	811	778	768	450	108	544	325	219
%V	13.6%	13.4%	13.4%	15.5%	13.8%	12.0%	13.4%	10.4%
%H		95.9%	94.7%	55.5%	13.3%	67.1%	40.1%	27.0%
35 - 44	800	790	779	445	116	608	380	228
%V	13.4%	13.6%	13.6%	15.3%	14.8%	13.4%	15.7%	10.9%
%H		98.8%	97.4%	55.6%	14.5%	76.0%	47.5%	28.5%
45 - 54	842	832	823	430	131	659	382	276
%V	14.1%	14.3%	14.4%	14.8%	16.7%	14.6%	15.8%	13.1%
%H		98.8%	97.7%	51.1%	15.6%	78.3%	45.4%	32.8%
55 - 64	681	669	662	298	89	554	275	279
%V	11.4%	11.5%	11.6%	10.3%	11.3%	12.3%	11.4%	13.3%
%H		98.2%	97.2%	43.8%	13.1%	81.4%	40.4%	41.0%
65+	989	975	942	290	79	826	250	576
%V	16.5%	16.8%	16.5%	10.0%	10.1%	18.3%	10.3%	27.4%
%H		98.6%	95.2%	29.3%	8.0%	83.5%	25.3%	58.2%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4840	4700	4621	2242	631	3705	1902	1802
%H		97.1%	95.5%	46.3%	13.0%	76.5%	39.3%	37.2%
AB	1052	1031	1019	557	143	753	418	336
%V	21.7%	21.9%	22.1%	24.8%	22.7%	20.3%	22.0%	18.6%
%H		98.0%	96.9%	52.9%	13.6%	71.6%	39.7%	31.9%
C1	1265	1193	1180	570	189	951	515	436
%V	26.1%	25.4%	25.5%	25.4%	30.0%	25.7%	27.1%	24.2%
%H		94.3%	93.3%	45.1%	14.9%	75.2%	40.7%	34.5%
C2	1022	1008	998	523	132	839	487	352
%V	21.1%	21.4%	21.6%	23.3%	20.9%	22.6%	25.6%	19.5%
%H		98.6%	97.7%	51.2%	12.9%	82.1%	47.7%	34.4%
D	904	888	867	420	113	703	356	347
%V	18.7%	18.9%	18.8%	18.7%	17.9%	19.0%	18.7%	19.3%
%H		98.2%	95.9%	46.5%	12.5%	77.8%	39.4%	38.4%
E	597	580	556	171	55	459	127	331
%V	12.3%	12.3%	12.0%	7.6%	8.7%	12.4%	6.7%	18.4%
%H		97.2%	93.1%	28.6%	9.2%	76.9%	21.3%	55.4%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4840	4700	4621	2242	631	3705	1902	1802
%H		97.1%	95.5%	46.3%	13.0%	76.5%	39.3%	37.2%
Working full time	2029	1992	1971	1114	295	1545	952	592
%V	41.9%	42.4%	42.7%	49.7%	46.8%	41.7%	50.1%	32.9%
%H		98.2%	97.1%	54.9%	14.5%	76.1%	46.9%	29.2%
Working part time	534	523	514	267	90	405	237	168
%V	11.0%	11.1%	11.1%	11.9%	14.3%	10.9%	12.5%	9.3%
%H		97.9%	96.3%	50.0%	16.9%	75.8%	44.4%	31.5%
Not working	2278	2185	2136	861	247	1755	713	1042
%V	47.1%	46.5%	46.2%	38.4%	39.1%	47.4%	37.5%	57.8%
%H		95.9%	93.8%	37.8%	10.8%	77.0%	31.3%	45.7%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2380	2302	2261	1141	318	1796	966	830
%H		96.7%	95.0%	47.9%	13.4%	75.5%	40.6%	34.9%
16 - 19	162	159	158	90	24	131	85	45
%V	6.8%	6.9%	7.0%	7.9%	7.5%	7.3%	8.8%	5.4%
%H		98.1%	97.5%	55.6%	14.8%	80.9%	52.5%	27.8%
20 - 24	200	180	175	88	35	134	78	56
%V	8.4%	7.8%	7.7%	7.7%	11.0%	7.5%	8.1%	6.7%
%H		90.0%	87.5%	44.0%	17.5%	67.0%	39.0%	28.0%
25 - 34	416	392	387	221	59	274	162	112
%V	17.5%	17.0%	17.1%	19.4%	18.6%	15.3%	16.8%	13.5%
%H		94.2%	93.0%	53.1%	14.2%	65.9%	38.9%	26.9%
35 - 44	402	397	393	230	53	305	190	114
%V	16.9%	17.2%	17.4%	20.2%	16.7%	17.0%	19.7%	13.7%
%H		98.8%	97.8%	57.2%	13.2%	75.9%	47.3%	28.4%
45 - 54	417	411	406	217	67	323	193	130
%V	17.5%	17.9%	18.0%	19.0%	21.1%	18.0%	20.0%	15.7%
%H		98.6%	97.4%	52.0%	16.1%	77.5%	46.3%	31.2%
55 - 64	336	326	322	149	41	267	132	135
%V	14.1%	14.2%	14.2%	13.1%	12.9%	14.9%	13.7%	16.3%
%H		97.0%	95.8%	44.3%	12.2%	79.5%	39.3%	40.2%
65+	446	438	420	147	38	363	126	237
%V	18.7%	19.0%	18.6%	12.9%	11.9%	20.2%	13.0%	28.6%
%H		98.2%	94.2%	33.0%	8.5%	81.4%	28.3%	53.1%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2380	2302	2261	1141	318	1796	966	830
%H		96.7%	95.0%	47.9%	13.4%	75.5%	40.6%	34.9%
AB	537	525	519	283	76	383	214	169
%V	22.6%	22.8%	23.0%	24.8%	23.9%	21.3%	22.2%	20.4%
%H		97.8%	96.6%	52.7%	14.2%	71.3%	39.9%	31.5%
C1	588	555	549	281	92	438	256	182
%V	24.7%	24.1%	24.3%	24.6%	28.9%	24.4%	26.5%	21.9%
%H		94.4%	93.4%	47.8%	15.6%	74.5%	43.5%	31.0%
C2	562	552	546	286	70	459	263	196
%V	23.6%	24.0%	24.1%	25.1%	22.0%	25.6%	27.2%	23.6%
%H		98.2%	97.2%	50.9%	12.5%	81.7%	46.8%	34.9%
D	451	440	428	220	53	341	180	161
%V	18.9%	19.1%	18.9%	19.3%	16.7%	19.0%	18.6%	19.4%
%H		97.6%	94.9%	48.8%	11.8%	75.6%	39.9%	35.7%
E	242	231	219	71	26	176	53	123
%V	10.2%	10.0%	9.7%	6.2%	8.2%	9.8%	5.5%	14.8%
%H		95.5%	90.5%	29.3%	10.7%	72.7%	21.9%	50.8%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2380	2302	2261	1141	318	1796	966	830
%H		96.7%	95.0%	47.9%	13.4%	75.5%	40.6%	34.9%
Working full time	1293	1264	1254	719	181	979	610	369
%V	54.3%	54.9%	55.5%	63.0%	56.9%	54.5%	63.1%	44.5%
%H		97.8%	97.0%	55.6%	14.0%	75.7%	47.2%	28.5%
Working part time	123	118	114	53	22	89	45	44
%V	5.2%	5.1%	5.0%	4.6%	6.9%	5.0%	4.7%	5.3%
%H		95.9%	92.7%	43.1%	17.9%	72.4%	36.6%	35.8%
Not working	964	921	893	369	114	728	311	417
%V	40.5%	40.0%	39.5%	32.3%	35.8%	40.5%	32.2%	50.2%
%H		95.5%	92.6%	38.3%	11.8%	75.5%	32.3%	43.3%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2461	2397	2359	1101	314	1908	936	972
%H		97.4%	95.9%	44.7%	12.8%	77.5%	38.0%	39.5%
16 - 19	160	142	141	70	22	114	62	51
%V	6.5%	5.9%	6.0%	6.4%	7.0%	6.0%	6.6%	5.2%
%H		88.8%	88.1%	43.8%	13.8%	71.3%	38.8%	31.9%
20 - 24	196	176	174	81	27	136	66	71
%V	8.0%	7.3%	7.4%	7.4%	8.6%	7.1%	7.1%	7.3%
%H		89.8%	88.8%	41.3%	13.8%	69.4%	33.7%	36.2%
25 - 34	395	386	380	229	49	269	163	107
%V	16.1%	16.1%	16.1%	20.8%	15.6%	14.1%	17.4%	11.0%
%H		97.7%	96.2%	58.0%	12.4%	68.1%	41.3%	27.1%
35 - 44	398	393	385	215	63	304	190	114
%V	16.2%	16.4%	16.3%	19.5%	20.1%	15.9%	20.3%	11.7%
%H		98.7%	96.7%	54.0%	15.8%	76.4%	47.7%	28.6%
45 - 54	425	421	417	213	64	335	189	146
%V	17.3%	17.6%	17.7%	19.3%	20.4%	17.6%	20.2%	15.0%
%H		99.1%	98.1%	50.1%	15.1%	78.8%	44.5%	34.4%
55 - 64	345	343	340	149	48	287	142	144
%V	14.0%	14.3%	14.4%	13.5%	15.3%	15.0%	15.2%	14.8%
%H		99.4%	98.6%	43.2%	13.9%	83.2%	41.2%	41.7%
65+	542	537	522	143	41	463	124	339
%V	22.0%	22.4%	22.1%	13.0%	13.1%	24.3%	13.2%	34.9%
%H		99.1%	96.3%	26.4%	7.6%	85.4%	22.9%	62.5%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2461	2397	2359	1101	314	1908	936	972
%H		97.4%	95.9%	44.7%	12.8%	77.5%	38.0%	39.5%
AB	515	507	500	273	67	370	204	167
%V	20.9%	21.2%	21.2%	24.8%	21.3%	19.4%	21.8%	17.2%
%H		98.4%	97.1%	53.0%	13.0%	71.8%	39.6%	32.4%
C1	677	638	631	289	97	513	259	254
%V	27.5%	26.6%	26.7%	26.2%	30.9%	26.9%	27.7%	26.1%
%H		94.2%	93.2%	42.7%	14.3%	75.8%	38.3%	37.5%
C2	460	456	453	237	62	380	224	157
%V	18.7%	19.0%	19.2%	21.5%	19.7%	19.9%	23.9%	16.2%
%H		99.1%	98.5%	51.5%	13.5%	82.6%	48.7%	34.1%
D	453	448	439	201	59	362	176	186
%V	18.4%	18.7%	18.6%	18.3%	18.8%	19.0%	18.8%	19.1%
%H		98.9%	96.9%	44.4%	13.0%	79.9%	38.9%	41.1%
E	355	349	337	101	29	283	74	209
%V	14.4%	14.6%	14.3%	9.2%	9.2%	14.8%	7.9%	21.5%
%H		98.3%	94.9%	28.5%	8.2%	79.7%	20.8%	58.9%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.30: Working Status (Females 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2461	2397	2359	1101	314	1908	936	972
%H		97.4%	95.9%	44.7%	12.8%	77.5%	38.0%	39.5%
Working full time	736	729	717	395	113	566	342	223
%V	29.9%	30.4%	30.4%	35.9%	36.0%	29.7%	36.5%	22.9%
%H		99.0%	97.4%	53.7%	15.4%	76.9%	46.5%	30.3%
Working part time	411	405	400	214	68	316	192	124
%V	16.7%	16.9%	17.0%	19.4%	21.7%	16.6%	20.5%	12.8%
%H		98.5%	97.3%	52.1%	16.5%	76.9%	46.7%	30.2%
Not working	1314	1264	1243	492	133	1027	402	625
%V	53.4%	52.7%	52.7%	44.7%	42.4%	53.8%	42.9%	64.3%
%H		96.2%	94.6%	37.4%	10.1%	78.2%	30.6%	47.6%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1508	1479	1418	590	204	1086	452	634
%H (All HH)		98.1%	94.0%	39.1%	13.5%	72.0%	30.0%	42.0%
%H (TV HH)			95.9%	39.9%	13.8%	73.4%	30.6%	42.9%
AB	313	307	297	139	39	221	98	123
%V	20.8%	20.8%	20.9%	23.6%	19.1%	20.3%	21.7%	19.4%
%H (All HH)		98.1%	94.9%	44.4%	12.5%	70.6%	31.3%	39.3%
%H (TV HH)			96.7%	45.3%	12.7%	72.0%	31.9%	40.1%
C1	375	363	351	165	63	263	137	126
%V	24.9%	24.5%	24.8%	28.0%	30.9%	24.2%	30.3%	19.9%
%H (All HH)		96.8%	93.6%	44.0%	16.8%	70.1%	36.5%	33.6%
%H (TV HH)			96.7%	45.5%	17.4%	72.5%	37.7%	34.7%
C2	308	303	298	132	41	232	107	125
%V	20.4%	20.5%	21.0%	22.4%	20.1%	21.4%	23.7%	19.7%
%H (All HH)		98.4%	96.8%	42.9%	13.3%	75.3%	34.7%	40.6%
%H (TV HH)			98.3%	43.6%	13.5%	76.6%	35.3%	41.3%
D	244	243	237	98	32	180	72	109
%V	16.2%	16.4%	16.7%	16.6%	15.7%	16.6%	15.9%	17.2%
%H (All HH)		99.6%	97.1%	40.2%	13.1%	73.8%	29.5%	44.7%
%H (TV HH)			97.5%	40.3%	13.2%	74.1%	29.6%	44.9%
E	268	263	235	55	29	190	39	152
%V	17.8%	17.8%	16.6%	9.3%	14.2%	17.5%	8.6%	24.0%
%H (All HH)		98.1%	87.7%	20.5%	10.8%	70.9%	14.6%	56.7%
%H (TV HH)			89.4%	20.9%	11.0%	72.2%	14.8%	57.8%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1508	1479	1418	590	204	1086	452	634
%H (All HH)		98.1%	94.0%	39.1%	13.5%	72.0%	30.0%	42.0%
%H (TV HH)			95.9%	39.9%	13.8%	73.4%	30.6%	42.9%
Under 25	63	58	55	23	9	38	14	24
%V	4.2%	3.9%	3.9%	3.9%	4.4%	3.5%	3.1%	3.8%
%H (All HH)		92.1%	87.3%	36.5%	14.3%	60.3%	22.2%	38.1%
%H (TV HH)			94.8%	39.7%	15.5%	65.5%	24.1%	41.4%
25 - 34	213	205	200	93	39	136	67	69
%V	14.1%	13.9%	14.1%	15.8%	19.1%	12.5%	14.8%	10.9%
%H (All HH)		96.2%	93.9%	43.7%	18.3%	63.8%	31.5%	32.4%
%H (TV HH)			97.6%	45.4%	19.0%	66.3%	32.7%	33.7%
35 - 44	252	248	245	128	35	188	106	83
%V	16.7%	16.8%	17.3%	21.7%	17.2%	17.3%	23.5%	13.1%
%H (All HH)		98.4%	97.2%	50.8%	13.9%	74.6%	42.1%	32.9%
%H (TV HH)			98.8%	51.6%	14.1%	75.8%	42.7%	33.5%
45 - 54	293	287	283	136	49	214	109	105
%V	19.4%	19.4%	20.0%	23.1%	24.0%	19.7%	24.1%	16.6%
%H (All HH)		98.0%	96.6%	46.4%	16.7%	73.0%	37.2%	35.8%
%H (TV HH)			98.6%	47.4%	17.1%	74.6%	38.0%	36.6%
55 - 64	277	275	265	112	39	203	86	117
%V	18.4%	18.6%	18.7%	19.0%	19.1%	18.7%	19.0%	18.5%
%H (All HH)		99.3%	95.7%	40.4%	14.1%	73.3%	31.0%	42.2%
%H (TV HH)			96.4%	40.7%	14.2%	73.8%	31.3%	42.5%
65 +	411	407	370	99	35	306	69	237
%V	27.3%	27.5%	26.1%	16.8%	17.2%	28.2%	15.3%	37.4%
%H (All HH)		99.0%	90.0%	24.1%	8.5%	74.5%	16.8%	57.7%
%H (TV HH)			90.9%	24.3%	8.6%	75.2%	17.0%	58.2%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1508	1479	1418	590	204	1086	452	634
%H (All HH)		98.1%	94.0%	39.1%	13.5%	72.0%	30.0%	42.0%
%H (TV HH)			95.9%	39.9%	13.8%	73.4%	30.6%	42.9%
1	527	512	470	119	62	376	84	292
%V	34.9%	34.6%	33.1%	20.2%	30.4%	34.6%	18.6%	46.1%
%H (All HH)		97.2%	89.2%	22.6%	11.8%	71.3%	15.9%	55.4%
%H (TV HH)			91.8%	23.2%	12.1%	73.4%	16.4%	57.0%
2	488	480	468	204	64	347	144	202
%V	32.4%	32.5%	33.0%	34.6%	31.4%	32.0%	31.9%	31.9%
%H (All HH)		98.4%	95.9%	41.8%	13.1%	71.1%	29.5%	41.4%
%H (TV HH)			97.5%	42.5%	13.3%	72.3%	30.0%	42.1%
3	252	250	244	132	40	181	105	77
%V	16.7%	16.9%	17.2%	22.4%	19.6%	16.7%	23.2%	12.1%
%H (All HH)		99.2%	96.8%	52.4%	15.9%	71.8%	41.7%	30.6%
%H (TV HH)			97.6%	52.8%	16.0%	72.4%	42.0%	30.8%
4	174	173	171	98	29	135	91	44
%V	11.5%	11.7%	12.1%	16.6%	14.2%	12.4%	20.1%	6.9%
%H (All HH)		99.4%	98.3%	56.3%	16.7%	77.6%	52.3%	25.3%
%H (TV HH)			98.8%	56.6%	16.8%	78.0%	52.6%	25.4%
5+	67	65	65	37	10	46	27	19
%V	4.4%	4.4%	4.6%	6.3%	4.9%	4.2%	6.0%	3.0%
%H (All HH)		97.0%	97.0%	55.2%	14.9%	68.7%	40.3%	28.4%
%H (TV HH)			100.0%	56.9%	15.4%	70.8%	41.5%	29.2%
Average HH size	2.20	2.21	2.24	2.56	2.36	2.22	2.66	1.90

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1508	1479	1418	590	204	1086	452	634
%H (All HH)		98.1%	94.0%	39.1%	13.5%	72.0%	30.0%	42.0%
%H (TV HH)			95.9%	39.9%	13.8%	73.4%	30.6%	42.9%
Without	1158	1129	1074	403	146	837	302	535
%V	76.8%	76.3%	75.7%	68.3%	71.6%	77.1%	66.8%	84.4%
%H (All HH)		97.5%	92.7%	34.8%	12.6%	72.3%	26.1%	46.2%
%H (TV HH)			95.1%	35.7%	12.9%	74.1%	26.7%	47.4%
With	350	349	343	188	58	249	150	99
%V	23.2%	23.6%	24.2%	31.9%	28.4%	22.9%	33.2%	15.6%
%H (All HH)		99.7%	98.0%	53.7%	16.6%	71.1%	42.9%	28.3%
%H (TV HH)			98.3%	53.9%	16.6%	71.3%	43.0%	28.4%
0 - 3	142	141	139	67	25	102	55	46
%V	9.4%	9.5%	9.8%	11.4%	12.3%	9.4%	12.2%	7.3%
%H (All HH)		99.3%	97.9%	47.2%	17.6%	71.8%	38.7%	32.4%
%H (TV HH)			98.6%	47.5%	17.7%	72.3%	39.0%	32.6%
4 - 9	166	165	162	89	25	118	69	49
%V	11.0%	11.2%	11.4%	15.1%	12.3%	10.9%	15.3%	7.7%
%H (All HH)		99.4%	97.6%	53.6%	15.1%	71.1%	41.6%	29.5%
%H (TV HH)			98.2%	53.9%	15.2%	71.5%	41.8%	29.7%
10 - 15	163	163	162	98	27	121	81	39
%V	10.8%	11.0%	11.4%	16.6%	13.2%	11.1%	17.9%	6.2%
%H (All HH)		100.0%	99.4%	60.1%	16.6%	74.2%	49.7%	23.9%
%H (TV HH)			99.4%	60.1%	16.6%	74.2%	49.7%	23.9%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1508	1479	1418	590	204	1086	452	634
%H (All HH)		98.1%	94.0%	39.1%	13.5%	72.0%	30.0%	42.0%
%H (TV HH)			95.9%	39.9%	13.8%	73.4%	30.6%	42.9%
1	526	526	491	163	60	332	63	269
%V	34.9%	35.6%	34.6%	27.6%	29.4%	30.6%	13.9%	42.4%
%H (All HH)		100.0%	93.3%	31.0%	11.4%	63.1%	12.0%	51.1%
%H (TV HH)			93.3%	31.0%	11.4%	63.1%	12.0%	51.1%
2	532	532	507	187	77	404	157	247
%V	35.3%	36.0%	35.8%	31.7%	37.7%	37.2%	34.7%	39.0%
%H (All HH)		100.0%	95.3%	35.2%	14.5%	75.9%	29.5%	46.4%
%H (TV HH)			95.3%	35.2%	14.5%	75.9%	29.5%	46.4%
3	236	236	234	121	38	189	110	79
%V	15.6%	16.0%	16.5%	20.5%	18.6%	17.4%	24.3%	12.5%
%H (All HH)		100.0%	99.2%	51.3%	16.1%	80.1%	46.6%	33.5%
%H (TV HH)			99.2%	51.3%	16.1%	80.1%	46.6%	33.5%
4	115	115	115	69	18	100	71	29
%V	7.6%	7.8%	8.1%	11.7%	8.8%	9.2%	15.7%	4.6%
%H (All HH)		100.0%	100.0%	60.0%	15.7%	87.0%	61.7%	25.2%
%H (TV HH)			100.0%	60.0%	15.7%	87.0%	61.7%	25.2%
5+	70	70	70	50	11	61	51	10
%V	4.6%	4.7%	4.9%	8.5%	5.4%	5.6%	11.3%	1.6%
%H (All HH)		100.0%	100.0%	71.4%	15.7%	87.1%	72.9%	14.3%
%H (TV HH)			100.0%	71.4%	15.7%	87.1%	72.9%	14.3%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1508	1479	1418	590	204	1086	452	634
%H (All HH)		98.1%	94.0%	39.1%	13.5%	72.0%	30.0%	42.0%
%H (TV HH)			95.9%	39.9%	13.8%	73.4%	30.6%	42.9%
Under 20"	576	576	542	241	72	449	217	232
%V	38.2%	38.9%	38.2%	40.8%	35.3%	41.3%	48.0%	36.6%
%H (All HH)		100.0%	94.1%	41.8%	12.5%	78.0%	37.7%	40.3%
%H (TV HH)			94.1%	41.8%	12.5%	78.0%	37.7%	40.3%
20" - 29"	641	641	608	245	77	494	203	291
%V	42.5%	43.3%	42.9%	41.5%	37.7%	45.5%	44.9%	45.9%
%H (All HH)		100.0%	94.9%	38.2%	12.0%	77.1%	31.7%	45.4%
%H (TV HH)			94.9%	38.2%	12.0%	77.1%	31.7%	45.4%
30" - 39"	731	731	720	318	105	571	268	303
%V	48.5%	49.4%	50.8%	53.9%	51.5%	52.6%	59.3%	47.8%
%H (All HH)		100.0%	98.5%	43.5%	14.4%	78.1%	36.7%	41.5%
%H (TV HH)			98.5%	43.5%	14.4%	78.1%	36.7%	41.5%
40" and over	541	541	541	290	101	401	246	155
%V	35.9%	36.6%	38.2%	49.2%	49.5%	36.9%	54.4%	24.4%
%H (All HH)		100.0%	100.0%	53.6%	18.7%	74.1%	45.5%	28.7%
%H (TV HH)			100.0%	53.6%	18.7%	74.1%	45.5%	28.7%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1508	1479	1418	590	204	1086	452	634
%H (All HH)		98.1%	94.0%	39.1%	13.5%	72.0%	30.0%	42.0%
%H (TV HH)			95.9%	39.9%	13.8%	73.4%	30.6%	42.9%
Main living room	1470	1470	1411	589	204	1081	452	629
%V	97.5%	99.4%	99.5%	99.8%	100.0%	99.5%	100.0%	99.2%
%H (All HH)		100.0%	96.0%	40.1%	13.9%	73.5%	30.7%	42.8%
%H (TV HH)			96.0%	40.1%	13.9%	73.5%	30.7%	42.8%
Kitchen	209	209	204	104	27	175	99	75
%V	13.9%	14.1%	14.4%	17.6%	13.2%	16.1%	21.9%	11.8%
%H (All HH)		100.0%	97.6%	49.8%	12.9%	83.7%	47.4%	35.9%
%H (TV HH)			97.6%	49.8%	12.9%	83.7%	47.4%	35.9%
Adult's bedroom	738	738	721	343	117	589	321	268
%V	48.9%	49.9%	50.8%	58.1%	57.4%	54.2%	71.0%	42.3%
%H (All HH)		100.0%	97.7%	46.5%	15.9%	79.8%	43.5%	36.3%
%H (TV HH)			97.7%	46.5%	15.9%	79.8%	43.5%	36.3%
Child's bedroom	157	157	157	90	33	126	91	35
%V	10.4%	10.6%	11.1%	15.3%	16.2%	11.6%	20.1%	5.5%
%H (All HH)		100.0%	100.0%	57.3%	21.0%	80.3%	58.0%	22.3%
%H (TV HH)			100.0%	57.3%	21.0%	80.3%	58.0%	22.3%
Other bedroom	95	95	94	51	15	81	51	29
%V	6.3%	6.4%	6.6%	8.6%	7.4%	7.5%	11.3%	4.6%
%H (All HH)		100.0%	98.9%	53.7%	15.8%	85.3%	53.7%	30.5%
%H (TV HH)			98.9%	53.7%	15.8%	85.3%	53.7%	30.5%
Second living/dining room	171	171	165	93	21	133	79	54
%V	11.3%	11.6%	11.6%	15.8%	10.3%	12.2%	17.5%	8.5%
%H (All HH)		100.0%	96.5%	54.4%	12.3%	77.8%	46.2%	31.6%
%H (TV HH)			96.5%	54.4%	12.3%	77.8%	46.2%	31.6%
Study/office	30	30	30	17	4	25	14	11
%V	2.0%	2.0%	2.1%	2.9%	2.0%	2.3%	3.1%	1.7%
%H (All HH)		100.0%	100.0%	56.7%	13.3%	83.3%	46.7%	36.7%
%H (TV HH)			100.0%	56.7%	13.3%	83.3%	46.7%	36.7%
TV room	13	13	13	8	0	9	4	5
%V	0.9%	0.9%	0.9%	1.4%	0.0%	0.8%	0.9%	0.8%
%H (All HH)		100.0%	100.0%	61.5%	0.0%	69.2%	30.8%	38.5%
%H (TV HH)			100.0%	61.5%	0.0%	69.2%	30.8%	38.5%
No specific location	3	3	3	2	0	3	2	0
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.0%
%H (All HH)		100.0%	100.0%	66.7%	0.0%	100.0%	66.7%	0.0%
%H (TV HH)			100.0%	66.7%	0.0%	100.0%	66.7%	0.0%
Other	25	25	25	15	5	21	14	6
%V	1.7%	1.7%	1.8%	2.5%	2.5%	1.9%	3.1%	0.9%
%H (All HH)		100.0%	100.0%	60.0%	20.0%	84.0%	56.0%	24.0%
%H (TV HH)			100.0%	60.0%	20.0%	84.0%	56.0%	24.0%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Household level data

Table 9.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1508	1479	1418	590	204	1086	452	634
%H (All HH)		98.1%	94.0%	39.1%	13.5%	72.0%	30.0%	42.0%
%H (TV HH)			95.9%	39.9%	13.8%	73.4%	30.6%	42.9%
PVR	722	722	722	448	117	509	345	164
%V	47.9%	48.8%	50.9%	75.9%	57.4%	46.9%	76.3%	25.9%
%H (All HH)		100.0%	100.0%	62.0%	16.2%	70.5%	47.8%	22.7%
%H (TV HH)			100.0%	62.0%	16.2%	70.5%	47.8%	22.7%
DVDR	216	216	213	93	34	173	84	89
%V	14.3%	14.6%	15.0%	15.8%	16.7%	15.9%	18.6%	14.0%
%H (All HH)		100.0%	98.6%	43.1%	15.7%	80.1%	38.9%	41.2%
%H (TV HH)			98.6%	43.1%	15.7%	80.1%	38.9%	41.2%
VCR	219	219	207	67	28	166	51	115
%V	14.5%	14.8%	14.6%	11.4%	13.7%	15.3%	11.3%	18.1%
%H (All HH)		100.0%	94.5%	30.6%	12.8%	75.8%	23.3%	52.5%
%H (TV HH)			94.5%	30.6%	12.8%	75.8%	23.3%	52.5%
Any recorder	950	950	936	494	147	686	382	304
%V	63.0%	64.2%	66.0%	83.7%	72.1%	63.2%	84.5%	47.9%
%H (All HH)		100.0%	98.5%	52.0%	15.5%	72.2%	40.2%	32.0%
%H (TV HH)			98.5%	52.0%	15.5%	72.2%	40.2%	32.0%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Household level data

