



BARB Establishment Survey Annual Data Report Volume 2: BBC Areas

April 2012 to March 2013



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2012 - March 2013

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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 2012 - March 2013

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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Household level data

Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5164	4806	2007	866	3248	1301	1947
%H (All HH)		93.1%	38.9%	16.8%	62.9%	25.2%	37.7%
%H (TV HH)			41.8%	18.0%	67.6%	27.1%	40.5%
AB	1470	1383	603	286	918	417	501
%V	28.5%	28.8%	30.0%	33.0%	28.3%	32.1%	25.7%
%H (All HH)		94.1%	41.0%	19.5%	62.4%	28.4%	34.1%
%H (TV HH)			43.6%	20.7%	66.4%	30.2%	36.2%
C1	1515	1396	565	267	964	399	565
%V	29.3%	29.0%	28.2%	30.8%	29.7%	30.7%	29.0%
%H (All HH)		92.1%	37.3%	17.6%	63.6%	26.3%	37.3%
%H (TV HH)			40.5%	19.1%	69.1%	28.6%	40.5%
C2	836	797	365	148	537	245	292
%V	16.2%	16.6%	18.2%	17.1%	16.5%	18.8%	15.0%
%H (All HH)		95.3%	43.7%	17.7%	64.2%	29.3%	34.9%
%H (TV HH)			45.8%	18.6%	67.4%	30.7%	36.6%
D	675	620	280	95	385	139	246
%V	13.1%	12.9%	14.0%	11.0%	11.9%	10.7%	12.6%
%H (All HH)		91.9%	41.5%	14.1%	57.0%	20.6%	36.4%
%H (TV HH)			45.2%	15.3%	62.1%	22.4%	39.7%
E	668	609	195	71	444	102	342
%V	12.9%	12.7%	9.7%	8.2%	13.7%	7.8%	17.6%
%H (All HH)		91.2%	29.2%	10.6%	66.5%	15.3%	51.2%
%H (TV HH)			32.0%	11.7%	72.9%	16.7%	56.2%

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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Household level data

Table 1.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5164	4806	2007	866	3248	1301	1947
%H (All HH)		93.1%	38.9%	16.8%	62.9%	25.2%	37.7%
%H (TV HH)			41.8%	18.0%	67.6%	27.1%	40.5%
Under 25	207	162	68	29	96	34	62
%V	4.0%	3.4%	3.4%	3.3%	3.0%	2.6%	3.2%
%H (All HH)		78.3%	32.9%	14.0%	46.4%	16.4%	30.0%
%H (TV HH)			42.0%	17.9%	59.3%	21.0%	38.3%
25 - 34	994	877	432	163	495	219	277
%V	19.2%	18.2%	21.5%	18.8%	15.2%	16.8%	14.2%
%H (All HH)		88.2%	43.5%	16.4%	49.8%	22.0%	27.9%
%H (TV HH)			49.3%	18.6%	56.4%	25.0%	31.6%
35 - 44	1048	980	480	211	589	291	298
%V	20.3%	20.4%	23.9%	24.4%	18.1%	22.4%	15.3%
%H (All HH)		93.5%	45.8%	20.1%	56.2%	27.8%	28.4%
%H (TV HH)			49.0%	21.5%	60.1%	29.7%	30.4%
45 - 54	1005	949	443	211	617	311	306
%V	19.5%	19.7%	22.1%	24.4%	19.0%	23.9%	15.7%
%H (All HH)		94.4%	44.1%	21.0%	61.4%	30.9%	30.4%
%H (TV HH)			46.7%	22.2%	65.0%	32.8%	32.2%
55 - 64	732	707	288	119	532	229	303
%V	14.2%	14.7%	14.3%	13.7%	16.4%	17.6%	15.6%
%H (All HH)		96.6%	39.3%	16.3%	72.7%	31.3%	41.4%
%H (TV HH)			40.7%	16.8%	75.2%	32.4%	42.9%
65 +	1178	1132	295	134	919	218	701
%V	22.8%	23.6%	14.7%	15.5%	28.3%	16.8%	36.0%
%H (All HH)		96.1%	25.0%	11.4%	78.0%	18.5%	59.5%
%H (TV HH)			26.1%	11.8%	81.2%	19.3%	61.9%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC London

Household level data

Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5164	4806	2007	866	3248	1301	1947
%H (All HH)		93.1%	38.9%	16.8%	62.9%	25.2%	37.7%
%H (TV HH)			41.8%	18.0%	67.6%	27.1%	40.5%
1	1960	1743	481	226	1305	281	1023
%V	38.0%	36.3%	24.0%	26.1%	40.2%	21.6%	52.5%
%H (All HH)		88.9%	24.5%	11.5%	66.6%	14.3%	52.2%
%H (TV HH)			27.6%	13.0%	74.9%	16.1%	58.7%
2	1284	1218	518	239	825	364	461
%V	24.9%	25.3%	25.8%	27.6%	25.4%	28.0%	23.7%
%H (All HH)		94.9%	40.3%	18.6%	64.3%	28.3%	35.9%
%H (TV HH)			42.5%	19.6%	67.7%	29.9%	37.8%
3	771	745	391	153	464	256	208
%V	14.9%	15.5%	19.5%	17.7%	14.3%	19.7%	10.7%
%H (All HH)		96.6%	50.7%	19.8%	60.2%	33.2%	27.0%
%H (TV HH)			52.5%	20.5%	62.3%	34.4%	27.9%
4	726	701	372	157	439	259	180
%V	14.1%	14.6%	18.5%	18.1%	13.5%	19.9%	9.2%
%H (All HH)		96.6%	51.2%	21.6%	60.5%	35.7%	24.8%
%H (TV HH)			53.1%	22.4%	62.6%	36.9%	25.7%
5+	422	399	246	91	216	140	75
%V	8.2%	8.3%	12.3%	10.5%	6.7%	10.8%	3.9%
%H (All HH)		94.5%	58.3%	21.6%	51.2%	33.2%	17.8%
%H (TV HH)			61.7%	22.8%	54.1%	35.1%	18.8%
Average HH size	2.33	2.37	2.75	2.63	2.23	2.74	1.89

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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Household level data

Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5164	4806	2007	866	3248	1301	1947
%H (All HH)		93.1%	38.9%	16.8%	62.9%	25.2%	37.7%
%H (TV HH)			41.8%	18.0%	67.6%	27.1%	40.5%
Without	3817	3499	1288	594	2485	872	1614
%V	73.9%	72.8%	64.2%	68.6%	76.5%	67.0%	82.9%
%H (All HH)		91.7%	33.7%	15.6%	65.1%	22.8%	42.3%
%H (TV HH)			36.8%	17.0%	71.0%	24.9%	46.1%
With	1348	1307	719	272	763	430	333
%V	26.1%	27.2%	35.8%	31.4%	23.5%	33.1%	17.1%
%H (All HH)		97.0%	53.3%	20.2%	56.6%	31.9%	24.7%
%H (TV HH)			55.0%	20.8%	58.4%	32.9%	25.5%
0 - 3	561	534	304	96	304	166	138
%V	10.9%	11.1%	15.1%	11.1%	9.4%	12.8%	7.1%
%H (All HH)		95.2%	54.2%	17.1%	54.2%	29.6%	24.6%
%H (TV HH)			56.9%	18.0%	56.9%	31.1%	25.8%
4 - 9	683	662	376	131	379	216	163
%V	13.2%	13.8%	18.7%	15.1%	11.7%	16.6%	8.4%
%H (All HH)		96.9%	55.1%	19.2%	55.5%	31.6%	23.9%
%H (TV HH)			56.8%	19.8%	57.3%	32.6%	24.6%
10 - 15	572	560	314	131	332	203	128
%V	11.1%	11.7%	15.6%	15.1%	10.2%	15.6%	6.6%
%H (All HH)		97.9%	54.9%	22.9%	58.0%	35.5%	22.4%
%H (TV HH)			56.1%	23.4%	59.3%	36.3%	22.9%

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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Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5164	4806	2007	866	3248	1301	1947
%H (All HH)		93.1%	38.9%	16.8%	62.9%	25.2%	37.7%
%H (TV HH)			41.8%	18.0%	67.6%	27.1%	40.5%
1	2386	2386	834	355	1463	291	1172
%V	46.2%	49.6%	41.6%	41.0%	45.0%	22.4%	60.2%
%H (All HH)		100.0%	35.0%	14.9%	61.3%	12.2%	49.1%
%H (TV HH)			35.0%	14.9%	61.3%	12.2%	49.1%
2	1473	1473	650	289	1039	494	545
%V	28.5%	30.6%	32.4%	33.4%	32.0%	38.0%	28.0%
%H (All HH)		100.0%	44.1%	19.6%	70.5%	33.5%	37.0%
%H (TV HH)			44.1%	19.6%	70.5%	33.5%	37.0%
3	611	611	322	138	478	311	166
%V	11.8%	12.7%	16.0%	15.9%	14.7%	23.9%	8.5%
%H (All HH)		100.0%	52.7%	22.6%	78.2%	50.9%	27.2%
%H (TV HH)			52.7%	22.6%	78.2%	50.9%	27.2%
4	218	218	124	56	170	126	44
%V	4.2%	4.5%	6.2%	6.5%	5.2%	9.7%	2.3%
%H (All HH)		100.0%	56.9%	25.7%	78.0%	57.8%	20.2%
%H (TV HH)			56.9%	25.7%	78.0%	57.8%	20.2%
5+	118	118	76	28	98	78	20
%V	2.3%	2.5%	3.8%	3.2%	3.0%	6.0%	1.0%
%H (All HH)		100.0%	64.4%	23.7%	83.1%	66.1%	16.9%
%H (TV HH)			64.4%	23.7%	83.1%	66.1%	16.9%

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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BBC London
Household level data
Table 1.6: Screen size
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5164	4806	2007	866	3248	1301	1947
%H (All HH)		93.1%	38.9%	16.8%	62.9%	25.2%	37.7%
%H (TV HH)			41.8%	18.0%	67.6%	27.1%	40.5%
Under 20"	1086	1086	422	193	907	425	482
%V	21.0%	22.6%	21.0%	22.3%	27.9%	32.7%	24.8%
%H (All HH)		100.0%	38.9%	17.8%	83.5%	39.1%	44.4%
%H (TV HH)			38.9%	17.8%	83.5%	39.1%	44.4%
20" - 29"	1768	1768	649	332	1360	558	801
%V	34.2%	36.8%	32.3%	38.3%	41.9%	42.9%	41.1%
%H (All HH)		100.0%	36.7%	18.8%	76.9%	31.6%	45.3%
%H (TV HH)			36.7%	18.8%	76.9%	31.6%	45.3%
30" - 39"	2221	2221	986	416	1547	700	847
%V	43.0%	46.2%	49.1%	48.0%	47.6%	53.8%	43.5%
%H (All HH)		100.0%	44.4%	18.7%	69.7%	31.5%	38.1%
%H (TV HH)			44.4%	18.7%	69.7%	31.5%	38.1%
40" and over	1848	1848	1046	386	1125	680	444
%V	35.8%	38.5%	52.1%	44.6%	34.6%	52.3%	22.8%
%H (All HH)		100.0%	56.6%	20.9%	60.9%	36.8%	24.0%
%H (TV HH)			56.6%	20.9%	60.9%	36.8%	24.0%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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April 2012 - March 2013

BBC London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5164	4806	2007	866	3248	1301	1947
%V (All HH)		93.1%	38.9%	16.8%	62.9%	25.2%	37.7%
%H (TV HH)			41.8%	18.0%	67.6%	27.1%	40.5%
Main living room	4680	4680	1977	852	3171	1282	1890
%V	90.6%	97.4%	98.5%	98.4%	97.6%	98.5%	97.1%
%H (All HH)		100.0%	42.2%	18.2%	67.8%	27.4%	40.4%
%H (TV HH)			42.2%	18.2%	67.8%	27.4%	40.4%
Kitchen	492	492	239	93	418	248	170
%V	9.5%	10.2%	11.9%	10.7%	12.9%	19.1%	8.7%
%H (All HH)		100.0%	48.6%	18.9%	85.0%	50.4%	34.6%
%H (TV HH)			48.6%	18.9%	85.0%	50.4%	34.6%
Adult's bedroom	1754	1754	844	383	1332	770	562
%V	34.0%	36.5%	42.1%	44.2%	41.0%	59.2%	28.9%
%H (All HH)		100.0%	48.1%	21.8%	75.9%	43.9%	32.0%
%H (TV HH)			48.1%	21.8%	75.9%	43.9%	32.0%
Child's bedroom	212	212	123	56	164	125	39
%V	4.1%	4.4%	6.1%	6.5%	5.0%	9.6%	2.0%
%H (All HH)		100.0%	58.0%	26.4%	77.4%	59.0%	18.4%
%H (TV HH)			58.0%	26.4%	77.4%	59.0%	18.4%
Other bedroom	193	193	113	39	150	103	47
%V	3.7%	4.0%	5.6%	4.5%	4.6%	7.9%	2.4%
%H (All HH)		100.0%	58.5%	20.2%	77.7%	53.4%	24.4%
%H (TV HH)			58.5%	20.2%	77.7%	53.4%	24.4%
Second living/dining room	319	319	161	60	250	145	105
%V	6.2%	6.6%	8.0%	6.9%	7.7%	11.1%	5.4%
%H (All HH)		100.0%	50.5%	18.8%	78.4%	45.5%	32.9%
%H (TV HH)			50.5%	18.8%	78.4%	45.5%	32.9%
Study/office	74	74	39	16	58	38	20
%V	1.4%	1.5%	1.9%	1.8%	1.8%	2.9%	1.0%
%H (All HH)		100.0%	52.7%	21.6%	78.4%	51.4%	27.0%
%H (TV HH)			52.7%	21.6%	78.4%	51.4%	27.0%
TV room	47	47	28	8	35	24	11
%V	0.9%	1.0%	1.4%	0.9%	1.1%	1.8%	0.6%
%H (All HH)		100.0%	59.6%	17.0%	74.5%	51.1%	23.4%
%H (TV HH)			59.6%	17.0%	74.5%	51.1%	23.4%
Conservatory	41	41	25	9	31	22	9
%V	0.8%	0.9%	1.2%	1.0%	1.0%	1.7%	0.5%
%H (All HH)		100.0%	61.0%	22.0%	75.6%	53.7%	22.0%
%H (TV HH)			61.0%	22.0%	75.6%	53.7%	22.0%
Attic or loft room	9	9	5	3	7	5	2
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.4%	0.1%
%H (All HH)		100.0%	55.6%	33.3%	77.8%	55.6%	22.2%
%H (TV HH)			55.6%	33.3%	77.8%	55.6%	22.2%
No specific location	15	15	6	5	12	7	5
%V	0.3%	0.3%	0.3%	0.6%	0.4%	0.5%	0.3%
%H (All HH)		100.0%	40.0%	33.3%	80.0%	46.7%	33.3%
%H (TV HH)			40.0%	33.3%	80.0%	46.7%	33.3%
Other	28	28	16	5	23	16	6
%V	0.5%	0.6%	0.8%	0.6%	0.7%	1.2%	0.3%
%H (All HH)		100.0%	57.1%	17.9%	82.1%	57.1%	21.4%
%H (TV HH)			57.1%	17.9%	82.1%	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 2012 - March 2013
BBC London
Household level data
Table 1.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5164	4806	2007	866	3248	1301	1947
%H (All HH)		93.1%	38.9%	16.8%	62.9%	25.2%	37.7%
%H (TV HH)			41.8%	18.0%	67.6%	27.1%	40.5%
PVR	2541	2541	1603	574	1445	1034	411
%V	49.2%	52.9%	79.9%	66.3%	44.5%	79.5%	21.1%
%H (All HH)		100.0%	63.1%	22.6%	56.9%	40.7%	16.2%
%H (TV HH)			63.1%	22.6%	56.9%	40.7%	16.2%
DVDR	403	403	160	68	299	122	177
%V	7.8%	8.4%	8.0%	7.9%	9.2%	9.4%	9.1%
%H (All HH)		100.0%	39.7%	16.9%	74.2%	30.3%	43.9%
%H (TV HH)			39.7%	16.9%	74.2%	30.3%	43.9%
VCR	298	298	96	49	236	82	155
%V	5.8%	6.2%	4.8%	5.7%	7.3%	6.3%	8.0%
%H (All HH)		100.0%	32.2%	16.4%	79.2%	27.5%	52.0%
%H (TV HH)			32.2%	16.4%	79.2%	27.5%	52.0%
Any recorder	2840	2840	1645	610	1704	1071	633
%V	55.0%	59.1%	82.0%	70.4%	52.5%	82.3%	32.5%
%H (All HH)		100.0%	57.9%	21.5%	60.0%	37.7%	22.3%
%H (TV HH)			57.9%	21.5%	60.0%	37.7%	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 2012 - March 2013
BBC London
Household level data
Table 1.9: Other TV equipment
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5164	4806	2007	866	3248	1301	1947
%H (All HH)		93.1%	38.9%	16.8%	62.9%	25.2%	37.7%
%H (TV HH)			41.8%	18.0%	67.6%	27.1%	40.5%
Receives HDTV (via STB or built-in reception)	2525	2525	1238	670	1590	921	669
%V	48.9%	52.5%	61.7%	77.4%	49.0%	70.8%	34.4%
%H (All HH)		100.0%	49.0%	26.5%	63.0%	36.5%	26.5%
%H (TV HH)			49.0%	26.5%	63.0%	36.5%	26.5%
DVD/Blu-ray player or recorder	3655	3655	1593	707	2478	1086	1391
%V	70.8%	76.1%	79.4%	81.6%	76.3%	83.5%	71.4%
%H (All HH)		100.0%	43.6%	19.3%	67.8%	29.7%	38.1%
%H (TV HH)			43.6%	19.3%	67.8%	29.7%	38.1%

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 2012 - March 2013
BBC London
Household level data
Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	5164	4806	2007	866	3248	1301	1947
%H (All HH)		93.1%	38.9%	16.8%	62.9%	25.2%	37.7%
%H (TV HH)			41.8%	18.0%	67.6%	27.1%	40.5%
Has PC or Laptop	4119	3849	1790	789	2479	1187	1292
%V	79.8%	80.1%	89.2%	91.1%	76.3%	91.2%	66.4%
%H (All HH)		93.4%	43.5%	19.2%	60.2%	28.8%	31.4%
%H (TV HH)			46.5%	20.5%	64.4%	30.8%	33.6%
Has broadband internet	3914	3676	1738	783	2349	1167	1182
%V	75.8%	76.5%	86.6%	90.4%	72.3%	89.7%	60.7%
%H (All HH)		93.9%	44.4%	20.0%	60.0%	29.8%	30.2%
%H (TV HH)			47.3%	21.3%	63.9%	31.7%	32.2%

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 2012 - March 2013
BBC London
Set level data
Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	8675	4012	1722	6186	3145	3041
%H		46.2%	19.9%	71.3%	36.3%	35.1%
Under 20"	1357	537	252	1146	558	588
%V	15.6%	13.4%	14.6%	18.5%	17.7%	19.3%
%H		39.6%	18.6%	84.5%	41.1%	43.3%
20" - 29"	2126	816	415	1658	742	917
%V	24.5%	20.3%	24.1%	26.8%	23.6%	30.2%
%H		38.4%	19.5%	78.0%	34.9%	43.1%
30" - 39"	2536	1161	492	1785	865	921
%V	29.2%	28.9%	28.6%	28.9%	27.5%	30.3%
%H		45.8%	19.4%	70.4%	34.1%	36.3%
40" and over	2099	1218	447	1289	818	472
%V	24.2%	30.4%	26.0%	20.8%	26.0%	15.5%
%H		58.0%	21.3%	61.4%	39.0%	22.5%
Don't know	157	71	33	107	48	60
%V	1.8%	1.8%	1.9%	1.7%	1.5%	2.0%
%H		45.2%	21.0%	68.2%	30.6%	38.2%
Not Asked	400	209	83	201	114	83
%V	4.6%	5.2%	4.8%	3.2%	3.6%	2.7%
%H		52.3%	20.8%	50.3%	28.5%	20.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC London
Set level data
Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	8675	4012	1722	6186	3145	3041
%H		46.2%	19.9%	71.3%	36.3%	35.1%
Main living room	4701	1987	856	3187	1291	1897
%V	54.2%	49.5%	49.7%	51.5%	41.0%	62.4%
%H		42.3%	18.2%	67.8%	27.5%	40.4%
Kitchen	496	240	94	422	250	172
%V	5.7%	6.0%	5.5%	6.8%	7.9%	5.7%
%H		48.4%	19.0%	85.1%	50.4%	34.7%
Adult's bedroom	2059	1009	469	1583	956	627
%V	23.7%	25.1%	27.2%	25.6%	30.4%	20.6%
%H		49.0%	22.8%	76.9%	46.4%	30.5%
Child's bedroom	251	148	66	195	149	45
%V	2.9%	3.7%	3.8%	3.2%	4.7%	1.5%
%H		59.0%	26.3%	77.7%	59.4%	17.9%
Other bedroom	226	134	47	174	121	53
%V	2.6%	3.3%	2.7%	2.8%	3.8%	1.7%
%H		59.3%	20.8%	77.0%	53.5%	23.5%
Second living/dining room	322	164	60	253	148	105
%V	3.7%	4.1%	3.5%	4.1%	4.7%	3.5%
%H		50.9%	18.6%	78.6%	46.0%	32.6%
Study/office	75	40	16	59	39	20
%V	0.9%	1.0%	0.9%	1.0%	1.2%	0.7%
%H		53.3%	21.3%	78.7%	52.0%	26.7%
TV room	48	28	9	37	25	12
%V	0.6%	0.7%	0.5%	0.6%	0.8%	0.4%
%H		58.3%	18.8%	77.1%	52.1%	25.0%
Conservatory	41	25	9	31	22	9
%V	0.5%	0.6%	0.5%	0.5%	0.7%	0.3%
%H		61.0%	22.0%	75.6%	53.7%	22.0%
Attic or loft room	9	5	3	7	5	2
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%
%H		55.6%	33.3%	77.8%	55.6%	22.2%
No specific location	16	6	5	13	8	5
%H		0.2%	37.5%	31.3%	81.3%	50.0%
						31.3%
Other	30	16	5	25	16	9
%V	0.3%	0.4%	0.3%	0.4%	0.5%	0.3%
%H		53.3%	16.7%	83.3%	53.3%	30.0%
Not Asked	400	209	83	201	114	83
%V	4.6%	5.2%	4.8%	3.2%	3.6%	2.7%
%H		52.3%	20.8%	50.3%	28.5%	20.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC London
Set level data
Table 1.13: Recorders
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	8675	4012	1722	6186	3145	3041
%H		46.2%	19.9%	71.3%	36.3%	35.1%
PVR	3257	2139	734	1834	1376	458
%V	37.5%	53.3%	42.6%	29.6%	43.8%	15.1%
%H		65.7%	22.5%	56.3%	42.2%	14.1%
DVDR	454	182	78	338	142	196
%V	5.2%	4.5%	4.5%	5.5%	4.5%	6.4%
%H		40.1%	17.2%	74.4%	31.3%	43.2%
VCR	329	108	56	262	96	166
%V	3.8%	2.7%	3.3%	4.2%	3.1%	5.5%
%H		32.8%	17.0%	79.6%	29.2%	50.5%
Any recorder	3646	2221	788	2173	1461	713
%V	42.0%	55.4%	45.8%	35.1%	46.5%	23.4%
%H		60.9%	21.6%	59.6%	40.1%	19.6%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	8675	4012	1722	6186	3145	3041
%H		46.2%	19.9%	71.3%	36.3%	35.1%
Receives HDTV (via STB or built-in reception)	3393	1684	939	2187	1334	853
%V	39.1%	42.0%	54.5%	35.4%	42.4%	28.0%
%H		49.6%	27.7%	64.5%	39.3%	25.1%
DVD/Blu-ray player or recorder	5029	2323	1021	3536	1785	1751
%V	58.0%	57.9%	59.3%	57.2%	56.8%	57.6%
%H		46.2%	20.3%	70.3%	35.5%	34.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC London
Set level data
Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	4802	2005	866	3246	1300	1946
%H		41.8%	18.0%	67.6%	27.1%	40.5%
Under 20"	182	26	19	150	15	134
%V	3.8%	1.3%	2.2%	4.6%	1.2%	6.9%
%H		14.3%	10.4%	82.4%	8.2%	73.6%
20" - 29"	934	224	136	717	146	571
%V	19.5%	11.2%	15.7%	22.1%	11.2%	29.3%
%H		24.0%	14.6%	76.8%	15.6%	61.1%
30" - 39"	1782	705	325	1242	471	771
%V	37.1%	35.2%	37.5%	38.3%	36.2%	39.6%
%H		39.6%	18.2%	69.7%	26.4%	43.3%
40" and over	1789	1017	370	1080	652	427
%V	37.3%	50.7%	42.7%	33.3%	50.2%	21.9%
%H		56.8%	20.7%	60.4%	36.4%	23.9%
Don't know	90	34	16	58	16	42
%V	1.9%	1.7%	1.8%	1.8%	1.2%	2.2%
%H		37.8%	17.8%	64.4%	17.8%	46.7%
Not Asked	25	0	0	0	0	1
%V	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	4.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC London
Set level data
Table 1.16: Main Set Recorders
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	4802	2005	866	3246	1300	1946
%H		41.8%	18.0%	67.6%	27.1%	40.5%
PVR	2484	1582	560	1398	1009	389
%V	51.7%	78.9%	64.7%	43.1%	77.6%	20.0%
%H		63.7%	22.5%	56.3%	40.6%	15.7%
DVDR	354	135	58	259	95	164
%V	7.4%	6.7%	6.7%	8.0%	7.3%	8.4%
%H		38.1%	16.4%	73.2%	26.8%	46.3%
VCR	259	80	38	202	61	141
%V	5.4%	4.0%	4.4%	6.2%	4.7%	7.2%
%H		30.9%	14.7%	78.0%	23.6%	54.4%
Any recorder	2769	1624	592	1644	1045	599
%V	57.7%	81.0%	68.4%	50.6%	80.4%	30.8%
%H		58.6%	21.4%	59.4%	37.7%	21.6%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	4802	2005	866	3246	1300	1946
%H		41.8%	18.0%	67.6%	27.1%	40.5%
Receives HDTV (via STB or built-in reception)	2441	1191	655	1522	879	643
%V	50.8%	59.4%	75.6%	46.9%	67.6%	33.0%
%H		48.8%	26.8%	62.4%	36.0%	26.3%
DVD/Blu-ray player or recorder	3516	1524	676	2366	1019	1347
%V	73.2%	76.0%	78.1%	72.9%	78.4%	69.2%
%H		43.3%	19.2%	67.3%	29.0%	38.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC London
Set level data
Table 1.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	3873	2007	855	2940	1845	1095
%H		51.8%	22.1%	75.9%	47.6%	28.3%
Under 20"	1175	511	232	996	543	454
%V	30.3%	25.5%	27.1%	33.9%	29.4%	41.5%
%H		43.5%	19.7%	84.8%	46.2%	38.6%
20" - 29"	1191	592	279	941	595	346
%V	30.8%	29.5%	32.6%	32.0%	32.2%	31.6%
%H		49.7%	23.4%	79.0%	50.0%	29.1%
30" - 39"	754	456	167	544	394	150
%V	19.5%	22.7%	19.5%	18.5%	21.4%	13.7%
%H		60.5%	22.1%	72.1%	52.3%	19.9%
40" and over	310	201	78	210	166	44
%V	8.0%	10.0%	9.1%	7.1%	9.0%	4.0%
%H		64.8%	25.2%	67.7%	53.5%	14.2%
Don't know	67	38	17	49	32	17
%V	1.7%	1.9%	2.0%	1.7%	1.7%	1.6%
%H		56.7%	25.4%	73.1%	47.8%	25.4%
Not Asked	376	209	82	200	115	84
%V	9.7%	10.4%	9.6%	6.8%	6.2%	7.7%
%H		55.6%	21.8%	53.2%	30.6%	22.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC London
Set level data
Table 1.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	3873	2007	855	2940	1845	1095
%H		51.8%	22.1%	75.9%	47.6%	28.3%
PVR	773	557	175	437	367	70
%V	20.0%	27.8%	20.5%	14.9%	19.9%	6.4%
%H		72.1%	22.6%	56.5%	47.5%	9.1%
DVDR	99	47	21	80	47	32
%V	2.6%	2.3%	2.5%	2.7%	2.5%	2.9%
%H		47.5%	21.2%	80.8%	47.5%	32.3%
VCR	69	27	18	60	35	25
%V	1.8%	1.3%	2.1%	2.0%	1.9%	2.3%
%H		39.1%	26.1%	87.0%	50.7%	36.2%
Any recorder	877	596	197	529	416	113
%V	22.6%	29.7%	23.0%	18.0%	22.5%	10.3%
%H		68.0%	22.5%	60.3%	47.4%	12.9%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	3873	2007	855	2940	1845	1095
%H		51.8%	22.1%	75.9%	47.6%	28.3%
Receives HDTV (via STB or built-in reception)	952	493	284	666	455	210
%V	24.6%	24.6%	33.2%	22.7%	24.7%	19.2%
%H		51.8%	29.8%	70.0%	47.8%	22.1%
DVD/Blu-ray player or recorder	1513	799	345	1170	766	403
%V	39.1%	39.8%	40.4%	39.8%	41.5%	36.8%
%H		52.8%	22.8%	77.3%	50.6%	26.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC London
Individual level data
Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	12036	11372	5512	2281	7258	3571	3688
%H		94.5%	45.8%	19.0%	60.3%	29.7%	30.6%
Total Children	2380	2300	1309	471	1322	765	557
%V	19.8%	20.2%	23.7%	20.6%	18.2%	21.4%	15.1%
%H		96.6%	55.0%	19.8%	55.5%	32.1%	23.4%
0 - 3	678	645	367	117	364	199	165
%V	5.6%	5.7%	6.7%	5.1%	5.0%	5.6%	4.5%
%H		95.1%	54.1%	17.3%	53.7%	29.4%	24.3%
4 - 15	1702	1655	942	353	958	567	391
%V	14.1%	14.6%	17.1%	15.5%	13.2%	15.9%	10.6%
%H		97.2%	55.3%	20.7%	56.3%	33.3%	23.0%
4 - 9	936	905	520	179	510	293	217
%V	7.8%	8.0%	9.4%	7.8%	7.0%	8.2%	5.9%
%H		96.7%	55.6%	19.1%	54.5%	31.3%	23.2%
10 - 15	766	751	422	174	448	274	174
%V	6.4%	6.6%	7.7%	7.6%	6.2%	7.7%	4.7%
%H		98.0%	55.1%	22.7%	58.5%	35.8%	22.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	12036	11372	5512	2281	7258	3571	3688
%H		94.5%	45.8%	19.0%	60.3%	29.7%	30.6%
Total Adults (16+)	9656	9072	4203	1810	5936	2805	3131
%V	80.2%	79.8%	76.3%	79.4%	81.8%	78.5%	84.9%
%H		94.0%	43.5%	18.7%	61.5%	29.0%	32.4%
16 - 19	511	496	268	123	310	196	114
%V	4.2%	4.4%	4.9%	5.4%	4.3%	5.5%	3.1%
%H		97.1%	52.4%	24.1%	60.7%	38.4%	22.3%
20 - 24	755	660	327	147	412	222	190
%V	6.3%	5.8%	5.9%	6.4%	5.7%	6.2%	5.2%
%H		87.4%	43.3%	19.5%	54.6%	29.4%	25.2%
25 - 34	2060	1840	944	365	1035	503	532
%V	17.1%	16.2%	17.1%	16.0%	14.3%	14.1%	14.4%
%H		89.3%	45.8%	17.7%	50.2%	24.4%	25.8%
35 - 44	1863	1760	894	385	1049	550	499
%V	15.5%	15.5%	16.2%	16.9%	14.5%	15.4%	13.5%
%H		94.5%	48.0%	20.7%	56.3%	29.5%	26.8%
45 - 54	1681	1611	779	375	1049	568	481
%V	14.0%	14.2%	14.1%	16.4%	14.5%	15.9%	13.0%
%H		95.8%	46.3%	22.3%	62.4%	33.8%	28.6%
55 - 64	1156	1127	505	201	827	396	431
%V	9.6%	9.9%	9.2%	8.8%	11.4%	11.1%	11.7%
%H		97.5%	43.7%	17.4%	71.5%	34.3%	37.3%
65+	1631	1579	485	214	1255	371	884
%V	13.6%	13.9%	8.8%	9.4%	17.3%	10.4%	24.0%
%H		96.8%	29.7%	13.1%	76.9%	22.7%	54.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC London
Individual level data
Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9656	9072	4203	1810	5936	2805	3131
%H		94.0%	43.5%	18.7%	61.5%	29.0%	32.4%
AB	2924	2786	1300	603	1834	932	901
%V	30.3%	30.7%	30.9%	33.3%	30.9%	33.2%	28.8%
%H		95.3%	44.5%	20.6%	62.7%	31.9%	30.8%
C1	2885	2682	1204	578	1779	867	912
%V	29.9%	29.6%	28.6%	31.9%	30.0%	30.9%	29.1%
%H		93.0%	41.7%	20.0%	61.7%	30.1%	31.6%
C2	1686	1622	813	325	1067	556	511
%V	17.5%	17.9%	19.3%	18.0%	18.0%	19.8%	16.3%
%H		96.2%	48.2%	19.3%	63.3%	33.0%	30.3%
D	1280	1167	581	201	696	297	399
%V	13.3%	12.9%	13.8%	11.1%	11.7%	10.6%	12.7%
%H		91.2%	45.4%	15.7%	54.4%	23.2%	31.2%
E	881	814	304	104	560	153	407
%V	9.1%	9.0%	7.2%	5.7%	9.4%	5.5%	13.0%
%H		92.4%	34.5%	11.8%	63.6%	17.4%	46.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC London
Individual level data
Table 1.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9656	9072	4203	1810	5936	2805	3131
%H		94.0%	43.5%	18.7%	61.5%	29.0%	32.4%
Working full time	4713	4429	2178	996	2756	1463	1293
%V	48.8%	48.8%	51.8%	55.0%	46.4%	52.2%	41.3%
%H		94.0%	46.2%	21.1%	58.5%	31.0%	27.4%
Working part time	984	939	463	197	608	319	289
%V	10.2%	10.4%	11.0%	10.9%	10.2%	11.4%	9.2%
%H		95.4%	47.1%	20.0%	61.8%	32.4%	29.4%
Not working	3959	3705	1562	617	2573	1024	1549
%V	41.0%	40.8%	37.2%	34.1%	43.3%	36.5%	49.5%
%H		93.6%	39.5%	15.6%	65.0%	25.9%	39.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4766	4426	2096	887	2874	1400	1474
%H		92.9%	44.0%	18.6%	60.3%	29.4%	30.9%
16 - 19	261	255	140	61	165	106	59
%V	5.5%	5.8%	6.7%	6.9%	5.7%	7.6%	4.0%
%H		97.7%	53.6%	23.4%	63.2%	40.6%	22.6%
20 - 24	384	335	167	75	206	112	94
%V	8.1%	7.6%	8.0%	8.5%	7.2%	8.0%	6.4%
%H		87.2%	43.5%	19.5%	53.6%	29.2%	24.5%
25 - 34	1031	902	473	176	509	254	255
%V	21.6%	20.4%	22.6%	19.8%	17.7%	18.1%	17.3%
%H		87.5%	45.9%	17.1%	49.4%	24.6%	24.7%
35 - 44	954	893	450	185	534	271	263
%V	20.0%	20.2%	21.5%	20.9%	18.6%	19.4%	17.8%
%H		93.6%	47.2%	19.4%	56.0%	28.4%	27.6%
45 - 54	844	797	380	189	521	281	239
%V	17.7%	18.0%	18.1%	21.3%	18.1%	20.1%	16.2%
%H		94.4%	45.0%	22.4%	61.7%	33.3%	28.3%
55 - 64	559	540	245	95	394	190	204
%V	11.7%	12.2%	11.7%	10.7%	13.7%	13.6%	13.8%
%H		96.6%	43.8%	17.0%	70.5%	34.0%	36.5%
65+	734	703	242	105	545	186	359
%V	15.4%	15.9%	11.5%	11.8%	19.0%	13.3%	24.4%
%H		95.8%	33.0%	14.3%	74.3%	25.3%	48.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC London
Individual level data
Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4766	4426	2096	887	2874	1400	1474
%H		92.9%	44.0%	18.6%	60.3%	29.4%	30.9%
AB	1488	1407	661	302	931	480	451
%V	31.2%	31.8%	31.5%	34.0%	32.4%	34.3%	30.6%
%H		94.6%	44.4%	20.3%	62.6%	32.3%	30.3%
C1	1361	1251	598	274	806	424	382
%V	28.6%	28.3%	28.5%	30.9%	28.0%	30.3%	25.9%
%H		91.9%	43.9%	20.1%	59.2%	31.2%	28.1%
C2	930	889	429	176	588	290	298
%V	19.5%	20.1%	20.5%	19.8%	20.5%	20.7%	20.2%
%H		95.6%	46.1%	18.9%	63.2%	31.2%	32.0%
D	624	553	291	94	321	147	174
%V	13.1%	12.5%	13.9%	10.6%	11.2%	10.5%	11.8%
%H		88.6%	46.6%	15.1%	51.4%	23.6%	27.9%
E	363	325	117	41	227	59	168
%V	7.6%	7.3%	5.6%	4.6%	7.9%	4.2%	11.4%
%H		89.5%	32.2%	11.3%	62.5%	16.3%	46.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC London
Individual level data
Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4766	4426	2096	887	2874	1400	1474
%H		92.9%	44.0%	18.6%	60.3%	29.4%	30.9%
Working full time	2930	2737	1387	595	1697	923	775
%V	61.5%	61.8%	66.2%	67.1%	59.0%	65.9%	52.6%
%H		93.4%	47.3%	20.3%	57.9%	31.5%	26.5%
Working part time	256	235	118	41	141	60	81
%V	5.4%	5.3%	5.6%	4.6%	4.9%	4.3%	5.5%
%H		91.8%	46.1%	16.0%	55.1%	23.4%	31.6%
Not working	1581	1454	591	251	1036	418	618
%V	33.2%	32.9%	28.2%	28.3%	36.0%	29.9%	41.9%
%H		92.0%	37.4%	15.9%	65.5%	26.4%	39.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC London
Individual level data
Table 1.28: Females - Age
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4890	4647	2106	923	3063	1405	1657
%H		95.0%	43.1%	18.9%	62.6%	28.7%	33.9%
16 - 19	250	241	129	62	145	89	55
%V	5.1%	5.2%	6.1%	6.7%	4.7%	6.3%	3.3%
%H		96.4%	51.6%	24.8%	58.0%	35.6%	22.0%
20 - 24	371	325	161	72	206	111	96
%V	7.6%	7.0%	7.6%	7.8%	6.7%	7.9%	5.8%
%H		87.6%	43.4%	19.4%	55.5%	29.9%	25.9%
25 - 34	1029	937	471	189	527	249	278
%V	21.0%	20.2%	22.4%	20.5%	17.2%	17.7%	16.8%
%H		91.1%	45.8%	18.4%	51.2%	24.2%	27.0%
35 - 44	909	867	444	200	515	279	236
%V	18.6%	18.7%	21.1%	21.7%	16.8%	19.9%	14.2%
%H		95.4%	48.8%	22.0%	56.7%	30.7%	26.0%
45 - 54	836	814	399	186	528	286	242
%V	17.1%	17.5%	18.9%	20.2%	17.2%	20.4%	14.6%
%H		97.4%	47.7%	22.2%	63.2%	34.2%	28.9%
55 - 64	598	587	260	105	432	206	227
%V	12.2%	12.6%	12.3%	11.4%	14.1%	14.7%	13.7%
%H		98.2%	43.5%	17.6%	72.2%	34.4%	38.0%
65+	897	876	243	109	710	185	524
%V	18.3%	18.9%	11.5%	11.8%	23.2%	13.2%	31.6%
%H		97.7%	27.1%	12.2%	79.2%	20.6%	58.4%

Base: BBC London - Individuals (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC London
Individual level data
Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4890	4647	2106	923	3063	1405	1657
%H		95.0%	43.1%	18.9%	62.6%	28.7%	33.9%
AB	1436	1379	639	300	902	452	450
%V	29.4%	29.7%	30.3%	32.5%	29.4%	32.2%	27.2%
%H		96.0%	44.5%	20.9%	62.8%	31.5%	31.3%
C1	1524	1432	607	304	973	443	531
%V	31.2%	30.8%	28.8%	32.9%	31.8%	31.5%	32.0%
%H		94.0%	39.8%	19.9%	63.8%	29.1%	34.8%
C2	755	734	384	149	479	267	213
%V	15.4%	15.8%	18.2%	16.1%	15.6%	19.0%	12.9%
%H		97.2%	50.9%	19.7%	63.4%	35.4%	28.2%
D	656	614	289	107	375	150	225
%V	13.4%	13.2%	13.7%	11.6%	12.2%	10.7%	13.6%
%H		93.6%	44.1%	16.3%	57.2%	22.9%	34.3%
E	518	488	187	63	333	94	239
%V	10.6%	10.5%	8.9%	6.8%	10.9%	6.7%	14.4%
%H		94.2%	36.1%	12.2%	64.3%	18.1%	46.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC London
Individual level data
Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4890	4647	2106	923	3063	1405	1657
%H		95.0%	43.1%	18.9%	62.6%	28.7%	33.9%
Working full time	1783	1692	791	401	1058	540	518
%V	36.5%	36.4%	37.6%	43.4%	34.5%	38.4%	31.3%
%H		94.9%	44.4%	22.5%	59.3%	30.3%	29.1%
Working part time	728	704	345	156	467	259	208
%V	14.9%	15.1%	16.4%	16.9%	15.2%	18.4%	12.6%
%H		96.7%	47.4%	21.4%	64.1%	35.6%	28.6%
Not working	2379	2251	971	366	1538	606	931
%V	48.7%	48.4%	46.1%	39.7%	50.2%	43.1%	56.2%
%H		94.6%	40.8%	15.4%	64.6%	25.5%	39.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	941	918	463	99	645	294	351
%H (All HH)		97.6%	49.2%	10.5%	68.5%	31.2%	37.3%
%H (TV HH)			50.4%	10.8%	70.3%	32.0%	38.2%
AB	245	243	141	20	169	88	81
%V	26.0%	26.5%	30.5%	20.2%	26.2%	29.9%	23.1%
%H (All HH)		99.2%	57.6%	8.2%	69.0%	35.9%	33.1%
%H (TV HH)			58.0%	8.2%	69.5%	36.2%	33.3%
C1	281	274	144	27	184	82	102
%V	29.9%	29.8%	31.1%	27.3%	28.5%	27.9%	29.1%
%H (All HH)		97.5%	51.2%	9.6%	65.5%	29.2%	36.3%
%H (TV HH)			52.6%	9.9%	67.2%	29.9%	37.2%
C2	196	190	100	31	135	76	59
%V	20.8%	20.7%	21.6%	31.3%	20.9%	25.9%	16.8%
%H (All HH)		96.9%	51.0%	15.8%	68.9%	38.8%	30.1%
%H (TV HH)			52.6%	16.3%	71.1%	40.0%	31.1%
D	105	99	47	13	66	27	40
%V	11.2%	10.8%	10.2%	13.1%	10.2%	9.2%	11.4%
%H (All HH)		94.3%	44.8%	12.4%	62.9%	25.7%	38.1%
%H (TV HH)			47.5%	13.1%	66.7%	27.3%	40.4%
E	114	111	32	8	91	21	70
%V	12.1%	12.1%	6.9%	8.1%	14.1%	7.1%	19.9%
%H (All HH)		97.4%	28.1%	7.0%	79.8%	18.4%	61.4%
%H (TV HH)			28.8%	7.2%	82.0%	18.9%	63.1%

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 2012 - March 2013

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	941	918	463	99	645	294	351
%H (All HH)		97.6%	49.2%	10.5%	68.5%	31.2%	37.3%
%H (TV HH)			50.4%	10.8%	70.3%	32.0%	38.2%
Under 25	34	31	14	2	19	5	14
%V	3.6%	3.4%	3.0%	2.0%	2.9%	1.7%	4.0%
%H (All HH)		91.2%	41.2%	5.9%	55.9%	14.7%	41.2%
%H (TV HH)			45.2%	6.5%	61.3%	16.1%	45.2%
25 - 34	109	106	64	17	56	33	23
%V	11.6%	11.5%	13.8%	17.2%	8.7%	11.2%	6.6%
%H (All HH)		97.2%	58.7%	15.6%	51.4%	30.3%	21.1%
%H (TV HH)			60.4%	16.0%	52.8%	31.1%	21.7%
35 - 44	147	144	82	23	96	57	39
%V	15.6%	15.7%	17.7%	23.2%	14.9%	19.4%	11.1%
%H (All HH)		98.0%	55.8%	15.6%	65.3%	38.8%	26.5%
%H (TV HH)			56.9%	16.0%	66.7%	39.6%	27.1%
45 - 54	190	185	110	18	126	69	57
%V	20.2%	20.2%	23.8%	18.2%	19.5%	23.5%	16.2%
%H (All HH)		97.4%	57.9%	9.5%	66.3%	36.3%	30.0%
%H (TV HH)			59.5%	9.7%	68.1%	37.3%	30.8%
55 - 64	169	166	85	18	123	59	64
%V	18.0%	18.1%	18.4%	18.2%	19.1%	20.1%	18.2%
%H (All HH)		98.2%	50.3%	10.7%	72.8%	34.9%	37.9%
%H (TV HH)			51.2%	10.8%	74.1%	35.5%	38.6%
65 +	291	286	108	20	225	71	154
%V	30.9%	31.2%	23.3%	20.2%	34.9%	24.1%	43.9%
%H (All HH)		98.3%	37.1%	6.9%	77.3%	24.4%	52.9%
%H (TV HH)			37.8%	7.0%	78.7%	24.8%	53.8%

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 2012 - March 2013

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	941	918	463	99	645	294	351
%H (All HH)		97.6%	49.2%	10.5%	68.5%	31.2%	37.3%
%H (TV HH)			50.4%	10.8%	70.3%	32.0%	38.2%
1	322	308	107	22	234	63	171
%V	34.2%	33.6%	23.1%	22.2%	36.3%	21.4%	48.7%
%H (All HH)		95.7%	33.2%	6.8%	72.7%	19.6%	53.1%
%H (TV HH)			34.7%	7.1%	76.0%	20.5%	55.5%
2	295	293	162	28	203	98	104
%V	31.3%	31.9%	35.0%	28.3%	31.5%	33.3%	29.6%
%H (All HH)		99.3%	54.9%	9.5%	68.8%	33.2%	35.3%
%H (TV HH)			55.3%	9.6%	69.3%	33.4%	35.5%
3	152	147	86	22	92	53	39
%V	16.2%	16.0%	18.6%	22.2%	14.3%	18.0%	11.1%
%H (All HH)		96.7%	56.6%	14.5%	60.5%	34.9%	25.7%
%H (TV HH)			58.5%	15.0%	62.6%	36.1%	26.5%
4	119	118	74	19	81	53	27
%V	12.6%	12.9%	16.0%	19.2%	12.6%	18.0%	7.7%
%H (All HH)		99.2%	62.2%	16.0%	68.1%	44.5%	22.7%
%H (TV HH)			62.7%	16.1%	68.6%	44.9%	22.9%
5+	53	51	34	9	36	26	10
%V	5.6%	5.6%	7.3%	9.1%	5.6%	8.8%	2.8%
%H (All HH)		96.2%	64.2%	17.0%	67.9%	49.1%	18.9%
%H (TV HH)			66.7%	17.6%	70.6%	51.0%	19.6%
Average HH size	2.27	2.27	2.53	2.68	2.22	2.64	1.87

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 2012 - March 2013
BBC South East
Household level data
Table 2.4: Presence of Children
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	941	918	463	99	645	294	351
%H (All HH)		97.6%	49.2%	10.5%	68.5%	31.2%	37.3%
%H (TV HH)			50.4%	10.8%	70.3%	32.0%	38.2%
Without	706	686	323	66	496	205	291
%V	75.0%	74.7%	69.8%	66.7%	76.9%	69.7%	82.9%
%H (All HH)		97.2%	45.8%	9.3%	70.3%	29.0%	41.2%
%H (TV HH)			47.1%	9.6%	72.3%	29.9%	42.4%
With	235	232	140	33	149	89	61
%V	25.0%	25.3%	30.2%	33.3%	23.1%	30.3%	17.4%
%H (All HH)		98.7%	59.6%	14.0%	63.4%	37.9%	26.0%
%H (TV HH)			60.3%	14.2%	64.2%	38.4%	26.3%
0 - 3	86	84	43	15	53	26	27
%V	9.1%	9.2%	9.3%	15.2%	8.2%	8.8%	7.7%
%H (All HH)		97.7%	50.0%	17.4%	61.6%	30.2%	31.4%
%H (TV HH)			51.2%	17.9%	63.1%	31.0%	32.1%
4 - 9	122	121	73	19	78	48	30
%V	13.0%	13.2%	15.8%	19.2%	12.1%	16.3%	8.5%
%H (All HH)		99.2%	59.8%	15.6%	63.9%	39.3%	24.6%
%H (TV HH)			60.3%	15.7%	64.5%	39.7%	24.8%
10 - 15	103	102	67	13	66	43	23
%V	10.9%	11.1%	14.5%	13.1%	10.2%	14.6%	6.6%
%H (All HH)		99.0%	65.0%	12.6%	64.1%	41.7%	22.3%
%H (TV HH)			65.7%	12.7%	64.7%	42.2%	22.5%

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 2012 - March 2013
BBC South East
Household level data
Table 2.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	941	918	463	99	645	294	351
%H (All HH)		97.6%	49.2%	10.5%	68.5%	31.2%	37.3%
%H (TV HH)			50.4%	10.8%	70.3%	32.0%	38.2%
1	347	347	133	31	226	52	174
%V	36.9%	37.8%	28.7%	31.3%	35.0%	17.7%	49.6%
%H (All HH)		100.0%	38.3%	8.9%	65.1%	15.0%	50.1%
%H (TV HH)			38.3%	8.9%	65.1%	15.0%	50.1%
2	331	331	174	31	239	114	125
%V	35.2%	36.1%	37.6%	31.3%	37.1%	38.8%	35.6%
%H (All HH)		100.0%	52.6%	9.4%	72.2%	34.4%	37.8%
%H (TV HH)			52.6%	9.4%	72.2%	34.4%	37.8%
3	153	153	95	24	112	74	38
%V	16.3%	16.7%	20.5%	24.2%	17.4%	25.2%	10.8%
%H (All HH)		100.0%	62.1%	15.7%	73.2%	48.4%	24.8%
%H (TV HH)			62.1%	15.7%	73.2%	48.4%	24.8%
4	58	58	40	8	48	37	11
%V	6.2%	6.3%	8.6%	8.1%	7.4%	12.6%	3.1%
%H (All HH)		100.0%	69.0%	13.8%	82.8%	63.8%	19.0%
%H (TV HH)			69.0%	13.8%	82.8%	63.8%	19.0%
5+	28	28	21	5	20	17	3
%V	3.0%	3.1%	4.5%	5.1%	3.1%	5.8%	0.9%
%H (All HH)		100.0%	75.0%	17.9%	71.4%	60.7%	10.7%
%H (TV HH)			75.0%	17.9%	71.4%	60.7%	10.7%

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 2012 - March 2013
BBC South East
Household level data
Table 2.6: Screen size
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	941	918	463	99	645	294	351
%H (All HH)		97.6%	49.2%	10.5%	68.5%	31.2%	37.3%
%H (TV HH)			50.4%	10.8%	70.3%	32.0%	38.2%
Under 20"	304	304	160	30	236	123	113
%V	32.3%	33.1%	34.6%	30.3%	36.6%	41.8%	32.2%
%H (All HH)		100.0%	52.6%	9.9%	77.6%	40.5%	37.2%
%H (TV HH)			52.6%	9.9%	77.6%	40.5%	37.2%
20" - 29"	374	374	174	42	288	129	159
%V	39.7%	40.7%	37.6%	42.4%	44.7%	43.9%	45.3%
%H (All HH)		100.0%	46.5%	11.2%	77.0%	34.5%	42.5%
%H (TV HH)			46.5%	11.2%	77.0%	34.5%	42.5%
30" - 39"	459	459	247	54	330	165	164
%V	48.8%	50.0%	53.3%	54.5%	51.2%	56.1%	46.7%
%H (All HH)		100.0%	53.8%	11.8%	71.9%	35.9%	35.7%
%H (TV HH)			53.8%	11.8%	71.9%	35.9%	35.7%
40" and over	295	295	198	42	188	127	60
%V	31.3%	32.1%	42.8%	42.4%	29.1%	43.2%	17.1%
%H (All HH)		100.0%	67.1%	14.2%	63.7%	43.1%	20.3%
%H (TV HH)			67.1%	14.2%	63.7%	43.1%	20.3%

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 2012 - March 2013

BBC South East

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	941	918	463	99	645	294	351
%H (All HH)		97.6%	49.2%	10.5%	68.5%	31.2%	37.3%
%H (TV HH)			50.4%	10.8%	70.3%	32.0%	38.2%
Main living room	905	905	457	99	643	293	350
%V	96.2%	98.6%	98.7%	100.0%	99.7%	99.7%	99.7%
%H (All HH)		100.0%	50.5%	10.9%	71.0%	32.4%	38.7%
%H (TV HH)			50.5%	10.9%	71.0%	32.4%	38.7%
Kitchen	117	117	64	16	96	56	40
%V	12.4%	12.7%	13.8%	16.2%	14.9%	19.0%	11.4%
%H (All HH)		100.0%	54.7%	13.7%	82.1%	47.9%	34.2%
%H (TV HH)			54.7%	13.7%	82.1%	47.9%	34.2%
Adult's bedroom	377	377	226	51	278	173	104
%V	40.1%	41.1%	48.8%	51.5%	43.1%	58.8%	29.6%
%H (All HH)		100.0%	59.9%	13.5%	73.7%	45.9%	27.6%
%H (TV HH)			59.9%	13.5%	73.7%	45.9%	27.6%
Child's bedroom	54	54	35	9	44	32	12
%V	5.7%	5.9%	7.6%	9.1%	6.8%	10.9%	3.4%
%H (All HH)		100.0%	64.8%	16.7%	81.5%	59.3%	22.2%
%H (TV HH)			64.8%	16.7%	81.5%	59.3%	22.2%
Other bedroom	57	57	40	5	48	34	14
%V	6.1%	6.2%	8.6%	5.1%	7.4%	11.6%	4.0%
%H (All HH)		100.0%	70.2%	8.8%	84.2%	59.6%	24.6%
%H (TV HH)			70.2%	8.8%	84.2%	59.6%	24.6%
Second living/dining room	71	71	44	9	52	33	19
%V	7.5%	7.7%	9.5%	9.1%	8.1%	11.2%	5.4%
%H (All HH)		100.0%	62.0%	12.7%	73.2%	46.5%	26.8%
%H (TV HH)			62.0%	12.7%	73.2%	46.5%	26.8%
Study/office	16	16	10	1	12	8	4
%V	1.7%	1.7%	2.2%	1.0%	1.9%	2.7%	1.1%
%H (All HH)		100.0%	62.5%	6.3%	75.0%	50.0%	25.0%
%H (TV HH)			62.5%	6.3%	75.0%	50.0%	25.0%
TV room	10	10	9	1	4	4	0
%V	1.1%	1.1%	1.9%	1.0%	0.6%	1.4%	0.0%
%H (All HH)		100.0%	90.0%	10.0%	40.0%	40.0%	0.0%
%H (TV HH)			90.0%	10.0%	40.0%	40.0%	0.0%
Conservatory	18	18	10	2	15	9	6
%V	1.9%	2.0%	2.2%	2.0%	2.3%	3.1%	1.7%
%H (All HH)		100.0%	55.6%	11.1%	83.3%	50.0%	33.3%
%H (TV HH)			55.6%	11.1%	83.3%	50.0%	33.3%
Attic or loft room	1	1	0	0	1	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%
No specific location	1	1	1	1	1	0	0
%V	0.1%	0.1%	0.2%	1.0%	0.2%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	100.0%	0.0%	0.0%
%H (TV HH)			100.0%	100.0%	100.0%	0.0%	0.0%
Other	4	4	4	0	3	2	0
%V	0.4%	0.4%	0.9%	0.0%	0.5%	0.7%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	75.0%	50.0%	0.0%
%H (TV HH)			100.0%	0.0%	75.0%	50.0%	0.0%

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 2012 - March 2013
BBC South East
Household level data
Table 2.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	941	918	463	99	645	294	351
%H (All HH)		97.6%	49.2%	10.5%	68.5%	31.2%	37.3%
%H (TV HH)			50.4%	10.8%	70.3%	32.0%	38.2%
PVR	510	510	359	64	319	223	96
%V	54.2%	55.6%	77.5%	64.6%	49.5%	75.9%	27.4%
%H (All HH)		100.0%	70.4%	12.5%	62.5%	43.7%	18.8%
%H (TV HH)			70.4%	12.5%	62.5%	43.7%	18.8%
DVDR	72	72	32	6	58	24	34
%V	7.7%	7.8%	6.9%	6.1%	9.0%	8.2%	9.7%
%H (All HH)		100.0%	44.4%	8.3%	80.6%	33.3%	47.2%
%H (TV HH)			44.4%	8.3%	80.6%	33.3%	47.2%
VCR	75	75	29	6	63	23	40
%V	8.0%	8.2%	6.3%	6.1%	9.8%	7.8%	11.4%
%H (All HH)		100.0%	38.7%	8.0%	84.0%	30.7%	53.3%
%H (TV HH)			38.7%	8.0%	84.0%	30.7%	53.3%
Any recorder	576	576	371	70	376	233	144
%V	61.2%	62.7%	80.1%	70.7%	58.3%	79.3%	41.0%
%H (All HH)		100.0%	64.4%	12.2%	65.3%	40.5%	25.0%
%H (TV HH)			64.4%	12.2%	65.3%	40.5%	25.0%

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 2012 - March 2013
BBC South East
Household level data
Table 2.9: Other TV equipment
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	941	918	463	99	645	294	351
%H (All HH)		97.6%	49.2%	10.5%	68.5%	31.2%	37.3%
%H (TV HH)			50.4%	10.8%	70.3%	32.0%	38.2%
Receives HDTV (via STB or built-in reception)	419	419	258	72	275	178	97
%V	44.5%	45.6%	55.7%	72.7%	42.6%	60.5%	27.6%
%H (All HH)		100.0%	61.6%	17.2%	65.6%	42.5%	23.2%
%H (TV HH)			61.6%	17.2%	65.6%	42.5%	23.2%
DVD/Blu-ray player or recorder	771	771	411	86	550	272	278
%V	81.9%	84.0%	88.8%	86.9%	85.3%	92.5%	79.2%
%H (All HH)		100.0%	53.3%	11.2%	71.3%	35.3%	36.1%
%H (TV HH)			53.3%	11.2%	71.3%	35.3%	36.1%

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 2012 - March 2013
BBC South East
Household level data
Table 2.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	941	918	463	99	645	294	351
%H (All HH)		97.6%	49.2%	10.5%	68.5%	31.2%	37.3%
%H (TV HH)			50.4%	10.8%	70.3%	32.0%	38.2%
Has PC or Laptop	728	715	410	87	477	260	217
%V	77.4%	77.9%	88.6%	87.9%	74.0%	88.4%	61.8%
%H (All HH)		98.2%	56.3%	12.0%	65.5%	35.7%	29.8%
%H (TV HH)			57.3%	12.2%	66.7%	36.4%	30.3%
Has broadband internet	677	667	395	84	441	252	189
%V	71.9%	72.7%	85.3%	84.8%	68.4%	85.7%	53.8%
%H (All HH)		98.5%	58.3%	12.4%	65.1%	37.2%	27.9%
%H (TV HH)			59.2%	12.6%	66.1%	37.8%	28.3%