Table 9.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1508	1479	1418	590	204	1086	452	634
%H (All HH)		98.1%	94.0%	39.1%	13.5%	72.0%	30.0%	42.0%
%H (TV HH)			95.9%	39.9%	13.8%	73.4%	30.6%	42.9%
Receives HDTV (via STB or built-in reception)	528	528	528	286	124	381	255	126
%V	35.0%	35.7%	37.2%	48.5%	60.8%	35.1%	56.4%	19.9%
%H (All HH)		100.0%	100.0%	54.2%	23.5%	72.2%	48.3%	23.9%
%H (TV HH)			100.0%	54.2%	23.5%	72.2%	48.3%	23.9%
DVD/Blu-ray player or recorder	1174	1174	1152	499	172	888	397	491
%V	77.9%	79.4%	81.2%	84.6%	84.3%	81.8%	87.8%	77.4%
%H (All HH)		100.0%	98.1%	42.5%	14.7%	75.6%	33.8%	41.8%
%H (TV HH)			98.1%	42.5%	14.7%	75.6%	33.8%	41.8%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC North East & Cumbria
Household level data
Table 9.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1508	1479	1418	590	204	1086	452	634
%H (All HH)		98.1%	94.0%	39.1%	13.5%	72.0%	30.0%	42.0%
%H (TV HH)			95.9%	39.9%	13.8%	73.4%	30.6%	42.9%
Has PC or Laptop	1070	1049	1036	505	176	767	402	364
%V	71.0%	70.9%	73.1%	85.6%	86.3%	70.6%	88.9%	57.4%
%H (All HH)		98.0%	96.8%	47.2%	16.4%	71.7%	37.6%	34.0%
%H (TV HH)			98.8%	48.1%	16.8%	73.1%	38.3%	34.7%
Has broadband internet	976	959	949	474	171	695	382	314
%V	64.7%	64.8%	66.9%	80.3%	83.8%	64.0%	84.5%	49.5%
%H (All HH)		98.3%	97.2%	48.6%	17.5%	71.2%	39.1%	32.2%
%H (TV HH)			99.0%	49.4%	17.8%	72.5%	39.8%	32.7%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3136	3047	1449	461	2437	1266	1171
%H		97.2%	46.2%	14.7%	77.7%	40.4%	37.3%
Under 20"	778	740	352	104	613	323	289
%V	24.8%	24.3%	24.3%	22.6%	25.2%	25.5%	24.7%
%H		95.1%	45.2%	13.4%	78.8%	41.5%	37.1%
20" - 29"	834	798	347	102	656	296	359
%V	26.6%	26.2%	23.9%	22.1%	26.9%	23.4%	30.7%
%H		95.7%	41.6%	12.2%	78.7%	35.5%	43.0%
30" - 39"	854	843	389	128	670	335	335
%V	27.2%	27.7%	26.8%	27.8%	27.5%	26.5%	28.6%
%H		98.7%	45.6%	15.0%	78.5%	39.2%	39.2%
40" and over	623	623	342	119	467	296	171
%V	19.9%	20.4%	23.6%	25.8%	19.2%	23.4%	14.6%
%H		100.0%	54.9%	19.1%	75.0%	47.5%	27.4%
Don't know	46	43	18	9	31	16	16
%V	1.5%	1.4%	1.2%	2.0%	1.3%	1.3%	1.4%
%H		93.5%	39.1%	19.6%	67.4%	34.8%	34.8%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3136	3047	1449	461	2437	1266	1171
%H		97.2%	46.2%	14.7%	77.7%	40.4%	37.3%
Main living room	1480	1420	593	205	1088	455	634
%V	47.2%	46.6%	40.9%	44.5%	44.6%	35.9%	54.1%
%H		95.9%	40.1%	13.9%	73.5%	30.7%	42.8%
Kitchen	209	204	104	27	175	99	75
%V	6.7%	6.7%	7.2%	5.9%	7.2%	7.8%	6.4%
%H		97.6%	49.8%	12.9%	83.7%	47.4%	35.9%
Adult's bedroom	887	871	434	144	720	415	305
%V	28.3%	28.6%	30.0%	31.2%	29.5%	32.8%	26.0%
%H		98.2%	48.9%	16.2%	81.2%	46.8%	34.4%
Child's bedroom	205	205	120	39	165	118	47
%V	6.5%	6.7%	8.3%	8.5%	6.8%	9.3%	4.0%
%H		100.0%	58.5%	19.0%	80.5%	57.6%	22.9%
Other bedroom	108	107	61	18	93	63	30
%V	3.4%	3.5%	4.2%	3.9%	3.8%	5.0%	2.6%
%H		99.1%	56.5%	16.7%	86.1%	58.3%	27.8%
Second living/dining room	174	168	95	21	136	80	56
%V	5.5%	5.5%	6.6%	4.6%	5.6%	6.3%	4.8%
%H		96.6%	54.6%	12.1%	78.2%	46.0%	32.2%
Study/office	31	31	17	4	26	14	12
%V	1.0%	1.0%	1.2%	0.9%	1.1%	1.1%	1.0%
%H		100.0%	54.8%	12.9%	83.9%	45.2%	38.7%
TV room	13	13	8	0	9	4	5
%V	0.4%	0.4%	0.6%	0.0%	0.4%	0.3%	0.4%
%H		100.0%	61.5%	0.0%	69.2%	30.8%	38.5%
No specific location	3	3	2	0	3	2	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%
%H		100.0%	66.7%	0.0%	100.0%	66.7%	0.0%
Other	26	26	16	5	22	15	6
%V	0.8%	0.9%	1.1%	1.1%	0.9%	1.2%	0.5%
%H		100.0%	61.5%	19.2%	84.6%	57.7%	23.1%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 9.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3136	3047	1449	461	2437	1266	1171
%H		97.2%	46.2%	14.7%	77.7%	40.4%	37.3%
PVR	893	893	589	136	603	424	179
%V	28.5%	29.3%	40.6%	29.5%	24.7%	33.5%	15.3%
%H		100.0%	66.0%	15.2%	67.5%	47.5%	20.0%
DVDR	253	249	113	40	204	101	103
%V	8.1%	8.2%	7.8%	8.7%	8.4%	8.0%	8.8%
%H		98.4%	44.7%	15.8%	80.6%	39.9%	40.7%
VCR	252	239	82	32	192	63	129
%V	8.0%	7.8%	5.7%	6.9%	7.9%	5.0%	11.0%
%H		94.8%	32.5%	12.7%	76.2%	25.0%	51.2%
Any recorder	1237	1222	695	184	872	511	360
%V	39.4%	40.1%	48.0%	39.9%	35.8%	40.4%	30.7%
%H		98.8%	56.2%	14.9%	70.5%	41.3%	29.1%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3136	3047	1449	461	2437	1266	1171
%H		97.2%	46.2%	14.7%	77.7%	40.4%	37.3%
Receives HDTV (via STB or built-in reception)	678	678	379	158	484	330	154
%V	21.6%	22.3%	26.2%	34.3%	19.9%	26.1%	13.2%
%H		100.0%	55.9%	23.3%	71.4%	48.7%	22.7%
DVD/Blu-ray player or recorder	1804	1780	843	277	1420	740	680
%V	57.5%	58.4%	58.2%	60.1%	58.3%	58.5%	58.1%
%H		98.7%	46.7%	15.4%	78.7%	41.0%	37.7%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Set level data
Table 9.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1478	1417	590	204	1086	452	634
%H		95.9%	39.9%	13.8%	73.5%	30.6%	42.9%
Under 20"	57	40	4	3	36	3	33
%V	3.9%	2.8%	0.7%	1.5%	3.3%	0.7%	5.2%
%H		70.2%	7.0%	5.3%	63.2%	5.3%	57.9%
20" - 29"	326	295	83	29	233	46	187
%V	22.1%	20.8%	14.1%	14.2%	21.5%	10.2%	29.5%
%H		90.5%	25.5%	8.9%	71.5%	14.1%	57.4%
30" - 39"	549	538	216	69	420	164	256
%V	37.1%	38.0%	36.6%	33.8%	38.7%	36.3%	40.4%
%H		98.0%	39.3%	12.6%	76.5%	29.9%	46.6%
40" and over	528	528	282	99	388	236	152
%V	35.7%	37.3%	47.8%	48.5%	35.7%	52.2%	24.0%
%H		100.0%	53.4%	18.8%	73.5%	44.7%	28.8%
Don't know	19	17	6	4	10	3	7
%V	1.3%	1.2%	1.0%	2.0%	0.9%	0.7%	1.1%
%H		89.5%	31.6%	21.1%	52.6%	15.8%	36.8%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1478	1417	590	204	1086	452	634
%H		95.9%	39.9%	13.8%	73.5%	30.6%	42.9%
PVR	704	704	440	116	493	338	155
%V	47.6%	49.7%	74.6%	56.9%	45.4%	74.8%	24.4%
%H		100.0%	62.5%	16.5%	70.0%	48.0%	22.0%
DVDR	175	173	69	24	143	61	81
%V	11.8%	12.2%	11.7%	11.8%	13.2%	13.5%	12.8%
%H		98.9%	39.4%	13.7%	81.7%	34.9%	46.3%
VCR	174	164	44	21	134	34	100
%V	11.8%	11.6%	7.5%	10.3%	12.3%	7.5%	15.8%
%H		94.3%	25.3%	12.1%	77.0%	19.5%	57.5%
Any recorder	918	906	483	141	664	373	290
%V	62.1%	63.9%	81.9%	69.1%	61.1%	82.5%	45.7%
%H		98.7%	52.6%	15.4%	72.3%	40.6%	31.6%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1478	1417	590	204	1086	452	634
%H		95.9%	39.9%	13.8%	73.5%	30.6%	42.9%
Receives HDTV (via STB or built-in reception)	514	514	279	122	370	250	120
%V	34.8%	36.3%	47.3%	59.8%	34.1%	55.3%	18.9%
%H		100.0%	54.3%	23.7%	72.0%	48.6%	23.3%
DVD/Blu-ray player or recorder	1095	1073	461	156	826	362	464
%V	74.1%	75.7%	78.1%	76.5%	76.1%	80.1%	73.2%
%H		98.0%	42.1%	14.2%	75.4%	33.1%	42.4%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Set level data
Table 9.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1658	1630	859	258	1351	814	537
%H		98.3%	51.8%	15.6%	81.5%	49.1%	32.4%
Under 20"	721	700	348	102	577	320	256
%V	43.5%	42.9%	40.5%	39.5%	42.7%	39.3%	47.7%
%H		97.1%	48.3%	14.1%	80.0%	44.4%	35.5%
20" - 29"	508	503	264	73	423	250	172
%V	30.6%	30.9%	30.7%	28.3%	31.3%	30.7%	32.0%
%H		99.0%	52.0%	14.4%	83.3%	49.2%	33.9%
30" - 39"	305	305	174	59	250	171	79
%V	18.4%	18.7%	20.3%	22.9%	18.5%	21.0%	14.7%
%H		100.0%	57.0%	19.3%	82.0%	56.1%	25.9%
40" and over	96	96	60	20	80	60	20
%V	5.8%	5.9%	7.0%	7.8%	5.9%	7.4%	3.7%
%H		100.0%	62.5%	20.8%	83.3%	62.5%	20.8%
Don't know	27	26	13	4	22	12	9
%V	1.6%	1.6%	1.5%	1.6%	1.6%	1.5%	1.7%
%H		96.3%	48.1%	14.8%	81.5%	44.4%	33.3%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 9.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1658	1630	859	258	1351	814	537
%H		98.3%	51.8%	15.6%	81.5%	49.1%	32.4%
PVR	189	189	148	20	109	86	24
%V	11.4%	11.6%	17.2%	7.8%	8.1%	10.6%	4.5%
%H		100.0%	78.3%	10.6%	57.7%	45.5%	12.7%
DVDR	77	77	44	16	61	40	22
%V	4.6%	4.7%	5.1%	6.2%	4.5%	4.9%	4.1%
%H		100.0%	57.1%	20.8%	79.2%	51.9%	28.6%
VCR	78	75	38	12	58	28	29
%V	4.7%	4.6%	4.4%	4.7%	4.3%	3.4%	5.4%
%H		96.2%	48.7%	15.4%	74.4%	35.9%	37.2%
Any recorder	319	316	212	43	208	138	70
%V	19.2%	19.4%	24.7%	16.7%	15.4%	17.0%	13.0%
%H		99.1%	66.5%	13.5%	65.2%	43.3%	21.9%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1658	1630	859	258	1351	814	537
%H		98.3%	51.8%	15.6%	81.5%	49.1%	32.4%
Receives HDTV (via STB or built-in reception)	164	164	99	36	115	80	34
%V	9.9%	10.1%	11.5%	14.0%	8.5%	9.8%	6.3%
%H		100.0%	60.4%	22.0%	70.1%	48.8%	20.7%
DVD/Blu-ray player or recorder	709	706	381	121	594	378	216
%V	42.8%	43.3%	44.4%	46.9%	44.0%	46.4%	40.2%
%H		99.6%	53.7%	17.1%	83.8%	53.3%	30.5%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3321	3261	3171	1513	481	2407	1202	1205
%H		98.2%	95.5%	45.6%	14.5%	72.5%	36.2%	36.3%
Total Children	578	576	570	314	91	416	248	168
%V	17.4%	17.7%	18.0%	20.8%	18.9%	17.3%	20.6%	13.9%
%H		99.7%	98.6%	54.3%	15.7%	72.0%	42.9%	29.1%
0 - 3	162	161	159	79	27	116	65	52
%V	4.9%	4.9%	5.0%	5.2%	5.6%	4.8%	5.4%	4.3%
%H		99.4%	98.1%	48.8%	16.7%	71.6%	40.1%	32.1%
4 - 15	416	415	411	234	64	300	183	117
%V	12.5%	12.7%	13.0%	15.5%	13.3%	12.5%	15.2%	9.7%
%H		99.8%	98.8%	56.3%	15.4%	72.1%	44.0%	28.1%
4 - 9	209	208	206	110	31	146	80	65
%V	6.3%	6.4%	6.5%	7.3%	6.4%	6.1%	6.7%	5.4%
%H		99.5%	98.6%	52.6%	14.8%	69.9%	38.3%	31.1%
10 - 15	207	207	205	124	33	154	103	52
%V	6.2%	6.3%	6.5%	8.2%	6.9%	6.4%	8.6%	4.3%
%H		100.0%	99.0%	59.9%	15.9%	74.4%	49.8%	25.1%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3321	3261	3171	1513	481	2407	1202	1205
%H		98.2%	95.5%	45.6%	14.5%	72.5%	36.2%	36.3%
Total Adults (16+)	2743	2684	2601	1199	391	1991	954	1037
%V	82.6%	82.3%	82.0%	79.2%	81.3%	82.7%	79.4%	86.1%
%H		97.8%	94.8%	43.7%	14.3%	72.6%	34.8%	37.8%
16 - 19	181	165	164	88	32	130	85	45
%V	5.5%	5.1%	5.2%	5.8%	6.7%	5.4%	7.1%	3.7%
%H		91.2%	90.6%	48.6%	17.7%	71.8%	47.0%	24.9%
20 - 24	207	200	195	86	42	146	75	70
%V	6.2%	6.1%	6.1%	5.7%	8.7%	6.1%	6.2%	5.8%
%H		96.6%	94.2%	41.5%	20.3%	70.5%	36.2%	33.8%
25 - 34	422	408	397	210	61	276	146	129
%V	12.7%	12.5%	12.5%	13.9%	12.7%	11.5%	12.1%	10.7%
%H		96.7%	94.1%	49.8%	14.5%	65.4%	34.6%	30.6%
35 - 44	416	411	407	226	59	306	182	123
%V	12.5%	12.6%	12.8%	14.9%	12.3%	12.7%	15.1%	10.2%
%H		98.8%	97.8%	54.3%	14.2%	73.6%	43.8%	29.6%
45 - 54	490	483	475	241	77	360	195	165
%V	14.8%	14.8%	15.0%	15.9%	16.0%	15.0%	16.2%	13.7%
%H		98.6%	96.9%	49.2%	15.7%	73.5%	39.8%	33.7%
55 - 64	430	427	415	184	67	318	149	169
%V	12.9%	13.1%	13.1%	12.2%	13.9%	13.2%	12.4%	14.0%
%H		99.3%	96.5%	42.8%	15.6%	74.0%	34.7%	39.3%
65+	597	591	549	163	52	456	121	336
%V	18.0%	18.1%	17.3%	10.8%	10.8%	18.9%	10.1%	27.9%
%H		99.0%	92.0%	27.3%	8.7%	76.4%	20.3%	56.3%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2743	2684	2601	1199	391	1991	954	1037
%H		97.8%	94.8%	43.7%	14.3%	72.6%	34.8%	37.8%
AB	601	591	575	290	75	430	214	216
%V	21.9%	22.0%	22.1%	24.2%	19.2%	21.6%	22.4%	20.8%
%H		98.3%	95.7%	48.3%	12.5%	71.5%	35.6%	35.9%
C1	725	688	673	341	127	505	292	213
%V	26.4%	25.6%	25.9%	28.4%	32.5%	25.4%	30.6%	20.5%
%H		94.9%	92.8%	47.0%	17.5%	69.7%	40.3%	29.4%
C2	611	606	598	292	85	468	244	224
%V	22.3%	22.6%	23.0%	24.4%	21.7%	23.5%	25.6%	21.6%
%H		99.2%	97.9%	47.8%	13.9%	76.6%	39.9%	36.7%
D	432	431	422	188	61	321	141	181
%V	15.7%	16.1%	16.2%	15.7%	15.6%	16.1%	14.8%	17.5%
%H		99.8%	97.7%	43.5%	14.1%	74.3%	32.6%	41.9%
E	374	368	332	88	43	266	63	203
%V	13.6%	13.7%	12.8%	7.3%	11.0%	13.4%	6.6%	19.6%
%H		98.4%	88.8%	23.5%	11.5%	71.1%	16.8%	54.3%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2743	2684	2601	1199	391	1991	954	1037
%H		97.8%	94.8%	43.7%	14.3%	72.6%	34.8%	37.8%
Working full time	1105	1091	1078	599	172	791	472	319
%V	40.3%	40.6%	41.4%	50.0%	44.0%	39.7%	49.5%	30.8%
%H		98.7%	97.6%	54.2%	15.6%	71.6%	42.7%	28.9%
Working part time	293	290	287	156	37	212	114	97
%V	10.7%	10.8%	11.0%	13.0%	9.5%	10.6%	11.9%	9.4%
%H		99.0%	98.0%	53.2%	12.6%	72.4%	38.9%	33.1%
Not working	1345	1304	1236	444	181	989	368	621
%V	49.0%	48.6%	47.5%	37.0%	46.3%	49.7%	38.6%	59.9%
%H		97.0%	91.9%	33.0%	13.5%	73.5%	27.4%	46.2%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1341	1307	1269	609	194	963	483	481
%H		97.5%	94.6%	45.4%	14.5%	71.8%	36.0%	35.9%
16 - 19	89	83	82	46	18	68	49	19
%V	6.6%	6.4%	6.5%	7.6%	9.3%	7.1%	10.1%	4.0%
%H		93.3%	92.1%	51.7%	20.2%	76.4%	55.1%	21.3%
20 - 24	107	104	101	51	20	71	39	32
%V	8.0%	8.0%	8.0%	8.4%	10.3%	7.4%	8.1%	6.7%
%H		97.2%	94.4%	47.7%	18.7%	66.4%	36.4%	29.9%
25 - 34	219	211	203	111	32	143	79	64
%V	16.3%	16.1%	16.0%	18.2%	16.5%	14.8%	16.4%	13.3%
%H		96.3%	92.7%	50.7%	14.6%	65.3%	36.1%	29.2%
35 - 44	200	196	195	102	30	145	83	62
%V	14.9%	15.0%	15.4%	16.7%	15.5%	15.1%	17.2%	12.9%
%H		98.0%	97.5%	51.0%	15.0%	72.5%	41.5%	31.0%
45 - 54	246	239	235	122	36	176	94	81
%V	18.3%	18.3%	18.5%	20.0%	18.6%	18.3%	19.5%	16.8%
%H		97.2%	95.5%	49.6%	14.6%	71.5%	38.2%	32.9%
55 - 64	210	207	202	94	32	155	76	79
%V	15.7%	15.8%	15.9%	15.4%	16.5%	16.1%	15.7%	16.4%
%H		98.6%	96.2%	44.8%	15.2%	73.8%	36.2%	37.6%
65+	270	267	252	83	26	206	62	143
%V	20.1%	20.4%	19.9%	13.6%	13.4%	21.4%	12.8%	29.7%
%H		98.9%	93.3%	30.7%	9.6%	76.3%	23.0%	53.0%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1341	1307	1269	609	194	963	483	481
%H		97.5%	94.6%	45.4%	14.5%	71.8%	36.0%	35.9%
AB	307	302	294	157	39	218	114	103
%V	22.9%	23.1%	23.2%	25.8%	20.1%	22.6%	23.6%	21.4%
%H		98.4%	95.8%	51.1%	12.7%	71.0%	37.1%	33.6%
C1	324	305	300	164	60	222	141	82
%V	24.2%	23.3%	23.6%	26.9%	30.9%	23.1%	29.2%	17.0%
%H		94.1%	92.6%	50.6%	18.5%	68.5%	43.5%	25.3%
C2	342	337	331	161	46	258	134	124
%V	25.5%	25.8%	26.1%	26.4%	23.7%	26.8%	27.7%	25.8%
%H		98.5%	96.8%	47.1%	13.5%	75.4%	39.2%	36.3%
D	206	205	203	89	31	155	70	85
%V	15.4%	15.7%	16.0%	14.6%	16.0%	16.1%	14.5%	17.7%
%H		99.5%	98.5%	43.2%	15.0%	75.2%	34.0%	41.3%
E	163	159	141	38	18	110	24	86
%V	12.2%	12.2%	11.1%	6.2%	9.3%	11.4%	5.0%	17.9%
%H		97.5%	86.5%	23.3%	11.0%	67.5%	14.7%	52.8%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1341	1307	1269	609	194	963	483	481
%H		97.5%	94.6%	45.4%	14.5%	71.8%	36.0%	35.9%
Working full time	707	695	687	381	112	513	311	203
%V	52.7%	53.2%	54.1%	62.6%	57.7%	53.3%	64.4%	42.2%
%H		98.3%	97.2%	53.9%	15.8%	72.6%	44.0%	28.7%
Working part time	50	48	48	32	6	27	15	12
%V	3.7%	3.7%	3.8%	5.3%	3.1%	2.8%	3.1%	2.5%
%H		96.0%	96.0%	64.0%	12.0%	54.0%	30.0%	24.0%
Not working	584	564	533	196	75	423	157	266
%V	43.5%	43.2%	42.0%	32.2%	38.7%	43.9%	32.5%	55.3%
%H		96.6%	91.3%	33.6%	12.8%	72.4%	26.9%	45.5%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1402	1377	1332	590	197	1028	472	557
%H		98.2%	95.0%	42.1%	14.1%	73.3%	33.7%	39.7%
16 - 19	92	82	82	42	15	62	35	27
%V	6.6%	6.0%	6.2%	7.1%	7.6%	6.0%	7.4%	4.8%
%H		89.1%	89.1%	45.7%	16.3%	67.4%	38.0%	29.3%
20 - 24	100	96	94	36	22	75	37	38
%V	7.1%	7.0%	7.1%	6.1%	11.2%	7.3%	7.8%	6.8%
%H		96.0%	94.0%	36.0%	22.0%	75.0%	37.0%	38.0%
25 - 34	202	197	194	100	30	133	68	65
%V	14.4%	14.3%	14.6%	16.9%	15.2%	12.9%	14.4%	11.7%
%H		97.5%	96.0%	49.5%	14.9%	65.8%	33.7%	32.2%
35 - 44	216	215	212	124	29	160	99	61
%V	15.4%	15.6%	15.9%	21.0%	14.7%	15.6%	21.0%	11.0%
%H		99.5%	98.1%	57.4%	13.4%	74.1%	45.8%	28.2%
45 - 54	244	243	240	119	41	184	101	84
%V	17.4%	17.6%	18.0%	20.2%	20.8%	17.9%	21.4%	15.1%
%H		99.6%	98.4%	48.8%	16.8%	75.4%	41.4%	34.4%
55 - 64	220	219	213	90	35	164	73	90
%V	15.7%	15.9%	16.0%	15.3%	17.8%	16.0%	15.5%	16.2%
%H		99.5%	96.8%	40.9%	15.9%	74.5%	33.2%	40.9%
65+	327	324	297	80	26	251	58	192
%V	23.3%	23.5%	22.3%	13.6%	13.2%	24.4%	12.3%	34.5%
%H		99.1%	90.8%	24.5%	8.0%	76.8%	17.7%	58.7%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1402	1377	1332	590	197	1028	472	557
%H		98.2%	95.0%	42.1%	14.1%	73.3%	33.7%	39.7%
AB	294	290	281	133	36	213	100	113
%V	21.0%	21.1%	21.1%	22.5%	18.3%	20.7%	21.2%	20.3%
%H		98.6%	95.6%	45.2%	12.2%	72.4%	34.0%	38.4%
C1	401	383	373	177	67	283	152	132
%V	28.6%	27.8%	28.0%	30.0%	34.0%	27.5%	32.2%	23.7%
%H		95.5%	93.0%	44.1%	16.7%	70.6%	37.9%	32.9%
C2	269	269	267	131	39	210	110	99
%V	19.2%	19.5%	20.0%	22.2%	19.8%	20.4%	23.3%	17.8%
%H		100.0%	99.3%	48.7%	14.5%	78.1%	40.9%	36.8%
D	226	225	220	99	30	166	71	96
%V	16.1%	16.3%	16.5%	16.8%	15.2%	16.1%	15.0%	17.2%
%H		99.6%	97.3%	43.8%	13.3%	73.5%	31.4%	42.5%
E	211	209	191	49	25	156	39	117
%V	15.0%	15.2%	14.3%	8.3%	12.7%	15.2%	8.3%	21.0%
%H		99.1%	90.5%	23.2%	11.8%	73.9%	18.5%	55.5%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1402	1377	1332	590	197	1028	472	557
%H		98.2%	95.0%	42.1%	14.1%	73.3%	33.7%	39.7%
Working full time	398	396	391	218	60	278	161	117
%V	28.4%	28.8%	29.4%	36.9%	30.5%	27.0%	34.1%	21.0%
%H		99.5%	98.2%	54.8%	15.1%	69.8%	40.5%	29.4%
Working part time	243	242	239	124	31	185	99	86
%V	17.3%	17.6%	17.9%	21.0%	15.7%	18.0%	21.0%	15.4%
%H		99.6%	98.4%	51.0%	12.8%	76.1%	40.7%	35.4%
Not working	761	739	702	247	106	565	211	354
%V	54.3%	53.7%	52.7%	41.9%	53.8%	55.0%	44.7%	63.6%
%H		97.1%	92.2%	32.5%	13.9%	74.2%	27.7%	46.5%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2931	2859	2849	1153	468	2494	1246	1247
%H (All HH)		97.5%	97.2%	39.3%	16.0%	85.1%	42.5%	42.5%
%H (TV HH)			99.7%	40.3%	16.4%	87.2%	43.6%	43.6%
AB	616	604	603	290	84	525	294	231
%V	21.0%	21.1%	21.2%	25.2%	17.9%	21.1%	23.6%	18.5%
%H (All HH)		98.1%	97.9%	47.1%	13.6%	85.2%	47.7%	37.5%
%H (TV HH)			99.8%	48.0%	13.9%	86.9%	48.7%	38.2%
C1	774	752	750	320	135	649	349	300
%V	26.4%	26.3%	26.3%	27.8%	28.8%	26.0%	28.0%	24.1%
%H (All HH)		97.2%	96.9%	41.3%	17.4%	83.9%	45.1%	38.8%
%H (TV HH)			99.7%	42.6%	18.0%	86.3%	46.4%	39.9%
C2	586	577	576	235	109	521	284	237
%V	20.0%	20.2%	20.2%	20.4%	23.3%	20.9%	22.8%	19.0%
%H (All HH)		98.5%	98.3%	40.1%	18.6%	88.9%	48.5%	40.4%
%H (TV HH)			99.8%	40.7%	18.9%	90.3%	49.2%	41.1%
D	459	443	441	176	73	382	188	194
%V	15.7%	15.5%	15.5%	15.3%	15.6%	15.3%	15.1%	15.6%
%H (All HH)		96.5%	96.1%	38.3%	15.9%	83.2%	41.0%	42.3%
%H (TV HH)			99.5%	39.7%	16.5%	86.2%	42.4%	43.8%
E	496	483	479	132	66	418	132	285
%V	16.9%	16.9%	16.8%	11.4%	14.1%	16.8%	10.6%	22.9%
%H (All HH)		97.4%	96.6%	26.6%	13.3%	84.3%	26.6%	57.5%
%H (TV HH)			99.2%	27.3%	13.7%	86.5%	27.3%	59.0%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2931	2859	2849	1153	468	2494	1246	1247
%H (All HH)		97.5%	97.2%	39.3%	16.0%	85.1%	42.5%	42.5%
%H (TV HH)			99.7%	40.3%	16.4%	87.2%	43.6%	43.6%
Under 25	128	115	115	43	19	97	43	53
%V	4.4%	4.0%	4.0%	3.7%	4.1%	3.9%	3.5%	4.3%
%H (All HH)		89.8%	89.8%	33.6%	14.8%	75.8%	33.6%	41.4%
%H (TV HH)			100.0%	37.4%	16.5%	84.3%	37.4%	46.1%
25 - 34	422	404	402	204	71	338	208	129
%V	14.4%	14.1%	14.1%	17.7%	15.2%	13.6%	16.7%	10.3%
%H (All HH)		95.7%	95.3%	48.3%	16.8%	80.1%	49.3%	30.6%
%H (TV HH)			99.5%	50.5%	17.6%	83.7%	51.5%	31.9%
35 - 44	523	506	504	236	108	434	269	165
%V	17.8%	17.7%	17.7%	20.5%	23.1%	17.4%	21.6%	13.2%
%H (All HH)		96.7%	96.4%	45.1%	20.7%	83.0%	51.4%	31.5%
%H (TV HH)			99.6%	46.6%	21.3%	85.8%	53.2%	32.6%
45 - 54	571	565	561	251	118	489	292	197
%V	19.5%	19.8%	19.7%	21.8%	25.2%	19.6%	23.4%	15.8%
%H (All HH)		98.9%	98.2%	44.0%	20.7%	85.6%	51.1%	34.5%
%H (TV HH)			99.3%	44.4%	20.9%	86.5%	51.7%	34.9%
55 - 64	508	498	498	210	73	447	228	219
%V	17.3%	17.4%	17.5%	18.2%	15.6%	17.9%	18.3%	17.6%
%H (All HH)		98.0%	98.0%	41.3%	14.4%	88.0%	44.9%	43.1%
%H (TV HH)			100.0%	42.2%	14.7%	89.8%	45.8%	44.0%
65 +	777	770	768	209	79	688	205	484
%V	26.5%	26.9%	27.0%	18.1%	16.9%	27.6%	16.5%	38.8%
%H (All HH)		99.1%	98.8%	26.9%	10.2%	88.5%	26.4%	62.3%
%H (TV HH)			99.7%	27.1%	10.3%	89.4%	26.6%	62.9%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2931	2859	2849	1153	468	2494	1246	1247
%H (All HH)		97.5%	97.2%	39.3%	16.0%	85.1%	42.5%	42.5%
%H (TV HH)			99.7%	40.3%	16.4%	87.2%	43.6%	43.6%
1	1058	1016	1007	270	123	898	280	618
%V	36.1%	35.5%	35.3%	23.4%	26.3%	36.0%	22.5%	49.6%
%H (All HH)		96.0%	95.2%	25.5%	11.6%	84.9%	26.5%	58.4%
%H (TV HH)			99.1%	26.6%	12.1%	88.4%	27.6%	60.8%
2	856	844	843	364	126	732	374	358
%V	29.2%	29.5%	29.6%	31.6%	26.9%	29.4%	30.0%	28.7%
%H (All HH)		98.6%	98.5%	42.5%	14.7%	85.5%	43.7%	41.8%
%H (TV HH)			99.9%	43.1%	14.9%	86.7%	44.3%	42.4%
3	450	442	442	216	95	386	253	133
%V	15.4%	15.5%	15.5%	18.7%	20.3%	15.5%	20.3%	10.7%
%H (All HH)		98.2%	98.2%	48.0%	21.1%	85.8%	56.2%	29.6%
%H (TV HH)			100.0%	48.9%	21.5%	87.3%	57.2%	30.1%
4	362	356	355	189	78	307	215	93
%V	12.4%	12.5%	12.5%	16.4%	16.7%	12.3%	17.3%	7.5%
%H (All HH)		98.3%	98.1%	52.2%	21.5%	84.8%	59.4%	25.7%
%H (TV HH)			99.7%	53.1%	21.9%	86.2%	60.4%	26.1%
5+	206	202	202	114	46	171	125	46
%V	7.0%	7.1%	7.1%	9.9%	9.8%	6.9%	10.0%	3.7%
%H (All HH)		98.1%	98.1%	55.3%	22.3%	83.0%	60.7%	22.3%
%H (TV HH)			100.0%	56.4%	22.8%	84.7%	61.9%	22.8%
Average HH size	2.28	2.29	2.29	2.62	2.61	2.27	2.66	1.89

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2931	2859	2849	1153	468	2494	1246	1247
%H (All HH)		97.5%	97.2%	39.3%	16.0%	85.1%	42.5%	42.5%
%H (TV HH)			99.7%	40.3%	16.4%	87.2%	43.6%	43.6%
Without	2204	2141	2132	786	314	1883	838	1045
%V	75.2%	74.9%	74.8%	68.2%	67.1%	75.5%	67.3%	83.8%
%H (All HH)		97.1%	96.7%	35.7%	14.2%	85.4%	38.0%	47.4%
%H (TV HH)			99.6%	36.7%	14.7%	87.9%	39.1%	48.8%
With	727	717	717	367	154	611	408	203
%V	24.8%	25.1%	25.2%	31.8%	32.9%	24.5%	32.7%	16.3%
%H (All HH)		98.6%	98.6%	50.5%	21.2%	84.0%	56.1%	27.9%
%H (TV HH)			100.0%	51.2%	21.5%	85.2%	56.9%	28.3%
0 - 3	288	282	282	148	52	233	148	84
%V	9.8%	9.9%	9.9%	12.8%	11.1%	9.3%	11.9%	6.7%
%H (All HH)		97.9%	97.9%	51.4%	18.1%	80.9%	51.4%	29.2%
%H (TV HH)			100.0%	52.5%	18.4%	82.6%	52.5%	29.8%
4 - 9	356	351	351	182	76	301	206	95
%V	12.1%	12.3%	12.3%	15.8%	16.2%	12.1%	16.5%	7.6%
%H (All HH)		98.6%	98.6%	51.1%	21.3%	84.6%	57.9%	26.7%
%H (TV HH)			100.0%	51.9%	21.7%	85.8%	58.7%	27.1%
10 - 15	356	354	354	176	87	302	207	95
%V	12.1%	12.4%	12.4%	15.3%	18.6%	12.1%	16.6%	7.6%
%H (All HH)		99.4%	99.4%	49.4%	24.4%	84.8%	58.1%	26.7%
%H (TV HH)			100.0%	49.7%	24.6%	85.3%	58.5%	26.8%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2931	2859	2849	1153	468	2494	1246	1247
%H (All HH)		97.5%	97.2%	39.3%	16.0%	85.1%	42.5%	42.5%
%H (TV HH)			99.7%	40.3%	16.4%	87.2%	43.6%	43.6%
1	1118	1118	1108	338	139	905	273	633
%V	38.1%	39.1%	38.9%	29.3%	29.7%	36.3%	21.9%	50.8%
%H (All HH)		100.0%	99.1%	30.2%	12.4%	80.9%	24.4%	56.6%
%H (TV HH)			99.1%	30.2%	12.4%	80.9%	24.4%	56.6%
2	989	989	989	422	163	892	480	412
%V	33.7%	34.6%	34.7%	36.6%	34.8%	35.8%	38.5%	33.0%
%H (All HH)		100.0%	100.0%	42.7%	16.5%	90.2%	48.5%	41.7%
%H (TV HH)			100.0%	42.7%	16.5%	90.2%	48.5%	41.7%
3	449	449	449	221	93	411	271	140
%V	15.3%	15.7%	15.8%	19.2%	19.9%	16.5%	21.7%	11.2%
%H (All HH)		100.0%	100.0%	49.2%	20.7%	91.5%	60.4%	31.2%
%H (TV HH)			100.0%	49.2%	20.7%	91.5%	60.4%	31.2%
4	193	193	193	103	50	182	139	42
%V	6.6%	6.8%	6.8%	8.9%	10.7%	7.3%	11.2%	3.4%
%H (All HH)		100.0%	100.0%	53.4%	25.9%	94.3%	72.0%	21.8%
%H (TV HH)			100.0%	53.4%	25.9%	94.3%	72.0%	21.8%
5+	110	110	110	69	23	103	83	20
%V	3.8%	3.8%	3.9%	6.0%	4.9%	4.1%	6.7%	1.6%
%H (All HH)		100.0%	100.0%	62.7%	20.9%	93.6%	75.5%	18.2%
%H (TV HH)			100.0%	62.7%	20.9%	93.6%	75.5%	18.2%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2931	2859	2849	1153	468	2494	1246	1247
%H (All HH)		97.5%	97.2%	39.3%	16.0%	85.1%	42.5%	42.5%
%H (TV HH)			99.7%	40.3%	16.4%	87.2%	43.6%	43.6%
Under 20"	867	867	866	370	155	812	462	349
%V	29.6%	30.3%	30.4%	32.1%	33.1%	32.6%	37.1%	28.0%
%H (All HH)		100.0%	99.9%	42.7%	17.9%	93.7%	53.3%	40.3%
%H (TV HH)			99.9%	42.7%	17.9%	93.7%	53.3%	40.3%
20" - 29"	1235	1235	1228	476	199	1111	548	563
%V	42.1%	43.2%	43.1%	41.3%	42.5%	44.5%	44.0%	45.1%
%H (All HH)		100.0%	99.4%	38.5%	16.1%	90.0%	44.4%	45.6%
%H (TV HH)			99.4%	38.5%	16.1%	90.0%	44.4%	45.6%
30" - 39"	1534	1534	1533	661	268	1351	736	615
%V	52.3%	53.7%	53.8%	57.3%	57.3%	54.2%	59.1%	49.3%
%H (All HH)		100.0%	99.9%	43.1%	17.5%	88.1%	48.0%	40.1%
%H (TV HH)			99.9%	43.1%	17.5%	88.1%	48.0%	40.1%
40" and over	951	951	951	518	191	820	567	253
%V	32.4%	33.3%	33.4%	44.9%	40.8%	32.9%	45.5%	20.3%
%H (All HH)		100.0%	100.0%	54.5%	20.1%	86.2%	59.6%	26.6%
%H (TV HH)			100.0%	54.5%	20.1%	86.2%	59.6%	26.6%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC North West
Household level data
Table 10.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2931	2859	2849	1153	468	2494	1246	1247
%H (All HH)		97.5%	97.2%	39.3%	16.0%	85.1%	42.5%	42.5%
%H (TV HH)			99.7%	40.3%	16.4%	87.2%	43.6%	43.6%
Main living room	2831	2831	2821	1146	464	2469	1239	1230
%V	96.6%	99.0%	99.0%	99.4%	99.1%	99.0%	99.4%	98.6%
%H (All HH)		100.0%	99.6%	40.5%	16.4%	87.2%	43.8%	43.4%
%H (TV HH)			99.6%	40.5%	16.4%	87.2%	43.8%	43.4%
Kitchen	301	301	301	147	44	283	171	112
%V	10.3%	10.5%	10.6%	12.7%	9.4%	11.3%	13.7%	9.0%
%H (All HH)		100.0%	100.0%	48.8%	14.6%	94.0%	56.8%	37.2%
%H (TV HH)			100.0%	48.8%	14.6%	94.0%	56.8%	37.2%
Adult's bedroom	1329	1329	1328	618	268	1217	762	455
%V	45.3%	46.5%	46.6%	53.6%	57.3%	48.8%	61.2%	36.5%
%H (All HH)		100.0%	99.9%	46.5%	20.2%	91.6%	57.3%	34.2%
%H (TV HH)			99.9%	46.5%	20.2%	91.6%	57.3%	34.2%
Child's bedroom	322	322	322	178	79	302	234	68
%V	11.0%	11.3%	11.3%	15.4%	16.9%	12.1%	18.8%	5.5%
%H (All HH)		100.0%	100.0%	55.3%	24.5%	93.8%	72.7%	21.1%
%H (TV HH)			100.0%	55.3%	24.5%	93.8%	72.7%	21.1%
Other bedroom	109	109	109	60	21	102	73	30
%V	3.7%	3.8%	3.8%	5.2%	4.5%	4.1%	5.9%	2.4%
%H (All HH)		100.0%	100.0%	55.0%	19.3%	93.6%	67.0%	27.5%
%H (TV HH)			100.0%	55.0%	19.3%	93.6%	67.0%	27.5%
Second living/dining room	403	403	403	204	79	361	233	128
%V	13.7%	14.1%	14.1%	17.7%	16.9%	14.5%	18.7%	10.3%
%H (All HH)		100.0%	100.0%	50.6%	19.6%	89.6%	57.8%	31.8%
%H (TV HH)			100.0%	50.6%	19.6%	89.6%	57.8%	31.8%
Study/office	47	47	47	28	6	43	30	14
%V	1.6%	1.6%	1.6%	2.4%	1.3%	1.7%	2.4%	1.1%
%H (All HH)		100.0%	100.0%	59.6%	12.8%	91.5%	63.8%	29.8%
%H (TV HH)			100.0%	59.6%	12.8%	91.5%	63.8%	29.8%
TV room	20	20	20	13	2	18	13	5
%V	0.7%	0.7%	0.7%	1.1%	0.4%	0.7%	1.0%	0.4%
%H (All HH)		100.0%	100.0%	65.0%	10.0%	90.0%	65.0%	25.0%
%H (TV HH)			100.0%	65.0%	10.0%	90.0%	65.0%	25.0%
No specific location	5	5	5	2	0	4	1	3
%V	0.2%	0.2%	0.2%	0.2%	0.0%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	100.0%	40.0%	0.0%	80.0%	20.0%	60.0%
%H (TV HH)			100.0%	40.0%	0.0%	80.0%	20.0%	60.0%
Other	16	16	16	10	4	15	13	3
%V	0.5%	0.6%	0.6%	0.9%	0.9%	0.6%	1.0%	0.2%
%H (All HH)		100.0%	100.0%	62.5%	25.0%	93.8%	81.3%	18.8%
%H (TV HH)			100.0%	62.5%	25.0%	93.8%	81.3%	18.8%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2931	2859	2849	1153	468	2494	1246	1247
%H (All HH)		97.5%	97.2%	39.3%	16.0%	85.1%	42.5%	42.5%
%H (TV HH)			99.7%	40.3%	16.4%	87.2%	43.6%	43.6%
PVR	1520	1520	1520	915	264	1280	924	356
%V	51.9%	53.2%	53.4%	79.4%	56.4%	51.3%	74.2%	28.5%
%H (All HH)		100.0%	100.0%	60.2%	17.4%	84.2%	60.8%	23.4%
%H (TV HH)			100.0%	60.2%	17.4%	84.2%	60.8%	23.4%
DVDR	227	227	227	94	43	203	111	92
%V	7.7%	7.9%	8.0%	8.2%	9.2%	8.1%	8.9%	7.4%
%H (All HH)		100.0%	100.0%	41.4%	18.9%	89.4%	48.9%	40.5%
%H (TV HH)			100.0%	41.4%	18.9%	89.4%	48.9%	40.5%
VCR	204	204	203	71	38	177	81	96
%V	7.0%	7.1%	7.1%	6.2%	8.1%	7.1%	6.5%	7.7%
%H (All HH)		100.0%	99.5%	34.8%	18.6%	86.8%	39.7%	47.1%
%H (TV HH)			99.5%	34.8%	18.6%	86.8%	39.7%	47.1%
Any recorder	1711	1711	1710	952	307	1446	979	466
%V	58.4%	59.8%	60.0%	82.6%	65.6%	58.0%	78.6%	37.4%
%H (All HH)		100.0%	99.9%	55.6%	17.9%	84.5%	57.2%	27.2%
%H (TV HH)			99.9%	55.6%	17.9%	84.5%	57.2%	27.2%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North West

Household level data

Table 10.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2931	2859	2849	1153	468	2494	1246	1247
%H (All HH)		97.5%	97.2%	39.3%	16.0%	85.1%	42.5%	42.5%
%H (TV HH)			99.7%	40.3%	16.4%	87.2%	43.6%	43.6%
Receives HDTV (via STB or built-in reception)	1110	1110	1110	591	292	939	697	242
%V	37.9%	38.8%	39.0%	51.3%	62.4%	37.7%	55.9%	19.4%
%H (All HH)		100.0%	100.0%	53.2%	26.3%	84.6%	62.8%	21.8%
%H (TV HH)			100.0%	53.2%	26.3%	84.6%	62.8%	21.8%
DVD/Blu-ray player or recorder	2142	2142	2140	925	364	1861	994	867
%V	73.1%	74.9%	75.1%	80.2%	77.8%	74.6%	79.8%	69.5%
%H (All HH)		100.0%	99.9%	43.2%	17.0%	86.9%	46.4%	40.5%
%H (TV HH)			99.9%	43.2%	17.0%	86.9%	46.4%	40.5%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC North West
Household level data
Table 10.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2931	2859	2849	1153	468	2494	1246	1247
%H (All HH)		97.5%	97.2%	39.3%	16.0%	85.1%	42.5%	42.5%
%H (TV HH)			99.7%	40.3%	16.4%	87.2%	43.6%	43.6%
Has PC or Laptop	2125	2081	2078	988	403	1785	1080	705
%V	72.5%	72.8%	72.9%	85.7%	86.1%	71.6%	86.7%	56.5%
%H (All HH)		97.9%	97.8%	46.5%	19.0%	84.0%	50.8%	33.2%
%H (TV HH)			99.9%	47.5%	19.4%	85.8%	51.9%	33.9%
Has broadband internet	2033	1991	1989	960	404	1706	1063	643
%V	69.4%	69.6%	69.8%	83.3%	86.3%	68.4%	85.3%	51.6%
%H (All HH)		97.9%	97.8%	47.2%	19.9%	83.9%	52.3%	31.6%
%H (TV HH)			99.9%	48.2%	20.3%	85.7%	53.4%	32.3%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5803	5792	2630	1065	5203	3050	2153
%H		99.8%	45.3%	18.4%	89.7%	52.6%	37.1%
Under 20"	1163	1161	507	220	1094	651	443
%V	20.0%	20.0%	19.3%	20.7%	21.0%	21.3%	20.6%
%H		99.8%	43.6%	18.9%	94.1%	56.0%	38.1%
20" - 29"	1609	1602	642	278	1458	760	697
%V	27.7%	27.7%	24.4%	26.1%	28.0%	24.9%	32.4%
%H		99.6%	39.9%	17.3%	90.6%	47.2%	43.3%
30" - 39"	1828	1828	824	327	1613	922	691
%V	31.5%	31.6%	31.3%	30.7%	31.0%	30.2%	32.1%
%H		100.0%	45.1%	17.9%	88.2%	50.4%	37.8%
40" and over	1105	1104	622	230	948	679	269
%V	19.0%	19.1%	23.7%	21.6%	18.2%	22.3%	12.5%
%H		99.9%	56.3%	20.8%	85.8%	61.4%	24.3%
Don't know	99	98	36	11	90	38	52
%V	1.7%	1.7%	1.4%	1.0%	1.7%	1.2%	2.4%
%H		99.0%	36.4%	11.1%	90.9%	38.4%	52.5%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5803	5792	2630	1065	5203	3050	2153
%H		99.8%	45.3%	18.4%	89.7%	52.6%	37.1%
Main living room	2849	2838	1156	464	2484	1247	1237
%V	49.1%	49.0%	44.0%	43.6%	47.7%	40.9%	57.5%
%H		99.6%	40.6%	16.3%	87.2%	43.8%	43.4%
Kitchen	301	301	147	44	284	171	113
%V	5.2%	5.2%	5.6%	4.1%	5.5%	5.6%	5.2%
%H		100.0%	48.8%	14.6%	94.4%	56.8%	37.5%
Adult's bedroom	1601	1600	758	334	1466	938	529
%V	27.6%	27.6%	28.8%	31.4%	28.2%	30.8%	24.6%
%H		99.9%	47.3%	20.9%	91.6%	58.6%	33.0%
Child's bedroom	427	427	236	108	403	315	87
%V	7.4%	7.4%	9.0%	10.1%	7.7%	10.3%	4.0%
%H		100.0%	55.3%	25.3%	94.4%	73.8%	20.4%
Other bedroom	123	123	69	24	114	83	32
%V	2.1%	2.1%	2.6%	2.3%	2.2%	2.7%	1.5%
%H		100.0%	56.1%	19.5%	92.7%	67.5%	26.0%
Second living/dining room	415	415	210	80	370	239	131
%V	7.2%	7.2%	8.0%	7.5%	7.1%	7.8%	6.1%
%H		100.0%	50.6%	19.3%	89.2%	57.6%	31.6%
Study/office	48	48	29	6	45	30	14
%V	0.8%	0.8%	1.1%	0.6%	0.9%	1.0%	0.7%
%H		100.0%	60.4%	12.5%	93.8%	62.5%	29.2%
TV room	20	20	13	2	18	13	5
%V	0.3%	0.3%	0.5%	0.2%	0.3%	0.4%	0.2%
%H		100.0%	65.0%	10.0%	90.0%	65.0%	25.0%
No specific location	5	5	2	0	4	1	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%
%H		100.0%	40.0%	0.0%	80.0%	20.0%	60.0%
Other	16	16	10	4	15	13	3
%V	0.3%	0.3%	0.4%	0.4%	0.3%	0.4%	0.1%
%H		100.0%	62.5%	25.0%	93.8%	81.3%	18.8%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5803	5792	2630	1065	5203	3050	2153
%H		99.8%	45.3%	18.4%	89.7%	52.6%	37.1%
PVR	2026	2026	1299	349	1671	1267	404
%V	34.9%	35.0%	49.4%	32.8%	32.1%	41.5%	18.8%
%H		100.0%	64.1%	17.2%	82.5%	62.5%	19.9%
DVDR	257	257	107	50	232	130	102
%V	4.4%	4.4%	4.1%	4.7%	4.5%	4.3%	4.7%
%H		100.0%	41.6%	19.5%	90.3%	50.6%	39.7%
VCR	229	229	83	44	199	94	105
%V	3.9%	4.0%	3.2%	4.1%	3.8%	3.1%	4.9%
%H		100.0%	36.2%	19.2%	86.9%	41.0%	45.9%
Any recorder	2300	2299	1378	410	1913	1373	539
%V	39.6%	39.7%	52.4%	38.5%	36.8%	45.0%	25.0%
%H		100.0%	59.9%	17.8%	83.2%	59.7%	23.4%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5803	5792	2630	1065	5203	3050	2153
%H		99.8%	45.3%	18.4%	89.7%	52.6%	37.1%
Receives HDTV (via STB or built-in reception)	1545	1545	829	425	1302	986	316
%V	26.6%	26.7%	31.5%	39.9%	25.0%	32.3%	14.7%
%H		100.0%	53.7%	27.5%	84.3%	63.8%	20.5%
DVD/Blu-ray player or recorder	3352	3350	1558	627	2971	1772	1199
%V	57.8%	57.8%	59.2%	58.9%	57.1%	58.1%	55.7%
%H		99.9%	46.5%	18.7%	88.6%	52.9%	35.8%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC North West
Set level data
Table 10.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2858	2847	1152	467	2493	1245	1247
%H		99.6%	40.3%	16.3%	87.2%	43.6%	43.6%
Under 20"	68	67	12	3	62	11	52
%V	2.4%	2.4%	1.0%	0.6%	2.5%	0.9%	4.2%
%H		98.5%	17.6%	4.4%	91.2%	16.2%	76.5%
20" - 29"	603	597	151	76	527	156	371
%V	21.1%	21.0%	13.1%	16.3%	21.1%	12.5%	29.8%
%H		99.0%	25.0%	12.6%	87.4%	25.9%	61.5%
30" - 39"	1222	1222	483	198	1072	524	548
%V	42.8%	42.9%	41.9%	42.4%	43.0%	42.1%	43.9%
%H		100.0%	39.5%	16.2%	87.7%	42.9%	44.8%
40" and over	919	919	495	186	793	545	248
%V	32.2%	32.3%	43.0%	39.8%	31.8%	43.8%	19.9%
%H		100.0%	53.9%	20.2%	86.3%	59.3%	27.0%
Don't know	44	44	11	4	37	9	28
%V	1.5%	1.5%	1.0%	0.9%	1.5%	0.7%	2.2%
%H		100.0%	25.0%	9.1%	84.1%	20.5%	63.6%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2858	2847	1152	467	2493	1245	1247
%H		99.6%	40.3%	16.3%	87.2%	43.6%	43.6%
PVR	1480	1480	897	256	1243	902	341
%V	51.8%	52.0%	77.9%	54.8%	49.9%	72.4%	27.3%
%H		100.0%	60.6%	17.3%	84.0%	60.9%	23.0%
DVDR	188	188	75	36	170	90	79
%V	6.6%	6.6%	6.5%	7.7%	6.8%	7.2%	6.3%
%H		100.0%	39.9%	19.1%	90.4%	47.9%	42.0%
VCR	164	164	52	34	142	62	79
%V	5.7%	5.8%	4.5%	7.3%	5.7%	5.0%	6.3%
%H		100.0%	31.7%	20.7%	86.6%	37.8%	48.2%
Any recorder	1661	1661	932	297	1401	956	445
%V	58.1%	58.3%	80.9%	63.6%	56.2%	76.8%	35.7%
%H		100.0%	56.1%	17.9%	84.3%	57.6%	26.8%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2858	2847	1152	467	2493	1245	1247
%H		99.6%	40.3%	16.3%	87.2%	43.6%	43.6%
Receives HDTV (via STB or built-in reception)	1065	1065	563	281	896	663	233
%V	37.3%	37.4%	48.9%	60.2%	35.9%	53.3%	18.7%
%H		100.0%	52.9%	26.4%	84.1%	62.3%	21.9%
DVD/Blu-ray player or recorder	2005	2003	860	339	1742	921	821
%V	70.2%	70.4%	74.7%	72.6%	69.9%	74.0%	65.8%
%H		99.9%	42.9%	16.9%	86.9%	45.9%	40.9%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC North West
Set level data
Table 10.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2946	2945	1478	598	2711	1805	906
%H		100.0%	50.2%	20.3%	92.0%	61.3%	30.8%
Under 20"	1095	1094	495	217	1032	641	391
%V	37.2%	37.1%	33.5%	36.3%	38.1%	35.5%	43.2%
%H		99.9%	45.2%	19.8%	94.2%	58.5%	35.7%
20" - 29"	1005	1005	490	202	930	604	326
%V	34.1%	34.1%	33.2%	33.8%	34.3%	33.5%	36.0%
%H		100.0%	48.8%	20.1%	92.5%	60.1%	32.4%
30" - 39"	606	606	342	128	541	398	143
%V	20.6%	20.6%	23.1%	21.4%	20.0%	22.0%	15.8%
%H		100.0%	56.4%	21.1%	89.3%	65.7%	23.6%
40" and over	185	185	127	44	155	134	21
%V	6.3%	6.3%	8.6%	7.4%	5.7%	7.4%	2.3%
%H		100.0%	68.6%	23.8%	83.8%	72.4%	11.4%
Don't know	54	54	24	7	52	28	24
%V	1.8%	1.8%	1.6%	1.2%	1.9%	1.6%	2.6%
%H		100.0%	44.4%	13.0%	96.3%	51.9%	44.4%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 10.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2946	2945	1478	598	2711	1805	906
%H		100.0%	50.2%	20.3%	92.0%	61.3%	30.8%
PVR	545	545	402	93	429	365	63
%V	18.5%	18.5%	27.2%	15.6%	15.8%	20.2%	7.0%
%H		100.0%	73.8%	17.1%	78.7%	67.0%	11.6%
DVDR	69	69	32	14	62	40	22
%V	2.3%	2.3%	2.2%	2.3%	2.3%	2.2%	2.4%
%H		100.0%	46.4%	20.3%	89.9%	58.0%	31.9%
VCR	65	65	30	10	57	32	25
%V	2.2%	2.2%	2.0%	1.7%	2.1%	1.8%	2.8%
%H		100.0%	46.2%	15.4%	87.7%	49.2%	38.5%
Any recorder	639	639	445	113	512	418	94
%V	21.7%	21.7%	30.1%	18.9%	18.9%	23.2%	10.4%
%H		100.0%	69.6%	17.7%	80.1%	65.4%	14.7%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2946	2945	1478	598	2711	1805	906
%H		100.0%	50.2%	20.3%	92.0%	61.3%	30.8%
Receives HDTV (via STB or built-in reception)	480	480	265	144	406	323	83
%V	16.3%	16.3%	17.9%	24.1%	15.0%	17.9%	9.2%
%H		100.0%	55.2%	30.0%	84.6%	67.3%	17.3%
DVD/Blu-ray player or recorder	1347	1347	698	289	1228	850	378
%V	45.7%	45.7%	47.2%	48.3%	45.3%	47.1%	41.7%
%H		100.0%	51.8%	21.5%	91.2%	63.1%	28.1%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6683	6548	6534	3022	1223	5672	3321	2351
%H		98.0%	97.8%	45.2%	18.3%	84.9%	49.7%	35.2%
Total Children	1278	1263	1262	658	272	1068	723	346
%V	19.1%	19.3%	19.3%	21.8%	22.2%	18.8%	21.8%	14.7%
%H		98.8%	98.7%	51.5%	21.3%	83.6%	56.6%	27.1%
0 - 3	342	336	336	178	61	275	175	100
%V	5.1%	5.1%	5.1%	5.9%	5.0%	4.8%	5.3%	4.3%
%H		98.2%	98.2%	52.0%	17.8%	80.4%	51.2%	29.2%
4 - 15	936	927	926	481	211	793	548	246
%V	14.0%	14.2%	14.2%	15.9%	17.3%	14.0%	16.5%	10.5%
%H		99.0%	98.9%	51.4%	22.5%	84.7%	58.5%	26.3%
4 - 9	469	461	461	244	99	395	272	123
%V	7.0%	7.0%	7.1%	8.1%	8.1%	7.0%	8.2%	5.2%
%H		98.3%	98.3%	52.0%	21.1%	84.2%	58.0%	26.2%
10 - 15	468	466	465	236	112	398	276	123
%V	7.0%	7.1%	7.1%	7.8%	9.2%	7.0%	8.3%	5.2%
%H		99.6%	99.4%	50.4%	23.9%	85.0%	59.0%	26.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6683	6548	6534	3022	1223	5672	3321	2351
%H		98.0%	97.8%	45.2%	18.3%	84.9%	49.7%	35.2%
Total Adults (16+)	5404	5286	5272	2363	951	4604	2598	2005
%V	80.9%	80.7%	80.7%	78.2%	77.8%	81.2%	78.2%	85.3%
%H		97.8%	97.6%	43.7%	17.6%	85.2%	48.1%	37.1%
16 - 19	339	334	334	167	78	296	203	93
%V	5.1%	5.1%	5.1%	5.5%	6.4%	5.2%	6.1%	4.0%
%H		98.5%	98.5%	49.3%	23.0%	87.3%	59.9%	27.4%
20 - 24	447	420	419	191	91	358	215	143
%V	6.7%	6.4%	6.4%	6.3%	7.4%	6.3%	6.5%	6.1%
%H		94.0%	93.7%	42.7%	20.4%	80.1%	48.1%	32.0%
25 - 34	859	831	828	443	163	698	469	229
%V	12.9%	12.7%	12.7%	14.7%	13.3%	12.3%	14.1%	9.7%
%H		96.7%	96.4%	51.6%	19.0%	81.3%	54.6%	26.7%
35 - 44	885	861	858	429	178	738	478	260
%V	13.2%	13.1%	13.1%	14.2%	14.6%	13.0%	14.4%	11.1%
%H		97.3%	96.9%	48.5%	20.1%	83.4%	54.0%	29.4%
45 - 54	953	941	936	444	203	814	516	298
%V	14.3%	14.4%	14.3%	14.7%	16.6%	14.4%	15.5%	12.7%
%H		98.7%	98.2%	46.6%	21.3%	85.4%	54.1%	31.3%
55 - 64	807	794	794	353	120	710	382	329
%V	12.1%	12.1%	12.2%	11.7%	9.8%	12.5%	11.5%	14.0%
%H		98.4%	98.4%	43.7%	14.9%	88.0%	47.3%	40.8%
65+	1114	1106	1103	337	118	989	336	653
%V	16.7%	16.9%	16.9%	11.2%	9.6%	17.4%	10.1%	27.8%
%H		99.3%	99.0%	30.3%	10.6%	88.8%	30.2%	58.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5404	5286	5272	2363	951	4604	2598	2005
%H		97.8%	97.6%	43.7%	17.6%	85.2%	48.1%	37.1%
AB	1228	1213	1211	610	185	1060	636	423
%V	22.7%	22.9%	23.0%	25.8%	19.5%	23.0%	24.5%	21.1%
%H		98.8%	98.6%	49.7%	15.1%	86.3%	51.8%	34.4%
C1	1479	1434	1430	669	280	1231	735	496
%V	27.4%	27.1%	27.1%	28.3%	29.4%	26.7%	28.3%	24.7%
%H		97.0%	96.7%	45.2%	18.9%	83.2%	49.7%	33.5%
C2	1169	1150	1149	510	242	1041	629	412
%V	21.6%	21.8%	21.8%	21.6%	25.4%	22.6%	24.2%	20.5%
%H		98.4%	98.3%	43.6%	20.7%	89.1%	53.8%	35.2%
D	856	832	830	372	141	714	393	321
%V	15.8%	15.7%	15.7%	15.7%	14.8%	15.5%	15.1%	16.0%
%H		97.2%	97.0%	43.5%	16.5%	83.4%	45.9%	37.5%
E	672	657	652	203	103	558	204	353
%V	12.4%	12.4%	12.4%	8.6%	10.8%	12.1%	7.9%	17.6%
%H		97.8%	97.0%	30.2%	15.3%	83.0%	30.4%	52.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC North West
Individual level data
Table 10.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5404	5286	5272	2363	951	4604	2598	2005
%H		97.8%	97.6%	43.7%	17.6%	85.2%	48.1%	37.1%
Working full time	2341	2297	2292	1173	483	1994	1335	659
%V	43.3%	43.5%	43.5%	49.6%	50.8%	43.3%	51.4%	32.9%
%H		98.1%	97.9%	50.1%	20.6%	85.2%	57.0%	28.2%
Working part time	501	493	492	236	92	426	258	168
%V	9.3%	9.3%	9.3%	10.0%	9.7%	9.3%	9.9%	8.4%
%H		98.4%	98.2%	47.1%	18.4%	85.0%	51.5%	33.5%
Not working	2563	2495	2488	955	376	2184	1005	1178
%V	47.4%	47.2%	47.2%	40.4%	39.5%	47.4%	38.7%	58.8%
%H		97.3%	97.1%	37.3%	14.7%	85.2%	39.2%	46.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2652	2583	2574	1187	470	2240	1300	940
%H		97.4%	97.1%	44.8%	17.7%	84.5%	49.0%	35.4%
16 - 19	177	177	177	88	42	158	109	49
%V	6.7%	6.9%	6.9%	7.4%	8.9%	7.1%	8.4%	5.2%
%H		100.0%	100.0%	49.7%	23.7%	89.3%	61.6%	27.7%
20 - 24	228	209	209	97	48	182	116	66
%V	8.6%	8.1%	8.1%	8.2%	10.2%	8.1%	8.9%	7.0%
%H		91.7%	91.7%	42.5%	21.1%	79.8%	50.9%	28.9%
25 - 34	438	424	421	224	83	352	236	117
%V	16.5%	16.4%	16.4%	18.9%	17.7%	15.7%	18.2%	12.4%
%H		96.8%	96.1%	51.1%	18.9%	80.4%	53.9%	26.7%
35 - 44	438	423	421	213	81	359	228	131
%V	16.5%	16.4%	16.4%	17.9%	17.2%	16.0%	17.5%	13.9%
%H		96.6%	96.1%	48.6%	18.5%	82.0%	52.1%	29.9%
45 - 54	469	463	460	214	100	402	250	151
%V	17.7%	17.9%	17.9%	18.0%	21.3%	17.9%	19.2%	16.1%
%H		98.7%	98.1%	45.6%	21.3%	85.7%	53.3%	32.2%
55 - 64	395	387	387	176	57	347	188	159
%V	14.9%	15.0%	15.0%	14.8%	12.1%	15.5%	14.5%	16.9%
%H		98.0%	98.0%	44.6%	14.4%	87.8%	47.6%	40.3%
65+	506	501	499	177	59	440	173	267
%V	19.1%	19.4%	19.4%	14.9%	12.6%	19.6%	13.3%	28.4%
%H		99.0%	98.6%	35.0%	11.7%	87.0%	34.2%	52.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC North West
Individual level data
Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2652	2583	2574	1187	470	2240	1300	940
%H		97.4%	97.1%	44.8%	17.7%	84.5%	49.0%	35.4%
AB	630	620	619	319	90	538	325	213
%V	23.8%	24.0%	24.0%	26.9%	19.1%	24.0%	25.0%	22.7%
%H		98.4%	98.3%	50.6%	14.3%	85.4%	51.6%	33.8%
C1	683	657	654	316	133	560	349	212
%V	25.8%	25.4%	25.4%	26.6%	28.3%	25.0%	26.8%	22.6%
%H		96.2%	95.8%	46.3%	19.5%	82.0%	51.1%	31.0%
C2	639	628	627	279	131	572	347	225
%V	24.1%	24.3%	24.4%	23.5%	27.9%	25.5%	26.7%	23.9%
%H		98.3%	98.1%	43.7%	20.5%	89.5%	54.3%	35.2%
D	405	392	391	182	68	333	191	142
%V	15.3%	15.2%	15.2%	15.3%	14.5%	14.9%	14.7%	15.1%
%H		96.8%	96.5%	44.9%	16.8%	82.2%	47.2%	35.1%
E	294	285	283	91	47	237	89	148
%V	11.1%	11.0%	11.0%	7.7%	10.0%	10.6%	6.8%	15.7%
%H		96.9%	96.3%	31.0%	16.0%	80.6%	30.3%	50.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC North West
Individual level data
Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2652	2583	2574	1187	470	2240	1300	940
%H		97.4%	97.1%	44.8%	17.7%	84.5%	49.0%	35.4%
Working full time	1428	1396	1392	724	284	1208	814	395
%V	53.8%	54.0%	54.1%	61.0%	60.4%	53.9%	62.6%	42.0%
%H		97.8%	97.5%	50.7%	19.9%	84.6%	57.0%	27.7%
Working part time	115	113	112	55	14	95	51	44
%V	4.3%	4.4%	4.4%	4.6%	3.0%	4.2%	3.9%	4.7%
%H		98.3%	97.4%	47.8%	12.2%	82.6%	44.3%	38.3%
Not working	1109	1074	1070	407	171	936	435	502
%V	41.8%	41.6%	41.6%	34.3%	36.4%	41.8%	33.5%	53.4%
%H		96.8%	96.5%	36.7%	15.4%	84.4%	39.2%	45.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2753	2703	2698	1176	481	2364	1299	1065
%H		98.2%	98.0%	42.7%	17.5%	85.9%	47.2%	38.7%
16 - 19	162	157	157	79	36	138	94	44
%V	5.9%	5.8%	5.8%	6.7%	7.5%	5.8%	7.2%	4.1%
%H		96.9%	96.9%	48.8%	22.2%	85.2%	58.0%	27.2%
20 - 24	219	211	211	94	43	176	99	77
%V	8.0%	7.8%	7.8%	8.0%	8.9%	7.4%	7.6%	7.2%
%H		96.3%	96.3%	42.9%	19.6%	80.4%	45.2%	35.2%
25 - 34	421	407	407	219	80	346	233	112
%V	15.3%	15.1%	15.1%	18.6%	16.6%	14.6%	17.9%	10.5%
%H		96.7%	96.7%	52.0%	19.0%	82.2%	55.3%	26.6%
35 - 44	447	438	438	217	97	379	251	129
%V	16.2%	16.2%	16.2%	18.5%	20.2%	16.0%	19.3%	12.1%
%H		98.0%	98.0%	48.5%	21.7%	84.8%	56.2%	28.9%
45 - 54	483	478	475	230	103	413	266	147
%V	17.5%	17.7%	17.6%	19.6%	21.4%	17.5%	20.5%	13.8%
%H		99.0%	98.3%	47.6%	21.3%	85.5%	55.1%	30.4%
55 - 64	412	407	407	177	63	363	193	170
%V	15.0%	15.1%	15.1%	15.1%	13.1%	15.4%	14.9%	16.0%
%H		98.8%	98.8%	43.0%	15.3%	88.1%	46.8%	41.3%
65+	609	605	604	160	60	550	163	386
%V	22.1%	22.4%	22.4%	13.6%	12.5%	23.3%	12.5%	36.2%
%H		99.3%	99.2%	26.3%	9.9%	90.3%	26.8%	63.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2753	2703	2698	1176	481	2364	1299	1065
%H		98.2%	98.0%	42.7%	17.5%	85.9%	47.2%	38.7%
AB	598	593	593	292	95	522	312	210
%V	21.7%	21.9%	22.0%	24.8%	19.8%	22.1%	24.0%	19.7%
%H		99.2%	99.2%	48.8%	15.9%	87.3%	52.2%	35.1%
C1	795	777	777	352	147	671	386	284
%V	28.9%	28.7%	28.8%	29.9%	30.6%	28.4%	29.7%	26.7%
%H		97.7%	97.7%	44.3%	18.5%	84.4%	48.6%	35.7%
C2	529	522	522	230	111	469	282	187
%V	19.2%	19.3%	19.3%	19.6%	23.1%	19.8%	21.7%	17.6%
%H		98.7%	98.7%	43.5%	21.0%	88.7%	53.3%	35.3%
D	451	439	438	190	72	381	203	179
%V	16.4%	16.2%	16.2%	16.2%	15.0%	16.1%	15.6%	16.8%
%H		97.3%	97.1%	42.1%	16.0%	84.5%	45.0%	39.7%
E	378	372	369	112	56	321	116	205
%V	13.7%	13.8%	13.7%	9.5%	11.6%	13.6%	8.9%	19.2%
%H		98.4%	97.6%	29.6%	14.8%	84.9%	30.7%	54.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2753	2703	2698	1176	481	2364	1299	1065
%H		98.2%	98.0%	42.7%	17.5%	85.9%	47.2%	38.7%
Working full time	913	901	901	448	198	786	522	264
%V	33.2%	33.3%	33.4%	38.1%	41.2%	33.2%	40.2%	24.8%
%H		98.7%	98.7%	49.1%	21.7%	86.1%	57.2%	28.9%
Working part time	386	380	380	181	78	331	206	124
%V	14.0%	14.1%	14.1%	15.4%	16.2%	14.0%	15.9%	11.6%
%H		98.4%	98.4%	46.9%	20.2%	85.8%	53.4%	32.1%
Not working	1454	1422	1418	548	205	1247	571	677
%V	52.8%	52.6%	52.6%	46.6%	42.6%	52.7%	44.0%	63.6%
%H		97.8%	97.5%	37.7%	14.1%	85.8%	39.3%	46.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2315	2289	997	363	1844	905	939
%H (All HH)		96.1%	95.0%	41.4%	15.1%	76.5%	37.6%	39.0%
%H (TV HH)			98.9%	43.1%	15.7%	79.7%	39.1%	40.6%
AB	530	512	508	235	85	397	207	190
%V	22.0%	22.1%	22.2%	23.6%	23.4%	21.5%	22.9%	20.2%
%H (All HH)		96.6%	95.8%	44.3%	16.0%	74.9%	39.1%	35.8%
%H (TV HH)			99.2%	45.9%	16.6%	77.5%	40.4%	37.1%
C1	648	608	602	274	102	485	254	230
%V	26.9%	26.3%	26.3%	27.5%	28.1%	26.3%	28.1%	24.5%
%H (All HH)		93.8%	92.9%	42.3%	15.7%	74.8%	39.2%	35.5%
%H (TV HH)			99.0%	45.1%	16.8%	79.8%	41.8%	37.8%
C2	443	431	430	206	79	353	204	149
%V	18.4%	18.6%	18.8%	20.7%	21.8%	19.1%	22.5%	15.9%
%H (All HH)		97.3%	97.1%	46.5%	17.8%	79.7%	46.0%	33.6%
%H (TV HH)			99.8%	47.8%	18.3%	81.9%	47.3%	34.6%
D	419	405	401	172	54	317	142	175
%V	17.4%	17.5%	17.5%	17.3%	14.9%	17.2%	15.7%	18.6%
%H (All HH)		96.7%	95.7%	41.1%	12.9%	75.7%	33.9%	41.8%
%H (TV HH)			99.0%	42.5%	13.3%	78.3%	35.1%	43.2%
E	369	358	348	111	43	293	97	196
%V	15.3%	15.5%	15.2%	11.1%	11.8%	15.9%	10.7%	20.9%
%H (All HH)		97.0%	94.3%	30.1%	11.7%	79.4%	26.3%	53.1%
%H (TV HH)			97.2%	31.0%	12.0%	81.8%	27.1%	54.7%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2315	2289	997	363	1844	905	939
%H (All HH)		96.1%	95.0%	41.4%	15.1%	76.5%	37.6%	39.0%
%H (TV HH)			98.9%	43.1%	15.7%	79.7%	39.1%	40.6%
Under 25	119	94	92	39	17	71	34	36
%V	4.9%	4.1%	4.0%	3.9%	4.7%	3.9%	3.8%	3.8%
%H (All HH)		79.0%	77.3%	32.8%	14.3%	59.7%	28.6%	30.3%
%H (TV HH)			97.9%	41.5%	18.1%	75.5%	36.2%	38.3%
25 - 34	378	348	343	172	60	262	150	111
%V	15.7%	15.0%	15.0%	17.3%	16.5%	14.2%	16.6%	11.8%
%H (All HH)		92.1%	90.7%	45.5%	15.9%	69.3%	39.7%	29.4%
%H (TV HH)			98.6%	49.4%	17.2%	75.3%	43.1%	31.9%
35 - 44	414	398	396	207	66	300	175	125
%V	17.2%	17.2%	17.3%	20.8%	18.2%	16.3%	19.3%	13.3%
%H (All HH)		96.1%	95.7%	50.0%	15.9%	72.5%	42.3%	30.2%
%H (TV HH)			99.5%	52.0%	16.6%	75.4%	44.0%	31.4%
45 - 54	466	455	450	218	76	362	203	160
%V	19.3%	19.7%	19.7%	21.9%	20.9%	19.6%	22.4%	17.0%
%H (All HH)		97.6%	96.6%	46.8%	16.3%	77.7%	43.6%	34.3%
%H (TV HH)			98.9%	47.9%	16.7%	79.6%	44.6%	35.2%
55 - 64	401	392	389	170	73	317	168	149
%V	16.6%	16.9%	17.0%	17.1%	20.1%	17.2%	18.6%	15.9%
%H (All HH)		97.8%	97.0%	42.4%	18.2%	79.1%	41.9%	37.2%
%H (TV HH)			99.2%	43.4%	18.6%	80.9%	42.9%	38.0%
65 +	631	628	618	191	72	533	174	358
%V	26.2%	27.1%	27.0%	19.2%	19.8%	28.9%	19.2%	38.1%
%H (All HH)		99.5%	97.9%	30.3%	11.4%	84.5%	27.6%	56.7%
%H (TV HH)			98.4%	30.4%	11.5%	84.9%	27.7%	57.0%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2315	2289	997	363	1844	905	939
%H (All HH)		96.1%	95.0%	41.4%	15.1%	76.5%	37.6%	39.0%
%H (TV HH)			98.9%	43.1%	15.7%	79.7%	39.1%	40.6%
1	905	854	837	243	117	684	205	479
%V	37.6%	36.9%	36.6%	24.4%	32.2%	37.1%	22.7%	51.0%
%H (All HH)		94.4%	92.5%	26.9%	12.9%	75.6%	22.7%	52.9%
%H (TV HH)			98.0%	28.5%	13.7%	80.1%	24.0%	56.1%
2	788	768	763	359	128	616	336	280
%V	32.7%	33.2%	33.3%	36.0%	35.3%	33.4%	37.1%	29.8%
%H (All HH)		97.5%	96.8%	45.6%	16.2%	78.2%	42.6%	35.5%
%H (TV HH)			99.3%	46.7%	16.7%	80.2%	43.8%	36.5%
3	320	311	308	167	56	248	163	85
%V	13.3%	13.4%	13.5%	16.8%	15.4%	13.4%	18.0%	9.1%
%H (All HH)		97.2%	96.3%	52.2%	17.5%	77.5%	50.9%	26.6%
%H (TV HH)			99.0%	53.7%	18.0%	79.7%	52.4%	27.3%
4	290	281	280	171	46	218	150	68
%V	12.0%	12.1%	12.2%	17.2%	12.7%	11.8%	16.6%	7.2%
%H (All HH)		96.9%	96.6%	59.0%	15.9%	75.2%	51.7%	23.4%
%H (TV HH)			99.6%	60.9%	16.4%	77.6%	53.4%	24.2%
5+	105	101	100	57	16	79	51	27
%V	4.4%	4.4%	4.4%	5.7%	4.4%	4.3%	5.6%	2.9%
%H (All HH)		96.2%	95.2%	54.3%	15.2%	75.2%	48.6%	25.7%
%H (TV HH)			99.0%	56.4%	15.8%	78.2%	50.5%	26.7%
Average HH size	2.14	2.15	2.16	2.45	2.24	2.14	2.47	1.82

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2315	2289	997	363	1844	905	939
%H (All HH)		96.1%	95.0%	41.4%	15.1%	76.5%	37.6%	39.0%
%H (TV HH)			98.9%	43.1%	15.7%	79.7%	39.1%	40.6%
Without	1868	1782	1759	690	283	1429	634	795
%V	77.5%	77.0%	76.8%	69.2%	78.0%	77.5%	70.1%	84.7%
%H (All HH)		95.4%	94.2%	36.9%	15.1%	76.5%	33.9%	42.6%
%H (TV HH)			98.7%	38.7%	15.9%	80.2%	35.6%	44.6%
With	541	533	530	307	80	415	270	145
%V	22.5%	23.0%	23.2%	30.8%	22.0%	22.5%	29.8%	15.4%
%H (All HH)		98.5%	98.0%	56.7%	14.8%	76.7%	49.9%	26.8%
%H (TV HH)			99.4%	57.6%	15.0%	77.9%	50.7%	27.2%
0 - 3	196	191	190	112	28	139	89	50
%V	8.1%	8.3%	8.3%	11.2%	7.7%	7.5%	9.8%	5.3%
%H (All HH)		97.4%	96.9%	57.1%	14.3%	70.9%	45.4%	25.5%
%H (TV HH)			99.5%	58.6%	14.7%	72.8%	46.6%	26.2%
4 - 9	269	266	265	153	42	208	136	72
%V	11.2%	11.5%	11.6%	15.3%	11.6%	11.3%	15.0%	7.7%
%H (All HH)		98.9%	98.5%	56.9%	15.6%	77.3%	50.6%	26.8%
%H (TV HH)			99.6%	57.5%	15.8%	78.2%	51.1%	27.1%
10 - 15	256	255	253	146	38	207	137	71
%V	10.6%	11.0%	11.1%	14.6%	10.5%	11.2%	15.1%	7.6%
%H (All HH)		99.6%	98.8%	57.0%	14.8%	80.9%	53.5%	27.7%
%H (TV HH)			99.2%	57.3%	14.9%	81.2%	53.7%	27.8%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2315	2289	997	363	1844	905	939
%H (All HH)		96.1%	95.0%	41.4%	15.1%	76.5%	37.6%	39.0%
%H (TV HH)			98.9%	43.1%	15.7%	79.7%	39.1%	40.6%
1	890	890	870	284	127	639	180	459
%V	36.9%	38.4%	38.0%	28.5%	35.0%	34.7%	19.9%	48.9%
%H (All HH)		100.0%	97.8%	31.9%	14.3%	71.8%	20.2%	51.6%
%H (TV HH)			97.8%	31.9%	14.3%	71.8%	20.2%	51.6%
2	831	831	827	372	135	688	363	325
%V	34.5%	35.9%	36.1%	37.3%	37.2%	37.3%	40.1%	34.6%
%H (All HH)		100.0%	99.5%	44.8%	16.2%	82.8%	43.7%	39.1%
%H (TV HH)			99.5%	44.8%	16.2%	82.8%	43.7%	39.1%
3	369	369	367	195	64	323	213	110
%V	15.3%	15.9%	16.0%	19.6%	17.6%	17.5%	23.5%	11.7%
%H (All HH)		100.0%	99.5%	52.8%	17.3%	87.5%	57.7%	29.8%
%H (TV HH)			99.5%	52.8%	17.3%	87.5%	57.7%	29.8%
4	156	156	156	96	29	135	100	35
%V	6.5%	6.7%	6.8%	9.6%	8.0%	7.3%	11.0%	3.7%
%H (All HH)		100.0%	100.0%	61.5%	18.6%	86.5%	64.1%	22.4%
%H (TV HH)			100.0%	61.5%	18.6%	86.5%	64.1%	22.4%
5+	69	69	69	51	8	60	49	11
%V	2.9%	3.0%	3.0%	5.1%	2.2%	3.3%	5.4%	1.2%
%H (All HH)		100.0%	100.0%	73.9%	11.6%	87.0%	71.0%	15.9%
%H (TV HH)			100.0%	73.9%	11.6%	87.0%	71.0%	15.9%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2315	2289	997	363	1844	905	939
%H (All HH)		96.1%	95.0%	41.4%	15.1%	76.5%	37.6%	39.0%
%H (TV HH)			98.9%	43.1%	15.7%	79.7%	39.1%	40.6%
Under 20"	794	794	788	362	119	681	368	313
%V	33.0%	34.3%	34.4%	36.3%	32.8%	36.9%	40.7%	33.3%
%H (All HH)		100.0%	99.2%	45.6%	15.0%	85.8%	46.3%	39.4%
%H (TV HH)			99.2%	45.6%	15.0%	85.8%	46.3%	39.4%
20" - 29"	1013	1013	999	419	150	835	402	434
%V	42.1%	43.8%	43.6%	42.0%	41.3%	45.3%	44.4%	46.2%
%H (All HH)		100.0%	98.6%	41.4%	14.8%	82.4%	39.7%	42.8%
%H (TV HH)			98.6%	41.4%	14.8%	82.4%	39.7%	42.8%
30" - 39"	1196	1196	1187	552	207	971	534	437
%V	49.6%	51.7%	51.9%	55.4%	57.0%	52.7%	59.0%	46.5%
%H (All HH)		100.0%	99.2%	46.2%	17.3%	81.2%	44.6%	36.5%
%H (TV HH)			99.2%	46.2%	17.3%	81.2%	44.6%	36.5%
40" and over	805	805	804	460	136	634	420	213
%V	33.4%	34.8%	35.1%	46.1%	37.5%	34.4%	46.4%	22.7%
%H (All HH)		100.0%	99.9%	57.1%	16.9%	78.8%	52.2%	26.5%
%H (TV HH)			99.9%	57.1%	16.9%	78.8%	52.2%	26.5%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2315	2289	997	363	1844	905	939
%H (All HH)		96.1%	95.0%	41.4%	15.1%	76.5%	37.6%	39.0%
%H (TV HH)			98.9%	43.1%	15.7%	79.7%	39.1%	40.6%
Main living room	2285	2285	2260	989	359	1822	899	923
%V	94.9%	98.7%	98.7%	99.2%	98.9%	98.8%	99.3%	98.3%
%H (All HH)		100.0%	98.9%	43.3%	15.7%	79.7%	39.3%	40.4%
%H (TV HH)			98.9%	43.3%	15.7%	79.7%	39.3%	40.4%
Kitchen	292	292	292	149	36	247	139	108
%V	12.1%	12.6%	12.8%	14.9%	9.9%	13.4%	15.4%	11.5%
%H (All HH)		100.0%	100.0%	51.0%	12.3%	84.6%	47.6%	37.0%
%H (TV HH)			100.0%	51.0%	12.3%	84.6%	47.6%	37.0%
Adult's bedroom	1109	1109	1104	562	193	944	586	358
%V	46.0%	47.9%	48.2%	56.4%	53.2%	51.2%	64.8%	38.1%
%H (All HH)		100.0%	99.5%	50.7%	17.4%	85.1%	52.8%	32.3%
%H (TV HH)			99.5%	50.7%	17.4%	85.1%	52.8%	32.3%
Child's bedroom	235	235	234	141	40	200	146	54
%V	9.8%	10.2%	10.2%	14.1%	11.0%	10.8%	16.1%	5.8%
%H (All HH)		100.0%	99.6%	60.0%	17.0%	85.1%	62.1%	23.0%
%H (TV HH)			99.6%	60.0%	17.0%	85.1%	62.1%	23.0%
Other bedroom	72	72	71	36	15	61	40	21
%V	3.0%	3.1%	3.1%	3.6%	4.1%	3.3%	4.4%	2.2%
%H (All HH)		100.0%	98.6%	50.0%	20.8%	84.7%	55.6%	29.2%
%H (TV HH)			98.6%	50.0%	20.8%	84.7%	55.6%	29.2%
Second living/dining room	203	203	202	113	26	169	105	64
%V	8.4%	8.8%	8.8%	11.3%	7.2%	9.2%	11.6%	6.8%
%H (All HH)		100.0%	99.5%	55.7%	12.8%	83.3%	51.7%	31.5%
%H (TV HH)			99.5%	55.7%	12.8%	83.3%	51.7%	31.5%
Study/office	43	43	42	23	6	34	20	15
%V	1.8%	1.9%	1.8%	2.3%	1.7%	1.8%	2.2%	1.6%
%H (All HH)		100.0%	97.7%	53.5%	14.0%	79.1%	46.5%	34.9%
%H (TV HH)			97.7%	53.5%	14.0%	79.1%	46.5%	34.9%
TV room	21	21	21	13	3	19	14	5
%V	0.9%	0.9%	0.9%	1.3%	0.8%	1.0%	1.5%	0.5%
%H (All HH)		100.0%	100.0%	61.9%	14.3%	90.5%	66.7%	23.8%
%H (TV HH)			100.0%	61.9%	14.3%	90.5%	66.7%	23.8%
No specific location	6	6	6	3	1	5	3	2
%V	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	16.7%	83.3%	50.0%	33.3%
%H (TV HH)			100.0%	50.0%	16.7%	83.3%	50.0%	33.3%
Other	9	9	9	5	2	7	5	2
%V	0.4%	0.4%	0.4%	0.5%	0.6%	0.4%	0.6%	0.2%
%H (All HH)		100.0%	100.0%	55.6%	22.2%	77.8%	55.6%	22.2%
%H (TV HH)			100.0%	55.6%	22.2%	77.8%	55.6%	22.2%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Household level data

Table 11.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2315	2289	997	363	1844	905	939
%H (All HH)		96.1%	95.0%	41.4%	15.1%	76.5%	37.6%	39.0%
%H (TV HH)			98.9%	43.1%	15.7%	79.7%	39.1%	40.6%
PVR	1147	1147	1147	777	182	864	665	199
%V	47.6%	49.5%	50.1%	77.9%	50.1%	46.9%	73.5%	21.2%
%H (All HH)		100.0%	100.0%	67.7%	15.9%	75.3%	58.0%	17.3%
%H (TV HH)			100.0%	67.7%	15.9%	75.3%	58.0%	17.3%
DVDR	224	224	223	111	37	175	98	77
%V	9.3%	9.7%	9.7%	11.1%	10.2%	9.5%	10.8%	8.2%
%H (All HH)		100.0%	99.6%	49.6%	16.5%	78.1%	43.8%	34.4%
%H (TV HH)			99.6%	49.6%	16.5%	78.1%	43.8%	34.4%
VCR	267	267	261	93	50	216	96	120
%V	11.1%	11.5%	11.4%	9.3%	13.8%	11.7%	10.6%	12.8%
%H (All HH)		100.0%	97.8%	34.8%	18.7%	80.9%	36.0%	44.9%
%H (TV HH)			97.8%	34.8%	18.7%	80.9%	36.0%	44.9%
Any recorder	1389	1389	1382	827	224	1062	720	342
%V	57.7%	60.0%	60.4%	82.9%	61.7%	57.6%	79.6%	36.4%
%H (All HH)		100.0%	99.5%	59.5%	16.1%	76.5%	51.8%	24.6%
%H (TV HH)			99.5%	59.5%	16.1%	76.5%	51.8%	24.6%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Scotland
Household level data
Table 11.9: Other TV equipment