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 2012 - March 2013
BBC South East
Set level data
Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1854	1044	225	1343	745	598
%H		56.3%	12.1%	72.4%	40.2%	32.3%
Under 20"	390	214	41	306	169	137
%V	21.0%	20.5%	18.2%	22.8%	22.7%	22.9%
%H		54.9%	10.5%	78.5%	43.3%	35.1%
20" - 29"	457	217	54	360	174	186
%V	24.6%	20.8%	24.0%	26.8%	23.4%	31.1%
%H		47.5%	11.8%	78.8%	38.1%	40.7%
30" - 39"	518	284	64	371	193	178
%V	27.9%	27.2%	28.4%	27.6%	25.9%	29.8%
%H		54.8%	12.4%	71.6%	37.3%	34.4%
40" and over	345	237	48	222	156	66
%V	18.6%	22.7%	21.3%	16.5%	20.9%	11.0%
%H		68.7%	13.9%	64.3%	45.2%	19.1%
Don't know	8	4	2	6	3	3
%V	0.4%	0.4%	0.9%	0.4%	0.4%	0.5%
%H		50.0%	25.0%	75.0%	37.5%	37.5%
Not Asked	136	88	16	78	50	28
%V	7.3%	8.4%	7.1%	5.8%	6.7%	4.7%
%H		64.7%	11.8%	57.4%	36.8%	20.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South East
Set level data
Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1854	1044	225	1343	745	598
%H		56.3%	12.1%	72.4%	40.2%	32.3%
Main living room	910	461	99	647	296	351
%V	49.1%	44.2%	44.0%	48.2%	39.7%	58.7%
%H		50.7%	10.9%	71.1%	32.5%	38.6%
Kitchen	118	64	16	96	56	40
%V	6.4%	6.1%	7.1%	7.1%	7.5%	6.7%
%H		54.2%	13.6%	81.4%	47.5%	33.9%
Adult's bedroom	436	260	64	323	205	118
%V	23.5%	24.9%	28.4%	24.1%	27.5%	19.7%
%H		59.6%	14.7%	74.1%	47.0%	27.1%
Child's bedroom	67	45	11	56	41	15
%V	3.6%	4.3%	4.9%	4.2%	5.5%	2.5%
%H		67.2%	16.4%	83.6%	61.2%	22.4%
Other bedroom	64	47	5	54	39	15
%V	3.5%	4.5%	2.2%	4.0%	5.2%	2.5%
%H		73.4%	7.8%	84.4%	60.9%	23.4%
Second living/dining room	71	45	9	52	33	19
%V	3.8%	4.3%	4.0%	3.9%	4.4%	3.2%
%H		63.4%	12.7%	73.2%	46.5%	26.8%
Study/office	16	10	1	12	8	4
%V	0.9%	1.0%	0.4%	0.9%	1.1%	0.7%
%H		62.5%	6.3%	75.0%	50.0%	25.0%
TV room	10	9	1	4	4	0
%V	0.5%	0.9%	0.4%	0.3%	0.5%	0.0%
%H		90.0%	10.0%	40.0%	40.0%	0.0%
Conservatory	18	10	2	15	9	6
%V	1.0%	1.0%	0.9%	1.1%	1.2%	1.0%
%H		55.6%	11.1%	83.3%	50.0%	33.3%
Attic or loft room	1	0	0	1	0	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%
%H		0.0%	0.0%	100.0%	0.0%	100.0%
No specific location	2	1	1	1	0	1
%V	0.1%	0.1%	0.4%	0.1%	0.0%	0.2%
%H		50.0%	50.0%	50.0%	0.0%	50.0%
Other	4	4	0	3	2	0
%V	0.2%	0.4%	0.0%	0.2%	0.3%	0.0%
%H		100.0%	0.0%	75.0%	50.0%	0.0%
Not Asked	136	88	16	78	50	28
%V	7.3%	8.4%	7.1%	5.8%	6.7%	4.7%
%H		64.7%	11.8%	57.4%	36.8%	20.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South East
Set level data
Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1854	1044	225	1343	745	598
%H		56.3%	12.1%	72.4%	40.2%	32.3%
PVR	655	481	82	389	283	106
%V	35.3%	46.1%	36.4%	29.0%	38.0%	17.7%
%H		73.4%	12.5%	59.4%	43.2%	16.2%
DVDR	75	35	7	61	27	34
%V	4.0%	3.4%	3.1%	4.5%	3.6%	5.7%
%H		46.7%	9.3%	81.3%	36.0%	45.3%
VCR	80	33	7	66	25	41
%V	4.3%	3.2%	3.1%	4.9%	3.4%	6.9%
%H		41.3%	8.8%	82.5%	31.3%	51.3%
Any recorder	741	505	89	463	303	160
%V	40.0%	48.4%	39.6%	34.5%	40.7%	26.8%
%H		68.2%	12.0%	62.5%	40.9%	21.6%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1854	1044	225	1343	745	598
%H		56.3%	12.1%	72.4%	40.2%	32.3%
Receives HDTV (via STB or built-in reception)	567	355	109	364	245	119
%V	30.6%	34.0%	48.4%	27.1%	32.9%	19.9%
%H		62.6%	19.2%	64.2%	43.2%	21.0%
DVD/Blu-ray player or recorder	1115	627	139	827	465	362
%V	60.1%	60.1%	61.8%	61.6%	62.4%	60.5%
%H		56.2%	12.5%	74.2%	41.7%	32.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South East
Set level data
Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	917	463	99	644	294	351
%H		50.5%	10.8%	70.2%	32.1%	38.3%
Under 20"	38	12	2	24	3	21
%V	4.1%	2.6%	2.0%	3.7%	1.0%	6.0%
%H		31.6%	5.3%	63.2%	7.9%	55.3%
20" - 29"	205	70	14	158	42	117
%V	22.4%	15.1%	14.1%	24.5%	14.3%	33.3%
%H		34.1%	6.8%	77.1%	20.5%	57.1%
30" - 39"	381	188	42	278	125	154
%V	41.5%	40.6%	42.4%	43.2%	42.5%	43.9%
%H		49.3%	11.0%	73.0%	32.8%	40.4%
40" and over	286	192	40	182	124	58
%V	31.2%	41.5%	40.4%	28.3%	42.2%	16.5%
%H		67.1%	14.0%	63.6%	43.4%	20.3%
Don't know	3	1	0	2	1	1
%V	0.3%	0.2%	0.0%	0.3%	0.3%	0.3%
%H		33.3%	0.0%	66.7%	33.3%	33.3%
Not Asked	4	0	1	0	0	0
%V	0.4%	0.0%	1.0%	0.0%	0.0%	0.0%
%H		0.0%	25.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South East
Set level data
Table 2.16: Main Set Recorders
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	917	463	99	644	294	351
%H		50.5%	10.8%	70.2%	32.1%	38.3%
PVR	499	355	63	310	219	90
%V	54.4%	76.7%	63.6%	48.1%	74.5%	25.6%
%H		71.1%	12.6%	62.1%	43.9%	18.0%
DVDR	64	26	6	52	20	32
%V	7.0%	5.6%	6.1%	8.1%	6.8%	9.1%
%H		40.6%	9.4%	81.3%	31.3%	50.0%
VCR	65	22	5	55	18	37
%V	7.1%	4.8%	5.1%	8.5%	6.1%	10.5%
%H		33.8%	7.7%	84.6%	27.7%	56.9%
Any recorder	567	368	69	369	230	139
%V	61.8%	79.5%	69.7%	57.3%	78.2%	39.6%
%H		64.9%	12.2%	65.1%	40.6%	24.5%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	917	463	99	644	294	351
%H		50.5%	10.8%	70.2%	32.1%	38.3%
Receives HDTV (via STB or built-in reception)	406	251	72	265	172	93
%V	44.3%	54.2%	72.7%	41.1%	58.5%	26.5%
%H		61.8%	17.7%	65.3%	42.4%	22.9%
DVD/Blu-ray player or recorder	741	393	84	525	257	268
%V	80.8%	84.9%	84.8%	81.5%	87.4%	76.4%
%H		53.0%	11.3%	70.9%	34.7%	36.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South East
Set level data
Table 2.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	937	581	126	699	452	247
%H		62.0%	13.4%	74.6%	48.2%	26.4%
Under 20"	351	202	39	282	166	116
%V	37.5%	34.8%	31.0%	40.3%	36.7%	47.0%
%H		57.5%	11.1%	80.3%	47.3%	33.0%
20" - 29"	252	147	40	202	132	69
%V	26.9%	25.3%	31.7%	28.9%	29.2%	27.9%
%H		58.3%	15.9%	80.2%	52.4%	27.4%
30" - 39"	137	96	22	93	68	25
%V	14.6%	16.5%	17.5%	13.3%	15.0%	10.1%
%H		70.1%	16.1%	67.9%	49.6%	18.2%
40" and over	59	45	7	40	32	8
%V	6.3%	7.7%	5.6%	5.7%	7.1%	3.2%
%H		76.3%	11.9%	67.8%	54.2%	13.6%
Don't know	5	3	2	4	2	1
%V	0.5%	0.5%	1.6%	0.6%	0.4%	0.4%
%H		60.0%	40.0%	80.0%	40.0%	20.0%
Not Asked	133	88	16	78	52	28
%V	14.2%	15.1%	12.7%	11.2%	11.5%	11.3%
%H		66.2%	12.0%	58.6%	39.1%	21.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	937	581	126	699	452	247
%H		62.0%	13.4%	74.6%	48.2%	26.4%
PVR	155	125	19	80	64	16
%V	16.5%	21.5%	15.1%	11.4%	14.2%	6.5%
%H		80.6%	12.3%	51.6%	41.3%	10.3%
DVDR	11	9	1	9	7	2
%V	1.2%	1.5%	0.8%	1.3%	1.5%	0.8%
%H		81.8%	9.1%	81.8%	63.6%	18.2%
VCR	16	10	1	11	7	4
%V	1.7%	1.7%	0.8%	1.6%	1.5%	1.6%
%H		62.5%	6.3%	68.8%	43.8%	25.0%
Any recorder	174	137	21	94	73	21
%V	18.6%	23.6%	16.7%	13.4%	16.2%	8.5%
%H		78.7%	12.1%	54.0%	42.0%	12.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	937	581	126	699	452	247
%H		62.0%	13.4%	74.6%	48.2%	26.4%
Receives HDTV (via STB or built-in reception)	161	104	37	99	73	26
%V	17.2%	17.9%	29.4%	14.2%	16.2%	10.5%
%H		64.6%	23.0%	61.5%	45.3%	16.1%
DVD/Blu-ray player or recorder	373	234	55	301	208	94
%V	39.8%	40.3%	43.7%	43.1%	46.0%	38.1%
%H		62.7%	14.7%	80.7%	55.8%	25.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South East
Individual level data
Table 2.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	2136	2088	1171	267	1433	775	658
%H		97.8%	54.8%	12.5%	67.1%	36.3%	30.8%
Total Children	388	383	229	61	252	154	98
%V	18.2%	18.3%	19.6%	22.8%	17.6%	19.9%	14.9%
%H		98.7%	59.0%	15.7%	64.9%	39.7%	25.3%
0 - 3	100	98	49	20	64	33	30
%V	4.7%	4.7%	4.2%	7.5%	4.5%	4.3%	4.6%
%H		98.0%	49.0%	20.0%	64.0%	33.0%	30.0%
4 - 15	288	286	180	41	188	121	67
%V	13.5%	13.7%	15.4%	15.4%	13.1%	15.6%	10.2%
%H		99.3%	62.5%	14.2%	65.3%	42.0%	23.3%
4 - 9	162	161	98	25	105	66	39
%V	7.6%	7.7%	8.4%	9.4%	7.3%	8.5%	5.9%
%H		99.4%	60.5%	15.4%	64.8%	40.7%	24.1%
10 - 15	126	125	83	15	83	54	28
%V	5.9%	6.0%	7.1%	5.6%	5.8%	7.0%	4.3%
%H		99.2%	65.9%	11.9%	65.9%	42.9%	22.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	2136	2088	1171	267	1433	775	658
%H		97.8%	54.8%	12.5%	67.1%	36.3%	30.8%
Total Adults (16+)	1748	1704	942	206	1181	621	560
%V	81.8%	81.6%	80.4%	77.2%	82.4%	80.1%	85.1%
%H		97.5%	53.9%	11.8%	67.6%	35.5%	32.0%
16 - 19	102	98	60	17	64	42	22
%V	4.8%	4.7%	5.1%	6.4%	4.5%	5.4%	3.3%
%H		96.1%	58.8%	16.7%	62.7%	41.2%	21.6%
20 - 24	127	118	73	18	78	49	30
%V	5.9%	5.7%	6.2%	6.7%	5.4%	6.3%	4.6%
%H		92.9%	57.5%	14.2%	61.4%	38.6%	23.6%
25 - 34	237	230	143	34	127	76	51
%V	11.1%	11.0%	12.2%	12.7%	8.9%	9.8%	7.8%
%H		97.0%	60.3%	14.3%	53.6%	32.1%	21.5%
35 - 44	265	259	152	40	171	104	66
%V	12.4%	12.4%	13.0%	15.0%	11.9%	13.4%	10.0%
%H		97.7%	57.4%	15.1%	64.5%	39.2%	24.9%
45 - 54	311	304	185	33	210	121	89
%V	14.6%	14.6%	15.8%	12.4%	14.7%	15.6%	13.5%
%H		97.7%	59.5%	10.6%	67.5%	38.9%	28.6%
55 - 64	289	284	154	32	210	110	99
%V	13.5%	13.6%	13.2%	12.0%	14.7%	14.2%	15.0%
%H		98.3%	53.3%	11.1%	72.7%	38.1%	34.3%
65+	417	412	174	31	322	118	203
%V	19.5%	19.7%	14.9%	11.6%	22.5%	15.2%	30.9%
%H		98.8%	41.7%	7.4%	77.2%	28.3%	48.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South East
Individual level data
Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1748	1704	942	206	1181	621	560
%H		97.5%	53.9%	11.8%	67.6%	35.5%	32.0%
AB	502	498	306	43	350	203	146
%V	28.7%	29.2%	32.5%	20.9%	29.6%	32.7%	26.1%
%H		99.2%	61.0%	8.6%	69.7%	40.4%	29.1%
C1	522	507	282	56	339	171	168
%V	29.9%	29.8%	29.9%	27.2%	28.7%	27.5%	30.0%
%H		97.1%	54.0%	10.7%	64.9%	32.8%	32.2%
C2	385	375	215	64	259	159	100
%V	22.0%	22.0%	22.8%	31.1%	21.9%	25.6%	17.9%
%H		97.4%	55.8%	16.6%	67.3%	41.3%	26.0%
D	182	171	92	27	111	56	56
%V	10.4%	10.0%	9.8%	13.1%	9.4%	9.0%	10.0%
%H		94.0%	50.5%	14.8%	61.0%	30.8%	30.8%
E	157	154	47	16	123	32	91
%V	9.0%	9.0%	5.0%	7.8%	10.4%	5.2%	16.3%
%H		98.1%	29.9%	10.2%	78.3%	20.4%	58.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South East
Individual level data
Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1748	1704	942	206	1181	621	560
%H		97.5%	53.9%	11.8%	67.6%	35.5%	32.0%
Working full time	773	757	471	105	483	300	183
%V	44.2%	44.4%	50.0%	51.0%	40.9%	48.3%	32.7%
%H		97.9%	60.9%	13.6%	62.5%	38.8%	23.7%
Working part time	181	175	105	20	119	68	51
%V	10.4%	10.3%	11.1%	9.7%	10.1%	11.0%	9.1%
%H		96.7%	58.0%	11.0%	65.7%	37.6%	28.2%
Not working	794	773	366	81	580	253	327
%V	45.4%	45.4%	38.9%	39.3%	49.1%	40.7%	58.4%
%H		97.4%	46.1%	10.2%	73.0%	31.9%	41.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	822	797	465	99	545	312	233
%H		97.0%	56.6%	12.0%	66.3%	38.0%	28.3%
16 - 19	49	49	31	9	31	21	11
%V	6.0%	6.1%	6.7%	9.1%	5.7%	6.7%	4.7%
%H		100.0%	63.3%	18.4%	63.3%	42.9%	22.4%
20 - 24	63	58	39	10	39	29	11
%V	7.7%	7.3%	8.4%	10.1%	7.2%	9.3%	4.7%
%H		92.1%	61.9%	15.9%	61.9%	46.0%	17.5%
25 - 34	118	114	72	15	60	35	25
%V	14.4%	14.3%	15.5%	15.2%	11.0%	11.2%	10.7%
%H		96.6%	61.0%	12.7%	50.8%	29.7%	21.2%
35 - 44	124	121	71	19	77	48	30
%V	15.1%	15.2%	15.3%	19.2%	14.1%	15.4%	12.9%
%H		97.6%	57.3%	15.3%	62.1%	38.7%	24.2%
45 - 54	142	137	83	16	97	56	40
%V	17.3%	17.2%	17.8%	16.2%	17.8%	17.9%	17.2%
%H		96.5%	58.5%	11.3%	68.3%	39.4%	28.2%
55 - 64	143	140	82	15	106	63	44
%V	17.4%	17.6%	17.6%	15.2%	19.4%	20.2%	18.9%
%H		97.9%	57.3%	10.5%	74.1%	44.1%	30.8%
65+	182	179	88	15	134	61	73
%V	22.1%	22.5%	18.9%	15.2%	24.6%	19.6%	31.3%
%H		98.4%	48.4%	8.2%	73.6%	33.5%	40.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South East
Individual level data
Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	822	797	465	99	545	312	233
%H		97.0%	56.6%	12.0%	66.3%	38.0%	28.3%
AB	248	246	156	22	171	104	66
%V	30.2%	30.9%	33.5%	22.2%	31.4%	33.3%	28.3%
%H		99.2%	62.9%	8.9%	69.0%	41.9%	26.6%
C1	235	226	133	26	148	80	68
%V	28.6%	28.4%	28.6%	26.3%	27.2%	25.6%	29.2%
%H		96.2%	56.6%	11.1%	63.0%	34.0%	28.9%
C2	203	197	112	32	136	84	52
%V	24.7%	24.7%	24.1%	32.3%	25.0%	26.9%	22.3%
%H		97.0%	55.2%	15.8%	67.0%	41.4%	25.6%
D	82	76	42	13	49	27	22
%V	10.0%	9.5%	9.0%	13.1%	9.0%	8.7%	9.4%
%H		92.7%	51.2%	15.9%	59.8%	32.9%	26.8%
E	54	53	22	7	41	16	25
%V	6.6%	6.6%	4.7%	7.1%	7.5%	5.1%	10.7%
%H		98.1%	40.7%	13.0%	75.9%	29.6%	46.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South East
Individual level data
Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	822	797	465	99	545	312	233
%H		97.0%	56.6%	12.0%	66.3%	38.0%	28.3%
Working full time	471	458	285	65	299	189	109
%V	57.3%	57.5%	61.3%	65.7%	54.9%	60.6%	46.8%
%H		97.2%	60.5%	13.8%	63.5%	40.1%	23.1%
Working part time	37	36	20	2	27	13	14
%V	4.5%	4.5%	4.3%	2.0%	5.0%	4.2%	6.0%
%H		97.3%	54.1%	5.4%	73.0%	35.1%	37.8%
Not working	315	304	161	32	219	109	110
%V	38.3%	38.1%	34.6%	32.3%	40.2%	34.9%	47.2%
%H		96.5%	51.1%	10.2%	69.5%	34.6%	34.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	926	907	476	107	637	309	328
%H		97.9%	51.4%	11.6%	68.8%	33.4%	35.4%
16 - 19	52	49	29	9	32	21	11
%V	5.6%	5.4%	6.1%	8.4%	5.0%	6.8%	3.4%
%H		94.2%	55.8%	17.3%	61.5%	40.4%	21.2%
20 - 24	64	60	34	8	39	20	19
%V	6.9%	6.6%	7.1%	7.5%	6.1%	6.5%	5.8%
%H		93.8%	53.1%	12.5%	60.9%	31.3%	29.7%
25 - 34	119	116	71	19	67	41	26
%V	12.9%	12.8%	14.9%	17.8%	10.5%	13.3%	7.9%
%H		97.5%	59.7%	16.0%	56.3%	34.5%	21.8%
35 - 44	141	139	81	21	93	57	37
%V	15.2%	15.3%	17.0%	19.6%	14.6%	18.4%	11.3%
%H		98.6%	57.4%	14.9%	66.0%	40.4%	26.2%
45 - 54	169	167	103	17	114	65	48
%V	18.3%	18.4%	21.6%	15.9%	17.9%	21.0%	14.6%
%H		98.8%	60.9%	10.1%	67.5%	38.5%	28.4%
55 - 64	146	143	73	17	104	48	56
%V	15.8%	15.8%	15.3%	15.9%	16.3%	15.5%	17.1%
%H		97.9%	50.0%	11.6%	71.2%	32.9%	38.4%
65+	235	234	86	16	188	57	131
%V	25.4%	25.8%	18.1%	15.0%	29.5%	18.4%	39.9%
%H		99.6%	36.6%	6.8%	80.0%	24.3%	55.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South East
Individual level data
Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	926	907	476	107	637	309	328
%H		97.9%	51.4%	11.6%	68.8%	33.4%	35.4%
AB	255	252	150	22	179	99	80
%V	27.5%	27.8%	31.5%	20.6%	28.1%	32.0%	24.4%
%H		98.8%	58.8%	8.6%	70.2%	38.8%	31.4%
C1	287	281	149	31	191	90	101
%V	31.0%	31.0%	31.3%	29.0%	30.0%	29.1%	30.8%
%H		97.9%	51.9%	10.8%	66.6%	31.4%	35.2%
C2	181	179	103	32	123	75	48
%V	19.5%	19.7%	21.6%	29.9%	19.3%	24.3%	14.6%
%H		98.9%	56.9%	17.7%	68.0%	41.4%	26.5%
D	100	95	50	14	62	29	34
%V	10.8%	10.5%	10.5%	13.1%	9.7%	9.4%	10.4%
%H		95.0%	50.0%	14.0%	62.0%	29.0%	34.0%
E	103	101	25	9	82	16	66
%V	11.1%	11.1%	5.3%	8.4%	12.9%	5.2%	20.1%
%H		98.1%	24.3%	8.7%	79.6%	15.5%	64.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South East
Individual level data
Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	926	907	476	107	637	309	328
%H		97.9%	51.4%	11.6%	68.8%	33.4%	35.4%
Working full time	303	299	186	40	184	111	73
%V	32.7%	33.0%	39.1%	37.4%	28.9%	35.9%	22.3%
%H		98.7%	61.4%	13.2%	60.7%	36.6%	24.1%
Working part time	144	139	84	18	92	55	37
%V	15.6%	15.3%	17.6%	16.8%	14.4%	17.8%	11.3%
%H		96.5%	58.3%	12.5%	63.9%	38.2%	25.7%
Not working	479	470	206	49	361	144	217
%V	51.7%	51.8%	43.3%	45.8%	56.7%	46.6%	66.2%
%H		98.1%	43.0%	10.2%	75.4%	30.1%	45.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3587	3484	1347	722	2758	1321	1437
%H (All HH)		97.1%	37.6%	20.1%	76.9%	36.8%	40.1%
%H (TV HH)			38.7%	20.7%	79.2%	37.9%	41.2%
AB	789	769	357	140	607	326	281
%V	22.0%	22.1%	26.5%	19.4%	22.0%	24.7%	19.6%
%H (All HH)		97.5%	45.2%	17.7%	76.9%	41.3%	35.6%
%H (TV HH)			46.4%	18.2%	78.9%	42.4%	36.5%
C1	897	873	338	188	692	343	349
%V	25.0%	25.1%	25.1%	26.0%	25.1%	26.0%	24.3%
%H (All HH)		97.3%	37.7%	21.0%	77.1%	38.2%	38.9%
%H (TV HH)			38.7%	21.5%	79.3%	39.3%	40.0%
C2	739	726	289	175	582	312	269
%V	20.6%	20.8%	21.5%	24.2%	21.1%	23.6%	18.7%
%H (All HH)		98.2%	39.1%	23.7%	78.8%	42.2%	36.4%
%H (TV HH)			39.8%	24.1%	80.2%	43.0%	37.1%
D	602	584	222	131	436	203	233
%V	16.8%	16.8%	16.5%	18.1%	15.8%	15.4%	16.2%
%H (All HH)		97.0%	36.9%	21.8%	72.4%	33.7%	38.7%
%H (TV HH)			38.0%	22.4%	74.7%	34.8%	39.9%
E	560	532	141	87	441	137	304
%V	15.6%	15.3%	10.5%	12.0%	16.0%	10.4%	21.2%
%H (All HH)		95.0%	25.2%	15.5%	78.8%	24.5%	54.3%
%H (TV HH)			26.5%	16.4%	82.9%	25.8%	57.1%

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 2012 - March 2013
BBC Midlands
Household level data
Table 3.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3587	3484	1347	722	2758	1321	1437
%V (All HH)		97.1%	37.6%	20.1%	76.9%	36.8%	40.1%
%H (TV HH)			38.7%	20.7%	79.2%	37.9%	41.2%
Under 25	152	137	47	28	100	42	59
%V	4.2%	3.9%	3.5%	3.9%	3.6%	3.2%	4.1%
%H (All HH)		90.1%	30.9%	18.4%	65.8%	27.6%	38.8%
%H (TV HH)			34.3%	20.4%	73.0%	30.7%	43.1%
25 - 34	563	541	235	127	388	213	175
%V	15.7%	15.5%	17.4%	17.6%	14.1%	16.1%	12.2%
%H (All HH)		96.1%	41.7%	22.6%	68.9%	37.8%	31.1%
%H (TV HH)			43.4%	23.5%	71.7%	39.4%	32.3%
35 - 44	608	588	286	150	435	275	160
%V	17.0%	16.9%	21.2%	20.8%	15.8%	20.8%	11.1%
%H (All HH)		96.7%	47.0%	24.7%	71.5%	45.2%	26.3%
%H (TV HH)			48.6%	25.5%	74.0%	46.8%	27.2%
45 - 54	670	656	291	160	511	295	216
%V	18.7%	18.8%	21.6%	22.2%	18.5%	22.3%	15.0%
%H (All HH)		97.9%	43.4%	23.9%	76.3%	44.0%	32.2%
%H (TV HH)			44.4%	24.4%	77.9%	45.0%	32.9%
55 - 64	597	582	223	123	480	239	241
%V	16.6%	16.7%	16.6%	17.0%	17.4%	18.1%	16.8%
%H (All HH)		97.5%	37.4%	20.6%	80.4%	40.0%	40.4%
%H (TV HH)			38.3%	21.1%	82.5%	41.1%	41.4%
65 +	997	979	267	133	844	258	586
%V	27.8%	28.1%	19.8%	18.4%	30.6%	19.5%	40.8%
%H (All HH)		98.2%	26.8%	13.3%	84.7%	25.9%	58.8%
%H (TV HH)			27.3%	13.6%	86.2%	26.4%	59.9%

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 2012 - March 2013
BBC Midlands
Household level data
Table 3.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3587	3484	1347	722	2758	1321	1437
%H (All HH)		97.1%	37.6%	20.1%	76.9%	36.8%	40.1%
%H (TV HH)			38.7%	20.7%	79.2%	37.9%	41.2%
1	1231	1169	288	182	976	281	695
%V	34.3%	33.6%	21.4%	25.2%	35.4%	21.3%	48.4%
%H (All HH)		95.0%	23.4%	14.8%	79.3%	22.8%	56.5%
%H (TV HH)			24.6%	15.6%	83.5%	24.0%	59.5%
2	1085	1067	424	219	852	420	432
%V	30.2%	30.6%	31.5%	30.3%	30.9%	31.8%	30.1%
%H (All HH)		98.3%	39.1%	20.2%	78.5%	38.7%	39.8%
%H (TV HH)			39.7%	20.5%	79.9%	39.4%	40.5%
3	561	553	265	141	416	262	154
%V	15.6%	15.9%	19.7%	19.5%	15.1%	19.8%	10.7%
%H (All HH)		98.6%	47.2%	25.1%	74.2%	46.7%	27.5%
%H (TV HH)			47.9%	25.5%	75.2%	47.4%	27.8%
4	450	440	221	116	335	223	113
%V	12.5%	12.6%	16.4%	16.1%	12.1%	16.9%	7.9%
%H (All HH)		97.8%	49.1%	25.8%	74.4%	49.6%	25.1%
%H (TV HH)			50.2%	26.4%	76.1%	50.7%	25.7%
5+	261	254	150	65	179	136	43
%V	7.3%	7.3%	11.1%	9.0%	6.5%	10.3%	3.0%
%H (All HH)		97.3%	57.5%	24.9%	68.6%	52.1%	16.5%
%H (TV HH)			59.1%	25.6%	70.5%	53.5%	16.9%
Average HH size	2.32	2.33	2.70	2.58	2.26	2.68	1.88

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 2012 - March 2013

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3587	3484	1347	722	2758	1321	1437
%H (All HH)		97.1%	37.6%	20.1%	76.9%	36.8%	40.1%
%H (TV HH)			38.7%	20.7%	79.2%	37.9%	41.2%
Without	2674	2587	898	486	2101	891	1210
%V	74.5%	74.3%	66.7%	67.3%	76.2%	67.4%	84.2%
%H (All HH)		96.7%	33.6%	18.2%	78.6%	33.3%	45.3%
%H (TV HH)			34.7%	18.8%	81.2%	34.4%	46.8%
With	913	898	449	235	657	430	227
%V	25.5%	25.8%	33.3%	32.5%	23.8%	32.6%	15.8%
%H (All HH)		98.4%	49.2%	25.7%	72.0%	47.1%	24.9%
%H (TV HH)			50.0%	26.2%	73.2%	47.9%	25.3%
0 - 3	351	342	173	90	233	151	82
%V	9.8%	9.8%	12.8%	12.5%	8.4%	11.4%	5.7%
%H (All HH)		97.4%	49.3%	25.6%	66.4%	43.0%	23.4%
%H (TV HH)			50.6%	26.3%	68.1%	44.2%	24.0%
4 - 9	459	450	228	119	328	218	110
%V	12.8%	12.9%	16.9%	16.5%	11.9%	16.5%	7.7%
%H (All HH)		98.0%	49.7%	25.9%	71.5%	47.5%	24.0%
%H (TV HH)			50.7%	26.4%	72.9%	48.4%	24.4%
10 - 15	431	427	221	113	324	224	100
%V	12.0%	12.3%	16.4%	15.7%	11.7%	17.0%	7.0%
%H (All HH)		99.1%	51.3%	26.2%	75.2%	52.0%	23.2%
%H (TV HH)			51.8%	26.5%	75.9%	52.5%	23.4%

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 2012 - March 2013

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3587	3484	1347	722	2758	1321	1437
%H (All HH)		97.1%	37.6%	20.1%	76.9%	36.8%	40.1%
%H (TV HH)			38.7%	20.7%	79.2%	37.9%	41.2%
1	1450	1450	435	250	1050	299	751
%V	40.4%	41.6%	32.3%	34.6%	38.1%	22.6%	52.3%
%H (All HH)		100.0%	30.0%	17.2%	72.4%	20.6%	51.8%
%H (TV HH)			30.0%	17.2%	72.4%	20.6%	51.8%
2	1139	1139	460	243	932	486	447
%V	31.8%	32.7%	34.1%	33.7%	33.8%	36.8%	31.1%
%H (All HH)		100.0%	40.4%	21.3%	81.8%	42.7%	39.2%
%H (TV HH)			40.4%	21.3%	81.8%	42.7%	39.2%
3	544	544	262	131	473	310	163
%V	15.2%	15.6%	19.5%	18.1%	17.2%	23.5%	11.3%
%H (All HH)		100.0%	48.2%	24.1%	86.9%	57.0%	30.0%
%H (TV HH)			48.2%	24.1%	86.9%	57.0%	30.0%
4	244	244	132	67	210	156	54
%V	6.8%	7.0%	9.8%	9.3%	7.6%	11.8%	3.8%
%H (All HH)		100.0%	54.1%	27.5%	86.1%	63.9%	22.1%
%H (TV HH)			54.1%	27.5%	86.1%	63.9%	22.1%
5+	107	107	58	31	93	70	22
%V	3.0%	3.1%	4.3%	4.3%	3.4%	5.3%	1.5%
%H (All HH)		100.0%	54.2%	29.0%	86.9%	65.4%	20.6%
%H (TV HH)			54.2%	29.0%	86.9%	65.4%	20.6%

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 2012 - March 2013
BBC Midlands
Household level data
Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3587	3484	1347	722	2758	1321	1437
%H (All HH)		97.1%	37.6%	20.1%	76.9%	36.8%	40.1%
%H (TV HH)			38.7%	20.7%	79.2%	37.9%	41.2%
Under 20"	878	878	355	186	791	437	353
%V	24.5%	25.2%	26.4%	25.8%	28.7%	33.1%	24.6%
%H (All HH)		100.0%	40.4%	21.2%	90.1%	49.8%	40.2%
%H (TV HH)			40.4%	21.2%	90.1%	49.8%	40.2%
20" - 29"	1427	1427	507	286	1225	571	654
%V	39.8%	41.0%	37.6%	39.6%	44.4%	43.2%	45.5%
%H (All HH)		100.0%	35.5%	20.0%	85.8%	40.0%	45.8%
%H (TV HH)			35.5%	20.0%	85.8%	40.0%	45.8%
30" - 39"	1797	1797	738	392	1454	760	694
%V	50.1%	51.6%	54.8%	54.3%	52.7%	57.5%	48.3%
%H (All HH)		100.0%	41.1%	21.8%	80.9%	42.3%	38.6%
%H (TV HH)			41.1%	21.8%	80.9%	42.3%	38.6%
40" and over	1258	1258	648	315	951	632	319
%V	35.1%	36.1%	48.1%	43.6%	34.5%	47.8%	22.2%
%H (All HH)		100.0%	51.5%	25.0%	75.6%	50.2%	25.4%
%H (TV HH)			51.5%	25.0%	75.6%	50.2%	25.4%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3587	3484	1347	722	2758	1321	1437
%H (All HH)		97.1%	37.6%	20.1%	76.9%	36.8%	40.1%
%H (TV HH)			38.7%	20.7%	79.2%	37.9%	41.2%
Main living room	3423	3423	1337	717	2729	1313	1416
%V	95.4%	98.2%	99.3%	99.3%	98.9%	99.4%	98.5%
%H (All HH)		100.0%	39.1%	20.9%	79.7%	38.4%	41.4%
%H (TV HH)			39.1%	20.9%	79.7%	38.4%	41.4%
Kitchen	431	431	190	82	391	228	163
%V	12.0%	12.4%	14.1%	11.4%	14.2%	17.3%	11.3%
%H (All HH)		100.0%	44.1%	19.0%	90.7%	52.9%	37.8%
%H (TV HH)			44.1%	19.0%	90.7%	52.9%	37.8%
Adult's bedroom	1408	1408	647	329	1220	758	462
%V	39.3%	40.4%	48.0%	45.6%	44.2%	57.4%	32.2%
%H (All HH)		100.0%	46.0%	23.4%	86.6%	53.8%	32.8%
%H (TV HH)			46.0%	23.4%	86.6%	53.8%	32.8%
Child's bedroom	278	278	140	77	245	176	69
%V	7.8%	8.0%	10.4%	10.7%	8.9%	13.3%	4.8%
%H (All HH)		100.0%	50.4%	27.7%	88.1%	63.3%	24.8%
%H (TV HH)			50.4%	27.7%	88.1%	63.3%	24.8%
Other bedroom	139	139	65	40	117	79	39
%V	3.9%	4.0%	4.8%	5.5%	4.2%	6.0%	2.7%
%H (All HH)		100.0%	46.8%	28.8%	84.2%	56.8%	28.1%
%H (TV HH)			46.8%	28.8%	84.2%	56.8%	28.1%
Second living/dining room	290	290	142	66	248	157	92
%V	8.1%	8.3%	10.5%	9.1%	9.0%	11.9%	6.4%
%H (All HH)		100.0%	49.0%	22.8%	85.5%	54.1%	31.7%
%H (TV HH)			49.0%	22.8%	85.5%	54.1%	31.7%
Study/office	46	46	25	8	41	25	16
%V	1.3%	1.3%	1.9%	1.1%	1.5%	1.9%	1.1%
%H (All HH)		100.0%	54.3%	17.4%	89.1%	54.3%	34.8%
%H (TV HH)			54.3%	17.4%	89.1%	54.3%	34.8%
TV room	19	19	11	4	17	12	5
%V	0.5%	0.5%	0.8%	0.6%	0.6%	0.9%	0.3%
%H (All HH)		100.0%	57.9%	21.1%	89.5%	63.2%	26.3%
%H (TV HH)			57.9%	21.1%	89.5%	63.2%	26.3%
Conservatory	85	85	40	23	73	49	25
%V	2.4%	2.4%	3.0%	3.2%	2.6%	3.7%	1.7%
%H (All HH)		100.0%	47.1%	27.1%	85.9%	57.6%	29.4%
%H (TV HH)			47.1%	27.1%	85.9%	57.6%	29.4%
Attic or loft room	5	5	3	2	4	3	1
%V	0.1%	0.1%	0.2%	0.3%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	60.0%	40.0%	80.0%	60.0%	20.0%
%H (TV HH)			60.0%	40.0%	80.0%	60.0%	20.0%
No specific location	9	9	4	2	7	4	3
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	44.4%	22.2%	77.8%	44.4%	33.3%
%H (TV HH)			44.4%	22.2%	77.8%	44.4%	33.3%
Other	17	17	7	7	15	12	3
%V	0.5%	0.5%	0.5%	1.0%	0.5%	0.9%	0.2%
%H (All HH)		100.0%	41.2%	41.2%	88.2%	70.6%	17.6%
%H (TV HH)			41.2%	41.2%	88.2%	70.6%	17.6%

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 2012 - March 2013

BBC Midlands

Household level data

Table 3.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3587	3484	1347	722	2758	1321	1437
%H (All HH)		97.1%	37.6%	20.1%	76.9%	36.8%	40.1%
%H (TV HH)			38.7%	20.7%	79.2%	37.9%	41.2%
PVR	1840	1840	1065	442	1365	997	368
%V	51.3%	52.8%	79.1%	61.2%	49.5%	75.5%	25.6%
%H (All HH)		100.0%	57.9%	24.0%	74.2%	54.2%	20.0%
%H (TV HH)			57.9%	24.0%	74.2%	54.2%	20.0%
DVDR	279	279	99	52	233	101	132
%V	7.8%	8.0%	7.3%	7.2%	8.4%	7.6%	9.2%
%H (All HH)		100.0%	35.5%	18.6%	83.5%	36.2%	47.3%
%H (TV HH)			35.5%	18.6%	83.5%	36.2%	47.3%
VCR	199	199	67	37	170	72	98
%V	5.5%	5.7%	5.0%	5.1%	6.2%	5.5%	6.8%
%H (All HH)		100.0%	33.7%	18.6%	85.4%	36.2%	49.2%
%H (TV HH)			33.7%	18.6%	85.4%	36.2%	49.2%
Any recorder	2075	2075	1107	477	1573	1044	529
%V	57.8%	59.6%	82.2%	66.1%	57.0%	79.0%	36.8%
%H (All HH)		100.0%	53.3%	23.0%	75.8%	50.3%	25.5%
%H (TV HH)			53.3%	23.0%	75.8%	50.3%	25.5%

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 2012 - March 2013
BBC Midlands
Household level data
Table 3.9: Other TV equipment
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3587	3484	1347	722	2758	1321	1437
%H (All HH)		97.1%	37.6%	20.1%	76.9%	36.8%	40.1%
%H (TV HH)			38.7%	20.7%	79.2%	37.9%	41.2%
Receives HDTV (via STB or built-in reception)	1727	1727	809	535	1313	893	420
%V	48.1%	49.6%	60.1%	74.1%	47.6%	67.6%	29.2%
%H (All HH)		100.0%	46.8%	31.0%	76.0%	51.7%	24.3%
%H (TV HH)			46.8%	31.0%	76.0%	51.7%	24.3%
DVD/Blu-ray player or recorder	2750	2750	1122	600	2219	1152	1067
%V	76.7%	78.9%	83.3%	83.1%	80.5%	87.2%	74.3%
%H (All HH)		100.0%	40.8%	21.8%	80.7%	41.9%	38.8%
%H (TV HH)			40.8%	21.8%	80.7%	41.9%	38.8%

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 2012 - March 2013
BBC Midlands
Household level data
Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	3587	3484	1347	722	2758	1321	1437
%H (All HH)		97.1%	37.6%	20.1%	76.9%	36.8%	40.1%
%H (TV HH)			38.7%	20.7%	79.2%	37.9%	41.2%
Has PC or Laptop	2673	2608	1148	619	2013	1150	863
%V	74.5%	74.9%	85.2%	85.7%	73.0%	87.1%	60.1%
%H (All HH)		97.6%	42.9%	23.2%	75.3%	43.0%	32.3%
%H (TV HH)			44.0%	23.7%	77.2%	44.1%	33.1%
Has broadband internet	2513	2459	1115	604	1884	1121	763
%V	70.1%	70.6%	82.8%	83.7%	68.3%	84.9%	53.1%
%H (All HH)		97.9%	44.4%	24.0%	75.0%	44.6%	30.4%
%H (TV HH)			45.3%	24.6%	76.6%	45.6%	31.0%

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 2012 - March 2013
BBC Midlands
Set level data
Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	6908	2975	1561	5668	3199	2469
%H		43.1%	22.6%	82.0%	46.3%	35.7%
Under 20"	1135	471	242	1027	581	446
%V	16.4%	15.8%	15.5%	18.1%	18.2%	18.1%
%H		41.5%	21.3%	90.5%	51.2%	39.3%
20" - 29"	1767	657	359	1540	762	778
%V	25.6%	22.1%	23.0%	27.2%	23.8%	31.5%
%H		37.2%	20.3%	87.2%	43.1%	44.0%
30" - 39"	2088	888	470	1709	945	765
%V	30.2%	29.8%	30.1%	30.2%	29.5%	31.0%
%H		42.5%	22.5%	81.8%	45.3%	36.6%
40" and over	1419	740	367	1072	729	343
%V	20.5%	24.9%	23.5%	18.9%	22.8%	13.9%
%H		52.1%	25.9%	75.5%	51.4%	24.2%
Don't know	120	52	18	98	46	52
%V	1.7%	1.7%	1.2%	1.7%	1.4%	2.1%
%H		43.3%	15.0%	81.7%	38.3%	43.3%
Not Asked	379	167	105	222	136	85
%V	5.5%	5.6%	6.7%	3.9%	4.3%	3.4%
%H		44.1%	27.7%	58.6%	35.9%	22.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	6908	2975	1561	5668	3199	2469
%H		43.1%	22.6%	82.0%	46.3%	35.7%
Main living room	3438	1341	720	2740	1317	1423
%V	49.8%	45.1%	46.1%	48.3%	41.2%	57.6%
%H		39.0%	20.9%	79.7%	38.3%	41.4%
Kitchen	433	191	83	393	229	164
%V	6.3%	6.4%	5.3%	6.9%	7.2%	6.6%
%H		44.1%	19.2%	90.8%	52.9%	37.9%
Adult's bedroom	1655	783	391	1445	927	518
%V	24.0%	26.3%	25.0%	25.5%	29.0%	21.0%
%H		47.3%	23.6%	87.3%	56.0%	31.3%
Child's bedroom	365	184	102	321	233	88
%V	5.3%	6.2%	6.5%	5.7%	7.3%	3.6%
%H		50.4%	27.9%	87.9%	63.8%	24.1%
Other bedroom	163	75	48	139	93	46
%V	2.4%	2.5%	3.1%	2.5%	2.9%	1.9%
%H		46.0%	29.4%	85.3%	57.1%	28.2%
Second living/dining room	292	144	67	250	158	92
%V	4.2%	4.8%	4.3%	4.4%	4.9%	3.7%
%H		49.3%	22.9%	85.6%	54.1%	31.5%
Study/office	46	25	8	41	25	16
%V	0.7%	0.8%	0.5%	0.7%	0.8%	0.6%
%H		54.3%	17.4%	89.1%	54.3%	34.8%
TV room	20	11	4	17	12	5
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.2%
%H		55.0%	20.0%	85.0%	60.0%	25.0%
Conservatory	85	40	23	73	49	25
%V	1.2%	1.3%	1.5%	1.3%	1.5%	1.0%
%H		47.1%	27.1%	85.9%	57.6%	29.4%
Attic or loft room	5	3	2	4	3	1
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%
%H		60.0%	40.0%	80.0%	60.0%	20.0%
No specific location	9	4	2	7	4	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		44.4%	22.2%	77.8%	44.4%	33.3%
Other	18	8	7	16	13	3
%V	0.3%	0.3%	0.4%	0.3%	0.4%	0.1%
%H		44.4%	38.9%	88.9%	72.2%	16.7%
Not Asked	379	167	105	222	136	85
%V	5.5%	5.6%	6.7%	3.9%	4.3%	3.4%
%H		44.1%	27.7%	58.6%	35.9%	22.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	6908	2975	1561	5668	3199	2469
%H		43.1%	22.6%	82.0%	46.3%	35.7%
PVR	2346	1431	554	1723	1314	409
%V	34.0%	48.1%	35.5%	30.4%	41.1%	16.6%
%H		61.0%	23.6%	73.4%	56.0%	17.4%
DVDR	301	106	58	249	109	139
%V	4.4%	3.6%	3.7%	4.4%	3.4%	5.6%
%H		35.2%	19.3%	82.7%	36.2%	46.2%
VCR	214	75	40	183	79	103
%V	3.1%	2.5%	2.6%	3.2%	2.5%	4.2%
%H		35.0%	18.7%	85.5%	36.9%	48.1%
Any recorder	2645	1501	603	1991	1397	594
%V	38.3%	50.5%	38.6%	35.1%	43.7%	24.1%
%H		56.7%	22.8%	75.3%	52.8%	22.5%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	6908	2975	1561	5668	3199	2469
%H		43.1%	22.6%	82.0%	46.3%	35.7%
Receives HDTV (via STB or built-in reception)	2426	1152	766	1878	1312	566
%V	35.1%	38.7%	49.1%	33.1%	41.0%	22.9%
%H		47.5%	31.6%	77.4%	54.1%	23.3%
DVD/Blu-ray player or recorder	4005	1746	921	3320	1913	1406
%V	58.0%	58.7%	59.0%	58.6%	59.8%	56.9%
%H		43.6%	23.0%	82.9%	47.8%	35.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands
Set level data
Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	3482	1347	722	2757	1321	1436
%H		38.7%	20.7%	79.2%	37.9%	41.2%
Under 20"	89	17	10	78	15	63
%V	2.6%	1.3%	1.4%	2.8%	1.1%	4.4%
%H		19.1%	11.2%	87.6%	16.9%	70.8%
20" - 29"	670	159	105	569	157	412
%V	19.2%	11.8%	14.5%	20.6%	11.9%	28.7%
%H		23.7%	15.7%	84.9%	23.4%	61.5%
30" - 39"	1432	531	295	1154	531	622
%V	41.1%	39.4%	40.9%	41.9%	40.2%	43.3%
%H		37.1%	20.6%	80.6%	37.1%	43.4%
40" and over	1211	624	302	910	603	307
%V	34.8%	46.3%	41.8%	33.0%	45.6%	21.4%
%H		51.5%	24.9%	75.1%	49.8%	25.4%
Don't know	57	16	10	45	14	31
%V	1.6%	1.2%	1.4%	1.6%	1.1%	2.2%
%H		28.1%	17.5%	78.9%	24.6%	54.4%
Not Asked	23	0	0	1	1	1
%V	0.7%	0.0%	0.0%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	4.3%	4.3%	4.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	3482	1347	722	2757	1321	1436
%H		38.7%	20.7%	79.2%	37.9%	41.2%
PVR	1783	1039	433	1315	970	345
%V	51.2%	77.1%	60.0%	47.7%	73.4%	24.0%
%H		58.3%	24.3%	73.8%	54.4%	19.3%
DVDR	244	83	43	201	81	120
%V	7.0%	6.2%	6.0%	7.3%	6.1%	8.4%
%H		34.0%	17.6%	82.4%	33.2%	49.2%
VCR	173	54	31	146	56	91
%V	5.0%	4.0%	4.3%	5.3%	4.2%	6.3%
%H		31.2%	17.9%	84.4%	32.4%	52.6%
Any recorder	2016	1083	466	1521	1018	503
%V	57.9%	80.4%	64.5%	55.2%	77.1%	35.0%
%H		53.7%	23.1%	75.4%	50.5%	25.0%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	3482	1347	722	2757	1321	1436
%H		38.7%	20.7%	79.2%	37.9%	41.2%
Receives HDTV (via STB or built-in reception)	1664	784	523	1256	862	394
%V	47.8%	58.2%	72.4%	45.6%	65.3%	27.4%
%H		47.1%	31.4%	75.5%	51.8%	23.7%
DVD/Blu-ray player or recorder	2596	1054	559	2081	1062	1018
%V	74.6%	78.2%	77.4%	75.5%	80.4%	70.9%
%H		40.6%	21.5%	80.2%	40.9%	39.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands
Set level data
Table 3.18: Other Sets (non-Main Set) Screen Size
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	3426	1628	839	2911	1878	1033
%H		47.5%	24.5%	85.0%	54.8%	30.2%
Under 20"	1046	455	232	949	566	383
%V	30.5%	27.9%	27.7%	32.6%	30.1%	37.1%
%H		43.5%	22.2%	90.7%	54.1%	36.6%
20" - 29"	1098	498	255	971	605	366
%V	32.0%	30.6%	30.4%	33.4%	32.2%	35.4%
%H		45.4%	23.2%	88.4%	55.1%	33.3%
30" - 39"	656	357	175	556	413	142
%V	19.1%	21.9%	20.9%	19.1%	22.0%	13.7%
%H		54.4%	26.7%	84.8%	63.0%	21.6%
40" and over	208	116	64	162	127	36
%V	6.1%	7.1%	7.6%	5.6%	6.8%	3.5%
%H		55.8%	30.8%	77.9%	61.1%	17.3%
Don't know	63	36	8	53	32	21
%V	1.8%	2.2%	1.0%	1.8%	1.7%	2.0%
%H		57.1%	12.7%	84.1%	50.8%	33.3%
Not Asked	355	166	105	220	135	85
%V	10.4%	10.2%	12.5%	7.6%	7.2%	8.2%
%H		46.8%	29.6%	62.0%	38.0%	23.9%

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	3426	1628	839	2911	1878	1033
%H		47.5%	24.5%	85.0%	54.8%	30.2%
PVR	563	392	122	408	344	64
%V	16.4%	24.1%	14.5%	14.0%	18.3%	6.2%
%H		69.6%	21.7%	72.5%	61.1%	11.4%
DVDR	57	22	15	48	29	20
%V	1.7%	1.4%	1.8%	1.6%	1.5%	1.9%
%H		38.6%	26.3%	84.2%	50.9%	35.1%
VCR	41	20	10	36	24	13
%V	1.2%	1.2%	1.2%	1.2%	1.3%	1.3%
%H		48.8%	24.4%	87.8%	58.5%	31.7%
Any recorder	629	418	137	470	379	90
%V	18.4%	25.7%	16.3%	16.1%	20.2%	8.7%
%H		66.5%	21.8%	74.7%	60.3%	14.3%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	3426	1628	839	2911	1878	1033
%H		47.5%	24.5%	85.0%	54.8%	30.2%
Receives HDTV (via STB or built-in reception)	762	368	243	622	449	173
%V	22.2%	22.6%	29.0%	21.4%	23.9%	16.7%
%H		48.3%	31.9%	81.6%	58.9%	22.7%
DVD/Blu-ray player or recorder	1409	693	362	1239	851	388
%V	41.1%	42.6%	43.1%	42.6%	45.3%	37.6%
%H		49.2%	25.7%	87.9%	60.4%	27.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands
Individual level data
Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	8318	8124	3643	1862	6245	3541	2705
%H		97.7%	43.8%	22.4%	75.1%	42.6%	32.5%
Total Children	1604	1574	816	405	1147	769	377
%V	19.3%	19.4%	22.4%	21.8%	18.4%	21.7%	13.9%
%H		98.1%	50.9%	25.2%	71.5%	47.9%	23.5%
0 - 3	426	412	208	107	282	179	103
%V	5.1%	5.1%	5.7%	5.7%	4.5%	5.1%	3.8%
%H		96.7%	48.8%	25.1%	66.2%	42.0%	24.2%
4 - 15	1179	1161	608	298	864	590	275
%V	14.2%	14.3%	16.7%	16.0%	13.8%	16.7%	10.2%
%H		98.5%	51.6%	25.3%	73.3%	50.0%	23.3%
4 - 9	626	613	319	155	450	302	148
%V	7.5%	7.5%	8.8%	8.3%	7.2%	8.5%	5.5%
%H		97.9%	51.0%	24.8%	71.9%	48.2%	23.6%
10 - 15	553	549	289	143	414	288	126
%V	6.6%	6.8%	7.9%	7.7%	6.6%	8.1%	4.7%
%H		99.3%	52.3%	25.9%	74.9%	52.1%	22.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	8318	8124	3643	1862	6245	3541	2705
%H		97.7%	43.8%	22.4%	75.1%	42.6%	32.5%
Total Adults (16+)	6714	6550	2827	1458	5099	2771	2327
%V	80.7%	80.6%	77.6%	78.3%	81.6%	78.3%	86.0%
%H		97.6%	42.1%	21.7%	75.9%	41.3%	34.7%
16 - 19	439	429	218	107	317	215	102
%V	5.3%	5.3%	6.0%	5.7%	5.1%	6.1%	3.8%
%H		97.7%	49.7%	24.4%	72.2%	49.0%	23.2%
20 - 24	523	496	223	130	370	224	146
%V	6.3%	6.1%	6.1%	7.0%	5.9%	6.3%	5.4%
%H		94.8%	42.6%	24.9%	70.7%	42.8%	27.9%
25 - 34	1115	1074	496	266	774	460	314
%V	13.4%	13.2%	13.6%	14.3%	12.4%	13.0%	11.6%
%H		96.3%	44.5%	23.9%	69.4%	41.3%	28.2%
35 - 44	1072	1042	533	267	764	509	255
%V	12.9%	12.8%	14.6%	14.3%	12.2%	14.4%	9.4%
%H		97.2%	49.7%	24.9%	71.3%	47.5%	23.8%
45 - 54	1155	1138	528	278	886	533	352
%V	13.9%	14.0%	14.5%	14.9%	14.2%	15.1%	13.0%
%H		98.5%	45.7%	24.1%	76.7%	46.1%	30.5%
55 - 64	963	945	385	199	773	399	374
%V	11.6%	11.6%	10.6%	10.7%	12.4%	11.3%	13.8%
%H		98.1%	40.0%	20.7%	80.3%	41.4%	38.8%
65+	1447	1425	444	211	1215	431	784
%V	17.4%	17.5%	12.2%	11.3%	19.5%	12.2%	29.0%
%H		98.5%	30.7%	14.6%	84.0%	29.8%	54.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands
Individual level data
Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6714	6550	2827	1458	5099	2771	2327
%H		97.6%	42.1%	21.7%	75.9%	41.3%	34.7%
AB	1575	1547	777	290	1214	710	504
%V	23.5%	23.6%	27.5%	19.9%	23.8%	25.6%	21.7%
%H		98.2%	49.3%	18.4%	77.1%	45.1%	32.0%
C1	1728	1680	696	396	1311	717	593
%V	25.7%	25.6%	24.6%	27.2%	25.7%	25.9%	25.5%
%H		97.2%	40.3%	22.9%	75.9%	41.5%	34.3%
C2	1466	1445	626	368	1148	677	471
%V	21.8%	22.1%	22.1%	25.2%	22.5%	24.4%	20.2%
%H		98.6%	42.7%	25.1%	78.3%	46.2%	32.1%
D	1166	1133	496	269	826	448	378
%V	17.4%	17.3%	17.5%	18.4%	16.2%	16.2%	16.2%
%H		97.2%	42.5%	23.1%	70.8%	38.4%	32.4%
E	779	744	232	134	601	219	381
%V	11.6%	11.4%	8.2%	9.2%	11.8%	7.9%	16.4%
%H		95.5%	29.8%	17.2%	77.2%	28.1%	48.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands
Individual level data
Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6714	6550	2827	1458	5099	2771	2327
%H		97.6%	42.1%	21.7%	75.9%	41.3%	34.7%
Working full time	2907	2850	1379	716	2165	1368	797
%V	43.3%	43.5%	48.8%	49.1%	42.5%	49.4%	34.3%
%H		98.0%	47.4%	24.6%	74.5%	47.1%	27.4%
Working part time	703	692	318	166	526	311	215
%V	10.5%	10.6%	11.2%	11.4%	10.3%	11.2%	9.2%
%H		98.4%	45.2%	23.6%	74.8%	44.2%	30.6%
Not working	3104	3008	1130	576	2408	1093	1316
%V	46.2%	45.9%	40.0%	39.5%	47.2%	39.4%	56.6%
%H		96.9%	36.4%	18.6%	77.6%	35.2%	42.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3275	3183	1406	720	2441	1366	1076
%H		97.2%	42.9%	22.0%	74.5%	41.7%	32.9%
16 - 19	222	218	109	55	161	109	52
%V	6.8%	6.8%	7.8%	7.6%	6.6%	8.0%	4.8%
%H		98.2%	49.1%	24.8%	72.5%	49.1%	23.4%
20 - 24	262	248	118	62	183	115	68
%V	8.0%	7.8%	8.4%	8.6%	7.5%	8.4%	6.3%
%H		94.7%	45.0%	23.7%	69.8%	43.9%	26.0%
25 - 34	555	531	241	131	383	228	155
%V	16.9%	16.7%	17.1%	18.2%	15.7%	16.7%	14.4%
%H		95.7%	43.4%	23.6%	69.0%	41.1%	27.9%
35 - 44	530	512	266	129	369	247	123
%V	16.2%	16.1%	18.9%	17.9%	15.1%	18.1%	11.4%
%H		96.6%	50.2%	24.3%	69.6%	46.6%	23.2%
45 - 54	576	566	263	144	431	261	170
%V	17.6%	17.8%	18.7%	20.0%	17.7%	19.1%	15.8%
%H		98.3%	45.7%	25.0%	74.8%	45.3%	29.5%
55 - 64	471	460	186	94	375	190	185
%V	14.4%	14.5%	13.2%	13.1%	15.4%	13.9%	17.2%
%H		97.7%	39.5%	20.0%	79.6%	40.3%	39.3%
65+	658	648	223	107	539	216	324
%V	20.1%	20.4%	15.9%	14.9%	22.1%	15.8%	30.1%
%H		98.5%	33.9%	16.3%	81.9%	32.8%	49.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands
Individual level data
Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3275	3183	1406	720	2441	1366	1076
%H		97.2%	42.9%	22.0%	74.5%	41.7%	32.9%
AB	777	763	391	143	595	356	239
%V	23.7%	24.0%	27.8%	19.9%	24.4%	26.1%	22.2%
%H		98.2%	50.3%	18.4%	76.6%	45.8%	30.8%
C1	814	787	343	187	599	345	254
%V	24.9%	24.7%	24.4%	26.0%	24.5%	25.3%	23.6%
%H		96.7%	42.1%	23.0%	73.6%	42.4%	31.2%
C2	789	775	328	198	611	354	257
%V	24.1%	24.3%	23.3%	27.5%	25.0%	25.9%	23.9%
%H		98.2%	41.6%	25.1%	77.4%	44.9%	32.6%
D	591	571	252	140	406	224	182
%V	18.0%	17.9%	17.9%	19.4%	16.6%	16.4%	16.9%
%H		96.6%	42.6%	23.7%	68.7%	37.9%	30.8%
E	303	287	92	52	230	87	143
%V	9.3%	9.0%	6.5%	7.2%	9.4%	6.4%	13.3%
%H		94.7%	30.4%	17.2%	75.9%	28.7%	47.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands
Individual level data
Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3275	3183	1406	720	2441	1366	1076
%H		97.2%	42.9%	22.0%	74.5%	41.7%	32.9%
Working full time	1832	1795	885	443	1353	865	488
%V	55.9%	56.4%	62.9%	61.5%	55.4%	63.3%	45.4%
%H		98.0%	48.3%	24.2%	73.9%	47.2%	26.6%
Working part time	159	153	70	28	112	58	54
%V	4.9%	4.8%	5.0%	3.9%	4.6%	4.2%	5.0%
%H		96.2%	44.0%	17.6%	70.4%	36.5%	34.0%
Not working	1284	1235	451	250	977	442	535
%V	39.2%	38.8%	32.1%	34.7%	40.0%	32.4%	49.7%
%H		96.2%	35.1%	19.5%	76.1%	34.4%	41.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3439	3367	1421	738	2657	1406	1252
%H		97.9%	41.3%	21.5%	77.3%	40.9%	36.4%
16 - 19	217	211	109	52	156	106	50
%V	6.3%	6.3%	7.7%	7.0%	5.9%	7.5%	4.0%
%H		97.2%	50.2%	24.0%	71.9%	48.8%	23.0%
20 - 24	260	247	105	68	188	109	78
%V	7.6%	7.3%	7.4%	9.2%	7.1%	7.8%	6.2%
%H		95.0%	40.4%	26.2%	72.3%	41.9%	30.0%
25 - 34	560	543	255	135	391	232	158
%V	16.3%	16.1%	17.9%	18.3%	14.7%	16.5%	12.6%
%H		97.0%	45.5%	24.1%	69.8%	41.4%	28.2%
35 - 44	542	530	267	138	395	262	132
%V	15.8%	15.7%	18.8%	18.7%	14.9%	18.6%	10.5%
%H		97.8%	49.3%	25.5%	72.9%	48.3%	24.4%
45 - 54	579	572	266	135	454	272	182
%V	16.8%	17.0%	18.7%	18.3%	17.1%	19.3%	14.5%
%H		98.8%	45.9%	23.3%	78.4%	47.0%	31.4%
55 - 64	492	485	199	105	398	209	189
%V	14.3%	14.4%	14.0%	14.2%	15.0%	14.9%	15.1%
%H		98.6%	40.4%	21.3%	80.9%	42.5%	38.4%
65+	789	778	221	104	676	215	461
%V	22.9%	23.1%	15.6%	14.1%	25.4%	15.3%	36.8%
%H		98.6%	28.0%	13.2%	85.7%	27.2%	58.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands
Individual level data
Table 3.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		3439	3367	1421	738	2657	1406	1252
	%H		97.9%	41.3%	21.5%	77.3%	40.9%	36.4%
AB		798	784	386	147	619	354	265
	%V	23.2%	23.3%	27.2%	19.9%	23.3%	25.2%	21.2%
	%H		98.2%	48.4%	18.4%	77.6%	44.4%	33.2%
C1		914	893	353	209	711	372	339
	%V	26.6%	26.5%	24.8%	28.3%	26.8%	26.5%	27.1%
	%H		97.7%	38.6%	22.9%	77.8%	40.7%	37.1%
C2		677	670	298	170	536	323	213
	%V	19.7%	19.9%	21.0%	23.0%	20.2%	23.0%	17.0%
	%H		99.0%	44.0%	25.1%	79.2%	47.7%	31.5%
D		574	562	244	129	420	224	196
	%V	16.7%	16.7%	17.2%	17.5%	15.8%	15.9%	15.7%
	%H		97.9%	42.5%	22.5%	73.2%	39.0%	34.1%
E		476	458	140	83	371	132	239
	%V	13.8%	13.6%	9.9%	11.2%	14.0%	9.4%	19.1%
	%H		96.2%	29.4%	17.4%	77.9%	27.7%	50.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands
Individual level data
Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3439	3367	1421	738	2657	1406	1252
%H		97.9%	41.3%	21.5%	77.3%	40.9%	36.4%
Working full time	1075	1055	494	273	812	503	309
%V	31.3%	31.3%	34.8%	37.0%	30.6%	35.8%	24.7%
%H		98.1%	46.0%	25.4%	75.5%	46.8%	28.7%
Working part time	544	539	248	138	414	253	161
%V	15.8%	16.0%	17.5%	18.7%	15.6%	18.0%	12.9%
%H		99.1%	45.6%	25.4%	76.1%	46.5%	29.6%
Not working	1821	1772	679	327	1431	651	781
%V	53.0%	52.6%	47.8%	44.3%	53.9%	46.3%	62.4%
%H		97.3%	37.3%	18.0%	78.6%	35.7%	42.9%

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	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1968	1901	913	273	1393	667	726
%H (All HH)		96.6%	46.4%	13.9%	70.8%	33.9%	36.9%
%H (TV HH)			48.0%	14.4%	73.3%	35.1%	38.2%
AB	459	443	226	60	327	167	160
%V	23.3%	23.3%	24.8%	22.0%	23.5%	25.0%	22.0%
%H (All HH)		96.5%	49.2%	13.1%	71.2%	36.4%	34.9%
%H (TV HH)			51.0%	13.5%	73.8%	37.7%	36.1%
C1	557	538	258	96	378	188	190
%V	28.3%	28.3%	28.3%	35.2%	27.1%	28.2%	26.2%
%H (All HH)		96.6%	46.3%	17.2%	67.9%	33.8%	34.1%
%H (TV HH)			48.0%	17.8%	70.3%	34.9%	35.3%
C2	427	418	214	53	309	159	150
%V	21.7%	22.0%	23.4%	19.4%	22.2%	23.8%	20.7%
%H (All HH)		97.9%	50.1%	12.4%	72.4%	37.2%	35.1%
%H (TV HH)			51.2%	12.7%	73.9%	38.0%	35.9%
D	309	296	139	38	215	94	121
%V	15.7%	15.6%	15.2%	13.9%	15.4%	14.1%	16.7%
%H (All HH)		95.8%	45.0%	12.3%	69.6%	30.4%	39.2%
%H (TV HH)			47.0%	12.8%	72.6%	31.8%	40.9%
E	216	205	76	26	164	59	105
%V	11.0%	10.8%	8.3%	9.5%	11.8%	8.8%	14.5%
%H (All HH)		94.9%	35.2%	12.0%	75.9%	27.3%	48.6%
%H (TV HH)			37.1%	12.7%	80.0%	28.8%	51.2%