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2409	2315	2289	997	363	1844	905	939
%H (All HH)		96.1%	95.0%	41.4%	15.1%	76.5%	37.6%	39.0%
%H (TV HH)			98.9%	43.1%	15.7%	79.7%	39.1%	40.6%
 Receives HDTV (via STB or built-in reception)	 880	 880	 880	 524	 206	 669	 508	 160
%V	36.5%	38.0%	38.4%	52.6%	56.7%	36.3%	56.1%	17.0%
%H (All HH)		100.0%	100.0%	59.5%	23.4%	76.0%	57.7%	18.2%
%H (TV HH)			100.0%	59.5%	23.4%	76.0%	57.7%	18.2%
 DVD/Blu-ray player or recorder	 1854	 1854	 1845	 837	 313	 1497	 791	 705
%V	77.0%	80.1%	80.6%	84.0%	86.2%	81.2%	87.4%	75.1%
%H (All HH)		100.0%	99.5%	45.1%	16.9%	80.7%	42.7%	38.0%
%H (TV HH)			99.5%	45.1%	16.9%	80.7%	42.7%	38.0%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2409	2315	2289	997	363	1844	905	939
%H (All HH)		96.1%	95.0%	41.4%	15.1%	76.5%	37.6%	39.0%
%H (TV HH)			98.9%	43.1%	15.7%	79.7%	39.1%	40.6%
Has PC or Laptop	1748	1671	1662	827	302	1307	763	543
%V	72.6%	72.2%	72.6%	82.9%	83.2%	70.9%	84.3%	57.8%
%H (All HH)		95.6%	95.1%	47.3%	17.3%	74.8%	43.6%	31.1%
%H (TV HH)			99.5%	49.5%	18.1%	78.2%	45.7%	32.5%
Has broadband internet	1635	1566	1558	789	292	1222	735	487
%V	67.9%	67.6%	68.1%	79.1%	80.4%	66.3%	81.2%	51.9%
%H (All HH)		95.8%	95.3%	48.3%	17.9%	74.7%	45.0%	29.8%
%H (TV HH)			99.5%	50.4%	18.6%	78.0%	46.9%	31.1%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4645	4610	2261	748	3835	2201	1634
%H		99.2%	48.7%	16.1%	82.6%	47.4%	35.2%
Under 20"	1045	1037	505	154	899	514	385
%V	22.5%	22.5%	22.3%	20.6%	23.4%	23.4%	23.6%
%H		99.2%	48.3%	14.7%	86.0%	49.2%	36.8%
20" - 29"	1257	1242	541	194	1048	536	512
%V	27.1%	26.9%	23.9%	25.9%	27.3%	24.4%	31.3%
%H		98.8%	43.0%	15.4%	83.4%	42.6%	40.7%
30" - 39"	1391	1382	671	243	1137	656	481
%V	29.9%	30.0%	29.7%	32.5%	29.6%	29.8%	29.4%
%H		99.4%	48.2%	17.5%	81.7%	47.2%	34.6%
40" and over	905	904	530	148	714	481	233
%V	19.5%	19.6%	23.4%	19.8%	18.6%	21.9%	14.3%
%H		99.9%	58.6%	16.4%	78.9%	53.1%	25.7%
Don't know	47	45	14	8	37	14	23
%V	1.0%	1.0%	0.6%	1.1%	1.0%	0.6%	1.4%
%H		95.7%	29.8%	17.0%	78.7%	29.8%	48.9%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4645	4610	2261	748	3835	2201	1634
%H		99.2%	48.7%	16.1%	82.6%	47.4%	35.2%
Main living room	2305	2279	999	363	1837	909	928
%V	49.6%	49.4%	44.2%	48.5%	47.9%	41.3%	56.8%
%H		98.9%	43.3%	15.7%	79.7%	39.4%	40.3%
Kitchen	294	293	151	36	248	140	108
%V	6.3%	6.4%	6.7%	4.8%	6.5%	6.4%	6.6%
%H		99.7%	51.4%	12.2%	84.4%	47.6%	36.7%
Adult's bedroom	1379	1374	725	244	1190	770	420
%V	29.7%	29.8%	32.1%	32.6%	31.0%	35.0%	25.7%
%H		99.6%	52.6%	17.7%	86.3%	55.8%	30.5%
Child's bedroom	304	303	186	52	256	190	67
%V	6.5%	6.6%	8.2%	7.0%	6.7%	8.6%	4.1%
%H		99.7%	61.2%	17.1%	84.2%	62.5%	22.0%
Other bedroom	78	77	39	15	66	43	23
%V	1.7%	1.7%	1.7%	2.0%	1.7%	2.0%	1.4%
%H		98.7%	50.0%	19.2%	84.6%	55.1%	29.5%
Second living/dining room	206	205	115	26	171	107	64
%V	4.4%	4.4%	5.1%	3.5%	4.5%	4.9%	3.9%
%H		99.5%	55.8%	12.6%	83.0%	51.9%	31.1%
Study/office	44	43	24	6	35	20	15
%V	0.9%	0.9%	1.1%	0.8%	0.9%	0.9%	0.9%
%H		97.7%	54.5%	13.6%	79.5%	45.5%	34.1%
TV room	21	21	13	3	19	14	5
%V	0.5%	0.5%	0.6%	0.4%	0.5%	0.6%	0.3%
%H		100.0%	61.9%	14.3%	90.5%	66.7%	23.8%
No specific location	6	6	3	1	5	3	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	50.0%	16.7%	83.3%	50.0%	33.3%
Other	10	10	6	2	8	6	2
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%	0.1%
%H		100.0%	60.0%	20.0%	80.0%	60.0%	20.0%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4645	4610	2261	748	3835	2201	1634
%H		99.2%	48.7%	16.1%	82.6%	47.4%	35.2%
PVR	1500	1499	1073	218	1109	884	225
%V	32.3%	32.5%	47.5%	29.1%	28.9%	40.2%	13.8%
%H		99.9%	71.5%	14.5%	73.9%	58.9%	15.0%
DVDR	260	258	133	41	201	116	86
%V	5.6%	5.6%	5.9%	5.5%	5.2%	5.3%	5.3%
%H		99.2%	51.2%	15.8%	77.3%	44.6%	33.1%
VCR	299	292	102	61	244	112	132
%V	6.4%	6.3%	4.5%	8.2%	6.4%	5.1%	8.1%
%H		97.7%	34.1%	20.4%	81.6%	37.5%	44.1%
Any recorder	1847	1839	1179	281	1395	998	398
%V	39.8%	39.9%	52.1%	37.6%	36.4%	45.3%	24.4%
%H		99.6%	63.8%	15.2%	75.5%	54.0%	21.5%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4645	4610	2261	748	3835	2201	1634
%H		99.2%	48.7%	16.1%	82.6%	47.4%	35.2%
Receives HDTV (via STB or built-in reception)	1141	1141	683	269	874	673	201
%V	24.6%	24.8%	30.2%	36.0%	22.8%	30.6%	12.3%
%H		100.0%	59.9%	23.6%	76.6%	59.0%	17.6%
DVD/Blu-ray player or recorder	2812	2801	1380	491	2330	1376	954
%V	60.5%	60.8%	61.0%	65.6%	60.8%	62.5%	58.4%
%H		99.6%	49.1%	17.5%	82.9%	48.9%	33.9%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2312	2285	996	363	1842	904	938
%H		98.8%	43.1%	15.7%	79.7%	39.1%	40.6%
Under 20"	83	80	17	9	63	10	53
%V	3.6%	3.5%	1.7%	2.5%	3.4%	1.1%	5.7%
%H		96.4%	20.5%	10.8%	75.9%	12.0%	63.9%
20" - 29"	503	490	142	60	402	113	289
%V	21.8%	21.4%	14.3%	16.5%	21.8%	12.5%	30.8%
%H		97.4%	28.2%	11.9%	79.9%	22.5%	57.5%
30" - 39"	933	925	392	159	756	377	379
%V	40.4%	40.5%	39.4%	43.8%	41.0%	41.7%	40.4%
%H		99.1%	42.0%	17.0%	81.0%	40.4%	40.6%
40" and over	773	772	441	131	608	402	206
%V	33.4%	33.8%	44.3%	36.1%	33.0%	44.5%	22.0%
%H		99.9%	57.1%	16.9%	78.7%	52.0%	26.6%
Don't know	20	18	4	4	13	3	10
%V	0.9%	0.8%	0.4%	1.1%	0.7%	0.3%	1.1%
%H		90.0%	20.0%	20.0%	65.0%	15.0%	50.0%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2312	2285	996	363	1842	904	938
%H		98.8%	43.1%	15.7%	79.7%	39.1%	40.6%
PVR	1112	1112	759	173	834	645	188
%V	48.1%	48.7%	76.2%	47.7%	45.3%	71.3%	20.0%
%H		100.0%	68.3%	15.6%	75.0%	58.0%	16.9%
DVDR	187	185	87	33	144	78	66
%V	8.1%	8.1%	8.7%	9.1%	7.8%	8.6%	7.0%
%H		98.9%	46.5%	17.6%	77.0%	41.7%	35.3%
VCR	220	214	70	42	177	75	103
%V	9.5%	9.4%	7.0%	11.6%	9.6%	8.3%	11.0%
%H		97.3%	31.8%	19.1%	80.5%	34.1%	46.8%
Any recorder	1336	1329	807	214	1015	697	318
%V	57.8%	58.2%	81.0%	59.0%	55.1%	77.1%	33.9%
%H		99.5%	60.4%	16.0%	76.0%	52.2%	23.8%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2312	2285	996	363	1842	904	938
%H		98.8%	43.1%	15.7%	79.7%	39.1%	40.6%
Receives HDTV (via STB or built-in reception)	845	845	499	201	640	487	153
%V	36.5%	37.0%	50.1%	55.4%	34.7%	53.9%	16.3%
%H		100.0%	59.1%	23.8%	75.7%	57.6%	18.1%
DVD/Blu-ray player or recorder	1720	1711	770	288	1385	721	664
%V	74.4%	74.9%	77.3%	79.3%	75.2%	79.8%	70.8%
%H		99.5%	44.8%	16.7%	80.5%	41.9%	38.6%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Scotland

Set level data

Table 11.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2334	2325	1264	386	1993	1297	696
%H		99.6%	54.2%	16.5%	85.4%	55.6%	29.8%
Under 20"	962	957	488	145	836	504	332
%V	41.2%	41.2%	38.6%	37.6%	41.9%	38.9%	47.7%
%H		99.5%	50.7%	15.1%	86.9%	52.4%	34.5%
20" - 29"	754	751	398	134	647	423	223
%V	32.3%	32.3%	31.5%	34.7%	32.5%	32.6%	32.0%
%H		99.6%	52.8%	17.8%	85.8%	56.1%	29.6%
30" - 39"	458	457	279	85	381	280	101
%V	19.6%	19.7%	22.1%	22.0%	19.1%	21.6%	14.5%
%H		99.8%	60.9%	18.6%	83.2%	61.1%	22.1%
40" and over	132	132	89	17	106	79	27
%V	5.7%	5.7%	7.0%	4.4%	5.3%	6.1%	3.9%
%H		100.0%	67.4%	12.9%	80.3%	59.8%	20.5%
Don't know	27	27	10	5	24	11	13
%V	1.2%	1.2%	0.8%	1.3%	1.2%	0.8%	1.9%
%H		100.0%	37.0%	18.5%	88.9%	40.7%	48.1%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Set level data

Table 11.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2334	2325	1264	386	1993	1297	696
%H		99.6%	54.2%	16.5%	85.4%	55.6%	29.8%
PVR	388	388	314	45	275	239	36
%V	16.6%	16.7%	24.8%	11.7%	13.8%	18.4%	5.2%
%H		100.0%	80.9%	11.6%	70.9%	61.6%	9.3%
DVDR	74	73	46	8	57	37	20
%V	3.2%	3.1%	3.6%	2.1%	2.9%	2.9%	2.9%
%H		98.6%	62.2%	10.8%	77.0%	50.0%	27.0%
VCR	79	78	32	19	67	38	29
%V	3.4%	3.4%	2.5%	4.9%	3.4%	2.9%	4.2%
%H		98.7%	40.5%	24.1%	84.8%	48.1%	36.7%
Any recorder	511	509	372	68	381	301	80
%V	21.9%	21.9%	29.4%	17.6%	19.1%	23.2%	11.5%
%H		99.6%	72.8%	13.3%	74.6%	58.9%	15.7%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2334	2325	1264	386	1993	1297	696
%H		99.6%	54.2%	16.5%	85.4%	55.6%	29.8%
Receives HDTV (via STB or built-in reception)	296	296	184	69	234	186	47
%V	12.7%	12.7%	14.6%	17.9%	11.7%	14.3%	6.8%
%H		100.0%	62.2%	23.3%	79.1%	62.8%	15.9%
DVD/Blu-ray player or recorder	1092	1090	610	203	945	655	290
%V	46.8%	46.9%	48.3%	52.6%	47.4%	50.5%	41.7%
%H		99.8%	55.9%	18.6%	86.5%	60.0%	26.6%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5157	4980	4936	2447	812	3943	2235	1708
%H		96.6%	95.7%	47.5%	15.7%	76.5%	43.3%	33.1%
Total Children	901	890	884	510	133	688	443	245
%V	17.5%	17.9%	17.9%	20.8%	16.4%	17.4%	19.8%	14.3%
%H		98.8%	98.1%	56.6%	14.8%	76.4%	49.2%	27.2%
0 - 3	231	224	222	127	33	163	102	62
%V	4.5%	4.5%	4.5%	5.2%	4.1%	4.1%	4.6%	3.6%
%H		97.0%	96.1%	55.0%	14.3%	70.6%	44.2%	26.8%
4 - 15	670	665	662	384	100	524	341	183
%V	13.0%	13.4%	13.4%	15.7%	12.3%	13.3%	15.3%	10.7%
%H		99.3%	98.8%	57.3%	14.9%	78.2%	50.9%	27.3%
4 - 9	340	337	335	193	52	257	165	92
%V	6.6%	6.8%	6.8%	7.9%	6.4%	6.5%	7.4%	5.4%
%H		99.1%	98.5%	56.8%	15.3%	75.6%	48.5%	27.1%
10 - 15	330	329	327	190	48	267	176	91
%V	6.4%	6.6%	6.6%	7.8%	5.9%	6.8%	7.9%	5.3%
%H		99.7%	99.1%	57.6%	14.5%	80.9%	53.3%	27.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5157	4980	4936	2447	812	3943	2235	1708
%H		96.6%	95.7%	47.5%	15.7%	76.5%	43.3%	33.1%
Total Adults (16+)	4256	4090	4052	1937	679	3255	1792	1463
%V	82.5%	82.1%	82.1%	79.2%	83.6%	82.6%	80.2%	85.7%
%H		96.1%	95.2%	45.5%	16.0%	76.5%	42.1%	34.4%
16 - 19	222	207	205	114	31	169	106	63
%V	4.3%	4.2%	4.2%	4.7%	3.8%	4.3%	4.7%	3.7%
%H		93.2%	92.3%	51.4%	14.0%	76.1%	47.7%	28.4%
20 - 24	368	312	308	159	64	242	153	89
%V	7.1%	6.3%	6.2%	6.5%	7.9%	6.1%	6.8%	5.2%
%H		84.8%	83.7%	43.2%	17.4%	65.8%	41.6%	24.2%
25 - 34	679	636	627	321	122	473	287	185
%V	13.2%	12.8%	12.7%	13.1%	15.0%	12.0%	12.8%	10.8%
%H		93.7%	92.3%	47.3%	18.0%	69.7%	42.3%	27.2%
35 - 44	687	663	660	367	111	503	316	187
%V	13.3%	13.3%	13.4%	15.0%	13.7%	12.8%	14.1%	10.9%
%H		96.5%	96.1%	53.4%	16.2%	73.2%	46.0%	27.2%
45 - 54	779	764	758	391	122	614	363	251
%V	15.1%	15.3%	15.4%	16.0%	15.0%	15.6%	16.2%	14.7%
%H		98.1%	97.3%	50.2%	15.7%	78.8%	46.6%	32.2%
55 - 64	652	642	636	295	119	514	289	226
%V	12.6%	12.9%	12.9%	12.1%	14.7%	13.0%	12.9%	13.2%
%H		98.5%	97.5%	45.2%	18.3%	78.8%	44.3%	34.7%
65+	870	867	856	290	110	740	278	461
%V	16.9%	17.4%	17.3%	11.9%	13.5%	18.8%	12.4%	27.0%
%H		99.7%	98.4%	33.3%	12.6%	85.1%	32.0%	53.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Individual level data
Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4256	4090	4052	1937	679	3255	1792	1463
%H		96.1%	95.2%	45.5%	16.0%	76.5%	42.1%	34.4%
AB	1005	975	967	476	170	755	430	325
%V	23.6%	23.8%	23.9%	24.6%	25.0%	23.2%	24.0%	22.2%
%H		97.0%	96.2%	47.4%	16.9%	75.1%	42.8%	32.3%
C1	1194	1103	1094	550	190	876	514	362
%V	28.1%	27.0%	27.0%	28.4%	28.0%	26.9%	28.7%	24.7%
%H		92.4%	91.6%	46.1%	15.9%	73.4%	43.0%	30.3%
C2	849	836	834	425	158	687	425	262
%V	19.9%	20.4%	20.6%	21.9%	23.3%	21.1%	23.7%	17.9%
%H		98.5%	98.2%	50.1%	18.6%	80.9%	50.1%	30.9%
D	735	713	706	333	101	555	283	272
%V	17.3%	17.4%	17.4%	17.2%	14.9%	17.1%	15.8%	18.6%
%H		97.0%	96.1%	45.3%	13.7%	75.5%	38.5%	37.0%
E	473	463	451	152	59	383	140	243
%V	11.1%	11.3%	11.1%	7.8%	8.7%	11.8%	7.8%	16.6%
%H		97.9%	95.3%	32.1%	12.5%	81.0%	29.6%	51.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4256	4090	4052	1937	679	3255	1792	1463
%H		96.1%	95.2%	45.5%	16.0%	76.5%	42.1%	34.4%
Working full time	1913	1856	1848	987	347	1430	904	525
%V	44.9%	45.4%	45.6%	51.0%	51.1%	43.9%	50.4%	35.9%
%H		97.0%	96.6%	51.6%	18.1%	74.8%	47.3%	27.4%
Working part time	403	396	392	215	57	309	188	121
%V	9.5%	9.7%	9.7%	11.1%	8.4%	9.5%	10.5%	8.3%
%H		98.3%	97.3%	53.3%	14.1%	76.7%	46.7%	30.0%
Not working	1940	1839	1812	735	274	1517	700	817
%V	45.6%	45.0%	44.7%	37.9%	40.4%	46.6%	39.1%	55.8%
%H		94.8%	93.4%	37.9%	14.1%	78.2%	36.1%	42.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2044	1955	1937	974	322	1537	882	655
%H		95.6%	94.8%	47.7%	15.8%	75.2%	43.2%	32.0%
16 - 19	118	110	109	59	18	87	54	33
%V	5.8%	5.6%	5.6%	6.1%	5.6%	5.7%	6.1%	5.0%
%H		93.2%	92.4%	50.0%	15.3%	73.7%	45.8%	28.0%
20 - 24	183	161	159	90	30	127	85	42
%V	9.0%	8.2%	8.2%	9.2%	9.3%	8.3%	9.6%	6.4%
%H		88.0%	86.9%	49.2%	16.4%	69.4%	46.4%	23.0%
25 - 34	342	316	311	158	65	229	138	90
%V	16.7%	16.2%	16.1%	16.2%	20.2%	14.9%	15.6%	13.7%
%H		92.4%	90.9%	46.2%	19.0%	67.0%	40.4%	26.3%
35 - 44	330	314	312	179	53	235	153	83
%V	16.1%	16.1%	16.1%	18.4%	16.5%	15.3%	17.3%	12.7%
%H		95.2%	94.5%	54.2%	16.1%	71.2%	46.4%	25.2%
45 - 54	373	364	363	188	53	295	170	125
%V	18.2%	18.6%	18.7%	19.3%	16.5%	19.2%	19.3%	19.1%
%H		97.6%	97.3%	50.4%	14.2%	79.1%	45.6%	33.5%
55 - 64	316	309	306	149	53	246	141	105
%V	15.5%	15.8%	15.8%	15.3%	16.5%	16.0%	16.0%	16.0%
%H		97.8%	96.8%	47.2%	16.8%	77.8%	44.6%	33.2%
65+	382	381	377	152	50	319	141	178
%V	18.7%	19.5%	19.5%	15.6%	15.5%	20.8%	16.0%	27.2%
%H		99.7%	98.7%	39.8%	13.1%	83.5%	36.9%	46.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2044	1955	1937	974	322	1537	882	655
%H		95.6%	94.8%	47.7%	15.8%	75.2%	43.2%	32.0%
AB	499	481	476	242	85	367	216	151
%V	24.4%	24.6%	24.6%	24.8%	26.4%	23.9%	24.5%	23.1%
%H		96.4%	95.4%	48.5%	17.0%	73.5%	43.3%	30.3%
C1	536	495	493	271	82	391	246	145
%V	26.2%	25.3%	25.5%	27.8%	25.5%	25.4%	27.9%	22.1%
%H		92.4%	92.0%	50.6%	15.3%	72.9%	45.9%	27.1%
C2	473	464	462	235	87	380	233	147
%V	23.1%	23.7%	23.9%	24.1%	27.0%	24.7%	26.4%	22.4%
%H		98.1%	97.7%	49.7%	18.4%	80.3%	49.3%	31.1%
D	348	333	329	163	45	251	130	121
%V	17.0%	17.0%	17.0%	16.7%	14.0%	16.3%	14.7%	18.5%
%H		95.7%	94.5%	46.8%	12.9%	72.1%	37.4%	34.8%
E	188	182	177	64	24	148	57	91
%V	9.2%	9.3%	9.1%	6.6%	7.5%	9.6%	6.5%	13.9%
%H		96.8%	94.1%	34.0%	12.8%	78.7%	30.3%	48.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2044	1955	1937	974	322	1537	882	655
%H		95.6%	94.8%	47.7%	15.8%	75.2%	43.2%	32.0%
Working full time	1157	1118	1113	611	199	852	542	310
%V	56.6%	57.2%	57.5%	62.7%	61.8%	55.4%	61.5%	47.3%
%H		96.6%	96.2%	52.8%	17.2%	73.6%	46.8%	26.8%
Working part time	67	63	62	33	8	49	28	21
%V	3.3%	3.2%	3.2%	3.4%	2.5%	3.2%	3.2%	3.2%
%H		94.0%	92.5%	49.3%	11.9%	73.1%	41.8%	31.3%
Not working	820	774	763	330	116	636	312	324
%V	40.1%	39.6%	39.4%	33.9%	36.0%	41.4%	35.4%	49.5%
%H		94.4%	93.0%	40.2%	14.1%	77.6%	38.0%	39.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2212	2135	2115	962	356	1718	910	808
%H		96.5%	95.6%	43.5%	16.1%	77.7%	41.1%	36.5%
16 - 19	104	97	96	54	13	82	52	30
%V	4.7%	4.5%	4.5%	5.6%	3.7%	4.8%	5.7%	3.7%
%H		93.3%	92.3%	51.9%	12.5%	78.8%	50.0%	28.8%
20 - 24	185	152	149	69	34	116	68	48
%V	8.4%	7.1%	7.0%	7.2%	9.6%	6.8%	7.5%	5.9%
%H		82.2%	80.5%	37.3%	18.4%	62.7%	36.8%	25.9%
25 - 34	337	320	316	164	57	244	149	95
%V	15.2%	15.0%	14.9%	17.0%	16.0%	14.2%	16.4%	11.8%
%H		95.0%	93.8%	48.7%	16.9%	72.4%	44.2%	28.2%
35 - 44	357	349	348	188	57	267	163	105
%V	16.1%	16.3%	16.5%	19.5%	16.0%	15.5%	17.9%	13.0%
%H		97.8%	97.5%	52.7%	16.0%	74.8%	45.7%	29.4%
45 - 54	405	400	396	203	69	319	193	126
%V	18.3%	18.7%	18.7%	21.1%	19.4%	18.6%	21.2%	15.6%
%H		98.8%	97.8%	50.1%	17.0%	78.8%	47.7%	31.1%
55 - 64	336	333	330	146	66	268	148	121
%V	15.2%	15.6%	15.6%	15.2%	18.5%	15.6%	16.3%	15.0%
%H		99.1%	98.2%	43.5%	19.6%	79.8%	44.0%	36.0%
65+	487	486	479	138	60	421	137	284
%V	22.0%	22.8%	22.6%	14.3%	16.9%	24.5%	15.1%	35.1%
%H		99.8%	98.4%	28.3%	12.3%	86.4%	28.1%	58.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2212	2135	2115	962	356	1718	910	808
%H		96.5%	95.6%	43.5%	16.1%	77.7%	41.1%	36.5%
AB	505	494	491	234	85	388	214	174
%V	22.8%	23.1%	23.2%	24.3%	23.9%	22.6%	23.5%	21.5%
%H		97.8%	97.2%	46.3%	16.8%	76.8%	42.4%	34.5%
C1	658	608	601	279	109	484	267	217
%V	29.7%	28.5%	28.4%	29.0%	30.6%	28.2%	29.3%	26.9%
%H		92.4%	91.3%	42.4%	16.6%	73.6%	40.6%	33.0%
C2	376	372	371	190	71	307	192	115
%V	17.0%	17.4%	17.5%	19.8%	19.9%	17.9%	21.1%	14.2%
%H		98.9%	98.7%	50.5%	18.9%	81.6%	51.1%	30.6%
D	387	381	377	170	57	304	153	150
%V	17.5%	17.8%	17.8%	17.7%	16.0%	17.7%	16.8%	18.6%
%H		98.4%	97.4%	43.9%	14.7%	78.6%	39.5%	38.8%
E	285	281	274	89	35	235	83	152
%V	12.9%	13.2%	13.0%	9.3%	9.8%	13.7%	9.1%	18.8%
%H		98.6%	96.1%	31.2%	12.3%	82.5%	29.1%	53.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2212	2135	2115	962	356	1718	910	808
%H		96.5%	95.6%	43.5%	16.1%	77.7%	41.1%	36.5%
Working full time	755	738	735	376	148	578	363	215
%V	34.1%	34.6%	34.8%	39.1%	41.6%	33.6%	39.9%	26.6%
%H		97.7%	97.4%	49.8%	19.6%	76.6%	48.1%	28.5%
Working part time	336	332	330	182	49	259	160	99
%V	15.2%	15.6%	15.6%	18.9%	13.8%	15.1%	17.6%	12.3%
%H		98.8%	98.2%	54.2%	14.6%	77.1%	47.6%	29.5%
Not working	1121	1065	1049	405	159	881	387	493
%V	50.7%	49.9%	49.6%	42.1%	44.7%	51.3%	42.5%	61.0%
%H		95.0%	93.6%	36.1%	14.2%	78.6%	34.5%	44.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	722	704	622	343	58	397	177	220
%H (All HH)		97.5%	86.1%	47.5%	8.0%	55.0%	24.5%	30.5%
%H (TV HH)			88.4%	48.7%	8.2%	56.4%	25.1%	31.3%
AB	127	125	116	65	13	72	33	38
%V	17.6%	17.8%	18.6%	19.0%	22.4%	18.1%	18.6%	17.3%
%H (All HH)		98.4%	91.3%	51.2%	10.2%	56.7%	26.0%	29.9%
%H (TV HH)			92.8%	52.0%	10.4%	57.6%	26.4%	30.4%
C1	172	167	154	87	15	100	49	51
%V	23.8%	23.7%	24.8%	25.4%	25.9%	25.2%	27.7%	23.2%
%H (All HH)		97.1%	89.5%	50.6%	8.7%	58.1%	28.5%	29.7%
%H (TV HH)			92.2%	52.1%	9.0%	59.9%	29.3%	30.5%
C2	148	145	132	77	10	88	43	45
%V	20.5%	20.6%	21.2%	22.4%	17.2%	22.2%	24.3%	20.5%
%H (All HH)		98.0%	89.2%	52.0%	6.8%	59.5%	29.1%	30.4%
%H (TV HH)			91.0%	53.1%	6.9%	60.7%	29.7%	31.0%
D	132	127	113	64	11	69	31	38
%V	18.3%	18.0%	18.2%	18.7%	19.0%	17.4%	17.5%	17.3%
%H (All HH)		96.2%	85.6%	48.5%	8.3%	52.3%	23.5%	28.8%
%H (TV HH)			89.0%	50.4%	8.7%	54.3%	24.4%	29.9%
E	143	138	107	50	10	68	20	47
%V	19.8%	19.6%	17.2%	14.6%	17.2%	17.1%	11.3%	21.4%
%H (All HH)		96.5%	74.8%	35.0%	7.0%	47.6%	14.0%	32.9%
%H (TV HH)			77.5%	36.2%	7.2%	49.3%	14.5%	34.1%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	722	704	622	343	58	397	177	220
%H (All HH)		97.5%	86.1%	47.5%	8.0%	55.0%	24.5%	30.5%
%H (TV HH)			88.4%	48.7%	8.2%	56.4%	25.1%	31.3%
Under 25	31	28	24	13	3	12	5	7
%V	4.3%	4.0%	3.9%	3.8%	5.2%	3.0%	2.8%	3.2%
%H (All HH)		90.3%	77.4%	41.9%	9.7%	38.7%	16.1%	22.6%
%H (TV HH)			85.7%	46.4%	10.7%	42.9%	17.9%	25.0%
25 - 34	118	114	108	67	13	61	32	29
%V	16.3%	16.2%	17.4%	19.5%	22.4%	15.4%	18.1%	13.2%
%H (All HH)		96.6%	91.5%	56.8%	11.0%	51.7%	27.1%	24.6%
%H (TV HH)			94.7%	58.8%	11.4%	53.5%	28.1%	25.4%
35 - 44	141	137	128	84	11	76	42	34
%V	19.5%	19.5%	20.6%	24.5%	19.0%	19.1%	23.7%	15.5%
%H (All HH)		97.2%	90.8%	59.6%	7.8%	53.9%	29.8%	24.1%
%H (TV HH)			93.4%	61.3%	8.0%	55.5%	30.7%	24.8%
45 - 54	147	144	136	75	14	93	46	47
%V	20.4%	20.5%	21.9%	21.9%	24.1%	23.4%	26.0%	21.4%
%H (All HH)		98.0%	92.5%	51.0%	9.5%	63.3%	31.3%	32.0%
%H (TV HH)			94.4%	52.1%	9.7%	64.6%	31.9%	32.6%
55 - 64	114	112	100	51	9	65	26	40
%V	15.8%	15.9%	16.1%	14.9%	15.5%	16.4%	14.7%	18.2%
%H (All HH)		98.2%	87.7%	44.7%	7.9%	57.0%	22.8%	35.1%
%H (TV HH)			89.3%	45.5%	8.0%	58.0%	23.2%	35.7%
65 +	171	169	125	53	8	90	27	64
%V	23.7%	24.0%	20.1%	15.5%	13.8%	22.7%	15.3%	29.1%
%H (All HH)		98.8%	73.1%	31.0%	4.7%	52.6%	15.8%	37.4%
%H (TV HH)			74.0%	31.4%	4.7%	53.3%	16.0%	37.9%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	722	704	622	343	58	397	177	220
%H (All HH)		97.5%	86.1%	47.5%	8.0%	55.0%	24.5%	30.5%
%H (TV HH)			88.4%	48.7%	8.2%	56.4%	25.1%	31.3%
1	221	212	165	61	17	112	26	86
%V	30.6%	30.1%	26.5%	17.8%	29.3%	28.2%	14.7%	39.1%
%H (All HH)		95.9%	74.7%	27.6%	7.7%	50.7%	11.8%	38.9%
%H (TV HH)			77.8%	28.8%	8.0%	52.8%	12.3%	40.6%
2	209	206	186	100	17	119	51	68
%V	28.9%	29.3%	29.9%	29.2%	29.3%	30.0%	28.8%	30.9%
%H (All HH)		98.6%	89.0%	47.8%	8.1%	56.9%	24.4%	32.5%
%H (TV HH)			90.3%	48.5%	8.3%	57.8%	24.8%	33.0%
3	111	110	102	69	9	60	35	25
%V	15.4%	15.6%	16.4%	20.1%	15.5%	15.1%	19.8%	11.4%
%H (All HH)		99.1%	91.9%	62.2%	8.1%	54.1%	31.5%	22.5%
%H (TV HH)			92.7%	62.7%	8.2%	54.5%	31.8%	22.7%
4	114	111	107	72	10	66	40	26
%V	15.8%	15.8%	17.2%	21.0%	17.2%	16.6%	22.6%	11.8%
%H (All HH)		97.4%	93.9%	63.2%	8.8%	57.9%	35.1%	22.8%
%H (TV HH)			96.4%	64.9%	9.0%	59.5%	36.0%	23.4%
5+	66	65	62	41	6	40	24	16
%V	9.1%	9.2%	10.0%	12.0%	10.3%	10.1%	13.6%	7.3%
%H (All HH)		98.5%	93.9%	62.1%	9.1%	60.6%	36.4%	24.2%
%H (TV HH)			95.4%	63.1%	9.2%	61.5%	36.9%	24.6%
Average HH size	2.48	2.50	2.59	2.87	2.56	2.56	2.99	2.21

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	722	704	622	343	58	397	177	220
%H (All HH)		97.5%	86.1%	47.5%	8.0%	55.0%	24.5%	30.5%
%H (TV HH)			88.4%	48.7%	8.2%	56.4%	25.1%	31.3%
Without	509	494	423	208	39	278	104	173
%V	70.5%	70.2%	68.0%	60.6%	67.2%	70.0%	58.8%	78.6%
%H (All HH)		97.1%	83.1%	40.9%	7.7%	54.6%	20.4%	34.0%
%H (TV HH)			85.6%	42.1%	7.9%	56.3%	21.1%	35.0%
With	213	210	199	135	19	119	72	47
%V	29.5%	29.8%	32.0%	39.4%	32.8%	30.0%	40.7%	21.4%
%H (All HH)		98.6%	93.4%	63.4%	8.9%	55.9%	33.8%	22.1%
%H (TV HH)			94.8%	64.3%	9.0%	56.7%	34.3%	22.4%
0 - 3	82	81	77	56	6	44	27	17
%V	11.4%	11.5%	12.4%	16.3%	10.3%	11.1%	15.3%	7.7%
%H (All HH)		98.8%	93.9%	68.3%	7.3%	53.7%	32.9%	20.7%
%H (TV HH)			95.1%	69.1%	7.4%	54.3%	33.3%	21.0%
4 - 9	104	102	98	70	8	58	37	20
%V	14.4%	14.5%	15.8%	20.4%	13.8%	14.6%	20.9%	9.1%
%H (All HH)		98.1%	94.2%	67.3%	7.7%	55.8%	35.6%	19.2%
%H (TV HH)			96.1%	68.6%	7.8%	56.9%	36.3%	19.6%
10 - 15	107	105	99	63	11	63	37	25
%V	14.8%	14.9%	15.9%	18.4%	19.0%	15.9%	20.9%	11.4%
%H (All HH)		98.1%	92.5%	58.9%	10.3%	58.9%	34.6%	23.4%
%H (TV HH)			94.3%	60.0%	10.5%	60.0%	35.2%	23.8%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	722	704	622	343	58	397	177	220
%H (All HH)		97.5%	86.1%	47.5%	8.0%	55.0%	24.5%	30.5%
%H (TV HH)			88.4%	48.7%	8.2%	56.4%	25.1%	31.3%
1	248	248	198	93	21	107	26	81
%V	34.3%	35.2%	31.8%	27.1%	36.2%	27.0%	14.7%	36.8%
%H (All HH)		100.0%	79.8%	37.5%	8.5%	43.1%	10.5%	32.7%
%H (TV HH)			79.8%	37.5%	8.5%	43.1%	10.5%	32.7%
2	252	252	227	122	21	145	61	84
%V	34.9%	35.8%	36.5%	35.6%	36.2%	36.5%	34.5%	38.2%
%H (All HH)		100.0%	90.1%	48.4%	8.3%	57.5%	24.2%	33.3%
%H (TV HH)			90.1%	48.4%	8.3%	57.5%	24.2%	33.3%
3	112	112	107	66	9	76	42	33
%V	15.5%	15.9%	17.2%	19.2%	15.5%	19.1%	23.7%	15.0%
%H (All HH)		100.0%	95.5%	58.9%	8.0%	67.9%	37.5%	29.5%
%H (TV HH)			95.5%	58.9%	8.0%	67.9%	37.5%	29.5%
4	56	56	55	36	4	42	27	15
%V	7.8%	8.0%	8.8%	10.5%	6.9%	10.6%	15.3%	6.8%
%H (All HH)		100.0%	98.2%	64.3%	7.1%	75.0%	48.2%	26.8%
%H (TV HH)			98.2%	64.3%	7.1%	75.0%	48.2%	26.8%
5+	36	36	35	26	3	27	21	7
%V	5.0%	5.1%	5.6%	7.6%	5.2%	6.8%	11.9%	3.2%
%H (All HH)		100.0%	97.2%	72.2%	8.3%	75.0%	58.3%	19.4%
%H (TV HH)			97.2%	72.2%	8.3%	75.0%	58.3%	19.4%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	722	704	622	343	58	397	177	220
%H (All HH)		97.5%	86.1%	47.5%	8.0%	55.0%	24.5%	30.5%
%H (TV HH)			88.4%	48.7%	8.2%	56.4%	25.1%	31.3%
Under 20"	224	224	199	112	18	140	70	70
%V	31.0%	31.8%	32.0%	32.7%	31.0%	35.3%	39.5%	31.8%
%H (All HH)		100.0%	88.8%	50.0%	8.0%	62.5%	31.3%	31.3%
%H (TV HH)			88.8%	50.0%	8.0%	62.5%	31.3%	31.3%
20" - 29"	355	355	301	157	25	211	92	119
%V	49.2%	50.4%	48.4%	45.8%	43.1%	53.1%	52.0%	54.1%
%H (All HH)		100.0%	84.8%	44.2%	7.0%	59.4%	25.9%	33.5%
%H (TV HH)			84.8%	44.2%	7.0%	59.4%	25.9%	33.5%
30" - 39"	356	356	336	192	29	221	106	115
%V	49.3%	50.6%	54.0%	56.0%	50.0%	55.7%	59.9%	52.3%
%H (All HH)		100.0%	94.4%	53.9%	8.1%	62.1%	29.8%	32.3%
%H (TV HH)			94.4%	53.9%	8.1%	62.1%	29.8%	32.3%
40" and over	246	246	241	163	25	149	94	55
%V	34.1%	34.9%	38.7%	47.5%	43.1%	37.5%	53.1%	25.0%
%H (All HH)		100.0%	98.0%	66.3%	10.2%	60.6%	38.2%	22.4%
%H (TV HH)			98.0%	66.3%	10.2%	60.6%	38.2%	22.4%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	722	704	622	343	58	397	177	220
%H (All HH)		97.5%	86.1%	47.5%	8.0%	55.0%	24.5%	30.5%
%H (TV HH)			88.4%	48.7%	8.2%	56.4%	25.1%	31.3%
Main living room	693	693	614	340	58	390	174	215
%V	96.0%	98.4%	98.7%	99.1%	100.0%	98.2%	98.3%	97.7%
%H (All HH)		100.0%	88.6%	49.1%	8.4%	56.3%	25.1%	31.0%
%H (TV HH)			88.6%	49.1%	8.4%	56.3%	25.1%	31.0%
Kitchen	186	186	171	98	10	127	64	63
%V	25.8%	26.4%	27.5%	28.6%	17.2%	32.0%	36.2%	28.6%
%H (All HH)		100.0%	91.9%	52.7%	5.4%	68.3%	34.4%	33.9%
%H (TV HH)			91.9%	52.7%	5.4%	68.3%	34.4%	33.9%
Adult's bedroom	292	292	277	168	27	190	106	85
%V	40.4%	41.5%	44.5%	49.0%	46.6%	47.9%	59.9%	38.6%
%H (All HH)		100.0%	94.9%	57.5%	9.2%	65.1%	36.3%	29.1%
%H (TV HH)			94.9%	57.5%	9.2%	65.1%	36.3%	29.1%
Child's bedroom	68	68	66	46	6	46	32	14
%V	9.4%	9.7%	10.6%	13.4%	10.3%	11.6%	18.1%	6.4%
%H (All HH)		100.0%	97.1%	67.6%	8.8%	67.6%	47.1%	20.6%
%H (TV HH)			97.1%	67.6%	8.8%	67.6%	47.1%	20.6%
Other bedroom	21	21	20	13	2	14	9	6
%V	2.9%	3.0%	3.2%	3.8%	3.4%	3.5%	5.1%	2.7%
%H (All HH)		100.0%	95.2%	61.9%	9.5%	66.7%	42.9%	28.6%
%H (TV HH)			95.2%	61.9%	9.5%	66.7%	42.9%	28.6%
Second living/dining room	118	118	112	72	7	82	48	34
%V	16.3%	16.8%	18.0%	21.0%	12.1%	20.7%	27.1%	15.5%
%H (All HH)		100.0%	94.9%	61.0%	5.9%	69.5%	40.7%	28.8%
%H (TV HH)			94.9%	61.0%	5.9%	69.5%	40.7%	28.8%
Study/office	11	11	11	7	1	8	5	3
%V	1.5%	1.6%	1.8%	2.0%	1.7%	2.0%	2.8%	1.4%
%H (All HH)		100.0%	100.0%	63.6%	9.1%	72.7%	45.5%	27.3%
%H (TV HH)			100.0%	63.6%	9.1%	72.7%	45.5%	27.3%
TV room	8	8	8	4	1	6	3	3
%V	1.1%	1.1%	1.3%	1.2%	1.7%	1.5%	1.7%	1.4%
%H (All HH)		100.0%	100.0%	50.0%	12.5%	75.0%	37.5%	37.5%
%H (TV HH)			100.0%	50.0%	12.5%	75.0%	37.5%	37.5%
No specific location	1	1	1	1	0	1	1	1
%V	0.1%	0.1%	0.2%	0.3%	0.0%	0.3%	0.6%	0.5%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
Other	2	2	2	1	0	1	1	1
%V	0.3%	0.3%	0.3%	0.3%	0.0%	0.3%	0.6%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	50.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	50.0%	50.0%	50.0%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	722	704	622	343	58	397	177	220
%H (All HH)		97.5%	86.1%	47.5%	8.0%	55.0%	24.5%	30.5%
%H (TV HH)			88.4%	48.7%	8.2%	56.4%	25.1%	31.3%
PVR	294	294	293	238	29	153	124	30
%V	40.7%	41.8%	47.1%	69.4%	50.0%	38.5%	70.1%	13.6%
%H (All HH)		100.0%	99.7%	81.0%	9.9%	52.0%	42.2%	10.2%
%H (TV HH)			99.7%	81.0%	9.9%	52.0%	42.2%	10.2%
DVDR	90	90	83	50	6	57	29	27
%V	12.5%	12.8%	13.3%	14.6%	10.3%	14.4%	16.4%	12.3%
%H (All HH)		100.0%	92.2%	55.6%	6.7%	63.3%	32.2%	30.0%
%H (TV HH)			92.2%	55.6%	6.7%	63.3%	32.2%	30.0%
VCR	82	82	68	34	5	47	17	30
%V	11.4%	11.6%	10.9%	9.9%	8.6%	11.8%	9.6%	13.6%
%H (All HH)		100.0%	82.9%	41.5%	6.1%	57.3%	20.7%	36.6%
%H (TV HH)			82.9%	41.5%	6.1%	57.3%	20.7%	36.6%
Any recorder	384	384	365	261	33	208	136	72
%V	53.2%	54.5%	58.7%	76.1%	56.9%	52.4%	76.8%	32.7%
%H (All HH)		100.0%	95.1%	68.0%	8.6%	54.2%	35.4%	18.8%
%H (TV HH)			95.1%	68.0%	8.6%	54.2%	35.4%	18.8%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
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Household level data
Table 12.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	722	704	622	343	58	397	177	220
%H (All HH)		97.5%	86.1%	47.5%	8.0%	55.0%	24.5%	30.5%
%H (TV HH)			88.4%	48.7%	8.2%	56.4%	25.1%	31.3%
Receives HDTV (via STB or built-in reception)	168	168	168	122	28	88	67	21
%V	23.3%	23.9%	27.0%	35.6%	48.3%	22.2%	37.9%	9.5%
%H (All HH)		100.0%	100.0%	72.6%	16.7%	52.4%	39.9%	12.5%
%H (TV HH)			100.0%	72.6%	16.7%	52.4%	39.9%	12.5%
DVD/Blu-ray player or recorder	537	537	498	286	47	321	154	166
%V	74.4%	76.3%	80.1%	83.4%	81.0%	80.9%	87.0%	75.5%
%H (All HH)		100.0%	92.7%	53.3%	8.8%	59.8%	28.7%	30.9%
%H (TV HH)			92.7%	53.3%	8.8%	59.8%	28.7%	30.9%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	722	704	622	343	58	397	177	220
%H (All HH)		97.5%	86.1%	47.5%	8.0%	55.0%	24.5%	30.5%
%H (TV HH)			88.4%	48.7%	8.2%	56.4%	25.1%	31.3%
Has PC or Laptop	492	482	457	275	50	282	149	132
%V	68.1%	68.5%	73.5%	80.2%	86.2%	71.0%	84.2%	60.0%
%H (All HH)		98.0%	92.9%	55.9%	10.2%	57.3%	30.3%	26.8%
%H (TV HH)			94.8%	57.1%	10.4%	58.5%	30.9%	27.4%
Has broadband internet	462	453	432	264	49	264	144	120
%V	64.0%	64.3%	69.5%	77.0%	84.5%	66.5%	81.4%	54.5%
%H (All HH)		98.1%	93.5%	57.1%	10.6%	57.1%	31.2%	26.0%
%H (TV HH)			95.4%	58.3%	10.8%	58.3%	31.8%	26.5%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1506	1384	819	123	941	495	446
%H		91.9%	54.4%	8.2%	62.5%	32.9%	29.6%
Under 20"	308	278	158	25	199	102	96
%V	20.5%	20.1%	19.3%	20.3%	21.1%	20.6%	21.5%
%H		90.3%	51.3%	8.1%	64.6%	33.1%	31.2%
20" - 29"	496	429	235	34	306	145	161
%V	32.9%	31.0%	28.7%	27.6%	32.5%	29.3%	36.1%
%H		86.5%	47.4%	6.9%	61.7%	29.2%	32.5%
30" - 39"	421	400	236	36	266	137	129
%V	28.0%	28.9%	28.8%	29.3%	28.3%	27.7%	28.9%
%H		95.0%	56.1%	8.6%	63.2%	32.5%	30.6%
40" and over	273	268	184	27	167	109	59
%V	18.1%	19.4%	22.5%	22.0%	17.7%	22.0%	13.2%
%H		98.2%	67.4%	9.9%	61.2%	39.9%	21.6%
Don't know	9	8	6	1	3	2	2
%V	0.6%	0.6%	0.7%	0.8%	0.3%	0.4%	0.4%
%H		88.9%	66.7%	11.1%	33.3%	22.2%	22.2%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1506	1384	819	123	941	495	446
%H		91.9%	54.4%	8.2%	62.5%	32.9%	29.6%
Main living room	702	621	344	59	393	176	218
%V	46.6%	44.9%	42.0%	48.0%	41.8%	35.6%	48.9%
%H		88.5%	49.0%	8.4%	56.0%	25.1%	31.1%
Kitchen	187	171	98	10	128	64	64
%V	12.4%	12.4%	12.0%	8.1%	13.6%	12.9%	14.3%
%H		91.4%	52.4%	5.3%	68.4%	34.2%	34.2%
Adult's bedroom	367	350	216	34	246	144	102
%V	24.4%	25.3%	26.4%	27.6%	26.1%	29.1%	22.9%
%H		95.4%	58.9%	9.3%	67.0%	39.2%	27.8%
Child's bedroom	87	85	61	7	60	44	16
%V	5.8%	6.1%	7.4%	5.7%	6.4%	8.9%	3.6%
%H		97.7%	70.1%	8.0%	69.0%	50.6%	18.4%
Other bedroom	23	22	14	2	15	9	6
%V	1.5%	1.6%	1.7%	1.6%	1.6%	1.8%	1.3%
%H		95.7%	60.9%	8.7%	65.2%	39.1%	26.1%
Second living/dining room	119	113	72	7	83	48	34
%V	7.9%	8.2%	8.8%	5.7%	8.8%	9.7%	7.6%
%H		95.0%	60.5%	5.9%	69.7%	40.3%	28.6%
Study/office	11	11	7	1	8	5	3
%V	0.7%	0.8%	0.9%	0.8%	0.9%	1.0%	0.7%
%H		100.0%	63.6%	9.1%	72.7%	45.5%	27.3%
TV room	8	8	4	1	6	3	3
%V	0.5%	0.6%	0.5%	0.8%	0.6%	0.6%	0.7%
%H		100.0%	50.0%	12.5%	75.0%	37.5%	37.5%
No specific location	1	1	1	0	1	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.2%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
Other	2	2	1	0	1	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.2%
%H		100.0%	50.0%	0.0%	50.0%	50.0%	50.0%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1506	1384	819	123	941	495	446
%H		91.9%	54.4%	8.2%	62.5%	32.9%	29.6%
PVR	385	385	321	34	195	162	33
%V	25.6%	27.8%	39.2%	27.6%	20.7%	32.7%	7.4%
%H		100.0%	83.4%	8.8%	50.6%	42.1%	8.6%
DVDR	107	100	62	6	71	40	31
%V	7.1%	7.2%	7.6%	4.9%	7.5%	8.1%	7.0%
%H		93.5%	57.9%	5.6%	66.4%	37.4%	29.0%
VCR	91	77	38	5	53	20	34
%V	6.0%	5.6%	4.6%	4.1%	5.6%	4.0%	7.6%
%H		84.6%	41.8%	5.5%	58.2%	22.0%	37.4%
Any recorder	512	492	368	42	277	192	85
%V	34.0%	35.5%	44.9%	34.1%	29.4%	38.8%	19.1%
%H		96.1%	71.9%	8.2%	54.1%	37.5%	16.6%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1506	1384	819	123	941	495	446
%H		91.9%	54.4%	8.2%	62.5%	32.9%	29.6%
Receives HDTV (via STB or built-in reception)	218	218	159	34	116	89	27
%V	14.5%	15.8%	19.4%	27.6%	12.3%	18.0%	6.1%
%H		100.0%	72.9%	15.6%	53.2%	40.8%	12.4%
DVD/Blu-ray player or recorder	771	727	440	66	491	268	222
%V	51.2%	52.5%	53.7%	53.7%	52.2%	54.1%	49.8%
%H		94.3%	57.1%	8.6%	63.7%	34.8%	28.8%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Ulster
Set level data
Table 12.15: Main Set Screen Size
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	703	622	343	58	397	177	220
%H		88.5%	48.8%	8.3%	56.5%	25.2%	31.3%
Under 20"	18	10	2	1	7	0	6
%V	2.6%	1.6%	0.6%	1.7%	1.8%	0.0%	2.7%
%H		55.6%	11.1%	5.6%	38.9%	0.0%	33.3%
20" - 29"	176	126	48	11	84	18	66
%V	25.0%	20.3%	14.0%	19.0%	21.2%	10.2%	30.0%
%H		71.6%	27.3%	6.3%	47.7%	10.2%	37.5%
30" - 39"	273	255	136	23	167	71	96
%V	38.8%	41.0%	39.7%	39.7%	42.1%	40.1%	43.6%
%H		93.4%	49.8%	8.4%	61.2%	26.0%	35.2%
40" and over	233	229	155	24	139	87	51
%V	33.1%	36.8%	45.2%	41.4%	35.0%	49.2%	23.2%
%H		98.3%	66.5%	10.3%	59.7%	37.3%	21.9%
Don't know	3	2	2	0	0	0	0
%V	0.4%	0.3%	0.6%	0.0%	0.0%	0.0%	0.0%
%H		66.7%	66.7%	0.0%	0.0%	0.0%	0.0%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Ulster
Set level data
Table 12.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	703	622	343	58	397	177	220
%H		88.5%	48.8%	8.3%	56.5%	25.2%	31.3%
PVR	285	285	232	28	147	119	28
%V	40.5%	45.8%	67.6%	48.3%	37.0%	67.2%	12.7%
%H		100.0%	81.4%	9.8%	51.6%	41.8%	9.8%
DVDR	73	67	40	5	44	22	22
%V	10.4%	10.8%	11.7%	8.6%	11.1%	12.4%	10.0%
%H		91.8%	54.8%	6.8%	60.3%	30.1%	30.1%
VCR	64	51	24	4	35	11	24
%V	9.1%	8.2%	7.0%	6.9%	8.8%	6.2%	10.9%
%H		79.7%	37.5%	6.3%	54.7%	17.2%	37.5%
Any recorder	364	346	252	32	193	130	63
%V	51.8%	55.6%	73.5%	55.2%	48.6%	73.4%	28.6%
%H		95.1%	69.2%	8.8%	53.0%	35.7%	17.3%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	703	622	343	58	397	177	220
%H		88.5%	48.8%	8.3%	56.5%	25.2%	31.3%
Receives HDTV (via STB or built-in reception)	161	161	117	28	83	64	19
%V	22.9%	25.9%	34.1%	48.3%	20.9%	36.2%	8.6%
%H		100.0%	72.7%	17.4%	51.6%	39.8%	11.8%
DVD/Blu-ray player or recorder	503	466	268	44	298	143	155
%V	71.6%	74.9%	78.1%	75.9%	75.1%	80.8%	70.5%
%H		92.6%	53.3%	8.7%	59.2%	28.4%	30.8%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Ulster
Set level data
Table 12.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	803	762	476	64	544	318	226
%H		94.9%	59.3%	8.0%	67.7%	39.6%	28.1%
Under 20"	290	268	156	25	192	102	90
%V	36.1%	35.2%	32.8%	39.1%	35.3%	32.1%	39.8%
%H		92.4%	53.8%	8.6%	66.2%	35.2%	31.0%
20" - 29"	320	304	187	23	222	127	95
%V	39.9%	39.9%	39.3%	35.9%	40.8%	39.9%	42.0%
%H		95.0%	58.4%	7.2%	69.4%	39.7%	29.7%
30" - 39"	147	145	100	13	99	66	33
%V	18.3%	19.0%	21.0%	20.3%	18.2%	20.8%	14.6%
%H		98.6%	68.0%	8.8%	67.3%	44.9%	22.4%
40" and over	40	39	30	3	29	22	7
%V	5.0%	5.1%	6.3%	4.7%	5.3%	6.9%	3.1%
%H		97.5%	75.0%	7.5%	72.5%	55.0%	17.5%
Don't know	6	6	4	1	3	2	1
%V	0.7%	0.8%	0.8%	1.6%	0.6%	0.6%	0.4%
%H		100.0%	66.7%	16.7%	50.0%	33.3%	16.7%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Set level data

Table 12.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	803	762	476	64	544	318	226
%H		94.9%	59.3%	8.0%	67.7%	39.6%	28.1%
PVR	100	100	89	7	48	43	5
%V	12.5%	13.1%	18.7%	10.9%	8.8%	13.5%	2.2%
%H		100.0%	89.0%	7.0%	48.0%	43.0%	5.0%
DVDR	34	33	23	2	26	18	9
%V	4.2%	4.3%	4.8%	3.1%	4.8%	5.7%	4.0%
%H		97.1%	67.6%	5.9%	76.5%	52.9%	26.5%
VCR	27	26	14	2	19	9	10
%V	3.4%	3.4%	2.9%	3.1%	3.5%	2.8%	4.4%
%H		96.3%	51.9%	7.4%	70.4%	33.3%	37.0%
Any recorder	148	146	116	10	84	62	22
%V	18.4%	19.2%	24.4%	15.6%	15.4%	19.5%	9.7%
%H		98.6%	78.4%	6.8%	56.8%	41.9%	14.9%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	803	762	476	64	544	318	226
%H		94.9%	59.3%	8.0%	67.7%	39.6%	28.1%
Receives HDTV (via STB or built-in reception)	56	56	42	7	34	25	9
%V	7.0%	7.3%	8.8%	10.9%	6.3%	7.9%	4.0%
%H		100.0%	75.0%	12.5%	60.7%	44.6%	16.1%
DVD/Blu-ray player or recorder	268	261	173	22	192	126	67
%V	33.4%	34.3%	36.3%	34.4%	35.3%	39.6%	29.6%
%H		97.4%	64.6%	8.2%	71.6%	47.0%	25.0%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1794	1757	1613	982	150	1014	528	486
%H		97.9%	89.9%	54.7%	8.4%	56.5%	29.4%	27.1%
Total Children	387	380	362	248	33	219	135	84
%V	21.6%	21.6%	22.4%	25.3%	22.0%	21.6%	25.6%	17.3%
%H		98.2%	93.5%	64.1%	8.5%	56.6%	34.9%	21.7%
0 - 3	102	101	97	70	8	55	34	21
%V	5.7%	5.7%	6.0%	7.1%	5.3%	5.4%	6.4%	4.3%
%H		99.0%	95.1%	68.6%	7.8%	53.9%	33.3%	20.6%
4 - 15	285	279	264	178	25	164	101	63
%V	15.9%	15.9%	16.4%	18.1%	16.7%	16.2%	19.1%	13.0%
%H		97.9%	92.6%	62.5%	8.8%	57.5%	35.4%	22.1%
4 - 9	140	138	131	94	10	77	49	28
%V	7.8%	7.9%	8.1%	9.6%	6.7%	7.6%	9.3%	5.8%
%H		98.6%	93.6%	67.1%	7.1%	55.0%	35.0%	20.0%
10 - 15	145	142	133	83	14	87	51	36
%V	8.1%	8.1%	8.2%	8.5%	9.3%	8.6%	9.7%	7.4%
%H		97.9%	91.7%	57.2%	9.7%	60.0%	35.2%	24.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1794	1757	1613	982	150	1014	528	486
%H		97.9%	89.9%	54.7%	8.4%	56.5%	29.4%	27.1%
Total Adults (16+)	1407	1376	1252	734	117	795	393	402
%V	78.4%	78.3%	77.6%	74.7%	78.0%	78.4%	74.4%	82.7%
%H		97.8%	89.0%	52.2%	8.3%	56.5%	27.9%	28.6%
16 - 19	102	101	96	61	9	61	34	27
%V	5.7%	5.7%	6.0%	6.2%	6.0%	6.0%	6.4%	5.6%
%H		99.0%	94.1%	59.8%	8.8%	59.8%	33.3%	26.5%
20 - 24	112	107	99	60	11	61	35	26
%V	6.2%	6.1%	6.1%	6.1%	7.3%	6.0%	6.6%	5.3%
%H		95.5%	88.4%	53.6%	9.8%	54.5%	31.3%	23.2%
25 - 34	252	245	231	145	28	127	69	58
%V	14.0%	13.9%	14.3%	14.8%	18.7%	12.5%	13.1%	11.9%
%H		97.2%	91.7%	57.5%	11.1%	50.4%	27.4%	23.0%
35 - 44	244	237	224	149	17	133	76	58
%V	13.6%	13.5%	13.9%	15.2%	11.3%	13.1%	14.4%	11.9%
%H		97.1%	91.8%	61.1%	7.0%	54.5%	31.1%	23.8%
45 - 54	247	242	229	133	23	155	81	75
%V	13.8%	13.8%	14.2%	13.5%	15.3%	15.3%	15.3%	15.4%
%H		98.0%	92.7%	53.8%	9.3%	62.8%	32.8%	30.4%
55 - 64	194	191	174	93	15	115	50	66
%V	10.8%	10.9%	10.8%	9.5%	10.0%	11.3%	9.5%	13.6%
%H		98.5%	89.7%	47.9%	7.7%	59.3%	25.8%	34.0%
65+	256	254	199	92	13	142	49	93
%V	14.3%	14.5%	12.3%	9.4%	8.7%	14.0%	9.3%	19.1%
%H		99.2%	77.7%	35.9%	5.1%	55.5%	19.1%	36.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1407	1376	1252	734	117	795	393	402
%H		97.8%	89.0%	52.2%	8.3%	56.5%	27.9%	28.6%
AB	278	275	257	150	30	158	80	78
%V	19.8%	20.0%	20.5%	20.4%	25.6%	19.9%	20.4%	19.4%
%H		98.9%	92.4%	54.0%	10.8%	56.8%	28.8%	28.1%
C1	346	338	317	188	31	209	112	97
%V	24.6%	24.6%	25.3%	25.6%	26.5%	26.3%	28.5%	24.1%
%H		97.7%	91.6%	54.3%	9.0%	60.4%	32.4%	28.0%
C2	318	313	288	171	21	193	97	96
%V	22.6%	22.7%	23.0%	23.3%	17.9%	24.3%	24.7%	23.9%
%H		98.4%	90.6%	53.8%	6.6%	60.7%	30.5%	30.2%
D	260	252	228	141	22	137	69	67
%V	18.5%	18.3%	18.2%	19.2%	18.8%	17.2%	17.6%	16.7%
%H		96.9%	87.7%	54.2%	8.5%	52.7%	26.5%	25.8%
E	205	200	161	84	14	98	34	64
%V	14.6%	14.5%	12.9%	11.4%	12.0%	12.3%	8.7%	15.9%
%H		97.6%	78.5%	41.0%	6.8%	47.8%	16.6%	31.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1407	1376	1252	734	117	795	393	402
%H		97.8%	89.0%	52.2%	8.3%	56.5%	27.9%	28.6%
Working full time	601	587	556	347	52	342	187	156
%V	42.7%	42.7%	44.4%	47.3%	44.4%	43.0%	47.6%	38.8%
%H		97.7%	92.5%	57.7%	8.7%	56.9%	31.1%	26.0%
Working part time	148	146	137	83	16	89	50	40
%V	10.5%	10.6%	10.9%	11.3%	13.7%	11.2%	12.7%	10.0%
%H		98.6%	92.6%	56.1%	10.8%	60.1%	33.8%	27.0%
Not working	658	644	559	305	49	363	157	207
%V	46.8%	46.8%	44.6%	41.6%	41.9%	45.7%	39.9%	51.5%
%H		97.9%	85.0%	46.4%	7.4%	55.2%	23.9%	31.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	683	664	609	367	55	383	195	188
%H		97.2%	89.2%	53.7%	8.1%	56.1%	28.6%	27.5%
16 - 19	53	52	49	32	3	31	18	14
%V	7.8%	7.8%	8.0%	8.7%	5.5%	8.1%	9.2%	7.4%
%H		98.1%	92.5%	60.4%	5.7%	58.5%	34.0%	26.4%
20 - 24	54	51	47	29	5	30	17	13
%V	7.9%	7.7%	7.7%	7.9%	9.1%	7.8%	8.7%	6.9%
%H		94.4%	87.0%	53.7%	9.3%	55.6%	31.5%	24.1%
25 - 34	126	121	115	74	15	62	35	27
%V	18.4%	18.2%	18.9%	20.2%	27.3%	16.2%	17.9%	14.4%
%H		96.0%	91.3%	58.7%	11.9%	49.2%	27.8%	21.4%
35 - 44	120	116	108	73	8	64	36	28
%V	17.6%	17.5%	17.7%	19.9%	14.5%	16.7%	18.5%	14.9%
%H		96.7%	90.0%	60.8%	6.7%	53.3%	30.0%	23.3%
45 - 54	120	117	111	65	10	75	39	37
%V	17.6%	17.6%	18.2%	17.7%	18.2%	19.6%	20.0%	19.7%
%H		97.5%	92.5%	54.2%	8.3%	62.5%	32.5%	30.8%
55 - 64	96	94	85	47	8	56	25	31
%V	14.1%	14.2%	14.0%	12.8%	14.5%	14.6%	12.8%	16.5%
%H		97.9%	88.5%	49.0%	8.3%	58.3%	26.0%	32.3%
65+	114	112	92	48	6	64	26	38
%V	16.7%	16.9%	15.1%	13.1%	10.9%	16.7%	13.3%	20.2%
%H		98.2%	80.7%	42.1%	5.3%	56.1%	22.8%	33.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	683	664	609	367	55	383	195	188
%H		97.2%	89.2%	53.7%	8.1%	56.1%	28.6%	27.5%
AB	137	135	127	75	15	78	41	37
%V	20.1%	20.3%	20.9%	20.4%	27.3%	20.4%	21.0%	19.7%
%H		98.5%	92.7%	54.7%	10.9%	56.9%	29.9%	27.0%
C1	161	156	148	93	13	97	55	43
%V	23.6%	23.5%	24.3%	25.3%	23.6%	25.3%	28.2%	22.9%
%H		96.9%	91.9%	57.8%	8.1%	60.2%	34.2%	26.7%
C2	171	167	154	93	11	102	51	51
%V	25.0%	25.2%	25.3%	25.3%	20.0%	26.6%	26.2%	27.1%
%H		97.7%	90.1%	54.4%	6.4%	59.6%	29.8%	29.8%
D	122	117	106	68	10	62	33	29
%V	17.9%	17.6%	17.4%	18.5%	18.2%	16.2%	16.9%	15.4%
%H		95.9%	86.9%	55.7%	8.2%	50.8%	27.0%	23.8%
E	93	89	73	39	6	43	15	28
%V	13.6%	13.4%	12.0%	10.6%	10.9%	11.2%	7.7%	14.9%
%H		95.7%	78.5%	41.9%	6.5%	46.2%	16.1%	30.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	683	664	609	367	55	383	195	188
%H		97.2%	89.2%	53.7%	8.1%	56.1%	28.6%	27.5%
Working full time	371	361	342	215	31	215	118	96
%V	54.3%	54.4%	56.2%	58.6%	56.4%	56.1%	60.5%	51.1%
%H		97.3%	92.2%	58.0%	8.4%	58.0%	31.8%	25.9%
Working part time	32	31	29	16	4	18	10	9
%V	4.7%	4.7%	4.8%	4.4%	7.3%	4.7%	5.1%	4.8%
%H		96.9%	90.6%	50.0%	12.5%	56.3%	31.3%	28.1%
Not working	280	272	237	136	20	150	67	82
%V	41.0%	41.0%	38.9%	37.1%	36.4%	39.2%	34.4%	43.6%
%H		97.1%	84.6%	48.6%	7.1%	53.6%	23.9%	29.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	724	712	643	367	62	412	198	214
%H		98.3%	88.8%	50.7%	8.6%	56.9%	27.3%	29.6%
16 - 19	49	48	47	29	6	30	17	13
%V	6.8%	6.7%	7.3%	7.9%	9.7%	7.3%	8.6%	6.1%
%H		98.0%	95.9%	59.2%	12.2%	61.2%	34.7%	26.5%
20 - 24	58	55	52	32	6	31	18	13
%V	8.0%	7.7%	8.1%	8.7%	9.7%	7.5%	9.1%	6.1%
%H		94.8%	89.7%	55.2%	10.3%	53.4%	31.0%	22.4%
25 - 34	126	124	116	72	13	65	34	31
%V	17.4%	17.4%	18.0%	19.6%	21.0%	15.8%	17.2%	14.5%
%H		98.4%	92.1%	57.1%	10.3%	51.6%	27.0%	24.6%
35 - 44	124	122	115	76	9	69	39	30
%V	17.1%	17.1%	17.9%	20.7%	14.5%	16.7%	19.7%	14.0%
%H		98.4%	92.7%	61.3%	7.3%	55.6%	31.5%	24.2%
45 - 54	127	125	118	68	13	80	42	38
%V	17.5%	17.6%	18.4%	18.5%	21.0%	19.4%	21.2%	17.8%
%H		98.4%	92.9%	53.5%	10.2%	63.0%	33.1%	29.9%
55 - 64	98	97	88	46	7	60	25	35
%V	13.5%	13.6%	13.7%	12.5%	11.3%	14.6%	12.6%	16.4%
%H		99.0%	89.8%	46.9%	7.1%	61.2%	25.5%	35.7%
65+	142	142	106	44	7	78	23	55
%V	19.6%	19.9%	16.5%	12.0%	11.3%	18.9%	11.6%	25.7%
%H		100.0%	74.6%	31.0%	4.9%	54.9%	16.2%	38.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	724	712	643	367	62	412	198	214
%H		98.3%	88.8%	50.7%	8.6%	56.9%	27.3%	29.6%
AB	141	140	130	75	15	80	39	41
%V	19.5%	19.7%	20.2%	20.4%	24.2%	19.4%	19.7%	19.2%
%H		99.3%	92.2%	53.2%	10.6%	56.7%	27.7%	29.1%
C1	186	182	169	96	18	112	58	54
%V	25.7%	25.6%	26.3%	26.2%	29.0%	27.2%	29.3%	25.2%
%H		97.8%	90.9%	51.6%	9.7%	60.2%	31.2%	29.0%
C2	147	146	134	79	10	92	46	46
%V	20.3%	20.5%	20.8%	21.5%	16.1%	22.3%	23.2%	21.5%
%H		99.3%	91.2%	53.7%	6.8%	62.6%	31.3%	31.3%
D	138	135	122	73	12	74	36	38
%V	19.1%	19.0%	19.0%	19.9%	19.4%	18.0%	18.2%	17.8%
%H		97.8%	88.4%	52.9%	8.7%	53.6%	26.1%	27.5%
E	112	110	88	44	8	55	19	36
%V	15.5%	15.4%	13.7%	12.0%	12.9%	13.3%	9.6%	16.8%
%H		98.2%	78.6%	39.3%	7.1%	49.1%	17.0%	32.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	724	712	643	367	62	412	198	214
%H		98.3%	88.8%	50.7%	8.6%	56.9%	27.3%	29.6%
Working full time	230	226	214	132	21	128	69	59
%V	31.8%	31.7%	33.3%	36.0%	33.9%	31.1%	34.8%	27.6%
%H		98.3%	93.0%	57.4%	9.1%	55.7%	30.0%	25.7%
Working part time	116	114	108	66	12	71	40	31
%V	16.0%	16.0%	16.8%	18.0%	19.4%	17.2%	20.2%	14.5%
%H		98.3%	93.1%	56.9%	10.3%	61.2%	34.5%	26.7%
Not working	378	372	321	169	29	214	89	124
%V	52.2%	52.2%	49.9%	46.0%	46.8%	51.9%	44.9%	57.9%
%H		98.4%	84.9%	44.7%	7.7%	56.6%	23.5%	32.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1346	1305	1303	729	112	1009	541	467
%H (All HH)		97.0%	96.8%	54.2%	8.3%	75.0%	40.2%	34.7%
%H (TV HH)			99.8%	55.9%	8.6%	77.3%	41.5%	35.8%
AB	250	244	243	136	21	189	102	86
%V	18.6%	18.7%	18.6%	18.7%	18.8%	18.7%	18.9%	18.4%
%H (All HH)		97.6%	97.2%	54.4%	8.4%	75.6%	40.8%	34.4%
%H (TV HH)			99.6%	55.7%	8.6%	77.5%	41.8%	35.2%
C1	352	338	337	183	35	260	139	120
%V	26.2%	25.9%	25.9%	25.1%	31.3%	25.8%	25.7%	25.7%
%H (All HH)		96.0%	95.7%	52.0%	9.9%	73.9%	39.5%	34.1%
%H (TV HH)			99.7%	54.1%	10.4%	76.9%	41.1%	35.5%
C2	300	296	296	184	24	232	142	90
%V	22.3%	22.7%	22.7%	25.2%	21.4%	23.0%	26.2%	19.3%
%H (All HH)		98.7%	98.7%	61.3%	8.0%	77.3%	47.3%	30.0%
%H (TV HH)			100.0%	62.2%	8.1%	78.4%	48.0%	30.4%
D	248	241	241	139	21	185	104	81
%V	18.4%	18.5%	18.5%	19.1%	18.8%	18.3%	19.2%	17.3%
%H (All HH)		97.2%	97.2%	56.0%	8.5%	74.6%	41.9%	32.7%
%H (TV HH)			100.0%	57.7%	8.7%	76.8%	43.2%	33.6%
E	196	187	187	87	11	144	54	90
%V	14.6%	14.3%	14.4%	11.9%	9.8%	14.3%	10.0%	19.3%
%H (All HH)		95.4%	95.4%	44.4%	5.6%	73.5%	27.6%	45.9%
%H (TV HH)			100.0%	46.5%	5.9%	77.0%	28.9%	48.1%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1346	1305	1303	729	112	1009	541	467
%H (All HH)		97.0%	96.8%	54.2%	8.3%	75.0%	40.2%	34.7%
%H (TV HH)			99.8%	55.9%	8.6%	77.3%	41.5%	35.8%
Under 25	78	67	67	32	10	46	22	25
%V	5.8%	5.1%	5.1%	4.4%	8.9%	4.6%	4.1%	5.4%
%H (All HH)		85.9%	85.9%	41.0%	12.8%	59.0%	28.2%	32.1%
%H (TV HH)			100.0%	47.8%	14.9%	68.7%	32.8%	37.3%
25 - 34	191	180	180	120	13	121	74	47
%V	14.2%	13.8%	13.8%	16.5%	11.6%	12.0%	13.7%	10.1%
%H (All HH)		94.2%	94.2%	62.8%	6.8%	63.4%	38.7%	24.6%
%H (TV HH)			100.0%	66.7%	7.2%	67.2%	41.1%	26.1%
35 - 44	215	210	210	135	21	158	104	54
%V	16.0%	16.1%	16.1%	18.5%	18.8%	15.7%	19.2%	11.6%
%H (All HH)		97.7%	97.7%	62.8%	9.8%	73.5%	48.4%	25.1%
%H (TV HH)			100.0%	64.3%	10.0%	75.2%	49.5%	25.7%
45 - 54	254	250	250	148	24	200	120	80
%V	18.9%	19.2%	19.2%	20.3%	21.4%	19.8%	22.2%	17.1%
%H (All HH)		98.4%	98.4%	58.3%	9.4%	78.7%	47.2%	31.5%
%H (TV HH)			100.0%	59.2%	9.6%	80.0%	48.0%	32.0%
55 - 64	230	224	224	127	16	177	95	82
%V	17.1%	17.2%	17.2%	17.4%	14.3%	17.5%	17.6%	17.6%
%H (All HH)		97.4%	97.4%	55.2%	7.0%	77.0%	41.3%	35.7%
%H (TV HH)			100.0%	56.7%	7.1%	79.0%	42.4%	36.6%
65 +	378	374	373	168	27	306	126	180
%V	28.1%	28.7%	28.6%	23.0%	24.1%	30.3%	23.3%	38.5%
%H (All HH)		98.9%	98.7%	44.4%	7.1%	81.0%	33.3%	47.6%
%H (TV HH)			99.7%	44.9%	7.2%	81.8%	33.7%	48.1%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1346	1305	1303	729	112	1009	541	467
%H (All HH)		97.0%	96.8%	54.2%	8.3%	75.0%	40.2%	34.7%
%H (TV HH)			99.8%	55.9%	8.6%	77.3%	41.5%	35.8%
1	435	414	413	172	29	327	115	212
%V	32.3%	31.7%	31.7%	23.6%	25.9%	32.4%	21.3%	45.4%
%H (All HH)		95.2%	94.9%	39.5%	6.7%	75.2%	26.4%	48.7%
%H (TV HH)			99.8%	41.5%	7.0%	79.0%	27.8%	51.2%
2	495	485	484	282	41	375	211	164
%V	36.8%	37.2%	37.1%	38.7%	36.6%	37.2%	39.0%	35.1%
%H (All HH)		98.0%	97.8%	57.0%	8.3%	75.8%	42.6%	33.1%
%H (TV HH)			99.8%	58.1%	8.5%	77.3%	43.5%	33.8%
3	195	191	191	127	17	146	98	48
%V	14.5%	14.6%	14.7%	17.4%	15.2%	14.5%	18.1%	10.3%
%H (All HH)		97.9%	97.9%	65.1%	8.7%	74.9%	50.3%	24.6%
%H (TV HH)			100.0%	66.5%	8.9%	76.4%	51.3%	25.1%
4	152	150	150	108	15	113	85	29
%V	11.3%	11.5%	11.5%	14.8%	13.4%	11.2%	15.7%	6.2%
%H (All HH)		98.7%	98.7%	71.1%	9.9%	74.3%	55.9%	19.1%
%H (TV HH)			100.0%	72.0%	10.0%	75.3%	56.7%	19.3%
5+	69	65	65	41	9	48	32	15
%V	5.1%	5.0%	5.0%	5.6%	8.0%	4.8%	5.9%	3.2%
%H (All HH)		94.2%	94.2%	59.4%	13.0%	69.6%	46.4%	21.7%
%H (TV HH)			100.0%	63.1%	13.8%	73.8%	49.2%	23.1%
Average HH size	2.22	2.23	2.23	2.42	2.43	2.21	2.48	1.88

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1346	1305	1303	729	112	1009	541	467
%H (All HH)		97.0%	96.8%	54.2%	8.3%	75.0%	40.2%	34.7%
%H (TV HH)			99.8%	55.9%	8.6%	77.3%	41.5%	35.8%
Without	1016	981	979	506	85	772	381	391
%V	75.5%	75.2%	75.1%	69.4%	75.9%	76.5%	70.4%	83.7%
%H (All HH)		96.6%	96.4%	49.8%	8.4%	76.0%	37.5%	38.5%
%H (TV HH)			99.8%	51.6%	8.7%	78.7%	38.8%	39.9%
With	330	325	324	223	27	237	160	77
%V	24.5%	24.9%	24.9%	30.6%	24.1%	23.5%	29.6%	16.5%
%H (All HH)		98.5%	98.2%	67.6%	8.2%	71.8%	48.5%	23.3%
%H (TV HH)			99.7%	68.6%	8.3%	72.9%	49.2%	23.7%
0 - 3	116	113	113	77	10	77	50	27
%V	8.6%	8.7%	8.7%	10.6%	8.9%	7.6%	9.2%	5.8%
%H (All HH)		97.4%	97.4%	66.4%	8.6%	66.4%	43.1%	23.3%
%H (TV HH)			100.0%	68.1%	8.8%	68.1%	44.2%	23.9%
4 - 9	158	156	156	110	12	109	76	33
%V	11.7%	12.0%	12.0%	15.1%	10.7%	10.8%	14.0%	7.1%
%H (All HH)		98.7%	98.7%	69.6%	7.6%	69.0%	48.1%	20.9%
%H (TV HH)			100.0%	70.5%	7.7%	69.9%	48.7%	21.2%
10 - 15	159	157	157	111	12	122	86	36
%V	11.8%	12.0%	12.0%	15.2%	10.7%	12.1%	15.9%	7.7%
%H (All HH)		98.7%	98.7%	69.8%	7.5%	76.7%	54.1%	22.6%
%H (TV HH)			100.0%	70.7%	7.6%	77.7%	54.8%	22.9%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1346	1305	1303	729	112	1009	541	467
%H (All HH)		97.0%	96.8%	54.2%	8.3%	75.0%	40.2%	34.7%
%H (TV HH)			99.8%	55.9%	8.6%	77.3%	41.5%	35.8%
1	535	535	534	250	42	360	118	242
%V	39.7%	41.0%	41.0%	34.3%	37.5%	35.7%	21.8%	51.8%
%H (All HH)		100.0%	99.8%	46.7%	7.9%	67.3%	22.1%	45.2%
%H (TV HH)			99.8%	46.7%	7.9%	67.3%	22.1%	45.2%
2	461	461	461	267	39	372	216	156
%V	34.2%	35.3%	35.4%	36.6%	34.8%	36.9%	39.9%	33.4%
%H (All HH)		100.0%	100.0%	57.9%	8.5%	80.7%	46.9%	33.8%
%H (TV HH)			100.0%	57.9%	8.5%	80.7%	46.9%	33.8%
3	199	199	199	130	21	176	126	50
%V	14.8%	15.2%	15.3%	17.8%	18.8%	17.4%	23.3%	10.7%
%H (All HH)		100.0%	100.0%	65.3%	10.6%	88.4%	63.3%	25.1%
%H (TV HH)			100.0%	65.3%	10.6%	88.4%	63.3%	25.1%
4	75	75	75	56	6	69	54	14
%V	5.6%	5.7%	5.8%	7.7%	5.4%	6.8%	10.0%	3.0%
%H (All HH)		100.0%	100.0%	74.7%	8.0%	92.0%	72.0%	18.7%
%H (TV HH)			100.0%	74.7%	8.0%	92.0%	72.0%	18.7%
5+	35	35	35	27	3	32	27	6
%V	2.6%	2.7%	2.7%	3.7%	2.7%	3.2%	5.0%	1.3%
%H (All HH)		100.0%	100.0%	77.1%	8.6%	91.4%	77.1%	17.1%
%H (TV HH)			100.0%	77.1%	8.6%	91.4%	77.1%	17.1%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1346	1305	1303	729	112	1009	541	467
%H (All HH)		97.0%	96.8%	54.2%	8.3%	75.0%	40.2%	34.7%
%H (TV HH)			99.8%	55.9%	8.6%	77.3%	41.5%	35.8%
Under 20"	412	412	412	243	34	360	221	138
%V	30.6%	31.6%	31.6%	33.3%	30.4%	35.7%	40.9%	29.6%
%H (All HH)		100.0%	100.0%	59.0%	8.3%	87.4%	53.6%	33.5%
%H (TV HH)			100.0%	59.0%	8.3%	87.4%	53.6%	33.5%
20" - 29"	619	619	618	327	53	506	265	241
%V	46.0%	47.4%	47.4%	44.9%	47.3%	50.1%	49.0%	51.6%
%H (All HH)		100.0%	99.8%	52.8%	8.6%	81.7%	42.8%	38.9%
%H (TV HH)			99.8%	52.8%	8.6%	81.7%	42.8%	38.9%
30" - 39"	661	661	661	395	61	512	305	207
%V	49.1%	50.7%	50.7%	54.2%	54.5%	50.7%	56.4%	44.3%
%H (All HH)		100.0%	100.0%	59.8%	9.2%	77.5%	46.1%	31.3%
%H (TV HH)			100.0%	59.8%	9.2%	77.5%	46.1%	31.3%
40" and over	389	389	389	282	32	294	216	78
%V	28.9%	29.8%	29.9%	38.7%	28.6%	29.1%	39.9%	16.7%
%H (All HH)		100.0%	100.0%	72.5%	8.2%	75.6%	55.5%	20.1%
%H (TV HH)			100.0%	72.5%	8.2%	75.6%	55.5%	20.1%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1346	1305	1303	729	112	1009	541	467
%H (All HH)		97.0%	96.8%	54.2%	8.3%	75.0%	40.2%	34.7%
%H (TV HH)			99.8%	55.9%	8.6%	77.3%	41.5%	35.8%
Main living room	1290	1290	1288	723	111	996	537	459
%V	95.8%	98.9%	98.8%	99.2%	99.1%	98.7%	99.3%	98.3%
%H (All HH)		100.0%	99.8%	56.0%	8.6%	77.2%	41.6%	35.6%
%H (TV HH)			99.8%	56.0%	8.6%	77.2%	41.6%	35.6%
Kitchen	190	190	190	123	12	168	112	57
%V	14.1%	14.6%	14.6%	16.9%	10.7%	16.7%	20.7%	12.2%
%H (All HH)		100.0%	100.0%	64.7%	6.3%	88.4%	58.9%	30.0%
%H (TV HH)			100.0%	64.7%	6.3%	88.4%	58.9%	30.0%
Adult's bedroom	545	545	545	345	53	463	311	151
%V	40.5%	41.8%	41.8%	47.3%	47.3%	45.9%	57.5%	32.3%
%H (All HH)		100.0%	100.0%	63.3%	9.7%	85.0%	57.1%	27.7%
%H (TV HH)			100.0%	63.3%	9.7%	85.0%	57.1%	27.7%
Child's bedroom	121	121	121	89	10	106	82	24
%V	9.0%	9.3%	9.3%	12.2%	8.9%	10.5%	15.2%	5.1%
%H (All HH)		100.0%	100.0%	73.6%	8.3%	87.6%	67.8%	19.8%
%H (TV HH)			100.0%	73.6%	8.3%	87.6%	67.8%	19.8%
Other bedroom	35	35	35	23	4	30	22	8
%V	2.6%	2.7%	2.7%	3.2%	3.6%	3.0%	4.1%	1.7%
%H (All HH)		100.0%	100.0%	65.7%	11.4%	85.7%	62.9%	22.9%
%H (TV HH)			100.0%	65.7%	11.4%	85.7%	62.9%	22.9%
Second living/dining room	180	180	180	114	17	156	105	51
%V	13.4%	13.8%	13.8%	15.6%	15.2%	15.5%	19.4%	10.9%
%H (All HH)		100.0%	100.0%	63.3%	9.4%	86.7%	58.3%	28.3%
%H (TV HH)			100.0%	63.3%	9.4%	86.7%	58.3%	28.3%
Study/office	19	19	19	12	1	16	10	7
%V	1.4%	1.5%	1.5%	1.6%	0.9%	1.6%	1.8%	1.5%
%H (All HH)		100.0%	100.0%	63.2%	5.3%	84.2%	52.6%	36.8%
%H (TV HH)			100.0%	63.2%	5.3%	84.2%	52.6%	36.8%
TV room	4	4	4	2	1	3	3	0
%V	0.3%	0.3%	0.3%	0.3%	0.9%	0.3%	0.6%	0.0%
%H (All HH)		100.0%	100.0%	50.0%	25.0%	75.0%	75.0%	0.0%
%H (TV HH)			100.0%	50.0%	25.0%	75.0%	75.0%	0.0%
No specific location	3	3	3	2	0	2	1	1
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	66.7%	0.0%	66.7%	33.3%	33.3%
%H (TV HH)			100.0%	66.7%	0.0%	66.7%	33.3%	33.3%
Other	5	5	5	4	0	4	4	1
%V	0.4%	0.4%	0.4%	0.5%	0.0%	0.4%	0.7%	0.2%
%H (All HH)		100.0%	100.0%	80.0%	0.0%	80.0%	80.0%	20.0%
%H (TV HH)			100.0%	80.0%	0.0%	80.0%	80.0%	20.0%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Household level data