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 2012 - March 2013

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1968	1901	913	273	1393	667	726
%H (All HH)		96.6%	46.4%	13.9%	70.8%	33.9%	36.9%
%H (TV HH)			48.0%	14.4%	73.3%	35.1%	38.2%
Under 25	77	68	34	7	44	20	24
%V	3.9%	3.6%	3.7%	2.6%	3.2%	3.0%	3.3%
%H (All HH)		88.3%	44.2%	9.1%	57.1%	26.0%	31.2%
%H (TV HH)			50.0%	10.3%	64.7%	29.4%	35.3%
25 - 34	299	280	172	47	161	98	62
%V	15.2%	14.7%	18.8%	17.2%	11.6%	14.7%	8.5%
%H (All HH)		93.6%	57.5%	15.7%	53.8%	32.8%	20.7%
%H (TV HH)			61.4%	16.8%	57.5%	35.0%	22.1%
35 - 44	337	325	189	53	210	126	84
%V	17.1%	17.1%	20.7%	19.4%	15.1%	18.9%	11.6%
%H (All HH)		96.4%	56.1%	15.7%	62.3%	37.4%	24.9%
%H (TV HH)			58.2%	16.3%	64.6%	38.8%	25.8%
45 - 54	378	371	173	66	274	140	134
%V	19.2%	19.5%	18.9%	24.2%	19.7%	21.0%	18.5%
%H (All HH)		98.1%	45.8%	17.5%	72.5%	37.0%	35.4%
%H (TV HH)			46.6%	17.8%	73.9%	37.7%	36.1%
55 - 64	322	313	144	47	244	117	127
%V	16.4%	16.5%	15.8%	17.2%	17.5%	17.5%	17.5%
%H (All HH)		97.2%	44.7%	14.6%	75.8%	36.3%	39.4%
%H (TV HH)			46.0%	15.0%	78.0%	37.4%	40.6%
65 +	556	543	201	53	461	166	295
%V	28.3%	28.6%	22.0%	19.4%	33.1%	24.9%	40.6%
%H (All HH)		97.7%	36.2%	9.5%	82.9%	29.9%	53.1%
%H (TV HH)			37.0%	9.8%	84.9%	30.6%	54.3%

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 2012 - March 2013

BBC East

Household level data

Table 4.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1968	1901	913	273	1393	667	726
%H (All HH)		96.6%	46.4%	13.9%	70.8%	33.9%	36.9%
%H (TV HH)			48.0%	14.4%	73.3%	35.1%	38.2%
1	652	617	200	71	496	151	346
%V	33.1%	32.5%	21.9%	26.0%	35.6%	22.6%	47.7%
%H (All HH)		94.6%	30.7%	10.9%	76.1%	23.2%	53.1%
%H (TV HH)			32.4%	11.5%	80.4%	24.5%	56.1%
2	641	622	314	98	452	237	215
%V	32.6%	32.7%	34.4%	35.9%	32.4%	35.5%	29.6%
%H (All HH)		97.0%	49.0%	15.3%	70.5%	37.0%	33.5%
%H (TV HH)			50.5%	15.8%	72.7%	38.1%	34.6%
3	289	281	165	42	189	114	75
%V	14.7%	14.8%	18.1%	15.4%	13.6%	17.1%	10.3%
%H (All HH)		97.2%	57.1%	14.5%	65.4%	39.4%	26.0%
%H (TV HH)			58.7%	14.9%	67.3%	40.6%	26.7%
4	254	250	152	39	174	113	62
%V	12.9%	13.2%	16.6%	14.3%	12.5%	16.9%	8.5%
%H (All HH)		98.4%	59.8%	15.4%	68.5%	44.5%	24.4%
%H (TV HH)			60.8%	15.6%	69.6%	45.2%	24.8%
5+	133	131	83	23	82	53	29
%V	6.8%	6.9%	9.1%	8.4%	5.9%	7.9%	4.0%
%H (All HH)		98.5%	62.4%	17.3%	61.7%	39.8%	21.8%
%H (TV HH)			63.4%	17.6%	62.6%	40.5%	22.1%
Average HH size	2.31	2.33	2.62	2.48	2.23	2.56	1.93

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 2012 - March 2013

BBC East

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1968	1901	913	273	1393	667	726
%H (All HH)		96.6%	46.4%	13.9%	70.8%	33.9%	36.9%
%H (TV HH)			48.0%	14.4%	73.3%	35.1%	38.2%
Without	1487	1428	620	195	1094	477	617
%V	75.6%	75.1%	67.9%	71.4%	78.5%	71.5%	85.0%
%H (All HH)		96.0%	41.7%	13.1%	73.6%	32.1%	41.5%
%H (TV HH)			43.4%	13.7%	76.6%	33.4%	43.2%
With	481	473	293	78	299	190	109
%V	24.4%	24.9%	32.1%	28.6%	21.5%	28.5%	15.0%
%H (All HH)		98.3%	60.9%	16.2%	62.2%	39.5%	22.7%
%H (TV HH)			61.9%	16.5%	63.2%	40.2%	23.0%
0 - 3	184	180	111	28	110	68	43
%V	9.3%	9.5%	12.2%	10.3%	7.9%	10.2%	5.9%
%H (All HH)		97.8%	60.3%	15.2%	59.8%	37.0%	23.4%
%H (TV HH)			61.7%	15.6%	61.1%	37.8%	23.9%
4 - 9	238	235	150	40	145	92	52
%V	12.1%	12.4%	16.4%	14.7%	10.4%	13.8%	7.2%
%H (All HH)		98.7%	63.0%	16.8%	60.9%	38.7%	21.8%
%H (TV HH)			63.8%	17.0%	61.7%	39.1%	22.1%
10 - 15	231	228	140	39	151	100	52
%V	11.7%	12.0%	15.3%	14.3%	10.8%	15.0%	7.2%
%H (All HH)		98.7%	60.6%	16.9%	65.4%	43.3%	22.5%
%H (TV HH)			61.4%	17.1%	66.2%	43.9%	22.8%

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

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BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1968	1901	913	273	1393	667	726
%H (All HH)		96.6%	46.4%	13.9%	70.8%	33.9%	36.9%
%H (TV HH)			48.0%	14.4%	73.3%	35.1%	38.2%
1	731	731	292	98	467	135	332
%V	37.1%	38.5%	32.0%	35.9%	33.5%	20.2%	45.7%
%H (All HH)		100.0%	39.9%	13.4%	63.9%	18.5%	45.4%
%H (TV HH)			39.9%	13.4%	63.9%	18.5%	45.4%
2	651	651	314	91	494	237	257
%V	33.1%	34.2%	34.4%	33.3%	35.5%	35.5%	35.4%
%H (All HH)		100.0%	48.2%	14.0%	75.9%	36.4%	39.5%
%H (TV HH)			48.2%	14.0%	75.9%	36.4%	39.5%
3	320	320	179	56	258	168	90
%V	16.3%	16.8%	19.6%	20.5%	18.5%	25.2%	12.4%
%H (All HH)		100.0%	55.9%	17.5%	80.6%	52.5%	28.1%
%H (TV HH)			55.9%	17.5%	80.6%	52.5%	28.1%
4	129	129	78	17	114	79	35
%V	6.6%	6.8%	8.5%	6.2%	8.2%	11.8%	4.8%
%H (All HH)		100.0%	60.5%	13.2%	88.4%	61.2%	27.1%
%H (TV HH)			60.5%	13.2%	88.4%	61.2%	27.1%
5+	71	71	50	11	60	48	12
%V	3.6%	3.7%	5.5%	4.0%	4.3%	7.2%	1.7%
%H (All HH)		100.0%	70.4%	15.5%	84.5%	67.6%	16.9%
%H (TV HH)			70.4%	15.5%	84.5%	67.6%	16.9%

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 2012 - March 2013

BBC East

Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1968	1901	913	273	1393	667	726
%H (All HH)		96.6%	46.4%	13.9%	70.8%	33.9%	36.9%
%H (TV HH)			48.0%	14.4%	73.3%	35.1%	38.2%
Under 20"	568	568	250	79	501	256	245
%V	28.9%	29.9%	27.4%	28.9%	36.0%	38.4%	33.7%
%H (All HH)		100.0%	44.0%	13.9%	88.2%	45.1%	43.1%
%H (TV HH)			44.0%	13.9%	88.2%	45.1%	43.1%
20" - 29"	745	745	338	103	593	282	311
%V	37.9%	39.2%	37.0%	37.7%	42.6%	42.3%	42.8%
%H (All HH)		100.0%	45.4%	13.8%	79.6%	37.9%	41.7%
%H (TV HH)			45.4%	13.8%	79.6%	37.9%	41.7%
30" - 39"	973	973	490	136	746	386	360
%V	49.4%	51.2%	53.7%	49.8%	53.6%	57.9%	49.6%
%H (All HH)		100.0%	50.4%	14.0%	76.7%	39.7%	37.0%
%H (TV HH)			50.4%	14.0%	76.7%	39.7%	37.0%
40" and over	738	738	473	115	504	339	164
%V	37.5%	38.8%	51.8%	42.1%	36.2%	50.8%	22.6%
%H (All HH)		100.0%	64.1%	15.6%	68.3%	45.9%	22.2%
%H (TV HH)			64.1%	15.6%	68.3%	45.9%	22.2%

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

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Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1968	1901	913	273	1393	667	726
%H (All HH)		96.6%	46.4%	13.9%	70.8%	33.9%	36.9%
%H (TV HH)			48.0%	14.4%	73.3%	35.1%	38.2%
Main living room	1864	1864	901	272	1373	660	713
%V	94.7%	98.1%	98.7%	99.6%	98.6%	99.0%	98.2%
%H (All HH)		100.0%	48.3%	14.6%	73.7%	35.4%	38.3%
%H (TV HH)			48.3%	14.6%	73.7%	35.4%	38.3%
Kitchen	254	254	126	36	226	130	97
%V	12.9%	13.4%	13.8%	13.2%	16.2%	19.5%	13.4%
%H (All HH)		100.0%	49.6%	14.2%	89.0%	51.2%	38.2%
%H (TV HH)			49.6%	14.2%	89.0%	51.2%	38.2%
Adult's bedroom	782	782	434	116	646	399	247
%V	39.7%	41.1%	47.5%	42.5%	46.4%	59.8%	34.0%
%H (All HH)		100.0%	55.5%	14.8%	82.6%	51.0%	31.6%
%H (TV HH)			55.5%	14.8%	82.6%	51.0%	31.6%
Child's bedroom	157	157	98	26	130	93	37
%V	8.0%	8.3%	10.7%	9.5%	9.3%	13.9%	5.1%
%H (All HH)		100.0%	62.4%	16.6%	82.8%	59.2%	23.6%
%H (TV HH)			62.4%	16.6%	82.8%	59.2%	23.6%
Other bedroom	103	103	62	12	83	52	31
%V	5.2%	5.4%	6.8%	4.4%	6.0%	7.8%	4.3%
%H (All HH)		100.0%	60.2%	11.7%	80.6%	50.5%	30.1%
%H (TV HH)			60.2%	11.7%	80.6%	50.5%	30.1%
Second living/dining room	161	161	96	23	138	92	46
%V	8.2%	8.5%	10.5%	8.4%	9.9%	13.8%	6.3%
%H (All HH)		100.0%	59.6%	14.3%	85.7%	57.1%	28.6%
%H (TV HH)			59.6%	14.3%	85.7%	57.1%	28.6%
Study/office	45	45	27	4	38	25	13
%V	2.3%	2.4%	3.0%	1.5%	2.7%	3.7%	1.8%
%H (All HH)		100.0%	60.0%	8.9%	84.4%	55.6%	28.9%
%H (TV HH)			60.0%	8.9%	84.4%	55.6%	28.9%
TV room	18	18	9	5	15	10	5
%V	0.9%	0.9%	1.0%	1.8%	1.1%	1.5%	0.7%
%H (All HH)		100.0%	50.0%	27.8%	83.3%	55.6%	27.8%
%H (TV HH)			50.0%	27.8%	83.3%	55.6%	27.8%
Conservatory	36	36	19	8	31	21	10
%V	1.8%	1.9%	2.1%	2.9%	2.2%	3.1%	1.4%
%H (All HH)		100.0%	52.8%	22.2%	86.1%	58.3%	27.8%
%H (TV HH)			52.8%	22.2%	86.1%	58.3%	27.8%
Attic or loft room	6	6	4	2	5	4	1
%V	0.3%	0.3%	0.4%	0.7%	0.4%	0.6%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	83.3%	66.7%	16.7%
%H (TV HH)			66.7%	33.3%	83.3%	66.7%	16.7%
No specific location	10	10	5	0	7	4	3
%V	0.5%	0.5%	0.5%	0.0%	0.5%	0.6%	0.4%
%H (All HH)		100.0%	50.0%	0.0%	70.0%	40.0%	30.0%
%H (TV HH)			50.0%	0.0%	70.0%	40.0%	30.0%
Other	16	16	9	1	12	7	6
%V	0.8%	0.8%	1.0%	0.4%	0.9%	1.0%	0.8%
%H (All HH)		100.0%	56.3%	6.3%	75.0%	43.8%	37.5%
%H (TV HH)			56.3%	6.3%	75.0%	43.8%	37.5%

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
April 2012 - March 2013
BBC East
Household level data
Table 4.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1968	1901	913	273	1393	667	726
%H (All HH)		96.6%	46.4%	13.9%	70.8%	33.9%	36.9%
%H (TV HH)			48.0%	14.4%	73.3%	35.1%	38.2%
PVR	1091	1091	742	170	726	529	198
%V	55.4%	57.4%	81.3%	62.3%	52.1%	79.3%	27.3%
%H (All HH)		100.0%	68.0%	15.6%	66.5%	48.5%	18.1%
%H (TV HH)			68.0%	15.6%	66.5%	48.5%	18.1%
DVDR	221	221	133	32	184	128	57
%V	11.2%	11.6%	14.6%	11.7%	13.2%	19.2%	7.9%
%H (All HH)		100.0%	60.2%	14.5%	83.3%	57.9%	25.8%
%H (TV HH)			60.2%	14.5%	83.3%	57.9%	25.8%
VCR	121	121	57	20	101	55	45
%V	6.1%	6.4%	6.2%	7.3%	7.3%	8.2%	6.2%
%H (All HH)		100.0%	47.1%	16.5%	83.5%	45.5%	37.2%
%H (TV HH)			47.1%	16.5%	83.5%	45.5%	37.2%
Any recorder	1181	1181	764	183	804	551	253
%V	60.0%	62.1%	83.7%	67.0%	57.7%	82.6%	34.8%
%H (All HH)		100.0%	64.7%	15.5%	68.1%	46.7%	21.4%
%H (TV HH)			64.7%	15.5%	68.1%	46.7%	21.4%

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 2012 - March 2013
BBC East
Household level data
Table 4.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1968	1901	913	273	1393	667	726
%H (All HH)		96.6%	46.4%	13.9%	70.8%	33.9%	36.9%
%H (TV HH)			48.0%	14.4%	73.3%	35.1%	38.2%
Receives HDTV (via STB or built-in reception)	947	947	562	192	666	452	214
%V	48.1%	49.8%	61.6%	70.3%	47.8%	67.8%	29.5%
%H (All HH)		100.0%	59.3%	20.3%	70.3%	47.7%	22.6%
%H (TV HH)			59.3%	20.3%	70.3%	47.7%	22.6%
DVD/Blu-ray player or recorder	1399	1399	751	218	1007	555	452
%V	71.1%	73.6%	82.3%	79.9%	72.3%	83.2%	62.3%
%H (All HH)		100.0%	53.7%	15.6%	72.0%	39.7%	32.3%
%H (TV HH)			53.7%	15.6%	72.0%	39.7%	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 2012 - March 2013
BBC East
Household level data
Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1968	1901	913	273	1393	667	726
%H (All HH)		96.6%	46.4%	13.9%	70.8%	33.9%	36.9%
%H (TV HH)			48.0%	14.4%	73.3%	35.1%	38.2%
Has PC or Laptop	1557	1510	802	245	1059	585	474
%V	79.1%	79.4%	87.8%	89.7%	76.0%	87.7%	65.3%
%H (All HH)		97.0%	51.5%	15.7%	68.0%	37.6%	30.4%
%H (TV HH)			53.1%	16.2%	70.1%	38.7%	31.4%
Has broadband internet	1475	1434	775	236	1009	574	434
%V	74.9%	75.4%	84.9%	86.4%	72.4%	86.1%	59.8%
%H (All HH)		97.2%	52.5%	16.0%	68.4%	38.9%	29.4%
%H (TV HH)			54.0%	16.5%	70.4%	40.0%	30.3%

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 2012 - March 2013

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	3887	2039	575	3009	1691	1318
%H		52.5%	14.8%	77.4%	43.5%	33.9%
Under 20"	768	356	108	690	379	310
%V	19.8%	17.5%	18.8%	22.9%	22.4%	23.5%
%H		46.4%	14.1%	89.8%	49.3%	40.4%
20" - 29"	901	420	128	732	368	363
%V	23.2%	20.6%	22.3%	24.3%	21.8%	27.5%
%H		46.6%	14.2%	81.2%	40.8%	40.3%
30" - 39"	1125	585	159	874	473	401
%V	28.9%	28.7%	27.7%	29.0%	28.0%	30.4%
%H		52.0%	14.1%	77.7%	42.0%	35.6%
40" and over	823	525	129	567	382	185
%V	21.2%	25.7%	22.4%	18.8%	22.6%	14.0%
%H		63.8%	15.7%	68.9%	46.4%	22.5%
Don't know	41	24	10	33	21	11
%V	1.1%	1.2%	1.7%	1.1%	1.2%	0.8%
%H		58.5%	24.4%	80.5%	51.2%	26.8%
Not Asked	229	129	41	113	68	48
%V	5.9%	6.3%	7.1%	3.8%	4.0%	3.6%
%H		56.3%	17.9%	49.3%	29.7%	21.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC East

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	3887	2039	575	3009	1691	1318
%H		52.5%	14.8%	77.4%	43.5%	33.9%
Main living room	1884	907	273	1394	667	727
%V	48.5%	44.5%	47.5%	46.3%	39.4%	55.2%
%H		48.1%	14.5%	74.0%	35.4%	38.6%
Kitchen	255	127	36	227	130	97
%V	6.6%	6.2%	6.3%	7.5%	7.7%	7.4%
%H		49.8%	14.1%	89.0%	51.0%	38.0%
Adult's bedroom	897	507	134	754	481	273
%V	23.1%	24.9%	23.3%	25.1%	28.4%	20.7%
%H		56.5%	14.9%	84.1%	53.6%	30.4%
Child's bedroom	209	129	36	175	125	50
%V	5.4%	6.3%	6.3%	5.8%	7.4%	3.8%
%H		61.7%	17.2%	83.7%	59.8%	23.9%
Other bedroom	115	67	12	94	56	38
%V	3.0%	3.3%	2.1%	3.1%	3.3%	2.9%
%H		58.3%	10.4%	81.7%	48.7%	33.0%
Second living/dining room	164	97	23	141	94	47
%V	4.2%	4.8%	4.0%	4.7%	5.6%	3.6%
%H		59.1%	14.0%	86.0%	57.3%	28.7%
Study/office	45	27	5	39	25	13
%V	1.2%	1.3%	0.9%	1.3%	1.5%	1.0%
%H		60.0%	11.1%	86.7%	55.6%	28.9%
TV room	18	9	5	15	10	5
%V	0.5%	0.4%	0.9%	0.5%	0.6%	0.4%
%H		50.0%	27.8%	83.3%	55.6%	27.8%
Conservatory	36	19	8	31	21	10
%V	0.9%	0.9%	1.4%	1.0%	1.2%	0.8%
%H		52.8%	22.2%	86.1%	58.3%	27.8%
Attic or loft room	6	4	2	5	4	1
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.1%
%H		66.7%	33.3%	83.3%	66.7%	16.7%
No specific location	11	6	0	7	4	3
%V	0.3%	0.3%	0.0%	0.2%	0.2%	0.2%
%H		54.5%	0.0%	63.6%	36.4%	27.3%
Other	17	10	1	13	7	6
%V	0.4%	0.5%	0.2%	0.4%	0.4%	0.5%
%H		58.8%	5.9%	76.5%	41.2%	35.3%
Not Asked	229	129	41	113	68	48
%V	5.9%	6.3%	7.1%	3.8%	4.0%	3.6%
%H		56.3%	17.9%	49.3%	29.7%	21.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	3887	2039	575	3009	1691	1318
%H		52.5%	14.8%	77.4%	43.5%	33.9%
PVR	1400	992	214	942	721	221
%V	36.0%	48.7%	37.2%	31.3%	42.6%	16.8%
%H		70.9%	15.3%	67.3%	51.5%	15.8%
DVDR	272	174	37	231	169	62
%V	7.0%	8.5%	6.4%	7.7%	10.0%	4.7%
%H		64.0%	13.6%	84.9%	62.1%	22.8%
VCR	128	59	22	106	58	48
%V	3.3%	2.9%	3.8%	3.5%	3.4%	3.6%
%H		46.1%	17.2%	82.8%	45.3%	37.5%
Any recorder	1539	1045	233	1061	773	288
%V	39.6%	51.3%	40.5%	35.3%	45.7%	21.9%
%H		67.9%	15.1%	68.9%	50.2%	18.7%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	3887	2039	575	3009	1691	1318
%H		52.5%	14.8%	77.4%	43.5%	33.9%
Receives HDTV (via STB or built-in reception)	1286	762	256	930	632	297
%V	33.1%	37.4%	44.5%	30.9%	37.4%	22.5%
%H		59.3%	19.9%	72.3%	49.1%	23.1%
DVD/Blu-ray player or recorder	2031	1141	323	1525	919	606
%V	52.3%	56.0%	56.2%	50.7%	54.3%	46.0%
%H		56.2%	15.9%	75.1%	45.2%	29.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC East
Set level data
Table 4.15: Main Set Screen Size
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1899	913	273	1393	667	725
%H		48.1%	14.4%	73.4%	35.1%	38.2%
Under 20"	54	3	6	49	4	45
%V	2.8%	0.3%	2.2%	3.5%	0.6%	6.2%
%H		5.6%	11.1%	90.7%	7.4%	83.3%
20" - 29"	357	106	46	273	69	204
%V	18.8%	11.6%	16.8%	19.6%	10.3%	28.1%
%H		29.7%	12.9%	76.5%	19.3%	57.1%
30" - 39"	752	340	105	578	264	314
%V	39.6%	37.2%	38.5%	41.5%	39.6%	43.3%
%H		45.2%	14.0%	76.9%	35.1%	41.8%
40" and over	714	457	114	484	327	157
%V	37.6%	50.1%	41.8%	34.7%	49.0%	21.7%
%H		64.0%	16.0%	67.8%	45.8%	22.0%
Don't know	13	6	3	9	4	5
%V	0.7%	0.7%	1.1%	0.6%	0.6%	0.7%
%H		46.2%	23.1%	69.2%	30.8%	38.5%
Not Asked	9	1	0	0	0	0
%V	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%
%H		11.1%	0.0%	0.0%	0.0%	0.0%

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1899	913	273	1393	667	725
%H		48.1%	14.4%	73.4%	35.1%	38.2%
PVR	1060	727	166	698	513	185
%V	55.8%	79.6%	60.8%	50.1%	76.9%	25.5%
%H		68.6%	15.7%	65.8%	48.4%	17.5%
DVDR	202	120	29	170	116	54
%V	10.6%	13.1%	10.6%	12.2%	17.4%	7.4%
%H		59.4%	14.4%	84.2%	57.4%	26.7%
VCR	106	49	15	88	45	43
%V	5.6%	5.4%	5.5%	6.3%	6.7%	5.9%
%H		46.2%	14.2%	83.0%	42.5%	40.6%
Any recorder	1152	752	178	778	536	241
%V	60.7%	82.4%	65.2%	55.9%	80.4%	33.2%
%H		65.3%	15.5%	67.5%	46.5%	20.9%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1899	913	273	1393	667	725
%H		48.1%	14.4%	73.4%	35.1%	38.2%
Receives HDTV (via STB or built-in reception)	908	543	185	631	432	199
%V	47.8%	59.5%	67.8%	45.3%	64.8%	27.4%
%H		59.8%	20.4%	69.5%	47.6%	21.9%
DVD/Blu-ray player or recorder	1313	707	204	938	518	420
%V	69.1%	77.4%	74.7%	67.3%	77.7%	57.9%
%H		53.8%	15.5%	71.4%	39.5%	32.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC East
Set level data
Table 4.18: Other Sets (non-Main Set) Screen Size
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	1988	1126	302	1616	1024	592
%H		56.6%	15.2%	81.3%	51.5%	29.8%
Under 20"	714	353	103	641	376	265
%V	35.9%	31.3%	34.1%	39.7%	36.7%	44.8%
%H		49.4%	14.4%	89.8%	52.7%	37.1%
20" - 29"	544	313	82	459	300	159
%V	27.4%	27.8%	27.2%	28.4%	29.3%	26.9%
%H		57.5%	15.1%	84.4%	55.1%	29.2%
30" - 39"	373	244	54	295	209	86
%V	18.8%	21.7%	17.9%	18.3%	20.4%	14.5%
%H		65.4%	14.5%	79.1%	56.0%	23.1%
40" and over	109	67	15	83	55	28
%V	5.5%	6.0%	5.0%	5.1%	5.4%	4.7%
%H		61.5%	13.8%	76.1%	50.5%	25.7%
Don't know	28	18	7	24	18	6
%V	1.4%	1.6%	2.3%	1.5%	1.8%	1.0%
%H		64.3%	25.0%	85.7%	64.3%	21.4%
Not Asked	220	131	41	114	66	48
%V	11.1%	11.6%	13.6%	7.1%	6.4%	8.1%
%H		59.5%	18.6%	51.8%	30.0%	21.8%

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

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	1988	1126	302	1616	1024	592
%H		56.6%	15.2%	81.3%	51.5%	29.8%
PVR	341	264	48	244	208	36
%V	17.2%	23.4%	15.9%	15.1%	20.3%	6.1%
%H		77.4%	14.1%	71.6%	61.0%	10.6%
DVDR	69	54	9	60	53	8
%V	3.5%	4.8%	3.0%	3.7%	5.2%	1.4%
%H		78.3%	13.0%	87.0%	76.8%	11.6%
VCR	22	10	7	17	13	5
%V	1.1%	0.9%	2.3%	1.1%	1.3%	0.8%
%H		45.5%	31.8%	77.3%	59.1%	22.7%
Any recorder	387	293	55	283	236	47
%V	19.5%	26.0%	18.2%	17.5%	23.0%	7.9%
%H		75.7%	14.2%	73.1%	61.0%	12.1%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	1988	1126	302	1616	1024	592
%H		56.6%	15.2%	81.3%	51.5%	29.8%
Receives HDTV (via STB or built-in reception)	379	219	71	299	200	99
%V	19.1%	19.4%	23.5%	18.5%	19.5%	16.7%
%H		57.8%	18.7%	78.9%	52.8%	26.1%
DVD/Blu-ray player or recorder	718	434	119	587	402	185
%V	36.1%	38.5%	39.4%	36.3%	39.3%	31.3%
%H		60.4%	16.6%	81.8%	56.0%	25.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC East
Individual level data
Table 4.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	4555	4433	2394	677	3111	1707	1404
%H		97.3%	52.6%	14.9%	68.3%	37.5%	30.8%
Total Children	873	860	538	146	547	359	188
%V	19.2%	19.4%	22.5%	21.6%	17.6%	21.0%	13.4%
%H		98.5%	61.6%	16.7%	62.7%	41.1%	21.5%
0 - 3	225	220	135	37	135	85	50
%V	4.9%	5.0%	5.6%	5.5%	4.3%	5.0%	3.6%
%H		97.8%	60.0%	16.4%	60.0%	37.8%	22.2%
4 - 15	649	641	403	109	412	274	138
%V	14.2%	14.5%	16.8%	16.1%	13.2%	16.1%	9.8%
%H		98.8%	62.1%	16.8%	63.5%	42.2%	21.3%
4 - 9	330	327	207	60	201	134	67
%V	7.2%	7.4%	8.6%	8.9%	6.5%	7.9%	4.8%
%H		99.1%	62.7%	18.2%	60.9%	40.6%	20.3%
10 - 15	319	313	196	50	211	141	71
%V	7.0%	7.1%	8.2%	7.4%	6.8%	8.3%	5.1%
%H		98.1%	61.4%	15.7%	66.1%	44.2%	22.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC East
Individual level data
Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	4555	4433	2394	677	3111	1707	1404
%H		97.3%	52.6%	14.9%	68.3%	37.5%	30.8%
Total Adults (16+)	3681	3573	1856	530	2563	1348	1215
%V	80.8%	80.6%	77.5%	78.3%	82.4%	79.0%	86.5%
%H		97.1%	50.4%	14.4%	69.6%	36.6%	33.0%
16 - 19	201	199	114	33	134	83	51
%V	4.4%	4.5%	4.8%	4.9%	4.3%	4.9%	3.6%
%H		99.0%	56.7%	16.4%	66.7%	41.3%	25.4%
20 - 24	260	242	123	25	175	85	90
%V	5.7%	5.5%	5.1%	3.7%	5.6%	5.0%	6.4%
%H		93.1%	47.3%	9.6%	67.3%	32.7%	34.6%
25 - 34	618	584	371	98	329	209	120
%V	13.6%	13.2%	15.5%	14.5%	10.6%	12.2%	8.5%
%H		94.5%	60.0%	15.9%	53.2%	33.8%	19.4%
35 - 44	603	586	355	101	377	241	136
%V	13.2%	13.2%	14.8%	14.9%	12.1%	14.1%	9.7%
%H		97.2%	58.9%	16.7%	62.5%	40.0%	22.6%
45 - 54	645	634	316	101	467	248	220
%V	14.2%	14.3%	13.2%	14.9%	15.0%	14.5%	15.7%
%H		98.3%	49.0%	15.7%	72.4%	38.4%	34.1%
55 - 64	540	530	253	85	412	212	200
%V	11.9%	12.0%	10.6%	12.6%	13.2%	12.4%	14.2%
%H		98.1%	46.9%	15.7%	76.3%	39.3%	37.0%
65+	814	798	323	88	669	270	399
%V	17.9%	18.0%	13.5%	13.0%	21.5%	15.8%	28.4%
%H		98.0%	39.7%	10.8%	82.2%	33.2%	49.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC East
Individual level data
Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3681	3573	1856	530	2563	1348	1215
%H		97.1%	50.4%	14.4%	69.6%	36.6%	33.0%
AB	917	893	468	120	668	359	309
%V	24.9%	25.0%	25.2%	22.6%	26.1%	26.6%	25.4%
%H		97.4%	51.0%	13.1%	72.8%	39.1%	33.7%
C1	1049	1015	525	189	690	375	315
%V	28.5%	28.4%	28.3%	35.7%	26.9%	27.8%	25.9%
%H		96.8%	50.0%	18.0%	65.8%	35.7%	30.0%
C2	870	854	469	111	625	350	275
%V	23.6%	23.9%	25.3%	20.9%	24.4%	26.0%	22.6%
%H		98.2%	53.9%	12.8%	71.8%	40.2%	31.6%
D	563	543	290	72	376	188	188
%V	15.3%	15.2%	15.6%	13.6%	14.7%	13.9%	15.5%
%H		96.4%	51.5%	12.8%	66.8%	33.4%	33.4%
E	282	268	105	38	205	76	129
%V	7.7%	7.5%	5.7%	7.2%	8.0%	5.6%	10.6%
%H		95.0%	37.2%	13.5%	72.7%	27.0%	45.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC East
Individual level data
Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3681	3573	1856	530	2563	1348	1215
%H		97.1%	50.4%	14.4%	69.6%	36.6%	33.0%
Working full time	1682	1641	943	277	1092	652	440
%V	45.7%	45.9%	50.8%	52.3%	42.6%	48.4%	36.2%
%H		97.6%	56.1%	16.5%	64.9%	38.8%	26.2%
Working part time	425	416	230	63	302	171	130
%V	11.5%	11.6%	12.4%	11.9%	11.8%	12.7%	10.7%
%H		97.9%	54.1%	14.8%	71.1%	40.2%	30.6%
Not working	1575	1515	683	190	1170	525	645
%V	42.8%	42.4%	36.8%	35.8%	45.6%	38.9%	53.1%
%H		96.2%	43.4%	12.1%	74.3%	33.3%	41.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1838	1777	956	256	1266	687	579
%H		96.7%	52.0%	13.9%	68.9%	37.4%	31.5%
16 - 19	107	106	64	13	70	43	27
%V	5.8%	6.0%	6.7%	5.1%	5.5%	6.3%	4.7%
%H		99.1%	59.8%	12.1%	65.4%	40.2%	25.2%
20 - 24	132	124	56	14	97	44	53
%V	7.2%	7.0%	5.9%	5.5%	7.7%	6.4%	9.2%
%H		93.9%	42.4%	10.6%	73.5%	33.3%	40.2%
25 - 34	321	300	193	46	167	103	64
%V	17.5%	16.9%	20.2%	18.0%	13.2%	15.0%	11.1%
%H		93.5%	60.1%	14.3%	52.0%	32.1%	19.9%
35 - 44	308	296	181	53	186	121	65
%V	16.8%	16.7%	18.9%	20.7%	14.7%	17.6%	11.2%
%H		96.1%	58.8%	17.2%	60.4%	39.3%	21.1%
45 - 54	316	312	156	44	232	120	112
%V	17.2%	17.6%	16.3%	17.2%	18.3%	17.5%	19.3%
%H		98.7%	49.4%	13.9%	73.4%	38.0%	35.4%
55 - 64	267	261	129	45	197	105	91
%V	14.5%	14.7%	13.5%	17.6%	15.6%	15.3%	15.7%
%H		97.8%	48.3%	16.9%	73.8%	39.3%	34.1%
65+	387	378	177	41	316	149	166
%V	21.1%	21.3%	18.5%	16.0%	25.0%	21.7%	28.7%
%H		97.7%	45.7%	10.6%	81.7%	38.5%	42.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC East
Individual level data
Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1838	1777	956	256	1266	687	579
%H		96.7%	52.0%	13.9%	68.9%	37.4%	31.5%
AB	481	468	248	63	350	190	160
%V	26.2%	26.3%	25.9%	24.6%	27.6%	27.7%	27.6%
%H		97.3%	51.6%	13.1%	72.8%	39.5%	33.3%
C1	491	470	254	85	317	179	138
%V	26.7%	26.4%	26.6%	33.2%	25.0%	26.1%	23.8%
%H		95.7%	51.7%	17.3%	64.6%	36.5%	28.1%
C2	465	457	258	53	331	186	145
%V	25.3%	25.7%	27.0%	20.7%	26.1%	27.1%	25.0%
%H		98.3%	55.5%	11.4%	71.2%	40.0%	31.2%
D	288	279	154	36	193	101	92
%V	15.7%	15.7%	16.1%	14.1%	15.2%	14.7%	15.9%
%H		96.9%	53.5%	12.5%	67.0%	35.1%	31.9%
E	111	102	42	18	75	32	44
%V	6.0%	5.7%	4.4%	7.0%	5.9%	4.7%	7.6%
%H		91.9%	37.8%	16.2%	67.6%	28.8%	39.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC East
Individual level data
Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1838	1777	956	256	1266	687	579
%H		96.7%	52.0%	13.9%	68.9%	37.4%	31.5%
Working full time	1103	1074	624	166	722	426	296
%V	60.0%	60.4%	65.3%	64.8%	57.0%	62.0%	51.1%
%H		97.4%	56.6%	15.0%	65.5%	38.6%	26.8%
Working part time	89	86	42	12	64	31	33
%V	4.8%	4.8%	4.4%	4.7%	5.1%	4.5%	5.7%
%H		96.6%	47.2%	13.5%	71.9%	34.8%	37.1%
Not working	646	617	290	78	480	230	250
%V	35.1%	34.7%	30.3%	30.5%	37.9%	33.5%	43.2%
%H		95.5%	44.9%	12.1%	74.3%	35.6%	38.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1844	1796	900	275	1298	661	636
%H		97.4%	48.8%	14.9%	70.4%	35.8%	34.5%
16 - 19	94	93	50	20	64	40	23
%V	5.1%	5.2%	5.6%	7.3%	4.9%	6.1%	3.6%
%H		98.9%	53.2%	21.3%	68.1%	42.6%	24.5%
20 - 24	128	118	68	11	78	41	37
%V	6.9%	6.6%	7.6%	4.0%	6.0%	6.2%	5.8%
%H		92.2%	53.1%	8.6%	60.9%	32.0%	28.9%
25 - 34	296	284	178	52	162	106	56
%V	16.1%	15.8%	19.8%	18.9%	12.5%	16.0%	8.8%
%H		95.9%	60.1%	17.6%	54.7%	35.8%	18.9%
35 - 44	295	291	174	48	191	119	71
%V	16.0%	16.2%	19.3%	17.5%	14.7%	18.0%	11.2%
%H		98.6%	59.0%	16.3%	64.7%	40.3%	24.1%
45 - 54	329	322	160	57	235	128	108
%V	17.8%	17.9%	17.8%	20.7%	18.1%	19.4%	17.0%
%H		97.9%	48.6%	17.3%	71.4%	38.9%	32.8%
55 - 64	274	269	124	40	215	107	108
%V	14.9%	15.0%	13.8%	14.5%	16.6%	16.2%	17.0%
%H		98.2%	45.3%	14.6%	78.5%	39.1%	39.4%
65+	427	420	146	46	353	121	233
%V	23.2%	23.4%	16.2%	16.7%	27.2%	18.3%	36.6%
%H		98.4%	34.2%	10.8%	82.7%	28.3%	54.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC East
Individual level data
Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1844	1796	900	275	1298	661	636
%H		97.4%	48.8%	14.9%	70.4%	35.8%	34.5%
AB	436	425	220	57	318	169	149
%V	23.6%	23.7%	24.4%	20.7%	24.5%	25.6%	23.4%
%H		97.5%	50.5%	13.1%	72.9%	38.8%	34.2%
C1	558	544	271	104	373	196	177
%V	30.3%	30.3%	30.1%	37.8%	28.7%	29.7%	27.8%
%H		97.5%	48.6%	18.6%	66.8%	35.1%	31.7%
C2	405	397	210	58	294	164	130
%V	22.0%	22.1%	23.3%	21.1%	22.7%	24.8%	20.4%
%H		98.0%	51.9%	14.3%	72.6%	40.5%	32.1%
D	275	264	136	36	183	87	95
%V	14.9%	14.7%	15.1%	13.1%	14.1%	13.2%	14.9%
%H		96.0%	49.5%	13.1%	66.5%	31.6%	34.5%
E	171	166	63	20	130	44	85
%V	9.3%	9.2%	7.0%	7.3%	10.0%	6.7%	13.4%
%H		97.1%	36.8%	11.7%	76.0%	25.7%	49.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC East
Individual level data
Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1844	1796	900	275	1298	661	636
%H		97.4%	48.8%	14.9%	70.4%	35.8%	34.5%
Working full time	579	567	319	111	370	226	144
%V	31.4%	31.6%	35.4%	40.4%	28.5%	34.2%	22.6%
%H		97.9%	55.1%	19.2%	63.9%	39.0%	24.9%
Working part time	336	331	188	51	238	141	97
%V	18.2%	18.4%	20.9%	18.5%	18.3%	21.3%	15.3%
%H		98.5%	56.0%	15.2%	70.8%	42.0%	28.9%
Not working	929	898	392	113	689	295	394
%V	50.4%	50.0%	43.6%	41.1%	53.1%	44.6%	61.9%
%H		96.7%	42.2%	12.2%	74.2%	31.8%	42.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1045	998	380	142	762	286	475
%H (All HH)		95.5%	36.4%	13.6%	72.9%	27.4%	45.5%
%H (TV HH)			38.1%	14.2%	76.4%	28.7%	47.6%
AB	297	286	116	39	213	83	130
%V	28.4%	28.7%	30.5%	27.5%	28.0%	29.0%	27.4%
%H (All HH)		96.3%	39.1%	13.1%	71.7%	27.9%	43.8%
%H (TV HH)			40.6%	13.6%	74.5%	29.0%	45.5%
C1	285	273	106	41	209	83	125
%V	27.3%	27.4%	27.9%	28.9%	27.4%	29.0%	26.3%
%H (All HH)		95.8%	37.2%	14.4%	73.3%	29.1%	43.9%
%H (TV HH)			38.8%	15.0%	76.6%	30.4%	45.8%
C2	211	199	85	33	153	70	84
%V	20.2%	19.9%	22.4%	23.2%	20.1%	24.5%	17.7%
%H (All HH)		94.3%	40.3%	15.6%	72.5%	33.2%	39.8%
%H (TV HH)			42.7%	16.6%	76.9%	35.2%	42.2%
D	138	131	45	17	98	30	68
%V	13.2%	13.1%	11.8%	12.0%	12.9%	10.5%	14.3%
%H (All HH)		94.9%	32.6%	12.3%	71.0%	21.7%	49.3%
%H (TV HH)			34.4%	13.0%	74.8%	22.9%	51.9%
E	114	110	29	12	88	20	69
%V	10.9%	11.0%	7.6%	8.5%	11.5%	7.0%	14.5%
%H (All HH)		96.5%	25.4%	10.5%	77.2%	17.5%	60.5%
%H (TV HH)			26.4%	10.9%	80.0%	18.2%	62.7%

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 2012 - March 2013

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1045	998	380	142	762	286	475
%V (All HH)		95.5%	36.4%	13.6%	72.9%	27.4%	45.5%
%H (TV HH)			38.1%	14.2%	76.4%	28.7%	47.6%
Under 25	41	33	9	4	21	5	16
%V	3.9%	3.3%	2.4%	2.8%	2.8%	1.7%	3.4%
%H (All HH)		80.5%	22.0%	9.8%	51.2%	12.2%	39.0%
%H (TV HH)			27.3%	12.1%	63.6%	15.2%	48.5%
25 - 34	143	128	53	28	78	30	48
%V	13.7%	12.8%	13.9%	19.7%	10.2%	10.5%	10.1%
%H (All HH)		89.5%	37.1%	19.6%	54.5%	21.0%	33.6%
%H (TV HH)			41.4%	21.9%	60.9%	23.4%	37.5%
35 - 44	173	166	79	28	113	56	57
%V	16.6%	16.6%	20.8%	19.7%	14.8%	19.6%	12.0%
%H (All HH)		96.0%	45.7%	16.2%	65.3%	32.4%	32.9%
%H (TV HH)			47.6%	16.9%	68.1%	33.7%	34.3%
45 - 54	208	205	92	34	159	80	78
%V	19.9%	20.5%	24.2%	23.9%	20.9%	28.0%	16.4%
%H (All HH)		98.6%	44.2%	16.3%	76.4%	38.5%	37.5%
%H (TV HH)			44.9%	16.6%	77.6%	39.0%	38.0%
55 - 64	177	171	63	26	135	52	84
%V	16.9%	17.1%	16.6%	18.3%	17.7%	18.2%	17.7%
%H (All HH)		96.6%	35.6%	14.7%	76.3%	29.4%	47.5%
%H (TV HH)			36.8%	15.2%	78.9%	30.4%	49.1%
65 +	302	296	84	22	255	64	192
%V	28.9%	29.7%	22.1%	15.5%	33.5%	22.4%	40.4%
%H (All HH)		98.0%	27.8%	7.3%	84.4%	21.2%	63.6%
%H (TV HH)			28.4%	7.4%	86.1%	21.6%	64.9%

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 2012 - March 2013
BBC West
Household level data
Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1045	998	380	142	762	286	475
%H (All HH)		95.5%	36.4%	13.6%	72.9%	27.4%	45.5%
%H (TV HH)			38.1%	14.2%	76.4%	28.7%	47.6%
1	357	329	90	31	268	61	207
%V	34.2%	33.0%	23.7%	21.8%	35.2%	21.3%	43.6%
%H (All HH)		92.2%	25.2%	8.7%	75.1%	17.1%	58.0%
%H (TV HH)			27.4%	9.4%	81.5%	18.5%	62.9%
2	341	327	125	50	251	99	152
%V	32.6%	32.8%	32.9%	35.2%	32.9%	34.6%	32.0%
%H (All HH)		95.9%	36.7%	14.7%	73.6%	29.0%	44.6%
%H (TV HH)			38.2%	15.3%	76.8%	30.3%	46.5%
3	140	137	66	20	103	51	52
%V	13.4%	13.7%	17.4%	14.1%	13.5%	17.8%	10.9%
%H (All HH)		97.9%	47.1%	14.3%	73.6%	36.4%	37.1%
%H (TV HH)			48.2%	14.6%	75.2%	37.2%	38.0%
4	140	139	75	25	93	54	39
%V	13.4%	13.9%	19.7%	17.6%	12.2%	18.9%	8.2%
%H (All HH)		99.3%	53.6%	17.9%	66.4%	38.6%	27.9%
%H (TV HH)			54.0%	18.0%	66.9%	38.8%	28.1%
5+	67	65	25	15	47	22	25
%V	6.4%	6.5%	6.6%	10.6%	6.2%	7.7%	5.3%
%H (All HH)		97.0%	37.3%	22.4%	70.1%	32.8%	37.3%
%H (TV HH)			38.5%	23.1%	72.3%	33.8%	38.5%
Average HH size	2.28	2.31	2.56	2.64	2.23	2.59	2.01

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 2012 - March 2013

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1045	998	380	142	762	286	475
%H (All HH)		95.5%	36.4%	13.6%	72.9%	27.4%	45.5%
%H (TV HH)			38.1%	14.2%	76.4%	28.7%	47.6%
Without	798	754	268	96	599	211	388
%V	76.4%	75.6%	70.5%	67.6%	78.6%	73.8%	81.7%
%H (All HH)		94.5%	33.6%	12.0%	75.1%	26.4%	48.6%
%H (TV HH)			35.5%	12.7%	79.4%	28.0%	51.5%
With	247	244	113	46	163	75	87
%V	23.6%	24.4%	29.7%	32.4%	21.4%	26.2%	18.3%
%H (All HH)		98.8%	45.7%	18.6%	66.0%	30.4%	35.2%
%H (TV HH)			46.3%	18.9%	66.8%	30.7%	35.7%
0 - 3	97	94	41	16	56	19	37
%V	9.3%	9.4%	10.8%	11.3%	7.3%	6.6%	7.8%
%H (All HH)		96.9%	42.3%	16.5%	57.7%	19.6%	38.1%
%H (TV HH)			43.6%	17.0%	59.6%	20.2%	39.4%
4 - 9	124	123	56	22	80	34	46
%V	11.9%	12.3%	14.7%	15.5%	10.5%	11.9%	9.7%
%H (All HH)		99.2%	45.2%	17.7%	64.5%	27.4%	37.1%
%H (TV HH)			45.5%	17.9%	65.0%	27.6%	37.4%
10 - 15	121	121	60	24	84	46	38
%V	11.6%	12.1%	15.8%	16.9%	11.0%	16.1%	8.0%
%H (All HH)		100.0%	49.6%	19.8%	69.4%	38.0%	31.4%
%H (TV HH)			49.6%	19.8%	69.4%	38.0%	31.4%

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 2012 - March 2013

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1045	998	380	142	762	286	475
%H (All HH)		95.5%	36.4%	13.6%	72.9%	27.4%	45.5%
%H (TV HH)			38.1%	14.2%	76.4%	28.7%	47.6%
1	431	431	118	59	299	49	250
%V	41.2%	43.2%	31.1%	41.5%	39.2%	17.1%	52.6%
%H (All HH)		100.0%	27.4%	13.7%	69.4%	11.4%	58.0%
%H (TV HH)			27.4%	13.7%	69.4%	11.4%	58.0%
2	320	320	126	45	256	105	151
%V	30.6%	32.1%	33.2%	31.7%	33.6%	36.7%	31.8%
%H (All HH)		100.0%	39.4%	14.1%	80.0%	32.8%	47.2%
%H (TV HH)			39.4%	14.1%	80.0%	32.8%	47.2%
3	153	153	84	19	127	76	50
%V	14.6%	15.3%	22.1%	13.4%	16.7%	26.6%	10.5%
%H (All HH)		100.0%	54.9%	12.4%	83.0%	49.7%	32.7%
%H (TV HH)			54.9%	12.4%	83.0%	49.7%	32.7%
4	62	62	34	15	52	39	14
%V	5.9%	6.2%	8.9%	10.6%	6.8%	13.6%	2.9%
%H (All HH)		100.0%	54.8%	24.2%	83.9%	62.9%	22.6%
%H (TV HH)			54.8%	24.2%	83.9%	62.9%	22.6%
5+	32	32	18	4	28	17	11
%V	3.1%	3.2%	4.7%	2.8%	3.7%	5.9%	2.3%
%H (All HH)		100.0%	56.3%	12.5%	87.5%	53.1%	34.4%
%H (TV HH)			56.3%	12.5%	87.5%	53.1%	34.4%

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 2012 - March 2013
BBC West
Household level data
Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1045	998	380	142	762	286	475
%H (All HH)		95.5%	36.4%	13.6%	72.9%	27.4%	45.5%
%H (TV HH)			38.1%	14.2%	76.4%	28.7%	47.6%
Under 20"	284	284	122	34	245	116	129
%V	27.2%	28.5%	32.1%	23.9%	32.2%	40.6%	27.2%
%H (All HH)		100.0%	43.0%	12.0%	86.3%	40.8%	45.4%
%H (TV HH)			43.0%	12.0%	86.3%	40.8%	45.4%
20" - 29"	425	425	144	59	352	126	226
%V	40.7%	42.6%	37.9%	41.5%	46.2%	44.1%	47.6%
%H (All HH)		100.0%	33.9%	13.9%	82.8%	29.6%	53.2%
%H (TV HH)			33.9%	13.9%	82.8%	29.6%	53.2%
30" - 39"	491	491	203	69	389	167	222
%V	47.0%	49.2%	53.4%	48.6%	51.0%	58.4%	46.7%
%H (All HH)		100.0%	41.3%	14.1%	79.2%	34.0%	45.2%
%H (TV HH)			41.3%	14.1%	79.2%	34.0%	45.2%
40" and over	331	331	182	56	235	138	98
%V	31.7%	33.2%	47.9%	39.4%	30.8%	48.3%	20.6%
%H (All HH)		100.0%	55.0%	16.9%	71.0%	41.7%	29.6%
%H (TV HH)			55.0%	16.9%	71.0%	41.7%	29.6%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1045	998	380	142	762	286	475
%H (All HH)		95.5%	36.4%	13.6%	72.9%	27.4%	45.5%
%H (TV HH)			38.1%	14.2%	76.4%	28.7%	47.6%
Main living room	980	980	378	142	751	285	466
%V	93.8%	98.2%	99.5%	100.0%	98.6%	99.7%	98.1%
%H (All HH)		100.0%	38.6%	14.5%	76.6%	29.1%	47.6%
%H (TV HH)			38.6%	14.5%	76.6%	29.1%	47.6%
Kitchen	127	127	64	17	109	62	47
%V	12.2%	12.7%	16.8%	12.0%	14.3%	21.7%	9.9%
%H (All HH)		100.0%	50.4%	13.4%	85.8%	48.8%	37.0%
%H (TV HH)			50.4%	13.4%	85.8%	48.8%	37.0%
Adult's bedroom	371	371	170	54	316	164	152
%V	35.5%	37.2%	44.7%	38.0%	41.5%	57.3%	32.0%
%H (All HH)		100.0%	45.8%	14.6%	85.2%	44.2%	41.0%
%H (TV HH)			45.8%	14.6%	85.2%	44.2%	41.0%
Child's bedroom	73	73	43	15	58	41	17
%V	7.0%	7.3%	11.3%	10.6%	7.6%	14.3%	3.6%
%H (All HH)		100.0%	58.9%	20.5%	79.5%	56.2%	23.3%
%H (TV HH)			58.9%	20.5%	79.5%	56.2%	23.3%
Other bedroom	55	55	29	6	51	32	19
%V	5.3%	5.5%	7.6%	4.2%	6.7%	11.2%	4.0%
%H (All HH)		100.0%	52.7%	10.9%	92.7%	58.2%	34.5%
%H (TV HH)			52.7%	10.9%	92.7%	58.2%	34.5%
Second living/dining room	90	90	39	15	79	42	36
%V	8.6%	9.0%	10.3%	10.6%	10.4%	14.7%	7.6%
%H (All HH)		100.0%	43.3%	16.7%	87.8%	46.7%	40.0%
%H (TV HH)			43.3%	16.7%	87.8%	46.7%	40.0%
Study/office	23	23	13	2	18	11	7
%V	2.2%	2.3%	3.4%	1.4%	2.4%	3.8%	1.5%
%H (All HH)		100.0%	56.5%	8.7%	78.3%	47.8%	30.4%
%H (TV HH)			56.5%	8.7%	78.3%	47.8%	30.4%
TV room	9	9	6	0	7	5	3
%V	0.9%	0.9%	1.6%	0.0%	0.9%	1.7%	0.6%
%H (All HH)		100.0%	66.7%	0.0%	77.8%	55.6%	33.3%
%H (TV HH)			66.7%	0.0%	77.8%	55.6%	33.3%
Conservatory	17	17	12	1	16	12	4
%V	1.6%	1.7%	3.2%	0.7%	2.1%	4.2%	0.8%
%H (All HH)		100.0%	70.6%	5.9%	94.1%	70.6%	23.5%
%H (TV HH)			70.6%	5.9%	94.1%	70.6%	23.5%
Attic or loft room	4	4	2	0	4	2	2
%V	0.4%	0.4%	0.5%	0.0%	0.5%	0.7%	0.4%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%
No specific location	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.3%	0.0%	0.1%	0.3%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%
Other	2	2	1	0	2	1	1
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			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 2012 - March 2013
BBC West
Household level data
Table 5.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1045	998	380	142	762	286	475
%H (All HH)		95.5%	36.4%	13.6%	72.9%	27.4%	45.5%
%H (TV HH)			38.1%	14.2%	76.4%	28.7%	47.6%
PVR	553	553	322	90	384	239	145
%V	52.9%	55.4%	84.7%	63.4%	50.4%	83.6%	30.5%
%H (All HH)		100.0%	58.2%	16.3%	69.4%	43.2%	26.2%
%H (TV HH)			58.2%	16.3%	69.4%	43.2%	26.2%
DVDR	93	93	34	17	77	36	41
%V	8.9%	9.3%	8.9%	12.0%	10.1%	12.6%	8.6%
%H (All HH)		100.0%	36.6%	18.3%	82.8%	38.7%	44.1%
%H (TV HH)			36.6%	18.3%	82.8%	38.7%	44.1%
VCR	54	54	15	11	43	15	29
%V	5.2%	5.4%	3.9%	7.7%	5.6%	5.2%	6.1%
%H (All HH)		100.0%	27.8%	20.4%	79.6%	27.8%	53.7%
%H (TV HH)			27.8%	20.4%	79.6%	27.8%	53.7%
Any recorder	615	615	330	100	437	249	188
%V	58.9%	61.6%	86.8%	70.4%	57.3%	87.1%	39.6%
%H (All HH)		100.0%	53.7%	16.3%	71.1%	40.5%	30.6%
%H (TV HH)			53.7%	16.3%	71.1%	40.5%	30.6%

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 2012 - March 2013
BBC West
Household level data
Table 5.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1045	998	380	142	762	286	475
%H (All HH)		95.5%	36.4%	13.6%	72.9%	27.4%	45.5%
%H (TV HH)			38.1%	14.2%	76.4%	28.7%	47.6%
Receives HDTV (via STB or built-in reception)	506	506	246	108	367	211	156
%V	48.4%	50.7%	64.7%	76.1%	48.2%	73.8%	32.8%
%H (All HH)		100.0%	48.6%	21.3%	72.5%	41.7%	30.8%
%H (TV HH)			48.6%	21.3%	72.5%	41.7%	30.8%
DVD/Blu-ray player or recorder	823	823	329	120	628	252	376
%V	78.8%	82.5%	86.6%	84.5%	82.4%	88.1%	79.2%
%H (All HH)		100.0%	40.0%	14.6%	76.3%	30.6%	45.7%
%H (TV HH)			40.0%	14.6%	76.3%	30.6%	45.7%

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 2012 - March 2013
BBC West
Household level data
Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1045	998	380	142	762	286	475
%H (All HH)		95.5%	36.4%	13.6%	72.9%	27.4%	45.5%
%H (TV HH)			38.1%	14.2%	76.4%	28.7%	47.6%
Has PC or Laptop	823	789	340	126	581	258	324
%V	78.8%	79.1%	89.5%	88.7%	76.2%	90.2%	68.2%
%H (All HH)		95.9%	41.3%	15.3%	70.6%	31.3%	39.4%
%H (TV HH)			43.1%	16.0%	73.6%	32.7%	41.1%
Has broadband internet	773	742	331	122	542	251	291
%V	74.0%	74.3%	87.1%	85.9%	71.1%	87.8%	61.3%
%H (All HH)		96.0%	42.8%	15.8%	70.1%	32.5%	37.6%
%H (TV HH)			44.6%	16.4%	73.0%	33.8%	39.2%

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 2012 - March 2013

BBC West

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1957	857	292	1552	735	817
%H		43.8%	14.9%	79.3%	37.6%	41.7%
Under 20"	356	155	44	310	149	160
%V	18.2%	18.1%	15.1%	20.0%	20.3%	19.6%
%H		43.5%	12.4%	87.1%	41.9%	44.9%
20" - 29"	516	182	71	433	164	269
%V	26.4%	21.2%	24.3%	27.9%	22.3%	32.9%
%H		35.3%	13.8%	83.9%	31.8%	52.1%
30" - 39"	578	253	89	463	223	241
%V	29.5%	29.5%	30.5%	29.8%	30.3%	29.5%
%H		43.8%	15.4%	80.1%	38.6%	41.7%
40" and over	377	209	67	267	161	106
%V	19.3%	24.4%	22.9%	17.2%	21.9%	13.0%
%H		55.4%	17.8%	70.8%	42.7%	28.1%
Don't know	10	7	1	8	6	2
%V	0.5%	0.8%	0.3%	0.5%	0.8%	0.2%
%H		70.0%	10.0%	80.0%	60.0%	20.0%
Not Asked	120	51	20	71	32	39
%V	6.1%	6.0%	6.8%	4.6%	4.4%	4.8%
%H		42.5%	16.7%	59.2%	26.7%	32.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC West
Set level data
Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1957	857	292	1552	735	817
%H		43.8%	14.9%	79.3%	37.6%	41.7%
Main living room	983	379	142	754	286	469
%V	50.2%	44.2%	48.6%	48.6%	38.9%	57.4%
%H		38.6%	14.4%	76.7%	29.1%	47.7%
Kitchen	127	64	17	109	62	47
%V	6.5%	7.5%	5.8%	7.0%	8.4%	5.8%
%H		50.4%	13.4%	85.8%	48.8%	37.0%
Adult's bedroom	410	195	62	350	191	159
%V	21.0%	22.8%	21.2%	22.6%	26.0%	19.5%
%H		47.6%	15.1%	85.4%	46.6%	38.8%
Child's bedroom	105	57	25	80	54	26
%V	5.4%	6.7%	8.6%	5.2%	7.3%	3.2%
%H		54.3%	23.8%	76.2%	51.4%	24.8%
Other bedroom	64	35	6	60	37	23
%V	3.3%	4.1%	2.1%	3.9%	5.0%	2.8%
%H		54.7%	9.4%	93.8%	57.8%	35.9%
Second living/dining room	90	39	15	79	42	36
%V	4.6%	4.6%	5.1%	5.1%	5.7%	4.4%
%H		43.3%	16.7%	87.8%	46.7%	40.0%
Study/office	23	13	2	19	12	7
%V	1.2%	1.5%	0.7%	1.2%	1.6%	0.9%
%H		56.5%	8.7%	82.6%	52.2%	30.4%
TV room	10	7	0	7	5	3
%V	0.5%	0.8%	0.0%	0.5%	0.7%	0.4%
%H		70.0%	0.0%	70.0%	50.0%	30.0%
Conservatory	17	12	1	16	12	4
%V	0.9%	1.4%	0.3%	1.0%	1.6%	0.5%
%H		70.6%	5.9%	94.1%	70.6%	23.5%
Attic or loft room	4	2	0	4	2	2
%V	0.2%	0.2%	0.0%	0.3%	0.3%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%
No specific location	1	1	0	1	1	0
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%
Other	3	2	0	3	2	1
%V	0.2%	0.2%	0.0%	0.2%	0.3%	0.1%
%H		66.7%	0.0%	100.0%	66.7%	33.3%
Not Asked	120	51	20	71	32	39
%V	6.1%	6.0%	6.8%	4.6%	4.4%	4.8%
%H		42.5%	16.7%	59.2%	26.7%	32.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC West
Set level data
Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1957	857	292	1552	735	817
%H		43.8%	14.9%	79.3%	37.6%	41.7%
PVR	676	417	110	465	311	154
%V	34.5%	48.7%	37.7%	30.0%	42.3%	18.8%
%H		61.7%	16.3%	68.8%	46.0%	22.8%
DVDR	99	36	17	83	38	45
%V	5.1%	4.2%	5.8%	5.3%	5.2%	5.5%
%H		36.4%	17.2%	83.8%	38.4%	45.5%
VCR	55	15	11	45	15	30
%V	2.8%	1.8%	3.8%	2.9%	2.0%	3.7%
%H		27.3%	20.0%	81.8%	27.3%	54.5%
Any recorder	753	433	123	533	330	203
%V	38.5%	50.5%	42.1%	34.3%	44.9%	24.8%
%H		57.5%	16.3%	70.8%	43.8%	27.0%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1957	857	292	1552	735	817
%H		43.8%	14.9%	79.3%	37.6%	41.7%
Receives HDTV (via STB or built-in reception)	709	342	160	531	316	215
%V	36.2%	39.9%	54.8%	34.2%	43.0%	26.3%
%H		48.2%	22.6%	74.9%	44.6%	30.3%
DVD/Blu-ray player or recorder	1166	500	178	927	433	495
%V	59.6%	58.3%	61.0%	59.7%	58.9%	60.6%
%H		42.9%	15.3%	79.5%	37.1%	42.5%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	998	380	142	762	286	475
%H		38.1%	14.2%	76.4%	28.7%	47.6%
Under 20"	34	6	5	27	5	23
%V	3.4%	1.6%	3.5%	3.5%	1.7%	4.8%
%H		17.6%	14.7%	79.4%	14.7%	67.6%
20" - 29"	236	47	25	196	34	162
%V	23.6%	12.4%	17.6%	25.7%	11.9%	34.1%
%H		19.9%	10.6%	83.1%	14.4%	68.6%
30" - 39"	408	157	57	314	119	196
%V	40.9%	41.3%	40.1%	41.2%	41.6%	41.3%
%H		38.5%	14.0%	77.0%	29.2%	48.0%
40" and over	312	169	54	222	128	94
%V	31.3%	44.5%	38.0%	29.1%	44.8%	19.8%
%H		54.2%	17.3%	71.2%	41.0%	30.1%
Don't know	3	1	1	2	1	1
%V	0.3%	0.3%	0.7%	0.3%	0.3%	0.2%
%H		33.3%	33.3%	66.7%	33.3%	33.3%
Not Asked	5	0	0	1	0	0
%V	0.5%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		0.0%	0.0%	20.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	998	380	142	762	286	475
%H		38.1%	14.2%	76.4%	28.7%	47.6%
PVR	541	318	86	374	233	140
%V	54.2%	83.7%	60.6%	49.1%	81.5%	29.5%
%H		58.8%	15.9%	69.1%	43.1%	25.9%
DVDR	83	27	16	67	29	39
%V	8.3%	7.1%	11.3%	8.8%	10.1%	8.2%
%H		32.5%	19.3%	80.7%	34.9%	47.0%
VCR	50	15	9	40	13	27
%V	5.0%	3.9%	6.3%	5.2%	4.5%	5.7%
%H		30.0%	18.0%	80.0%	26.0%	54.0%
Any recorder	603	326	97	426	244	183
%V	60.4%	85.8%	68.3%	55.9%	85.3%	38.5%
%H		54.1%	16.1%	70.6%	40.5%	30.3%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	998	380	142	762	286	475
%H		38.1%	14.2%	76.4%	28.7%	47.6%
Receives HDTV (via STB or built-in reception)	490	241	105	352	204	148
%V	49.1%	63.4%	73.9%	46.2%	71.3%	31.2%
%H		49.2%	21.4%	71.8%	41.6%	30.2%
DVD/Blu-ray player or recorder	787	313	115	599	237	362
%V	78.9%	82.4%	81.0%	78.6%	82.9%	76.2%
%H		39.8%	14.6%	76.1%	30.1%	46.0%