Table 13.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1346	1305	1303	729	112	1009	541	467
%H (All HH)		97.0%	96.8%	54.2%	8.3%	75.0%	40.2%	34.7%
%H (TV HH)			99.8%	55.9%	8.6%	77.3%	41.5%	35.8%
PVR	672	672	672	517	54	488	382	106
%V	49.9%	51.5%	51.6%	70.9%	48.2%	48.4%	70.6%	22.7%
%H (All HH)		100.0%	100.0%	76.9%	8.0%	72.6%	56.8%	15.8%
%H (TV HH)			100.0%	76.9%	8.0%	72.6%	56.8%	15.8%
DVDR	164	164	164	101	10	130	77	54
%V	12.2%	12.6%	12.6%	13.9%	8.9%	12.9%	14.2%	11.6%
%H (All HH)		100.0%	100.0%	61.6%	6.1%	79.3%	47.0%	32.9%
%H (TV HH)			100.0%	61.6%	6.1%	79.3%	47.0%	32.9%
VCR	99	99	99	53	9	82	44	38
%V	7.4%	7.6%	7.6%	7.3%	8.0%	8.1%	8.1%	8.1%
%H (All HH)		100.0%	100.0%	53.5%	9.1%	82.8%	44.4%	38.4%
%H (TV HH)			100.0%	53.5%	9.1%	82.8%	44.4%	38.4%
Any recorder	788	788	788	560	64	586	417	169
%V	58.5%	60.4%	60.5%	76.8%	57.1%	58.1%	77.1%	36.2%
%H (All HH)		100.0%	100.0%	71.1%	8.1%	74.4%	52.9%	21.4%
%H (TV HH)			100.0%	71.1%	8.1%	74.4%	52.9%	21.4%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Household level data

Table 13.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1346	1305	1303	729	112	1009	541	467
%H (All HH)		97.0%	96.8%	54.2%	8.3%	75.0%	40.2%	34.7%
%H (TV HH)			99.8%	55.9%	8.6%	77.3%	41.5%	35.8%
Receives HDTV (via STB or built-in reception)	375	375	375	268	58	273	220	52
%V	27.9%	28.7%	28.8%	36.8%	51.8%	27.1%	40.7%	11.1%
%H (All HH)		100.0%	100.0%	71.5%	15.5%	72.8%	58.7%	13.9%
%H (TV HH)			100.0%	71.5%	15.5%	72.8%	58.7%	13.9%
DVD/Blu-ray player or recorder	1003	1003	1002	591	94	763	443	321
%V	74.5%	76.9%	76.9%	81.1%	83.9%	75.6%	81.9%	68.7%
%H (All HH)		100.0%	99.9%	58.9%	9.4%	76.1%	44.2%	32.0%
%H (TV HH)			99.9%	58.9%	9.4%	76.1%	44.2%	32.0%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1346	1305	1303	729	112	1009	541	467
%H (All HH)		97.0%	96.8%	54.2%	8.3%	75.0%	40.2%	34.7%
%H (TV HH)			99.8%	55.9%	8.6%	77.3%	41.5%	35.8%
Has PC or Laptop	942	915	914	568	87	695	430	265
%V	70.0%	70.1%	70.1%	77.9%	77.7%	68.9%	79.5%	56.7%
%H (All HH)		97.1%	97.0%	60.3%	9.2%	73.8%	45.6%	28.1%
%H (TV HH)			99.9%	62.1%	9.5%	76.0%	47.0%	29.0%
Has broadband internet	873	849	849	534	84	644	408	236
%V	64.9%	65.1%	65.2%	73.3%	75.0%	63.8%	75.4%	50.5%
%H (All HH)		97.3%	97.3%	61.2%	9.6%	73.8%	46.7%	27.0%
%H (TV HH)			100.0%	62.9%	9.9%	75.9%	48.1%	27.8%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2543	2541	1539	225	2080	1289	792
%H		99.9%	60.5%	8.8%	81.8%	50.7%	31.1%
Under 20"	537	537	322	47	477	305	172
%V	21.1%	21.1%	20.9%	20.9%	22.9%	23.7%	21.7%
%H		100.0%	60.0%	8.8%	88.8%	56.8%	32.0%
20" - 29"	791	790	431	67	661	365	296
%V	31.1%	31.1%	28.0%	29.8%	31.8%	28.3%	37.4%
%H		99.9%	54.5%	8.5%	83.6%	46.1%	37.4%
30" - 39"	764	763	464	74	598	367	230
%V	30.0%	30.0%	30.1%	32.9%	28.8%	28.5%	29.0%
%H		99.9%	60.7%	9.7%	78.3%	48.0%	30.1%
40" and over	428	428	313	35	326	243	83
%V	16.8%	16.8%	20.3%	15.6%	15.7%	18.9%	10.5%
%H		100.0%	73.1%	8.2%	76.2%	56.8%	19.4%
Don't know	22	22	9	3	19	9	10
%V	0.9%	0.9%	0.6%	1.3%	0.9%	0.7%	1.3%
%H		100.0%	40.9%	13.6%	86.4%	40.9%	45.5%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2543	2541	1539	225	2080	1289	792
%H		99.9%	60.5%	8.8%	81.8%	50.7%	31.1%
Main living room	1299	1298	729	112	1002	541	461
%V	51.1%	51.1%	47.4%	49.8%	48.2%	42.0%	58.2%
%H		99.9%	56.1%	8.6%	77.1%	41.6%	35.5%
Kitchen	191	191	123	12	169	112	57
%V	7.5%	7.5%	8.0%	5.3%	8.1%	8.7%	7.2%
%H		100.0%	64.4%	6.3%	88.5%	58.6%	29.8%
Adult's bedroom	647	647	413	66	556	383	173
%V	25.4%	25.5%	26.8%	29.3%	26.7%	29.7%	21.8%
%H		100.0%	63.8%	10.2%	85.9%	59.2%	26.7%
Child's bedroom	151	151	111	12	132	103	29
%V	5.9%	5.9%	7.2%	5.3%	6.3%	8.0%	3.7%
%H		100.0%	73.5%	7.9%	87.4%	68.2%	19.2%
Other bedroom	38	38	26	4	33	24	9
%V	1.5%	1.5%	1.7%	1.8%	1.6%	1.9%	1.1%
%H		100.0%	68.4%	10.5%	86.8%	63.2%	23.7%
Second living/dining room	185	185	117	17	161	108	53
%V	7.3%	7.3%	7.6%	7.6%	7.7%	8.4%	6.7%
%H		100.0%	63.2%	9.2%	87.0%	58.4%	28.6%
Study/office	19	19	12	1	16	10	7
%V	0.7%	0.7%	0.8%	0.4%	0.8%	0.8%	0.9%
%H		100.0%	63.2%	5.3%	84.2%	52.6%	36.8%
TV room	4	4	2	1	3	3	0
%V	0.2%	0.2%	0.1%	0.4%	0.1%	0.2%	0.0%
%H		100.0%	50.0%	25.0%	75.0%	75.0%	0.0%
No specific location	3	3	2	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%
Other	5	5	4	0	4	4	1
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.3%	0.1%
%H		100.0%	80.0%	0.0%	80.0%	80.0%	20.0%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2543	2541	1539	225	2080	1289	792
%H		99.9%	60.5%	8.8%	81.8%	50.7%	31.1%
PVR	844	844	666	64	598	479	119
%V	33.2%	33.2%	43.3%	28.4%	28.8%	37.2%	15.0%
%H		100.0%	78.9%	7.6%	70.9%	56.8%	14.1%
DVDR	198	198	126	12	160	98	61
%V	7.8%	7.8%	8.2%	5.3%	7.7%	7.6%	7.7%
%H		100.0%	63.6%	6.1%	80.8%	49.5%	30.8%
VCR	108	108	59	10	90	50	40
%V	4.2%	4.3%	3.8%	4.4%	4.3%	3.9%	5.1%
%H		100.0%	54.6%	9.3%	83.3%	46.3%	37.0%
Any recorder	1015	1015	749	78	745	551	194
%V	39.9%	39.9%	48.7%	34.7%	35.8%	42.7%	24.5%
%H		100.0%	73.8%	7.7%	73.4%	54.3%	19.1%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2543	2541	1539	225	2080	1289	792
%H		99.9%	60.5%	8.8%	81.8%	50.7%	31.1%
Receives HDTV (via STB or built-in reception)	461	461	329	71	338	273	64
%V	18.1%	18.1%	21.4%	31.6%	16.3%	21.2%	8.1%
%H		100.0%	71.4%	15.4%	73.3%	59.2%	13.9%
DVD/Blu-ray player or recorder	1505	1504	929	148	1193	757	436
%V	59.2%	59.2%	60.4%	65.8%	57.4%	58.7%	55.1%
%H		99.9%	61.7%	9.8%	79.3%	50.3%	29.0%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Wales
Set level data
Table 13.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1303	1302	729	111	1007	541	466
%H		99.9%	55.9%	8.5%	77.3%	41.5%	35.8%
Under 20"	38	38	11	2	31	7	24
%V	2.9%	2.9%	1.5%	1.8%	3.1%	1.3%	5.2%
%H		100.0%	28.9%	5.3%	81.6%	18.4%	63.2%
20" - 29"	342	341	140	27	273	98	175
%V	26.2%	26.2%	19.2%	24.3%	27.1%	18.1%	37.6%
%H		99.7%	40.9%	7.9%	79.8%	28.7%	51.2%
30" - 39"	539	538	304	50	413	227	186
%V	41.4%	41.3%	41.7%	45.0%	41.0%	42.0%	39.9%
%H		99.8%	56.4%	9.3%	76.6%	42.1%	34.5%
40" and over	375	375	270	31	282	207	76
%V	28.8%	28.8%	37.0%	27.9%	28.0%	38.3%	16.3%
%H		100.0%	72.0%	8.3%	75.2%	55.2%	20.3%
Don't know	11	10	3	1	8	2	6
%V	0.8%	0.8%	0.4%	0.9%	0.8%	0.4%	1.3%
%H		90.9%	27.3%	9.1%	72.7%	18.2%	54.5%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Wales
Set level data
Table 13.16: Main Set Recorders
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1303	1302	729	111	1007	541	466
%H		99.9%	55.9%	8.5%	77.3%	41.5%	35.8%
PVR	651	651	503	52	470	370	100
%V	50.0%	50.0%	69.0%	46.8%	46.7%	68.4%	21.5%
%H		100.0%	77.3%	8.0%	72.2%	56.8%	15.4%
DVDR	144	144	88	8	113	64	49
%V	11.1%	11.1%	12.1%	7.2%	11.2%	11.8%	10.5%
%H		100.0%	61.1%	5.6%	78.5%	44.4%	34.0%
VCR	76	76	39	7	62	32	30
%V	5.8%	5.8%	5.3%	6.3%	6.2%	5.9%	6.4%
%H		100.0%	51.3%	9.2%	81.6%	42.1%	39.5%
Any recorder	759	759	545	61	560	403	157
%V	58.3%	58.3%	74.8%	55.0%	55.6%	74.5%	33.7%
%H		100.0%	71.8%	8.0%	73.8%	53.1%	20.7%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 13.17: Main Set - Other TV equipment
Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1303	1302	729	111	1007	541	466
%H		99.9%	55.9%	8.5%	77.3%	41.5%	35.8%
Receives HDTV (via STB or built-in reception)	360	360	259	55	260	212	48
%V	27.6%	27.6%	35.5%	49.5%	25.8%	39.2%	10.3%
%H		100.0%	71.9%	15.3%	72.2%	58.9%	13.3%
DVD/Blu-ray player or recorder	943	942	554	90	712	410	302
%V	72.4%	72.4%	76.0%	81.1%	70.7%	75.8%	64.8%
%H		99.9%	58.7%	9.5%	75.5%	43.5%	32.0%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Set level data

Table 13.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1239	1239	810	114	1073	748	326
%H		100.0%	65.4%	9.2%	86.6%	60.4%	26.3%
Under 20"	500	500	311	45	446	298	148
%V	40.4%	40.4%	38.4%	39.5%	41.6%	39.8%	45.4%
%H		100.0%	62.2%	9.0%	89.2%	59.6%	29.6%
20" - 29"	449	449	292	40	388	267	121
%V	36.2%	36.2%	36.0%	35.1%	36.2%	35.7%	37.1%
%H		100.0%	65.0%	8.9%	86.4%	59.5%	26.9%
30" - 39"	225	225	159	24	184	140	44
%V	18.2%	18.2%	19.6%	21.1%	17.1%	18.7%	13.5%
%H		100.0%	70.7%	10.7%	81.8%	62.2%	19.6%
40" and over	53	53	43	4	44	36	8
%V	4.3%	4.3%	5.3%	3.5%	4.1%	4.8%	2.5%
%H		100.0%	81.1%	7.5%	83.0%	67.9%	15.1%
Don't know	12	12	6	1	11	7	5
%V	1.0%	1.0%	0.7%	0.9%	1.0%	0.9%	1.5%
%H		100.0%	50.0%	8.3%	91.7%	58.3%	41.7%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Set level data

Table 13.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1239	1239	810	114	1073	748	326
%H		100.0%	65.4%	9.2%	86.6%	60.4%	26.3%
PVR	193	193	163	12	128	109	19
%V	15.6%	15.6%	20.1%	10.5%	11.9%	14.6%	5.8%
%H		100.0%	84.5%	6.2%	66.3%	56.5%	9.8%
DVDR	54	54	38	4	47	34	13
%V	4.4%	4.4%	4.7%	3.5%	4.4%	4.5%	4.0%
%H		100.0%	70.4%	7.4%	87.0%	63.0%	24.1%
VCR	31	31	20	2	28	19	9
%V	2.5%	2.5%	2.5%	1.8%	2.6%	2.5%	2.8%
%H		100.0%	64.5%	6.5%	90.3%	61.3%	29.0%
Any recorder	256	256	204	17	185	148	37
%V	20.7%	20.7%	25.2%	14.9%	17.2%	19.8%	11.3%
%H		100.0%	79.7%	6.6%	72.3%	57.8%	14.5%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1239	1239	810	114	1073	748	326
%H		100.0%	65.4%	9.2%	86.6%	60.4%	26.3%
Receives HDTV (via STB or built-in reception)	101	101	70	16	77	61	16
%V	8.2%	8.2%	8.6%	14.0%	7.2%	8.2%	4.9%
%H		100.0%	69.3%	15.8%	76.2%	60.4%	15.8%
DVD/Blu-ray player or recorder	562	562	374	58	481	347	134
%V	45.4%	45.4%	46.2%	50.9%	44.8%	46.4%	41.1%
%H		100.0%	66.5%	10.3%	85.6%	61.7%	23.8%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2988	2907	2904	1767	272	2224	1343	881
%H		97.3%	97.2%	59.1%	9.1%	74.4%	44.9%	29.5%
Total Children	545	536	535	375	43	388	268	121
%V	18.2%	18.4%	18.4%	21.2%	15.8%	17.4%	20.0%	13.7%
%H		98.3%	98.2%	68.8%	7.9%	71.2%	49.2%	22.2%
0 - 3	137	134	133	92	11	90	59	31
%V	4.6%	4.6%	4.6%	5.2%	4.0%	4.0%	4.4%	3.5%
%H		97.8%	97.1%	67.2%	8.0%	65.7%	43.1%	22.6%
4 - 15	407	402	402	283	32	299	209	90
%V	13.6%	13.8%	13.8%	16.0%	11.8%	13.4%	15.6%	10.2%
%H		98.8%	98.8%	69.5%	7.9%	73.5%	51.4%	22.1%
4 - 9	205	202	202	143	16	144	100	44
%V	6.9%	6.9%	7.0%	8.1%	5.9%	6.5%	7.4%	5.0%
%H		98.5%	98.5%	69.8%	7.8%	70.2%	48.8%	21.5%
10 - 15	202	200	200	140	15	155	109	46
%V	6.8%	6.9%	6.9%	7.9%	5.5%	7.0%	8.1%	5.2%
%H		99.0%	99.0%	69.3%	7.4%	76.7%	54.0%	22.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2988	2907	2904	1767	272	2224	1343	881
%H		97.3%	97.2%	59.1%	9.1%	74.4%	44.9%	29.5%
Total Adults (16+)	2443	2371	2369	1392	229	1836	1075	760
%V	81.8%	81.6%	81.6%	78.8%	84.2%	82.6%	80.0%	86.3%
%H		97.1%	97.0%	57.0%	9.4%	75.2%	44.0%	31.1%
16 - 19	134	127	127	77	15	102	66	36
%V	4.5%	4.4%	4.4%	4.4%	5.5%	4.6%	4.9%	4.1%
%H		94.8%	94.8%	57.5%	11.2%	76.1%	49.3%	26.9%
20 - 24	223	202	202	103	38	148	86	62
%V	7.5%	6.9%	7.0%	5.8%	14.0%	6.7%	6.4%	7.0%
%H		90.6%	90.6%	46.2%	17.0%	66.4%	38.6%	27.8%
25 - 34	360	341	341	230	29	235	151	84
%V	12.0%	11.7%	11.7%	13.0%	10.7%	10.6%	11.2%	9.5%
%H		94.7%	94.7%	63.9%	8.1%	65.3%	41.9%	23.3%
35 - 44	370	363	362	241	35	272	183	89
%V	12.4%	12.5%	12.5%	13.6%	12.9%	12.2%	13.6%	10.1%
%H		98.1%	97.8%	65.1%	9.5%	73.5%	49.5%	24.1%
45 - 54	418	412	412	257	42	328	211	116
%V	14.0%	14.2%	14.2%	14.5%	15.4%	14.7%	15.7%	13.2%
%H		98.6%	98.6%	61.5%	10.0%	78.5%	50.5%	27.8%
55 - 64	382	375	375	222	29	300	173	127
%V	12.8%	12.9%	12.9%	12.6%	10.7%	13.5%	12.9%	14.4%
%H		98.2%	98.2%	58.1%	7.6%	78.5%	45.3%	33.2%
65+	556	551	550	263	41	452	205	247
%V	18.6%	19.0%	18.9%	14.9%	15.1%	20.3%	15.3%	28.0%
%H		99.1%	98.9%	47.3%	7.4%	81.3%	36.9%	44.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2443	2371	2369	1392	229	1836	1075	760
%H		97.1%	97.0%	57.0%	9.4%	75.2%	44.0%	31.1%
AB	480	470	469	272	41	364	207	157
%V	19.6%	19.8%	19.8%	19.5%	17.9%	19.8%	19.3%	20.7%
%H		97.9%	97.7%	56.7%	8.5%	75.8%	43.1%	32.7%
C1	683	650	649	359	83	499	288	210
%V	28.0%	27.4%	27.4%	25.8%	36.2%	27.2%	26.8%	27.6%
%H		95.2%	95.0%	52.6%	12.2%	73.1%	42.2%	30.7%
C2	575	569	569	369	48	449	294	155
%V	23.5%	24.0%	24.0%	26.5%	21.0%	24.5%	27.3%	20.4%
%H		99.0%	99.0%	64.2%	8.3%	78.1%	51.1%	27.0%
D	439	426	426	265	39	327	203	124
%V	18.0%	18.0%	18.0%	19.0%	17.0%	17.8%	18.9%	16.3%
%H		97.0%	97.0%	60.4%	8.9%	74.5%	46.2%	28.2%
E	267	257	257	128	17	197	83	114
%V	10.9%	10.8%	10.8%	9.2%	7.4%	10.7%	7.7%	15.0%
%H		96.3%	96.3%	47.9%	6.4%	73.8%	31.1%	42.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2443	2371	2369	1392	229	1836	1075	760
%H		97.1%	97.0%	57.0%	9.4%	75.2%	44.0%	31.1%
Working full time	1027	1003	1003	650	96	768	507	261
%V	42.0%	42.3%	42.3%	46.7%	41.9%	41.8%	47.2%	34.3%
%H		97.7%	97.7%	63.3%	9.3%	74.8%	49.4%	25.4%
Working part time	223	218	218	141	21	164	107	57
%V	9.1%	9.2%	9.2%	10.1%	9.2%	8.9%	10.0%	7.5%
%H		97.8%	97.8%	63.2%	9.4%	73.5%	48.0%	25.6%
Not working	1193	1150	1148	600	112	903	461	442
%V	48.8%	48.5%	48.5%	43.1%	48.9%	49.2%	42.9%	58.2%
%H		96.4%	96.2%	50.3%	9.4%	75.7%	38.6%	37.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1187	1147	1145	689	112	884	533	351
%H		96.6%	96.5%	58.0%	9.4%	74.5%	44.9%	29.6%
16 - 19	74	70	70	42	9	55	36	19
%V	6.2%	6.1%	6.1%	6.1%	8.0%	6.2%	6.8%	5.4%
%H		94.6%	94.6%	56.8%	12.2%	74.3%	48.6%	25.7%
20 - 24	108	99	99	51	17	73	42	31
%V	9.1%	8.6%	8.6%	7.4%	15.2%	8.3%	7.9%	8.8%
%H		91.7%	91.7%	47.2%	15.7%	67.6%	38.9%	28.7%
25 - 34	181	169	168	115	14	117	77	40
%V	15.2%	14.7%	14.7%	16.7%	12.5%	13.2%	14.4%	11.4%
%H		93.4%	92.8%	63.5%	7.7%	64.6%	42.5%	22.1%
35 - 44	180	175	175	117	16	131	88	43
%V	15.2%	15.3%	15.3%	17.0%	14.3%	14.8%	16.5%	12.3%
%H		97.2%	97.2%	65.0%	8.9%	72.8%	48.9%	23.9%
45 - 54	203	200	200	126	22	158	104	54
%V	17.1%	17.4%	17.5%	18.3%	19.6%	17.9%	19.5%	15.4%
%H		98.5%	98.5%	62.1%	10.8%	77.8%	51.2%	26.6%
55 - 64	187	183	183	107	13	147	83	64
%V	15.8%	16.0%	16.0%	15.5%	11.6%	16.6%	15.6%	18.2%
%H		97.9%	97.9%	57.2%	7.0%	78.6%	44.4%	34.2%
65+	254	251	251	132	19	202	102	100
%V	21.4%	21.9%	21.9%	19.2%	17.0%	22.9%	19.1%	28.5%
%H		98.8%	98.8%	52.0%	7.5%	79.5%	40.2%	39.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1187	1147	1145	689	112	884	533	351
%H		96.6%	96.5%	58.0%	9.4%	74.5%	44.9%	29.6%
AB	242	236	236	140	21	183	107	76
%V	20.4%	20.6%	20.6%	20.3%	18.8%	20.7%	20.1%	21.7%
%H		97.5%	97.5%	57.9%	8.7%	75.6%	44.2%	31.4%
C1	319	302	301	173	39	230	139	91
%V	26.9%	26.3%	26.3%	25.1%	34.8%	26.0%	26.1%	25.9%
%H		94.7%	94.4%	54.2%	12.2%	72.1%	43.6%	28.5%
C2	311	308	307	197	26	243	157	86
%V	26.2%	26.9%	26.8%	28.6%	23.2%	27.5%	29.5%	24.5%
%H		99.0%	98.7%	63.3%	8.4%	78.1%	50.5%	27.7%
D	209	201	200	129	18	152	97	55
%V	17.6%	17.5%	17.5%	18.7%	16.1%	17.2%	18.2%	15.7%
%H		96.2%	95.7%	61.7%	8.6%	72.7%	46.4%	26.3%
E	107	101	101	51	8	77	33	44
%V	9.0%	8.8%	8.8%	7.4%	7.1%	8.7%	6.2%	12.5%
%H		94.4%	94.4%	47.7%	7.5%	72.0%	30.8%	41.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1187	1147	1145	689	112	884	533	351
%H		96.6%	96.5%	58.0%	9.4%	74.5%	44.9%	29.6%
Working full time	613	598	597	392	57	455	304	151
%V	51.6%	52.1%	52.1%	56.9%	50.9%	51.5%	57.0%	43.0%
%H		97.6%	97.4%	63.9%	9.3%	74.2%	49.6%	24.6%
Working part time	46	44	44	26	4	34	20	14
%V	3.9%	3.8%	3.8%	3.8%	3.6%	3.8%	3.8%	4.0%
%H		95.7%	95.7%	56.5%	8.7%	73.9%	43.5%	30.4%
Not working	528	505	505	271	51	395	209	186
%V	44.5%	44.0%	44.1%	39.3%	45.5%	44.7%	39.2%	53.0%
%H		95.6%	95.6%	51.3%	9.7%	74.8%	39.6%	35.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1256	1225	1224	702	118	952	542	409
%H		97.5%	97.5%	55.9%	9.4%	75.8%	43.2%	32.6%
16 - 19	60	57	57	35	6	46	30	16
%V	4.8%	4.7%	4.7%	5.0%	5.1%	4.8%	5.5%	3.9%
%H		95.0%	95.0%	58.3%	10.0%	76.7%	50.0%	26.7%
20 - 24	115	104	104	52	21	74	43	31
%V	9.2%	8.5%	8.5%	7.4%	17.8%	7.8%	7.9%	7.6%
%H		90.4%	90.4%	45.2%	18.3%	64.3%	37.4%	27.0%
25 - 34	179	173	172	115	14	118	74	44
%V	14.3%	14.1%	14.1%	16.4%	11.9%	12.4%	13.7%	10.8%
%H		96.6%	96.1%	64.2%	7.8%	65.9%	41.3%	24.6%
35 - 44	190	187	187	124	19	141	95	46
%V	15.1%	15.3%	15.3%	17.7%	16.1%	14.8%	17.5%	11.2%
%H		98.4%	98.4%	65.3%	10.0%	74.2%	50.0%	24.2%
45 - 54	215	212	212	131	21	170	108	62
%V	17.1%	17.3%	17.3%	18.7%	17.8%	17.9%	19.9%	15.2%
%H		98.6%	98.6%	60.9%	9.8%	79.1%	50.2%	28.8%
55 - 64	195	193	192	115	16	153	90	63
%V	15.5%	15.8%	15.7%	16.4%	13.6%	16.1%	16.6%	15.4%
%H		99.0%	98.5%	59.0%	8.2%	78.5%	46.2%	32.3%
65+	302	300	299	131	22	250	102	147
%V	24.0%	24.5%	24.4%	18.7%	18.6%	26.3%	18.8%	35.9%
%H		99.3%	99.0%	43.4%	7.3%	82.8%	33.8%	48.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1256	1225	1224	702	118	952	542	409
%H		97.5%	97.5%	55.9%	9.4%	75.8%	43.2%	32.6%
AB	238	234	233	132	21	182	100	82
%V	18.9%	19.1%	19.0%	18.8%	17.8%	19.1%	18.5%	20.0%
%H		98.3%	97.9%	55.5%	8.8%	76.5%	42.0%	34.5%
C1	364	348	348	186	44	269	149	120
%V	29.0%	28.4%	28.4%	26.5%	37.3%	28.3%	27.5%	29.3%
%H		95.6%	95.6%	51.1%	12.1%	73.9%	40.9%	33.0%
C2	264	262	261	172	22	206	138	69
%V	21.0%	21.4%	21.3%	24.5%	18.6%	21.6%	25.5%	16.9%
%H		99.2%	98.9%	65.2%	8.3%	78.0%	52.3%	26.1%
D	230	225	225	136	21	175	106	69
%V	18.3%	18.4%	18.4%	19.4%	17.8%	18.4%	19.6%	16.9%
%H		97.8%	97.8%	59.1%	9.1%	76.1%	46.1%	30.0%
E	160	156	156	77	9	120	50	70
%V	12.7%	12.7%	12.7%	11.0%	7.6%	12.6%	9.2%	17.1%
%H		97.5%	97.5%	48.1%	5.6%	75.0%	31.3%	43.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1256	1225	1224	702	118	952	542	409
%H		97.5%	97.5%	55.9%	9.4%	75.8%	43.2%	32.6%
Working full time	414	406	406	258	39	313	203	110
%V	33.0%	33.1%	33.2%	36.8%	33.1%	32.9%	37.5%	26.9%
%H		98.1%	98.1%	62.3%	9.4%	75.6%	49.0%	26.6%
Working part time	177	174	174	115	17	130	87	43
%V	14.1%	14.2%	14.2%	16.4%	14.4%	13.7%	16.1%	10.5%
%H		98.3%	98.3%	65.0%	9.6%	73.4%	49.2%	24.3%
Not working	665	645	644	329	62	509	252	256
%V	52.9%	52.7%	52.6%	46.9%	52.5%	53.5%	46.5%	62.6%
%H		97.0%	96.8%	49.5%	9.3%	76.5%	37.9%	38.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Household level data

Table 14.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2594	2503	2451	1004	420	2019	960	1059
%H (All HH)		96.5%	94.5%	38.7%	16.2%	77.8%	37.0%	40.8%
%H (TV HH)			97.9%	40.1%	16.8%	80.7%	38.4%	42.3%
AB	540	527	522	242	85	417	216	201
%V	20.8%	21.1%	21.3%	24.1%	20.2%	20.7%	22.5%	19.0%
%H (All HH)		97.6%	96.7%	44.8%	15.7%	77.2%	40.0%	37.2%
%H (TV HH)			99.1%	45.9%	16.1%	79.1%	41.0%	38.1%
C1	650	623	612	252	110	500	243	256
%V	25.1%	24.9%	25.0%	25.1%	26.2%	24.8%	25.3%	24.2%
%H (All HH)		95.8%	94.2%	38.8%	16.9%	76.9%	37.4%	39.4%
%H (TV HH)			98.2%	40.4%	17.7%	80.3%	39.0%	41.1%
C2	547	532	527	222	111	443	243	200
%V	21.1%	21.3%	21.5%	22.1%	26.4%	21.9%	25.3%	18.9%
%H (All HH)		97.3%	96.3%	40.6%	20.3%	81.0%	44.4%	36.6%
%H (TV HH)			99.1%	41.7%	20.9%	83.3%	45.7%	37.6%
D	463	447	438	188	74	352	166	186
%V	17.8%	17.9%	17.9%	18.7%	17.6%	17.4%	17.3%	17.6%
%H (All HH)		96.5%	94.6%	40.6%	16.0%	76.0%	35.9%	40.2%
%H (TV HH)			98.0%	42.1%	16.6%	78.7%	37.1%	41.6%
E	395	374	351	99	39	307	91	216
%V	15.2%	14.9%	14.3%	9.9%	9.3%	15.2%	9.5%	20.4%
%H (All HH)		94.7%	88.9%	25.1%	9.9%	77.7%	23.0%	54.7%
%H (TV HH)			93.9%	26.5%	10.4%	82.1%	24.3%	57.8%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2594	2503	2451	1004	420	2019	960	1059
%H (All HH)		96.5%	94.5%	38.7%	16.2%	77.8%	37.0%	40.8%
%H (TV HH)			97.9%	40.1%	16.8%	80.7%	38.4%	42.3%
Under 25	118	104	100	35	19	80	33	47
%V	4.5%	4.2%	4.1%	3.5%	4.5%	4.0%	3.4%	4.4%
%H (All HH)		88.1%	84.7%	29.7%	16.1%	67.8%	28.0%	39.8%
%H (TV HH)			96.2%	33.7%	18.3%	76.9%	31.7%	45.2%
25 - 34	365	350	345	180	63	253	146	107
%V	14.1%	14.0%	14.1%	17.9%	15.0%	12.5%	15.2%	10.1%
%H (All HH)		95.9%	94.5%	49.3%	17.3%	69.3%	40.0%	29.3%
%H (TV HH)			98.6%	51.4%	18.0%	72.3%	41.7%	30.6%
35 - 44	453	432	430	219	100	333	214	118
%V	17.5%	17.3%	17.5%	21.8%	23.8%	16.5%	22.3%	11.1%
%H (All HH)		95.4%	94.9%	48.3%	22.1%	73.5%	47.2%	26.0%
%H (TV HH)			99.5%	50.7%	23.1%	77.1%	49.5%	27.3%
45 - 54	492	476	471	213	101	387	221	166
%V	19.0%	19.0%	19.2%	21.2%	24.0%	19.2%	23.0%	15.7%
%H (All HH)		96.7%	95.7%	43.3%	20.5%	78.7%	44.9%	33.7%
%H (TV HH)			98.9%	44.7%	21.2%	81.3%	46.4%	34.9%
55 - 64	443	431	425	183	68	361	182	179
%V	17.1%	17.2%	17.3%	18.2%	16.2%	17.9%	19.0%	16.9%
%H (All HH)		97.3%	95.9%	41.3%	15.3%	81.5%	41.1%	40.4%
%H (TV HH)			98.6%	42.5%	15.8%	83.8%	42.2%	41.5%
65 +	724	710	680	174	69	605	164	441
%V	27.9%	28.4%	27.7%	17.3%	16.4%	30.0%	17.1%	41.6%
%H (All HH)		98.1%	93.9%	24.0%	9.5%	83.6%	22.7%	60.9%
%H (TV HH)			95.8%	24.5%	9.7%	85.2%	23.1%	62.1%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2594	2503	2451	1004	420	2019	960	1059
%H (All HH)		96.5%	94.5%	38.7%	16.2%	77.8%	37.0%	40.8%
%H (TV HH)			97.9%	40.1%	16.8%	80.7%	38.4%	42.3%
1	876	828	790	203	98	677	185	492
%V	33.8%	33.1%	32.2%	20.2%	23.3%	33.5%	19.3%	46.5%
%H (All HH)		94.5%	90.2%	23.2%	11.2%	77.3%	21.1%	56.2%
%H (TV HH)			95.4%	24.5%	11.8%	81.8%	22.3%	59.4%
2	798	779	771	325	123	638	307	331
%V	30.8%	31.1%	31.5%	32.4%	29.3%	31.6%	32.0%	31.3%
%H (All HH)		97.6%	96.6%	40.7%	15.4%	79.9%	38.5%	41.5%
%H (TV HH)			99.0%	41.7%	15.8%	81.9%	39.4%	42.5%
3	394	384	381	188	82	302	187	115
%V	15.2%	15.3%	15.5%	18.7%	19.5%	15.0%	19.5%	10.9%
%H (All HH)		97.5%	96.7%	47.7%	20.8%	76.6%	47.5%	29.2%
%H (TV HH)			99.2%	49.0%	21.4%	78.6%	48.7%	29.9%
4	332	325	325	180	79	261	185	75
%V	12.8%	13.0%	13.3%	17.9%	18.8%	12.9%	19.3%	7.1%
%H (All HH)		97.9%	97.9%	54.2%	23.8%	78.6%	55.7%	22.6%
%H (TV HH)			100.0%	55.4%	24.3%	80.3%	56.9%	23.1%
5+	194	187	184	107	37	142	96	46
%V	7.5%	7.5%	7.5%	10.7%	8.8%	7.0%	10.0%	4.3%
%H (All HH)		96.4%	94.8%	55.2%	19.1%	73.2%	49.5%	23.7%
%H (TV HH)			98.4%	57.2%	19.8%	75.9%	51.3%	24.6%
Average HH size	2.34	2.35	2.37	2.74	2.65	2.32	2.74	1.94

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2594	2503	2451	1004	420	2019	960	1059
%H (All HH)		96.5%	94.5%	38.7%	16.2%	77.8%	37.0%	40.8%
%H (TV HH)			97.9%	40.1%	16.8%	80.7%	38.4%	42.3%
Without	1926	1852	1804	655	285	1518	637	881
%V	74.2%	74.0%	73.6%	65.2%	67.9%	75.2%	66.4%	83.2%
%H (All HH)		96.2%	93.7%	34.0%	14.8%	78.8%	33.1%	45.7%
%H (TV HH)			97.4%	35.4%	15.4%	82.0%	34.4%	47.6%
With	668	651	647	348	134	501	323	178
%V	25.8%	26.0%	26.4%	34.7%	31.9%	24.8%	33.6%	16.8%
%H (All HH)		97.5%	96.9%	52.1%	20.1%	75.0%	48.4%	26.6%
%H (TV HH)			99.4%	53.5%	20.6%	77.0%	49.6%	27.3%
0 - 3	259	251	248	132	50	181	110	72
%V	10.0%	10.0%	10.1%	13.1%	11.9%	9.0%	11.5%	6.8%
%H (All HH)		96.9%	95.8%	51.0%	19.3%	69.9%	42.5%	27.8%
%H (TV HH)			98.8%	52.6%	19.9%	72.1%	43.8%	28.7%
4 - 9	329	320	317	176	61	243	159	84
%V	12.7%	12.8%	12.9%	17.5%	14.5%	12.0%	16.6%	7.9%
%H (All HH)		97.3%	96.4%	53.5%	18.5%	73.9%	48.3%	25.5%
%H (TV HH)			99.1%	55.0%	19.1%	75.9%	49.7%	26.3%
10 - 15	317	311	308	171	65	253	174	79
%V	12.2%	12.4%	12.6%	17.0%	15.5%	12.5%	18.1%	7.5%
%H (All HH)		98.1%	97.2%	53.9%	20.5%	79.8%	54.9%	24.9%
%H (TV HH)			99.0%	55.0%	20.9%	81.4%	55.9%	25.4%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2594	2503	2451	1004	420	2019	960	1059
%H (All HH)		96.5%	94.5%	38.7%	16.2%	77.8%	37.0%	40.8%
%H (TV HH)			97.9%	40.1%	16.8%	80.7%	38.4%	42.3%
1	1017	1017	974	314	139	742	216	526
%V	39.2%	40.6%	39.7%	31.3%	33.1%	36.8%	22.5%	49.7%
%H (All HH)		100.0%	95.8%	30.9%	13.7%	73.0%	21.2%	51.7%
%H (TV HH)			95.8%	30.9%	13.7%	73.0%	21.2%	51.7%
2	832	832	826	342	158	691	352	340
%V	32.1%	33.2%	33.7%	34.1%	37.6%	34.2%	36.7%	32.1%
%H (All HH)		100.0%	99.3%	41.1%	19.0%	83.1%	42.3%	40.9%
%H (TV HH)			99.3%	41.1%	19.0%	83.1%	42.3%	40.9%
3	416	416	413	207	74	368	228	140
%V	16.0%	16.6%	16.9%	20.6%	17.6%	18.2%	23.8%	13.2%
%H (All HH)		100.0%	99.3%	49.8%	17.8%	88.5%	54.8%	33.7%
%H (TV HH)			99.3%	49.8%	17.8%	88.5%	54.8%	33.7%
4	161	161	161	93	34	148	111	37
%V	6.2%	6.4%	6.6%	9.3%	8.1%	7.3%	11.6%	3.5%
%H (All HH)		100.0%	100.0%	57.8%	21.1%	91.9%	68.9%	23.0%
%H (TV HH)			100.0%	57.8%	21.1%	91.9%	68.9%	23.0%
5+	77	77	77	48	14	70	53	17
%V	3.0%	3.1%	3.1%	4.8%	3.3%	3.5%	5.5%	1.6%
%H (All HH)		100.0%	100.0%	62.3%	18.2%	90.9%	68.8%	22.1%
%H (TV HH)			100.0%	62.3%	18.2%	90.9%	68.8%	22.1%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2594	2503	2451	1004	420	2019	960	1059
%H (All HH)		96.5%	94.5%	38.7%	16.2%	77.8%	37.0%	40.8%
%H (TV HH)			97.9%	40.1%	16.8%	80.7%	38.4%	42.3%
Under 20"	823	823	815	341	141	719	377	341
%V	31.7%	32.9%	33.3%	34.0%	33.6%	35.6%	39.3%	32.2%
%H (All HH)		100.0%	99.0%	41.4%	17.1%	87.4%	45.8%	41.4%
%H (TV HH)			99.0%	41.4%	17.1%	87.4%	45.8%	41.4%
20" - 29"	1119	1119	1084	412	180	931	422	509
%V	43.1%	44.7%	44.2%	41.0%	42.9%	46.1%	44.0%	48.1%
%H (All HH)		100.0%	96.9%	36.8%	16.1%	83.2%	37.7%	45.5%
%H (TV HH)			96.9%	36.8%	16.1%	83.2%	37.7%	45.5%
30" - 39"	1269	1269	1258	553	222	1037	537	500
%V	48.9%	50.7%	51.3%	55.1%	52.9%	51.4%	55.9%	47.2%
%H (All HH)		100.0%	99.1%	43.6%	17.5%	81.7%	42.3%	39.4%
%H (TV HH)			99.1%	43.6%	17.5%	81.7%	42.3%	39.4%
40" and over	815	815	814	456	178	666	469	197
%V	31.4%	32.6%	33.2%	45.4%	42.4%	33.0%	48.9%	18.6%
%H (All HH)		100.0%	99.9%	56.0%	21.8%	81.7%	57.5%	24.2%
%H (TV HH)			99.9%	56.0%	21.8%	81.7%	57.5%	24.2%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2594	2503	2451	1004	420	2019	960	1059
%H (All HH)		96.5%	94.5%	38.7%	16.2%	77.8%	37.0%	40.8%
%H (TV HH)			97.9%	40.1%	16.8%	80.7%	38.4%	42.3%
Main living room	2483	2483	2430	1001	417	2001	957	1044
%V	95.7%	99.2%	99.1%	99.7%	99.3%	99.1%	99.7%	98.6%
%H (All HH)		100.0%	97.9%	40.3%	16.8%	80.6%	38.5%	42.0%
%H (TV HH)			97.9%	40.3%	16.8%	80.6%	38.5%	42.0%
Kitchen	350	350	349	162	53	313	177	136
%V	13.5%	14.0%	14.2%	16.1%	12.6%	15.5%	18.4%	12.8%
%H (All HH)		100.0%	99.7%	46.3%	15.1%	89.4%	50.6%	38.9%
%H (TV HH)			99.7%	46.3%	15.1%	89.4%	50.6%	38.9%
Adult's bedroom	1105	1105	1098	524	219	954	578	376
%V	42.6%	44.1%	44.8%	52.2%	52.1%	47.3%	60.2%	35.5%
%H (All HH)		100.0%	99.4%	47.4%	19.8%	86.3%	52.3%	34.0%
%H (TV HH)			99.4%	47.4%	19.8%	86.3%	52.3%	34.0%
Child's bedroom	247	247	246	139	55	214	156	58
%V	9.5%	9.9%	10.0%	13.8%	13.1%	10.6%	16.3%	5.5%
%H (All HH)		100.0%	99.6%	56.3%	22.3%	86.6%	63.2%	23.5%
%H (TV HH)			99.6%	56.3%	22.3%	86.6%	63.2%	23.5%
Other bedroom	85	85	85	43	14	79	49	30
%V	3.3%	3.4%	3.5%	4.3%	3.3%	3.9%	5.1%	2.8%
%H (All HH)		100.0%	100.0%	50.6%	16.5%	92.9%	57.6%	35.3%
%H (TV HH)			100.0%	50.6%	16.5%	92.9%	57.6%	35.3%
Second living/dining room	281	281	281	148	48	242	150	92
%V	10.8%	11.2%	11.5%	14.7%	11.4%	12.0%	15.6%	8.7%
%H (All HH)		100.0%	100.0%	52.7%	17.1%	86.1%	53.4%	32.7%
%H (TV HH)			100.0%	52.7%	17.1%	86.1%	53.4%	32.7%
Study/office	54	54	54	27	7	50	29	21
%V	2.1%	2.2%	2.2%	2.7%	1.7%	2.5%	3.0%	2.0%
%H (All HH)		100.0%	100.0%	50.0%	13.0%	92.6%	53.7%	38.9%
%H (TV HH)			100.0%	50.0%	13.0%	92.6%	53.7%	38.9%
TV room	19	19	18	11	3	16	11	5
%V	0.7%	0.8%	0.7%	1.1%	0.7%	0.8%	1.1%	0.5%
%H (All HH)		100.0%	94.7%	57.9%	15.8%	84.2%	57.9%	26.3%
%H (TV HH)			94.7%	57.9%	15.8%	84.2%	57.9%	26.3%
No specific location	4	4	4	3	1	4	4	1
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.4%	0.1%
%H (All HH)		100.0%	100.0%	75.0%	25.0%	100.0%	100.0%	25.0%
%H (TV HH)			100.0%	75.0%	25.0%	100.0%	100.0%	25.0%
Other	17	17	17	10	3	16	11	5
%V	0.7%	0.7%	0.7%	1.0%	0.7%	0.8%	1.1%	0.5%
%H (All HH)		100.0%	100.0%	58.8%	17.6%	94.1%	64.7%	29.4%
%H (TV HH)			100.0%	58.8%	17.6%	94.1%	64.7%	29.4%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Household level data

Table 14.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2594	2503	2451	1004	420	2019	960	1059
%H (All HH)		96.5%	94.5%	38.7%	16.2%	77.8%	37.0%	40.8%
%H (TV HH)			97.9%	40.1%	16.8%	80.7%	38.4%	42.3%
PVR	1212	1212	1211	760	230	948	704	244
%V	46.7%	48.4%	49.4%	75.7%	54.8%	47.0%	73.3%	23.0%
%H (All HH)		100.0%	99.9%	62.7%	19.0%	78.2%	58.1%	20.1%
%H (TV HH)			99.9%	62.7%	19.0%	78.2%	58.1%	20.1%
DVDR	244	244	241	116	42	206	116	89
%V	9.4%	9.7%	9.8%	11.6%	10.0%	10.2%	12.1%	8.4%
%H (All HH)		100.0%	98.8%	47.5%	17.2%	84.4%	47.5%	36.5%
%H (TV HH)			98.8%	47.5%	17.2%	84.4%	47.5%	36.5%
VCR	302	302	292	98	42	248	91	157
%V	11.6%	12.1%	11.9%	9.8%	10.0%	12.3%	9.5%	14.8%
%H (All HH)		100.0%	96.7%	32.5%	13.9%	82.1%	30.1%	52.0%
%H (TV HH)			96.7%	32.5%	13.9%	82.1%	30.1%	52.0%
Any recorder	1468	1468	1456	809	266	1162	757	405
%V	56.6%	58.6%	59.4%	80.6%	63.3%	57.6%	78.9%	38.2%
%H (All HH)		100.0%	99.2%	55.1%	18.1%	79.2%	51.6%	27.6%
%H (TV HH)			99.2%	55.1%	18.1%	79.2%	51.6%	27.6%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Household level data

Table 14.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2594	2503	2451	1004	420	2019	960	1059
%H (All HH)		96.5%	94.5%	38.7%	16.2%	77.8%	37.0%	40.8%
%H (TV HH)			97.9%	40.1%	16.8%	80.7%	38.4%	42.3%
Receives HDTV (via STB or built-in reception)	996	996	996	522	275	811	588	223
%V	38.4%	39.8%	40.6%	52.0%	65.5%	40.2%	61.3%	21.1%
%H (All HH)		100.0%	100.0%	52.4%	27.6%	81.4%	59.0%	22.4%
%H (TV HH)			100.0%	52.4%	27.6%	81.4%	59.0%	22.4%
DVD/Blu-ray player or recorder	1979	1979	1951	845	353	1637	856	781
%V	76.3%	79.1%	79.6%	84.2%	84.0%	81.1%	89.2%	73.7%
%H (All HH)		100.0%	98.6%	42.7%	17.8%	82.7%	43.3%	39.5%
%H (TV HH)			98.6%	42.7%	17.8%	82.7%	43.3%	39.5%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2594	2503	2451	1004	420	2019	960	1059
%H (All HH)		96.5%	94.5%	38.7%	16.2%	77.8%	37.0%	40.8%
%H (TV HH)			97.9%	40.1%	16.8%	80.7%	38.4%	42.3%
Has PC or Laptop	1840	1796	1784	857	350	1441	836	605
%V	70.9%	71.8%	72.8%	85.4%	83.3%	71.4%	87.1%	57.1%
%H (All HH)		97.6%	97.0%	46.6%	19.0%	78.3%	45.4%	32.9%
%H (TV HH)			99.3%	47.7%	19.5%	80.2%	46.5%	33.7%
Has broadband internet	1721	1674	1663	829	349	1326	812	514
%V	66.3%	66.9%	67.8%	82.6%	83.1%	65.7%	84.6%	48.5%
%H (All HH)		97.3%	96.6%	48.2%	20.3%	77.0%	47.2%	29.9%
%H (TV HH)			99.3%	49.5%	20.8%	79.2%	48.5%	30.7%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4988	4921	2252	892	4196	2338	1858
%H		98.7%	45.1%	17.9%	84.1%	46.9%	37.2%
Under 20"	1108	1096	498	186	972	549	423
%V	22.2%	22.3%	22.1%	20.9%	23.2%	23.5%	22.8%
%H		98.9%	44.9%	16.8%	87.7%	49.5%	38.2%
20" - 29"	1407	1370	549	224	1191	575	616
%V	28.2%	27.8%	24.4%	25.1%	28.4%	24.6%	33.2%
%H		97.4%	39.0%	15.9%	84.6%	40.9%	43.8%
30" - 39"	1486	1474	668	271	1225	664	560
%V	29.8%	30.0%	29.7%	30.4%	29.2%	28.4%	30.1%
%H		99.2%	45.0%	18.2%	82.4%	44.7%	37.7%
40" and over	900	898	515	198	737	527	210
%V	18.0%	18.2%	22.9%	22.2%	17.6%	22.5%	11.3%
%H		99.8%	57.2%	22.0%	81.9%	58.6%	23.3%
Don't know	87	83	22	14	71	24	47
%V	1.7%	1.7%	1.0%	1.6%	1.7%	1.0%	2.5%
%H		95.4%	25.3%	16.1%	81.6%	27.6%	54.0%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Midlands West
Set level data
Table 14.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4988	4921	2252	892	4196	2338	1858
%H		98.7%	45.1%	17.9%	84.1%	46.9%	37.2%
Main living room	2513	2460	1015	423	2026	971	1055
%V	50.4%	50.0%	45.1%	47.4%	48.3%	41.5%	56.8%
%H		97.9%	40.4%	16.8%	80.6%	38.6%	42.0%
Kitchen	351	350	163	54	314	178	136
%V	7.0%	7.1%	7.2%	6.1%	7.5%	7.6%	7.3%
%H		99.7%	46.4%	15.4%	89.5%	50.7%	38.7%
Adult's bedroom	1327	1317	638	269	1157	722	436
%V	26.6%	26.8%	28.3%	30.2%	27.6%	30.9%	23.5%
%H		99.2%	48.1%	20.3%	87.2%	54.4%	32.9%
Child's bedroom	322	321	186	70	279	207	72
%V	6.5%	6.5%	8.3%	7.8%	6.6%	8.9%	3.9%
%H		99.7%	57.8%	21.7%	86.6%	64.3%	22.4%
Other bedroom	94	94	49	15	87	55	33
%V	1.9%	1.9%	2.2%	1.7%	2.1%	2.4%	1.8%
%H		100.0%	52.1%	16.0%	92.6%	58.5%	35.1%
Second living/dining room	286	285	149	48	246	151	95
%V	5.7%	5.8%	6.6%	5.4%	5.9%	6.5%	5.1%
%H		99.7%	52.1%	16.8%	86.0%	52.8%	33.2%
Study/office	54	54	27	7	50	29	21
%V	1.1%	1.1%	1.2%	0.8%	1.2%	1.2%	1.1%
%H		100.0%	50.0%	13.0%	92.6%	53.7%	38.9%
TV room	19	18	11	3	16	11	5
%V	0.4%	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%
%H		94.7%	57.9%	15.8%	84.2%	57.9%	26.3%
No specific location	4	4	3	1	4	4	1
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
%H		100.0%	75.0%	25.0%	100.0%	100.0%	25.0%
Other	17	17	10	3	16	12	5
%V	0.3%	0.3%	0.4%	0.3%	0.4%	0.5%	0.3%
%H		100.0%	58.8%	17.6%	94.1%	70.6%	29.4%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Midlands West
Set level data
Table 14.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4988	4921	2252	892	4196	2338	1858
%H		98.7%	45.1%	17.9%	84.1%	46.9%	37.2%
PVR	1526	1526	1017	276	1185	916	268
%V	30.6%	31.0%	45.2%	30.9%	28.2%	39.2%	14.4%
%H		100.0%	66.6%	18.1%	77.7%	60.0%	17.6%
DVDR	276	273	133	48	234	134	101
%V	5.5%	5.5%	5.9%	5.4%	5.6%	5.7%	5.4%
%H		98.9%	48.2%	17.4%	84.8%	48.6%	36.6%
VCR	331	321	109	48	275	106	169
%V	6.6%	6.5%	4.8%	5.4%	6.6%	4.5%	9.1%
%H		97.0%	32.9%	14.5%	83.1%	32.0%	51.1%
Any recorder	1893	1880	1117	331	1503	1030	473
%V	38.0%	38.2%	49.6%	37.1%	35.8%	44.1%	25.5%
%H		99.3%	59.0%	17.5%	79.4%	54.4%	25.0%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 14.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4988	4921	2252	892	4196	2338	1858
%H		98.7%	45.1%	17.9%	84.1%	46.9%	37.2%
Receives HDTV (via STB or built-in reception)	1320	1320	702	367	1089	801	288
%V	26.5%	26.8%	31.2%	41.1%	26.0%	34.3%	15.5%
%H		100.0%	53.2%	27.8%	82.5%	60.7%	21.8%
DVD/Blu-ray player or recorder	2925	2896	1355	539	2488	1435	1053
%V	58.6%	58.8%	60.2%	60.4%	59.3%	61.4%	56.7%
%H		99.0%	46.3%	18.4%	85.1%	49.1%	36.0%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2501	2449	1003	420	2017	959	1058
%H		97.9%	40.1%	16.8%	80.6%	38.3%	42.3%
Under 20"	65	60	7	7	51	5	46
%V	2.6%	2.4%	0.7%	1.7%	2.5%	0.5%	4.3%
%H		92.3%	10.8%	10.8%	78.5%	7.7%	70.8%
20" - 29"	585	553	141	65	469	118	351
%V	23.4%	22.6%	14.1%	15.5%	23.3%	12.3%	33.2%
%H		94.5%	24.1%	11.1%	80.2%	20.2%	60.0%
30" - 39"	1024	1013	403	170	827	378	449
%V	40.9%	41.4%	40.2%	40.5%	41.0%	39.4%	42.4%
%H		98.9%	39.4%	16.6%	80.8%	36.9%	43.8%
40" and over	783	782	442	171	636	450	186
%V	31.3%	31.9%	44.1%	40.7%	31.5%	46.9%	17.6%
%H		99.9%	56.4%	21.8%	81.2%	57.5%	23.8%
Don't know	43	41	10	6	34	8	25
%V	1.7%	1.7%	1.0%	1.4%	1.7%	0.8%	2.4%
%H		95.3%	23.3%	14.0%	79.1%	18.6%	58.1%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Midlands West
Set level data
Table 14.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2501	2449	1003	420	2017	959	1058
%H		97.9%	40.1%	16.8%	80.6%	38.3%	42.3%
PVR	1176	1175	745	224	913	685	228
%V	47.0%	48.0%	74.3%	53.3%	45.3%	71.4%	21.6%
%H		99.9%	63.4%	19.0%	77.6%	58.2%	19.4%
DVDR	201	198	91	36	166	91	75
%V	8.0%	8.1%	9.1%	8.6%	8.2%	9.5%	7.1%
%H		98.5%	45.3%	17.9%	82.6%	45.3%	37.3%
VCR	246	237	69	32	202	64	139
%V	9.8%	9.7%	6.9%	7.6%	10.0%	6.7%	13.1%
%H		96.3%	28.0%	13.0%	82.1%	26.0%	56.5%
Any recorder	1419	1408	790	257	1119	735	384
%V	56.7%	57.5%	78.8%	61.2%	55.5%	76.6%	36.3%
%H		99.2%	55.7%	18.1%	78.9%	51.8%	27.1%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2501	2449	1003	420	2017	959	1058
%H		97.9%	40.1%	16.8%	80.6%	38.3%	42.3%
Receives HDTV (via STB or built-in reception)	959	959	506	267	776	567	209
%V	38.3%	39.2%	50.4%	63.6%	38.5%	59.1%	19.8%
%H		100.0%	52.8%	27.8%	80.9%	59.1%	21.8%
DVD/Blu-ray player or recorder	1868	1840	794	326	1540	794	745
%V	74.7%	75.1%	79.2%	77.6%	76.4%	82.8%	70.4%
%H		98.5%	42.5%	17.5%	82.4%	42.5%	39.9%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Set level data

Table 14.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2487	2473	1249	472	2179	1379	800
%H		99.4%	50.2%	19.0%	87.6%	55.4%	32.2%
Under 20"	1043	1036	491	178	921	543	377
%V	41.9%	41.9%	39.3%	37.7%	42.3%	39.4%	47.1%
%H		99.3%	47.1%	17.1%	88.3%	52.1%	36.1%
20" - 29"	822	816	408	159	722	457	265
%V	33.1%	33.0%	32.7%	33.7%	33.1%	33.1%	33.1%
%H		99.3%	49.6%	19.3%	87.8%	55.6%	32.2%
30" - 39"	462	462	265	101	398	286	111
%V	18.6%	18.7%	21.2%	21.4%	18.3%	20.7%	13.9%
%H		100.0%	57.4%	21.9%	86.1%	61.9%	24.0%
40" and over	117	117	73	27	101	77	24
%V	4.7%	4.7%	5.8%	5.7%	4.6%	5.6%	3.0%
%H		100.0%	62.4%	23.1%	86.3%	65.8%	20.5%
Don't know	43	42	12	8	37	15	22
%V	1.7%	1.7%	1.0%	1.7%	1.7%	1.1%	2.8%
%H		97.7%	27.9%	18.6%	86.0%	34.9%	51.2%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Set level data

Table 14.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2487	2473	1249	472	2179	1379	800
%H		99.4%	50.2%	19.0%	87.6%	55.4%	32.2%
PVR	351	351	272	52	272	232	40
%V	14.1%	14.2%	21.8%	11.0%	12.5%	16.8%	5.0%
%H		100.0%	77.5%	14.8%	77.5%	66.1%	11.4%
DVDR	76	76	42	13	68	43	26
%V	3.1%	3.1%	3.4%	2.8%	3.1%	3.1%	3.3%
%H		100.0%	55.3%	17.1%	89.5%	56.6%	34.2%
VCR	85	83	41	16	73	43	30
%V	3.4%	3.4%	3.3%	3.4%	3.4%	3.1%	3.8%
%H		97.6%	48.2%	18.8%	85.9%	50.6%	35.3%
Any recorder	474	472	327	74	383	295	89
%V	19.1%	19.1%	26.2%	15.7%	17.6%	21.4%	11.1%
%H		99.6%	69.0%	15.6%	80.8%	62.2%	18.8%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2487	2473	1249	472	2179	1379	800
%H		99.4%	50.2%	19.0%	87.6%	55.4%	32.2%
Receives HDTV (via STB or built-in reception)	360	360	196	100	313	234	79
%V	14.5%	14.6%	15.7%	21.2%	14.4%	17.0%	9.9%
%H		100.0%	54.4%	27.8%	86.9%	65.0%	21.9%
DVD/Blu-ray player or recorder	1058	1056	561	213	949	640	308
%V	42.5%	42.7%	44.9%	45.1%	43.6%	46.4%	38.5%
%H		99.8%	53.0%	20.1%	89.7%	60.5%	29.1%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6068	5883	5801	2747	1111	4685	2635	2050
%H		97.0%	95.6%	45.3%	18.3%	77.2%	43.4%	33.8%
Total Children	1188	1152	1143	625	235	877	568	309
%V	19.6%	19.6%	19.7%	22.8%	21.2%	18.7%	21.6%	15.1%
%H		97.0%	96.2%	52.6%	19.8%	73.8%	47.8%	26.0%
0 - 3	308	297	295	157	64	213	131	82
%V	5.1%	5.0%	5.1%	5.7%	5.8%	4.5%	5.0%	4.0%
%H		96.4%	95.8%	51.0%	20.8%	69.2%	42.5%	26.6%
4 - 15	880	854	848	467	171	664	437	227
%V	14.5%	14.5%	14.6%	17.0%	15.4%	14.2%	16.6%	11.1%
%H		97.0%	96.4%	53.1%	19.4%	75.5%	49.7%	25.8%
4 - 9	440	425	422	231	80	323	206	117
%V	7.3%	7.2%	7.3%	8.4%	7.2%	6.9%	7.8%	5.7%
%H		96.6%	95.9%	52.5%	18.2%	73.4%	46.8%	26.6%
10 - 15	440	430	426	236	91	341	231	110
%V	7.3%	7.3%	7.3%	8.6%	8.2%	7.3%	8.8%	5.4%
%H		97.7%	96.8%	53.6%	20.7%	77.5%	52.5%	25.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6068	5883	5801	2747	1111	4685	2635	2050
%H		97.0%	95.6%	45.3%	18.3%	77.2%	43.4%	33.8%
Total Adults (16+)	4880	4732	4658	2122	876	3808	2066	1742
%V	80.4%	80.4%	80.3%	77.2%	78.8%	81.3%	78.4%	85.0%
%H		97.0%	95.5%	43.5%	18.0%	78.0%	42.3%	35.7%
16 - 19	279	274	272	144	66	225	155	70
%V	4.6%	4.7%	4.7%	5.2%	5.9%	4.8%	5.9%	3.4%
%H		98.2%	97.5%	51.6%	23.7%	80.6%	55.6%	25.1%
20 - 24	385	363	354	174	79	281	169	112
%V	6.3%	6.2%	6.1%	6.3%	7.1%	6.0%	6.4%	5.5%
%H		94.3%	91.9%	45.2%	20.5%	73.0%	43.9%	29.1%
25 - 34	769	739	732	389	155	539	339	200
%V	12.7%	12.6%	12.6%	14.2%	14.0%	11.5%	12.9%	9.8%
%H		96.1%	95.2%	50.6%	20.2%	70.1%	44.1%	26.0%
35 - 44	799	768	761	403	167	596	391	205
%V	13.2%	13.1%	13.1%	14.7%	15.0%	12.7%	14.8%	10.0%
%H		96.1%	95.2%	50.4%	20.9%	74.6%	48.9%	25.7%
45 - 54	844	820	815	379	179	673	399	273
%V	13.9%	13.9%	14.0%	13.8%	16.1%	14.4%	15.1%	13.3%
%H		97.2%	96.6%	44.9%	21.2%	79.7%	47.3%	32.3%
55 - 64	740	720	713	332	115	595	322	273
%V	12.2%	12.2%	12.3%	12.1%	10.4%	12.7%	12.2%	13.3%
%H		97.3%	96.4%	44.9%	15.5%	80.4%	43.5%	36.9%
65+	1064	1047	1012	300	114	899	291	608
%V	17.5%	17.8%	17.4%	10.9%	10.3%	19.2%	11.0%	29.7%
%H		98.4%	95.1%	28.2%	10.7%	84.5%	27.3%	57.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Midlands West
Individual level data
Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4880	4732	4658	2122	876	3808	2066	1742
%H		97.0%	95.5%	43.5%	18.0%	78.0%	42.3%	35.7%
AB	1072	1051	1043	514	174	842	471	371
%V	22.0%	22.2%	22.4%	24.2%	19.9%	22.1%	22.8%	21.3%
%H		98.0%	97.3%	47.9%	16.2%	78.5%	43.9%	34.6%
C1	1246	1198	1181	536	233	961	528	433
%V	25.5%	25.3%	25.4%	25.3%	26.6%	25.2%	25.6%	24.9%
%H		96.1%	94.8%	43.0%	18.7%	77.1%	42.4%	34.8%
C2	1109	1082	1073	486	247	897	544	353
%V	22.7%	22.9%	23.0%	22.9%	28.2%	23.6%	26.3%	20.3%
%H		97.6%	96.8%	43.8%	22.3%	80.9%	49.1%	31.8%
D	899	872	859	422	159	670	365	305
%V	18.4%	18.4%	18.4%	19.9%	18.2%	17.6%	17.7%	17.5%
%H		97.0%	95.6%	46.9%	17.7%	74.5%	40.6%	33.9%
E	554	529	502	165	63	439	159	280
%V	11.4%	11.2%	10.8%	7.8%	7.2%	11.5%	7.7%	16.1%
%H		95.5%	90.6%	29.8%	11.4%	79.2%	28.7%	50.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4880	4732	4658	2122	876	3808	2066	1742
%H		97.0%	95.5%	43.5%	18.0%	78.0%	42.3%	35.7%
Working full time	2118	2057	2043	1035	445	1623	1027	596
%V	43.4%	43.5%	43.9%	48.8%	50.8%	42.6%	49.7%	34.2%
%H		97.1%	96.5%	48.9%	21.0%	76.6%	48.5%	28.1%
Working part time	509	497	495	242	97	395	229	166
%V	10.4%	10.5%	10.6%	11.4%	11.1%	10.4%	11.1%	9.5%
%H		97.6%	97.2%	47.5%	19.1%	77.6%	45.0%	32.6%
Not working	2253	2178	2120	846	335	1791	811	980
%V	46.2%	46.0%	45.5%	39.9%	38.2%	47.0%	39.3%	56.3%
%H		96.7%	94.1%	37.5%	14.9%	79.5%	36.0%	43.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2382	2301	2267	1062	438	1839	1028	810
%H		96.6%	95.2%	44.6%	18.4%	77.2%	43.2%	34.0%
16 - 19	142	139	138	72	38	114	80	34
%V	6.0%	6.0%	6.1%	6.8%	8.7%	6.2%	7.8%	4.2%
%H		97.9%	97.2%	50.7%	26.8%	80.3%	56.3%	23.9%
20 - 24	191	180	176	88	40	140	86	54
%V	8.0%	7.8%	7.8%	8.3%	9.1%	7.6%	8.4%	6.7%
%H		94.2%	92.1%	46.1%	20.9%	73.3%	45.0%	28.3%
25 - 34	385	371	370	186	86	271	166	106
%V	16.2%	16.1%	16.3%	17.5%	19.6%	14.7%	16.1%	13.1%
%H		96.4%	96.1%	48.3%	22.3%	70.4%	43.1%	27.5%
35 - 44	397	378	374	203	77	294	193	101
%V	16.7%	16.4%	16.5%	19.1%	17.6%	16.0%	18.8%	12.5%
%H		95.2%	94.2%	51.1%	19.4%	74.1%	48.6%	25.4%
45 - 54	420	405	402	185	89	327	192	136
%V	17.6%	17.6%	17.7%	17.4%	20.3%	17.8%	18.7%	16.8%
%H		96.4%	95.7%	44.0%	21.2%	77.9%	45.7%	32.4%
55 - 64	365	353	352	169	52	293	159	134
%V	15.3%	15.3%	15.5%	15.9%	11.9%	15.9%	15.5%	16.5%
%H		96.7%	96.4%	46.3%	14.2%	80.3%	43.6%	36.7%
65+	483	474	456	159	57	399	153	246
%V	20.3%	20.6%	20.1%	15.0%	13.0%	21.7%	14.9%	30.4%
%H		98.1%	94.4%	32.9%	11.8%	82.6%	31.7%	50.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2382	2301	2267	1062	438	1839	1028	810
%H		96.6%	95.2%	44.6%	18.4%	77.2%	43.2%	34.0%
AB	535	523	520	264	88	417	240	178
%V	22.5%	22.7%	22.9%	24.9%	20.1%	22.7%	23.3%	22.0%
%H		97.8%	97.2%	49.3%	16.4%	77.9%	44.9%	33.3%
C1	578	558	552	260	113	445	256	189
%V	24.3%	24.3%	24.3%	24.5%	25.8%	24.2%	24.9%	23.3%
%H		96.5%	95.5%	45.0%	19.6%	77.0%	44.3%	32.7%
C2	604	586	579	259	132	483	287	196
%V	25.4%	25.5%	25.5%	24.4%	30.1%	26.3%	27.9%	24.2%
%H		97.0%	95.9%	42.9%	21.9%	80.0%	47.5%	32.5%
D	435	417	410	205	79	314	173	141
%V	18.3%	18.1%	18.1%	19.3%	18.0%	17.1%	16.8%	17.4%
%H		95.9%	94.3%	47.1%	18.2%	72.2%	39.8%	32.4%
E	231	216	206	76	27	179	72	107
%V	9.7%	9.4%	9.1%	7.2%	6.2%	9.7%	7.0%	13.2%
%H		93.5%	89.2%	32.9%	11.7%	77.5%	31.2%	46.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2382	2301	2267	1062	438	1839	1028	810
%H		96.6%	95.2%	44.6%	18.4%	77.2%	43.2%	34.0%
Working full time	1337	1290	1282	650	279	1017	643	374
%V	56.1%	56.1%	56.6%	61.2%	63.7%	55.3%	62.5%	46.2%
%H		96.5%	95.9%	48.6%	20.9%	76.1%	48.1%	28.0%
Working part time	112	108	108	56	16	82	44	38
%V	4.7%	4.7%	4.8%	5.3%	3.7%	4.5%	4.3%	4.7%
%H		96.4%	96.4%	50.0%	14.3%	73.2%	39.3%	33.9%
Not working	933	903	878	356	143	739	341	398
%V	39.2%	39.2%	38.7%	33.5%	32.6%	40.2%	33.2%	49.1%
%H		96.8%	94.1%	38.2%	15.3%	79.2%	36.5%	42.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2498	2431	2391	1060	438	1969	1038	931
%H		97.3%	95.7%	42.4%	17.5%	78.8%	41.6%	37.3%
16 - 19	137	135	134	72	29	111	75	36
%V	5.5%	5.6%	5.6%	6.8%	6.6%	5.6%	7.2%	3.9%
%H		98.5%	97.8%	52.6%	21.2%	81.0%	54.7%	26.3%
20 - 24	195	183	177	86	39	141	83	58
%V	7.8%	7.5%	7.4%	8.1%	8.9%	7.2%	8.0%	6.2%
%H		93.8%	90.8%	44.1%	20.0%	72.3%	42.6%	29.7%
25 - 34	383	367	362	204	69	268	174	94
%V	15.3%	15.1%	15.1%	19.2%	15.8%	13.6%	16.8%	10.1%
%H		95.8%	94.5%	53.3%	18.0%	70.0%	45.4%	24.5%
35 - 44	402	390	387	200	90	302	198	104
%V	16.1%	16.0%	16.2%	18.9%	20.5%	15.3%	19.1%	11.2%
%H		97.0%	96.3%	49.8%	22.4%	75.1%	49.3%	25.9%
45 - 54	424	415	413	194	90	346	208	138
%V	17.0%	17.1%	17.3%	18.3%	20.5%	17.6%	20.0%	14.8%
%H		97.9%	97.4%	45.8%	21.2%	81.6%	49.1%	32.5%
55 - 64	375	367	361	163	64	302	163	139
%V	15.0%	15.1%	15.1%	15.4%	14.6%	15.3%	15.7%	14.9%
%H		97.9%	96.3%	43.5%	17.1%	80.5%	43.5%	37.1%
65+	581	573	556	141	58	500	138	362
%V	23.3%	23.6%	23.3%	13.3%	13.2%	25.4%	13.3%	38.9%
%H		98.6%	95.7%	24.3%	10.0%	86.1%	23.8%	62.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2498	2431	2391	1060	438	1969	1038	931
%H		97.3%	95.7%	42.4%	17.5%	78.8%	41.6%	37.3%
AB	537	528	523	250	86	424	231	193
%V	21.5%	21.7%	21.9%	23.6%	19.6%	21.5%	22.3%	20.7%
%H		98.3%	97.4%	46.6%	16.0%	79.0%	43.0%	35.9%
C1	669	640	629	276	120	516	272	244
%V	26.8%	26.3%	26.3%	26.0%	27.4%	26.2%	26.2%	26.2%
%H		95.7%	94.0%	41.3%	17.9%	77.1%	40.7%	36.5%
C2	505	496	494	227	116	414	257	157
%V	20.2%	20.4%	20.7%	21.4%	26.5%	21.0%	24.8%	16.9%
%H		98.2%	97.8%	45.0%	23.0%	82.0%	50.9%	31.1%
D	464	455	449	218	80	356	192	164
%V	18.6%	18.7%	18.8%	20.6%	18.3%	18.1%	18.5%	17.6%
%H		98.1%	96.8%	47.0%	17.2%	76.7%	41.4%	35.3%
E	323	312	296	89	36	259	87	173
%V	12.9%	12.8%	12.4%	8.4%	8.2%	13.2%	8.4%	18.6%
%H		96.6%	91.6%	27.6%	11.1%	80.2%	26.9%	53.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2498	2431	2391	1060	438	1969	1038	931
%H		97.3%	95.7%	42.4%	17.5%	78.8%	41.6%	37.3%
Working full time	781	766	761	384	166	606	384	222
%V	31.3%	31.5%	31.8%	36.2%	37.9%	30.8%	37.0%	23.8%
%H		98.1%	97.4%	49.2%	21.3%	77.6%	49.2%	28.4%
Working part time	398	389	388	186	81	313	185	128
%V	15.9%	16.0%	16.2%	17.5%	18.5%	15.9%	17.8%	13.7%
%H		97.7%	97.5%	46.7%	20.4%	78.6%	46.5%	32.2%
Not working	1320	1276	1242	489	192	1051	469	582
%V	52.8%	52.5%	51.9%	46.1%	43.8%	53.4%	45.2%	62.5%
%H		96.7%	94.1%	37.0%	14.5%	79.6%	35.5%	44.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	963	931	913	333	221	746	373	373
%H (All HH)		96.7%	94.8%	34.6%	22.9%	77.5%	38.7%	38.7%
%H (TV HH)			98.1%	35.8%	23.7%	80.1%	40.1%	40.1%
AB	219	214	212	89	46	167	86	81
%V	22.7%	23.0%	23.2%	26.7%	20.8%	22.4%	23.1%	21.7%
%H (All HH)		97.7%	96.8%	40.6%	21.0%	76.3%	39.3%	37.0%
%H (TV HH)			99.1%	41.6%	21.5%	78.0%	40.2%	37.9%
C1	262	249	245	91	63	203	109	95
%V	27.2%	26.7%	26.8%	27.3%	28.5%	27.2%	29.2%	25.5%
%H (All HH)		95.0%	93.5%	34.7%	24.0%	77.5%	41.6%	36.3%
%H (TV HH)			98.4%	36.5%	25.3%	81.5%	43.8%	38.2%
C2	196	192	190	70	52	160	89	72
%V	20.4%	20.6%	20.8%	21.0%	23.5%	21.4%	23.9%	19.3%
%H (All HH)		98.0%	96.9%	35.7%	26.5%	81.6%	45.4%	36.7%
%H (TV HH)			99.0%	36.5%	27.1%	83.3%	46.4%	37.5%
D	161	157	153	50	42	124	61	63
%V	16.7%	16.9%	16.8%	15.0%	19.0%	16.6%	16.4%	16.9%
%H (All HH)		97.5%	95.0%	31.1%	26.1%	77.0%	37.9%	39.1%
%H (TV HH)			97.5%	31.8%	26.8%	79.0%	38.9%	40.1%
E	125	119	114	33	19	92	29	63
%V	13.0%	12.8%	12.5%	9.9%	8.6%	12.3%	7.8%	16.9%
%H (All HH)		95.2%	91.2%	26.4%	15.2%	73.6%	23.2%	50.4%
%H (TV HH)			95.8%	27.7%	16.0%	77.3%	24.4%	52.9%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	963	931	913	333	221	746	373	373
%H (All HH)		96.7%	94.8%	34.6%	22.9%	77.5%	38.7%	38.7%
%H (TV HH)			98.1%	35.8%	23.7%	80.1%	40.1%	40.1%
Under 25	57	49	47	13	11	39	16	23
%V	5.9%	5.3%	5.1%	3.9%	5.0%	5.2%	4.3%	6.2%
%H (All HH)		86.0%	82.5%	22.8%	19.3%	68.4%	28.1%	40.4%
%H (TV HH)			95.9%	26.5%	22.4%	79.6%	32.7%	46.9%
25 - 34	154	143	140	68	34	100	60	40
%V	16.0%	15.4%	15.3%	20.4%	15.4%	13.4%	16.1%	10.7%
%H (All HH)		92.9%	90.9%	44.2%	22.1%	64.9%	39.0%	26.0%
%H (TV HH)			97.9%	47.6%	23.8%	69.9%	42.0%	28.0%
35 - 44	174	169	168	75	50	130	84	46
%V	18.1%	18.2%	18.4%	22.5%	22.6%	17.4%	22.5%	12.3%
%H (All HH)		97.1%	96.6%	43.1%	28.7%	74.7%	48.3%	26.4%
%H (TV HH)			99.4%	44.4%	29.6%	76.9%	49.7%	27.2%
45 - 54	186	182	180	77	46	151	91	60
%V	19.3%	19.5%	19.7%	23.1%	20.8%	20.2%	24.4%	16.1%
%H (All HH)		97.8%	96.8%	41.4%	24.7%	81.2%	48.9%	32.3%
%H (TV HH)			98.9%	42.3%	25.3%	83.0%	50.0%	33.0%
55 - 64	159	156	153	51	38	129	63	66
%V	16.5%	16.8%	16.8%	15.3%	17.2%	17.3%	16.9%	17.7%
%H (All HH)		98.1%	96.2%	32.1%	23.9%	81.1%	39.6%	41.5%
%H (TV HH)			98.1%	32.7%	24.4%	82.7%	40.4%	42.3%
65 +	234	232	225	48	42	197	60	137
%V	24.3%	24.9%	24.6%	14.4%	19.0%	26.4%	16.1%	36.7%
%H (All HH)		99.1%	96.2%	20.5%	17.9%	84.2%	25.6%	58.5%
%H (TV HH)			97.0%	20.7%	18.1%	84.9%	25.9%	59.1%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	963	931	913	333	221	746	373	373
%H (All HH)		96.7%	94.8%	34.6%	22.9%	77.5%	38.7%	38.7%
%H (TV HH)			98.1%	35.8%	23.7%	80.1%	40.1%	40.1%
1	332	314	303	71	54	255	76	179
%V	34.5%	33.7%	33.2%	21.3%	24.4%	34.2%	20.4%	48.0%
%H (All HH)		94.6%	91.3%	21.4%	16.3%	76.8%	22.9%	53.9%
%H (TV HH)			96.5%	22.6%	17.2%	81.2%	24.2%	57.0%
2	295	290	285	104	70	235	121	114
%V	30.6%	31.1%	31.2%	31.2%	31.7%	31.5%	32.4%	30.6%
%H (All HH)		98.3%	96.6%	35.3%	23.7%	79.7%	41.0%	38.6%
%H (TV HH)			98.3%	35.9%	24.1%	81.0%	41.7%	39.3%
3	140	137	137	60	40	106	68	39
%V	14.5%	14.7%	15.0%	18.0%	18.1%	14.2%	18.2%	10.5%
%H (All HH)		97.9%	97.9%	42.9%	28.6%	75.7%	48.6%	27.9%
%H (TV HH)			100.0%	43.8%	29.2%	77.4%	49.6%	28.5%
4	134	130	129	63	39	106	76	30
%V	13.9%	14.0%	14.1%	18.9%	17.6%	14.2%	20.4%	8.0%
%H (All HH)		97.0%	96.3%	47.0%	29.1%	79.1%	56.7%	22.4%
%H (TV HH)			99.2%	48.5%	30.0%	81.5%	58.5%	23.1%
5+	62	60	60	34	17	44	33	12
%V	6.4%	6.4%	6.6%	10.2%	7.7%	5.9%	8.8%	3.2%
%H (All HH)		96.8%	96.8%	54.8%	27.4%	71.0%	53.2%	19.4%
%H (TV HH)			100.0%	56.7%	28.3%	73.3%	55.0%	20.0%
Average HH size	2.31	2.32	2.33	2.71	2.56	2.29	2.68	1.89