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	959	477	150	791	449	342
%H		49.7%	15.6%	82.5%	46.8%	35.7%
Under 20"	322	149	39	282	145	137
%V	33.6%	31.2%	26.0%	35.7%	32.3%	40.1%
%H		46.3%	12.1%	87.6%	45.0%	42.5%
20" - 29"	281	134	45	237	130	107
%V	29.3%	28.1%	30.0%	30.0%	29.0%	31.3%
%H		47.7%	16.0%	84.3%	46.3%	38.1%
30" - 39"	171	96	32	149	104	45
%V	17.8%	20.1%	21.3%	18.8%	23.2%	13.2%
%H		56.1%	18.7%	87.1%	60.8%	26.3%
40" and over	65	40	13	46	33	13
%V	6.8%	8.4%	8.7%	5.8%	7.3%	3.8%
%H		61.5%	20.0%	70.8%	50.8%	20.0%
Don't know	7	6	0	6	5	1
%V	0.7%	1.3%	0.0%	0.8%	1.1%	0.3%
%H		85.7%	0.0%	85.7%	71.4%	14.3%
Not Asked	113	52	21	71	32	39
%V	11.8%	10.9%	14.0%	9.0%	7.1%	11.4%
%H		46.0%	18.6%	62.8%	28.3%	34.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC West
Set level data
Table 5.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	959	477	150	791	449	342
%H		49.7%	15.6%	82.5%	46.8%	35.7%
PVR	134	99	25	91	78	13
%V	14.0%	20.8%	16.7%	11.5%	17.4%	3.8%
%H		73.9%	18.7%	67.9%	58.2%	9.7%
DVDR	16	9	1	16	9	6
%V	1.7%	1.9%	0.7%	2.0%	2.0%	1.8%
%H		56.3%	6.3%	100.0%	56.3%	37.5%
VCR	5	1	1	5	2	3
%V	0.5%	0.2%	0.7%	0.6%	0.4%	0.9%
%H		20.0%	20.0%	100.0%	40.0%	60.0%
Any recorder	150	107	26	107	87	20
%V	15.6%	22.4%	17.3%	13.5%	19.4%	5.8%
%H		71.3%	17.3%	71.3%	58.0%	13.3%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	959	477	150	791	449	342
%H		49.7%	15.6%	82.5%	46.8%	35.7%
Receives HDTV (via STB or built-in reception)	218	101	54	179	112	67
%V	22.7%	21.2%	36.0%	22.6%	24.9%	19.6%
%H		46.3%	24.8%	82.1%	51.4%	30.7%
DVD/Blu-ray player or recorder	379	187	63	328	196	132
%V	39.5%	39.2%	42.0%	41.5%	43.7%	38.6%
%H		49.3%	16.6%	86.5%	51.7%	34.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC West
Individual level data
Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	2380	2306	975	375	1698	742	955
%H		96.9%	41.0%	15.8%	71.3%	31.2%	40.1%
Total Children	444	438	202	82	283	127	156
%V	18.7%	19.0%	20.7%	21.9%	16.7%	17.1%	16.3%
%H		98.6%	45.5%	18.5%	63.7%	28.6%	35.1%
0 - 3	117	113	51	19	68	24	44
%V	4.9%	4.9%	5.2%	5.1%	4.0%	3.2%	4.6%
%H		96.6%	43.6%	16.2%	58.1%	20.5%	37.6%
4 - 15	327	325	151	63	215	103	112
%V	13.7%	14.1%	15.5%	16.8%	12.7%	13.9%	11.7%
%H		99.4%	46.2%	19.3%	65.7%	31.5%	34.3%
4 - 9	166	164	73	28	104	41	63
%V	7.0%	7.1%	7.5%	7.5%	6.1%	5.5%	6.6%
%H		98.8%	44.0%	16.9%	62.7%	24.7%	38.0%
10 - 15	161	161	78	35	111	61	49
%V	6.8%	7.0%	8.0%	9.3%	6.5%	8.2%	5.1%
%H		100.0%	48.4%	21.7%	68.9%	37.9%	30.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	2380	2306	975	375	1698	742	955
%H		96.9%	41.0%	15.8%	71.3%	31.2%	40.1%
Total Adults (16+)	1937	1868	774	294	1415	616	799
%V	81.4%	81.0%	79.4%	78.4%	83.3%	83.0%	83.7%
%H		96.4%	40.0%	15.2%	73.1%	31.8%	41.2%
16 - 19	116	113	54	23	81	44	37
%V	4.9%	4.9%	5.5%	6.1%	4.8%	5.9%	3.9%
%H		97.4%	46.6%	19.8%	69.8%	37.9%	31.9%
20 - 24	137	125	52	21	90	46	44
%V	5.8%	5.4%	5.3%	5.6%	5.3%	6.2%	4.6%
%H		91.2%	38.0%	15.3%	65.7%	33.6%	32.1%
25 - 34	292	270	123	58	175	82	93
%V	12.3%	11.7%	12.6%	15.5%	10.3%	11.1%	9.7%
%H		92.5%	42.1%	19.9%	59.9%	28.1%	31.8%
35 - 44	312	299	141	53	209	107	102
%V	13.1%	13.0%	14.5%	14.1%	12.3%	14.4%	10.7%
%H		95.8%	45.2%	17.0%	67.0%	34.3%	32.7%
45 - 54	344	339	154	61	261	136	125
%V	14.5%	14.7%	15.8%	16.3%	15.4%	18.3%	13.1%
%H		98.5%	44.8%	17.7%	75.9%	39.5%	36.3%
55 - 64	293	287	116	41	227	97	130
%V	12.3%	12.4%	11.9%	10.9%	13.4%	13.1%	13.6%
%H		98.0%	39.6%	14.0%	77.5%	33.1%	44.4%
65+	443	435	133	37	372	104	268
%V	18.6%	18.9%	13.6%	9.9%	21.9%	14.0%	28.1%
%H		98.2%	30.0%	8.4%	84.0%	23.5%	60.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC West
Individual level data
Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1937	1868	774	294	1415	616	799
%H		96.4%	40.0%	15.2%	73.1%	31.8%	41.2%
AB	593	574	245	88	419	180	239
%V	30.6%	30.7%	31.7%	29.9%	29.6%	29.2%	29.9%
%H		96.8%	41.3%	14.8%	70.7%	30.4%	40.3%
C1	529	511	213	84	392	181	210
%V	27.3%	27.4%	27.5%	28.6%	27.7%	29.4%	26.3%
%H		96.6%	40.3%	15.9%	74.1%	34.2%	39.7%
C2	421	406	182	68	314	154	160
%V	21.7%	21.7%	23.5%	23.1%	22.2%	25.0%	20.0%
%H		96.4%	43.2%	16.2%	74.6%	36.6%	38.0%
D	244	231	91	35	176	70	105
%V	12.6%	12.4%	11.8%	11.9%	12.4%	11.4%	13.1%
%H		94.7%	37.3%	14.3%	72.1%	28.7%	43.0%
E	150	145	43	19	114	30	84
%V	7.7%	7.8%	5.6%	6.5%	8.1%	4.9%	10.5%
%H		96.7%	28.7%	12.7%	76.0%	20.0%	56.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC West

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1937	1868	774	294	1415	616	799
%H		96.4%	40.0%	15.2%	73.1%	31.8%	41.2%
Working full time	882	843	393	161	626	330	297
%V	45.5%	45.1%	50.8%	54.8%	44.2%	53.6%	37.2%
%H		95.6%	44.6%	18.3%	71.0%	37.4%	33.7%
Working part time	248	241	106	28	174	70	104
%V	12.8%	12.9%	13.7%	9.5%	12.3%	11.4%	13.0%
%H		97.2%	42.7%	11.3%	70.2%	28.2%	41.9%
Not working	806	783	274	104	614	215	399
%V	41.6%	41.9%	35.4%	35.4%	43.4%	34.9%	49.9%
%H		97.1%	34.0%	12.9%	76.2%	26.7%	49.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	945	904	384	150	675	308	367
%H		95.7%	40.6%	15.9%	71.4%	32.6%	38.8%
16 - 19	54	54	29	11	37	22	14
%V	5.7%	6.0%	7.6%	7.3%	5.5%	7.1%	3.8%
%H		100.0%	53.7%	20.4%	68.5%	40.7%	25.9%
20 - 24	70	63	22	12	45	21	24
%V	7.4%	7.0%	5.7%	8.0%	6.7%	6.8%	6.5%
%H		90.0%	31.4%	17.1%	64.3%	30.0%	34.3%
25 - 34	154	143	69	32	91	48	43
%V	16.3%	15.8%	18.0%	21.3%	13.5%	15.6%	11.7%
%H		92.9%	44.8%	20.8%	59.1%	31.2%	27.9%
35 - 44	160	152	68	28	107	53	55
%V	16.9%	16.8%	17.7%	18.7%	15.9%	17.2%	15.0%
%H		95.0%	42.5%	17.5%	66.9%	33.1%	34.4%
45 - 54	163	158	73	27	121	63	58
%V	17.2%	17.5%	19.0%	18.0%	17.9%	20.5%	15.8%
%H		96.9%	44.8%	16.6%	74.2%	38.7%	35.6%
55 - 64	143	138	59	20	109	50	59
%V	15.1%	15.3%	15.4%	13.3%	16.1%	16.2%	16.1%
%H		96.5%	41.3%	14.0%	76.2%	35.0%	41.3%
65+	201	196	64	20	164	51	114
%V	21.3%	21.7%	16.7%	13.3%	24.3%	16.6%	31.1%
%H		97.5%	31.8%	10.0%	81.6%	25.4%	56.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC West
Individual level data
Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	945	904	384	150	675	308	367
%H		95.7%	40.6%	15.9%	71.4%	32.6%	38.8%
AB	306	295	130	46	216	98	118
%V	32.4%	32.6%	33.9%	30.7%	32.0%	31.8%	32.2%
%H		96.4%	42.5%	15.0%	70.6%	32.0%	38.6%
C1	241	230	98	39	174	82	92
%V	25.5%	25.4%	25.5%	26.0%	25.8%	26.6%	25.1%
%H		95.4%	40.7%	16.2%	72.2%	34.0%	38.2%
C2	224	212	96	38	160	81	79
%V	23.7%	23.5%	25.0%	25.3%	23.7%	26.3%	21.5%
%H		94.6%	42.9%	17.0%	71.4%	36.2%	35.3%
D	116	111	45	18	82	34	48
%V	12.3%	12.3%	11.7%	12.0%	12.1%	11.0%	13.1%
%H		95.7%	38.8%	15.5%	70.7%	29.3%	41.4%
E	58	56	15	10	43	12	31
%V	6.1%	6.2%	3.9%	6.7%	6.4%	3.9%	8.4%
%H		96.6%	25.9%	17.2%	74.1%	20.7%	53.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC West
Individual level data
Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	945	904	384	150	675	308	367
%H		95.7%	40.6%	15.9%	71.4%	32.6%	38.8%
Working full time	560	533	248	100	391	203	188
%V	59.3%	59.0%	64.6%	66.7%	57.9%	65.9%	51.2%
%H		95.2%	44.3%	17.9%	69.8%	36.3%	33.6%
Working part time	51	49	21	5	34	13	21
%V	5.4%	5.4%	5.5%	3.3%	5.0%	4.2%	5.7%
%H		96.1%	41.2%	9.8%	66.7%	25.5%	41.2%
Not working	335	322	115	45	250	92	158
%V	35.4%	35.6%	29.9%	30.0%	37.0%	29.9%	43.1%
%H		96.1%	34.3%	13.4%	74.6%	27.5%	47.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC West
Individual level data
Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	991	964	390	143	740	308	432
%H		97.3%	39.4%	14.4%	74.7%	31.1%	43.6%
16 - 19	62	60	26	12	45	22	23
%V	6.3%	6.2%	6.7%	8.4%	6.1%	7.1%	5.3%
%H		96.8%	41.9%	19.4%	72.6%	35.5%	37.1%
20 - 24	68	62	30	10	45	25	20
%V	6.9%	6.4%	7.7%	7.0%	6.1%	8.1%	4.6%
%H		91.2%	44.1%	14.7%	66.2%	36.8%	29.4%
25 - 34	139	127	54	26	84	34	49
%V	14.0%	13.2%	13.8%	18.2%	11.4%	11.0%	11.3%
%H		91.4%	38.8%	18.7%	60.4%	24.5%	35.3%
35 - 44	151	147	73	25	101	54	47
%V	15.2%	15.2%	18.7%	17.5%	13.6%	17.5%	10.9%
%H		97.4%	48.3%	16.6%	66.9%	35.8%	31.1%
45 - 54	180	180	80	33	140	73	67
%V	18.2%	18.7%	20.5%	23.1%	18.9%	23.7%	15.5%
%H		100.0%	44.4%	18.3%	77.8%	40.6%	37.2%
55 - 64	150	149	57	21	118	47	71
%V	15.1%	15.5%	14.6%	14.7%	15.9%	15.3%	16.4%
%H		99.3%	38.0%	14.0%	78.7%	31.3%	47.3%
65+	241	238	69	17	208	54	154
%V	24.3%	24.7%	17.7%	11.9%	28.1%	17.5%	35.6%
%H		98.8%	28.6%	7.1%	86.3%	22.4%	63.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC West
Individual level data
Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	991	964	390	143	740	308	432
%H		97.3%	39.4%	14.4%	74.7%	31.1%	43.6%
AB	286	279	115	43	203	82	121
%V	28.9%	28.9%	29.5%	30.1%	27.4%	26.6%	28.0%
%H		97.6%	40.2%	15.0%	71.0%	28.7%	42.3%
C1	287	281	115	44	217	99	119
%V	29.0%	29.1%	29.5%	30.8%	29.3%	32.1%	27.5%
%H		97.9%	40.1%	15.3%	75.6%	34.5%	41.5%
C2	197	194	85	30	155	73	81
%V	19.9%	20.1%	21.8%	21.0%	20.9%	23.7%	18.8%
%H		98.5%	43.1%	15.2%	78.7%	37.1%	41.1%
D	129	120	46	17	94	36	57
%V	13.0%	12.4%	11.8%	11.9%	12.7%	11.7%	13.2%
%H		93.0%	35.7%	13.2%	72.9%	27.9%	44.2%
E	91	89	28	9	71	18	53
%V	9.2%	9.2%	7.2%	6.3%	9.6%	5.8%	12.3%
%H		97.8%	30.8%	9.9%	78.0%	19.8%	58.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	991	964	390	143	740	308	432
%H		97.3%	39.4%	14.4%	74.7%	31.1%	43.6%
Working full time	323	310	145	61	236	127	109
%V	32.6%	32.2%	37.2%	42.7%	31.9%	41.2%	25.2%
%H		96.0%	44.9%	18.9%	73.1%	39.3%	33.7%
Working part time	197	192	85	23	140	57	82
%V	19.9%	19.9%	21.8%	16.1%	18.9%	18.5%	19.0%
%H		97.5%	43.1%	11.7%	71.1%	28.9%	41.6%
Not working	472	461	160	60	364	123	241
%V	47.6%	47.8%	41.0%	42.0%	49.2%	39.9%	55.8%
%H		97.7%	33.9%	12.7%	77.1%	26.1%	51.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC South West

Household level data

Table 6.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	880	842	364	72	650	249	401
%H (All HH)		95.7%	41.4%	8.2%	73.9%	28.3%	45.6%
%H (TV HH)			43.2%	8.6%	77.2%	29.6%	47.6%
AB	224	218	102	13	164	62	102
%V	25.5%	25.9%	28.0%	18.1%	25.2%	24.9%	25.4%
%H (All HH)		97.3%	45.5%	5.8%	73.2%	27.7%	45.5%
%H (TV HH)			46.8%	6.0%	75.2%	28.4%	46.8%
C1	266	253	105	23	198	74	123
%V	30.2%	30.0%	28.8%	31.9%	30.5%	29.7%	30.7%
%H (All HH)		95.1%	39.5%	8.6%	74.4%	27.8%	46.2%
%H (TV HH)			41.5%	9.1%	78.3%	29.2%	48.6%
C2	195	187	90	20	145	69	77
%V	22.2%	22.2%	24.7%	27.8%	22.3%	27.7%	19.2%
%H (All HH)		95.9%	46.2%	10.3%	74.4%	35.4%	39.5%
%H (TV HH)			48.1%	10.7%	77.5%	36.9%	41.2%
D	108	104	42	12	76	27	49
%V	12.3%	12.4%	11.5%	16.7%	11.7%	10.8%	12.2%
%H (All HH)		96.3%	38.9%	11.1%	70.4%	25.0%	45.4%
%H (TV HH)			40.4%	11.5%	73.1%	26.0%	47.1%
E	86	80	25	4	67	17	50
%V	9.8%	9.5%	6.9%	5.6%	10.3%	6.8%	12.5%
%H (All HH)		93.0%	29.1%	4.7%	77.9%	19.8%	58.1%
%H (TV HH)			31.3%	5.0%	83.8%	21.3%	62.5%

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 2012 - March 2013

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	880	842	364	72	650	249	401
%H (All HH)		95.7%	41.4%	8.2%	73.9%	28.3%	45.6%
%H (TV HH)			43.2%	8.6%	77.2%	29.6%	47.6%
Under 25	39	33	10	3	24	5	19
%V	4.4%	3.9%	2.7%	4.2%	3.7%	2.0%	4.7%
%H (All HH)		84.6%	25.6%	7.7%	61.5%	12.8%	48.7%
%H (TV HH)			30.3%	9.1%	72.7%	15.2%	57.6%
25 - 34	106	99	51	14	67	34	33
%V	12.0%	11.8%	14.0%	19.4%	10.3%	13.7%	8.2%
%H (All HH)		93.4%	48.1%	13.2%	63.2%	32.1%	31.1%
%H (TV HH)			51.5%	14.1%	67.7%	34.3%	33.3%
35 - 44	135	129	63	13	96	46	50
%V	15.3%	15.3%	17.3%	18.1%	14.8%	18.5%	12.5%
%H (All HH)		95.6%	46.7%	9.6%	71.1%	34.1%	37.0%
%H (TV HH)			48.8%	10.1%	74.4%	35.7%	38.8%
45 - 54	170	163	82	19	119	57	61
%V	19.3%	19.4%	22.5%	26.4%	18.3%	22.9%	15.2%
%H (All HH)		95.9%	48.2%	11.2%	70.0%	33.5%	35.9%
%H (TV HH)			50.3%	11.7%	73.0%	35.0%	37.4%
55 - 64	158	153	67	9	124	47	76
%V	18.0%	18.2%	18.4%	12.5%	19.1%	18.9%	19.0%
%H (All HH)		96.8%	42.4%	5.7%	78.5%	29.7%	48.1%
%H (TV HH)			43.8%	5.9%	81.0%	30.7%	49.7%
65 +	272	264	91	12	220	59	161
%V	30.9%	31.4%	25.0%	16.7%	33.8%	23.7%	40.1%
%H (All HH)		97.1%	33.5%	4.4%	80.9%	21.7%	59.2%
%H (TV HH)			34.5%	4.5%	83.3%	22.3%	61.0%

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

April 2012 - March 2013

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	880	842	364	72	650	249	401
%H (All HH)		95.7%	41.4%	8.2%	73.9%	28.3%	45.6%
%H (TV HH)			43.2%	8.6%	77.2%	29.6%	47.6%
1	304	282	87	16	224	48	176
%V	34.5%	33.5%	23.9%	22.2%	34.5%	19.3%	43.9%
%H (All HH)		92.8%	28.6%	5.3%	73.7%	15.8%	57.9%
%H (TV HH)			30.9%	5.7%	79.4%	17.0%	62.4%
2	300	290	129	23	226	88	138
%V	34.1%	34.4%	35.4%	31.9%	34.8%	35.3%	34.4%
%H (All HH)		96.7%	43.0%	7.7%	75.3%	29.3%	46.0%
%H (TV HH)			44.5%	7.9%	77.9%	30.3%	47.6%
3	111	108	57	11	79	41	38
%V	12.6%	12.8%	15.7%	15.3%	12.2%	16.5%	9.5%
%H (All HH)		97.3%	51.4%	9.9%	71.2%	36.9%	34.2%
%H (TV HH)			52.8%	10.2%	73.1%	38.0%	35.2%
4	115	114	64	15	83	49	34
%V	13.1%	13.5%	17.6%	20.8%	12.8%	19.7%	8.5%
%H (All HH)		99.1%	55.7%	13.0%	72.2%	42.6%	29.6%
%H (TV HH)			56.1%	13.2%	72.8%	43.0%	29.8%
5+	50	48	27	6	38	23	15
%V	5.7%	5.7%	7.4%	8.3%	5.8%	9.2%	3.7%
%H (All HH)		96.0%	54.0%	12.0%	76.0%	46.0%	30.0%
%H (TV HH)			56.3%	12.5%	79.2%	47.9%	31.3%
Average HH size	2.24	2.26	2.52	2.64	2.23	2.67	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 2012 - March 2013

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	880	842	364	72	650	249	401
%H (All HH)		95.7%	41.4%	8.2%	73.9%	28.3%	45.6%
%H (TV HH)			43.2%	8.6%	77.2%	29.6%	47.6%
Without	682	647	257	49	510	173	337
%V	77.5%	76.8%	70.6%	68.1%	78.5%	69.5%	84.0%
%H (All HH)		94.9%	37.7%	7.2%	74.8%	25.4%	49.4%
%H (TV HH)			39.7%	7.6%	78.8%	26.7%	52.1%
With	197	195	107	22	140	76	64
%V	22.4%	23.2%	29.4%	30.6%	21.5%	30.5%	16.0%
%H (All HH)		99.0%	54.3%	11.2%	71.1%	38.6%	32.5%
%H (TV HH)			54.9%	11.3%	71.8%	39.0%	32.8%
0 - 3	70	69	36	8	51	26	25
%V	8.0%	8.2%	9.9%	11.1%	7.8%	10.4%	6.2%
%H (All HH)		98.6%	51.4%	11.4%	72.9%	37.1%	35.7%
%H (TV HH)			52.2%	11.6%	73.9%	37.7%	36.2%
4 - 9	103	102	57	12	74	42	32
%V	11.7%	12.1%	15.7%	16.7%	11.4%	16.9%	8.0%
%H (All HH)		99.0%	55.3%	11.7%	71.8%	40.8%	31.1%
%H (TV HH)			55.9%	11.8%	72.5%	41.2%	31.4%
10 - 15	98	98	57	12	72	44	29
%V	11.1%	11.6%	15.7%	16.7%	11.1%	17.7%	7.2%
%H (All HH)		100.0%	58.2%	12.2%	73.5%	44.9%	29.6%
%H (TV HH)			58.2%	12.2%	73.5%	44.9%	29.6%

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 2012 - March 2013

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	880	842	364	72	650	249	401
%H (All HH)		95.7%	41.4%	8.2%	73.9%	28.3%	45.6%
%H (TV HH)			43.2%	8.6%	77.2%	29.6%	47.6%
1	330	330	103	24	234	36	198
%V	37.5%	39.2%	28.3%	33.3%	36.0%	14.5%	49.4%
%H (All HH)		100.0%	31.2%	7.3%	70.9%	10.9%	60.0%
%H (TV HH)			31.2%	7.3%	70.9%	10.9%	60.0%
2	297	297	141	21	239	104	135
%V	33.8%	35.3%	38.7%	29.2%	36.8%	41.8%	33.7%
%H (All HH)		100.0%	47.5%	7.1%	80.5%	35.0%	45.5%
%H (TV HH)			47.5%	7.1%	80.5%	35.0%	45.5%
3	129	129	69	16	104	61	43
%V	14.7%	15.3%	19.0%	22.2%	16.0%	24.5%	10.7%
%H (All HH)		100.0%	53.5%	12.4%	80.6%	47.3%	33.3%
%H (TV HH)			53.5%	12.4%	80.6%	47.3%	33.3%
4	50	50	31	6	42	28	14
%V	5.7%	5.9%	8.5%	8.3%	6.5%	11.2%	3.5%
%H (All HH)		100.0%	62.0%	12.0%	84.0%	56.0%	28.0%
%H (TV HH)			62.0%	12.0%	84.0%	56.0%	28.0%
5+	35	35	21	4	30	19	11
%V	4.0%	4.2%	5.8%	5.6%	4.6%	7.6%	2.7%
%H (All HH)		100.0%	60.0%	11.4%	85.7%	54.3%	31.4%
%H (TV HH)			60.0%	11.4%	85.7%	54.3%	31.4%

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
April 2012 - March 2013
BBC South West
Household level data
Table 6.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	880	842	364	72	650	249	401
%H (All HH)		95.7%	41.4%	8.2%	73.9%	28.3%	45.6%
%H (TV HH)			43.2%	8.6%	77.2%	29.6%	47.6%
Under 20"	274	274	123	16	241	105	135
%V	31.1%	32.5%	33.8%	22.2%	37.1%	42.2%	33.7%
%H (All HH)		100.0%	44.9%	5.8%	88.0%	38.3%	49.3%
%H (TV HH)			44.9%	5.8%	88.0%	38.3%	49.3%
20" - 29"	386	386	158	25	324	121	203
%V	43.9%	45.8%	43.4%	34.7%	49.8%	48.6%	50.6%
%H (All HH)		100.0%	40.9%	6.5%	83.9%	31.3%	52.6%
%H (TV HH)			40.9%	6.5%	83.9%	31.3%	52.6%
30" - 39"	423	423	199	41	328	144	184
%V	48.1%	50.2%	54.7%	56.9%	50.5%	57.8%	45.9%
%H (All HH)		100.0%	47.0%	9.7%	77.5%	34.0%	43.5%
%H (TV HH)			47.0%	9.7%	77.5%	34.0%	43.5%
40" and over	259	259	147	36	179	103	77
%V	29.4%	30.8%	40.4%	50.0%	27.5%	41.4%	19.2%
%H (All HH)		100.0%	56.8%	13.9%	69.1%	39.8%	29.7%
%H (TV HH)			56.8%	13.9%	69.1%	39.8%	29.7%

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 2012 - March 2013

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	880	842	364	72	650	249	401
%H (All HH)		95.7%	41.4%	8.2%	73.9%	28.3%	45.6%
%H (TV HH)			43.2%	8.6%	77.2%	29.6%	47.6%
Main living room	821	821	360	71	636	245	392
%V	93.3%	97.5%	98.9%	98.6%	97.8%	98.4%	97.8%
%H (All HH)		100.0%	43.8%	8.6%	77.5%	29.8%	47.7%
%H (TV HH)			43.8%	8.6%	77.5%	29.8%	47.7%
Kitchen	123	123	61	6	108	52	56
%V	14.0%	14.6%	16.8%	8.3%	16.6%	20.9%	14.0%
%H (All HH)		100.0%	49.6%	4.9%	87.8%	42.3%	45.5%
%H (TV HH)			49.6%	4.9%	87.8%	42.3%	45.5%
Adult's bedroom	346	346	181	36	282	152	130
%V	39.3%	41.1%	49.7%	50.0%	43.4%	61.0%	32.4%
%H (All HH)		100.0%	52.3%	10.4%	81.5%	43.9%	37.6%
%H (TV HH)			52.3%	10.4%	81.5%	43.9%	37.6%
Child's bedroom	70	70	43	10	60	42	18
%V	8.0%	8.3%	11.8%	13.9%	9.2%	16.9%	4.5%
%H (All HH)		100.0%	61.4%	14.3%	85.7%	60.0%	25.7%
%H (TV HH)			61.4%	14.3%	85.7%	60.0%	25.7%
Other bedroom	47	47	28	3	42	24	17
%V	5.3%	5.6%	7.7%	4.2%	6.5%	9.6%	4.2%
%H (All HH)		100.0%	59.6%	6.4%	89.4%	51.1%	36.2%
%H (TV HH)			59.6%	6.4%	89.4%	51.1%	36.2%
Second living/dining room	75	75	36	6	63	30	34
%V	8.5%	8.9%	9.9%	8.3%	9.7%	12.0%	8.5%
%H (All HH)		100.0%	48.0%	8.0%	84.0%	40.0%	45.3%
%H (TV HH)			48.0%	8.0%	84.0%	40.0%	45.3%
Study/office	11	11	6	0	9	4	5
%V	1.3%	1.3%	1.6%	0.0%	1.4%	1.6%	1.2%
%H (All HH)		100.0%	54.5%	0.0%	81.8%	36.4%	45.5%
%H (TV HH)			54.5%	0.0%	81.8%	36.4%	45.5%
TV room	3	3	3	0	1	0	1
%V	0.3%	0.4%	0.8%	0.0%	0.2%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	33.3%	0.0%	33.3%
%H (TV HH)			100.0%	0.0%	33.3%	0.0%	33.3%
Conservatory	14	14	8	3	12	9	3
%V	1.6%	1.7%	2.2%	4.2%	1.8%	3.6%	0.7%
%H (All HH)		100.0%	57.1%	21.4%	85.7%	64.3%	21.4%
%H (TV HH)			57.1%	21.4%	85.7%	64.3%	21.4%
Attic or loft room	1	1	1	0	1	0	0
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	0.0%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	0.0%	0.0%
No specific location	2	2	1	0	2	1	1
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%
Other	4	4	1	1	3	1	2
%V	0.5%	0.5%	0.3%	1.4%	0.5%	0.4%	0.5%
%H (All HH)		100.0%	25.0%	25.0%	75.0%	25.0%	50.0%
%H (TV HH)			25.0%	25.0%	75.0%	25.0%	50.0%

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
April 2012 - March 2013
BBC South West
Household level data
Table 6.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	880	842	364	72	650	249	401
%H (All HH)		95.7%	41.4%	8.2%	73.9%	28.3%	45.6%
%H (TV HH)			43.2%	8.6%	77.2%	29.6%	47.6%
PVR	474	474	292	45	336	199	138
%V	53.9%	56.3%	80.2%	62.5%	51.7%	79.9%	34.4%
%H (All HH)		100.0%	61.6%	9.5%	70.9%	42.0%	29.1%
%H (TV HH)			61.6%	9.5%	70.9%	42.0%	29.1%
DVDR	76	76	31	8	62	25	37
%V	8.6%	9.0%	8.5%	11.1%	9.5%	10.0%	9.2%
%H (All HH)		100.0%	40.8%	10.5%	81.6%	32.9%	48.7%
%H (TV HH)			40.8%	10.5%	81.6%	32.9%	48.7%
VCR	45	45	22	4	35	15	20
%V	5.1%	5.3%	6.0%	5.6%	5.4%	6.0%	5.0%
%H (All HH)		100.0%	48.9%	8.9%	77.8%	33.3%	44.4%
%H (TV HH)			48.9%	8.9%	77.8%	33.3%	44.4%
Any recorder	526	526	307	51	379	210	169
%V	59.8%	62.5%	84.3%	70.8%	58.3%	84.3%	42.1%
%H (All HH)		100.0%	58.4%	9.7%	72.1%	39.9%	32.1%
%H (TV HH)			58.4%	9.7%	72.1%	39.9%	32.1%

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 2012 - March 2013
BBC South West
Household level data
Table 6.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	880	842	364	72	650	249	401
%H (All HH)		95.7%	41.4%	8.2%	73.9%	28.3%	45.6%
%H (TV HH)			43.2%	8.6%	77.2%	29.6%	47.6%
Receives HDTV (via STB or built-in reception)	328	328	181	50	229	131	98
%V	37.3%	39.0%	49.7%	69.4%	35.2%	52.6%	24.4%
%H (All HH)		100.0%	55.2%	15.2%	69.8%	39.9%	29.9%
%H (TV HH)			55.2%	15.2%	69.8%	39.9%	29.9%
DVD/Blu-ray player or recorder	716	716	330	64	552	230	323
%V	81.4%	85.0%	90.7%	88.9%	84.9%	92.4%	80.5%
%H (All HH)		100.0%	46.1%	8.9%	77.1%	32.1%	45.1%
%H (TV HH)			46.1%	8.9%	77.1%	32.1%	45.1%

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 2012 - March 2013
BBC South West
Household level data
Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	880	842	364	72	650	249	401
%H (All HH)		95.7%	41.4%	8.2%	73.9%	28.3%	45.6%
%H (TV HH)			43.2%	8.6%	77.2%	29.6%	47.6%
Has PC or Laptop	688	662	317	64	497	220	276
%V	78.2%	78.6%	87.1%	88.9%	76.5%	88.4%	68.8%
%H (All HH)		96.2%	46.1%	9.3%	72.2%	32.0%	40.1%
%H (TV HH)			47.9%	9.7%	75.1%	33.2%	41.7%
Has broadband internet	655	630	308	64	470	217	253
%V	74.4%	74.8%	84.6%	88.9%	72.3%	87.1%	63.1%
%H (All HH)		96.2%	47.0%	9.8%	71.8%	33.1%	38.6%
%H (TV HH)			48.9%	10.2%	74.6%	34.4%	40.2%

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 2012 - March 2013
BBC South West
Set level data
Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1707	828	160	1355	640	714
%H		48.5%	9.4%	79.4%	37.5%	41.8%
Under 20"	354	166	21	314	145	168
%V	20.7%	20.0%	13.1%	23.2%	22.7%	23.5%
%H		46.9%	5.9%	88.7%	41.0%	47.5%
20" - 29"	487	212	37	414	175	239
%V	28.5%	25.6%	23.1%	30.6%	27.3%	33.5%
%H		43.5%	7.6%	85.0%	35.9%	49.1%
30" - 39"	482	233	51	372	172	200
%V	28.2%	28.1%	31.9%	27.5%	26.9%	28.0%
%H		48.3%	10.6%	77.2%	35.7%	41.5%
40" and over	293	170	42	202	120	81
%V	17.2%	20.5%	26.3%	14.9%	18.8%	11.3%
%H		58.0%	14.3%	68.9%	41.0%	27.6%
Don't know	8	4	0	6	2	4
%V	0.5%	0.5%	0.0%	0.4%	0.3%	0.6%
%H		50.0%	0.0%	75.0%	25.0%	50.0%
Not Asked	83	43	9	47	26	22
%V	4.9%	5.2%	5.6%	3.5%	4.1%	3.1%
%H		51.8%	10.8%	56.6%	31.3%	26.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South West
Set level data
Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1707	828	160	1355	640	714
%H		48.5%	9.4%	79.4%	37.5%	41.8%
Main living room	826	360	71	641	245	395
%V	48.4%	43.5%	44.4%	47.3%	38.3%	55.3%
%H		43.6%	8.6%	77.6%	29.7%	47.8%
Kitchen	123	61	6	108	52	56
%V	7.2%	7.4%	3.8%	8.0%	8.1%	7.8%
%H		49.6%	4.9%	87.8%	42.3%	45.5%
Adult's bedroom	406	211	49	330	182	148
%V	23.8%	25.5%	30.6%	24.4%	28.4%	20.7%
%H		52.0%	12.1%	81.3%	44.8%	36.5%
Child's bedroom	95	61	11	81	58	23
%V	5.6%	7.4%	6.9%	6.0%	9.1%	3.2%
%H		64.2%	11.6%	85.3%	61.1%	24.2%
Other bedroom	59	34	3	52	30	22
%V	3.5%	4.1%	1.9%	3.8%	4.7%	3.1%
%H		57.6%	5.1%	88.1%	50.8%	37.3%
Second living/dining room	76	37	6	64	30	34
%V	4.5%	4.5%	3.8%	4.7%	4.7%	4.8%
%H		48.7%	7.9%	84.2%	39.5%	44.7%
Study/office	13	8	0	11	6	5
%V	0.8%	1.0%	0.0%	0.8%	0.9%	0.7%
%H		61.5%	0.0%	84.6%	46.2%	38.5%
TV room	3	3	0	1	0	1
%V	0.2%	0.4%	0.0%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	33.3%	0.0%	33.3%
Conservatory	14	8	3	12	9	3
%V	0.8%	1.0%	1.9%	0.9%	1.4%	0.4%
%H		57.1%	21.4%	85.7%	64.3%	21.4%
Attic or loft room	1	1	0	1	0	0
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	0.0%	0.0%
No specific location	3	1	0	3	1	2
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.3%
%H		33.3%	0.0%	100.0%	33.3%	66.7%
Other	6	1	1	5	1	3
%V	0.4%	0.1%	0.6%	0.4%	0.2%	0.4%
%H		16.7%	16.7%	83.3%	16.7%	50.0%
Not Asked	83	43	9	47	26	22
%V	4.9%	5.2%	5.6%	3.5%	4.1%	3.1%
%H		51.8%	10.8%	56.6%	31.3%	26.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South West
Set level data
Table 6.13: Recorders
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1707	828	160	1355	640	714
%H		48.5%	9.4%	79.4%	37.5%	41.8%
PVR	601	388	58	407	251	156
%V	35.2%	46.9%	36.3%	30.0%	39.2%	21.8%
%H		64.6%	9.7%	67.7%	41.8%	26.0%
DVDR	81	34	8	68	28	39
%V	4.7%	4.1%	5.0%	5.0%	4.4%	5.5%
%H		42.0%	9.9%	84.0%	34.6%	48.1%
VCR	50	25	4	39	17	21
%V	2.9%	3.0%	2.5%	2.9%	2.7%	2.9%
%H		50.0%	8.0%	78.0%	34.0%	42.0%
Any recorder	675	415	65	469	273	196
%V	39.5%	50.1%	40.6%	34.6%	42.7%	27.5%
%H		61.5%	9.6%	69.5%	40.4%	29.0%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1707	828	160	1355	640	714
%H		48.5%	9.4%	79.4%	37.5%	41.8%
Receives HDTV (via STB or built-in reception)	451	250	71	307	175	132
%V	26.4%	30.2%	44.4%	22.7%	27.3%	18.5%
%H		55.4%	15.7%	68.1%	38.8%	29.3%
DVD/Blu-ray player or recorder	1050	522	107	826	403	423
%V	61.5%	63.0%	66.9%	61.0%	63.0%	59.2%
%H		49.7%	10.2%	78.7%	38.4%	40.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South West
Set level data
Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	842	364	72	650	249	401
%H		43.2%	8.6%	77.2%	29.6%	47.6%
Under 20"	32	4	0	31	2	28
%V	3.8%	1.1%	0.0%	4.8%	0.8%	7.0%
%H		12.5%	0.0%	96.9%	6.3%	87.5%
20" - 29"	203	59	8	175	38	136
%V	24.1%	16.2%	11.1%	26.9%	15.3%	33.9%
%H		29.1%	3.9%	86.2%	18.7%	67.0%
30" - 39"	350	158	29	272	109	164
%V	41.6%	43.4%	40.3%	41.8%	43.8%	40.9%
%H		45.1%	8.3%	77.7%	31.1%	46.9%
40" and over	249	143	34	170	99	72
%V	29.6%	39.3%	47.2%	26.2%	39.8%	18.0%
%H		57.4%	13.7%	68.3%	39.8%	28.9%
Don't know	2	1	0	2	0	1
%V	0.2%	0.3%	0.0%	0.3%	0.0%	0.2%
%H		50.0%	0.0%	100.0%	0.0%	50.0%
Not Asked	6	0	1	0	1	0
%V	0.7%	0.0%	1.4%	0.0%	0.4%	0.0%
%H		0.0%	16.7%	0.0%	16.7%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South West
Set level data
Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	842	364	72	650	249	401
%H		43.2%	8.6%	77.2%	29.6%	47.6%
PVR	455	285	44	318	191	127
%V	54.0%	78.3%	61.1%	48.9%	76.7%	31.7%
%H		62.6%	9.7%	69.9%	42.0%	27.9%
DVDR	67	27	7	55	22	33
%V	8.0%	7.4%	9.7%	8.5%	8.8%	8.2%
%H		40.3%	10.4%	82.1%	32.8%	49.3%
VCR	38	18	3	28	11	17
%V	4.5%	4.9%	4.2%	4.3%	4.4%	4.2%
%H		47.4%	7.9%	73.7%	28.9%	44.7%
Any recorder	508	301	50	363	204	159
%V	60.3%	82.7%	69.4%	55.8%	81.9%	39.7%
%H		59.3%	9.8%	71.5%	40.2%	31.3%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	842	364	72	650	249	401
%H		43.2%	8.6%	77.2%	29.6%	47.6%
Receives HDTV (via STB or built-in reception)	308	173	48	210	122	88
%V	36.6%	47.5%	66.7%	32.3%	49.0%	21.9%
%H		56.2%	15.6%	68.2%	39.6%	28.6%
DVD/Blu-ray player or recorder	679	313	61	521	215	306
%V	80.6%	86.0%	84.7%	80.2%	86.3%	76.3%
%H		46.1%	9.0%	76.7%	31.7%	45.1%

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

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	864	464	88	705	392	313
%H		53.7%	10.2%	81.6%	45.4%	36.2%
Under 20"	322	162	20	283	143	140
%V	37.3%	34.9%	22.7%	40.1%	36.5%	44.7%
%H		50.3%	6.2%	87.9%	44.4%	43.5%
20" - 29"	284	153	29	240	137	103
%V	32.9%	33.0%	33.0%	34.0%	34.9%	32.9%
%H		53.9%	10.2%	84.5%	48.2%	36.3%
30" - 39"	132	75	22	100	64	36
%V	15.3%	16.2%	25.0%	14.2%	16.3%	11.5%
%H		56.8%	16.7%	75.8%	48.5%	27.3%
40" and over	44	27	8	31	22	10
%V	5.1%	5.8%	9.1%	4.4%	5.6%	3.2%
%H		61.4%	18.2%	70.5%	50.0%	22.7%
Don't know	6	3	0	4	1	3
%V	0.7%	0.6%	0.0%	0.6%	0.3%	1.0%
%H		50.0%	0.0%	66.7%	16.7%	50.0%
Not Asked	76	44	9	47	25	21
%V	8.8%	9.5%	10.2%	6.7%	6.4%	6.7%
%H		57.9%	11.8%	61.8%	32.9%	27.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South West
Set level data
Table 6.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	864	464	88	705	392	313
%H		53.7%	10.2%	81.6%	45.4%	36.2%
PVR	146	103	14	89	60	29
%V	16.9%	22.2%	15.9%	12.6%	15.3%	9.3%
%H		70.5%	9.6%	61.0%	41.1%	19.9%
DVDR	15	7	1	13	6	7
%V	1.7%	1.5%	1.1%	1.8%	1.5%	2.2%
%H		46.7%	6.7%	86.7%	40.0%	46.7%
VCR	12	7	1	10	6	4
%V	1.4%	1.5%	1.1%	1.4%	1.5%	1.3%
%H		58.3%	8.3%	83.3%	50.0%	33.3%
Any recorder	166	114	16	106	69	37
%V	19.2%	24.6%	18.2%	15.0%	17.6%	11.8%
%H		68.7%	9.6%	63.9%	41.6%	22.3%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	864	464	88	705	392	313
%H		53.7%	10.2%	81.6%	45.4%	36.2%
Receives HDTV (via STB or built-in reception)	143	76	23	97	53	44
%V	16.6%	16.4%	26.1%	13.8%	13.5%	14.1%
%H		53.1%	16.1%	67.8%	37.1%	30.8%
DVD/Blu-ray player or recorder	371	209	46	305	188	117
%V	42.9%	45.0%	52.3%	43.3%	48.0%	37.4%
%H		56.3%	12.4%	82.2%	50.7%	31.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC South West

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	1966	1903	919	189	1448	663	785
%H		96.8%	46.7%	9.6%	73.7%	33.7%	39.9%
Total Children	354	351	195	38	255	141	114
%V	18.0%	18.4%	21.2%	20.1%	17.6%	21.3%	14.5%
%H		99.2%	55.1%	10.7%	72.0%	39.8%	32.2%
0 - 3	82	80	41	9	57	27	30
%V	4.2%	4.2%	4.5%	4.8%	3.9%	4.1%	3.8%
%H		97.6%	50.0%	11.0%	69.5%	32.9%	36.6%
4 - 15	272	271	155	29	198	114	84
%V	13.8%	14.2%	16.9%	15.3%	13.7%	17.2%	10.7%
%H		99.6%	57.0%	10.7%	72.8%	41.9%	30.9%
4 - 9	136	135	77	14	96	55	41
%V	6.9%	7.1%	8.4%	7.4%	6.6%	8.3%	5.2%
%H		99.3%	56.6%	10.3%	70.6%	40.4%	30.1%
10 - 15	136	136	78	16	102	59	42
%V	6.9%	7.1%	8.5%	8.5%	7.0%	8.9%	5.4%
%H		100.0%	57.4%	11.8%	75.0%	43.4%	30.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC South West

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	1966	1903	919	189	1448	663	785
%H		96.8%	46.7%	9.6%	73.7%	33.7%	39.9%
Total Adults (16+)	1613	1552	724	151	1193	522	671
%V	82.0%	81.6%	78.8%	79.9%	82.4%	78.7%	85.5%
%H		96.2%	44.9%	9.4%	74.0%	32.4%	41.6%
16 - 19	84	81	39	13	65	36	29
%V	4.3%	4.3%	4.2%	6.9%	4.5%	5.4%	3.7%
%H		96.4%	46.4%	15.5%	77.4%	42.9%	34.5%
20 - 24	127	113	50	17	80	35	45
%V	6.5%	5.9%	5.4%	9.0%	5.5%	5.3%	5.7%
%H		89.0%	39.4%	13.4%	63.0%	27.6%	35.4%
25 - 34	218	206	109	29	144	78	66
%V	11.1%	10.8%	11.9%	15.3%	9.9%	11.8%	8.4%
%H		94.5%	50.0%	13.3%	66.1%	35.8%	30.3%
35 - 44	245	235	117	24	176	83	93
%V	12.5%	12.3%	12.7%	12.7%	12.2%	12.5%	11.8%
%H		95.9%	47.8%	9.8%	71.8%	33.9%	38.0%
45 - 54	278	270	144	32	195	101	94
%V	14.1%	14.2%	15.7%	16.9%	13.5%	15.2%	12.0%
%H		97.1%	51.8%	11.5%	70.1%	36.3%	33.8%
55 - 64	251	245	115	16	199	85	114
%V	12.8%	12.9%	12.5%	8.5%	13.7%	12.8%	14.5%
%H		97.6%	45.8%	6.4%	79.3%	33.9%	45.4%
65+	410	401	150	20	334	103	231
%V	20.9%	21.1%	16.3%	10.6%	23.1%	15.5%	29.4%
%H		97.8%	36.6%	4.9%	81.5%	25.1%	56.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South West
Individual level data
Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1613	1552	724	151	1193	522	671
%H		96.2%	44.9%	9.4%	74.0%	32.4%	41.6%
AB	424	415	204	24	313	129	184
%V	26.3%	26.7%	28.2%	15.9%	26.2%	24.7%	27.4%
%H		97.9%	48.1%	5.7%	73.8%	30.4%	43.4%
C1	496	467	210	52	365	161	204
%V	30.8%	30.1%	29.0%	34.4%	30.6%	30.8%	30.4%
%H		94.2%	42.3%	10.5%	73.6%	32.5%	41.1%
C2	380	371	188	42	286	146	140
%V	23.6%	23.9%	26.0%	27.8%	24.0%	28.0%	20.9%
%H		97.6%	49.5%	11.1%	75.3%	38.4%	36.8%
D	197	190	82	25	142	61	81
%V	12.2%	12.2%	11.3%	16.6%	11.9%	11.7%	12.1%
%H		96.4%	41.6%	12.7%	72.1%	31.0%	41.1%
E	115	109	39	8	88	25	62
%V	7.1%	7.0%	5.4%	5.3%	7.4%	4.8%	9.2%
%H		94.8%	33.9%	7.0%	76.5%	21.7%	53.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South West
Individual level data
Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1613	1552	724	151	1193	522	671
%H		96.2%	44.9%	9.4%	74.0%	32.4%	41.6%
Working full time	658	637	334	72	467	240	228
%V	40.8%	41.0%	46.1%	47.7%	39.1%	46.0%	34.0%
%H		96.8%	50.8%	10.9%	71.0%	36.5%	34.7%
Working part time	212	207	98	24	163	81	82
%V	13.1%	13.3%	13.5%	15.9%	13.7%	15.5%	12.2%
%H		97.6%	46.2%	11.3%	76.9%	38.2%	38.7%
Not working	742	708	291	54	562	201	361
%V	46.0%	45.6%	40.2%	35.8%	47.1%	38.5%	53.8%
%H		95.4%	39.2%	7.3%	75.7%	27.1%	48.7%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	786	756	362	76	576	264	313
%H		96.2%	46.1%	9.7%	73.3%	33.6%	39.8%
16 - 19	48	48	23	9	39	24	16
%V	6.1%	6.3%	6.4%	11.8%	6.8%	9.1%	5.1%
%H		100.0%	47.9%	18.8%	81.3%	50.0%	33.3%
20 - 24	67	65	30	8	43	19	24
%V	8.5%	8.6%	8.3%	10.5%	7.5%	7.2%	7.7%
%H		97.0%	44.8%	11.9%	64.2%	28.4%	35.8%
25 - 34	106	99	51	14	70	38	33
%V	13.5%	13.1%	14.1%	18.4%	12.2%	14.4%	10.5%
%H		93.4%	48.1%	13.2%	66.0%	35.8%	31.1%
35 - 44	119	114	56	11	87	41	46
%V	15.1%	15.1%	15.5%	14.5%	15.1%	15.5%	14.7%
%H		95.8%	47.1%	9.2%	73.1%	34.5%	38.7%
45 - 54	130	126	68	15	88	46	42
%V	16.5%	16.7%	18.8%	19.7%	15.3%	17.4%	13.4%
%H		96.9%	52.3%	11.5%	67.7%	35.4%	32.3%
55 - 64	121	118	59	8	95	45	50
%V	15.4%	15.6%	16.3%	10.5%	16.5%	17.0%	16.0%
%H		97.5%	48.8%	6.6%	78.5%	37.2%	41.3%
65+	194	187	75	10	153	51	102
%V	24.7%	24.7%	20.7%	13.2%	26.6%	19.3%	32.6%
%H		96.4%	38.7%	5.2%	78.9%	26.3%	52.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South West
Individual level data
Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	786	756	362	76	576	264	313
%H		96.2%	46.1%	9.7%	73.3%	33.6%	39.8%
AB	215	209	104	12	157	66	91
%V	27.4%	27.6%	28.7%	15.8%	27.3%	25.0%	29.1%
%H		97.2%	48.4%	5.6%	73.0%	30.7%	42.3%
C1	228	218	102	27	170	81	89
%V	29.0%	28.8%	28.2%	35.5%	29.5%	30.7%	28.4%
%H		95.6%	44.7%	11.8%	74.6%	35.5%	39.0%
C2	200	194	99	20	148	76	72
%V	25.4%	25.7%	27.3%	26.3%	25.7%	28.8%	23.0%
%H		97.0%	49.5%	10.0%	74.0%	38.0%	36.0%
D	97	94	40	13	71	31	40
%V	12.3%	12.4%	11.0%	17.1%	12.3%	11.7%	12.8%
%H		96.9%	41.2%	13.4%	73.2%	32.0%	41.2%
E	46	42	17	4	31	10	21
%V	5.9%	5.6%	4.7%	5.3%	5.4%	3.8%	6.7%
%H		91.3%	37.0%	8.7%	67.4%	21.7%	45.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South West
Individual level data
Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	786	756	362	76	576	264	313
%H		96.2%	46.1%	9.7%	73.3%	33.6%	39.8%
Working full time	403	390	211	44	284	152	132
%V	51.3%	51.6%	58.3%	57.9%	49.3%	57.6%	42.2%
%H		96.8%	52.4%	10.9%	70.5%	37.7%	32.8%
Working part time	52	50	19	6	43	18	24
%V	6.6%	6.6%	5.2%	7.9%	7.5%	6.8%	7.7%
%H		96.2%	36.5%	11.5%	82.7%	34.6%	46.2%
Not working	331	316	132	27	250	94	156
%V	42.1%	41.8%	36.5%	35.5%	43.4%	35.6%	49.8%
%H		95.5%	39.9%	8.2%	75.5%	28.4%	47.1%

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 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	827	796	362	74	617	258	358
%H		96.3%	43.8%	8.9%	74.6%	31.2%	43.3%
16 - 19	36	34	16	4	26	12	13
%V	4.4%	4.3%	4.4%	5.4%	4.2%	4.7%	3.6%
%H		94.4%	44.4%	11.1%	72.2%	33.3%	36.1%
20 - 24	59	49	20	8	37	16	21
%V	7.1%	6.2%	5.5%	10.8%	6.0%	6.2%	5.9%
%H		83.1%	33.9%	13.6%	62.7%	27.1%	35.6%
25 - 34	112	107	58	14	74	41	34
%V	13.5%	13.4%	16.0%	18.9%	12.0%	15.9%	9.5%
%H		95.5%	51.8%	12.5%	66.1%	36.6%	30.4%
35 - 44	126	122	60	13	89	42	47
%V	15.2%	15.3%	16.6%	17.6%	14.4%	16.3%	13.1%
%H		96.8%	47.6%	10.3%	70.6%	33.3%	37.3%
45 - 54	148	144	76	17	106	55	51
%V	17.9%	18.1%	21.0%	23.0%	17.2%	21.3%	14.2%
%H		97.3%	51.4%	11.5%	71.6%	37.2%	34.5%
55 - 64	130	128	56	8	104	40	64
%V	15.7%	16.1%	15.5%	10.8%	16.9%	15.5%	17.9%
%H		98.5%	43.1%	6.2%	80.0%	30.8%	49.2%
65+	216	214	75	10	181	52	129
%V	26.1%	26.9%	20.7%	13.5%	29.3%	20.2%	36.0%
%H		99.1%	34.7%	4.6%	83.8%	24.1%	59.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South West
Individual level data
Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	827	796	362	74	617	258	358
%H		96.3%	43.8%	8.9%	74.6%	31.2%	43.3%
AB	209	206	100	12	156	63	93
%V	25.3%	25.9%	27.6%	16.2%	25.3%	24.4%	26.0%
%H		98.6%	47.8%	5.7%	74.6%	30.1%	44.5%
C1	268	250	108	25	195	80	115
%V	32.4%	31.4%	29.8%	33.8%	31.6%	31.0%	32.1%
%H		93.3%	40.3%	9.3%	72.8%	29.9%	42.9%
C2	180	178	89	22	137	70	68
%V	21.8%	22.4%	24.6%	29.7%	22.2%	27.1%	19.0%
%H		98.9%	49.4%	12.2%	76.1%	38.9%	37.8%
D	100	96	42	12	71	30	41
%V	12.1%	12.1%	11.6%	16.2%	11.5%	11.6%	11.5%
%H		96.0%	42.0%	12.0%	71.0%	30.0%	41.0%
E	69	66	23	4	57	16	41
%V	8.3%	8.3%	6.4%	5.4%	9.2%	6.2%	11.5%
%H		95.7%	33.3%	5.8%	82.6%	23.2%	59.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South West
Individual level data
Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	827	796	362	74	617	258	358
%H		96.3%	43.8%	8.9%	74.6%	31.2%	43.3%
Working full time	255	247	123	29	183	88	95
%V	30.8%	31.0%	34.0%	39.2%	29.7%	34.1%	26.5%
%H		96.9%	48.2%	11.4%	71.8%	34.5%	37.3%
Working part time	160	157	80	19	121	63	58
%V	19.3%	19.7%	22.1%	25.7%	19.6%	24.4%	16.2%
%H		98.1%	50.0%	11.9%	75.6%	39.4%	36.3%
Not working	411	392	159	27	313	107	205
%V	49.7%	49.2%	43.9%	36.5%	50.7%	41.5%	57.3%
%H		95.4%	38.7%	6.6%	76.2%	26.0%	49.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2207	2119	870	352	1540	634	906
%H (All HH)		96.0%	39.4%	15.9%	69.8%	28.7%	41.1%
%H (TV HH)			41.1%	16.6%	72.7%	29.9%	42.8%
AB	726	701	293	114	513	216	297
%V	32.9%	33.1%	33.7%	32.4%	33.3%	34.1%	32.8%
%H (All HH)		96.6%	40.4%	15.7%	70.7%	29.8%	40.9%
%H (TV HH)			41.8%	16.3%	73.2%	30.8%	42.4%
C1	622	588	244	103	429	183	247
%V	28.2%	27.7%	28.0%	29.3%	27.9%	28.9%	27.3%
%H (All HH)		94.5%	39.2%	16.6%	69.0%	29.4%	39.7%
%H (TV HH)			41.5%	17.5%	73.0%	31.1%	42.0%
C2	419	409	193	74	281	137	144
%V	19.0%	19.3%	22.2%	21.0%	18.2%	21.6%	15.9%
%H (All HH)		97.6%	46.1%	17.7%	67.1%	32.7%	34.4%
%H (TV HH)			47.2%	18.1%	68.7%	33.5%	35.2%
D	266	253	91	41	185	64	121
%V	12.1%	11.9%	10.5%	11.6%	12.0%	10.1%	13.4%
%H (All HH)		95.1%	34.2%	15.4%	69.5%	24.1%	45.5%
%H (TV HH)			36.0%	16.2%	73.1%	25.3%	47.8%
E	175	168	49	20	131	34	97
%V	7.9%	7.9%	5.6%	5.7%	8.5%	5.4%	10.7%
%H (All HH)		96.0%	28.0%	11.4%	74.9%	19.4%	55.4%
%H (TV HH)			29.2%	11.9%	78.0%	20.2%	57.7%

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 2012 - March 2013

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2207	2119	870	352	1540	634	906
%H (All HH)		96.0%	39.4%	15.9%	69.8%	28.7%	41.1%
%H (TV HH)			41.1%	16.6%	72.7%	29.9%	42.8%
Under 25	76	62	24	15	34	12	22
%V	3.4%	2.9%	2.8%	4.3%	2.2%	1.9%	2.4%
%H (All HH)		81.6%	31.6%	19.7%	44.7%	15.8%	28.9%
%H (TV HH)			38.7%	24.2%	54.8%	19.4%	35.5%
25 - 34	312	287	153	57	164	90	75
%V	14.1%	13.5%	17.6%	16.2%	10.6%	14.2%	8.3%
%H (All HH)		92.0%	49.0%	18.3%	52.6%	28.8%	24.0%
%H (TV HH)			53.3%	19.9%	57.1%	31.4%	26.1%
35 - 44	390	376	192	74	236	124	113
%V	17.7%	17.7%	22.1%	21.0%	15.3%	19.6%	12.5%
%H (All HH)		96.4%	49.2%	19.0%	60.5%	31.8%	29.0%
%H (TV HH)			51.1%	19.7%	62.8%	33.0%	30.1%
45 - 54	428	413	168	100	297	148	150
%V	19.4%	19.5%	19.3%	28.4%	19.3%	23.3%	16.6%
%H (All HH)		96.5%	39.3%	23.4%	69.4%	34.6%	35.0%
%H (TV HH)			40.7%	24.2%	71.9%	35.8%	36.3%
55 - 64	363	350	147	52	274	119	155
%V	16.4%	16.5%	16.9%	14.8%	17.8%	18.8%	17.1%
%H (All HH)		96.4%	40.5%	14.3%	75.5%	32.8%	42.7%
%H (TV HH)			42.0%	14.9%	78.3%	34.0%	44.3%
65 +	638	631	185	53	534	142	393
%V	28.9%	29.8%	21.3%	15.1%	34.7%	22.4%	43.4%
%H (All HH)		98.9%	29.0%	8.3%	83.7%	22.3%	61.6%
%H (TV HH)			29.3%	8.4%	84.6%	22.5%	62.3%

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 2012 - March 2013

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2207	2119	870	352	1540	634	906
%H (All HH)		96.0%	39.4%	15.9%	69.8%	28.7%	41.1%
%H (TV HH)			41.1%	16.6%	72.7%	29.9%	42.8%
1	743	691	200	68	556	131	425
%V	33.7%	32.6%	23.0%	19.3%	36.1%	20.7%	46.9%
%H (All HH)		93.0%	26.9%	9.2%	74.8%	17.6%	57.2%
%H (TV HH)			28.9%	9.8%	80.5%	19.0%	61.5%
2	715	700	296	109	510	214	296
%V	32.4%	33.0%	34.0%	31.0%	33.1%	33.8%	32.7%
%H (All HH)		97.9%	41.4%	15.2%	71.3%	29.9%	41.4%
%H (TV HH)			42.3%	15.6%	72.9%	30.6%	42.3%
3	300	292	136	73	196	110	86
%V	13.6%	13.8%	15.6%	20.7%	12.7%	17.4%	9.5%
%H (All HH)		97.3%	45.3%	24.3%	65.3%	36.7%	28.7%
%H (TV HH)			46.6%	25.0%	67.1%	37.7%	29.5%
4	320	311	181	69	188	121	67
%V	14.5%	14.7%	20.8%	19.6%	12.2%	19.1%	7.4%
%H (All HH)		97.2%	56.6%	21.6%	58.8%	37.8%	20.9%
%H (TV HH)			58.2%	22.2%	60.5%	38.9%	21.5%
5+	130	125	57	33	90	58	32
%V	5.9%	5.9%	6.6%	9.4%	5.8%	9.1%	3.5%
%H (All HH)		96.2%	43.8%	25.4%	69.2%	44.6%	24.6%
%H (TV HH)			45.6%	26.4%	72.0%	46.4%	25.6%
Average HH size	2.29	2.30	2.56	2.73	2.20	2.65	1.89

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 2012 - March 2013

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2207	2119	870	352	1540	634	906
%H (All HH)		96.0%	39.4%	15.9%	69.8%	28.7%	41.1%
%H (TV HH)			41.1%	16.6%	72.7%	29.9%	42.8%
Without	1665	1585	590	233	1209	440	768
%V	75.4%	74.8%	67.8%	66.2%	78.5%	69.4%	84.8%
%H (All HH)		95.2%	35.4%	14.0%	72.6%	26.4%	46.1%
%H (TV HH)			37.2%	14.7%	76.3%	27.8%	48.5%
With	543	534	280	119	332	194	138
%V	24.6%	25.2%	32.2%	33.8%	21.6%	30.6%	15.2%
%H (All HH)		98.3%	51.6%	21.9%	61.1%	35.7%	25.4%
%H (TV HH)			52.4%	22.3%	62.2%	36.3%	25.8%
0 - 3	207	203	112	37	121	66	55
%V	9.4%	9.6%	12.9%	10.5%	7.9%	10.4%	6.1%
%H (All HH)		98.1%	54.1%	17.9%	58.5%	31.9%	26.6%
%H (TV HH)			55.2%	18.2%	59.6%	32.5%	27.1%
4 - 9	254	253	139	54	152	91	60
%V	11.5%	11.9%	16.0%	15.3%	9.9%	14.4%	6.6%
%H (All HH)		99.6%	54.7%	21.3%	59.8%	35.8%	23.6%
%H (TV HH)			54.9%	21.3%	60.1%	36.0%	23.7%
10 - 15	244	241	122	63	158	99	58
%V	11.1%	11.4%	14.0%	17.9%	10.3%	15.6%	6.4%
%H (All HH)		98.8%	50.0%	25.8%	64.8%	40.6%	23.8%
%H (TV HH)			50.6%	26.1%	65.6%	41.1%	24.1%

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

April 2012 - March 2013

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2207	2119	870	352	1540	634	906
%H (All HH)		96.0%	39.4%	15.9%	69.8%	28.7%	41.1%
%H (TV HH)			41.1%	16.6%	72.7%	29.9%	42.8%
1	854	854	264	114	568	102	466
%V	38.7%	40.3%	30.3%	32.4%	36.9%	16.1%	51.4%
%H (All HH)		100.0%	30.9%	13.3%	66.5%	11.9%	54.6%
%H (TV HH)			30.9%	13.3%	66.5%	11.9%	54.6%
2	719	719	317	115	543	251	292
%V	32.6%	33.9%	36.4%	32.7%	35.3%	39.6%	32.2%
%H (All HH)		100.0%	44.1%	16.0%	75.5%	34.9%	40.6%
%H (TV HH)			44.1%	16.0%	75.5%	34.9%	40.6%
3	323	323	166	63	250	151	99
%V	14.6%	15.2%	19.1%	17.9%	16.2%	23.8%	10.9%
%H (All HH)		100.0%	51.4%	19.5%	77.4%	46.7%	30.7%
%H (TV HH)			51.4%	19.5%	77.4%	46.7%	30.7%
4	149	149	78	38	118	81	37
%V	6.8%	7.0%	9.0%	10.8%	7.7%	12.8%	4.1%
%H (All HH)		100.0%	52.3%	25.5%	79.2%	54.4%	24.8%
%H (TV HH)			52.3%	25.5%	79.2%	54.4%	24.8%
5+	75	75	44	22	61	49	12
%V	3.4%	3.5%	5.1%	6.3%	4.0%	7.7%	1.3%
%H (All HH)		100.0%	58.7%	29.3%	81.3%	65.3%	16.0%
%H (TV HH)			58.7%	29.3%	81.3%	65.3%	16.0%

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 2012 - March 2013

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2207	2119	870	352	1540	634	906
%H (All HH)		96.0%	39.4%	15.9%	69.8%	28.7%	41.1%
%H (TV HH)			41.1%	16.6%	72.7%	29.9%	42.8%
Under 20"	623	623	271	97	517	252	264
%V	28.2%	29.4%	31.1%	27.6%	33.6%	39.7%	29.1%
%H (All HH)		100.0%	43.5%	15.6%	83.0%	40.4%	42.4%
%H (TV HH)			43.5%	15.6%	83.0%	40.4%	42.4%
20" - 29"	881	881	327	138	706	282	423
%V	39.9%	41.6%	37.6%	39.2%	45.8%	44.5%	46.7%
%H (All HH)		100.0%	37.1%	15.7%	80.1%	32.0%	48.0%
%H (TV HH)			37.1%	15.7%	80.1%	32.0%	48.0%
30" - 39"	1072	1072	452	194	797	361	435
%V	48.6%	50.6%	52.0%	55.1%	51.8%	56.9%	48.0%
%H (All HH)		100.0%	42.2%	18.1%	74.3%	33.7%	40.6%
%H (TV HH)			42.2%	18.1%	74.3%	33.7%	40.6%
40" and over	731	731	427	148	474	307	167
%V	33.1%	34.5%	49.1%	42.0%	30.8%	48.4%	18.4%
%H (All HH)		100.0%	58.4%	20.2%	64.8%	42.0%	22.8%
%H (TV HH)			58.4%	20.2%	64.8%	42.0%	22.8%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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April 2012 - March 2013

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2207	2119	870	352	1540	634	906
%H (All HH)		96.0%	39.4%	15.9%	69.8%	28.7%	41.1%
%H (TV HH)			41.1%	16.6%	72.7%	29.9%	42.8%
Main living room	2084	2084	863	347	1519	629	890
%V	94.4%	98.3%	99.2%	98.6%	98.6%	99.2%	98.2%
%H (All HH)		100.0%	41.4%	16.7%	72.9%	30.2%	42.7%
%H (TV HH)			41.4%	16.7%	72.9%	30.2%	42.7%
Kitchen	276	276	130	37	239	122	117
%V	12.5%	13.0%	14.9%	10.5%	15.5%	19.2%	12.9%
%H (All HH)		100.0%	47.1%	13.4%	86.6%	44.2%	42.4%
%H (TV HH)			47.1%	13.4%	86.6%	44.2%	42.4%
Adult's bedroom	872	872	435	172	678	397	281
%V	39.5%	41.2%	50.0%	48.9%	44.0%	62.6%	31.0%
%H (All HH)		100.0%	49.9%	19.7%	77.8%	45.5%	32.2%
%H (TV HH)			49.9%	19.7%	77.8%	45.5%	32.2%
Child's bedroom	155	155	89	42	118	91	28
%V	7.0%	7.3%	10.2%	11.9%	7.7%	14.4%	3.1%
%H (All HH)		100.0%	57.4%	27.1%	76.1%	58.7%	18.1%
%H (TV HH)			57.4%	27.1%	76.1%	58.7%	18.1%
Other bedroom	111	111	48	31	94	58	36
%V	5.0%	5.2%	5.5%	8.8%	6.1%	9.1%	4.0%
%H (All HH)		100.0%	43.2%	27.9%	84.7%	52.3%	32.4%
%H (TV HH)			43.2%	27.9%	84.7%	52.3%	32.4%
Second living/dining room	177	177	87	33	140	80	60
%V	8.0%	8.4%	10.0%	9.4%	9.1%	12.6%	6.6%
%H (All HH)		100.0%	49.2%	18.6%	79.1%	45.2%	33.9%
%H (TV HH)			49.2%	18.6%	79.1%	45.2%	33.9%
Study/office	53	53	19	13	44	20	24
%V	2.4%	2.5%	2.2%	3.7%	2.9%	3.2%	2.6%
%H (All HH)		100.0%	35.8%	24.5%	83.0%	37.7%	45.3%
%H (TV HH)			35.8%	24.5%	83.0%	37.7%	45.3%
TV room	16	16	10	4	12	9	2
%V	0.7%	0.8%	1.1%	1.1%	0.8%	1.4%	0.2%
%H (All HH)		100.0%	62.5%	25.0%	75.0%	56.3%	12.5%
%H (TV HH)			62.5%	25.0%	75.0%	56.3%	12.5%
Conservatory	42	42	24	6	31	19	12
%V	1.9%	2.0%	2.8%	1.7%	2.0%	3.0%	1.3%
%H (All HH)		100.0%	57.1%	14.3%	73.8%	45.2%	28.6%
%H (TV HH)			57.1%	14.3%	73.8%	45.2%	28.6%
Attic or loft room	3	3	1	1	2	2	1
%V	0.1%	0.1%	0.1%	0.3%	0.1%	0.3%	0.1%
%H (All HH)		100.0%	33.3%	33.3%	66.7%	66.7%	33.3%
%H (TV HH)			33.3%	33.3%	66.7%	66.7%	33.3%
No specific location	4	4	2	2	2	2	0
%V	0.2%	0.2%	0.2%	0.6%	0.1%	0.3%	0.0%
%H (All HH)		100.0%	50.0%	50.0%	50.0%	50.0%	0.0%
%H (TV HH)			50.0%	50.0%	50.0%	50.0%	0.0%
Other	10	10	8	1	8	7	1
%V	0.5%	0.5%	0.9%	0.3%	0.5%	1.1%	0.1%
%H (All HH)		100.0%	80.0%	10.0%	80.0%	70.0%	10.0%
%H (TV HH)			80.0%	10.0%	80.0%	70.0%	10.0%

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 2012 - March 2013
BBC South
Household level data
Table 7.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2207	2119	870	352	1540	634	906
%H (All HH)		96.0%	39.4%	15.9%	69.8%	28.7%	41.1%
%H (TV HH)			41.1%	16.6%	72.7%	29.9%	42.8%
PVR	1200	1200	697	247	775	502	273
%V	54.4%	56.6%	80.1%	70.2%	50.3%	79.2%	30.1%
%H (All HH)		100.0%	58.1%	20.6%	64.6%	41.8%	22.8%
%H (TV HH)			58.1%	20.6%	64.6%	41.8%	22.8%
DVDR	210	210	74	33	165	59	106
%V	9.5%	9.9%	8.5%	9.4%	10.7%	9.3%	11.7%
%H (All HH)		100.0%	35.2%	15.7%	78.6%	28.1%	50.5%
%H (TV HH)			35.2%	15.7%	78.6%	28.1%	50.5%
VCR	114	114	41	15	94	35	59
%V	5.2%	5.4%	4.7%	4.3%	6.1%	5.5%	6.5%
%H (All HH)		100.0%	36.0%	13.2%	82.5%	30.7%	51.8%
%H (TV HH)			36.0%	13.2%	82.5%	30.7%	51.8%
Any recorder	1345	1345	716	262	908	524	385
%V	60.9%	63.5%	82.3%	74.4%	59.0%	82.6%	42.5%
%H (All HH)		100.0%	53.2%	19.5%	67.5%	39.0%	28.6%
%H (TV HH)			53.2%	19.5%	67.5%	39.0%	28.6%

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 2012 - March 2013
BBC South
Household level data
Table 7.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2207	2119	870	352	1540	634	906
%H (All HH)		96.0%	39.4%	15.9%	69.8%	28.7%	41.1%
%H (TV HH)			41.1%	16.6%	72.7%	29.9%	42.8%
Receives HDTV (via STB or built-in reception)	1037	1037	532	271	676	425	252
%V	47.0%	48.9%	61.1%	77.0%	43.9%	67.0%	27.8%
%H (All HH)		100.0%	51.3%	26.1%	65.2%	41.0%	24.3%
%H (TV HH)			51.3%	26.1%	65.2%	41.0%	24.3%
DVD/Blu-ray player or recorder	1724	1724	743	307	1248	558	689
%V	78.1%	81.4%	85.4%	87.2%	81.0%	88.0%	76.0%
%H (All HH)		100.0%	43.1%	17.8%	72.4%	32.4%	40.0%
%H (TV HH)			43.1%	17.8%	72.4%	32.4%	40.0%

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 2012 - March 2013
BBC South
Household level data
Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2207	2119	870	352	1540	634	906
%H (All HH)		96.0%	39.4%	15.9%	69.8%	28.7%	41.1%
%H (TV HH)			41.1%	16.6%	72.7%	29.9%	42.8%
Has PC or Laptop	1782	1711	770	321	1197	567	630
%V	80.7%	80.7%	88.5%	91.2%	77.7%	89.4%	69.5%
%H (All HH)		96.0%	43.2%	18.0%	67.2%	31.8%	35.4%
%H (TV HH)			45.0%	18.8%	70.0%	33.1%	36.8%
Has broadband internet	1692	1630	752	316	1126	554	572
%V	76.7%	76.9%	86.4%	89.8%	73.1%	87.4%	63.1%
%H (All HH)		96.3%	44.4%	18.7%	66.5%	32.7%	33.8%
%H (TV HH)			46.1%	19.4%	69.1%	34.0%	35.1%

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
April 2012 - March 2013
BBC South
Set level data
Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4258	1950	804	3207	1646	1561
%H		45.8%	18.9%	75.3%	38.7%	36.7%
Under 20"	808	363	134	677	351	326
%V	19.0%	18.6%	16.7%	21.1%	21.3%	20.9%
%H		44.9%	16.6%	83.8%	43.4%	40.3%
20" - 29"	1108	418	199	903	396	508
%V	26.0%	21.4%	24.8%	28.2%	24.1%	32.5%
%H		37.7%	18.0%	81.5%	35.7%	45.8%
30" - 39"	1234	536	235	915	440	475
%V	29.0%	27.5%	29.2%	28.5%	26.7%	30.4%
%H		43.4%	19.0%	74.1%	35.7%	38.5%
40" and over	833	495	175	544	365	180
%V	19.6%	25.4%	21.8%	17.0%	22.2%	11.5%
%H		59.4%	21.0%	65.3%	43.8%	21.6%
Don't know	50	22	14	35	19	16
%V	1.2%	1.1%	1.7%	1.1%	1.2%	1.0%
%H		44.0%	28.0%	70.0%	38.0%	32.0%
Not Asked	225	116	47	133	75	56
%V	5.3%	5.9%	5.8%	4.1%	4.6%	3.6%
%H		51.6%	20.9%	59.1%	33.3%	24.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4258	1950	804	3207	1646	1561
%H		45.8%	18.9%	75.3%	38.7%	36.7%
Main living room	2097	870	349	1530	635	895
%V	49.2%	44.6%	43.4%	47.7%	38.6%	57.3%
%H		41.5%	16.6%	73.0%	30.3%	42.7%
Kitchen	278	131	37	241	124	117
%V	6.5%	6.7%	4.6%	7.5%	7.5%	7.5%
%H		47.1%	13.3%	86.7%	44.6%	42.1%
Adult's bedroom	1013	507	210	790	471	319
%V	23.8%	26.0%	26.1%	24.6%	28.6%	20.4%
%H		50.0%	20.7%	78.0%	46.5%	31.5%
Child's bedroom	198	114	57	154	123	31
%V	4.7%	5.8%	7.1%	4.8%	7.5%	2.0%
%H		57.6%	28.8%	77.8%	62.1%	15.7%
Other bedroom	135	57	44	114	75	39
%V	3.2%	2.9%	5.5%	3.6%	4.6%	2.5%
%H		42.2%	32.6%	84.4%	55.6%	28.9%
Second living/dining room	181	89	33	144	82	62
%V	4.3%	4.6%	4.1%	4.5%	5.0%	4.0%
%H		49.2%	18.2%	79.6%	45.3%	34.3%
Study/office	54	19	13	45	20	24
%V	1.3%	1.0%	1.6%	1.4%	1.2%	1.5%
%H		35.2%	24.1%	83.3%	37.0%	44.4%
TV room	16	10	4	12	9	2
%V	0.4%	0.5%	0.5%	0.4%	0.5%	0.1%
%H		62.5%	25.0%	75.0%	56.3%	12.5%
Conservatory	44	26	6	33	20	12
%V	1.0%	1.3%	0.7%	1.0%	1.2%	0.8%
%H		59.1%	13.6%	75.0%	45.5%	27.3%
Attic or loft room	3	1	1	2	2	1
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	66.7%	66.7%	33.3%
No specific location	4	2	2	2	2	0
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%
%H		50.0%	50.0%	50.0%	50.0%	0.0%
Other	10	8	1	8	7	1
%V	0.2%	0.4%	0.1%	0.2%	0.4%	0.1%
%H		80.0%	10.0%	80.0%	70.0%	10.0%
Not Asked	225	116	47	133	75	56
%V	5.3%	5.9%	5.8%	4.1%	4.6%	3.6%
%H		51.6%	20.9%	59.1%	33.3%	24.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South
Set level data
Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4258	1950	804	3207	1646	1561
%H		45.8%	18.9%	75.3%	38.7%	36.7%
PVR	1542	957	318	958	659	299
%V	36.2%	49.1%	39.6%	29.9%	40.0%	19.2%
%H		62.1%	20.6%	62.1%	42.7%	19.4%
DVDR	231	81	38	184	69	115
%V	5.4%	4.2%	4.7%	5.7%	4.2%	7.4%
%H		35.1%	16.5%	79.7%	29.9%	49.8%
VCR	123	44	17	102	39	63
%V	2.9%	2.3%	2.1%	3.2%	2.4%	4.0%
%H		35.8%	13.8%	82.9%	31.7%	51.2%
Any recorder	1733	989	343	1133	701	432
%V	40.7%	50.7%	42.7%	35.3%	42.6%	27.7%
%H		57.1%	19.8%	65.4%	40.5%	24.9%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4258	1950	804	3207	1646	1561
%H		45.8%	18.9%	75.3%	38.7%	36.7%
Receives HDTV (via STB or built-in reception)	1398	712	395	922	604	319
%V	32.8%	36.5%	49.1%	28.7%	36.7%	20.4%
%H		50.9%	28.3%	66.0%	43.2%	22.8%
DVD/Blu-ray player or recorder	2504	1144	495	1852	952	900
%V	58.8%	58.7%	61.6%	57.7%	57.8%	57.7%
%H		45.7%	19.8%	74.0%	38.0%	35.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South
Set level data
Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2117	870	352	1540	634	906
%H		41.1%	16.6%	72.7%	29.9%	42.8%
Under 20"	78	14	3	66	6	60
%V	3.7%	1.6%	0.9%	4.3%	0.9%	6.6%
%H		17.9%	3.8%	84.6%	7.7%	76.9%
20" - 29"	439	111	55	347	72	275
%V	20.7%	12.8%	15.6%	22.5%	11.4%	30.4%
%H		25.3%	12.5%	79.0%	16.4%	62.6%
30" - 39"	871	325	150	657	258	399
%V	41.1%	37.4%	42.6%	42.7%	40.7%	44.0%
%H		37.3%	17.2%	75.4%	29.6%	45.8%
40" and over	703	412	138	456	291	165
%V	33.2%	47.4%	39.2%	29.6%	45.9%	18.2%
%H		58.6%	19.6%	64.9%	41.4%	23.5%
Don't know	21	8	7	14	7	7
%V	1.0%	0.9%	2.0%	0.9%	1.1%	0.8%
%H		38.1%	33.3%	66.7%	33.3%	33.3%
Not Asked	5	0	0	0	0	0
%V	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2117	870	352	1540	634	906
%H		41.1%	16.6%	72.7%	29.9%	42.8%
PVR	1176	692	238	756	494	262
%V	55.6%	79.5%	67.6%	49.1%	77.9%	28.9%
%H		58.8%	20.2%	64.3%	42.0%	22.3%
DVDR	187	65	26	145	48	98
%V	8.8%	7.5%	7.4%	9.4%	7.6%	10.8%
%H		34.8%	13.9%	77.5%	25.7%	52.4%
VCR	99	33	14	79	27	52
%V	4.7%	3.8%	4.0%	5.1%	4.3%	5.7%
%H		33.3%	14.1%	79.8%	27.3%	52.5%
Any recorder	1319	710	254	886	515	372
%V	62.3%	81.6%	72.2%	57.5%	81.2%	41.1%
%H		53.8%	19.3%	67.2%	39.0%	28.2%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2117	870	352	1540	634	906
%H		41.1%	16.6%	72.7%	29.9%	42.8%
Receives HDTV (via STB or built-in reception)	1009	522	265	653	414	240
%V	47.7%	60.0%	75.3%	42.4%	65.3%	26.5%
%H		51.7%	26.3%	64.7%	41.0%	23.8%
DVD/Blu-ray player or recorder	1642	702	285	1184	515	668
%V	77.6%	80.7%	81.0%	76.9%	81.2%	73.7%
%H		42.8%	17.4%	72.1%	31.4%	40.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South
Set level data
Table 7.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2141	1080	451	1667	1012	655
%H		50.4%	21.1%	77.9%	47.3%	30.6%
Under 20"	730	348	131	611	344	267
%V	34.1%	32.2%	29.0%	36.7%	34.0%	40.8%
%H		47.7%	17.9%	83.7%	47.1%	36.6%
20" - 29"	669	307	144	556	324	233
%V	31.2%	28.4%	31.9%	33.4%	32.0%	35.6%
%H		45.9%	21.5%	83.1%	48.4%	34.8%
30" - 39"	364	211	86	258	182	76
%V	17.0%	19.5%	19.1%	15.5%	18.0%	11.6%
%H		58.0%	23.6%	70.9%	50.0%	20.9%
40" and over	130	83	37	88	74	15
%V	6.1%	7.7%	8.2%	5.3%	7.3%	2.3%
%H		63.8%	28.5%	67.7%	56.9%	11.5%
Don't know	29	14	8	21	12	9
%V	1.4%	1.3%	1.8%	1.3%	1.2%	1.4%
%H		48.3%	27.6%	72.4%	41.4%	31.0%
Not Asked	219	117	45	133	76	55
%V	10.2%	10.8%	10.0%	8.0%	7.5%	8.4%
%H		53.4%	20.5%	60.7%	34.7%	25.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2141	1080	451	1667	1012	655
%H		50.4%	21.1%	77.9%	47.3%	30.6%
PVR	365	264	79	202	165	36
%V	17.0%	24.4%	17.5%	12.1%	16.3%	5.5%
%H		72.3%	21.6%	55.3%	45.2%	9.9%
DVDR	44	16	12	39	22	17
%V	2.1%	1.5%	2.7%	2.3%	2.2%	2.6%
%H		36.4%	27.3%	88.6%	50.0%	38.6%
VCR	25	12	3	22	12	11
%V	1.2%	1.1%	0.7%	1.3%	1.2%	1.7%
%H		48.0%	12.0%	88.0%	48.0%	44.0%
Any recorder	414	279	89	247	186	61
%V	19.3%	25.8%	19.7%	14.8%	18.4%	9.3%
%H		67.4%	21.5%	59.7%	44.9%	14.7%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2141	1080	451	1667	1012	655
%H		50.4%	21.1%	77.9%	47.3%	30.6%
Receives HDTV (via STB or built-in reception)	389	190	130	269	190	79
%V	18.2%	17.6%	28.8%	16.1%	18.8%	12.1%
%H		48.8%	33.4%	69.2%	48.8%	20.3%
DVD/Blu-ray player or recorder	862	442	210	668	436	232
%V	40.3%	40.9%	46.6%	40.1%	43.1%	35.4%
%H		51.3%	24.4%	77.5%	50.6%	26.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South
Individual level data
Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	5046	4876	2228	961	3390	1679	1712
%H		96.6%	44.2%	19.0%	67.2%	33.3%	33.9%
Total Children	932	922	483	215	568	339	230
%V	18.5%	18.9%	21.7%	22.4%	16.8%	20.2%	13.4%
%H		98.9%	51.8%	23.1%	60.9%	36.4%	24.7%
0 - 3	251	247	137	46	145	80	65
%V	5.0%	5.1%	6.1%	4.8%	4.3%	4.8%	3.8%
%H		98.4%	54.6%	18.3%	57.8%	31.9%	25.9%
4 - 15	681	675	346	169	423	259	164
%V	13.5%	13.8%	15.5%	17.6%	12.5%	15.4%	9.6%
%H		99.1%	50.8%	24.8%	62.1%	38.0%	24.1%
4 - 9	352	350	185	81	209	124	85
%V	7.0%	7.2%	8.3%	8.4%	6.2%	7.4%	5.0%
%H		99.4%	52.6%	23.0%	59.4%	35.2%	24.1%
10 - 15	329	325	162	88	214	135	79
%V	6.5%	6.7%	7.3%	9.2%	6.3%	8.0%	4.6%
%H		98.8%	49.2%	26.7%	65.0%	41.0%	24.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	5046	4876	2228	961	3390	1679	1712
%H		96.6%	44.2%	19.0%	67.2%	33.3%	33.9%
Total Adults (16+)	4114	3954	1745	747	2822	1340	1482
%V	81.5%	81.1%	78.3%	77.7%	83.2%	79.8%	86.6%
%H		96.1%	42.4%	18.2%	68.6%	32.6%	36.0%
16 - 19	215	205	93	59	143	89	54
%V	4.3%	4.2%	4.2%	6.1%	4.2%	5.3%	3.2%
%H		95.3%	43.3%	27.4%	66.5%	41.4%	25.1%
20 - 24	317	279	122	67	185	105	81
%V	6.3%	5.7%	5.5%	7.0%	5.5%	6.3%	4.7%
%H		88.0%	38.5%	21.1%	58.4%	33.1%	25.6%
25 - 34	637	589	313	127	349	201	148
%V	12.6%	12.1%	14.0%	13.2%	10.3%	12.0%	8.6%
%H		92.5%	49.1%	19.9%	54.8%	31.6%	23.2%
35 - 44	673	653	349	131	412	229	183
%V	13.3%	13.4%	15.7%	13.6%	12.2%	13.6%	10.7%
%H		97.0%	51.9%	19.5%	61.2%	34.0%	27.2%
45 - 54	743	721	310	187	502	271	231
%V	14.7%	14.8%	13.9%	19.5%	14.8%	16.1%	13.5%
%H		97.0%	41.7%	25.2%	67.6%	36.5%	31.1%
55 - 64	590	576	251	86	446	200	246
%V	11.7%	11.8%	11.3%	8.9%	13.2%	11.9%	14.4%
%H		97.6%	42.5%	14.6%	75.6%	33.9%	41.7%
65+	940	932	306	90	785	245	540
%V	18.6%	19.1%	13.7%	9.4%	23.2%	14.6%	31.5%
%H		99.1%	32.6%	9.6%	83.5%	26.1%	57.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South
Individual level data
Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4114	3954	1745	747	2822	1340	1482
%H		96.1%	42.4%	18.2%	68.6%	32.6%	36.0%
AB	1407	1367	604	260	997	483	514
%V	34.2%	34.6%	34.6%	34.8%	35.3%	36.0%	34.7%
%H		97.2%	42.9%	18.5%	70.9%	34.3%	36.5%
C1	1173	1105	499	201	787	375	412
%V	28.5%	27.9%	28.6%	26.9%	27.9%	28.0%	27.8%
%H		94.2%	42.5%	17.1%	67.1%	32.0%	35.1%
C2	848	828	407	169	565	307	258
%V	20.6%	20.9%	23.3%	22.6%	20.0%	22.9%	17.4%
%H		97.6%	48.0%	19.9%	66.6%	36.2%	30.4%
D	457	432	164	88	306	123	183
%V	11.1%	10.9%	9.4%	11.8%	10.8%	9.2%	12.3%
%H		94.5%	35.9%	19.3%	67.0%	26.9%	40.0%
E	229	222	71	29	167	52	115
%V	5.6%	5.6%	4.1%	3.9%	5.9%	3.9%	7.8%
%H		96.9%	31.0%	12.7%	72.9%	22.7%	50.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South
Individual level data
Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4114	3954	1745	747	2822	1340	1482
%H		96.1%	42.4%	18.2%	68.6%	32.6%	36.0%
Working full time	1886	1814	888	409	1203	671	532
%V	45.8%	45.9%	50.9%	54.8%	42.6%	50.1%	35.9%
%H		96.2%	47.1%	21.7%	63.8%	35.6%	28.2%
Working part time	477	464	216	94	330	171	159
%V	11.6%	11.7%	12.4%	12.6%	11.7%	12.8%	10.7%
%H		97.3%	45.3%	19.7%	69.2%	35.8%	33.3%
Not working	1751	1676	641	244	1289	498	791
%V	42.6%	42.4%	36.7%	32.7%	45.7%	37.2%	53.4%
%H		95.7%	36.6%	13.9%	73.6%	28.4%	45.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2015	1929	887	372	1356	680	676
%H		95.7%	44.0%	18.5%	67.3%	33.7%	33.5%
16 - 19	117	110	52	33	80	55	26
%V	5.8%	5.7%	5.9%	8.9%	5.9%	8.1%	3.8%
%H		94.0%	44.4%	28.2%	68.4%	47.0%	22.2%
20 - 24	155	135	62	33	83	50	33
%V	7.7%	7.0%	7.0%	8.9%	6.1%	7.4%	4.9%
%H		87.1%	40.0%	21.3%	53.5%	32.3%	21.3%
25 - 34	327	299	159	64	179	104	76
%V	16.2%	15.5%	17.9%	17.2%	13.2%	15.3%	11.2%
%H		91.4%	48.6%	19.6%	54.7%	31.8%	23.2%
35 - 44	322	313	171	57	198	111	87
%V	16.0%	16.2%	19.3%	15.3%	14.6%	16.3%	12.9%
%H		97.2%	53.1%	17.7%	61.5%	34.5%	27.0%
45 - 54	382	371	158	98	253	135	118
%V	19.0%	19.2%	17.8%	26.3%	18.7%	19.9%	17.5%
%H		97.1%	41.4%	25.7%	66.2%	35.3%	30.9%
55 - 64	285	277	123	40	210	93	117
%V	14.1%	14.4%	13.9%	10.8%	15.5%	13.7%	17.3%
%H		97.2%	43.2%	14.0%	73.7%	32.6%	41.1%
65+	427	423	161	47	351	132	220
%V	21.2%	21.9%	18.2%	12.6%	25.9%	19.4%	32.5%
%H		99.1%	37.7%	11.0%	82.2%	30.9%	51.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South
Individual level data
Table 7.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		2015	1929	887	372	1356	680	676
	%H		95.7%	44.0%	18.5%	67.3%	33.7%	33.5%
AB		706	687	305	133	498	244	254
	%V	35.0%	35.6%	34.4%	35.8%	36.7%	35.9%	37.6%
	%H		97.3%	43.2%	18.8%	70.5%	34.6%	36.0%
C1		530	496	239	99	343	184	159
	%V	26.3%	25.7%	26.9%	26.6%	25.3%	27.1%	23.5%
	%H		93.6%	45.1%	18.7%	64.7%	34.7%	30.0%
C2		463	451	223	91	310	170	140
	%V	23.0%	23.4%	25.1%	24.5%	22.9%	25.0%	20.7%
	%H		97.4%	48.2%	19.7%	67.0%	36.7%	30.2%
D		225	207	86	38	147	60	87
	%V	11.2%	10.7%	9.7%	10.2%	10.8%	8.8%	12.9%
	%H		92.0%	38.2%	16.9%	65.3%	26.7%	38.7%
E		92	88	34	12	57	21	36
	%V	4.6%	4.6%	3.8%	3.2%	4.2%	3.1%	5.3%
	%H		95.7%	37.0%	13.0%	62.0%	22.8%	39.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South
Individual level data
Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2015	1929	887	372	1356	680	676
%H		95.7%	44.0%	18.5%	67.3%	33.7%	33.5%
Working full time	1192	1150	571	253	760	426	334
%V	59.2%	59.6%	64.4%	68.0%	56.0%	62.6%	49.4%
%H		96.5%	47.9%	21.2%	63.8%	35.7%	28.0%
Working part time	96	92	48	12	65	31	34
%V	4.8%	4.8%	5.4%	3.2%	4.8%	4.6%	5.0%
%H		95.8%	50.0%	12.5%	67.7%	32.3%	35.4%
Not working	727	687	268	107	531	223	308
%V	36.1%	35.6%	30.2%	28.8%	39.2%	32.8%	45.6%
%H		94.5%	36.9%	14.7%	73.0%	30.7%	42.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2100	2025	858	374	1466	661	805
%H		96.4%	40.9%	17.8%	69.8%	31.5%	38.3%
16 - 19	97	94	41	27	63	35	28
%V	4.6%	4.6%	4.8%	7.2%	4.3%	5.3%	3.5%
%H		96.9%	42.3%	27.8%	64.9%	36.1%	28.9%
20 - 24	162	143	60	34	102	55	47
%V	7.7%	7.1%	7.0%	9.1%	7.0%	8.3%	5.8%
%H		88.3%	37.0%	21.0%	63.0%	34.0%	29.0%
25 - 34	310	289	154	63	169	97	72
%V	14.8%	14.3%	17.9%	16.8%	11.5%	14.7%	8.9%
%H		93.2%	49.7%	20.3%	54.5%	31.3%	23.2%
35 - 44	351	340	177	73	213	118	95
%V	16.7%	16.8%	20.6%	19.5%	14.5%	17.9%	11.8%
%H		96.9%	50.4%	20.8%	60.7%	33.6%	27.1%
45 - 54	361	351	152	88	249	136	113
%V	17.2%	17.3%	17.7%	23.5%	17.0%	20.6%	14.0%
%H		97.2%	42.1%	24.4%	69.0%	37.7%	31.3%
55 - 64	305	299	128	46	236	107	129
%V	14.5%	14.8%	14.9%	12.3%	16.1%	16.2%	16.0%
%H		98.0%	42.0%	15.1%	77.4%	35.1%	42.3%
65+	513	509	145	44	433	114	320
%V	24.4%	25.1%	16.9%	11.8%	29.5%	17.2%	39.8%
%H		99.2%	28.3%	8.6%	84.4%	22.2%	62.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South
Individual level data
Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2100	2025	858	374	1466	661	805
%H		96.4%	40.9%	17.8%	69.8%	31.5%	38.3%
AB	701	680	299	127	498	239	260
%V	33.4%	33.6%	34.8%	34.0%	34.0%	36.2%	32.3%
%H		97.0%	42.7%	18.1%	71.0%	34.1%	37.1%
C1	644	609	260	102	443	191	253
%V	30.7%	30.1%	30.3%	27.3%	30.2%	28.9%	31.4%
%H		94.6%	40.4%	15.8%	68.8%	29.7%	39.3%
C2	385	378	183	78	255	137	118
%V	18.3%	18.7%	21.3%	20.9%	17.4%	20.7%	14.7%
%H		98.2%	47.5%	20.3%	66.2%	35.6%	30.6%
D	232	225	79	50	159	63	96
%V	11.0%	11.1%	9.2%	13.4%	10.8%	9.5%	11.9%
%H		97.0%	34.1%	21.6%	68.5%	27.2%	41.4%
E	138	134	37	18	109	30	79
%V	6.6%	6.6%	4.3%	4.8%	7.4%	4.5%	9.8%
%H		97.1%	26.8%	13.0%	79.0%	21.7%	57.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC South
Individual level data
Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2100	2025	858	374	1466	661	805
%H		96.4%	40.9%	17.8%	69.8%	31.5%	38.3%
Working full time	695	664	317	156	443	246	198
%V	33.1%	32.8%	36.9%	41.7%	30.2%	37.2%	24.6%
%H		95.5%	45.6%	22.4%	63.7%	35.4%	28.5%
Working part time	380	372	168	81	265	140	125
%V	18.1%	18.4%	19.6%	21.7%	18.1%	21.2%	15.5%
%H		97.9%	44.2%	21.3%	69.7%	36.8%	32.9%
Not working	1024	989	373	137	757	275	483
%V	48.8%	48.8%	43.5%	36.6%	51.6%	41.6%	60.0%
%H		96.6%	36.4%	13.4%	73.9%	26.9%	47.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2546	1099	330	2070	962	1108
%H (All HH)		96.4%	41.6%	12.5%	78.3%	36.4%	41.9%
%H (TV HH)			43.2%	13.0%	81.3%	37.8%	43.5%
AB	516	498	240	69	406	213	192
%V	19.5%	19.6%	21.8%	20.9%	19.6%	22.1%	17.3%
%H (All HH)		96.5%	46.5%	13.4%	78.7%	41.3%	37.2%
%H (TV HH)			48.2%	13.9%	81.5%	42.8%	38.6%
C1	675	643	263	84	528	238	289
%V	25.5%	25.3%	23.9%	25.5%	25.5%	24.7%	26.1%
%H (All HH)		95.3%	39.0%	12.4%	78.2%	35.3%	42.8%
%H (TV HH)			40.9%	13.1%	82.1%	37.0%	44.9%
C2	537	526	259	78	425	236	189
%V	20.3%	20.7%	23.6%	23.6%	20.5%	24.5%	17.1%
%H (All HH)		98.0%	48.2%	14.5%	79.1%	43.9%	35.2%
%H (TV HH)			49.2%	14.8%	80.8%	44.9%	35.9%
D	478	465	221	55	358	170	188
%V	18.1%	18.3%	20.1%	16.7%	17.3%	17.7%	17.0%
%H (All HH)		97.3%	46.2%	11.5%	74.9%	35.6%	39.3%
%H (TV HH)			47.5%	11.8%	77.0%	36.6%	40.4%
E	436	414	116	44	354	104	250
%V	16.5%	16.3%	10.6%	13.3%	17.1%	10.8%	22.6%
%H (All HH)		95.0%	26.6%	10.1%	81.2%	23.9%	57.3%
%H (TV HH)			28.0%	10.6%	85.5%	25.1%	60.4%

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 2012 - March 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2546	1099	330	2070	962	1108
%H (All HH)		96.4%	41.6%	12.5%	78.3%	36.4%	41.9%
%H (TV HH)			43.2%	13.0%	81.3%	37.8%	43.5%
Under 25	163	142	56	14	106	40	66
%V	6.2%	5.6%	5.1%	4.2%	5.1%	4.2%	6.0%
%H (All HH)		87.1%	34.4%	8.6%	65.0%	24.5%	40.5%
%H (TV HH)			39.4%	9.9%	74.6%	28.2%	46.5%
25 - 34	417	388	207	55	263	143	121
%V	15.8%	15.2%	18.8%	16.7%	12.7%	14.9%	10.9%
%H (All HH)		93.0%	49.6%	13.2%	63.1%	34.3%	29.0%
%H (TV HH)			53.4%	14.2%	67.8%	36.9%	31.2%
35 - 44	441	429	229	72	330	202	128
%V	16.7%	16.8%	20.8%	21.8%	15.9%	21.0%	11.6%
%H (All HH)		97.3%	51.9%	16.3%	74.8%	45.8%	29.0%
%H (TV HH)			53.4%	16.8%	76.9%	47.1%	29.8%
45 - 54	509	496	243	73	407	227	181
%V	19.3%	19.5%	22.1%	22.1%	19.7%	23.6%	16.3%
%H (All HH)		97.4%	47.7%	14.3%	80.0%	44.6%	35.6%
%H (TV HH)			49.0%	14.7%	82.1%	45.8%	36.5%
55 - 64	417	408	167	64	348	170	178
%V	15.8%	16.0%	15.2%	19.4%	16.8%	17.7%	16.1%
%H (All HH)		97.8%	40.0%	15.3%	83.5%	40.8%	42.7%
%H (TV HH)			40.9%	15.7%	85.3%	41.7%	43.6%
65 +	695	683	197	53	615	180	435
%V	26.3%	26.8%	17.9%	16.1%	29.7%	18.7%	39.3%
%H (All HH)		98.3%	28.3%	7.6%	88.5%	25.9%	62.6%
%H (TV HH)			28.8%	7.8%	90.0%	26.4%	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 2012 - March 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2546	1099	330	2070	962	1108
%H (All HH)		96.4%	41.6%	12.5%	78.3%	36.4%	41.9%
%H (TV HH)			43.2%	13.0%	81.3%	37.8%	43.5%
1	902	838	219	87	701	180	522
%V	34.1%	32.9%	19.9%	26.4%	33.9%	18.7%	47.1%
%H (All HH)		92.9%	24.3%	9.6%	77.7%	20.0%	57.9%
%H (TV HH)			26.1%	10.4%	83.7%	21.5%	62.3%
2	844	829	364	105	704	347	357
%V	31.9%	32.6%	33.1%	31.8%	34.0%	36.1%	32.2%
%H (All HH)		98.2%	43.1%	12.4%	83.4%	41.1%	42.3%
%H (TV HH)			43.9%	12.7%	84.9%	41.9%	43.1%
3	400	394	219	59	306	193	113
%V	15.1%	15.5%	19.9%	17.9%	14.8%	20.1%	10.2%
%H (All HH)		98.5%	54.8%	14.8%	76.5%	48.3%	28.3%
%H (TV HH)			55.6%	15.0%	77.7%	49.0%	28.7%
4	324	317	196	55	235	164	71
%V	12.3%	12.5%	17.8%	16.7%	11.4%	17.0%	6.4%
%H (All HH)		97.8%	60.5%	17.0%	72.5%	50.6%	21.9%
%H (TV HH)			61.8%	17.4%	74.1%	51.7%	22.4%
5+	172	167	101	25	123	78	45
%V	6.5%	6.6%	9.2%	7.6%	5.9%	8.1%	4.1%
%H (All HH)		97.1%	58.7%	14.5%	71.5%	45.3%	26.2%
%H (TV HH)			60.5%	15.0%	73.7%	46.7%	26.9%
Average HH size	2.28	2.30	2.68	2.50	2.24	2.63	1.90

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 2012 - March 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2546	1099	330	2070	962	1108
%H (All HH)		96.4%	41.6%	12.5%	78.3%	36.4%	41.9%
%H (TV HH)			43.2%	13.0%	81.3%	37.8%	43.5%
Without	1982	1900	728	232	1590	663	926
%V	75.0%	74.6%	66.2%	70.3%	76.8%	68.9%	83.6%
%H (All HH)		95.9%	36.7%	11.7%	80.2%	33.5%	46.7%
%H (TV HH)			38.3%	12.2%	83.7%	34.9%	48.7%
With	660	646	371	98	480	298	182
%V	25.0%	25.4%	33.8%	29.7%	23.2%	31.0%	16.4%
%H (All HH)		97.9%	56.2%	14.8%	72.7%	45.2%	27.6%
%H (TV HH)			57.4%	15.2%	74.3%	46.1%	28.2%
0 - 3	254	248	144	35	165	97	68
%V	9.6%	9.7%	13.1%	10.6%	8.0%	10.1%	6.1%
%H (All HH)		97.6%	56.7%	13.8%	65.0%	38.2%	26.8%
%H (TV HH)			58.1%	14.1%	66.5%	39.1%	27.4%
4 - 9	313	305	180	50	213	134	79
%V	11.8%	12.0%	16.4%	15.2%	10.3%	13.9%	7.1%
%H (All HH)		97.4%	57.5%	16.0%	68.1%	42.8%	25.2%
%H (TV HH)			59.0%	16.4%	69.8%	43.9%	25.9%
10 - 15	322	319	189	48	251	165	86
%V	12.2%	12.5%	17.2%	14.5%	12.1%	17.2%	7.8%
%H (All HH)		99.1%	58.7%	14.9%	78.0%	51.2%	26.7%
%H (TV HH)			59.2%	15.0%	78.7%	51.7%	27.0%

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 2012 - March 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2546	1099	330	2070	962	1108
%H (All HH)		96.4%	41.6%	12.5%	78.3%	36.4%	41.9%
%H (TV HH)			43.2%	13.0%	81.3%	37.8%	43.5%
1	930	930	295	83	693	164	529
%V	35.2%	36.5%	26.8%	25.2%	33.5%	17.0%	47.7%
%H (All HH)		100.0%	31.7%	8.9%	74.5%	17.6%	56.9%
%H (TV HH)			31.7%	8.9%	74.5%	17.6%	56.9%
2	876	876	388	132	723	361	363
%V	33.2%	34.4%	35.3%	40.0%	34.9%	37.5%	32.8%
%H (All HH)		100.0%	44.3%	15.1%	82.5%	41.2%	41.4%
%H (TV HH)			44.3%	15.1%	82.5%	41.2%	41.4%
3	431	431	221	64	377	227	150
%V	16.3%	16.9%	20.1%	19.4%	18.2%	23.6%	13.5%
%H (All HH)		100.0%	51.3%	14.8%	87.5%	52.7%	34.8%
%H (TV HH)			51.3%	14.8%	87.5%	52.7%	34.8%
4	202	202	127	32	180	133	46
%V	7.6%	7.9%	11.6%	9.7%	8.7%	13.8%	4.2%
%H (All HH)		100.0%	62.9%	15.8%	89.1%	65.8%	22.8%
%H (TV HH)			62.9%	15.8%	89.1%	65.8%	22.8%
5+	107	107	69	19	97	77	20
%V	4.0%	4.2%	6.3%	5.8%	4.7%	8.0%	1.8%
%H (All HH)		100.0%	64.5%	17.8%	90.7%	72.0%	18.7%
%H (TV HH)			64.5%	17.8%	90.7%	72.0%	18.7%

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 2012 - March 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2546	1099	330	2070	962	1108
%H (All HH)		96.4%	41.6%	12.5%	78.3%	36.4%	41.9%
%H (TV HH)			43.2%	13.0%	81.3%	37.8%	43.5%
Under 20"	716	716	328	95	652	354	298
%V	27.1%	28.1%	29.8%	28.8%	31.5%	36.8%	26.9%
%H (All HH)		100.0%	45.8%	13.3%	91.1%	49.4%	41.6%
%H (TV HH)			45.8%	13.3%	91.1%	49.4%	41.6%
20" - 29"	979	979	393	134	864	406	458
%V	37.1%	38.5%	35.8%	40.6%	41.7%	42.2%	41.3%
%H (All HH)		100.0%	40.1%	13.7%	88.3%	41.5%	46.8%
%H (TV HH)			40.1%	13.7%	88.3%	41.5%	46.8%
30" - 39"	1377	1377	607	185	1140	549	590
%V	52.1%	54.1%	55.2%	56.1%	55.1%	57.1%	53.2%
%H (All HH)		100.0%	44.1%	13.4%	82.8%	39.9%	42.8%
%H (TV HH)			44.1%	13.4%	82.8%	39.9%	42.8%
40" and over	1018	1018	587	169	800	526	274
%V	38.5%	40.0%	53.4%	51.2%	38.6%	54.7%	24.7%
%H (All HH)		100.0%	57.7%	16.6%	78.6%	51.7%	26.9%
%H (TV HH)			57.7%	16.6%	78.6%	51.7%	26.9%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2546	1099	330	2070	962	1108
%H (All HH)		96.4%	41.6%	12.5%	78.3%	36.4%	41.9%
%H (TV HH)			43.2%	13.0%	81.3%	37.8%	43.5%
Main living room	2495	2495	1092	325	2044	955	1090
%V	94.4%	98.0%	99.4%	98.5%	98.7%	99.3%	98.4%
%H (All HH)		100.0%	43.8%	13.0%	81.9%	38.3%	43.7%
%H (TV HH)			43.8%	13.0%	81.9%	38.3%	43.7%
Kitchen	309	309	150	43	285	163	122
%V	11.7%	12.1%	13.6%	13.0%	13.8%	16.9%	11.0%
%H (All HH)		100.0%	48.5%	13.9%	92.2%	52.8%	39.5%
%H (TV HH)			48.5%	13.9%	92.2%	52.8%	39.5%
Adult's bedroom	1147	1147	589	179	999	607	392
%V	43.4%	45.1%	53.6%	54.2%	48.3%	63.1%	35.4%
%H (All HH)		100.0%	51.4%	15.6%	87.1%	52.9%	34.2%
%H (TV HH)			51.4%	15.6%	87.1%	52.9%	34.2%
Child's bedroom	209	209	124	37	184	133	51
%V	7.9%	8.2%	11.3%	11.2%	8.9%	13.8%	4.6%
%H (All HH)		100.0%	59.3%	17.7%	88.0%	63.6%	24.4%
%H (TV HH)			59.3%	17.7%	88.0%	63.6%	24.4%
Other bedroom	130	130	70	16	116	70	45
%V	4.9%	5.1%	6.4%	4.8%	5.6%	7.3%	4.1%
%H (All HH)		100.0%	53.8%	12.3%	89.2%	53.8%	34.6%
%H (TV HH)			53.8%	12.3%	89.2%	53.8%	34.6%
Second living/dining room	247	247	126	40	211	128	83
%V	9.3%	9.7%	11.5%	12.1%	10.2%	13.3%	7.5%
%H (All HH)		100.0%	51.0%	16.2%	85.4%	51.8%	33.6%
%H (TV HH)			51.0%	16.2%	85.4%	51.8%	33.6%
Study/office	31	31	15	4	27	15	12
%V	1.2%	1.2%	1.4%	1.2%	1.3%	1.6%	1.1%
%H (All HH)		100.0%	48.4%	12.9%	87.1%	48.4%	38.7%
%H (TV HH)			48.4%	12.9%	87.1%	48.4%	38.7%
TV room	12	12	6	1	11	6	5
%V	0.5%	0.5%	0.5%	0.3%	0.5%	0.6%	0.5%
%H (All HH)		100.0%	50.0%	8.3%	91.7%	50.0%	41.7%
%H (TV HH)			50.0%	8.3%	91.7%	50.0%	41.7%
Conservatory	74	74	39	13	67	46	21
%V	2.8%	2.9%	3.5%	3.9%	3.2%	4.8%	1.9%
%H (All HH)		100.0%	52.7%	17.6%	90.5%	62.2%	28.4%
%H (TV HH)			52.7%	17.6%	90.5%	62.2%	28.4%
Attic or loft room	6	6	2	1	6	3	4
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.4%
%H (All HH)		100.0%	33.3%	16.7%	100.0%	50.0%	66.7%
%H (TV HH)			33.3%	16.7%	100.0%	50.0%	66.7%
No specific location	5	5	2	0	5	2	3
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.3%
%H (All HH)		100.0%	40.0%	0.0%	100.0%	40.0%	60.0%
%H (TV HH)			40.0%	0.0%	100.0%	40.0%	60.0%
Other	18	18	13	3	17	13	4
%V	0.7%	0.7%	1.2%	0.9%	0.8%	1.4%	0.4%
%H (All HH)		100.0%	72.2%	16.7%	94.4%	72.2%	22.2%
%H (TV HH)			72.2%	16.7%	94.4%	72.2%	22.2%

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 2012 - March 2013

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2546	1099	330	2070	962	1108
%H (All HH)		96.4%	41.6%	12.5%	78.3%	36.4%	41.9%
%H (TV HH)			43.2%	13.0%	81.3%	37.8%	43.5%
PVR	1406	1406	908	224	1071	782	289
%V	53.2%	55.2%	82.6%	67.9%	51.7%	81.3%	26.1%
%H (All HH)		100.0%	64.6%	15.9%	76.2%	55.6%	20.6%
%H (TV HH)			64.6%	15.9%	76.2%	55.6%	20.6%
DVDR	191	191	88	21	161	78	84
%V	7.2%	7.5%	8.0%	6.4%	7.8%	8.1%	7.6%
%H (All HH)		100.0%	46.1%	11.0%	84.3%	40.8%	44.0%
%H (TV HH)			46.1%	11.0%	84.3%	40.8%	44.0%
VCR	216	216	79	30	180	72	107
%V	8.2%	8.5%	7.2%	9.1%	8.7%	7.5%	9.7%
%H (All HH)		100.0%	36.6%	13.9%	83.3%	33.3%	49.5%
%H (TV HH)			36.6%	13.9%	83.3%	33.3%	49.5%
Any recorder	1582	1582	944	242	1231	818	414
%V	59.9%	62.1%	85.9%	73.3%	59.5%	85.0%	37.4%
%H (All HH)		100.0%	59.7%	15.3%	77.8%	51.7%	26.2%
%H (TV HH)			59.7%	15.3%	77.8%	51.7%	26.2%

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
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BBC Yorkshire and Lincolnshire
Household level data
Table 8.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2546	1099	330	2070	962	1108
%H (All HH)		96.4%	41.6%	12.5%	78.3%	36.4%	41.9%
%H (TV HH)			43.2%	13.0%	81.3%	37.8%	43.5%
Receives HDTV (via STB or built-in reception)	1252	1252	700	241	978	650	327
%V	47.4%	49.2%	63.7%	73.0%	47.2%	67.6%	29.5%
%H (All HH)		100.0%	55.9%	19.2%	78.1%	51.9%	26.1%
%H (TV HH)			55.9%	19.2%	78.1%	51.9%	26.1%
DVD/Blu-ray player or recorder	2021	2021	913	292	1663	835	829
%V	76.5%	79.4%	83.1%	88.5%	80.3%	86.8%	74.8%
%H (All HH)		100.0%	45.2%	14.4%	82.3%	41.3%	41.0%
%H (TV HH)			45.2%	14.4%	82.3%	41.3%	41.0%

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 2012 - March 2013
BBC Yorkshire and Lincolnshire
Household level data
Table 8.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2546	1099	330	2070	962	1108
%H (All HH)		96.4%	41.6%	12.5%	78.3%	36.4%	41.9%
%H (TV HH)			43.2%	13.0%	81.3%	37.8%	43.5%
Has PC or Laptop	1947	1885	957	281	1483	840	643
%V	73.7%	74.0%	87.1%	85.2%	71.6%	87.3%	58.0%
%H (All HH)		96.8%	49.2%	14.4%	76.2%	43.1%	33.0%
%H (TV HH)			50.8%	14.9%	78.7%	44.6%	34.1%
Has broadband internet	1835	1785	922	279	1398	816	582
%V	69.5%	70.1%	83.9%	84.5%	67.5%	84.8%	52.5%
%H (All HH)		97.3%	50.2%	15.2%	76.2%	44.5%	31.7%
%H (TV HH)			51.7%	15.6%	78.3%	45.7%	32.6%

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
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BBC Yorkshire and Lincolnshire
Set level data
Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5350	2603	768	4501	2504	1997
%H		48.7%	14.4%	84.1%	46.8%	37.3%
Under 20"	953	457	121	873	492	380
%V	17.8%	17.6%	15.8%	19.4%	19.6%	19.0%
%H		48.0%	12.7%	91.6%	51.6%	39.9%
20" - 29"	1230	513	181	1092	545	547
%V	23.0%	19.7%	23.6%	24.3%	21.8%	27.4%
%H		41.7%	14.7%	88.8%	44.3%	44.5%
30" - 39"	1623	747	224	1354	694	660
%V	30.3%	28.7%	29.2%	30.1%	27.7%	33.0%
%H		46.0%	13.8%	83.4%	42.8%	40.7%
40" and over	1162	682	190	915	610	305
%V	21.7%	26.2%	24.7%	20.3%	24.4%	15.3%
%H		58.7%	16.4%	78.7%	52.5%	26.2%
Don't know	42	18	3	37	16	21
%V	0.8%	0.7%	0.4%	0.8%	0.6%	1.1%
%H		42.9%	7.1%	88.1%	38.1%	50.0%
Not Asked	340	186	49	230	147	84
%V	6.4%	7.1%	6.4%	5.1%	5.9%	4.2%
%H		54.7%	14.4%	67.6%	43.2%	24.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5350	2603	768	4501	2504	1997
%H		48.7%	14.4%	84.1%	46.8%	37.3%
Main living room	2506	1097	326	2054	960	1094
%V	46.8%	42.1%	42.4%	45.6%	38.3%	54.8%
%H		43.8%	13.0%	82.0%	38.3%	43.7%
Kitchen	310	150	43	286	164	122
%V	5.8%	5.8%	5.6%	6.4%	6.5%	6.1%
%H		48.4%	13.9%	92.3%	52.9%	39.4%
Adult's bedroom	1375	716	221	1212	758	454
%V	25.7%	27.5%	28.8%	26.9%	30.3%	22.7%
%H		52.1%	16.1%	88.1%	55.1%	33.0%
Child's bedroom	273	167	47	241	179	63
%V	5.1%	6.4%	6.1%	5.4%	7.1%	3.2%
%H		61.2%	17.2%	88.3%	65.6%	23.1%
Other bedroom	146	81	19	129	82	48
%V	2.7%	3.1%	2.5%	2.9%	3.3%	2.4%
%H		55.5%	13.0%	88.4%	56.2%	32.9%
Second living/dining room	253	130	41	216	131	85
%V	4.7%	5.0%	5.3%	4.8%	5.2%	4.3%
%H		51.4%	16.2%	85.4%	51.8%	33.6%
Study/office	31	15	4	28	15	12
%V	0.6%	0.6%	0.5%	0.6%	0.6%	0.6%
%H		48.4%	12.9%	90.3%	48.4%	38.7%
TV room	12	6	1	11	6	5
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.3%
%H		50.0%	8.3%	91.7%	50.0%	41.7%
Conservatory	74	39	13	67	46	21
%V	1.4%	1.5%	1.7%	1.5%	1.8%	1.1%
%H		52.7%	17.6%	90.5%	62.2%	28.4%
Attic or loft room	6	2	1	6	3	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%
%H		33.3%	16.7%	100.0%	50.0%	66.7%
No specific location	5	2	0	5	2	3
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%
%H		40.0%	0.0%	100.0%	40.0%	60.0%
Other	18	13	3	17	13	4
%V	0.3%	0.5%	0.4%	0.4%	0.5%	0.2%
%H		72.2%	16.7%	94.4%	72.2%	22.2%
Not Asked	340	186	49	230	147	84
%V	6.4%	7.1%	6.4%	5.1%	5.9%	4.2%
%H		54.7%	14.4%	67.6%	43.2%	24.7%

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 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5350	2603	768	4501	2504	1997
%H		48.7%	14.4%	84.1%	46.8%	37.3%
PVR	1811	1229	282	1347	1026	321
%V	33.9%	47.2%	36.7%	29.9%	41.0%	16.1%
%H		67.9%	15.6%	74.4%	56.7%	17.7%
DVDR	213	101	22	180	88	92
%V	4.0%	3.9%	2.9%	4.0%	3.5%	4.6%
%H		47.4%	10.3%	84.5%	41.3%	43.2%
VCR	236	89	35	195	81	114
%V	4.4%	3.4%	4.6%	4.3%	3.2%	5.7%
%H		37.7%	14.8%	82.6%	34.3%	48.3%
Any recorder	2060	1300	311	1572	1098	474
%V	38.5%	49.9%	40.5%	34.9%	43.8%	23.7%
%H		63.1%	15.1%	76.3%	53.3%	23.0%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5350	2603	768	4501	2504	1997
%H		48.7%	14.4%	84.1%	46.8%	37.3%
Receives HDTV (via STB or built-in reception)	1714	941	349	1348	898	450
%V	32.0%	36.2%	45.4%	29.9%	35.9%	22.5%
%H		54.9%	20.4%	78.6%	52.4%	26.3%
DVD/Blu-ray player or recorder	2971	1430	468	2507	1406	1101
%V	55.5%	54.9%	60.9%	55.7%	56.2%	55.1%
%H		48.1%	15.8%	84.4%	47.3%	37.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
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Set level data
Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2541	1099	330	2067	962	1105
%H		43.3%	13.0%	81.3%	37.9%	43.5%
Under 20"	59	11	4	50	6	44
%V	2.3%	1.0%	1.2%	2.4%	0.6%	4.0%
%H		18.6%	6.8%	84.7%	10.2%	74.6%
20" - 29"	434	116	41	380	103	277
%V	17.1%	10.6%	12.4%	18.4%	10.7%	25.1%
%H		26.7%	9.4%	87.6%	23.7%	63.8%
30" - 39"	1031	401	122	856	349	507
%V	40.6%	36.5%	37.0%	41.4%	36.3%	45.9%
%H		38.9%	11.8%	83.0%	33.9%	49.2%
40" and over	981	564	162	767	500	267
%V	38.6%	51.3%	49.1%	37.1%	52.0%	24.2%
%H		57.5%	16.5%	78.2%	51.0%	27.2%
Don't know	19	7	1	14	4	11
%V	0.7%	0.6%	0.3%	0.7%	0.4%	1.0%
%H		36.8%	5.3%	73.7%	21.1%	57.9%
Not Asked	17	0	0	0	0	0
%V	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2541	1099	330	2067	962	1105
%H		43.3%	13.0%	81.3%	37.9%	43.5%
PVR	1363	893	217	1031	762	269
%V	53.6%	81.3%	65.8%	49.9%	79.2%	24.3%
%H		65.5%	15.9%	75.6%	55.9%	19.7%
DVDR	161	72	19	137	66	71
%V	6.3%	6.6%	5.8%	6.6%	6.9%	6.4%
%H		44.7%	11.8%	85.1%	41.0%	44.1%
VCR	173	58	22	141	48	93
%V	6.8%	5.3%	6.7%	6.8%	5.0%	8.4%
%H		33.5%	12.7%	81.5%	27.7%	53.8%
Any recorder	1526	926	233	1178	794	384
%V	60.1%	84.3%	70.6%	57.0%	82.5%	34.8%
%H		60.7%	15.3%	77.2%	52.0%	25.2%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2541	1099	330	2067	962	1105
%H		43.3%	13.0%	81.3%	37.9%	43.5%
Receives HDTV (via STB or built-in reception)	1194	674	233	924	623	301
%V	47.0%	61.3%	70.6%	44.7%	64.8%	27.2%
%H		56.4%	19.5%	77.4%	52.2%	25.2%
DVD/Blu-ray player or recorder	1874	846	268	1532	762	771
%V	73.8%	77.0%	81.2%	74.1%	79.2%	69.8%
%H		45.1%	14.3%	81.8%	40.7%	41.1%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2808	1503	438	2434	1543	891
%H		53.5%	15.6%	86.7%	55.0%	31.7%
Under 20"	894	446	117	823	486	336
%V	31.8%	29.7%	26.7%	33.8%	31.5%	37.7%
%H		49.9%	13.1%	92.1%	54.4%	37.6%
20" - 29"	796	397	139	713	442	271
%V	28.3%	26.4%	31.7%	29.3%	28.6%	30.4%
%H		49.9%	17.5%	89.6%	55.5%	34.0%
30" - 39"	593	346	102	498	345	153
%V	21.1%	23.0%	23.3%	20.5%	22.4%	17.2%
%H		58.3%	17.2%	84.0%	58.2%	25.8%
40" and over	181	118	29	148	110	38
%V	6.4%	7.9%	6.6%	6.1%	7.1%	4.3%
%H		65.2%	16.0%	81.8%	60.8%	21.0%
Don't know	24	12	1	23	12	11
%V	0.9%	0.8%	0.2%	0.9%	0.8%	1.2%
%H		50.0%	4.2%	95.8%	50.0%	45.8%
Not Asked	320	184	50	229	148	82
%V	11.4%	12.2%	11.4%	9.4%	9.6%	9.2%
%H		57.5%	15.6%	71.6%	46.3%	25.6%