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	963	931	913	333	221	746	373	373
%H (All HH)		96.7%	94.8%	34.6%	22.9%	77.5%	38.7%	38.7%
%H (TV HH)			98.1%	35.8%	23.7%	80.1%	40.1%	40.1%
Without	728	700	683	219	156	569	252	317
%V	75.6%	75.2%	74.8%	65.8%	70.6%	76.3%	67.6%	85.0%
%H (All HH)		96.2%	93.8%	30.1%	21.4%	78.2%	34.6%	43.5%
%H (TV HH)			97.6%	31.3%	22.3%	81.3%	36.0%	45.3%
With	235	231	230	113	65	177	120	56
%V	24.4%	24.8%	25.2%	33.9%	29.4%	23.7%	32.2%	15.0%
%H (All HH)		98.3%	97.9%	48.1%	27.7%	75.3%	51.1%	23.8%
%H (TV HH)			99.6%	48.9%	28.1%	76.6%	51.9%	24.2%
0 - 3	92	89	88	45	24	63	44	19
%V	9.6%	9.6%	9.6%	13.5%	10.9%	8.4%	11.8%	5.1%
%H (All HH)		96.7%	95.7%	48.9%	26.1%	68.5%	47.8%	20.7%
%H (TV HH)			98.9%	50.6%	27.0%	70.8%	49.4%	21.3%
4 - 9	113	111	110	55	34	81	56	25
%V	11.7%	11.9%	12.0%	16.5%	15.4%	10.9%	15.0%	6.7%
%H (All HH)		98.2%	97.3%	48.7%	30.1%	71.7%	49.6%	22.1%
%H (TV HH)			99.1%	49.5%	30.6%	73.0%	50.5%	22.5%
10 - 15	117	116	115	59	31	93	65	28
%V	12.1%	12.5%	12.6%	17.7%	14.0%	12.5%	17.4%	7.5%
%H (All HH)		99.1%	98.3%	50.4%	26.5%	79.5%	55.6%	23.9%
%H (TV HH)			99.1%	50.9%	26.7%	80.2%	56.0%	24.1%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	963	931	913	333	221	746	373	373
%H (All HH)		96.7%	94.8%	34.6%	22.9%	77.5%	38.7%	38.7%
%H (TV HH)			98.1%	35.8%	23.7%	80.1%	40.1%	40.1%
1	386	386	371	107	70	283	90	193
%V	40.1%	41.5%	40.6%	32.1%	31.7%	37.9%	24.1%	51.7%
%H (All HH)		100.0%	96.1%	27.7%	18.1%	73.3%	23.3%	50.0%
%H (TV HH)			96.1%	27.7%	18.1%	73.3%	23.3%	50.0%
2	310	310	308	110	85	253	134	120
%V	32.2%	33.3%	33.7%	33.0%	38.5%	33.9%	35.9%	32.2%
%H (All HH)		100.0%	99.4%	35.5%	27.4%	81.6%	43.2%	38.7%
%H (TV HH)			99.4%	35.5%	27.4%	81.6%	43.2%	38.7%
3	136	136	136	60	40	119	78	40
%V	14.1%	14.6%	14.9%	18.0%	18.1%	16.0%	20.9%	10.7%
%H (All HH)		100.0%	100.0%	44.1%	29.4%	87.5%	57.4%	29.4%
%H (TV HH)			100.0%	44.1%	29.4%	87.5%	57.4%	29.4%
4	67	67	66	37	18	61	47	14
%V	7.0%	7.2%	7.2%	11.1%	8.1%	8.2%	12.6%	3.8%
%H (All HH)		100.0%	98.5%	55.2%	26.9%	91.0%	70.1%	20.9%
%H (TV HH)			98.5%	55.2%	26.9%	91.0%	70.1%	20.9%
5+	32	32	32	19	8	30	24	6
%V	3.3%	3.4%	3.5%	5.7%	3.6%	4.0%	6.4%	1.6%
%H (All HH)		100.0%	100.0%	59.4%	25.0%	93.8%	75.0%	18.8%
%H (TV HH)			100.0%	59.4%	25.0%	93.8%	75.0%	18.8%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	963	931	913	333	221	746	373	373
%H (All HH)		96.7%	94.8%	34.6%	22.9%	77.5%	38.7%	38.7%
%H (TV HH)			98.1%	35.8%	23.7%	80.1%	40.1%	40.1%
Under 20"	313	313	309	116	81	272	154	118
%V	32.5%	33.6%	33.8%	34.8%	36.7%	36.5%	41.3%	31.6%
%H (All HH)		100.0%	98.7%	37.1%	25.9%	86.9%	49.2%	37.7%
%H (TV HH)			98.7%	37.1%	25.9%	86.9%	49.2%	37.7%
20" - 29"	411	411	402	143	98	336	168	169
%V	42.7%	44.1%	44.0%	42.9%	44.3%	45.0%	45.0%	45.3%
%H (All HH)		100.0%	97.8%	34.8%	23.8%	81.8%	40.9%	41.1%
%H (TV HH)			97.8%	34.8%	23.8%	81.8%	40.9%	41.1%
30" - 39"	480	480	474	186	115	396	213	184
%V	49.8%	51.6%	51.9%	55.9%	52.0%	53.1%	57.1%	49.3%
%H (All HH)		100.0%	98.8%	38.8%	24.0%	82.5%	44.4%	38.3%
%H (TV HH)			98.8%	38.8%	24.0%	82.5%	44.4%	38.3%
40" and over	287	287	285	143	81	224	156	68
%V	29.8%	30.8%	31.2%	42.9%	36.7%	30.0%	41.8%	18.2%
%H (All HH)		100.0%	99.3%	49.8%	28.2%	78.0%	54.4%	23.7%
%H (TV HH)			99.3%	49.8%	28.2%	78.0%	54.4%	23.7%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	963	931	913	333	221	746	373	373
%H (All HH)		96.7%	94.8%	34.6%	22.9%	77.5%	38.7%	38.7%
%H (TV HH)			98.1%	35.8%	23.7%	80.1%	40.1%	40.1%
Main living room	921	921	904	330	219	739	371	368
%V	95.6%	98.9%	99.0%	99.1%	99.1%	99.1%	99.5%	98.7%
%H (All HH)		100.0%	98.2%	35.8%	23.8%	80.2%	40.3%	40.0%
%H (TV HH)			98.2%	35.8%	23.8%	80.2%	40.3%	40.0%
Kitchen	100	100	100	43	25	92	57	35
%V	10.4%	10.7%	11.0%	12.9%	11.3%	12.3%	15.3%	9.4%
%H (All HH)		100.0%	100.0%	43.0%	25.0%	92.0%	57.0%	35.0%
%H (TV HH)			100.0%	43.0%	25.0%	92.0%	57.0%	35.0%
Adult's bedroom	413	413	411	178	111	353	220	133
%V	42.9%	44.4%	45.0%	53.5%	50.2%	47.3%	59.0%	35.7%
%H (All HH)		100.0%	99.5%	43.1%	26.9%	85.5%	53.3%	32.2%
%H (TV HH)			99.5%	43.1%	26.9%	85.5%	53.3%	32.2%
Child's bedroom	95	95	94	47	27	84	62	22
%V	9.9%	10.2%	10.3%	14.1%	12.2%	11.3%	16.6%	5.9%
%H (All HH)		100.0%	98.9%	49.5%	28.4%	88.4%	65.3%	23.2%
%H (TV HH)			98.9%	49.5%	28.4%	88.4%	65.3%	23.2%
Other bedroom	57	57	57	28	15	51	35	15
%V	5.9%	6.1%	6.2%	8.4%	6.8%	6.8%	9.4%	4.0%
%H (All HH)		100.0%	100.0%	49.1%	26.3%	89.5%	61.4%	26.3%
%H (TV HH)			100.0%	49.1%	26.3%	89.5%	61.4%	26.3%
Second living/dining room	108	108	108	47	30	91	57	35
%V	11.2%	11.6%	11.8%	14.1%	13.6%	12.2%	15.3%	9.4%
%H (All HH)		100.0%	100.0%	43.5%	27.8%	84.3%	52.8%	32.4%
%H (TV HH)			100.0%	43.5%	27.8%	84.3%	52.8%	32.4%
Study/office	18	18	18	11	4	15	11	3
%V	1.9%	1.9%	2.0%	3.3%	1.8%	2.0%	2.9%	0.8%
%H (All HH)		100.0%	100.0%	61.1%	22.2%	83.3%	61.1%	16.7%
%H (TV HH)			100.0%	61.1%	22.2%	83.3%	61.1%	16.7%
TV room	8	8	8	4	2	8	6	2
%V	0.8%	0.9%	0.9%	1.2%	0.9%	1.1%	1.6%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	25.0%	100.0%	75.0%	25.0%
%H (TV HH)			100.0%	50.0%	25.0%	100.0%	75.0%	25.0%
No specific location	1	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.3%	0.0%	0.1%	0.3%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	14	14	14	7	5	11	7	4
%V	1.5%	1.5%	1.5%	2.1%	2.3%	1.5%	1.9%	1.1%
%H (All HH)		100.0%	100.0%	50.0%	35.7%	78.6%	50.0%	28.6%
%H (TV HH)			100.0%	50.0%	35.7%	78.6%	50.0%	28.6%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands East

Household level data

Table 15.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	963	931	913	333	221	746	373	373
%H (All HH)		96.7%	94.8%	34.6%	22.9%	77.5%	38.7%	38.7%
%H (TV HH)			98.1%	35.8%	23.7%	80.1%	40.1%	40.1%
PVR	467	467	467	259	116	362	260	102
%V	48.5%	50.2%	51.2%	77.8%	52.5%	48.5%	69.7%	27.3%
%H (All HH)		100.0%	100.0%	55.5%	24.8%	77.5%	55.7%	21.8%
%H (TV HH)			100.0%	55.5%	24.8%	77.5%	55.7%	21.8%
DVDR	199	199	197	70	62	168	97	71
%V	20.7%	21.4%	21.6%	21.0%	28.1%	22.5%	26.0%	19.0%
%H (All HH)		100.0%	99.0%	35.2%	31.2%	84.4%	48.7%	35.7%
%H (TV HH)			99.0%	35.2%	31.2%	84.4%	48.7%	35.7%
VCR	128	128	126	38	33	108	52	56
%V	13.3%	13.7%	13.8%	11.4%	14.9%	14.5%	13.9%	15.0%
%H (All HH)		100.0%	98.4%	29.7%	25.8%	84.4%	40.6%	43.8%
%H (TV HH)			98.4%	29.7%	25.8%	84.4%	40.6%	43.8%
Any recorder	611	611	607	289	150	485	305	180
%V	63.4%	65.6%	66.5%	86.8%	67.9%	65.0%	81.8%	48.3%
%H (All HH)		100.0%	99.3%	47.3%	24.5%	79.4%	49.9%	29.5%
%H (TV HH)			99.3%	47.3%	24.5%	79.4%	49.9%	29.5%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands East

Household level data

Table 15.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	963	931	913	333	221	746	373	373
%H (All HH)		96.7%	94.8%	34.6%	22.9%	77.5%	38.7%	38.7%
%H (TV HH)			98.1%	35.8%	23.7%	80.1%	40.1%	40.1%
Receives HDTV (via STB or built-in reception)	421	421	421	192	136	334	229	104
%V	43.7%	45.2%	46.1%	57.7%	61.5%	44.8%	61.4%	27.9%
%H (All HH)		100.0%	100.0%	45.6%	32.3%	79.3%	54.4%	24.7%
%H (TV HH)			100.0%	45.6%	32.3%	79.3%	54.4%	24.7%
DVD/Blu-ray player or recorder	739	739	729	275	190	597	320	277
%V	76.7%	79.4%	79.8%	82.6%	86.0%	80.0%	85.8%	74.3%
%H (All HH)		100.0%	98.6%	37.2%	25.7%	80.8%	43.3%	37.5%
%H (TV HH)			98.6%	37.2%	25.7%	80.8%	43.3%	37.5%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	963	931	913	333	221	746	373	373
%H (All HH)		96.7%	94.8%	34.6%	22.9%	77.5%	38.7%	38.7%
%H (TV HH)			98.1%	35.8%	23.7%	80.1%	40.1%	40.1%
Has PC or Laptop	738	714	705	297	190	560	329	231
%V	76.6%	76.7%	77.2%	89.2%	86.0%	75.1%	88.2%	61.9%
%H (All HH)		96.7%	95.5%	40.2%	25.7%	75.9%	44.6%	31.3%
%H (TV HH)			98.7%	41.6%	26.6%	78.4%	46.1%	32.4%
Has broadband internet	685	664	657	285	183	520	319	202
%V	71.1%	71.3%	72.0%	85.6%	82.8%	69.7%	85.5%	54.2%
%H (All HH)		96.9%	95.9%	41.6%	26.7%	75.9%	46.6%	29.5%
%H (TV HH)			98.9%	42.9%	27.6%	78.3%	48.0%	30.4%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Midlands East
Set level data
Table 15.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1857	1836	759	472	1556	912	643
%H		98.9%	40.9%	25.4%	83.8%	49.1%	34.6%
Under 20"	425	420	163	112	376	221	155
%V	22.9%	22.9%	21.5%	23.7%	24.2%	24.2%	24.1%
%H		98.8%	38.4%	26.4%	88.5%	52.0%	36.5%
20" - 29"	517	508	195	128	430	236	195
%V	27.8%	27.7%	25.7%	27.1%	27.6%	25.9%	30.3%
%H		98.3%	37.7%	24.8%	83.2%	45.6%	37.7%
30" - 39"	561	555	226	135	469	263	206
%V	30.2%	30.2%	29.8%	28.6%	30.1%	28.8%	32.0%
%H		98.9%	40.3%	24.1%	83.6%	46.9%	36.7%
40" and over	324	322	162	92	254	179	76
%V	17.4%	17.5%	21.3%	19.5%	16.3%	19.6%	11.8%
%H		99.4%	50.0%	28.4%	78.4%	55.2%	23.5%
Don't know	31	31	13	6	26	14	12
%V	1.7%	1.7%	1.7%	1.3%	1.7%	1.5%	1.9%
%H		100.0%	41.9%	19.4%	83.9%	45.2%	38.7%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1857	1836	759	472	1556	912	643
%H		98.9%	40.9%	25.4%	83.8%	49.1%	34.6%
Main living room	926	909	331	221	743	373	370
%V	49.9%	49.5%	43.6%	46.8%	47.8%	40.9%	57.5%
%H		98.2%	35.7%	23.9%	80.2%	40.3%	40.0%
Kitchen	101	100	43	26	93	58	35
%V	5.4%	5.4%	5.7%	5.5%	6.0%	6.4%	5.4%
%H		99.0%	42.6%	25.7%	92.1%	57.4%	34.7%
Adult's bedroom	486	483	219	130	418	271	147
%V	26.2%	26.3%	28.9%	27.5%	26.9%	29.7%	22.9%
%H		99.4%	45.1%	26.7%	86.0%	55.8%	30.2%
Child's bedroom	123	122	63	35	111	83	27
%V	6.6%	6.6%	8.3%	7.4%	7.1%	9.1%	4.2%
%H		99.2%	51.2%	28.5%	90.2%	67.5%	22.0%
Other bedroom	70	70	34	18	63	43	20
%V	3.8%	3.8%	4.5%	3.8%	4.0%	4.7%	3.1%
%H		100.0%	48.6%	25.7%	90.0%	61.4%	28.6%
Second living/dining room	109	109	47	30	92	58	35
%V	5.9%	5.9%	6.2%	6.4%	5.9%	6.4%	5.4%
%H		100.0%	43.1%	27.5%	84.4%	53.2%	32.1%
Study/office	18	18	11	5	15	12	3
%V	1.0%	1.0%	1.4%	1.1%	1.0%	1.3%	0.5%
%H		100.0%	61.1%	27.8%	83.3%	66.7%	16.7%
TV room	9	9	4	2	9	6	2
%V	0.5%	0.5%	0.5%	0.4%	0.6%	0.7%	0.3%
%H		100.0%	44.4%	22.2%	100.0%	66.7%	22.2%
No specific location	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	14	14	7	5	11	8	4
%V	0.8%	0.8%	0.9%	1.1%	0.7%	0.9%	0.6%
%H		100.0%	50.0%	35.7%	78.6%	57.1%	28.6%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 15.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1857	1836	759	472	1556	912	643
%H		98.9%	40.9%	25.4%	83.8%	49.1%	34.6%
PVR	623	623	374	145	483	364	119
%V	33.5%	33.9%	49.3%	30.7%	31.0%	39.9%	18.5%
%H		100.0%	60.0%	23.3%	77.5%	58.4%	19.1%
DVDR	235	232	82	75	199	117	81
%V	12.7%	12.6%	10.8%	15.9%	12.8%	12.8%	12.6%
%H		98.7%	34.9%	31.9%	84.7%	49.8%	34.5%
VCR	149	147	46	40	126	63	63
%V	8.0%	8.0%	6.1%	8.5%	8.1%	6.9%	9.8%
%H		98.7%	30.9%	26.8%	84.6%	42.3%	42.3%
Any recorder	848	844	436	207	678	457	221
%V	45.7%	46.0%	57.4%	43.9%	43.6%	50.1%	34.4%
%H		99.5%	51.4%	24.4%	80.0%	53.9%	26.1%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1857	1836	759	472	1556	912	643
%H		98.9%	40.9%	25.4%	83.8%	49.1%	34.6%
Receives HDTV (via STB or built-in reception)	596	596	276	194	482	338	144
%V	32.1%	32.5%	36.4%	41.1%	31.0%	37.1%	22.4%
%H		100.0%	46.3%	32.6%	80.9%	56.7%	24.2%
DVD/Blu-ray player or recorder	1110	1099	456	299	925	555	370
%V	59.8%	59.9%	60.1%	63.3%	59.4%	60.9%	57.5%
%H		99.0%	41.1%	26.9%	83.3%	50.0%	33.3%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	931	913	332	221	746	373	373
%H		98.1%	35.7%	23.7%	80.1%	40.1%	40.1%
Under 20"	31	29	4	5	25	6	19
%V	3.3%	3.2%	1.2%	2.3%	3.4%	1.6%	5.1%
%H		93.5%	12.9%	16.1%	80.6%	19.4%	61.3%
20" - 29"	215	206	46	44	168	51	117
%V	23.1%	22.6%	13.9%	19.9%	22.5%	13.7%	31.4%
%H		95.8%	21.4%	20.5%	78.1%	23.7%	54.4%
30" - 39"	399	394	139	92	331	163	167
%V	42.9%	43.2%	41.9%	41.6%	44.4%	43.7%	44.8%
%H		98.7%	34.8%	23.1%	83.0%	40.9%	41.9%
40" and over	276	274	138	78	214	149	65
%V	29.6%	30.0%	41.6%	35.3%	28.7%	39.9%	17.4%
%H		99.3%	50.0%	28.3%	77.5%	54.0%	23.6%
Don't know	11	11	5	1	9	4	5
%V	1.2%	1.2%	1.5%	0.5%	1.2%	1.1%	1.3%
%H		100.0%	45.5%	9.1%	81.8%	36.4%	45.5%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	931	913	332	221	746	373	373
%H		98.1%	35.7%	23.7%	80.1%	40.1%	40.1%
PVR	447	447	254	110	344	251	93
%V	48.0%	49.0%	76.5%	49.8%	46.1%	67.3%	24.9%
%H		100.0%	56.8%	24.6%	77.0%	56.2%	20.8%
DVDR	173	171	56	53	146	80	66
%V	18.6%	18.7%	16.9%	24.0%	19.6%	21.4%	17.7%
%H		98.8%	32.4%	30.6%	84.4%	46.2%	38.2%
VCR	106	104	30	27	88	40	48
%V	11.4%	11.4%	9.0%	12.2%	11.8%	10.7%	12.9%
%H		98.1%	28.3%	25.5%	83.0%	37.7%	45.3%
Any recorder	592	588	284	145	469	297	172
%V	63.6%	64.4%	85.5%	65.6%	62.9%	79.6%	46.1%
%H		99.3%	48.0%	24.5%	79.2%	50.2%	29.1%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	931	913	332	221	746	373	373
%H		98.1%	35.7%	23.7%	80.1%	40.1%	40.1%
Receives HDTV (via STB or built-in reception)	400	400	180	131	314	217	98
%V	43.0%	43.8%	54.2%	59.3%	42.1%	58.2%	26.3%
%H		100.0%	45.0%	32.8%	78.5%	54.3%	24.5%
DVD/Blu-ray player or recorder	703	692	258	181	566	301	265
%V	75.5%	75.8%	77.7%	81.9%	75.9%	80.7%	71.0%
%H		98.4%	36.7%	25.7%	80.5%	42.8%	37.7%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
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Set level data
Table 15.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	926	923	427	252	809	539	270
%H		99.7%	46.1%	27.2%	87.4%	58.2%	29.2%
Under 20"	394	392	158	106	351	215	136
%V	42.5%	42.5%	37.0%	42.1%	43.4%	39.9%	50.4%
%H		99.5%	40.1%	26.9%	89.1%	54.6%	34.5%
20" - 29"	302	302	150	84	263	185	78
%V	32.6%	32.7%	35.1%	33.3%	32.5%	34.3%	28.9%
%H		100.0%	49.7%	27.8%	87.1%	61.3%	25.8%
30" - 39"	161	161	86	43	138	99	39
%V	17.4%	17.4%	20.1%	17.1%	17.1%	18.4%	14.4%
%H		100.0%	53.4%	26.7%	85.7%	61.5%	24.2%
40" and over	48	48	24	14	41	30	11
%V	5.2%	5.2%	5.6%	5.6%	5.1%	5.6%	4.1%
%H		100.0%	50.0%	29.2%	85.4%	62.5%	22.9%
Don't know	21	20	9	5	17	10	7
%V	2.3%	2.2%	2.1%	2.0%	2.1%	1.9%	2.6%
%H		95.2%	42.9%	23.8%	81.0%	47.6%	33.3%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands East

Set level data

Table 15.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	926	923	427	252	809	539	270
%H		99.7%	46.1%	27.2%	87.4%	58.2%	29.2%
PVR	175	175	120	35	139	113	26
%V	18.9%	19.0%	28.1%	13.9%	17.2%	21.0%	9.6%
%H		100.0%	68.6%	20.0%	79.4%	64.6%	14.9%
DVDR	61	61	26	22	53	37	16
%V	6.6%	6.6%	6.1%	8.7%	6.6%	6.9%	5.9%
%H		100.0%	42.6%	36.1%	86.9%	60.7%	26.2%
VCR	43	42	16	13	37	23	14
%V	4.6%	4.6%	3.7%	5.2%	4.6%	4.3%	5.2%
%H		97.7%	37.2%	30.2%	86.0%	53.5%	32.6%
Any recorder	256	255	152	63	209	160	49
%V	27.6%	27.6%	35.6%	25.0%	25.8%	29.7%	18.1%
%H		99.6%	59.4%	24.6%	81.6%	62.5%	19.1%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	926	923	427	252	809	539	270
%H		99.7%	46.1%	27.2%	87.4%	58.2%	29.2%
Receives HDTV (via STB or built-in reception)	197	197	95	63	168	121	46
%V	21.3%	21.3%	22.2%	25.0%	20.8%	22.4%	17.0%
%H		100.0%	48.2%	32.0%	85.3%	61.4%	23.4%
DVD/Blu-ray player or recorder	408	407	198	118	359	254	105
%V	44.1%	44.1%	46.4%	46.8%	44.4%	47.1%	38.9%
%H		99.8%	48.5%	28.9%	88.0%	62.3%	25.7%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Midlands East
Individual level data
Table 15.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2221	2159	2130	901	564	1708	1001	707
%H		97.2%	95.9%	40.6%	25.4%	76.9%	45.1%	31.8%
Total Children	418	411	408	209	115	303	209	94
%V	18.8%	19.0%	19.2%	23.2%	20.4%	17.7%	20.9%	13.3%
%H		98.3%	97.6%	50.0%	27.5%	72.5%	50.0%	22.5%
0 - 3	113	109	108	55	31	75	53	23
%V	5.1%	5.0%	5.1%	6.1%	5.5%	4.4%	5.3%	3.3%
%H		96.5%	95.6%	48.7%	27.4%	66.4%	46.9%	20.4%
4 - 15	306	302	300	154	84	227	156	72
%V	13.8%	14.0%	14.1%	17.1%	14.9%	13.3%	15.6%	10.2%
%H		98.7%	98.0%	50.3%	27.5%	74.2%	51.0%	23.5%
4 - 9	152	150	148	76	45	107	75	32
%V	6.8%	6.9%	6.9%	8.4%	8.0%	6.3%	7.5%	4.5%
%H		98.7%	97.4%	50.0%	29.6%	70.4%	49.3%	21.1%
10 - 15	154	152	152	78	40	120	81	40
%V	6.9%	7.0%	7.1%	8.7%	7.1%	7.0%	8.1%	5.7%
%H		98.7%	98.7%	50.6%	26.0%	77.9%	52.6%	26.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2221	2159	2130	901	564	1708	1001	707
%H		97.2%	95.9%	40.6%	25.4%	76.9%	45.1%	31.8%
Total Adults (16+)	1803	1748	1722	692	448	1406	793	613
%V	81.2%	81.0%	80.8%	76.8%	79.4%	82.3%	79.2%	86.7%
%H		96.9%	95.5%	38.4%	24.8%	78.0%	44.0%	34.0%
16 - 19	120	116	115	55	32	95	64	31
%V	5.4%	5.4%	5.4%	6.1%	5.7%	5.6%	6.4%	4.4%
%H		96.7%	95.8%	45.8%	26.7%	79.2%	53.3%	25.8%
20 - 24	165	146	144	54	41	118	68	49
%V	7.4%	6.8%	6.8%	6.0%	7.3%	6.9%	6.8%	6.9%
%H		88.5%	87.3%	32.7%	24.8%	71.5%	41.2%	29.7%
25 - 34	299	283	277	141	64	207	131	76
%V	13.5%	13.1%	13.0%	15.6%	11.3%	12.1%	13.1%	10.7%
%H		94.6%	92.6%	47.2%	21.4%	69.2%	43.8%	25.4%
35 - 44	295	289	287	128	91	221	147	75
%V	13.3%	13.4%	13.5%	14.2%	16.1%	12.9%	14.7%	10.6%
%H		98.0%	97.3%	43.4%	30.8%	74.9%	49.8%	25.4%
45 - 54	311	306	303	135	81	252	159	93
%V	14.0%	14.2%	14.2%	15.0%	14.4%	14.8%	15.9%	13.2%
%H		98.4%	97.4%	43.4%	26.0%	81.0%	51.1%	29.9%
55 - 64	268	264	260	93	67	218	113	105
%V	12.1%	12.2%	12.2%	10.3%	11.9%	12.8%	11.3%	14.9%
%H		98.5%	97.0%	34.7%	25.0%	81.3%	42.2%	39.2%
65+	346	344	336	85	72	294	111	184
%V	15.6%	15.9%	15.8%	9.4%	12.8%	17.2%	11.1%	26.0%
%H		99.4%	97.1%	24.6%	20.8%	85.0%	32.1%	53.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Midlands East
Individual level data
Table 15.23: Social Grade (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1803	1748	1722	692	448	1406	793	613
%H		96.9%	95.5%	38.4%	24.8%	78.0%	44.0%	34.0%
AB	440	434	429	187	103	337	189	148
%V	24.4%	24.8%	24.9%	27.0%	23.0%	24.0%	23.8%	24.1%
%H		98.6%	97.5%	42.5%	23.4%	76.6%	43.0%	33.6%
C1	496	469	463	191	128	379	226	153
%V	27.5%	26.8%	26.9%	27.6%	28.6%	27.0%	28.5%	25.0%
%H		94.6%	93.3%	38.5%	25.8%	76.4%	45.6%	30.8%
C2	393	386	382	155	103	329	199	130
%V	21.8%	22.1%	22.2%	22.4%	23.0%	23.4%	25.1%	21.2%
%H		98.2%	97.2%	39.4%	26.2%	83.7%	50.6%	33.1%
D	305	297	292	108	85	234	129	105
%V	16.9%	17.0%	17.0%	15.6%	19.0%	16.6%	16.3%	17.1%
%H		97.4%	95.7%	35.4%	27.9%	76.7%	42.3%	34.4%
E	169	162	156	51	28	126	48	78
%V	9.4%	9.3%	9.1%	7.4%	6.3%	9.0%	6.1%	12.7%
%H		95.9%	92.3%	30.2%	16.6%	74.6%	28.4%	46.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Midlands East
Individual level data
Table 15.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1803	1748	1722	692	448	1406	793	613
%H		96.9%	95.5%	38.4%	24.8%	78.0%	44.0%	34.0%
Working full time	799	782	776	355	212	618	396	223
%V	44.3%	44.7%	45.1%	51.3%	47.3%	44.0%	49.9%	36.4%
%H		97.9%	97.1%	44.4%	26.5%	77.3%	49.6%	27.9%
Working part time	193	190	189	85	51	156	99	57
%V	10.7%	10.9%	11.0%	12.3%	11.4%	11.1%	12.5%	9.3%
%H		98.4%	97.9%	44.0%	26.4%	80.8%	51.3%	29.5%
Not working	811	776	757	252	186	632	298	334
%V	45.0%	44.4%	44.0%	36.4%	41.5%	45.0%	37.6%	54.5%
%H		95.7%	93.3%	31.1%	22.9%	77.9%	36.7%	41.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	880	848	835	342	221	679	391	287
%H		96.4%	94.9%	38.9%	25.1%	77.2%	44.4%	32.6%
16 - 19	59	57	56	26	16	45	30	15
%V	6.7%	6.7%	6.7%	7.6%	7.2%	6.6%	7.7%	5.2%
%H		96.6%	94.9%	44.1%	27.1%	76.3%	50.8%	25.4%
20 - 24	88	77	75	28	24	62	37	24
%V	10.0%	9.1%	9.0%	8.2%	10.9%	9.1%	9.5%	8.4%
%H		87.5%	85.2%	31.8%	27.3%	70.5%	42.0%	27.3%
25 - 34	147	137	134	72	29	100	65	36
%V	16.7%	16.2%	16.0%	21.1%	13.1%	14.7%	16.6%	12.5%
%H		93.2%	91.2%	49.0%	19.7%	68.0%	44.2%	24.5%
35 - 44	145	141	139	58	46	108	70	38
%V	16.5%	16.6%	16.6%	17.0%	20.8%	15.9%	17.9%	13.2%
%H		97.2%	95.9%	40.0%	31.7%	74.5%	48.3%	26.2%
45 - 54	148	145	144	67	37	118	75	43
%V	16.8%	17.1%	17.2%	19.6%	16.7%	17.4%	19.2%	15.0%
%H		98.0%	97.3%	45.3%	25.0%	79.7%	50.7%	29.1%
55 - 64	135	132	131	46	34	111	57	54
%V	15.3%	15.6%	15.7%	13.5%	15.4%	16.3%	14.6%	18.8%
%H		97.8%	97.0%	34.1%	25.2%	82.2%	42.2%	40.0%
65+	159	157	155	45	35	135	58	77
%V	18.1%	18.5%	18.6%	13.2%	15.8%	19.9%	14.8%	26.8%
%H		98.7%	97.5%	28.3%	22.0%	84.9%	36.5%	48.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012
BBC Midlands East
Individual level data
Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	880	848	835	342	221	679	391	287
%H		96.4%	94.9%	38.9%	25.1%	77.2%	44.4%	32.6%
AB	222	219	217	96	53	169	98	71
%V	25.2%	25.8%	26.0%	28.1%	24.0%	24.9%	25.1%	24.7%
%H		98.6%	97.7%	43.2%	23.9%	76.1%	44.1%	32.0%
C1	233	219	216	90	63	175	108	67
%V	26.5%	25.8%	25.9%	26.3%	28.5%	25.8%	27.6%	23.3%
%H		94.0%	92.7%	38.6%	27.0%	75.1%	46.4%	28.8%
C2	205	199	198	80	52	171	103	69
%V	23.3%	23.5%	23.7%	23.4%	23.5%	25.2%	26.3%	24.0%
%H		97.1%	96.6%	39.0%	25.4%	83.4%	50.2%	33.7%
D	147	142	140	52	41	112	61	50
%V	16.7%	16.7%	16.8%	15.2%	18.6%	16.5%	15.6%	17.4%
%H		96.6%	95.2%	35.4%	27.9%	76.2%	41.5%	34.0%
E	73	68	65	24	12	51	22	29
%V	8.3%	8.0%	7.8%	7.0%	5.4%	7.5%	5.6%	10.1%
%H		93.2%	89.0%	32.9%	16.4%	69.9%	30.1%	39.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	880	848	835	342	221	679	391	287
%H		96.4%	94.9%	38.9%	25.1%	77.2%	44.4%	32.6%
Working full time	483	473	470	216	128	374	242	132
%V	54.9%	55.8%	56.3%	63.2%	57.9%	55.1%	61.9%	46.0%
%H		97.9%	97.3%	44.7%	26.5%	77.4%	50.1%	27.3%
Working part time	42	40	40	17	9	33	18	15
%V	4.8%	4.7%	4.8%	5.0%	4.1%	4.9%	4.6%	5.2%
%H		95.2%	95.2%	40.5%	21.4%	78.6%	42.9%	35.7%
Not working	356	335	326	109	84	272	132	140
%V	40.5%	39.5%	39.0%	31.9%	38.0%	40.1%	33.8%	48.8%
%H		94.1%	91.6%	30.6%	23.6%	76.4%	37.1%	39.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	922	901	887	349	227	727	401	326
%H		97.7%	96.2%	37.9%	24.6%	78.9%	43.5%	35.4%
16 - 19	60	59	59	29	16	50	34	16
%V	6.5%	6.5%	6.7%	8.3%	7.0%	6.9%	8.5%	4.9%
%H		98.3%	98.3%	48.3%	26.7%	83.3%	56.7%	26.7%
20 - 24	77	69	69	26	17	56	31	25
%V	8.4%	7.7%	7.8%	7.4%	7.5%	7.7%	7.7%	7.7%
%H		89.6%	89.6%	33.8%	22.1%	72.7%	40.3%	32.5%
25 - 34	152	145	143	69	36	107	66	40
%V	16.5%	16.1%	16.1%	19.8%	15.9%	14.7%	16.5%	12.3%
%H		95.4%	94.1%	45.4%	23.7%	70.4%	43.4%	26.3%
35 - 44	150	148	148	70	44	114	77	37
%V	16.3%	16.4%	16.7%	20.1%	19.4%	15.7%	19.2%	11.3%
%H		98.7%	98.7%	46.7%	29.3%	76.0%	51.3%	24.7%
45 - 54	164	161	159	68	44	134	84	50
%V	17.8%	17.9%	17.9%	19.5%	19.4%	18.4%	20.9%	15.3%
%H		98.2%	97.0%	41.5%	26.8%	81.7%	51.2%	30.5%
55 - 64	132	131	129	47	33	107	56	51
%V	14.3%	14.5%	14.5%	13.5%	14.5%	14.7%	14.0%	15.6%
%H		99.2%	97.7%	35.6%	25.0%	81.1%	42.4%	38.6%
65+	187	187	181	40	37	159	53	107
%V	20.3%	20.8%	20.4%	11.5%	16.3%	21.9%	13.2%	32.8%
%H		100.0%	96.8%	21.4%	19.8%	85.0%	28.3%	57.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	922	901	887	349	227	727	401	326
%H		97.7%	96.2%	37.9%	24.6%	78.9%	43.5%	35.4%
AB	219	215	213	90	50	168	92	76
%V	23.8%	23.9%	24.0%	25.8%	22.0%	23.1%	22.9%	23.3%
%H		98.2%	97.3%	41.1%	22.8%	76.7%	42.0%	34.7%
C1	262	250	247	101	65	204	118	86
%V	28.4%	27.7%	27.8%	28.9%	28.6%	28.1%	29.4%	26.4%
%H		95.4%	94.3%	38.5%	24.8%	77.9%	45.0%	32.8%
C2	188	187	185	75	51	157	96	61
%V	20.4%	20.8%	20.9%	21.5%	22.5%	21.6%	23.9%	18.7%
%H		99.5%	98.4%	39.9%	27.1%	83.5%	51.1%	32.4%
D	158	155	151	57	44	122	68	55
%V	17.1%	17.2%	17.0%	16.3%	19.4%	16.8%	17.0%	16.9%
%H		98.1%	95.6%	36.1%	27.8%	77.2%	43.0%	34.8%
E	96	94	91	27	16	75	27	48
%V	10.4%	10.4%	10.3%	7.7%	7.0%	10.3%	6.7%	14.7%
%H		97.9%	94.8%	28.1%	16.7%	78.1%	28.1%	50.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	922	901	887	349	227	727	401	326
%H		97.7%	96.2%	37.9%	24.6%	78.9%	43.5%	35.4%
Working full time	316	309	306	139	84	244	154	90
%V	34.3%	34.3%	34.5%	39.8%	37.0%	33.6%	38.4%	27.6%
%H		97.8%	96.8%	44.0%	26.6%	77.2%	48.7%	28.5%
Working part time	151	151	150	68	42	123	81	42
%V	16.4%	16.8%	16.9%	19.5%	18.5%	16.9%	20.2%	12.9%
%H		100.0%	99.3%	45.0%	27.8%	81.5%	53.6%	27.8%
Not working	455	441	431	143	102	360	166	194
%V	49.3%	48.9%	48.6%	41.0%	44.9%	49.5%	41.4%	59.5%
%H		96.9%	94.7%	31.4%	22.4%	79.1%	36.5%	42.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total