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 8.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2808	1503	438	2434	1543	891
%H		53.5%	15.6%	86.7%	55.0%	31.7%
PVR	447	337	65	316	263	53
%V	15.9%	22.4%	14.8%	13.0%	17.0%	5.9%
%H		75.4%	14.5%	70.7%	58.8%	11.9%
DVDR	52	28	3	43	21	22
%V	1.9%	1.9%	0.7%	1.8%	1.4%	2.5%
%H		53.8%	5.8%	82.7%	40.4%	42.3%
VCR	63	31	13	54	33	21
%V	2.2%	2.1%	3.0%	2.2%	2.1%	2.4%
%H		49.2%	20.6%	85.7%	52.4%	33.3%
Any recorder	534	374	79	394	304	90
%V	19.0%	24.9%	18.0%	16.2%	19.7%	10.1%
%H		70.0%	14.8%	73.8%	56.9%	16.9%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2808	1503	438	2434	1543	891
%H		53.5%	15.6%	86.7%	55.0%	31.7%
Receives HDTV (via STB or built-in reception)	520	267	116	424	275	149
%V	18.5%	17.8%	26.5%	17.4%	17.8%	16.7%
%H		51.3%	22.3%	81.5%	52.9%	28.7%
DVD/Blu-ray player or recorder	1097	584	200	975	645	331
%V	39.1%	38.9%	45.7%	40.1%	41.8%	37.1%
%H		53.2%	18.2%	88.9%	58.8%	30.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	6027	5864	2949	825	4631	2527	2103
%H		97.3%	48.9%	13.7%	76.8%	41.9%	34.9%
Total Children	1122	1098	647	169	789	499	290
%V	18.6%	18.7%	21.9%	20.5%	17.0%	19.7%	13.8%
%H		97.9%	57.7%	15.1%	70.3%	44.5%	25.8%
0 - 3	298	290	171	40	191	112	78
%V	4.9%	4.9%	5.8%	4.8%	4.1%	4.4%	3.7%
%H		97.3%	57.4%	13.4%	64.1%	37.6%	26.2%
4 - 15	824	807	477	130	598	387	212
%V	13.7%	13.8%	16.2%	15.8%	12.9%	15.3%	10.1%
%H		97.9%	57.9%	15.8%	72.6%	47.0%	25.7%
4 - 9	412	401	234	65	281	174	108
%V	6.8%	6.8%	7.9%	7.9%	6.1%	6.9%	5.1%
%H		97.3%	56.8%	15.8%	68.2%	42.2%	26.2%
10 - 15	412	407	243	65	317	213	104
%V	6.8%	6.9%	8.2%	7.9%	6.8%	8.4%	4.9%
%H		98.8%	59.0%	15.8%	76.9%	51.7%	25.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	6027	5864	2949	825	4631	2527	2103
%H		97.3%	48.9%	13.7%	76.8%	41.9%	34.9%
Total Adults (16+)	4904	4767	2302	655	3841	2028	1813
%V	81.4%	81.3%	78.1%	79.4%	82.9%	80.3%	86.2%
%H		97.2%	46.9%	13.4%	78.3%	41.4%	37.0%
16 - 19	314	305	164	45	248	154	94
%V	5.2%	5.2%	5.6%	5.5%	5.4%	6.1%	4.5%
%H		97.1%	52.2%	14.3%	79.0%	49.0%	29.9%
20 - 24	428	406	199	53	318	169	149
%V	7.1%	6.9%	6.7%	6.4%	6.9%	6.7%	7.1%
%H		94.9%	46.5%	12.4%	74.3%	39.5%	34.8%
25 - 34	829	782	453	112	545	328	216
%V	13.8%	13.3%	15.4%	13.6%	11.8%	13.0%	10.3%
%H		94.3%	54.6%	13.5%	65.7%	39.6%	26.1%
35 - 44	762	744	422	121	562	359	203
%V	12.6%	12.7%	14.3%	14.7%	12.1%	14.2%	9.7%
%H		97.6%	55.4%	15.9%	73.8%	47.1%	26.6%
45 - 54	863	848	441	128	694	415	279
%V	14.3%	14.5%	15.0%	15.5%	15.0%	16.4%	13.3%
%H		98.3%	51.1%	14.8%	80.4%	48.1%	32.3%
55 - 64	693	683	295	108	584	299	285
%V	11.5%	11.6%	10.0%	13.1%	12.6%	11.8%	13.6%
%H		98.6%	42.6%	15.6%	84.3%	43.1%	41.1%
65+	1014	998	327	88	891	303	588
%V	16.8%	17.0%	11.1%	10.7%	19.2%	12.0%	28.0%
%H		98.4%	32.2%	8.7%	87.9%	29.9%	58.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
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Individual level data
Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4904	4767	2302	655	3841	2028	1813
%H		97.2%	46.9%	13.4%	78.3%	41.4%	37.0%
AB	1043	1014	523	143	833	476	357
%V	21.3%	21.3%	22.7%	21.8%	21.7%	23.5%	19.7%
%H		97.2%	50.1%	13.7%	79.9%	45.6%	34.2%
C1	1254	1208	553	173	978	501	477
%V	25.6%	25.3%	24.0%	26.4%	25.5%	24.7%	26.3%
%H		96.3%	44.1%	13.8%	78.0%	40.0%	38.0%
C2	1091	1077	561	171	881	531	351
%V	22.2%	22.6%	24.4%	26.1%	22.9%	26.2%	19.4%
%H		98.7%	51.4%	15.7%	80.8%	48.7%	32.2%
D	909	887	476	101	655	346	309
%V	18.5%	18.6%	20.7%	15.4%	17.1%	17.1%	17.0%
%H		97.6%	52.4%	11.1%	72.1%	38.1%	34.0%
E	607	580	190	67	493	174	320
%V	12.4%	12.2%	8.3%	10.2%	12.8%	8.6%	17.7%
%H		95.6%	31.3%	11.0%	81.2%	28.7%	52.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4904	4767	2302	655	3841	2028	1813
%H		97.2%	46.9%	13.4%	78.3%	41.4%	37.0%
Working full time	2069	2031	1118	322	1575	978	596
%V	42.2%	42.6%	48.6%	49.2%	41.0%	48.2%	32.9%
%H		98.2%	54.0%	15.6%	76.1%	47.3%	28.8%
Working part time	544	537	262	86	429	241	188
%V	11.1%	11.3%	11.4%	13.1%	11.2%	11.9%	10.4%
%H		98.7%	48.2%	15.8%	78.9%	44.3%	34.6%
Not working	2291	2199	921	247	1838	809	1029
%V	46.7%	46.1%	40.0%	37.7%	47.9%	39.9%	56.8%
%H		96.0%	40.2%	10.8%	80.2%	35.3%	44.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2415	2334	1190	320	1848	1028	820
%H		96.6%	49.3%	13.3%	76.5%	42.6%	34.0%
16 - 19	169	163	90	25	134	87	47
%V	7.0%	7.0%	7.6%	7.8%	7.3%	8.5%	5.7%
%H		96.4%	53.3%	14.8%	79.3%	51.5%	27.8%
20 - 24	206	196	103	23	153	87	66
%V	8.5%	8.4%	8.7%	7.2%	8.3%	8.5%	8.0%
%H		95.1%	50.0%	11.2%	74.3%	42.2%	32.0%
25 - 34	429	402	240	54	283	178	105
%V	17.8%	17.2%	20.2%	16.9%	15.3%	17.3%	12.8%
%H		93.7%	55.9%	12.6%	66.0%	41.5%	24.5%
35 - 44	375	360	206	55	264	164	100
%V	15.5%	15.4%	17.3%	17.2%	14.3%	16.0%	12.2%
%H		96.0%	54.9%	14.7%	70.4%	43.7%	26.7%
45 - 54	427	417	229	62	336	210	126
%V	17.7%	17.9%	19.2%	19.4%	18.2%	20.4%	15.4%
%H		97.7%	53.6%	14.5%	78.7%	49.2%	29.5%
55 - 64	346	340	149	55	286	148	138
%V	14.3%	14.6%	12.5%	17.2%	15.5%	14.4%	16.8%
%H		98.3%	43.1%	15.9%	82.7%	42.8%	39.9%
65+	463	455	172	46	392	153	239
%V	19.2%	19.5%	14.5%	14.4%	21.2%	14.9%	29.1%
%H		98.3%	37.1%	9.9%	84.7%	33.0%	51.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2415	2334	1190	320	1848	1028	820
%H		96.6%	49.3%	13.3%	76.5%	42.6%	34.0%
AB	526	509	269	73	415	246	170
%V	21.8%	21.8%	22.6%	22.8%	22.5%	23.9%	20.7%
%H		96.8%	51.1%	13.9%	78.9%	46.8%	32.3%
C1	600	571	285	77	451	249	202
%V	24.8%	24.5%	23.9%	24.1%	24.4%	24.2%	24.6%
%H		95.2%	47.5%	12.8%	75.2%	41.5%	33.7%
C2	582	572	313	87	463	288	175
%V	24.1%	24.5%	26.3%	27.2%	25.1%	28.0%	21.3%
%H		98.3%	53.8%	14.9%	79.6%	49.5%	30.1%
D	450	439	239	53	312	167	145
%V	18.6%	18.8%	20.1%	16.6%	16.9%	16.2%	17.7%
%H		97.6%	53.1%	11.8%	69.3%	37.1%	32.2%
E	256	244	83	29	207	78	130
%V	10.6%	10.5%	7.0%	9.1%	11.2%	7.6%	15.9%
%H		95.3%	32.4%	11.3%	80.9%	30.5%	50.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2415	2334	1190	320	1848	1028	820
%H		96.6%	49.3%	13.3%	76.5%	42.6%	34.0%
Working full time	1299	1272	721	193	973	612	361
%V	53.8%	54.5%	60.6%	60.3%	52.7%	59.5%	44.0%
%H		97.9%	55.5%	14.9%	74.9%	47.1%	27.8%
Working part time	117	112	49	20	89	46	43
%V	4.8%	4.8%	4.1%	6.3%	4.8%	4.5%	5.2%
%H		95.7%	41.9%	17.1%	76.1%	39.3%	36.8%
Not working	999	950	419	107	786	370	416
%V	41.4%	40.7%	35.2%	33.4%	42.5%	36.0%	50.7%
%H		95.1%	41.9%	10.7%	78.7%	37.0%	41.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2490	2432	1112	335	1993	1000	993
%H		97.7%	44.7%	13.5%	80.0%	40.2%	39.9%
16 - 19	145	142	74	20	114	67	47
%V	5.8%	5.8%	6.7%	6.0%	5.7%	6.7%	4.7%
%H		97.9%	51.0%	13.8%	78.6%	46.2%	32.4%
20 - 24	222	210	95	30	165	82	83
%V	8.9%	8.6%	8.5%	9.0%	8.3%	8.2%	8.4%
%H		94.6%	42.8%	13.5%	74.3%	36.9%	37.4%
25 - 34	400	380	213	58	261	150	111
%V	16.1%	15.6%	19.2%	17.3%	13.1%	15.0%	11.2%
%H		95.0%	53.3%	14.5%	65.3%	37.5%	27.8%
35 - 44	388	383	216	67	298	195	102
%V	15.6%	15.7%	19.4%	20.0%	15.0%	19.5%	10.3%
%H		98.7%	55.7%	17.3%	76.8%	50.3%	26.3%
45 - 54	437	430	212	66	358	205	153
%V	17.6%	17.7%	19.1%	19.7%	18.0%	20.5%	15.4%
%H		98.4%	48.5%	15.1%	81.9%	46.9%	35.0%
55 - 64	347	343	147	53	298	151	147
%V	13.9%	14.1%	13.2%	15.8%	15.0%	15.1%	14.8%
%H		98.8%	42.4%	15.3%	85.9%	43.5%	42.4%
65+	550	543	155	41	499	149	349
%V	22.1%	22.3%	13.9%	12.2%	25.0%	14.9%	35.1%
%H		98.7%	28.2%	7.5%	90.7%	27.1%	63.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2490	2432	1112	335	1993	1000	993
%H		97.7%	44.7%	13.5%	80.0%	40.2%	39.9%
AB	517	505	253	69	418	231	187
%V	20.8%	20.8%	22.8%	20.6%	21.0%	23.1%	18.8%
%H		97.7%	48.9%	13.3%	80.9%	44.7%	36.2%
C1	654	637	267	96	527	252	276
%V	26.3%	26.2%	24.0%	28.7%	26.4%	25.2%	27.8%
%H		97.4%	40.8%	14.7%	80.6%	38.5%	42.2%
C2	509	505	249	84	419	243	176
%V	20.4%	20.8%	22.4%	25.1%	21.0%	24.3%	17.7%
%H		99.2%	48.9%	16.5%	82.3%	47.7%	34.6%
D	458	449	237	48	343	179	165
%V	18.4%	18.5%	21.3%	14.3%	17.2%	17.9%	16.6%
%H		98.0%	51.7%	10.5%	74.9%	39.1%	36.0%
E	351	336	106	38	286	96	190
%V	14.1%	13.8%	9.5%	11.3%	14.4%	9.6%	19.1%
%H		95.7%	30.2%	10.8%	81.5%	27.4%	54.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2490	2432	1112	335	1993	1000	993
%H		97.7%	44.7%	13.5%	80.0%	40.2%	39.9%
Working full time	770	759	397	129	602	366	235
%V	30.9%	31.2%	35.7%	38.5%	30.2%	36.6%	23.7%
%H		98.6%	51.6%	16.8%	78.2%	47.5%	30.5%
Working part time	428	425	213	66	340	196	144
%V	17.2%	17.5%	19.2%	19.7%	17.1%	19.6%	14.5%
%H		99.3%	49.8%	15.4%	79.4%	45.8%	33.6%
Not working	1292	1249	502	140	1052	438	613
%V	51.9%	51.4%	45.1%	41.8%	52.8%	43.8%	61.7%
%H		96.7%	38.9%	10.8%	81.4%	33.9%	47.4%

Base: BBC Yorkshire and Lincolnshire - 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 East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1524	1491	625	201	1176	519	657
%H (All HH)		97.8%	41.0%	13.2%	77.2%	34.1%	43.1%
%H (TV HH)			41.9%	13.5%	78.9%	34.8%	44.1%
AB	306	299	140	46	236	117	119
%V	20.1%	20.1%	22.4%	22.9%	20.1%	22.5%	18.1%
%H (All HH)		97.7%	45.8%	15.0%	77.1%	38.2%	38.9%
%H (TV HH)			46.8%	15.4%	78.9%	39.1%	39.8%
C1	364	354	162	51	268	126	143
%V	23.9%	23.7%	25.9%	25.4%	22.8%	24.3%	21.8%
%H (All HH)		97.3%	44.5%	14.0%	73.6%	34.6%	39.3%
%H (TV HH)			45.8%	14.4%	75.7%	35.6%	40.4%
C2	332	328	155	49	257	134	123
%V	21.8%	22.0%	24.8%	24.4%	21.9%	25.8%	18.7%
%H (All HH)		98.8%	46.7%	14.8%	77.4%	40.4%	37.0%
%H (TV HH)			47.3%	14.9%	78.4%	40.9%	37.5%
D	251	248	100	31	197	85	112
%V	16.5%	16.6%	16.0%	15.4%	16.8%	16.4%	17.0%
%H (All HH)		98.8%	39.8%	12.4%	78.5%	33.9%	44.6%
%H (TV HH)			40.3%	12.5%	79.4%	34.3%	45.2%
E	271	262	68	24	217	56	161
%V	17.8%	17.6%	10.9%	11.9%	18.5%	10.8%	24.5%
%H (All HH)		96.7%	25.1%	8.9%	80.1%	20.7%	59.4%
%H (TV HH)			26.0%	9.2%	82.8%	21.4%	61.5%

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 2012 - March 2013

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1524	1491	625	201	1176	519	657
%H (All HH)		97.8%	41.0%	13.2%	77.2%	34.1%	43.1%
%H (TV HH)			41.9%	13.5%	78.9%	34.8%	44.1%
Under 25	73	70	37	4	55	27	28
%V	4.8%	4.7%	5.9%	2.0%	4.7%	5.2%	4.3%
%H (All HH)		95.9%	50.7%	5.5%	75.3%	37.0%	38.4%
%H (TV HH)			52.9%	5.7%	78.6%	38.6%	40.0%
25 - 34	214	206	102	35	143	78	65
%V	14.0%	13.8%	16.3%	17.4%	12.2%	15.0%	9.9%
%H (All HH)		96.3%	47.7%	16.4%	66.8%	36.4%	30.4%
%H (TV HH)			49.5%	17.0%	69.4%	37.9%	31.6%
35 - 44	235	229	133	40	165	105	60
%V	15.4%	15.4%	21.3%	19.9%	14.0%	20.2%	9.1%
%H (All HH)		97.4%	56.6%	17.0%	70.2%	44.7%	25.5%
%H (TV HH)			58.1%	17.5%	72.1%	45.9%	26.2%
45 - 54	282	277	121	51	220	115	104
%V	18.5%	18.6%	19.4%	25.4%	18.7%	22.2%	15.8%
%H (All HH)		98.2%	42.9%	18.1%	78.0%	40.8%	36.9%
%H (TV HH)			43.7%	18.4%	79.4%	41.5%	37.5%
55 - 64	270	262	101	37	209	82	128
%V	17.7%	17.6%	16.2%	18.4%	17.8%	15.8%	19.5%
%H (All HH)		97.0%	37.4%	13.7%	77.4%	30.4%	47.4%
%H (TV HH)			38.5%	14.1%	79.8%	31.3%	48.9%
65 +	451	446	131	35	384	111	272
%V	29.6%	29.9%	21.0%	17.4%	32.7%	21.4%	41.4%
%H (All HH)		98.9%	29.0%	7.8%	85.1%	24.6%	60.3%
%H (TV HH)			29.4%	7.8%	86.1%	24.9%	61.0%

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 2012 - March 2013

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1524	1491	625	201	1176	519	657
%H (All HH)		97.8%	41.0%	13.2%	77.2%	34.1%	43.1%
%H (TV HH)			41.9%	13.5%	78.9%	34.8%	44.1%
1	537	518	134	43	430	102	328
%V	35.2%	34.7%	21.4%	21.4%	36.6%	19.7%	49.9%
%H (All HH)		96.5%	25.0%	8.0%	80.1%	19.0%	61.1%
%H (TV HH)			25.9%	8.3%	83.0%	19.7%	63.3%
2	515	505	236	62	391	185	206
%V	33.8%	33.9%	37.8%	30.8%	33.2%	35.6%	31.4%
%H (All HH)		98.1%	45.8%	12.0%	75.9%	35.9%	40.0%
%H (TV HH)			46.7%	12.3%	77.4%	36.6%	40.8%
3	220	219	115	44	162	99	63
%V	14.4%	14.7%	18.4%	21.9%	13.8%	19.1%	9.6%
%H (All HH)		99.5%	52.3%	20.0%	73.6%	45.0%	28.6%
%H (TV HH)			52.5%	20.1%	74.0%	45.2%	28.8%
4	175	173	96	37	135	94	42
%V	11.5%	11.6%	15.4%	18.4%	11.5%	18.1%	6.4%
%H (All HH)		98.9%	54.9%	21.1%	77.1%	53.7%	24.0%
%H (TV HH)			55.5%	21.4%	78.0%	54.3%	24.3%
5+	77	77	45	16	57	39	18
%V	5.1%	5.2%	7.2%	8.0%	4.8%	7.5%	2.7%
%H (All HH)		100.0%	58.4%	20.8%	74.0%	50.6%	23.4%
%H (TV HH)			58.4%	20.8%	74.0%	50.6%	23.4%
Average HH size	2.19	2.20	2.51	2.65	2.17	2.61	1.82

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 2012 - March 2013

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1524	1491	625	201	1176	519	657
%H (All HH)		97.8%	41.0%	13.2%	77.2%	34.1%	43.1%
%H (TV HH)			41.9%	13.5%	78.9%	34.8%	44.1%
Without	1181	1150	437	134	926	359	568
%V	77.5%	77.1%	69.9%	66.7%	78.7%	69.2%	86.5%
%H (All HH)		97.4%	37.0%	11.3%	78.4%	30.4%	48.1%
%H (TV HH)			38.0%	11.7%	80.5%	31.2%	49.4%
With	343	341	188	67	249	160	89
%V	22.5%	22.9%	30.1%	33.3%	21.2%	30.8%	13.5%
%H (All HH)		99.4%	54.8%	19.5%	72.6%	46.6%	25.9%
%H (TV HH)			55.1%	19.6%	73.0%	46.9%	26.1%
0 - 3	126	124	73	20	92	60	32
%V	8.3%	8.3%	11.7%	10.0%	7.8%	11.6%	4.9%
%H (All HH)		98.4%	57.9%	15.9%	73.0%	47.6%	25.4%
%H (TV HH)			58.9%	16.1%	74.2%	48.4%	25.8%
4 - 9	176	175	101	31	131	86	44
%V	11.5%	11.7%	16.2%	15.4%	11.1%	16.6%	6.7%
%H (All HH)		99.4%	57.4%	17.6%	74.4%	48.9%	25.0%
%H (TV HH)			57.7%	17.7%	74.9%	49.1%	25.1%
10 - 15	168	167	90	38	122	79	42
%V	11.0%	11.2%	14.4%	18.9%	10.4%	15.2%	6.4%
%H (All HH)		99.4%	53.6%	22.6%	72.6%	47.0%	25.0%
%H (TV HH)			53.9%	22.8%	73.1%	47.3%	25.1%

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 2012 - March 2013

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1524	1491	625	201	1176	519	657
%H (All HH)		97.8%	41.0%	13.2%	77.2%	34.1%	43.1%
%H (TV HH)			41.9%	13.5%	78.9%	34.8%	44.1%
1	542	542	161	51	404	88	315
%V	35.6%	36.4%	25.8%	25.4%	34.4%	17.0%	47.9%
%H (All HH)		100.0%	29.7%	9.4%	74.5%	16.2%	58.1%
%H (TV HH)			29.7%	9.4%	74.5%	16.2%	58.1%
2	538	538	232	76	423	197	226
%V	35.3%	36.1%	37.1%	37.8%	36.0%	38.0%	34.4%
%H (All HH)		100.0%	43.1%	14.1%	78.6%	36.6%	42.0%
%H (TV HH)			43.1%	14.1%	78.6%	36.6%	42.0%
3	254	254	131	44	217	135	82
%V	16.7%	17.0%	21.0%	21.9%	18.5%	26.0%	12.5%
%H (All HH)		100.0%	51.6%	17.3%	85.4%	53.1%	32.3%
%H (TV HH)			51.6%	17.3%	85.4%	53.1%	32.3%
4	105	105	67	18	87	63	24
%V	6.9%	7.0%	10.7%	9.0%	7.4%	12.1%	3.7%
%H (All HH)		100.0%	63.8%	17.1%	82.9%	60.0%	22.9%
%H (TV HH)			63.8%	17.1%	82.9%	60.0%	22.9%
5+	51	51	34	12	45	36	9
%V	3.3%	3.4%	5.4%	6.0%	3.8%	6.9%	1.4%
%H (All HH)		100.0%	66.7%	23.5%	88.2%	70.6%	17.6%
%H (TV HH)			66.7%	23.5%	88.2%	70.6%	17.6%

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 2012 - March 2013
BBC North East & Cumbria
Household level data
Table 9.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1524	1491	625	201	1176	519	657
%H (All HH)		97.8%	41.0%	13.2%	77.2%	34.1%	43.1%
%H (TV HH)			41.9%	13.5%	78.9%	34.8%	44.1%
Under 20"	421	421	180	55	363	177	186
%V	27.6%	28.2%	28.8%	27.4%	30.9%	34.1%	28.3%
%H (All HH)		100.0%	42.8%	13.1%	86.2%	42.0%	44.2%
%H (TV HH)			42.8%	13.1%	86.2%	42.0%	44.2%
20" - 29"	612	612	253	79	519	241	277
%V	40.2%	41.0%	40.5%	39.3%	44.1%	46.4%	42.2%
%H (All HH)		100.0%	41.3%	12.9%	84.8%	39.4%	45.3%
%H (TV HH)			41.3%	12.9%	84.8%	39.4%	45.3%
30" - 39"	771	771	340	106	632	298	335
%V	50.6%	51.7%	54.4%	52.7%	53.7%	57.4%	51.0%
%H (All HH)		100.0%	44.1%	13.7%	82.0%	38.7%	43.5%
%H (TV HH)			44.1%	13.7%	82.0%	38.7%	43.5%
40" and over	597	597	323	109	452	279	174
%V	39.2%	40.0%	51.7%	54.2%	38.4%	53.8%	26.5%
%H (All HH)		100.0%	54.1%	18.3%	75.7%	46.7%	29.1%
%H (TV HH)			54.1%	18.3%	75.7%	46.7%	29.1%

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 2012 - March 2013

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1524	1491	625	201	1176	519	657
%H (All HH)		97.8%	41.0%	13.2%	77.2%	34.1%	43.1%
%H (TV HH)			41.9%	13.5%	78.9%	34.8%	44.1%
Main living room	1467	1467	620	201	1160	516	645
%V	96.3%	98.4%	99.2%	100.0%	98.6%	99.4%	98.2%
%H (All HH)		100.0%	42.3%	13.7%	79.1%	35.2%	44.0%
%H (TV HH)			42.3%	13.7%	79.1%	35.2%	44.0%
Kitchen	208	208	104	28	181	103	78
%V	13.6%	14.0%	16.6%	13.9%	15.4%	19.8%	11.9%
%H (All HH)		100.0%	50.0%	13.5%	87.0%	49.5%	37.5%
%H (TV HH)			50.0%	13.5%	87.0%	49.5%	37.5%
Adult's bedroom	629	629	317	100	528	306	222
%V	41.3%	42.2%	50.7%	49.8%	44.9%	59.0%	33.8%
%H (All HH)		100.0%	50.4%	15.9%	83.9%	48.6%	35.3%
%H (TV HH)			50.4%	15.9%	83.9%	48.6%	35.3%
Child's bedroom	118	118	71	20	99	70	29
%V	7.7%	7.9%	11.4%	10.0%	8.4%	13.5%	4.4%
%H (All HH)		100.0%	60.2%	16.9%	83.9%	59.3%	24.6%
%H (TV HH)			60.2%	16.9%	83.9%	59.3%	24.6%
Other bedroom	123	123	65	27	105	69	36
%V	8.1%	8.2%	10.4%	13.4%	8.9%	13.3%	5.5%
%H (All HH)		100.0%	52.8%	22.0%	85.4%	56.1%	29.3%
%H (TV HH)			52.8%	22.0%	85.4%	56.1%	29.3%
Second living/dining room	122	122	56	20	104	59	45
%V	8.0%	8.2%	9.0%	10.0%	8.8%	11.4%	6.8%
%H (All HH)		100.0%	45.9%	16.4%	85.2%	48.4%	36.9%
%H (TV HH)			45.9%	16.4%	85.2%	48.4%	36.9%
Study/office	19	19	7	2	17	7	10
%V	1.2%	1.3%	1.1%	1.0%	1.4%	1.3%	1.5%
%H (All HH)		100.0%	36.8%	10.5%	89.5%	36.8%	52.6%
%H (TV HH)			36.8%	10.5%	89.5%	36.8%	52.6%
TV room	11	11	6	5	10	7	3
%V	0.7%	0.7%	1.0%	2.5%	0.9%	1.3%	0.5%
%H (All HH)		100.0%	54.5%	45.5%	90.9%	63.6%	27.3%
%H (TV HH)			54.5%	45.5%	90.9%	63.6%	27.3%
Conservatory	34	34	23	6	32	24	8
%V	2.2%	2.3%	3.7%	3.0%	2.7%	4.6%	1.2%
%H (All HH)		100.0%	67.6%	17.6%	94.1%	70.6%	23.5%
%H (TV HH)			67.6%	17.6%	94.1%	70.6%	23.5%
Attic or loft room	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%
No specific location	3	3	2	0	3	2	1
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%
Other	6	6	4	1	5	4	1
%V	0.4%	0.4%	0.6%	0.5%	0.4%	0.8%	0.2%
%H (All HH)		100.0%	66.7%	16.7%	83.3%	66.7%	16.7%
%H (TV HH)			66.7%	16.7%	83.3%	66.7%	16.7%

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 2012 - March 2013

BBC North East & Cumbria

Household level data

Table 9.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1524	1491	625	201	1176	519	657
%H (All HH)		97.8%	41.0%	13.2%	77.2%	34.1%	43.1%
%H (TV HH)			41.9%	13.5%	78.9%	34.8%	44.1%
PVR	822	822	537	136	596	427	168
%V	53.9%	55.1%	85.9%	67.7%	50.7%	82.3%	25.6%
%H (All HH)		100.0%	65.3%	16.5%	72.5%	51.9%	20.4%
%H (TV HH)			65.3%	16.5%	72.5%	51.9%	20.4%
DVDR	128	128	46	15	109	43	67
%V	8.4%	8.6%	7.4%	7.5%	9.3%	8.3%	10.2%
%H (All HH)		100.0%	35.9%	11.7%	85.2%	33.6%	52.3%
%H (TV HH)			35.9%	11.7%	85.2%	33.6%	52.3%
VCR	89	89	29	8	73	24	49
%V	5.8%	6.0%	4.6%	4.0%	6.2%	4.6%	7.5%
%H (All HH)		100.0%	32.6%	9.0%	82.0%	27.0%	55.1%
%H (TV HH)			32.6%	9.0%	82.0%	27.0%	55.1%
Any recorder	943	943	553	145	700	442	258
%V	61.9%	63.2%	88.5%	72.1%	59.5%	85.2%	39.3%
%H (All HH)		100.0%	58.6%	15.4%	74.2%	46.9%	27.4%
%H (TV HH)			58.6%	15.4%	74.2%	46.9%	27.4%

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 2012 - March 2013
BBC North East & Cumbria
Household level data
Table 9.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1524	1491	625	201	1176	519	657
%H (All HH)		97.8%	41.0%	13.2%	77.2%	34.1%	43.1%
%H (TV HH)			41.9%	13.5%	78.9%	34.8%	44.1%
Receives HDTV (via STB or built-in reception)	709	709	360	157	538	330	208
%V	46.5%	47.6%	57.6%	78.1%	45.7%	63.6%	31.7%
%H (All HH)		100.0%	50.8%	22.1%	75.9%	46.5%	29.3%
%H (TV HH)			50.8%	22.1%	75.9%	46.5%	29.3%
DVD/Blu-ray player or recorder	1142	1142	504	161	913	429	484
%V	74.9%	76.6%	80.6%	80.1%	77.6%	82.7%	73.7%
%H (All HH)		100.0%	44.1%	14.1%	79.9%	37.6%	42.4%
%H (TV HH)			44.1%	14.1%	79.9%	37.6%	42.4%

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 2012 - March 2013
BBC North East & Cumbria
Household level data
Table 9.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1524	1491	625	201	1176	519	657
%H (All HH)		97.8%	41.0%	13.2%	77.2%	34.1%	43.1%
%H (TV HH)			41.9%	13.5%	78.9%	34.8%	44.1%
Has PC or Laptop	1111	1089	521	177	829	436	394
%V	72.9%	73.0%	83.4%	88.1%	70.5%	84.0%	60.0%
%H (All HH)		98.0%	46.9%	15.9%	74.6%	39.2%	35.5%
%H (TV HH)			47.8%	16.3%	76.1%	40.0%	36.2%
Has broadband internet	997	982	493	174	737	417	319
%V	65.4%	65.9%	78.9%	86.6%	62.7%	80.3%	48.6%
%H (All HH)		98.5%	49.4%	17.5%	73.9%	41.8%	32.0%
%H (TV HH)			50.2%	17.7%	75.1%	42.5%	32.5%

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 2012 - March 2013
BBC North East & Cumbria
Set level data
Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	3081	1474	471	2494	1334	1160
%H		47.8%	15.3%	80.9%	43.3%	37.7%
Under 20"	541	242	73	470	241	230
%V	17.6%	16.4%	15.5%	18.8%	18.1%	19.8%
%H		44.7%	13.5%	86.9%	44.5%	42.5%
20" - 29"	748	331	100	635	317	318
%V	24.3%	22.5%	21.2%	25.5%	23.8%	27.4%
%H		44.3%	13.4%	84.9%	42.4%	42.5%
30" - 39"	893	406	132	739	367	372
%V	29.0%	27.5%	28.0%	29.6%	27.5%	32.1%
%H		45.5%	14.8%	82.8%	41.1%	41.7%
40" and over	687	383	125	527	337	190
%V	22.3%	26.0%	26.5%	21.1%	25.3%	16.4%
%H		55.7%	18.2%	76.7%	49.1%	27.7%
Don't know	13	3	3	8	2	6
%V	0.4%	0.2%	0.6%	0.3%	0.1%	0.5%
%H		23.1%	23.1%	61.5%	15.4%	46.2%
Not Asked	199	109	38	115	70	44
%V	6.5%	7.4%	8.1%	4.6%	5.2%	3.8%
%H		54.8%	19.1%	57.8%	35.2%	22.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	3081	1474	471	2494	1334	1160
%H		47.8%	15.3%	80.9%	43.3%	37.7%
Main living room	1470	621	201	1164	516	648
%V	47.7%	42.1%	42.7%	46.7%	38.7%	55.9%
%H		42.2%	13.7%	79.2%	35.1%	44.1%
Kitchen	210	105	28	183	103	79
%V	6.8%	7.1%	5.9%	7.3%	7.7%	6.8%
%H		50.0%	13.3%	87.1%	49.0%	37.6%
Adult's bedroom	714	369	112	607	361	246
%V	23.2%	25.0%	23.8%	24.3%	27.1%	21.2%
%H		51.7%	15.7%	85.0%	50.6%	34.5%
Child's bedroom	152	93	27	131	96	35
%V	4.9%	6.3%	5.7%	5.3%	7.2%	3.0%
%H		61.2%	17.8%	86.2%	63.2%	23.0%
Other bedroom	141	77	32	122	84	38
%V	4.6%	5.2%	6.8%	4.9%	6.3%	3.3%
%H		54.6%	22.7%	86.5%	59.6%	27.0%
Second living/dining room	123	57	20	105	60	45
%V	4.0%	3.9%	4.2%	4.2%	4.5%	3.9%
%H		46.3%	16.3%	85.4%	48.8%	36.6%
Study/office	19	7	2	17	7	10
%V	0.6%	0.5%	0.4%	0.7%	0.5%	0.9%
%H		36.8%	10.5%	89.5%	36.8%	52.6%
TV room	11	6	5	10	7	3
%V	0.4%	0.4%	1.1%	0.4%	0.5%	0.3%
%H		54.5%	45.5%	90.9%	63.6%	27.3%
Conservatory	34	23	6	32	24	8
%V	1.1%	1.6%	1.3%	1.3%	1.8%	0.7%
%H		67.6%	17.6%	94.1%	70.6%	23.5%
Attic or loft room	1	1	0	1	1	0
%V	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%
No specific location	3	2	0	3	2	1
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		66.7%	0.0%	100.0%	66.7%	33.3%
Other	6	4	1	5	4	1
%V	0.2%	0.3%	0.2%	0.2%	0.3%	0.1%
%H		66.7%	16.7%	83.3%	66.7%	16.7%
Not Asked	199	109	38	115	70	44
%V	6.5%	7.4%	8.1%	4.6%	5.2%	3.8%
%H		54.8%	19.1%	57.8%	35.2%	22.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North East & Cumbria
Set level data
Table 9.13: Recorders
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	3081	1474	471	2494	1334	1160
%H		47.8%	15.3%	80.9%	43.3%	37.7%
PVR	1030	703	172	737	558	179
%V	33.4%	47.7%	36.5%	29.6%	41.8%	15.4%
%H		68.3%	16.7%	71.6%	54.2%	17.4%
DVDR	149	56	19	130	56	74
%V	4.8%	3.8%	4.0%	5.2%	4.2%	6.4%
%H		37.6%	12.8%	87.2%	37.6%	49.7%
VCR	94	30	10	78	27	51
%V	3.1%	2.0%	2.1%	3.1%	2.0%	4.4%
%H		31.9%	10.6%	83.0%	28.7%	54.3%
Any recorder	1194	738	189	879	594	285
%V	38.8%	50.1%	40.1%	35.2%	44.5%	24.6%
%H		61.8%	15.8%	73.6%	49.7%	23.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 9.14: Other TV equipment
Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	3081	1474	471	2494	1334	1160
%H		47.8%	15.3%	80.9%	43.3%	37.7%
Receives HDTV (via STB or built-in reception)	958	487	228	729	462	268
%V	31.1%	33.0%	48.4%	29.2%	34.6%	23.1%
%H		50.8%	23.8%	76.1%	48.2%	28.0%
DVD/Blu-ray player or recorder	1676	787	263	1379	729	651
%V	54.4%	53.4%	55.8%	55.3%	54.6%	56.1%
%H		47.0%	15.7%	82.3%	43.5%	38.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North East & Cumbria
Set level data
Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1490	624	201	1174	518	657
%H		41.9%	13.5%	78.8%	34.8%	44.1%
Under 20"	40	8	5	35	9	26
%V	2.7%	1.3%	2.5%	3.0%	1.7%	4.0%
%H		20.0%	12.5%	87.5%	22.5%	65.0%
20" - 29"	255	64	22	206	46	159
%V	17.1%	10.3%	10.9%	17.5%	8.9%	24.2%
%H		25.1%	8.6%	80.8%	18.0%	62.4%
30" - 39"	605	236	68	496	191	305
%V	40.6%	37.8%	33.8%	42.2%	36.9%	46.4%
%H		39.0%	11.2%	82.0%	31.6%	50.4%
40" and over	576	315	104	435	270	165
%V	38.7%	50.5%	51.7%	37.1%	52.1%	25.1%
%H		54.7%	18.1%	75.5%	46.9%	28.6%
Don't know	7	1	3	3	1	2
%V	0.5%	0.2%	1.5%	0.3%	0.2%	0.3%
%H		14.3%	42.9%	42.9%	14.3%	28.6%
Not Asked	7	0	0	0	1	0
%V	0.5%	0.0%	0.0%	0.0%	0.2%	0.0%
%H		0.0%	0.0%	0.0%	14.3%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1490	624	201	1174	518	657
%H		41.9%	13.5%	78.8%	34.8%	44.1%
PVR	795	527	130	571	416	155
%V	53.4%	84.5%	64.7%	48.6%	80.3%	23.6%
%H		66.3%	16.4%	71.8%	52.3%	19.5%
DVDR	110	37	10	92	32	60
%V	7.4%	5.9%	5.0%	7.8%	6.2%	9.1%
%H		33.6%	9.1%	83.6%	29.1%	54.5%
VCR	75	20	8	63	18	45
%V	5.0%	3.2%	4.0%	5.4%	3.5%	6.8%
%H		26.7%	10.7%	84.0%	24.0%	60.0%
Any recorder	910	540	139	670	427	242
%V	61.1%	86.5%	69.2%	57.1%	82.4%	36.8%
%H		59.3%	15.3%	73.6%	46.9%	26.6%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1490	624	201	1174	518	657
%H		41.9%	13.5%	78.8%	34.8%	44.1%
Receives HDTV (via STB or built-in reception)	680	345	151	511	313	198
%V	45.6%	55.3%	75.1%	43.5%	60.4%	30.1%
%H		50.7%	22.2%	75.1%	46.0%	29.1%
DVD/Blu-ray player or recorder	1062	464	147	843	386	457
%V	71.3%	74.4%	73.1%	71.8%	74.5%	69.6%
%H		43.7%	13.8%	79.4%	36.3%	43.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North East & Cumbria
Set level data
Table 9.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	1592	850	270	1319	816	503
%H		53.4%	17.0%	82.9%	51.3%	31.6%
Under 20"	501	234	67	435	231	204
%V	31.5%	27.5%	24.8%	33.0%	28.3%	40.6%
%H		46.7%	13.4%	86.8%	46.1%	40.7%
20" - 29"	494	267	78	429	270	159
%V	31.0%	31.4%	28.9%	32.5%	33.1%	31.6%
%H		54.0%	15.8%	86.8%	54.7%	32.2%
30" - 39"	288	170	64	243	176	67
%V	18.1%	20.0%	23.7%	18.4%	21.6%	13.3%
%H		59.0%	22.2%	84.4%	61.1%	23.3%
40" and over	110	68	21	92	67	24
%V	6.9%	8.0%	7.8%	7.0%	8.2%	4.8%
%H		61.8%	19.1%	83.6%	60.9%	21.8%
Don't know	6	1	1	5	1	4
%V	0.4%	0.1%	0.4%	0.4%	0.1%	0.8%
%H		16.7%	16.7%	83.3%	16.7%	66.7%
Not Asked	193	110	39	115	71	45
%V	12.1%	12.9%	14.4%	8.7%	8.7%	8.9%
%H		57.0%	20.2%	59.6%	36.8%	23.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North East & Cumbria
Set level data
Table 9.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	1592	850	270	1319	816	503
%H		53.4%	17.0%	82.9%	51.3%	31.6%
PVR	235	176	42	166	142	24
%V	14.8%	20.7%	15.6%	12.6%	17.4%	4.8%
%H		74.9%	17.9%	70.6%	60.4%	10.2%
DVDR	39	19	8	38	24	14
%V	2.4%	2.2%	3.0%	2.9%	2.9%	2.8%
%H		48.7%	20.5%	97.4%	61.5%	35.9%
VCR	19	11	3	15	9	6
%V	1.2%	1.3%	1.1%	1.1%	1.1%	1.2%
%H		57.9%	15.8%	78.9%	47.4%	31.6%
Any recorder	284	199	50	209	166	43
%V	17.8%	23.4%	18.5%	15.8%	20.3%	8.5%
%H		70.1%	17.6%	73.6%	58.5%	15.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	1592	850	270	1319	816	503
%H		53.4%	17.0%	82.9%	51.3%	31.6%
Receives HDTV (via STB or built-in reception)	278	142	77	219	149	70
%V	17.5%	16.7%	28.5%	16.6%	18.3%	13.9%
%H		51.1%	27.7%	78.8%	53.6%	25.2%
DVD/Blu-ray player or recorder	614	323	116	536	342	194
%V	38.6%	38.0%	43.0%	40.6%	41.9%	38.6%
%H		52.6%	18.9%	87.3%	55.7%	31.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North East & Cumbria
Individual level data
Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	3336	3283	1571	533	2546	1353	1192
%H		98.4%	47.1%	16.0%	76.3%	40.6%	35.7%
Total Children	581	578	322	115	433	286	147
%V	17.4%	17.6%	20.5%	21.6%	17.0%	21.1%	12.3%
%H		99.5%	55.4%	19.8%	74.5%	49.2%	25.3%
0 - 3	150	148	83	24	111	70	41
%V	4.5%	4.5%	5.3%	4.5%	4.4%	5.2%	3.4%
%H		98.7%	55.3%	16.0%	74.0%	46.7%	27.3%
4 - 15	431	430	239	91	322	216	106
%V	12.9%	13.1%	15.2%	17.1%	12.6%	16.0%	8.9%
%H		99.8%	55.5%	21.1%	74.7%	50.1%	24.6%
4 - 9	222	222	129	41	165	111	55
%V	6.7%	6.8%	8.2%	7.7%	6.5%	8.2%	4.6%
%H		100.0%	58.1%	18.5%	74.3%	50.0%	24.8%
10 - 15	209	208	110	50	157	105	52
%V	6.3%	6.3%	7.0%	9.4%	6.2%	7.8%	4.4%
%H		99.5%	52.6%	23.9%	75.1%	50.2%	24.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	3336	3283	1571	533	2546	1353	1192
%H		98.4%	47.1%	16.0%	76.3%	40.6%	35.7%
Total Adults (16+)	2754	2704	1249	418	2113	1068	1045
%V	82.6%	82.4%	79.5%	78.4%	83.0%	78.9%	87.7%
%H		98.2%	45.4%	15.2%	76.7%	38.8%	37.9%
16 - 19	153	151	70	32	121	74	47
%V	4.6%	4.6%	4.5%	6.0%	4.8%	5.5%	3.9%
%H		98.7%	45.8%	20.9%	79.1%	48.4%	30.7%
20 - 24	229	223	114	31	175	94	81
%V	6.9%	6.8%	7.3%	5.8%	6.9%	6.9%	6.8%
%H		97.4%	49.8%	13.5%	76.4%	41.0%	35.4%
25 - 34	419	407	213	72	281	164	117
%V	12.6%	12.4%	13.6%	13.5%	11.0%	12.1%	9.8%
%H		97.1%	50.8%	17.2%	67.1%	39.1%	27.9%
35 - 44	394	387	227	71	282	184	99
%V	11.8%	11.8%	14.4%	13.3%	11.1%	13.6%	8.3%
%H		98.2%	57.6%	18.0%	71.6%	46.7%	25.1%
45 - 54	490	482	239	93	383	230	153
%V	14.7%	14.7%	15.2%	17.4%	15.0%	17.0%	12.8%
%H		98.4%	48.8%	19.0%	78.2%	46.9%	31.2%
55 - 64	432	424	182	60	335	148	187
%V	12.9%	12.9%	11.6%	11.3%	13.2%	10.9%	15.7%
%H		98.1%	42.1%	13.9%	77.5%	34.3%	43.3%
65+	637	631	204	59	536	174	362
%V	19.1%	19.2%	13.0%	11.1%	21.1%	12.9%	30.4%
%H		99.1%	32.0%	9.3%	84.1%	27.3%	56.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North East & Cumbria
Individual level data
Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2754	2704	1249	418	2113	1068	1045
%H		98.2%	45.4%	15.2%	76.7%	38.8%	37.9%
AB	610	597	302	111	477	272	205
%V	22.1%	22.1%	24.2%	26.6%	22.6%	25.5%	19.6%
%H		97.9%	49.5%	18.2%	78.2%	44.6%	33.6%
C1	692	678	325	111	519	271	248
%V	25.1%	25.1%	26.0%	26.6%	24.6%	25.4%	23.7%
%H		98.0%	47.0%	16.0%	75.0%	39.2%	35.8%
C2	647	642	321	107	500	287	214
%V	23.5%	23.7%	25.7%	25.6%	23.7%	26.9%	20.5%
%H		99.2%	49.6%	16.5%	77.3%	44.4%	33.1%
D	457	450	196	62	342	159	182
%V	16.6%	16.6%	15.7%	14.8%	16.2%	14.9%	17.4%
%H		98.5%	42.9%	13.6%	74.8%	34.8%	39.8%
E	349	339	105	27	275	79	196
%V	12.7%	12.5%	8.4%	6.5%	13.0%	7.4%	18.8%
%H		97.1%	30.1%	7.7%	78.8%	22.6%	56.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North East & Cumbria
Individual level data
Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2754	2704	1249	418	2113	1068	1045
%H		98.2%	45.4%	15.2%	76.7%	38.8%	37.9%
Working full time	1127	1106	582	190	842	505	337
%V	40.9%	40.9%	46.6%	45.5%	39.8%	47.3%	32.2%
%H		98.1%	51.6%	16.9%	74.7%	44.8%	29.9%
Working part time	318	314	165	62	241	147	94
%V	11.5%	11.6%	13.2%	14.8%	11.4%	13.8%	9.0%
%H		98.7%	51.9%	19.5%	75.8%	46.2%	29.6%
Not working	1309	1284	502	166	1030	416	614
%V	47.5%	47.5%	40.2%	39.7%	48.7%	39.0%	58.8%
%H		98.1%	38.3%	12.7%	78.7%	31.8%	46.9%

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 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1347	1318	636	198	1026	537	490
%H		97.8%	47.2%	14.7%	76.2%	39.9%	36.4%
16 - 19	83	82	37	16	70	42	28
%V	6.2%	6.2%	5.8%	8.1%	6.8%	7.8%	5.7%
%H		98.8%	44.6%	19.3%	84.3%	50.6%	33.7%
20 - 24	114	111	56	15	90	47	43
%V	8.5%	8.4%	8.8%	7.6%	8.8%	8.8%	8.8%
%H		97.4%	49.1%	13.2%	78.9%	41.2%	37.7%
25 - 34	216	209	117	34	140	85	54
%V	16.0%	15.9%	18.4%	17.2%	13.6%	15.8%	11.0%
%H		96.8%	54.2%	15.7%	64.8%	39.4%	25.0%
35 - 44	190	185	109	31	139	89	50
%V	14.1%	14.0%	17.1%	15.7%	13.5%	16.6%	10.2%
%H		97.4%	57.4%	16.3%	73.2%	46.8%	26.3%
45 - 54	236	231	119	43	183	114	69
%V	17.5%	17.5%	18.7%	21.7%	17.8%	21.2%	14.1%
%H		97.9%	50.4%	18.2%	77.5%	48.3%	29.2%
55 - 64	215	211	93	28	165	75	90
%V	16.0%	16.0%	14.6%	14.1%	16.1%	14.0%	18.4%
%H		98.1%	43.3%	13.0%	76.7%	34.9%	41.9%
65+	292	289	104	31	240	84	156
%V	21.7%	21.9%	16.4%	15.7%	23.4%	15.6%	31.8%
%H		99.0%	35.6%	10.6%	82.2%	28.8%	53.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North East & Cumbria
Individual level data
Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1347	1318	636	198	1026	537	490
%H		97.8%	47.2%	14.7%	76.2%	39.9%	36.4%
AB	313	306	158	59	243	143	100
%V	23.2%	23.2%	24.8%	29.8%	23.7%	26.6%	20.4%
%H		97.8%	50.5%	18.8%	77.6%	45.7%	31.9%
C1	327	319	163	47	245	132	113
%V	24.3%	24.2%	25.6%	23.7%	23.9%	24.6%	23.1%
%H		97.6%	49.8%	14.4%	74.9%	40.4%	34.6%
C2	346	343	172	53	269	153	115
%V	25.7%	26.0%	27.0%	26.8%	26.2%	28.5%	23.5%
%H		99.1%	49.7%	15.3%	77.7%	44.2%	33.2%
D	224	220	101	29	165	79	86
%V	16.6%	16.7%	15.9%	14.6%	16.1%	14.7%	17.6%
%H		98.2%	45.1%	12.9%	73.7%	35.3%	38.4%
E	137	130	42	9	104	29	75
%V	10.2%	9.9%	6.6%	4.5%	10.1%	5.4%	15.3%
%H		94.9%	30.7%	6.6%	75.9%	21.2%	54.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1347	1318	636	198	1026	537	490
%H		97.8%	47.2%	14.7%	76.2%	39.9%	36.4%
Working full time	692	678	370	114	517	321	195
%V	51.4%	51.4%	58.2%	57.6%	50.4%	59.8%	39.8%
%H		98.0%	53.5%	16.5%	74.7%	46.4%	28.2%
Working part time	68	67	35	15	48	29	19
%V	5.0%	5.1%	5.5%	7.6%	4.7%	5.4%	3.9%
%H		98.5%	51.5%	22.1%	70.6%	42.6%	27.9%
Not working	586	573	231	69	462	186	275
%V	43.5%	43.5%	36.3%	34.8%	45.0%	34.6%	56.1%
%H		97.8%	39.4%	11.8%	78.8%	31.7%	46.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1407	1386	613	220	1087	531	555
%H		98.5%	43.6%	15.6%	77.3%	37.7%	39.4%
16 - 19	70	69	33	17	51	32	19
%V	5.0%	5.0%	5.4%	7.7%	4.7%	6.0%	3.4%
%H		98.6%	47.1%	24.3%	72.9%	45.7%	27.1%
20 - 24	114	113	58	16	85	47	38
%V	8.1%	8.2%	9.5%	7.3%	7.8%	8.9%	6.8%
%H		99.1%	50.9%	14.0%	74.6%	41.2%	33.3%
25 - 34	203	198	96	38	142	79	63
%V	14.4%	14.3%	15.7%	17.3%	13.1%	14.9%	11.4%
%H		97.5%	47.3%	18.7%	70.0%	38.9%	31.0%
35 - 44	205	202	118	40	143	95	49
%V	14.6%	14.6%	19.2%	18.2%	13.2%	17.9%	8.8%
%H		98.5%	57.6%	19.5%	69.8%	46.3%	23.9%
45 - 54	253	251	119	50	200	116	84
%V	18.0%	18.1%	19.4%	22.7%	18.4%	21.8%	15.1%
%H		99.2%	47.0%	19.8%	79.1%	45.8%	33.2%
55 - 64	217	213	88	32	170	73	97
%V	15.4%	15.4%	14.4%	14.5%	15.6%	13.7%	17.5%
%H		98.2%	40.6%	14.7%	78.3%	33.6%	44.7%
65+	345	341	100	28	296	90	206
%V	24.5%	24.6%	16.3%	12.7%	27.2%	16.9%	37.1%
%H		98.8%	29.0%	8.1%	85.8%	26.1%	59.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North East & Cumbria
Individual level data
Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1407	1386	613	220	1087	531	555
%H		98.5%	43.6%	15.6%	77.3%	37.7%	39.4%
AB	297	291	143	52	234	129	105
%V	21.1%	21.0%	23.3%	23.6%	21.5%	24.3%	18.9%
%H		98.0%	48.1%	17.5%	78.8%	43.4%	35.4%
C1	365	359	162	64	274	139	135
%V	25.9%	25.9%	26.4%	29.1%	25.2%	26.2%	24.3%
%H		98.4%	44.4%	17.5%	75.1%	38.1%	37.0%
C2	302	299	149	54	232	134	98
%V	21.5%	21.6%	24.3%	24.5%	21.3%	25.2%	17.7%
%H		99.0%	49.3%	17.9%	76.8%	44.4%	32.5%
D	232	229	95	33	176	80	96
%V	16.5%	16.5%	15.5%	15.0%	16.2%	15.1%	17.3%
%H		98.7%	40.9%	14.2%	75.9%	34.5%	41.4%
E	211	208	63	17	170	50	121
%V	15.0%	15.0%	10.3%	7.7%	15.6%	9.4%	21.8%
%H		98.6%	29.9%	8.1%	80.6%	23.7%	57.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1407	1386	613	220	1087	531	555
%H		98.5%	43.6%	15.6%	77.3%	37.7%	39.4%
Working full time	435	428	213	77	326	184	142
%V	30.9%	30.9%	34.7%	35.0%	30.0%	34.7%	25.6%
%H		98.4%	49.0%	17.7%	74.9%	42.3%	32.6%
Working part time	250	247	130	46	193	118	75
%V	17.8%	17.8%	21.2%	20.9%	17.8%	22.2%	13.5%
%H		98.8%	52.0%	18.4%	77.2%	47.2%	30.0%
Not working	723	712	270	97	568	230	338
%V	51.4%	51.4%	44.0%	44.1%	52.3%	43.3%	60.9%
%H		98.5%	37.3%	13.4%	78.6%	31.8%	46.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2959	2873	1158	495	2272	1040	1232
%H (All HH)		97.1%	39.1%	16.7%	76.8%	35.1%	41.6%
%H (TV HH)			40.3%	17.2%	79.1%	36.2%	42.9%
AB	601	590	269	101	448	226	222
%V	20.3%	20.5%	23.2%	20.4%	19.7%	21.7%	18.0%
%H (All HH)		98.2%	44.8%	16.8%	74.5%	37.6%	36.9%
%H (TV HH)			45.6%	17.1%	75.9%	38.3%	37.6%
C1	788	770	329	145	603	304	300
%V	26.6%	26.8%	28.4%	29.3%	26.5%	29.2%	24.4%
%H (All HH)		97.7%	41.8%	18.4%	76.5%	38.6%	38.1%
%H (TV HH)			42.7%	18.8%	78.3%	39.5%	39.0%
C2	619	604	261	121	482	255	227
%V	20.9%	21.0%	22.5%	24.4%	21.2%	24.5%	18.4%
%H (All HH)		97.6%	42.2%	19.5%	77.9%	41.2%	36.7%
%H (TV HH)			43.2%	20.0%	79.8%	42.2%	37.6%
D	445	430	153	74	353	148	206
%V	15.0%	15.0%	13.2%	14.9%	15.5%	14.2%	16.7%
%H (All HH)		96.6%	34.4%	16.6%	79.3%	33.3%	46.3%
%H (TV HH)			35.6%	17.2%	82.1%	34.4%	47.9%
E	506	479	146	55	386	108	278
%V	17.1%	16.7%	12.6%	11.1%	17.0%	10.4%	22.6%
%H (All HH)		94.7%	28.9%	10.9%	76.3%	21.3%	54.9%
%H (TV HH)			30.5%	11.5%	80.6%	22.5%	58.0%

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 2012 - March 2013

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2959	2873	1158	495	2272	1040	1232
%V (All HH)		97.1%	39.1%	16.7%	76.8%	35.1%	41.6%
%H (TV HH)			40.3%	17.2%	79.1%	36.2%	42.9%
Under 25	125	117	42	23	85	35	51
%V	4.2%	4.1%	3.6%	4.6%	3.7%	3.4%	4.1%
%H (All HH)		93.6%	33.6%	18.4%	68.0%	28.0%	40.8%
%H (TV HH)			35.9%	19.7%	72.6%	29.9%	43.6%
25 - 34	435	415	205	77	288	157	131
%V	14.7%	14.4%	17.7%	15.6%	12.7%	15.1%	10.6%
%H (All HH)		95.4%	47.1%	17.7%	66.2%	36.1%	30.1%
%H (TV HH)			49.4%	18.6%	69.4%	37.8%	31.6%
35 - 44	516	498	246	107	370	218	152
%V	17.4%	17.3%	21.2%	21.6%	16.3%	21.0%	12.3%
%H (All HH)		96.5%	47.7%	20.7%	71.7%	42.2%	29.5%
%H (TV HH)			49.4%	21.5%	74.3%	43.8%	30.5%
45 - 54	593	577	264	118	455	256	198
%V	20.0%	20.1%	22.8%	23.8%	20.0%	24.6%	16.1%
%H (All HH)		97.3%	44.5%	19.9%	76.7%	43.2%	33.4%
%H (TV HH)			45.8%	20.5%	78.9%	44.4%	34.3%
55 - 64	497	485	187	87	386	172	213
%V	16.8%	16.9%	16.1%	17.6%	17.0%	16.5%	17.3%
%H (All HH)		97.6%	37.6%	17.5%	77.7%	34.6%	42.9%
%H (TV HH)			38.6%	17.9%	79.6%	35.5%	43.9%
65 +	793	781	213	83	689	201	488
%V	26.8%	27.2%	18.4%	16.8%	30.3%	19.3%	39.6%
%H (All HH)		98.5%	26.9%	10.5%	86.9%	25.3%	61.5%
%H (TV HH)			27.3%	10.6%	88.2%	25.7%	62.5%

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 2012 - March 2013

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2959	2873	1158	495	2272	1040	1232
%H (All HH)		97.1%	39.1%	16.7%	76.8%	35.1%	41.6%
%H (TV HH)			40.3%	17.2%	79.1%	36.2%	42.9%
1	1079	1029	284	115	857	230	628
%V	36.5%	35.8%	24.5%	23.2%	37.7%	22.1%	51.0%
%H (All HH)		95.4%	26.3%	10.7%	79.4%	21.3%	58.2%
%H (TV HH)			27.6%	11.2%	83.3%	22.4%	61.0%
2	849	832	351	144	654	312	342
%V	28.7%	29.0%	30.3%	29.1%	28.8%	30.0%	27.8%
%H (All HH)		98.0%	41.3%	17.0%	77.0%	36.7%	40.3%
%H (TV HH)			42.2%	17.3%	78.6%	37.5%	41.1%
3	455	447	220	102	340	211	129
%V	15.4%	15.6%	19.0%	20.6%	15.0%	20.3%	10.5%
%H (All HH)		98.2%	48.4%	22.4%	74.7%	46.4%	28.4%
%H (TV HH)			49.2%	22.8%	76.1%	47.2%	28.9%
4	381	377	201	85	288	195	93
%V	12.9%	13.1%	17.4%	17.2%	12.7%	18.8%	7.5%
%H (All HH)		99.0%	52.8%	22.3%	75.6%	51.2%	24.4%
%H (TV HH)			53.3%	22.5%	76.4%	51.7%	24.7%
5+	195	189	103	50	133	93	40
%V	6.6%	6.6%	8.9%	10.1%	5.9%	8.9%	3.2%
%H (All HH)		96.9%	52.8%	25.6%	68.2%	47.7%	20.5%
%H (TV HH)			54.5%	26.5%	70.4%	49.2%	21.2%
Average HH size	2.27	2.28	2.60	2.65	2.22	2.65	1.86

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 2012 - March 2013

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2959	2873	1158	495	2272	1040	1232
%H (All HH)		97.1%	39.1%	16.7%	76.8%	35.1%	41.6%
%H (TV HH)			40.3%	17.2%	79.1%	36.2%	42.9%
Without	2212	2141	776	336	1737	703	1034
%V	74.8%	74.5%	67.0%	67.9%	76.5%	67.6%	83.9%
%H (All HH)		96.8%	35.1%	15.2%	78.5%	31.8%	46.7%
%H (TV HH)			36.2%	15.7%	81.1%	32.8%	48.3%
With	748	732	382	159	535	336	199
%V	25.3%	25.5%	33.0%	32.1%	23.5%	32.3%	16.2%
%H (All HH)		97.9%	51.1%	21.3%	71.5%	44.9%	26.6%
%H (TV HH)			52.2%	21.7%	73.1%	45.9%	27.2%
0 - 3	284	274	143	56	189	112	77
%V	9.6%	9.5%	12.3%	11.3%	8.3%	10.8%	6.3%
%H (All HH)		96.5%	50.4%	19.7%	66.5%	39.4%	27.1%
%H (TV HH)			52.2%	20.4%	69.0%	40.9%	28.1%
4 - 9	366	359	194	73	263	168	95
%V	12.4%	12.5%	16.8%	14.7%	11.6%	16.2%	7.7%
%H (All HH)		98.1%	53.0%	19.9%	71.9%	45.9%	26.0%
%H (TV HH)			54.0%	20.3%	73.3%	46.8%	26.5%
10 - 15	361	353	187	83	263	174	89
%V	12.2%	12.3%	16.1%	16.8%	11.6%	16.7%	7.2%
%H (All HH)		97.8%	51.8%	23.0%	72.9%	48.2%	24.7%
%H (TV HH)			53.0%	23.5%	74.5%	49.3%	25.2%

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 2012 - March 2013

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2959	2873	1158	495	2272	1040	1232
%H (All HH)		97.1%	39.1%	16.7%	76.8%	35.1%	41.6%
%H (TV HH)			40.3%	17.2%	79.1%	36.2%	42.9%
1	1139	1139	347	145	841	202	640
%V	38.5%	39.6%	30.0%	29.3%	37.0%	19.4%	51.9%
%H (All HH)		100.0%	30.5%	12.7%	73.8%	17.7%	56.2%
%H (TV HH)			30.5%	12.7%	73.8%	17.7%	56.2%
2	987	987	411	179	803	398	405
%V	33.4%	34.4%	35.5%	36.2%	35.3%	38.3%	32.9%
%H (All HH)		100.0%	41.6%	18.1%	81.4%	40.3%	41.0%
%H (TV HH)			41.6%	18.1%	81.4%	40.3%	41.0%
3	460	460	236	95	379	244	134
%V	15.5%	16.0%	20.4%	19.2%	16.7%	23.5%	10.9%
%H (All HH)		100.0%	51.3%	20.7%	82.4%	53.0%	29.1%
%H (TV HH)			51.3%	20.7%	82.4%	53.0%	29.1%
4	191	191	110	50	163	127	36
%V	6.5%	6.6%	9.5%	10.1%	7.2%	12.2%	2.9%
%H (All HH)		100.0%	57.6%	26.2%	85.3%	66.5%	18.8%
%H (TV HH)			57.6%	26.2%	85.3%	66.5%	18.8%
5+	96	96	54	26	86	69	18
%V	3.2%	3.3%	4.7%	5.3%	3.8%	6.6%	1.5%
%H (All HH)		100.0%	56.3%	27.1%	89.6%	71.9%	18.8%
%H (TV HH)			56.3%	27.1%	89.6%	71.9%	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
April 2012 - March 2013
BBC North West
Household level data
Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2959	2873	1158	495	2272	1040	1232
%H (All HH)		97.1%	39.1%	16.7%	76.8%	35.1%	41.6%
%H (TV HH)			40.3%	17.2%	79.1%	36.2%	42.9%
Under 20"	656	656	259	111	599	306	293
%V	22.2%	22.8%	22.4%	22.4%	26.4%	29.4%	23.8%
%H (All HH)		100.0%	39.5%	16.9%	91.3%	46.6%	44.7%
%H (TV HH)			39.5%	16.9%	91.3%	46.6%	44.7%
20" - 29"	1091	1091	422	178	934	432	502
%V	36.9%	38.0%	36.4%	36.0%	41.1%	41.5%	40.7%
%H (All HH)		100.0%	38.7%	16.3%	85.6%	39.6%	46.0%
%H (TV HH)			38.7%	16.3%	85.6%	39.6%	46.0%
30" - 39"	1586	1586	645	309	1289	640	649
%V	53.6%	55.2%	55.7%	62.4%	56.7%	61.5%	52.7%
%H (All HH)		100.0%	40.7%	19.5%	81.3%	40.4%	40.9%
%H (TV HH)			40.7%	19.5%	81.3%	40.4%	40.9%
40" and over	1071	1071	586	231	776	511	265
%V	36.2%	37.3%	50.6%	46.7%	34.2%	49.1%	21.5%
%H (All HH)		100.0%	54.7%	21.6%	72.5%	47.7%	24.7%
%H (TV HH)			54.7%	21.6%	72.5%	47.7%	24.7%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2959	2873	1158	495	2272	1040	1232
%H (All HH)		97.1%	39.1%	16.7%	76.8%	35.1%	41.6%
%H (TV HH)			40.3%	17.2%	79.1%	36.2%	42.9%
Main living room	2834	2834	1149	494	2248	1035	1213
%V	95.8%	98.6%	99.2%	99.8%	98.9%	99.5%	98.5%
%H (All HH)		100.0%	40.5%	17.4%	79.3%	36.5%	42.8%
%H (TV HH)			40.5%	17.4%	79.3%	36.5%	42.8%
Kitchen	274	274	125	42	245	136	109
%V	9.3%	9.5%	10.8%	8.5%	10.8%	13.1%	8.8%
%H (All HH)		100.0%	45.6%	15.3%	89.4%	49.6%	39.8%
%H (TV HH)			45.6%	15.3%	89.4%	49.6%	39.8%
Adult's bedroom	1214	1214	577	258	1007	616	391
%V	41.0%	42.3%	49.8%	52.1%	44.3%	59.2%	31.7%
%H (All HH)		100.0%	47.5%	21.3%	82.9%	50.7%	32.2%
%H (TV HH)			47.5%	21.3%	82.9%	50.7%	32.2%
Child's bedroom	232	232	122	61	202	146	55
%V	7.8%	8.1%	10.5%	12.3%	8.9%	14.0%	4.5%
%H (All HH)		100.0%	52.6%	26.3%	87.1%	62.9%	23.7%
%H (TV HH)			52.6%	26.3%	87.1%	62.9%	23.7%
Other bedroom	114	114	60	25	99	67	32
%V	3.9%	4.0%	5.2%	5.1%	4.4%	6.4%	2.6%
%H (All HH)		100.0%	52.6%	21.9%	86.8%	58.8%	28.1%
%H (TV HH)			52.6%	21.9%	86.8%	58.8%	28.1%
Second living/dining room	332	332	173	58	279	171	108
%V	11.2%	11.6%	14.9%	11.7%	12.3%	16.4%	8.8%
%H (All HH)		100.0%	52.1%	17.5%	84.0%	51.5%	32.5%
%H (TV HH)			52.1%	17.5%	84.0%	51.5%	32.5%
Study/office	30	30	16	5	26	17	9
%V	1.0%	1.0%	1.4%	1.0%	1.1%	1.6%	0.7%
%H (All HH)		100.0%	53.3%	16.7%	86.7%	56.7%	30.0%
%H (TV HH)			53.3%	16.7%	86.7%	56.7%	30.0%
TV room	16	16	10	2	12	8	4
%V	0.5%	0.6%	0.9%	0.4%	0.5%	0.8%	0.3%
%H (All HH)		100.0%	62.5%	12.5%	75.0%	50.0%	25.0%
%H (TV HH)			62.5%	12.5%	75.0%	50.0%	25.0%
Conservatory	70	70	38	13	64	45	19
%V	2.4%	2.4%	3.3%	2.6%	2.8%	4.3%	1.5%
%H (All HH)		100.0%	54.3%	18.6%	91.4%	64.3%	27.1%
%H (TV HH)			54.3%	18.6%	91.4%	64.3%	27.1%
Attic or loft room	5	5	3	0	4	3	2
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	60.0%	40.0%
%H (TV HH)			60.0%	0.0%	80.0%	60.0%	40.0%
No specific location	7	7	3	2	6	4	3
%V	0.2%	0.2%	0.3%	0.4%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	42.9%	28.6%	85.7%	57.1%	42.9%
%H (TV HH)			42.9%	28.6%	85.7%	57.1%	42.9%
Other	10	10	5	3	7	5	2
%V	0.3%	0.3%	0.4%	0.6%	0.3%	0.5%	0.2%
%H (All HH)		100.0%	50.0%	30.0%	70.0%	50.0%	20.0%
%H (TV HH)			50.0%	30.0%	70.0%	50.0%	20.0%

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 2012 - March 2013

BBC North West

Household level data

Table 10.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2959	2873	1158	495	2272	1040	1232
%H (All HH)		97.1%	39.1%	16.7%	76.8%	35.1%	41.6%
%H (TV HH)			40.3%	17.2%	79.1%	36.2%	42.9%
PVR	1568	1568	952	331	1108	805	303
%V	53.0%	54.6%	82.2%	66.9%	48.8%	77.4%	24.6%
%H (All HH)		100.0%	60.7%	21.1%	70.7%	51.3%	19.3%
%H (TV HH)			60.7%	21.1%	70.7%	51.3%	19.3%
DVDR	170	170	70	30	144	72	72
%V	5.7%	5.9%	6.0%	6.1%	6.3%	6.9%	5.8%
%H (All HH)		100.0%	41.2%	17.6%	84.7%	42.4%	42.4%
%H (TV HH)			41.2%	17.6%	84.7%	42.4%	42.4%
VCR	93	93	35	12	78	32	47
%V	3.1%	3.2%	3.0%	2.4%	3.4%	3.1%	3.8%
%H (All HH)		100.0%	37.6%	12.9%	83.9%	34.4%	50.5%
%H (TV HH)			37.6%	12.9%	83.9%	34.4%	50.5%
Any recorder	1692	1692	978	348	1217	833	384
%V	57.2%	58.9%	84.5%	70.3%	53.6%	80.1%	31.2%
%H (All HH)		100.0%	57.8%	20.6%	71.9%	49.2%	22.7%
%H (TV HH)			57.8%	20.6%	71.9%	49.2%	22.7%

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 2012 - March 2013
BBC North West
Household level data
Table 10.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2959	2873	1158	495	2272	1040	1232
%H (All HH)		97.1%	39.1%	16.7%	76.8%	35.1%	41.6%
%H (TV HH)			40.3%	17.2%	79.1%	36.2%	42.9%
Receives HDTV (via STB or built-in reception)	1347	1347	695	363	983	677	306
%V	45.5%	46.9%	60.0%	73.3%	43.3%	65.1%	24.8%
%H (All HH)		100.0%	51.6%	26.9%	73.0%	50.3%	22.7%
%H (TV HH)			51.6%	26.9%	73.0%	50.3%	22.7%
DVD/Blu-ray player or recorder	2150	2150	917	402	1687	838	848
%V	72.7%	74.8%	79.2%	81.2%	74.3%	80.6%	68.8%
%H (All HH)		100.0%	42.7%	18.7%	78.5%	39.0%	39.4%
%H (TV HH)			42.7%	18.7%	78.5%	39.0%	39.4%

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 2012 - March 2013
BBC North West
Household level data
Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2959	2873	1158	495	2272	1040	1232
%H (All HH)		97.1%	39.1%	16.7%	76.8%	35.1%	41.6%
%H (TV HH)			40.3%	17.2%	79.1%	36.2%	42.9%
Has PC or Laptop	2157	2106	988	435	1607	910	697
%V	72.9%	73.3%	85.3%	87.9%	70.7%	87.5%	56.6%
%H (All HH)		97.6%	45.8%	20.2%	74.5%	42.2%	32.3%
%H (TV HH)			46.9%	20.7%	76.3%	43.2%	33.1%
Has broadband internet	2040	1995	956	428	1509	885	623
%V	68.9%	69.4%	82.6%	86.5%	66.4%	85.1%	50.6%
%H (All HH)		97.8%	46.9%	21.0%	74.0%	43.4%	30.5%
%H (TV HH)			47.9%	21.5%	75.6%	44.4%	31.2%

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 2012 - March 2013
BBC North West
Set level data
Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5784	2613	1131	4708	2614	2094
%H		45.2%	19.6%	81.4%	45.2%	36.2%
Under 20"	842	343	152	772	414	358
%V	14.6%	13.1%	13.4%	16.4%	15.8%	17.1%
%H		40.7%	18.1%	91.7%	49.2%	42.5%
20" - 29"	1361	544	232	1177	577	599
%V	23.5%	20.8%	20.5%	25.0%	22.1%	28.6%
%H		40.0%	17.0%	86.5%	42.4%	44.0%
30" - 39"	1891	804	383	1545	821	724
%V	32.7%	30.8%	33.9%	32.8%	31.4%	34.6%
%H		42.5%	20.3%	81.7%	43.4%	38.3%
40" and over	1265	713	271	914	618	296
%V	21.9%	27.3%	24.0%	19.4%	23.6%	14.1%
%H		56.4%	21.4%	72.3%	48.9%	23.4%
Don't know	87	36	15	64	29	36
%V	1.5%	1.4%	1.3%	1.4%	1.1%	1.7%
%H		41.4%	17.2%	73.6%	33.3%	41.4%
Not Asked	338	173	78	236	155	81
%V	5.8%	6.6%	6.9%	5.0%	5.9%	3.9%
%H		51.2%	23.1%	69.8%	45.9%	24.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC North West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5784	2613	1131	4708	2614	2094
%H		45.2%	19.6%	81.4%	45.2%	36.2%
Main living room	2848	1156	496	2261	1043	1217
%V	49.2%	44.2%	43.9%	48.0%	39.9%	58.1%
%H		40.6%	17.4%	79.4%	36.6%	42.7%
Kitchen	276	126	42	248	137	111
%V	4.8%	4.8%	3.7%	5.3%	5.2%	5.3%
%H		45.7%	15.2%	89.9%	49.6%	40.2%
Adult's bedroom	1420	681	321	1187	752	434
%V	24.6%	26.1%	28.4%	25.2%	28.8%	20.7%
%H		48.0%	22.6%	83.6%	53.0%	30.6%
Child's bedroom	291	155	79	255	190	65
%V	5.0%	5.9%	7.0%	5.4%	7.3%	3.1%
%H		53.3%	27.1%	87.6%	65.3%	22.3%
Other bedroom	134	72	29	118	82	36
%V	2.3%	2.8%	2.6%	2.5%	3.1%	1.7%
%H		53.7%	21.6%	88.1%	61.2%	26.9%
Second living/dining room	336	174	58	283	173	110
%V	5.8%	6.7%	5.1%	6.0%	6.6%	5.3%
%H		51.8%	17.3%	84.2%	51.5%	32.7%
Study/office	30	16	6	26	17	9
%V	0.5%	0.6%	0.5%	0.6%	0.7%	0.4%
%H		53.3%	20.0%	86.7%	56.7%	30.0%
TV room	16	10	2	12	8	4
%V	0.3%	0.4%	0.2%	0.3%	0.3%	0.2%
%H		62.5%	12.5%	75.0%	50.0%	25.0%
Conservatory	70	38	13	64	45	19
%V	1.2%	1.5%	1.1%	1.4%	1.7%	0.9%
%H		54.3%	18.6%	91.4%	64.3%	27.1%
Attic or loft room	5	3	0	4	3	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		60.0%	0.0%	80.0%	60.0%	40.0%
No specific location	8	3	3	7	5	3
%V	0.1%	0.1%	0.3%	0.1%	0.2%	0.1%
%H		37.5%	37.5%	87.5%	62.5%	37.5%
Other	11	5	3	8	6	2
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.1%
%H		45.5%	27.3%	72.7%	54.5%	18.2%
Not Asked	338	173	78	236	155	81
%V	5.8%	6.6%	6.9%	5.0%	5.9%	3.9%
%H		51.2%	23.1%	69.8%	45.9%	24.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North West
Set level data
Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5784	2613	1131	4708	2614	2094
%H		45.2%	19.6%	81.4%	45.2%	36.2%
PVR	2084	1342	434	1427	1092	335
%V	36.0%	51.4%	38.4%	30.3%	41.8%	16.0%
%H		64.4%	20.8%	68.5%	52.4%	16.1%
DVDR	194	82	36	162	83	79
%V	3.4%	3.1%	3.2%	3.4%	3.2%	3.8%
%H		42.3%	18.6%	83.5%	42.8%	40.7%
VCR	106	41	16	89	38	51
%V	1.8%	1.6%	1.4%	1.9%	1.5%	2.4%
%H		38.7%	15.1%	84.0%	35.8%	48.1%
Any recorder	2261	1393	462	1582	1148	434
%V	39.1%	53.3%	40.8%	33.6%	43.9%	20.7%
%H		61.6%	20.4%	70.0%	50.8%	19.2%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5784	2613	1131	4708	2614	2094
%H		45.2%	19.6%	81.4%	45.2%	36.2%
Receives HDTV (via STB or built-in reception)	1910	1004	527	1385	980	405
%V	33.0%	38.4%	46.6%	29.4%	37.5%	19.3%
%H		52.6%	27.6%	72.5%	51.3%	21.2%
DVD/Blu-ray player or recorder	3195	1445	659	2571	1445	1126
%V	55.2%	55.3%	58.3%	54.6%	55.3%	53.8%
%H		45.2%	20.6%	80.5%	45.2%	35.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North West
Set level data
Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2873	1158	495	2272	1040	1232
%H		40.3%	17.2%	79.1%	36.2%	42.9%
Under 20"	59	9	4	51	5	46
%V	2.1%	0.8%	0.8%	2.2%	0.5%	3.7%
%H		15.3%	6.8%	86.4%	8.5%	78.0%
20" - 29"	494	119	45	424	94	330
%V	17.2%	10.3%	9.1%	18.7%	9.0%	26.8%
%H		24.1%	9.1%	85.8%	19.0%	66.8%
30" - 39"	1235	448	219	1016	438	578
%V	43.0%	38.7%	44.2%	44.7%	42.1%	46.9%
%H		36.3%	17.7%	82.3%	35.5%	46.8%
40" and over	1033	567	220	748	493	256
%V	36.0%	49.0%	44.4%	32.9%	47.4%	20.8%
%H		54.9%	21.3%	72.4%	47.7%	24.8%
Don't know	43	14	7	31	10	22
%V	1.5%	1.2%	1.4%	1.4%	1.0%	1.8%
%H		32.6%	16.3%	72.1%	23.3%	51.2%
Not Asked	9	1	0	2	0	0
%V	0.3%	0.1%	0.0%	0.1%	0.0%	0.0%
%H		11.1%	0.0%	22.2%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North West
Set level data
Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2873	1158	495	2272	1040	1232
%H		40.3%	17.2%	79.1%	36.2%	42.9%
PVR	1521	937	320	1065	785	280
%V	52.9%	80.9%	64.6%	46.9%	75.5%	22.7%
%H		61.6%	21.0%	70.0%	51.6%	18.4%
DVDR	143	55	24	120	55	65
%V	5.0%	4.7%	4.8%	5.3%	5.3%	5.3%
%H		38.5%	16.8%	83.9%	38.5%	45.5%
VCR	79	28	11	67	25	41
%V	2.7%	2.4%	2.2%	2.9%	2.4%	3.3%
%H		35.4%	13.9%	84.8%	31.6%	51.9%
Any recorder	1645	965	337	1174	815	359
%V	57.3%	83.3%	68.1%	51.7%	78.4%	29.1%
%H		58.7%	20.5%	71.4%	49.5%	21.8%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2873	1158	495	2272	1040	1232
%H		40.3%	17.2%	79.1%	36.2%	42.9%
Receives HDTV (via STB or built-in reception)	1306	679	358	948	663	284
%V	45.5%	58.6%	72.3%	41.7%	63.8%	23.1%
%H		52.0%	27.4%	72.6%	50.8%	21.7%
DVD/Blu-ray player or recorder	2030	860	381	1580	778	803
%V	70.7%	74.3%	77.0%	69.5%	74.8%	65.2%
%H		42.4%	18.8%	77.8%	38.3%	39.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North West
Set level data
Table 10.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2911	1455	636	2436	1574	862
%H		50.0%	21.8%	83.7%	54.1%	29.6%
Under 20"	783	334	148	720	408	312
%V	26.9%	23.0%	23.3%	29.6%	25.9%	36.2%
%H		42.7%	18.9%	92.0%	52.1%	39.8%
20" - 29"	867	424	187	753	484	269
%V	29.8%	29.1%	29.4%	30.9%	30.7%	31.2%
%H		48.9%	21.6%	86.9%	55.8%	31.0%
30" - 39"	657	356	164	528	383	145
%V	22.6%	24.5%	25.8%	21.7%	24.3%	16.8%
%H		54.2%	25.0%	80.4%	58.3%	22.1%
40" and over	232	146	51	166	126	40
%V	8.0%	10.0%	8.0%	6.8%	8.0%	4.6%
%H		62.9%	22.0%	71.6%	54.3%	17.2%
Don't know	43	22	8	33	19	14
%V	1.5%	1.5%	1.3%	1.4%	1.2%	1.6%
%H		51.2%	18.6%	76.7%	44.2%	32.6%
Not Asked	329	173	78	236	154	82
%V	11.3%	11.9%	12.3%	9.7%	9.8%	9.5%
%H		52.6%	23.7%	71.7%	46.8%	24.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2911	1455	636	2436	1574	862
%H		50.0%	21.8%	83.7%	54.1%	29.6%
PVR	562	405	114	362	306	55
%V	19.3%	27.8%	17.9%	14.9%	19.4%	6.4%
%H		72.1%	20.3%	64.4%	54.4%	9.8%
DVDR	50	26	11	42	27	15
%V	1.7%	1.8%	1.7%	1.7%	1.7%	1.7%
%H		52.0%	22.0%	84.0%	54.0%	30.0%
VCR	27	13	6	22	12	10
%V	0.9%	0.9%	0.9%	0.9%	0.8%	1.2%
%H		48.1%	22.2%	81.5%	44.4%	37.0%
Any recorder	616	428	126	408	333	75
%V	21.2%	29.4%	19.8%	16.7%	21.2%	8.7%
%H		69.5%	20.5%	66.2%	54.1%	12.2%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2911	1455	636	2436	1574	862
%H		50.0%	21.8%	83.7%	54.1%	29.6%
Receives HDTV (via STB or built-in reception)	604	325	170	437	317	121
%V	20.7%	22.3%	26.7%	17.9%	20.1%	14.0%
%H		53.8%	28.1%	72.4%	52.5%	20.0%
DVD/Blu-ray player or recorder	1166	585	277	990	668	323
%V	40.1%	40.2%	43.6%	40.6%	42.4%	37.5%
%H		50.2%	23.8%	84.9%	57.3%	27.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North West
Individual level data
Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	6726	6562	3007	1310	5052	2760	2292
%H		97.6%	44.7%	19.5%	75.1%	41.0%	34.1%
Total Children	1291	1257	672	273	909	583	326
%V	19.2%	19.2%	22.3%	20.8%	18.0%	21.1%	14.2%
%H		97.4%	52.1%	21.1%	70.4%	45.2%	25.3%
0 - 3	343	330	171	66	231	135	95
%V	5.1%	5.0%	5.7%	5.0%	4.6%	4.9%	4.1%
%H		96.2%	49.9%	19.2%	67.3%	39.4%	27.7%
4 - 15	948	927	501	207	678	448	231
%V	14.1%	14.1%	16.7%	15.8%	13.4%	16.2%	10.1%
%H		97.8%	52.8%	21.8%	71.5%	47.3%	24.4%
4 - 9	485	474	260	101	349	231	118
%V	7.2%	7.2%	8.6%	7.7%	6.9%	8.4%	5.1%
%H		97.7%	53.6%	20.8%	72.0%	47.6%	24.3%
10 - 15	464	453	241	106	329	217	112
%V	6.9%	6.9%	8.0%	8.1%	6.5%	7.9%	4.9%
%H		97.6%	51.9%	22.8%	70.9%	46.8%	24.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	6726	6562	3007	1310	5052	2760	2292
%H		97.6%	44.7%	19.5%	75.1%	41.0%	34.1%
Total Adults (16+)	5434	5304	2335	1037	4143	2177	1966
%V	80.8%	80.8%	77.7%	79.2%	82.0%	78.9%	85.8%
%H		97.6%	43.0%	19.1%	76.2%	40.1%	36.2%
16 - 19	342	335	166	86	260	172	87
%V	5.1%	5.1%	5.5%	6.6%	5.1%	6.2%	3.8%
%H		98.0%	48.5%	25.1%	76.0%	50.3%	25.4%
20 - 24	443	426	198	98	320	190	130
%V	6.6%	6.5%	6.6%	7.5%	6.3%	6.9%	5.7%
%H		96.2%	44.7%	22.1%	72.2%	42.9%	29.3%
25 - 34	889	858	425	180	599	346	253
%V	13.2%	13.1%	14.1%	13.7%	11.9%	12.5%	11.0%
%H		96.5%	47.8%	20.2%	67.4%	38.9%	28.5%
35 - 44	868	842	424	188	627	385	241
%V	12.9%	12.8%	14.1%	14.4%	12.4%	13.9%	10.5%
%H		97.0%	48.8%	21.7%	72.2%	44.4%	27.8%
45 - 54	975	957	458	205	749	446	303
%V	14.5%	14.6%	15.2%	15.6%	14.8%	16.2%	13.2%
%H		98.2%	47.0%	21.0%	76.8%	45.7%	31.1%
55 - 64	788	771	324	146	609	303	306
%V	11.7%	11.7%	10.8%	11.1%	12.1%	11.0%	13.4%
%H		97.8%	41.1%	18.5%	77.3%	38.5%	38.8%
65+	1128	1115	341	134	978	334	645
%V	16.8%	17.0%	11.3%	10.2%	19.4%	12.1%	28.1%
%H		98.8%	30.2%	11.9%	86.7%	29.6%	57.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North West
Individual level data
Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5434	5304	2335	1037	4143	2177	1966
%H		97.6%	43.0%	19.1%	76.2%	40.1%	36.2%
AB	1220	1198	573	230	909	511	398
%V	22.5%	22.6%	24.5%	22.2%	21.9%	23.5%	20.2%
%H		98.2%	47.0%	18.9%	74.5%	41.9%	32.6%
C1	1478	1448	662	300	1113	619	494
%V	27.2%	27.3%	28.4%	28.9%	26.9%	28.4%	25.1%
%H		98.0%	44.8%	20.3%	75.3%	41.9%	33.4%
C2	1236	1213	558	266	962	561	401
%V	22.7%	22.9%	23.9%	25.7%	23.2%	25.8%	20.4%
%H		98.1%	45.1%	21.5%	77.8%	45.4%	32.4%
D	818	796	321	163	643	323	320
%V	15.1%	15.0%	13.7%	15.7%	15.5%	14.8%	16.3%
%H		97.3%	39.2%	19.9%	78.6%	39.5%	39.1%
E	682	650	222	78	515	163	352
%V	12.6%	12.3%	9.5%	7.5%	12.4%	7.5%	17.9%
%H		95.3%	32.6%	11.4%	75.5%	23.9%	51.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North West
Individual level data
Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5434	5304	2335	1037	4143	2177	1966
%H		97.6%	43.0%	19.1%	76.2%	40.1%	36.2%
Working full time	2375	2332	1151	539	1749	1085	665
%V	43.7%	44.0%	49.3%	52.0%	42.2%	49.8%	33.8%
%H		98.2%	48.5%	22.7%	73.6%	45.7%	28.0%
Working part time	531	517	232	111	408	230	179
%V	9.8%	9.7%	9.9%	10.7%	9.8%	10.6%	9.1%
%H		97.4%	43.7%	20.9%	76.8%	43.3%	33.7%
Not working	2529	2455	953	387	1985	863	1122
%V	46.5%	46.3%	40.8%	37.3%	47.9%	39.6%	57.1%
%H		97.1%	37.7%	15.3%	78.5%	34.1%	44.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2660	2588	1178	526	2005	1105	900
%H		97.3%	44.3%	19.8%	75.4%	41.5%	33.8%
16 - 19	178	173	94	42	134	97	38
%V	6.7%	6.7%	8.0%	8.0%	6.7%	8.8%	4.2%
%H		97.2%	52.8%	23.6%	75.3%	54.5%	21.3%
20 - 24	218	210	100	51	163	102	61
%V	8.2%	8.1%	8.5%	9.7%	8.1%	9.2%	6.8%
%H		96.3%	45.9%	23.4%	74.8%	46.8%	28.0%
25 - 34	456	442	209	102	308	178	130
%V	17.1%	17.1%	17.7%	19.4%	15.4%	16.1%	14.4%
%H		96.9%	45.8%	22.4%	67.5%	39.0%	28.5%
35 - 44	428	412	200	89	307	181	127
%V	16.1%	15.9%	17.0%	16.9%	15.3%	16.4%	14.1%
%H		96.3%	46.7%	20.8%	71.7%	42.3%	29.7%
45 - 54	480	468	227	102	363	219	144
%V	18.0%	18.1%	19.3%	19.4%	18.1%	19.8%	16.0%
%H		97.5%	47.3%	21.3%	75.6%	45.6%	30.0%
55 - 64	386	375	165	73	292	153	139
%V	14.5%	14.5%	14.0%	13.9%	14.6%	13.8%	15.4%
%H		97.2%	42.7%	18.9%	75.6%	39.6%	36.0%
65+	513	508	182	66	437	175	262
%V	19.3%	19.6%	15.4%	12.5%	21.8%	15.8%	29.1%
%H		99.0%	35.5%	12.9%	85.2%	34.1%	51.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North West
Individual level data
Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2660	2588	1178	526	2005	1105	900
%H		97.3%	44.3%	19.8%	75.4%	41.5%	33.8%
AB	609	597	293	113	448	256	192
%V	22.9%	23.1%	24.9%	21.5%	22.3%	23.2%	21.3%
%H		98.0%	48.1%	18.6%	73.6%	42.0%	31.5%
C1	682	666	322	147	503	302	200
%V	25.6%	25.7%	27.3%	27.9%	25.1%	27.3%	22.2%
%H		97.7%	47.2%	21.6%	73.8%	44.3%	29.3%
C2	692	678	309	149	540	315	225
%V	26.0%	26.2%	26.2%	28.3%	26.9%	28.5%	25.0%
%H		98.0%	44.7%	21.5%	78.0%	45.5%	32.5%
D	387	377	158	82	299	157	142
%V	14.5%	14.6%	13.4%	15.6%	14.9%	14.2%	15.8%
%H		97.4%	40.8%	21.2%	77.3%	40.6%	36.7%
E	290	270	96	34	215	74	141
%V	10.9%	10.4%	8.1%	6.5%	10.7%	6.7%	15.7%
%H		93.1%	33.1%	11.7%	74.1%	25.5%	48.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North West
Individual level data
Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2660	2588	1178	526	2005	1105	900
%H		97.3%	44.3%	19.8%	75.4%	41.5%	33.8%
Working full time	1436	1409	691	326	1054	650	405
%V	54.0%	54.4%	58.7%	62.0%	52.6%	58.8%	45.0%
%H		98.1%	48.1%	22.7%	73.4%	45.3%	28.2%
Working part time	114	108	52	23	81	48	33
%V	4.3%	4.2%	4.4%	4.4%	4.0%	4.3%	3.7%
%H		94.7%	45.6%	20.2%	71.1%	42.1%	28.9%
Not working	1111	1071	434	177	870	407	463
%V	41.8%	41.4%	36.8%	33.7%	43.4%	36.8%	51.4%
%H		96.4%	39.1%	15.9%	78.3%	36.6%	41.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2774	2716	1158	511	2137	1072	1065
%H		97.9%	41.7%	18.4%	77.0%	38.6%	38.4%
16 - 19	164	162	72	43	125	76	50
%V	5.9%	6.0%	6.2%	8.4%	5.8%	7.1%	4.7%
%H		98.8%	43.9%	26.2%	76.2%	46.3%	30.5%
20 - 24	225	216	98	47	157	88	69
%V	8.1%	8.0%	8.5%	9.2%	7.3%	8.2%	6.5%
%H		96.0%	43.6%	20.9%	69.8%	39.1%	30.7%
25 - 34	433	416	216	77	291	168	123
%V	15.6%	15.3%	18.7%	15.1%	13.6%	15.7%	11.5%
%H		96.1%	49.9%	17.8%	67.2%	38.8%	28.4%
35 - 44	440	430	224	100	319	205	115
%V	15.9%	15.8%	19.3%	19.6%	14.9%	19.1%	10.8%
%H		97.7%	50.9%	22.7%	72.5%	46.6%	26.1%
45 - 54	495	489	231	103	386	227	159
%V	17.8%	18.0%	19.9%	20.2%	18.1%	21.2%	14.9%
%H		98.8%	46.7%	20.8%	78.0%	45.9%	32.1%
55 - 64	402	396	159	73	317	150	167
%V	14.5%	14.6%	13.7%	14.3%	14.8%	14.0%	15.7%
%H		98.5%	39.6%	18.2%	78.9%	37.3%	41.5%
65+	615	607	159	68	541	159	383
%V	22.2%	22.3%	13.7%	13.3%	25.3%	14.8%	36.0%
%H		98.7%	25.9%	11.1%	88.0%	25.9%	62.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North West
Individual level data
Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2774	2716	1158	511	2137	1072	1065
%H		97.9%	41.7%	18.4%	77.0%	38.6%	38.4%
AB	611	601	280	117	461	255	207
%V	22.0%	22.1%	24.2%	22.9%	21.6%	23.8%	19.4%
%H		98.4%	45.8%	19.1%	75.5%	41.7%	33.9%
C1	796	782	340	153	611	317	293
%V	28.7%	28.8%	29.4%	29.9%	28.6%	29.6%	27.5%
%H		98.2%	42.7%	19.2%	76.8%	39.8%	36.8%
C2	544	535	249	116	422	246	176
%V	19.6%	19.7%	21.5%	22.7%	19.7%	22.9%	16.5%
%H		98.3%	45.8%	21.3%	77.6%	45.2%	32.4%
D	431	419	164	82	344	166	178
%V	15.5%	15.4%	14.2%	16.0%	16.1%	15.5%	16.7%
%H		97.2%	38.1%	19.0%	79.8%	38.5%	41.3%
E	393	380	126	44	299	89	211
%V	14.2%	14.0%	10.9%	8.6%	14.0%	8.3%	19.8%
%H		96.7%	32.1%	11.2%	76.1%	22.6%	53.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC North West
Individual level data
Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2774	2716	1158	511	2137	1072	1065
%H		97.9%	41.7%	18.4%	77.0%	38.6%	38.4%
Working full time	939	923	459	214	695	435	260
%V	33.9%	34.0%	39.6%	41.9%	32.5%	40.6%	24.4%
%H		98.3%	48.9%	22.8%	74.0%	46.3%	27.7%
Working part time	417	409	179	88	327	182	146
%V	15.0%	15.1%	15.5%	17.2%	15.3%	17.0%	13.7%
%H		98.1%	42.9%	21.1%	78.4%	43.6%	35.0%
Not working	1418	1384	519	210	1115	455	660
%V	51.1%	51.0%	44.8%	41.1%	52.2%	42.4%	62.0%
%H		97.6%	36.6%	14.8%	78.6%	32.1%	46.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2420	2329	986	406	1741	807	934
%H (All HH)		96.2%	40.7%	16.8%	71.9%	33.3%	38.6%
%H (TV HH)			42.3%	17.4%	74.8%	34.7%	40.1%
AB	530	512	218	98	367	174	193
%V	21.9%	22.0%	22.1%	24.1%	21.1%	21.6%	20.7%
%H (All HH)		96.6%	41.1%	18.5%	69.2%	32.8%	36.4%
%H (TV HH)			42.6%	19.1%	71.7%	34.0%	37.7%
C1	644	605	265	114	446	223	223
%V	26.6%	26.0%	26.9%	28.1%	25.6%	27.6%	23.9%
%H (All HH)		93.9%	41.1%	17.7%	69.3%	34.6%	34.6%
%H (TV HH)			43.8%	18.8%	73.7%	36.9%	36.9%
C2	463	456	226	84	337	190	147
%V	19.1%	19.6%	22.9%	20.7%	19.4%	23.5%	15.7%
%H (All HH)		98.5%	48.8%	18.1%	72.8%	41.0%	31.7%
%H (TV HH)			49.6%	18.4%	73.9%	41.7%	32.2%
D	395	385	171	69	283	138	145
%V	16.3%	16.5%	17.3%	17.0%	16.3%	17.1%	15.5%
%H (All HH)		97.5%	43.3%	17.5%	71.6%	34.9%	36.7%
%H (TV HH)			44.4%	17.9%	73.5%	35.8%	37.7%
E	388	372	105	40	308	82	225
%V	16.0%	16.0%	10.6%	9.9%	17.7%	10.2%	24.1%
%H (All HH)		95.9%	27.1%	10.3%	79.4%	21.1%	58.0%
%H (TV HH)			28.2%	10.8%	82.8%	22.0%	60.5%

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 2012 - March 2013

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2420	2329	986	406	1741	807	934
%H (All HH)		96.2%	40.7%	16.8%	71.9%	33.3%	38.6%
%H (TV HH)			42.3%	17.4%	74.8%	34.7%	40.1%
Under 25	118	101	45	16	68	34	34
%V	4.9%	4.3%	4.6%	3.9%	3.9%	4.2%	3.6%
%H (All HH)		85.6%	38.1%	13.6%	57.6%	28.8%	28.8%
%H (TV HH)			44.6%	15.8%	67.3%	33.7%	33.7%
25 - 34	379	356	181	67	233	129	104
%V	15.7%	15.3%	18.4%	16.5%	13.4%	16.0%	11.1%
%H (All HH)		93.9%	47.8%	17.7%	61.5%	34.0%	27.4%
%H (TV HH)			50.8%	18.8%	65.4%	36.2%	29.2%
35 - 44	396	382	196	83	265	162	103
%V	16.4%	16.4%	19.9%	20.4%	15.2%	20.1%	11.0%
%H (All HH)		96.5%	49.5%	21.0%	66.9%	40.9%	26.0%
%H (TV HH)			51.3%	21.7%	69.4%	42.4%	27.0%
45 - 54	472	462	212	80	350	181	170
%V	19.5%	19.8%	21.5%	19.7%	20.1%	22.4%	18.2%
%H (All HH)		97.9%	44.9%	16.9%	74.2%	38.3%	36.0%
%H (TV HH)			45.9%	17.3%	75.8%	39.2%	36.8%
55 - 64	406	395	164	78	301	145	156
%V	16.8%	17.0%	16.6%	19.2%	17.3%	18.0%	16.7%
%H (All HH)		97.3%	40.4%	19.2%	74.1%	35.7%	38.4%
%H (TV HH)			41.5%	19.7%	76.2%	36.7%	39.5%
65 +	649	634	188	82	524	158	366
%V	26.8%	27.2%	19.1%	20.2%	30.1%	19.6%	39.2%
%H (All HH)		97.7%	29.0%	12.6%	80.7%	24.3%	56.4%
%H (TV HH)			29.7%	12.9%	82.6%	24.9%	57.7%

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 2012 - March 2013

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2420	2329	986	406	1741	807	934
%H (All HH)		96.2%	40.7%	16.8%	71.9%	33.3%	38.6%
%H (TV HH)			42.3%	17.4%	74.8%	34.7%	40.1%
1	919	875	236	119	690	173	517
%V	38.0%	37.6%	23.9%	29.3%	39.6%	21.4%	55.4%
%H (All HH)		95.2%	25.7%	12.9%	75.1%	18.8%	56.3%
%H (TV HH)			27.0%	13.6%	78.9%	19.8%	59.1%
2	779	748	345	141	554	295	259
%V	32.2%	32.1%	35.0%	34.7%	31.8%	36.6%	27.7%
%H (All HH)		96.0%	44.3%	18.1%	71.1%	37.9%	33.2%
%H (TV HH)			46.1%	18.9%	74.1%	39.4%	34.6%
3	326	318	178	61	229	147	82
%V	13.5%	13.7%	18.1%	15.0%	13.2%	18.2%	8.8%
%H (All HH)		97.5%	54.6%	18.7%	70.2%	45.1%	25.2%
%H (TV HH)			56.0%	19.2%	72.0%	46.2%	25.8%
4	290	285	168	61	201	144	57
%V	12.0%	12.2%	17.0%	15.0%	11.5%	17.8%	6.1%
%H (All HH)		98.3%	57.9%	21.0%	69.3%	49.7%	19.7%
%H (TV HH)			58.9%	21.4%	70.5%	50.5%	20.0%
5+	106	103	59	25	68	49	19
%V	4.4%	4.4%	6.0%	6.2%	3.9%	6.1%	2.0%
%H (All HH)		97.2%	55.7%	23.6%	64.2%	46.2%	17.9%
%H (TV HH)			57.3%	24.3%	66.0%	47.6%	18.4%
Average HH size	2.14	2.16	2.49	2.36	2.10	2.54	1.72

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 2012 - March 2013

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2420	2329	986	406	1741	807	934
%H (All HH)		96.2%	40.7%	16.8%	71.9%	33.3%	38.6%
%H (TV HH)			42.3%	17.4%	74.8%	34.7%	40.1%
Without	1873	1791	669	302	1372	560	812
%V	77.4%	76.9%	67.8%	74.4%	78.8%	69.4%	86.9%
%H (All HH)		95.6%	35.7%	16.1%	73.3%	29.9%	43.4%
%H (TV HH)			37.4%	16.9%	76.6%	31.3%	45.3%
With	547	539	317	104	369	247	122
%V	22.6%	23.1%	32.2%	25.6%	21.2%	30.6%	13.1%
%H (All HH)		98.5%	58.0%	19.0%	67.5%	45.2%	22.3%
%H (TV HH)			58.8%	19.3%	68.5%	45.8%	22.6%
0 - 3	195	192	116	35	130	87	44
%V	8.1%	8.2%	11.8%	8.6%	7.5%	10.8%	4.7%
%H (All HH)		98.5%	59.5%	17.9%	66.7%	44.6%	22.6%
%H (TV HH)			60.4%	18.2%	67.7%	45.3%	22.9%
4 - 9	270	267	165	52	171	118	53
%V	11.2%	11.5%	16.7%	12.8%	9.8%	14.6%	5.7%
%H (All HH)		98.9%	61.1%	19.3%	63.3%	43.7%	19.6%
%H (TV HH)			61.8%	19.5%	64.0%	44.2%	19.9%
10 - 15	263	259	149	53	187	129	58
%V	10.9%	11.1%	15.1%	13.1%	10.7%	16.0%	6.2%
%H (All HH)		98.5%	56.7%	20.2%	71.1%	49.0%	22.1%
%H (TV HH)			57.5%	20.5%	72.2%	49.8%	22.4%

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 2012 - March 2013

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2420	2329	986	406	1741	807	934
%H (All HH)		96.2%	40.7%	16.8%	71.9%	33.3%	38.6%
%H (TV HH)			42.3%	17.4%	74.8%	34.7%	40.1%
1	915	915	295	137	636	168	468
%V	37.8%	39.3%	29.9%	33.7%	36.5%	20.8%	50.1%
%H (All HH)		100.0%	32.2%	15.0%	69.5%	18.4%	51.1%
%H (TV HH)			32.2%	15.0%	69.5%	18.4%	51.1%
2	815	815	344	139	634	299	335
%V	33.7%	35.0%	34.9%	34.2%	36.4%	37.1%	35.9%
%H (All HH)		100.0%	42.2%	17.1%	77.8%	36.7%	41.1%
%H (TV HH)			42.2%	17.1%	77.8%	36.7%	41.1%
3	365	365	199	79	280	187	92
%V	15.1%	15.7%	20.2%	19.5%	16.1%	23.2%	9.9%
%H (All HH)		100.0%	54.5%	21.6%	76.7%	51.2%	25.2%
%H (TV HH)			54.5%	21.6%	76.7%	51.2%	25.2%
4	163	163	104	37	130	106	23
%V	6.7%	7.0%	10.5%	9.1%	7.5%	13.1%	2.5%
%H (All HH)		100.0%	63.8%	22.7%	79.8%	65.0%	14.1%
%H (TV HH)			63.8%	22.7%	79.8%	65.0%	14.1%
5+	72	72	44	14	61	47	14
%V	3.0%	3.1%	4.5%	3.4%	3.5%	5.8%	1.5%
%H (All HH)		100.0%	61.1%	19.4%	84.7%	65.3%	19.4%
%H (TV HH)			61.1%	19.4%	84.7%	65.3%	19.4%

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 2012 - March 2013

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2420	2329	986	406	1741	807	934
%H (All HH)		96.2%	40.7%	16.8%	71.9%	33.3%	38.6%
%H (TV HH)			42.3%	17.4%	74.8%	34.7%	40.1%
Under 20"	579	579	251	103	485	254	231
%V	23.9%	24.9%	25.5%	25.4%	27.9%	31.5%	24.7%
%H (All HH)		100.0%	43.4%	17.8%	83.8%	43.9%	39.9%
%H (TV HH)			43.4%	17.8%	83.8%	43.9%	39.9%
20" - 29"	880	880	336	153	717	319	399
%V	36.4%	37.8%	34.1%	37.7%	41.2%	39.5%	42.7%
%H (All HH)		100.0%	38.2%	17.4%	81.5%	36.3%	45.3%
%H (TV HH)			38.2%	17.4%	81.5%	36.3%	45.3%
30" - 39"	1182	1182	515	232	907	464	442
%V	48.8%	50.8%	52.2%	57.1%	52.1%	57.5%	47.3%
%H (All HH)		100.0%	43.6%	19.6%	76.7%	39.3%	37.4%
%H (TV HH)			43.6%	19.6%	76.7%	39.3%	37.4%
40" and over	968	968	551	183	693	452	241
%V	40.0%	41.6%	55.9%	45.1%	39.8%	56.0%	25.8%
%H (All HH)		100.0%	56.9%	18.9%	71.6%	46.7%	24.9%
%H (TV HH)			56.9%	18.9%	71.6%	46.7%	24.9%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2420	2329	986	406	1741	807	934
%H (All HH)		96.2%	40.7%	16.8%	71.9%	33.3%	38.6%
%H (TV HH)			42.3%	17.4%	74.8%	34.7%	40.1%
Main living room	2279	2279	976	399	1715	798	917
%V	94.2%	97.9%	99.0%	98.3%	98.5%	98.9%	98.2%
%H (All HH)		100.0%	42.8%	17.5%	75.3%	35.0%	40.2%
%H (TV HH)			42.8%	17.5%	75.3%	35.0%	40.2%
Kitchen	285	285	148	44	241	145	96
%V	11.8%	12.2%	15.0%	10.8%	13.8%	18.0%	10.3%
%H (All HH)		100.0%	51.9%	15.4%	84.6%	50.9%	33.7%
%H (TV HH)			51.9%	15.4%	84.6%	50.9%	33.7%
Adult's bedroom	953	953	470	193	772	471	301
%V	39.4%	40.9%	47.7%	47.5%	44.3%	58.4%	32.2%
%H (All HH)		100.0%	49.3%	20.3%	81.0%	49.4%	31.6%
%H (TV HH)			49.3%	20.3%	81.0%	49.4%	31.6%
Child's bedroom	211	211	122	51	171	129	42
%V	8.7%	9.1%	12.4%	12.6%	9.8%	16.0%	4.5%
%H (All HH)		100.0%	57.8%	24.2%	81.0%	61.1%	19.9%
%H (TV HH)			57.8%	24.2%	81.0%	61.1%	19.9%
Other bedroom	75	75	36	21	60	41	19
%V	3.1%	3.2%	3.7%	5.2%	3.4%	5.1%	2.0%
%H (All HH)		100.0%	48.0%	28.0%	80.0%	54.7%	25.3%
%H (TV HH)			48.0%	28.0%	80.0%	54.7%	25.3%
Second living/dining room	175	175	89	31	139	84	55
%V	7.2%	7.5%	9.0%	7.6%	8.0%	10.4%	5.9%
%H (All HH)		100.0%	50.9%	17.7%	79.4%	48.0%	31.4%
%H (TV HH)			50.9%	17.7%	79.4%	48.0%	31.4%
Study/office	23	23	8	8	19	13	6
%V	1.0%	1.0%	0.8%	2.0%	1.1%	1.6%	0.6%
%H (All HH)		100.0%	34.8%	34.8%	82.6%	56.5%	26.1%
%H (TV HH)			34.8%	34.8%	82.6%	56.5%	26.1%
TV room	27	27	16	6	19	14	5
%V	1.1%	1.2%	1.6%	1.5%	1.1%	1.7%	0.5%
%H (All HH)		100.0%	59.3%	22.2%	70.4%	51.9%	18.5%
%H (TV HH)			59.3%	22.2%	70.4%	51.9%	18.5%
Conservatory	35	35	19	8	27	19	8
%V	1.4%	1.5%	1.9%	2.0%	1.6%	2.4%	0.9%
%H (All HH)		100.0%	54.3%	22.9%	77.1%	54.3%	22.9%
%H (TV HH)			54.3%	22.9%	77.1%	54.3%	22.9%
Attic or loft room	4	4	1	2	3	2	1
%V	0.2%	0.2%	0.1%	0.5%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	25.0%	50.0%	75.0%	50.0%	25.0%
%H (TV HH)			25.0%	50.0%	75.0%	50.0%	25.0%
No specific location	3	3	2	0	3	2	2
%V	0.1%	0.1%	0.2%	0.0%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	66.7%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	66.7%
Other	12	12	7	2	9	6	3
%V	0.5%	0.5%	0.7%	0.5%	0.5%	0.7%	0.3%
%H (All HH)		100.0%	58.3%	16.7%	75.0%	50.0%	25.0%
%H (TV HH)			58.3%	16.7%	75.0%	50.0%	25.0%

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

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BBC Scotland

Household level data

Table 11.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2420	2329	986	406	1741	807	934
%H (All HH)		96.2%	40.7%	16.8%	71.9%	33.3%	38.6%
%H (TV HH)			42.3%	17.4%	74.8%	34.7%	40.1%
PVR	1248	1248	802	256	821	619	202
%V	51.6%	53.6%	81.3%	63.1%	47.2%	76.7%	21.6%
%H (All HH)		100.0%	64.3%	20.5%	65.8%	49.6%	16.2%
%H (TV HH)			64.3%	20.5%	65.8%	49.6%	16.2%
DVDR	151	151	58	36	112	53	59
%V	6.2%	6.5%	5.9%	8.9%	6.4%	6.6%	6.3%
%H (All HH)		100.0%	38.4%	23.8%	74.2%	35.1%	39.1%
%H (TV HH)			38.4%	23.8%	74.2%	35.1%	39.1%
VCR	126	126	37	28	101	37	64
%V	5.2%	5.4%	3.8%	6.9%	5.8%	4.6%	6.9%
%H (All HH)		100.0%	29.4%	22.2%	80.2%	29.4%	50.8%
%H (TV HH)			29.4%	22.2%	80.2%	29.4%	50.8%
Any recorder	1388	1388	823	287	939	648	291
%V	57.4%	59.6%	83.5%	70.7%	53.9%	80.3%	31.2%
%H (All HH)		100.0%	59.3%	20.7%	67.7%	46.7%	21.0%
%H (TV HH)			59.3%	20.7%	67.7%	46.7%	21.0%

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
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BBC Scotland
Household level data
Table 11.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2420	2329	986	406	1741	807	934
%H (All HH)		96.2%	40.7%	16.8%	71.9%	33.3%	38.6%
%H (TV HH)			42.3%	17.4%	74.8%	34.7%	40.1%
Receives HDTV (via STB or built-in reception)	1085	1085	581	296	742	521	220
%V	44.8%	46.6%	58.9%	72.9%	42.6%	64.6%	23.6%
%H (All HH)		100.0%	53.5%	27.3%	68.4%	48.0%	20.3%
%H (TV HH)			53.5%	27.3%	68.4%	48.0%	20.3%
DVD/Blu-ray player or recorder	1887	1887	827	355	1424	707	717
%V	78.0%	81.0%	83.9%	87.4%	81.8%	87.6%	76.8%
%H (All HH)		100.0%	43.8%	18.8%	75.5%	37.5%	38.0%
%H (TV HH)			43.8%	18.8%	75.5%	37.5%	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 2012 - March 2013

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2420	2329	986	406	1741	807	934
%H (All HH)		96.2%	40.7%	16.8%	71.9%	33.3%	38.6%
%H (TV HH)			42.3%	17.4%	74.8%	34.7%	40.1%
Has PC or Laptop	1779	1712	835	348	1222	692	529
%V	73.5%	73.5%	84.7%	85.7%	70.2%	85.7%	56.6%
%H (All HH)		96.2%	46.9%	19.6%	68.7%	38.9%	29.7%
%H (TV HH)			48.8%	20.3%	71.4%	40.4%	30.9%
Has broadband internet	1679	1624	809	348	1146	678	468
%V	69.4%	69.7%	82.0%	85.7%	65.8%	84.0%	50.1%
%H (All HH)		96.7%	48.2%	20.7%	68.3%	40.4%	27.9%
%H (TV HH)			49.8%	21.4%	70.6%	41.7%	28.8%

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 2012 - March 2013
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Set level data
Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4678	2237	876	3591	2008	1583
%H		47.8%	18.7%	76.8%	42.9%	33.8%
Under 20"	722	328	128	606	331	275
%V	15.4%	14.7%	14.6%	16.9%	16.5%	17.4%
%H		45.4%	17.7%	83.9%	45.8%	38.1%
20" - 29"	1083	431	193	892	424	468
%V	23.2%	19.3%	22.0%	24.8%	21.1%	29.6%
%H		39.8%	17.8%	82.4%	39.2%	43.2%
30" - 39"	1379	624	277	1061	571	490
%V	29.5%	27.9%	31.6%	29.5%	28.4%	31.0%
%H		45.3%	20.1%	76.9%	41.4%	35.5%
40" and over	1127	657	217	812	550	262
%V	24.1%	29.4%	24.8%	22.6%	27.4%	16.6%
%H		58.3%	19.3%	72.0%	48.8%	23.2%
Don't know	41	15	9	32	14	18
%V	0.9%	0.7%	1.0%	0.9%	0.7%	1.1%
%H		36.6%	22.0%	78.0%	34.1%	43.9%
Not Asked	326	182	52	188	118	70
%V	7.0%	8.1%	5.9%	5.2%	5.9%	4.4%
%H		55.8%	16.0%	57.7%	36.2%	21.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Scotland
Set level data
Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4678	2237	876	3591	2008	1583
%H		47.8%	18.7%	76.8%	42.9%	33.8%
Main living room	2295	984	400	1727	803	924
%V	49.1%	44.0%	45.7%	48.1%	40.0%	58.4%
%H		42.9%	17.4%	75.3%	35.0%	40.3%
Kitchen	286	149	44	243	147	96
%V	6.1%	6.7%	5.0%	6.8%	7.3%	6.1%
%H		52.1%	15.4%	85.0%	51.4%	33.6%
Adult's bedroom	1136	578	230	928	587	341
%V	24.3%	25.8%	26.3%	25.8%	29.2%	21.5%
%H		50.9%	20.2%	81.7%	51.7%	30.0%
Child's bedroom	268	155	68	215	165	50
%V	5.7%	6.9%	7.8%	6.0%	8.2%	3.2%
%H		57.8%	25.4%	80.2%	61.6%	18.7%
Other bedroom	86	41	24	68	47	21
%V	1.8%	1.8%	2.7%	1.9%	2.3%	1.3%
%H		47.7%	27.9%	79.1%	54.7%	24.4%
Second living/dining room	177	91	31	141	86	56
%V	3.8%	4.1%	3.5%	3.9%	4.3%	3.5%
%H		51.4%	17.5%	79.7%	48.6%	31.6%
Study/office	23	9	8	19	13	6
%V	0.5%	0.4%	0.9%	0.5%	0.6%	0.4%
%H		39.1%	34.8%	82.6%	56.5%	26.1%
TV room	27	17	6	19	14	5
%V	0.6%	0.8%	0.7%	0.5%	0.7%	0.3%
%H		63.0%	22.2%	70.4%	51.9%	18.5%
Conservatory	35	19	8	27	19	8
%V	0.7%	0.8%	0.9%	0.8%	0.9%	0.5%
%H		54.3%	22.9%	77.1%	54.3%	22.9%
Attic or loft room	4	1	2	3	2	1
%V	0.1%	0.0%	0.2%	0.1%	0.1%	0.1%
%H		25.0%	50.0%	75.0%	50.0%	25.0%
No specific location	3	2	0	3	2	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		66.7%	0.0%	100.0%	66.7%	66.7%
Other	12	7	2	9	6	3
%V	0.3%	0.3%	0.2%	0.3%	0.3%	0.2%
%H		58.3%	16.7%	75.0%	50.0%	25.0%
Not Asked	326	182	52	188	118	70
%V	7.0%	8.1%	5.9%	5.2%	5.9%	4.4%
%H		55.8%	16.0%	57.7%	36.2%	21.5%

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 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4678	2237	876	3591	2008	1583
%H		47.8%	18.7%	76.8%	42.9%	33.8%
PVR	1640	1106	334	1034	816	218
%V	35.1%	49.4%	38.1%	28.8%	40.6%	13.8%
%H		67.4%	20.4%	63.0%	49.8%	13.3%
DVDR	163	61	38	122	57	65
%V	3.5%	2.7%	4.3%	3.4%	2.8%	4.1%
%H		37.4%	23.3%	74.8%	35.0%	39.9%
VCR	131	37	31	105	40	66
%V	2.8%	1.7%	3.5%	2.9%	2.0%	4.2%
%H		28.2%	23.7%	80.2%	30.5%	50.4%
Any recorder	1818	1139	377	1183	861	322
%V	38.9%	50.9%	43.0%	32.9%	42.9%	20.3%
%H		62.7%	20.7%	65.1%	47.4%	17.7%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	4678	2237	876	3591	2008	1583
%H		47.8%	18.7%	76.8%	42.9%	33.8%
Receives HDTV (via STB or built-in reception)	1475	799	423	1004	731	273
%V	31.5%	35.7%	48.3%	28.0%	36.4%	17.2%
%H		54.2%	28.7%	68.1%	49.6%	18.5%
DVD/Blu-ray player or recorder	2743	1283	560	2131	1203	928
%V	58.6%	57.4%	63.9%	59.3%	59.9%	58.6%
%H		46.8%	20.4%	77.7%	43.9%	33.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2327	986	406	1740	807	933
%H		42.4%	17.4%	74.8%	34.7%	40.1%
Under 20"	54	12	6	43	6	37
%V	2.3%	1.2%	1.5%	2.5%	0.7%	4.0%
%H		22.2%	11.1%	79.6%	11.1%	68.5%
20" - 29"	406	92	51	325	60	264
%V	17.4%	9.3%	12.6%	18.7%	7.4%	28.3%
%H		22.7%	12.6%	80.0%	14.8%	65.0%
30" - 39"	898	346	167	692	304	389
%V	38.6%	35.1%	41.1%	39.8%	37.7%	41.7%
%H		38.5%	18.6%	77.1%	33.9%	43.3%
40" and over	937	531	178	668	433	235
%V	40.3%	53.9%	43.8%	38.4%	53.7%	25.2%
%H		56.7%	19.0%	71.3%	46.2%	25.1%
Don't know	17	6	3	12	4	8
%V	0.7%	0.6%	0.7%	0.7%	0.5%	0.9%
%H		35.3%	17.6%	70.6%	23.5%	47.1%
Not Asked	15	0	1	0	0	0
%V	0.6%	0.0%	0.2%	0.0%	0.0%	0.0%
%H		0.0%	6.7%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2327	986	406	1740	807	933
%H		42.4%	17.4%	74.8%	34.7%	40.1%
PVR	1217	789	250	796	607	189
%V	52.3%	80.0%	61.6%	45.7%	75.2%	20.3%
%H		64.8%	20.5%	65.4%	49.9%	15.5%
DVDR	124	47	27	93	42	51
%V	5.3%	4.8%	6.7%	5.3%	5.2%	5.5%
%H		37.9%	21.8%	75.0%	33.9%	41.1%
VCR	102	30	21	81	28	53
%V	4.4%	3.0%	5.2%	4.7%	3.5%	5.7%
%H		29.4%	20.6%	79.4%	27.5%	52.0%
Any recorder	1347	809	279	904	634	270
%V	57.9%	82.0%	68.7%	52.0%	78.6%	28.9%
%H		60.1%	20.7%	67.1%	47.1%	20.0%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2327	986	406	1740	807	933
%H		42.4%	17.4%	74.8%	34.7%	40.1%
Receives HDTV (via STB or built-in reception)	1055	567	291	716	507	209
%V	45.3%	57.5%	71.7%	41.1%	62.8%	22.4%
%H		53.7%	27.6%	67.9%	48.1%	19.8%
DVD/Blu-ray player or recorder	1757	758	331	1320	641	679
%V	75.5%	76.9%	81.5%	75.9%	79.4%	72.8%
%H		43.1%	18.8%	75.1%	36.5%	38.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Scotland
Set level data
Table 11.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2351	1251	470	1852	1201	651
%H		53.2%	20.0%	78.8%	51.1%	27.7%
Under 20"	667	316	122	563	325	238
%V	28.4%	25.3%	26.0%	30.4%	27.1%	36.6%
%H		47.4%	18.3%	84.4%	48.7%	35.7%
20" - 29"	677	339	141	568	364	204
%V	28.8%	27.1%	30.0%	30.7%	30.3%	31.3%
%H		50.1%	20.8%	83.9%	53.8%	30.1%
30" - 39"	480	278	109	368	267	101
%V	20.4%	22.2%	23.2%	19.9%	22.2%	15.5%
%H		57.9%	22.7%	76.7%	55.6%	21.0%
40" and over	191	126	39	144	117	28
%V	8.1%	10.1%	8.3%	7.8%	9.7%	4.3%
%H		66.0%	20.4%	75.4%	61.3%	14.7%
Don't know	24	9	5	20	11	9
%V	1.0%	0.7%	1.1%	1.1%	0.9%	1.4%
%H		37.5%	20.8%	83.3%	45.8%	37.5%
Not Asked	312	183	54	189	117	71
%V	13.3%	14.6%	11.5%	10.2%	9.7%	10.9%
%H		58.7%	17.3%	60.6%	37.5%	22.8%

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 11.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2351	1251	470	1852	1201	651
%H		53.2%	20.0%	78.8%	51.1%	27.7%
PVR	423	317	84	238	210	28
%V	18.0%	25.3%	17.9%	12.9%	17.5%	4.3%
%H		74.9%	19.9%	56.3%	49.6%	6.6%
DVDR	39	14	11	29	14	15
%V	1.7%	1.1%	2.3%	1.6%	1.2%	2.3%
%H		35.9%	28.2%	74.4%	35.9%	38.5%
VCR	29	8	10	24	11	13
%V	1.2%	0.6%	2.1%	1.3%	0.9%	2.0%
%H		27.6%	34.5%	82.8%	37.9%	44.8%
Any recorder	471	329	98	279	227	52
%V	20.0%	26.3%	20.9%	15.1%	18.9%	8.0%
%H		69.9%	20.8%	59.2%	48.2%	11.0%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2351	1251	470	1852	1201	651
%H		53.2%	20.0%	78.8%	51.1%	27.7%
Receives HDTV (via STB or built-in reception)	421	232	132	288	224	64
%V	17.9%	18.5%	28.1%	15.6%	18.7%	9.8%
%H		55.1%	31.4%	68.4%	53.2%	15.2%
DVD/Blu-ray player or recorder	986	525	229	810	562	248
%V	41.9%	42.0%	48.7%	43.7%	46.8%	38.1%
%H		53.2%	23.2%	82.2%	57.0%	25.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	5189	5021	2456	959	3656	2048	1608
%H		96.8%	47.3%	18.5%	70.5%	39.5%	31.0%
Total Children	916	903	532	180	610	415	195
%V	17.7%	18.0%	21.7%	18.8%	16.7%	20.3%	12.1%
%H		98.6%	58.1%	19.7%	66.6%	45.3%	21.3%
0 - 3	232	227	136	44	151	100	51
%V	4.5%	4.5%	5.5%	4.6%	4.1%	4.9%	3.2%
%H		97.8%	58.6%	19.0%	65.1%	43.1%	22.0%
4 - 15	685	676	397	136	458	314	144
%V	13.2%	13.5%	16.2%	14.2%	12.5%	15.3%	9.0%
%H		98.7%	58.0%	19.9%	66.9%	45.8%	21.0%
4 - 9	348	344	208	67	223	151	72
%V	6.7%	6.9%	8.5%	7.0%	6.1%	7.4%	4.5%
%H		98.9%	59.8%	19.3%	64.1%	43.4%	20.7%
10 - 15	337	331	189	69	235	163	72
%V	6.5%	6.6%	7.7%	7.2%	6.4%	8.0%	4.5%
%H		98.2%	56.1%	20.5%	69.7%	48.4%	21.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	5189	5021	2456	959	3656	2048	1608
%H		96.8%	47.3%	18.5%	70.5%	39.5%	31.0%
Total Adults (16+)	4273	4118	1923	779	3047	1633	1413
%V	82.3%	82.0%	78.3%	81.2%	83.3%	79.7%	87.9%
%H		96.4%	45.0%	18.2%	71.3%	38.2%	33.1%
16 - 19	246	237	127	48	178	119	59
%V	4.7%	4.7%	5.2%	5.0%	4.9%	5.8%	3.7%
%H		96.3%	51.6%	19.5%	72.4%	48.4%	24.0%
20 - 24	331	290	140	57	204	120	83
%V	6.4%	5.8%	5.7%	5.9%	5.6%	5.9%	5.2%
%H		87.6%	42.3%	17.2%	61.6%	36.3%	25.1%
25 - 34	701	660	357	128	435	263	173
%V	13.5%	13.1%	14.5%	13.3%	11.9%	12.8%	10.8%
%H		94.2%	50.9%	18.3%	62.1%	37.5%	24.7%
35 - 44	667	647	344	148	451	294	157
%V	12.9%	12.9%	14.0%	15.4%	12.3%	14.4%	9.8%
%H		97.0%	51.6%	22.2%	67.6%	44.1%	23.5%
45 - 54	783	770	381	145	582	335	247
%V	15.1%	15.3%	15.5%	15.1%	15.9%	16.4%	15.4%
%H		98.3%	48.7%	18.5%	74.3%	42.8%	31.5%
55 - 64	652	637	288	127	474	247	227
%V	12.6%	12.7%	11.7%	13.2%	13.0%	12.1%	14.1%
%H		97.7%	44.2%	19.5%	72.7%	37.9%	34.8%
65+	893	877	286	126	722	255	468
%V	17.2%	17.5%	11.6%	13.1%	19.7%	12.5%	29.1%
%H		98.2%	32.0%	14.1%	80.9%	28.6%	52.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Scotland
Individual level data
Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4273	4118	1923	779	3047	1633	1413
%H		96.4%	45.0%	18.2%	71.3%	38.2%	33.1%
AB	1017	989	444	207	716	378	338
%V	23.8%	24.0%	23.1%	26.6%	23.5%	23.1%	23.9%
%H		97.2%	43.7%	20.4%	70.4%	37.2%	33.2%
C1	1179	1099	531	216	792	445	347
%V	27.6%	26.7%	27.6%	27.7%	26.0%	27.3%	24.6%
%H		93.2%	45.0%	18.3%	67.2%	37.7%	29.4%
C2	891	882	476	167	656	413	243
%V	20.9%	21.4%	24.8%	21.4%	21.5%	25.3%	17.2%
%H		99.0%	53.4%	18.7%	73.6%	46.4%	27.3%
D	688	670	326	130	489	276	214
%V	16.1%	16.3%	17.0%	16.7%	16.0%	16.9%	15.1%
%H		97.4%	47.4%	18.9%	71.1%	40.1%	31.1%
E	498	479	148	59	394	122	272
%V	11.7%	11.6%	7.7%	7.6%	12.9%	7.5%	19.2%
%H		96.2%	29.7%	11.8%	79.1%	24.5%	54.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Scotland
Individual level data
Table 11.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4273	4118	1923	779	3047	1633	1413
%H		96.4%	45.0%	18.2%	71.3%	38.2%	33.1%
Working full time	1936	1890	997	398	1336	834	502
%V	45.3%	45.9%	51.8%	51.1%	43.8%	51.1%	35.5%
%H		97.6%	51.5%	20.6%	69.0%	43.1%	25.9%
Working part time	404	396	209	76	275	163	112
%V	9.5%	9.6%	10.9%	9.8%	9.0%	10.0%	7.9%
%H		98.0%	51.7%	18.8%	68.1%	40.3%	27.7%
Not working	1933	1832	717	305	1436	636	800
%V	45.2%	44.5%	37.3%	39.2%	47.1%	38.9%	56.6%
%H		94.8%	37.1%	15.8%	74.3%	32.9%	41.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2051	1958	959	366	1425	795	630
%H		95.5%	46.8%	17.8%	69.5%	38.8%	30.7%
16 - 19	126	120	67	17	92	60	32
%V	6.1%	6.1%	7.0%	4.6%	6.5%	7.5%	5.1%
%H		95.2%	53.2%	13.5%	73.0%	47.6%	25.4%
20 - 24	164	142	73	29	102	64	38
%V	8.0%	7.3%	7.6%	7.9%	7.2%	8.1%	6.0%
%H		86.6%	44.5%	17.7%	62.2%	39.0%	23.2%
25 - 34	354	329	179	60	219	132	87
%V	17.3%	16.8%	18.7%	16.4%	15.4%	16.6%	13.8%
%H		92.9%	50.6%	16.9%	61.9%	37.3%	24.6%
35 - 44	321	309	165	67	214	138	76
%V	15.7%	15.8%	17.2%	18.3%	15.0%	17.4%	12.1%
%H		96.3%	51.4%	20.9%	66.7%	43.0%	23.7%
45 - 54	375	367	188	70	271	160	111
%V	18.3%	18.7%	19.6%	19.1%	19.0%	20.1%	17.6%
%H		97.9%	50.1%	18.7%	72.3%	42.7%	29.6%
55 - 64	315	304	142	61	221	117	104
%V	15.4%	15.5%	14.8%	16.7%	15.5%	14.7%	16.5%
%H		96.5%	45.1%	19.4%	70.2%	37.1%	33.0%
65+	395	387	145	62	307	125	182
%V	19.3%	19.8%	15.1%	16.9%	21.5%	15.7%	28.9%
%H		98.0%	36.7%	15.7%	77.7%	31.6%	46.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Scotland
Individual level data
Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2051	1958	959	366	1425	795	630
%H		95.5%	46.8%	17.8%	69.5%	38.8%	30.7%
AB	508	490	229	102	349	190	159
%V	24.8%	25.0%	23.9%	27.9%	24.5%	23.9%	25.2%
%H		96.5%	45.1%	20.1%	68.7%	37.4%	31.3%
C1	541	494	257	97	346	209	137
%V	26.4%	25.2%	26.8%	26.5%	24.3%	26.3%	21.7%
%H		91.3%	47.5%	17.9%	64.0%	38.6%	25.3%
C2	486	481	257	88	359	220	139
%V	23.7%	24.6%	26.8%	24.0%	25.2%	27.7%	22.1%
%H		99.0%	52.9%	18.1%	73.9%	45.3%	28.6%
D	310	299	153	55	218	126	91
%V	15.1%	15.3%	16.0%	15.0%	15.3%	15.8%	14.4%
%H		96.5%	49.4%	17.7%	70.3%	40.6%	29.4%
E	206	193	64	24	153	49	104
%V	10.0%	9.9%	6.7%	6.6%	10.7%	6.2%	16.5%
%H		93.7%	31.1%	11.7%	74.3%	23.8%	50.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2051	1958	959	366	1425	795	630
%H		95.5%	46.8%	17.8%	69.5%	38.8%	30.7%
Working full time	1156	1126	622	230	791	508	282
%V	56.4%	57.5%	64.9%	62.8%	55.5%	63.9%	44.8%
%H		97.4%	53.8%	19.9%	68.4%	43.9%	24.4%
Working part time	69	66	33	12	45	24	20
%V	3.4%	3.4%	3.4%	3.3%	3.2%	3.0%	3.2%
%H		95.7%	47.8%	17.4%	65.2%	34.8%	29.0%
Not working	826	766	304	125	590	262	327
%V	40.3%	39.1%	31.7%	34.2%	41.4%	33.0%	51.9%
%H		92.7%	36.8%	15.1%	71.4%	31.7%	39.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2222	2160	964	413	1622	838	783
%H		97.2%	43.4%	18.6%	73.0%	37.7%	35.2%
16 - 19	120	117	60	31	86	60	27
%V	5.4%	5.4%	6.2%	7.5%	5.3%	7.2%	3.4%
%H		97.5%	50.0%	25.8%	71.7%	50.0%	22.5%
20 - 24	166	149	67	28	102	56	45
%V	7.5%	6.9%	7.0%	6.8%	6.3%	6.7%	5.7%
%H		89.8%	40.4%	16.9%	61.4%	33.7%	27.1%
25 - 34	347	331	178	68	216	131	86
%V	15.6%	15.3%	18.5%	16.5%	13.3%	15.6%	11.0%
%H		95.4%	51.3%	19.6%	62.2%	37.8%	24.8%
35 - 44	346	338	178	81	237	156	81
%V	15.6%	15.6%	18.5%	19.6%	14.6%	18.6%	10.3%
%H		97.7%	51.4%	23.4%	68.5%	45.1%	23.4%
45 - 54	409	403	193	75	311	175	136
%V	18.4%	18.7%	20.0%	18.2%	19.2%	20.9%	17.4%
%H		98.5%	47.2%	18.3%	76.0%	42.8%	33.3%
55 - 64	337	333	146	66	253	130	123
%V	15.2%	15.4%	15.1%	16.0%	15.6%	15.5%	15.7%
%H		98.8%	43.3%	19.6%	75.1%	38.6%	36.5%
65+	498	490	142	64	416	130	286
%V	22.4%	22.7%	14.7%	15.5%	25.6%	15.5%	36.5%
%H		98.4%	28.5%	12.9%	83.5%	26.1%	57.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2222	2160	964	413	1622	838	783
%H		97.2%	43.4%	18.6%	73.0%	37.7%	35.2%
AB	509	498	214	106	367	188	179
%V	22.9%	23.1%	22.2%	25.7%	22.6%	22.4%	22.9%
%H		97.8%	42.0%	20.8%	72.1%	36.9%	35.2%
C1	637	605	274	119	445	235	210
%V	28.7%	28.0%	28.4%	28.8%	27.4%	28.0%	26.8%
%H		95.0%	43.0%	18.7%	69.9%	36.9%	33.0%
C2	405	401	219	78	298	193	105
%V	18.2%	18.6%	22.7%	18.9%	18.4%	23.0%	13.4%
%H		99.0%	54.1%	19.3%	73.6%	47.7%	25.9%
D	377	371	173	75	271	149	122
%V	17.0%	17.2%	17.9%	18.2%	16.7%	17.8%	15.6%
%H		98.4%	45.9%	19.9%	71.9%	39.5%	32.4%
E	293	285	84	35	240	73	168
%V	13.2%	13.2%	8.7%	8.5%	14.8%	8.7%	21.5%
%H		97.3%	28.7%	11.9%	81.9%	24.9%	57.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Scotland
Individual level data
Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2222	2160	964	413	1622	838	783
%H		97.2%	43.4%	18.6%	73.0%	37.7%	35.2%
Working full time	779	764	375	168	545	326	220
%V	35.1%	35.4%	38.9%	40.7%	33.6%	38.9%	28.1%
%H		98.1%	48.1%	21.6%	70.0%	41.8%	28.2%
Working part time	335	330	176	64	230	139	91
%V	15.1%	15.3%	18.3%	15.5%	14.2%	16.6%	11.6%
%H		98.5%	52.5%	19.1%	68.7%	41.5%	27.2%
Not working	1108	1066	413	180	846	374	472
%V	49.9%	49.4%	42.8%	43.6%	52.2%	44.6%	60.3%
%H		96.2%	37.3%	16.2%	76.4%	33.8%	42.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
AB	138	135	71	14	92	45	47
%V	18.9%	19.0%	19.7%	22.6%	19.3%	20.2%	18.5%
%H (All HH)		97.8%	51.4%	10.1%	66.7%	32.6%	34.1%
%H (TV HH)			52.6%	10.4%	68.1%	33.3%	34.8%
C1	173	169	95	14	114	61	54
%V	23.7%	23.8%	26.4%	22.6%	23.9%	27.4%	21.3%
%H (All HH)		97.7%	54.9%	8.1%	65.9%	35.3%	31.2%
%H (TV HH)			56.2%	8.3%	67.5%	36.1%	32.0%
C2	139	137	74	10	96	48	48
%V	19.1%	19.3%	20.6%	16.1%	20.1%	21.5%	18.9%
%H (All HH)		98.6%	53.2%	7.2%	69.1%	34.5%	34.5%
%H (TV HH)			54.0%	7.3%	70.1%	35.0%	35.0%
D	125	120	61	9	76	35	40
%V	17.1%	16.9%	16.9%	14.5%	15.9%	15.7%	15.7%
%H (All HH)		96.0%	48.8%	7.2%	60.8%	28.0%	32.0%
%H (TV HH)			50.8%	7.5%	63.3%	29.2%	33.3%
E	154	149	59	14	99	34	65
%V	21.1%	21.0%	16.4%	22.6%	20.8%	15.2%	25.6%
%H (All HH)		96.8%	38.3%	9.1%	64.3%	22.1%	42.2%
%H (TV HH)			39.6%	9.4%	66.4%	22.8%	43.6%

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 2012 - March 2013

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
Under 25	28	25	12	2	15	5	10
%V	3.8%	3.5%	3.3%	3.2%	3.1%	2.2%	3.9%
%H (All HH)		89.3%	42.9%	7.1%	53.6%	17.9%	35.7%
%H (TV HH)			48.0%	8.0%	60.0%	20.0%	40.0%
25 - 34	122	119	70	11	74	40	34
%V	16.7%	16.8%	19.4%	17.7%	15.5%	17.9%	13.4%
%H (All HH)		97.5%	57.4%	9.0%	60.7%	32.8%	27.9%
%H (TV HH)			58.8%	9.2%	62.2%	33.6%	28.6%
35 - 44	136	134	85	12	87	53	35
%V	18.7%	18.9%	23.6%	19.4%	18.2%	23.8%	13.8%
%H (All HH)		98.5%	62.5%	8.8%	64.0%	39.0%	25.7%
%H (TV HH)			63.4%	9.0%	64.9%	39.6%	26.1%
45 - 54	146	142	78	13	97	50	47
%V	20.0%	20.0%	21.7%	21.0%	20.3%	22.4%	18.5%
%H (All HH)		97.3%	53.4%	8.9%	66.4%	34.2%	32.2%
%H (TV HH)			54.9%	9.2%	68.3%	35.2%	33.1%
55 - 64	121	118	60	11	83	40	43
%V	16.6%	16.6%	16.7%	17.7%	17.4%	17.9%	16.9%
%H (All HH)		97.5%	49.6%	9.1%	68.6%	33.1%	35.5%
%H (TV HH)			50.8%	9.3%	70.3%	33.9%	36.4%
65 +	176	171	55	12	120	34	86
%V	24.1%	24.1%	15.3%	19.4%	25.2%	15.2%	33.9%
%H (All HH)		97.2%	31.3%	6.8%	68.2%	19.3%	48.9%
%H (TV HH)			32.2%	7.0%	70.2%	19.9%	50.3%

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 2012 - March 2013

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
1	226	215	72	19	141	39	101
%V	31.0%	30.3%	20.0%	30.6%	29.6%	17.5%	39.8%
%H (All HH)		95.1%	31.9%	8.4%	62.4%	17.3%	44.7%
%H (TV HH)			33.5%	8.8%	65.6%	18.1%	47.0%
2	210	206	107	17	143	69	74
%V	28.8%	29.0%	29.7%	27.4%	30.0%	30.9%	29.1%
%H (All HH)		98.1%	51.0%	8.1%	68.1%	32.9%	35.2%
%H (TV HH)			51.9%	8.3%	69.4%	33.5%	35.9%
3	117	114	68	10	77	43	33
%V	16.0%	16.1%	18.9%	16.1%	16.1%	19.3%	13.0%
%H (All HH)		97.4%	58.1%	8.5%	65.8%	36.8%	28.2%
%H (TV HH)			59.6%	8.8%	67.5%	37.7%	28.9%
4	106	105	69	11	67	42	25
%V	14.5%	14.8%	19.2%	17.7%	14.0%	18.8%	9.8%
%H (All HH)		99.1%	65.1%	10.4%	63.2%	39.6%	23.6%
%H (TV HH)			65.7%	10.5%	63.8%	40.0%	23.8%
5+	71	70	43	5	49	29	21
%V	9.7%	9.9%	11.9%	8.1%	10.3%	13.0%	8.3%
%H (All HH)		98.6%	60.6%	7.0%	69.0%	40.8%	29.6%
%H (TV HH)			61.4%	7.1%	70.0%	41.4%	30.0%
Average HH size	2.47	2.49	2.78	2.46	2.50	2.84	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 2012 - March 2013
BBC Ulster
Household level data
Table 12.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
Without	517	499	227	43	340	142	198
%V	70.9%	70.3%	63.1%	69.4%	71.3%	63.7%	78.0%
%H (All HH)		96.5%	43.9%	8.3%	65.8%	27.5%	38.3%
%H (TV HH)			45.5%	8.6%	68.1%	28.5%	39.7%
With	212	210	133	18	138	81	56
%V	29.1%	29.6%	36.9%	29.0%	28.9%	36.3%	22.0%
%H (All HH)		99.1%	62.7%	8.5%	65.1%	38.2%	26.4%
%H (TV HH)			63.3%	8.6%	65.7%	38.6%	26.7%
0 - 3	82	81	50	7	52	29	23
%V	11.2%	11.4%	13.9%	11.3%	10.9%	13.0%	9.1%
%H (All HH)		98.8%	61.0%	8.5%	63.4%	35.4%	28.0%
%H (TV HH)			61.7%	8.6%	64.2%	35.8%	28.4%
4 - 9	112	111	73	10	72	45	27
%V	15.4%	15.6%	20.3%	16.1%	15.1%	20.2%	10.6%
%H (All HH)		99.1%	65.2%	8.9%	64.3%	40.2%	24.1%
%H (TV HH)			65.8%	9.0%	64.9%	40.5%	24.3%
10 - 15	104	103	65	8	69	42	27
%V	14.3%	14.5%	18.1%	12.9%	14.5%	18.8%	10.6%
%H (All HH)		99.0%	62.5%	7.7%	66.3%	40.4%	26.0%
%H (TV HH)			63.1%	7.8%	67.0%	40.8%	26.2%

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 2012 - March 2013

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
1	256	256	109	23	145	43	102
%V	35.1%	36.1%	30.3%	37.1%	30.4%	19.3%	40.2%
%H (All HH)		100.0%	42.6%	9.0%	56.6%	16.8%	39.8%
%H (TV HH)			42.6%	9.0%	56.6%	16.8%	39.8%
2	262	262	133	23	183	87	96
%V	35.9%	36.9%	36.9%	37.1%	38.4%	39.0%	37.8%
%H (All HH)		100.0%	50.8%	8.8%	69.8%	33.2%	36.6%
%H (TV HH)			50.8%	8.8%	69.8%	33.2%	36.6%
3	117	117	66	10	89	49	40
%V	16.0%	16.5%	18.3%	16.1%	18.7%	22.0%	15.7%
%H (All HH)		100.0%	56.4%	8.5%	76.1%	41.9%	34.2%
%H (TV HH)			56.4%	8.5%	76.1%	41.9%	34.2%
4	48	48	33	3	38	27	11
%V	6.6%	6.8%	9.2%	4.8%	8.0%	12.1%	4.3%
%H (All HH)		100.0%	68.8%	6.3%	79.2%	56.3%	22.9%
%H (TV HH)			68.8%	6.3%	79.2%	56.3%	22.9%
5+	26	26	19	2	22	17	5
%V	3.6%	3.7%	5.3%	3.2%	4.6%	7.6%	2.0%
%H (All HH)		100.0%	73.1%	7.7%	84.6%	65.4%	19.2%
%H (TV HH)			73.1%	7.7%	84.6%	65.4%	19.2%

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 2012 - March 2013

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
Under 20"	152	152	77	8	119	58	61
%V	20.9%	21.4%	21.4%	12.9%	24.9%	26.0%	24.0%
%H (All HH)		100.0%	50.7%	5.3%	78.3%	38.2%	40.1%
%H (TV HH)			50.7%	5.3%	78.3%	38.2%	40.1%
20" - 29"	312	312	148	25	224	104	121
%V	42.8%	43.9%	41.1%	40.3%	47.0%	46.6%	47.6%
%H (All HH)		100.0%	47.4%	8.0%	71.8%	33.3%	38.8%
%H (TV HH)			47.4%	8.0%	71.8%	33.3%	38.8%
30" - 39"	384	384	205	35	269	134	135
%V	52.7%	54.1%	56.9%	56.5%	56.4%	60.1%	53.1%
%H (All HH)		100.0%	53.4%	9.1%	70.1%	34.9%	35.2%
%H (TV HH)			53.4%	9.1%	70.1%	34.9%	35.2%
40" and over	279	279	179	26	190	119	71
%V	38.3%	39.3%	49.7%	41.9%	39.8%	53.4%	28.0%
%H (All HH)		100.0%	64.2%	9.3%	68.1%	42.7%	25.4%
%H (TV HH)			64.2%	9.3%	68.1%	42.7%	25.4%

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 2012 - March 2013

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
Main living room	697	697	356	61	471	221	250
%V	95.6%	98.2%	98.9%	98.4%	98.7%	99.1%	98.4%
%H (All HH)		100.0%	51.1%	8.8%	67.6%	31.7%	35.9%
%H (TV HH)			51.1%	8.8%	67.6%	31.7%	35.9%
Kitchen	165	165	90	9	130	67	63
%V	22.6%	23.2%	25.0%	14.5%	27.3%	30.0%	24.8%
%H (All HH)		100.0%	54.5%	5.5%	78.8%	40.6%	38.2%
%H (TV HH)			54.5%	5.5%	78.8%	40.6%	38.2%
Adult's bedroom	254	254	145	24	194	112	81
%V	34.8%	35.8%	40.3%	38.7%	40.7%	50.2%	31.9%
%H (All HH)		100.0%	57.1%	9.4%	76.4%	44.1%	31.9%
%H (TV HH)			57.1%	9.4%	76.4%	44.1%	31.9%
Child's bedroom	50	50	35	3	39	29	10
%V	6.9%	7.0%	9.7%	4.8%	8.2%	13.0%	3.9%
%H (All HH)		100.0%	70.0%	6.0%	78.0%	58.0%	20.0%
%H (TV HH)			70.0%	6.0%	78.0%	58.0%	20.0%
Other bedroom	27	27	16	3	22	14	8
%V	3.7%	3.8%	4.4%	4.8%	4.6%	6.3%	3.1%
%H (All HH)		100.0%	59.3%	11.1%	81.5%	51.9%	29.6%
%H (TV HH)			59.3%	11.1%	81.5%	51.9%	29.6%
Second living/dining room	114	114	68	10	82	48	33
%V	15.6%	16.1%	18.9%	16.1%	17.2%	21.5%	13.0%
%H (All HH)		100.0%	59.6%	8.8%	71.9%	42.1%	28.9%
%H (TV HH)			59.6%	8.8%	71.9%	42.1%	28.9%
Study/office	7	7	4	1	6	4	2
%V	1.0%	1.0%	1.1%	1.6%	1.3%	1.8%	0.8%
%H (All HH)		100.0%	57.1%	14.3%	85.7%	57.1%	28.6%
%H (TV HH)			57.1%	14.3%	85.7%	57.1%	28.6%
TV room	8	8	5	0	6	3	3
%V	1.1%	1.1%	1.4%	0.0%	1.3%	1.3%	1.2%
%H (All HH)		100.0%	62.5%	0.0%	75.0%	37.5%	37.5%
%H (TV HH)			62.5%	0.0%	75.0%	37.5%	37.5%
Conservatory	9	9	6	0	7	4	2
%V	1.2%	1.3%	1.7%	0.0%	1.5%	1.8%	0.8%
%H (All HH)		100.0%	66.7%	0.0%	77.8%	44.4%	22.2%
%H (TV HH)			66.7%	0.0%	77.8%	44.4%	22.2%
Attic or loft room	1	1	1	0	1	1	1
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.4%	0.4%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	100.0%
No specific location	2	2	1	0	1	1	0
%V	0.3%	0.3%	0.3%	0.0%	0.2%	0.4%	0.0%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	50.0%	0.0%
%H (TV HH)			50.0%	0.0%	50.0%	50.0%	0.0%
Other	2	2	1	0	2	1	1
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.4%	0.4%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	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
April 2012 - March 2013
BBC Ulster
Household level data
Table 12.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
PVR	330	330	268	30	199	166	33
%V	45.3%	46.5%	74.4%	48.4%	41.7%	74.4%	13.0%
%H (All HH)		100.0%	81.2%	9.1%	60.3%	50.3%	10.0%
%H (TV HH)			81.2%	9.1%	60.3%	50.3%	10.0%
DVDR	60	60	32	4	45	23	23
%V	8.2%	8.5%	8.9%	6.5%	9.4%	10.3%	9.1%
%H (All HH)		100.0%	53.3%	6.7%	75.0%	38.3%	38.3%
%H (TV HH)			53.3%	6.7%	75.0%	38.3%	38.3%
VCR	48	48	20	1	33	10	22
%V	6.6%	6.8%	5.6%	1.6%	6.9%	4.5%	8.7%
%H (All HH)		100.0%	41.7%	2.1%	68.8%	20.8%	45.8%
%H (TV HH)			41.7%	2.1%	68.8%	20.8%	45.8%
Any recorder	384	384	281	30	241	174	67
%V	52.7%	54.1%	78.1%	48.4%	50.5%	78.0%	26.4%
%H (All HH)		100.0%	73.2%	7.8%	62.8%	45.3%	17.4%
%H (TV HH)			73.2%	7.8%	62.8%	45.3%	17.4%

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 2012 - March 2013
BBC Ulster
Household level data
Table 12.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
Receives HDTV (via STB or built-in reception)	256	256	166	33	171	112	59
%V	35.1%	36.1%	46.1%	53.2%	35.8%	50.2%	23.2%
%H (All HH)		100.0%	64.8%	12.9%	66.8%	43.8%	23.0%
%H (TV HH)			64.8%	12.9%	66.8%	43.8%	23.0%
DVD/Blu-ray player or recorder	513	513	281	44	356	181	175
%V	70.4%	72.3%	78.1%	71.0%	74.6%	81.2%	68.9%
%H (All HH)		100.0%	54.8%	8.6%	69.4%	35.3%	34.1%
%H (TV HH)			54.8%	8.6%	69.4%	35.3%	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 2012 - March 2013
BBC Ulster
Household level data
Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	729	710	360	62	477	223	254
%H (All HH)		97.4%	49.4%	8.5%	65.4%	30.6%	34.8%
%H (TV HH)			50.7%	8.7%	67.2%	31.4%	35.8%
Has PC or Laptop	519	510	303	50	339	193	146
%V	71.2%	71.8%	84.2%	80.6%	71.1%	86.5%	57.5%
%H (All HH)		98.3%	58.4%	9.6%	65.3%	37.2%	28.1%
%H (TV HH)			59.4%	9.8%	66.5%	37.8%	28.6%
Has broadband internet	491	484	293	49	322	188	133
%V	67.4%	68.2%	81.4%	79.0%	67.5%	84.3%	52.4%
%H (All HH)		98.6%	59.7%	10.0%	65.6%	38.3%	27.1%
%H (TV HH)			60.5%	10.1%	66.5%	38.8%	27.5%

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 2012 - March 2013
BBC Ulster
Set level data
Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1468	810	123	1052	563	489
%H		55.2%	8.4%	71.7%	38.4%	33.3%
Under 20"	195	99	10	155	77	78
%V	13.3%	12.2%	8.1%	14.7%	13.7%	16.0%
%H		50.8%	5.1%	79.5%	39.5%	40.0%
20" - 29"	418	206	32	304	147	157
%V	28.5%	25.4%	26.0%	28.9%	26.1%	32.1%
%H		49.3%	7.7%	72.7%	35.2%	37.6%
30" - 39"	456	250	44	326	171	155
%V	31.1%	30.9%	35.8%	31.0%	30.4%	31.7%
%H		54.8%	9.6%	71.5%	37.5%	34.0%
40" and over	320	208	31	221	141	79
%V	21.8%	25.7%	25.2%	21.0%	25.0%	16.2%
%H		65.0%	9.7%	69.1%	44.1%	24.7%
Don't know	15	6	1	11	4	7
%V	1.0%	0.7%	0.8%	1.0%	0.7%	1.4%
%H		40.0%	6.7%	73.3%	26.7%	46.7%
Not Asked	64	41	5	35	23	13
%V	4.4%	5.1%	4.1%	3.3%	4.1%	2.7%
%H		64.1%	7.8%	54.7%	35.9%	20.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1468	810	123	1052	563	489
%H		55.2%	8.4%	71.7%	38.4%	33.3%
Main living room	708	361	62	479	225	254
%V	48.2%	44.6%	50.4%	45.5%	40.0%	51.9%
%H		51.0%	8.8%	67.7%	31.8%	35.9%
Kitchen	166	90	9	130	68	63
%V	11.3%	11.1%	7.3%	12.4%	12.1%	12.9%
%H		54.2%	5.4%	78.3%	41.0%	38.0%
Adult's bedroom	292	166	28	224	130	94
%V	19.9%	20.5%	22.8%	21.3%	23.1%	19.2%
%H		56.8%	9.6%	76.7%	44.5%	32.2%
Child's bedroom	63	44	4	51	37	15
%V	4.3%	5.4%	3.3%	4.8%	6.6%	3.1%
%H		69.8%	6.3%	81.0%	58.7%	23.8%
Other bedroom	32	20	3	27	18	9
%V	2.2%	2.5%	2.4%	2.6%	3.2%	1.8%
%H		62.5%	9.4%	84.4%	56.3%	28.1%
Second living/dining room	115	69	10	83	49	34
%V	7.8%	8.5%	8.1%	7.9%	8.7%	7.0%
%H		60.0%	8.7%	72.2%	42.6%	29.6%
Study/office	7	4	1	6	4	2
%V	0.5%	0.5%	0.8%	0.6%	0.7%	0.4%
%H		57.1%	14.3%	85.7%	57.1%	28.6%
TV room	8	5	0	6	3	3
%V	0.5%	0.6%	0.0%	0.6%	0.5%	0.6%
%H		62.5%	0.0%	75.0%	37.5%	37.5%
Conservatory	9	6	0	7	4	2
%V	0.6%	0.7%	0.0%	0.7%	0.7%	0.4%
%H		66.7%	0.0%	77.8%	44.4%	22.2%
Attic or loft room	1	1	0	1	1	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.2%
%H		100.0%	0.0%	100.0%	100.0%	100.0%
No specific location	2	1	0	1	1	0
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%
%H		50.0%	0.0%	50.0%	50.0%	0.0%
Other	2	1	0	2	1	1
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%
Not Asked	64	41	5	35	23	13
%V	4.4%	5.1%	4.1%	3.3%	4.1%	2.7%
%H		64.1%	7.8%	54.7%	35.9%	20.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1468	810	123	1052	563	489
%H		55.2%	8.4%	71.7%	38.4%	33.3%
PVR	435	362	35	262	224	38
%V	29.6%	44.7%	28.5%	24.9%	39.8%	7.8%
%H		83.2%	8.0%	60.2%	51.5%	8.7%
DVDR	68	36	4	53	26	26
%V	4.6%	4.4%	3.3%	5.0%	4.6%	5.3%
%H		52.9%	5.9%	77.9%	38.2%	38.2%
VCR	54	21	1	37	11	26
%V	3.7%	2.6%	0.8%	3.5%	2.0%	5.3%
%H		38.9%	1.9%	68.5%	20.4%	48.1%
Any recorder	507	385	36	320	240	80
%V	34.5%	47.5%	29.3%	30.4%	42.6%	16.4%
%H		75.9%	7.1%	63.1%	47.3%	15.8%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1468	810	123	1052	563	489
%H		55.2%	8.4%	71.7%	38.4%	33.3%
Receives HDTV (via STB or built-in reception)	348	223	44	240	157	83
%V	23.7%	27.5%	35.8%	22.8%	27.9%	17.0%
%H		64.1%	12.6%	69.0%	45.1%	23.9%
DVD/Blu-ray player or recorder	729	420	63	524	290	234
%V	49.7%	51.9%	51.2%	49.8%	51.5%	47.9%
%H		57.6%	8.6%	71.9%	39.8%	32.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Ulster
Set level data
Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	709	360	62	477	223	254
%H		50.8%	8.7%	67.3%	31.5%	35.8%
Under 20"	17	3	1	12	2	10
%V	2.4%	0.8%	1.6%	2.5%	0.9%	3.9%
%H		17.6%	5.9%	70.6%	11.8%	58.8%
20" - 29"	130	42	8	83	21	62
%V	18.3%	11.7%	12.9%	17.4%	9.4%	24.4%
%H		32.3%	6.2%	63.8%	16.2%	47.7%
30" - 39"	289	140	27	199	85	114
%V	40.8%	38.9%	43.5%	41.7%	38.1%	44.9%
%H		48.4%	9.3%	68.9%	29.4%	39.4%
40" and over	266	173	26	179	114	66
%V	37.5%	48.1%	41.9%	37.5%	51.1%	26.0%
%H		65.0%	9.8%	67.3%	42.9%	24.8%
Don't know	5	2	0	3	0	3
%V	0.7%	0.6%	0.0%	0.6%	0.0%	1.2%
%H		40.0%	0.0%	60.0%	0.0%	60.0%
Not Asked	2	0	0	1	1	0
%V	0.3%	0.0%	0.0%	0.2%	0.4%	0.0%
%H		0.0%	0.0%	50.0%	50.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	709	360	62	477	223	254
%H		50.8%	8.7%	67.3%	31.5%	35.8%
PVR	321	263	29	192	162	30
%V	45.3%	73.1%	46.8%	40.3%	72.6%	11.8%
%H		81.9%	9.0%	59.8%	50.5%	9.3%
DVDR	49	25	4	36	17	19
%V	6.9%	6.9%	6.5%	7.5%	7.6%	7.5%
%H		51.0%	8.2%	73.5%	34.7%	38.8%
VCR	41	16	1	27	8	20
%V	5.8%	4.4%	1.6%	5.7%	3.6%	7.9%
%H		39.0%	2.4%	65.9%	19.5%	48.8%
Any recorder	369	275	30	228	169	59
%V	52.0%	76.4%	48.4%	47.8%	75.8%	23.2%
%H		74.5%	8.1%	61.8%	45.8%	16.0%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	709	360	62	477	223	254
%H		50.8%	8.7%	67.3%	31.5%	35.8%
Receives HDTV (via STB or built-in reception)	243	161	32	159	108	51
%V	34.3%	44.7%	51.6%	33.3%	48.4%	20.1%
%H		66.3%	13.2%	65.4%	44.4%	21.0%
DVD/Blu-ray player or recorder	478	262	41	329	166	163
%V	67.4%	72.8%	66.1%	69.0%	74.4%	64.2%
%H		54.8%	8.6%	68.8%	34.7%	34.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Ulster
Set level data
Table 12.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	759	450	62	575	340	235
%H		59.3%	8.2%	75.8%	44.8%	31.0%
Under 20"	178	95	10	143	75	68
%V	23.5%	21.1%	16.1%	24.9%	22.1%	28.9%
%H		53.4%	5.6%	80.3%	42.1%	38.2%
20" - 29"	289	164	24	221	125	95
%V	38.1%	36.4%	38.7%	38.4%	36.8%	40.4%
%H		56.7%	8.3%	76.5%	43.3%	32.9%
30" - 39"	167	110	17	127	86	41
%V	22.0%	24.4%	27.4%	22.1%	25.3%	17.4%
%H		65.9%	10.2%	76.0%	51.5%	24.6%
40" and over	54	35	5	41	28	14
%V	7.1%	7.8%	8.1%	7.1%	8.2%	6.0%
%H		64.8%	9.3%	75.9%	51.9%	25.9%
Don't know	10	4	0	8	3	4
%V	1.3%	0.9%	0.0%	1.4%	0.9%	1.7%
%H		40.0%	0.0%	80.0%	30.0%	40.0%
Not Asked	61	42	6	35	23	13
%V	8.0%	9.3%	9.7%	6.1%	6.8%	5.5%
%H		68.9%	9.8%	57.4%	37.7%	21.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Ulster
Set level data
Table 12.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	759	450	62	575	340	235
%H		59.3%	8.2%	75.8%	44.8%	31.0%
PVR	113	99	6	70	62	8
%V	14.9%	22.0%	9.7%	12.2%	18.2%	3.4%
%H		87.6%	5.3%	61.9%	54.9%	7.1%
DVDR	19	12	1	17	10	7
%V	2.5%	2.7%	1.6%	3.0%	2.9%	3.0%
%H		63.2%	5.3%	89.5%	52.6%	36.8%
VCR	12	5	0	10	3	7
%V	1.6%	1.1%	0.0%	1.7%	0.9%	3.0%
%H		41.7%	0.0%	83.3%	25.0%	58.3%
Any recorder	138	110	6	92	70	21
%V	18.2%	24.4%	9.7%	16.0%	20.6%	8.9%
%H		79.7%	4.3%	66.7%	50.7%	15.2%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	759	450	62	575	340	235
%H		59.3%	8.2%	75.8%	44.8%	31.0%
Receives HDTV (via STB or built-in reception)	106	62	12	81	49	32
%V	14.0%	13.8%	19.4%	14.1%	14.4%	13.6%
%H		58.5%	11.3%	76.4%	46.2%	30.2%
DVD/Blu-ray player or recorder	251	157	22	195	123	72
%V	33.1%	34.9%	35.5%	33.9%	36.2%	30.6%
%H		62.5%	8.8%	77.7%	49.0%	28.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Ulster
Individual level data
Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	1803	1766	1002	151	1193	632	561
%H		97.9%	55.6%	8.4%	66.2%	35.1%	31.1%
Total Children	384	380	244	32	248	149	99
%V	21.3%	21.5%	24.4%	21.2%	20.8%	23.6%	17.6%
%H		99.0%	63.5%	8.3%	64.6%	38.8%	25.8%
0 - 3	97	96	60	8	61	33	28
%V	5.4%	5.4%	6.0%	5.3%	5.1%	5.2%	5.0%
%H		99.0%	61.9%	8.2%	62.9%	34.0%	28.9%
4 - 15	287	284	184	24	188	116	72
%V	15.9%	16.1%	18.4%	15.9%	15.8%	18.4%	12.8%
%H		99.0%	64.1%	8.4%	65.5%	40.4%	25.1%
4 - 9	148	146	96	13	95	60	35
%V	8.2%	8.3%	9.6%	8.6%	8.0%	9.5%	6.2%
%H		98.6%	64.9%	8.8%	64.2%	40.5%	23.6%
10 - 15	139	138	88	11	93	56	37
%V	7.7%	7.8%	8.8%	7.3%	7.8%	8.9%	6.6%
%H		99.3%	63.3%	7.9%	66.9%	40.3%	26.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Ulster
Individual level data
Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	1803	1766	1002	151	1193	632	561
%H		97.9%	55.6%	8.4%	66.2%	35.1%	31.1%
Total Adults (16+)	1418	1386	758	120	945	483	462
%V	78.6%	78.5%	75.6%	79.5%	79.2%	76.4%	82.4%
%H		97.7%	53.5%	8.5%	66.6%	34.1%	32.6%
16 - 19	95	94	61	7	66	40	25
%V	5.3%	5.3%	6.1%	4.6%	5.5%	6.3%	4.5%
%H		98.9%	64.2%	7.4%	69.5%	42.1%	26.3%
20 - 24	117	111	57	12	73	35	38
%V	6.5%	6.3%	5.7%	7.9%	6.1%	5.5%	6.8%
%H		94.9%	48.7%	10.3%	62.4%	29.9%	32.5%
25 - 34	257	250	151	23	161	89	72
%V	14.3%	14.2%	15.1%	15.2%	13.5%	14.1%	12.8%
%H		97.3%	58.8%	8.9%	62.6%	34.6%	28.0%
35 - 44	241	237	155	22	155	96	59
%V	13.4%	13.4%	15.5%	14.6%	13.0%	15.2%	10.5%
%H		98.3%	64.3%	9.1%	64.3%	39.8%	24.5%
45 - 54	249	244	140	21	167	90	77
%V	13.8%	13.8%	14.0%	13.9%	14.0%	14.2%	13.7%
%H		98.0%	56.2%	8.4%	67.1%	36.1%	30.9%
55 - 64	196	193	101	18	137	70	67
%V	10.9%	10.9%	10.1%	11.9%	11.5%	11.1%	11.9%
%H		98.5%	51.5%	9.2%	69.9%	35.7%	34.2%
65+	263	257	93	17	186	61	124
%V	14.6%	14.6%	9.3%	11.3%	15.6%	9.7%	22.1%
%H		97.7%	35.4%	6.5%	70.7%	23.2%	47.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Ulster
Individual level data
Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1418	1386	758	120	945	483	462
%H		97.7%	53.5%	8.5%	66.6%	34.1%	32.6%
AB	298	293	156	33	201	103	98
%V	21.0%	21.1%	20.6%	27.5%	21.3%	21.3%	21.2%
%H		98.3%	52.3%	11.1%	67.4%	34.6%	32.9%
C1	350	342	209	27	236	137	99
%V	24.7%	24.7%	27.6%	22.5%	25.0%	28.4%	21.4%
%H		97.7%	59.7%	7.7%	67.4%	39.1%	28.3%
C2	301	297	169	20	211	110	101
%V	21.2%	21.4%	22.3%	16.7%	22.3%	22.8%	21.9%
%H		98.7%	56.1%	6.6%	70.1%	36.5%	33.6%
D	245	236	131	21	151	79	72
%V	17.3%	17.0%	17.3%	17.5%	16.0%	16.4%	15.6%
%H		96.3%	53.5%	8.6%	61.6%	32.2%	29.4%
E	224	217	93	19	146	54	92
%V	15.8%	15.7%	12.3%	15.8%	15.4%	11.2%	19.9%
%H		96.9%	41.5%	8.5%	65.2%	24.1%	41.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Ulster
Individual level data
Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1418	1386	758	120	945	483	462
%H		97.7%	53.5%	8.5%	66.6%	34.1%	32.6%
Working full time	581	570	348	47	380	217	163
%V	41.0%	41.1%	45.9%	39.2%	40.2%	44.9%	35.3%
%H		98.1%	59.9%	8.1%	65.4%	37.3%	28.1%
Working part time	161	160	92	16	109	62	48
%V	11.4%	11.5%	12.1%	13.3%	11.5%	12.8%	10.4%
%H		99.4%	57.1%	9.9%	67.7%	38.5%	29.8%
Not working	676	656	318	56	455	204	252
%V	47.7%	47.3%	42.0%	46.7%	48.1%	42.2%	54.5%
%H		97.0%	47.0%	8.3%	67.3%	30.2%	37.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	690	673	376	59	454	237	216
%H		97.5%	54.5%	8.6%	65.8%	34.3%	31.3%
16 - 19	49	48	31	4	32	19	13
%V	7.1%	7.1%	8.2%	6.8%	7.0%	8.0%	6.0%
%H		98.0%	63.3%	8.2%	65.3%	38.8%	26.5%
20 - 24	58	55	31	6	35	19	16
%V	8.4%	8.2%	8.2%	10.2%	7.7%	8.0%	7.4%
%H		94.8%	53.4%	10.3%	60.3%	32.8%	27.6%
25 - 34	129	124	74	11	80	43	36
%V	18.7%	18.4%	19.7%	18.6%	17.6%	18.1%	16.7%
%H		96.1%	57.4%	8.5%	62.0%	33.3%	27.9%
35 - 44	119	117	75	10	77	47	30
%V	17.2%	17.4%	19.9%	16.9%	17.0%	19.8%	13.9%
%H		98.3%	63.0%	8.4%	64.7%	39.5%	25.2%
45 - 54	122	119	68	10	80	42	37
%V	17.7%	17.7%	18.1%	16.9%	17.6%	17.7%	17.1%
%H		97.5%	55.7%	8.2%	65.6%	34.4%	30.3%
55 - 64	97	95	51	9	67	36	31
%V	14.1%	14.1%	13.6%	15.3%	14.8%	15.2%	14.4%
%H		97.9%	52.6%	9.3%	69.1%	37.1%	32.0%
65+	118	115	45	8	82	30	52
%V	17.1%	17.1%	12.0%	13.6%	18.1%	12.7%	24.1%
%H		97.5%	38.1%	6.8%	69.5%	25.4%	44.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Ulster
Individual level data
Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	690	673	376	59	454	237	216
%H		97.5%	54.5%	8.6%	65.8%	34.3%	31.3%
AB	148	146	78	16	101	51	49
%V	21.4%	21.7%	20.7%	27.1%	22.2%	21.5%	22.7%
%H		98.6%	52.7%	10.8%	68.2%	34.5%	33.1%
C1	164	160	101	13	108	66	42
%V	23.8%	23.8%	26.9%	22.0%	23.8%	27.8%	19.4%
%H		97.6%	61.6%	7.9%	65.9%	40.2%	25.6%
C2	163	161	91	11	112	58	54
%V	23.6%	23.9%	24.2%	18.6%	24.7%	24.5%	25.0%
%H		98.8%	55.8%	6.7%	68.7%	35.6%	33.1%
D	118	114	64	11	71	38	33
%V	17.1%	16.9%	17.0%	18.6%	15.6%	16.0%	15.3%
%H		96.6%	54.2%	9.3%	60.2%	32.2%	28.0%
E	96	93	41	8	62	23	39
%V	13.9%	13.8%	10.9%	13.6%	13.7%	9.7%	18.1%
%H		96.9%	42.7%	8.3%	64.6%	24.0%	40.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Ulster
Individual level data
Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	690	673	376	59	454	237	216
%H		97.5%	54.5%	8.6%	65.8%	34.3%	31.3%
Working full time	368	360	220	30	242	140	102
%V	53.3%	53.5%	58.5%	50.8%	53.3%	59.1%	47.2%
%H		97.8%	59.8%	8.2%	65.8%	38.0%	27.7%
Working part time	35	34	18	3	23	11	12
%V	5.1%	5.1%	4.8%	5.1%	5.1%	4.6%	5.6%
%H		97.1%	51.4%	8.6%	65.7%	31.4%	34.3%
Not working	288	278	138	26	188	86	102
%V	41.7%	41.3%	36.7%	44.1%	41.4%	36.3%	47.2%
%H		96.5%	47.9%	9.0%	65.3%	29.9%	35.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	728	713	382	61	491	245	246
%H		97.9%	52.5%	8.4%	67.4%	33.7%	33.8%
16 - 19	46	46	30	3	33	21	12
%V	6.3%	6.5%	7.9%	4.9%	6.7%	8.6%	4.9%
%H		100.0%	65.2%	6.5%	71.7%	45.7%	26.1%
20 - 24	59	56	26	6	38	16	22
%V	8.1%	7.9%	6.8%	9.8%	7.7%	6.5%	8.9%
%H		94.9%	44.1%	10.2%	64.4%	27.1%	37.3%
25 - 34	129	126	77	12	81	46	35
%V	17.7%	17.7%	20.2%	19.7%	16.5%	18.8%	14.2%
%H		97.7%	59.7%	9.3%	62.8%	35.7%	27.1%
35 - 44	122	120	80	11	78	49	29
%V	16.8%	16.8%	20.9%	18.0%	15.9%	20.0%	11.8%
%H		98.4%	65.6%	9.0%	63.9%	40.2%	23.8%
45 - 54	128	125	72	11	88	48	40
%V	17.6%	17.5%	18.8%	18.0%	17.9%	19.6%	16.3%
%H		97.7%	56.3%	8.6%	68.8%	37.5%	31.3%
55 - 64	99	98	50	9	69	34	36
%V	13.6%	13.7%	13.1%	14.8%	14.1%	13.9%	14.6%
%H		99.0%	50.5%	9.1%	69.7%	34.3%	36.4%
65+	145	142	48	9	103	32	72
%V	19.9%	19.9%	12.6%	14.8%	21.0%	13.1%	29.3%
%H		97.9%	33.1%	6.2%	71.0%	22.1%	49.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Ulster
Individual level data
Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	728	713	382	61	491	245	246
%H		97.9%	52.5%	8.4%	67.4%	33.7%	33.8%
AB	150	148	78	17	100	52	49
%V	20.6%	20.8%	20.4%	27.9%	20.4%	21.2%	19.9%
%H		98.7%	52.0%	11.3%	66.7%	34.7%	32.7%
C1	186	182	107	14	128	70	57
%V	25.5%	25.5%	28.0%	23.0%	26.1%	28.6%	23.2%
%H		97.8%	57.5%	7.5%	68.8%	37.6%	30.6%
C2	137	136	78	9	99	51	47
%V	18.8%	19.1%	20.4%	14.8%	20.2%	20.8%	19.1%
%H		99.3%	56.9%	6.6%	72.3%	37.2%	34.3%
D	127	122	67	10	80	41	39
%V	17.4%	17.1%	17.5%	16.4%	16.3%	16.7%	15.9%
%H		96.1%	52.8%	7.9%	63.0%	32.3%	30.7%
E	128	125	53	11	84	31	53
%V	17.6%	17.5%	13.9%	18.0%	17.1%	12.7%	21.5%
%H		97.7%	41.4%	8.6%	65.6%	24.2%	41.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	728	713	382	61	491	245	246
%H		97.9%	52.5%	8.4%	67.4%	33.7%	33.8%
Working full time	213	210	128	17	138	77	61
%V	29.3%	29.5%	33.5%	27.9%	28.1%	31.4%	24.8%
%H		98.6%	60.1%	8.0%	64.8%	36.2%	28.6%
Working part time	127	126	74	13	86	50	35
%V	17.4%	17.7%	19.4%	21.3%	17.5%	20.4%	14.2%
%H		99.2%	58.3%	10.2%	67.7%	39.4%	27.6%
Not working	388	378	180	30	267	118	149
%V	53.3%	53.0%	47.1%	49.2%	54.4%	48.2%	60.6%
%H		97.4%	46.4%	7.7%	68.8%	30.4%	38.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
AB	264	258	151	20	187	99	88
%V	19.5%	19.6%	19.8%	17.4%	21.2%	22.0%	20.3%
%H (All HH)		97.7%	57.2%	7.6%	70.8%	37.5%	33.3%
%H (TV HH)			58.5%	7.8%	72.5%	38.4%	34.1%
C1	356	341	196	34	228	120	108
%V	26.2%	25.9%	25.7%	29.6%	25.8%	26.7%	24.9%
%H (All HH)		95.8%	55.1%	9.6%	64.0%	33.7%	30.3%
%H (TV HH)			57.5%	10.0%	66.9%	35.2%	31.7%
C2	289	283	175	24	195	111	84
%V	21.3%	21.5%	22.9%	20.9%	22.1%	24.7%	19.4%
%H (All HH)		97.9%	60.6%	8.3%	67.5%	38.4%	29.1%
%H (TV HH)			61.8%	8.5%	68.9%	39.2%	29.7%
D	240	236	144	22	149	78	71
%V	17.7%	17.9%	18.9%	19.1%	16.9%	17.3%	16.4%
%H (All HH)		98.3%	60.0%	9.2%	62.1%	32.5%	29.6%
%H (TV HH)			61.0%	9.3%	63.1%	33.1%	30.1%
E	207	199	97	15	124	41	83
%V	15.3%	15.1%	12.7%	13.0%	14.0%	9.1%	19.1%
%H (All HH)		96.1%	46.9%	7.2%	59.9%	19.8%	40.1%
%H (TV HH)			48.7%	7.5%	62.3%	20.6%	41.7%

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 2012 - March 2013

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Under 25	81	73	40	8	40	18	22
%V	6.0%	5.5%	5.2%	7.0%	4.5%	4.0%	5.1%
%H (All HH)		90.1%	49.4%	9.9%	49.4%	22.2%	27.2%
%H (TV HH)			54.8%	11.0%	54.8%	24.7%	30.1%
25 - 34	189	182	115	17	107	59	48
%V	13.9%	13.8%	15.1%	14.8%	12.1%	13.1%	11.1%
%H (All HH)		96.3%	60.8%	9.0%	56.6%	31.2%	25.4%
%H (TV HH)			63.2%	9.3%	58.8%	32.4%	26.4%
35 - 44	207	201	136	20	121	77	44
%V	15.3%	15.3%	17.8%	17.4%	13.7%	17.1%	10.1%
%H (All HH)		97.1%	65.7%	9.7%	58.5%	37.2%	21.3%
%H (TV HH)			67.7%	10.0%	60.2%	38.3%	21.9%
45 - 54	262	256	162	25	172	103	69
%V	19.3%	19.4%	21.2%	21.7%	19.5%	22.9%	15.9%
%H (All HH)		97.7%	61.8%	9.5%	65.6%	39.3%	26.3%
%H (TV HH)			63.3%	9.8%	67.2%	40.2%	27.0%
55 - 64	233	226	131	20	158	83	75
%V	17.2%	17.2%	17.2%	17.4%	17.9%	18.4%	17.3%
%H (All HH)		97.0%	56.2%	8.6%	67.8%	35.6%	32.2%
%H (TV HH)			58.0%	8.8%	69.9%	36.7%	33.2%
65 +	384	378	178	26	286	111	175
%V	28.3%	28.7%	23.3%	22.6%	32.4%	24.7%	40.3%
%H (All HH)		98.4%	46.4%	6.8%	74.5%	28.9%	45.6%
%H (TV HH)			47.1%	6.9%	75.7%	29.4%	46.3%

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 2012 - March 2013
BBC Wales
Household level data
Table 13.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
1	443	420	188	30	290	91	199
%V	32.6%	31.9%	24.6%	26.1%	32.8%	20.2%	45.9%
%H (All HH)		94.8%	42.4%	6.8%	65.5%	20.5%	44.9%
%H (TV HH)			44.8%	7.1%	69.0%	21.7%	47.4%
2	488	480	287	45	324	177	147
%V	36.0%	36.4%	37.6%	39.1%	36.7%	39.3%	33.9%
%H (All HH)		98.4%	58.8%	9.2%	66.4%	36.3%	30.1%
%H (TV HH)			59.8%	9.4%	67.5%	36.9%	30.6%
3	216	213	141	22	143	94	49
%V	15.9%	16.2%	18.5%	19.1%	16.2%	20.9%	11.3%
%H (All HH)		98.6%	65.3%	10.2%	66.2%	43.5%	22.7%
%H (TV HH)			66.2%	10.3%	67.1%	44.1%	23.0%
4	149	145	103	13	93	65	28
%V	11.0%	11.0%	13.5%	11.3%	10.5%	14.4%	6.5%
%H (All HH)		97.3%	69.1%	8.7%	62.4%	43.6%	18.8%
%H (TV HH)			71.0%	9.0%	64.1%	44.8%	19.3%
5+	62	59	43	5	34	24	10
%V	4.6%	4.5%	5.6%	4.3%	3.8%	5.3%	2.3%
%H (All HH)		95.2%	69.4%	8.1%	54.8%	38.7%	16.1%
%H (TV HH)			72.9%	8.5%	57.6%	40.7%	16.9%
Average HH size	2.21	2.22	2.40	2.32	2.18	2.47	1.87

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 2012 - March 2013

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Without	1029	992	540	86	684	322	362
%V	75.8%	75.3%	70.8%	74.8%	77.4%	71.6%	83.4%
%H (All HH)		96.4%	52.5%	8.4%	66.5%	31.3%	35.2%
%H (TV HH)			54.4%	8.7%	69.0%	32.5%	36.5%
With	328	325	223	29	200	128	72
%V	24.2%	24.7%	29.2%	25.2%	22.6%	28.4%	16.6%
%H (All HH)		99.1%	68.0%	8.8%	61.0%	39.0%	22.0%
%H (TV HH)			68.6%	8.9%	61.5%	39.4%	22.2%
0 - 3	119	118	77	11	67	38	29
%V	8.8%	9.0%	10.1%	9.6%	7.6%	8.4%	6.7%
%H (All HH)		99.2%	64.7%	9.2%	56.3%	31.9%	24.4%
%H (TV HH)			65.3%	9.3%	56.8%	32.2%	24.6%
4 - 9	160	158	113	12	92	59	33
%V	11.8%	12.0%	14.8%	10.4%	10.4%	13.1%	7.6%
%H (All HH)		98.8%	70.6%	7.5%	57.5%	36.9%	20.6%
%H (TV HH)			71.5%	7.6%	58.2%	37.3%	20.9%
10 - 15	153	152	108	14	99	69	30
%V	11.3%	11.5%	14.2%	12.2%	11.2%	15.3%	6.9%
%H (All HH)		99.3%	70.6%	9.2%	64.7%	45.1%	19.6%
%H (TV HH)			71.1%	9.2%	65.1%	45.4%	19.7%

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 2012 - March 2013

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
1	487	487	230	37	283	70	213
%V	35.9%	37.0%	30.1%	32.2%	32.0%	15.6%	49.1%
%H (All HH)		100.0%	47.2%	7.6%	58.1%	14.4%	43.7%
%H (TV HH)			47.2%	7.6%	58.1%	14.4%	43.7%
2	470	470	276	44	331	181	150
%V	34.6%	35.7%	36.2%	38.3%	37.4%	40.2%	34.6%
%H (All HH)		100.0%	58.7%	9.4%	70.4%	38.5%	31.9%
%H (TV HH)			58.7%	9.4%	70.4%	38.5%	31.9%
3	213	213	145	21	152	104	48
%V	15.7%	16.2%	19.0%	18.3%	17.2%	23.1%	11.1%
%H (All HH)		100.0%	68.1%	9.9%	71.4%	48.8%	22.5%
%H (TV HH)			68.1%	9.9%	71.4%	48.8%	22.5%
4	99	99	75	8	78	62	17
%V	7.3%	7.5%	9.8%	7.0%	8.8%	13.8%	3.9%
%H (All HH)		100.0%	75.8%	8.1%	78.8%	62.6%	17.2%
%H (TV HH)			75.8%	8.1%	78.8%	62.6%	17.2%
5+	48	48	38	4	40	34	6
%V	3.5%	3.6%	5.0%	3.5%	4.5%	7.6%	1.4%
%H (All HH)		100.0%	79.2%	8.3%	83.3%	70.8%	12.5%
%H (TV HH)			79.2%	8.3%	83.3%	70.8%	12.5%

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 2012 - March 2013

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Under 20"	342	342	203	27	280	167	113
%V	25.2%	26.0%	26.6%	23.5%	31.7%	37.1%	26.0%
%H (All HH)		100.0%	59.4%	7.9%	81.9%	48.8%	33.0%
%H (TV HH)			59.4%	7.9%	81.9%	48.8%	33.0%
20" - 29"	545	545	305	42	411	212	199
%V	40.2%	41.4%	40.0%	36.5%	46.5%	47.1%	45.9%
%H (All HH)		100.0%	56.0%	7.7%	75.4%	38.9%	36.5%
%H (TV HH)			56.0%	7.7%	75.4%	38.9%	36.5%
30" - 39"	678	678	411	63	467	261	206
%V	50.0%	51.5%	53.9%	54.8%	52.8%	58.0%	47.5%
%H (All HH)		100.0%	60.6%	9.3%	68.9%	38.5%	30.4%
%H (TV HH)			60.6%	9.3%	68.9%	38.5%	30.4%
40" and over	486	486	337	51	314	213	101
%V	35.8%	36.9%	44.2%	44.3%	35.5%	47.3%	23.3%
%H (All HH)		100.0%	69.3%	10.5%	64.6%	43.8%	20.8%
%H (TV HH)			69.3%	10.5%	64.6%	43.8%	20.8%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Main living room	1294	1294	758	114	873	447	426
%V	95.4%	98.3%	99.3%	99.1%	98.8%	99.3%	98.2%
%H (All HH)		100.0%	58.6%	8.8%	67.5%	34.5%	32.9%
%H (TV HH)			58.6%	8.8%	67.5%	34.5%	32.9%
Kitchen	173	173	111	12	145	94	51
%V	12.7%	13.1%	14.5%	10.4%	16.4%	20.9%	11.8%
%H (All HH)		100.0%	64.2%	6.9%	83.8%	54.3%	29.5%
%H (TV HH)			64.2%	6.9%	83.8%	54.3%	29.5%
Adult's bedroom	517	517	334	55	398	266	132
%V	38.1%	39.3%	43.8%	47.8%	45.0%	59.1%	30.4%
%H (All HH)		100.0%	64.6%	10.6%	77.0%	51.5%	25.5%
%H (TV HH)			64.6%	10.6%	77.0%	51.5%	25.5%
Child's bedroom	111	111	79	11	87	65	22
%V	8.2%	8.4%	10.4%	9.6%	9.8%	14.4%	5.1%
%H (All HH)		100.0%	71.2%	9.9%	78.4%	58.6%	19.8%
%H (TV HH)			71.2%	9.9%	78.4%	58.6%	19.8%
Other bedroom	43	43	28	5	35	25	11
%V	3.2%	3.3%	3.7%	4.3%	4.0%	5.6%	2.5%
%H (All HH)		100.0%	65.1%	11.6%	81.4%	58.1%	25.6%
%H (TV HH)			65.1%	11.6%	81.4%	58.1%	25.6%
Second living/dining room	142	142	90	14	113	74	39
%V	10.5%	10.8%	11.8%	12.2%	12.8%	16.4%	9.0%
%H (All HH)		100.0%	63.4%	9.9%	79.6%	52.1%	27.5%
%H (TV HH)			63.4%	9.9%	79.6%	52.1%	27.5%
Study/office	16	16	10	3	13	9	4
%V	1.2%	1.2%	1.3%	2.6%	1.5%	2.0%	0.9%
%H (All HH)		100.0%	62.5%	18.8%	81.3%	56.3%	25.0%
%H (TV HH)			62.5%	18.8%	81.3%	56.3%	25.0%
TV room	7	7	6	0	4	4	1
%V	0.5%	0.5%	0.8%	0.0%	0.5%	0.9%	0.2%
%H (All HH)		100.0%	85.7%	0.0%	57.1%	57.1%	14.3%
%H (TV HH)			85.7%	0.0%	57.1%	57.1%	14.3%
Conservatory	27	27	20	1	22	15	6
%V	2.0%	2.1%	2.6%	0.9%	2.5%	3.3%	1.4%
%H (All HH)		100.0%	74.1%	3.7%	81.5%	55.6%	22.2%
%H (TV HH)			74.1%	3.7%	81.5%	55.6%	22.2%
Attic or loft room	3	3	2	0	2	2	0
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.4%	0.0%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	66.7%	0.0%
%H (TV HH)			66.7%	0.0%	66.7%	66.7%	0.0%
No specific location	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%
Other	3	3	3	0	3	2	0
%V	0.2%	0.2%	0.4%	0.0%	0.3%	0.4%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	66.7%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	66.7%	0.0%

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 2012 - March 2013
BBC Wales
Household level data
Table 13.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
PVR	769	769	593	78	461	357	103
%V	56.7%	58.4%	77.7%	67.8%	52.1%	79.3%	23.7%
%H (All HH)		100.0%	77.1%	10.1%	59.9%	46.4%	13.4%
%H (TV HH)			77.1%	10.1%	59.9%	46.4%	13.4%
DVDR	114	114	68	9	81	44	37
%V	8.4%	8.7%	8.9%	7.8%	9.2%	9.8%	8.5%
%H (All HH)		100.0%	59.6%	7.9%	71.1%	38.6%	32.5%
%H (TV HH)			59.6%	7.9%	71.1%	38.6%	32.5%
VCR	58	58	33	4	44	22	21
%V	4.3%	4.4%	4.3%	3.5%	5.0%	4.9%	4.8%
%H (All HH)		100.0%	56.9%	6.9%	75.9%	37.9%	36.2%
%H (TV HH)			56.9%	6.9%	75.9%	37.9%	36.2%
Any recorder	837	837	613	82	515	369	147
%V	61.7%	63.6%	80.3%	71.3%	58.3%	82.0%	33.9%
%H (All HH)		100.0%	73.2%	9.8%	61.5%	44.1%	17.6%
%H (TV HH)			73.2%	9.8%	61.5%	44.1%	17.6%

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 2012 - March 2013

BBC Wales

Household level data

Table 13.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Receives HDTV (via STB or built-in reception)	531	531	356	86	336	242	94
%V	39.1%	40.3%	46.7%	74.8%	38.0%	53.8%	21.7%
%H (All HH)		100.0%	67.0%	16.2%	63.3%	45.6%	17.7%
%H (TV HH)			67.0%	16.2%	63.3%	45.6%	17.7%
DVD/Blu-ray player or recorder	1044	1044	632	102	705	391	313
%V	76.9%	79.3%	82.8%	88.7%	79.8%	86.9%	72.1%
%H (All HH)		100.0%	60.5%	9.8%	67.5%	37.5%	30.0%
%H (TV HH)			60.5%	9.8%	67.5%	37.5%	30.0%

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 2012 - March 2013

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	1357	1317	763	115	884	450	434
%H (All HH)		97.1%	56.2%	8.5%	65.1%	33.2%	32.0%
%H (TV HH)			57.9%	8.7%	67.1%	34.2%	33.0%
Has PC or Laptop	990	964	614	98	629	381	248
%V	73.0%	73.2%	80.5%	85.2%	71.2%	84.7%	57.1%
%H (All HH)		97.4%	62.0%	9.9%	63.5%	38.5%	25.1%
%H (TV HH)			63.7%	10.2%	65.2%	39.5%	25.7%
Has broadband internet	919	898	579	97	582	363	219
%V	67.7%	68.2%	75.9%	84.3%	65.8%	80.7%	50.5%
%H (All HH)		97.7%	63.0%	10.6%	63.3%	39.5%	23.8%
%H (TV HH)			64.5%	10.8%	64.8%	40.4%	24.4%

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 2012 - March 2013
BBC Wales
Set level data
Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	2719	1720	245	1926	1171	755
%H		63.3%	9.0%	70.8%	43.1%	27.8%
Under 20"	441	270	35	366	228	138
%V	16.2%	15.7%	14.3%	19.0%	19.5%	18.3%
%H		61.2%	7.9%	83.0%	51.7%	31.3%
20" - 29"	664	382	52	512	280	232
%V	24.4%	22.2%	21.2%	26.6%	23.9%	30.7%
%H		57.5%	7.8%	77.1%	42.2%	34.9%
30" - 39"	784	482	78	549	321	228
%V	28.8%	28.0%	31.8%	28.5%	27.4%	30.2%
%H		61.5%	9.9%	70.0%	40.9%	29.1%
40" and over	550	387	57	358	249	109
%V	20.2%	22.5%	23.3%	18.6%	21.3%	14.4%
%H		70.4%	10.4%	65.1%	45.3%	19.8%
Don't know	27	15	4	21	12	9
%V	1.0%	0.9%	1.6%	1.1%	1.0%	1.2%
%H		55.6%	14.8%	77.8%	44.4%	33.3%
Not Asked	253	184	19	120	81	39
%V	9.3%	10.7%	7.8%	6.2%	6.9%	5.2%
%H		72.7%	7.5%	47.4%	32.0%	15.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	2719	1720	245	1926	1171	755
%H		63.3%	9.0%	70.8%	43.1%	27.8%
Main living room	1303	763	114	880	451	429
%V	47.9%	44.4%	46.5%	45.7%	38.5%	56.8%
%H		58.6%	8.7%	67.5%	34.6%	32.9%
Kitchen	174	111	12	146	94	52
%V	6.4%	6.5%	4.9%	7.6%	8.0%	6.9%
%H		63.8%	6.9%	83.9%	54.0%	29.9%
Adult's bedroom	596	395	61	466	322	145
%V	21.9%	23.0%	24.9%	24.2%	27.5%	19.2%
%H		66.3%	10.2%	78.2%	54.0%	24.3%
Child's bedroom	139	100	14	111	84	27
%V	5.1%	5.8%	5.7%	5.8%	7.2%	3.6%
%H		71.9%	10.1%	79.9%	60.4%	19.4%
Other bedroom	50	33	7	41	29	12
%V	1.8%	1.9%	2.9%	2.1%	2.5%	1.6%
%H		66.0%	14.0%	82.0%	58.0%	24.0%
Second living/dining room	143	91	14	114	75	40
%V	5.3%	5.3%	5.7%	5.9%	6.4%	5.3%
%H		63.6%	9.8%	79.7%	52.4%	28.0%
Study/office	17	10	3	14	10	4
%V	0.6%	0.6%	1.2%	0.7%	0.9%	0.5%
%H		58.8%	17.6%	82.4%	58.8%	23.5%
TV room	7	6	0	4	4	1
%V	0.3%	0.3%	0.0%	0.2%	0.3%	0.1%
%H		85.7%	0.0%	57.1%	57.1%	14.3%
Conservatory	27	20	1	22	16	6
%V	1.0%	1.2%	0.4%	1.1%	1.4%	0.8%
%H		74.1%	3.7%	81.5%	59.3%	22.2%
Attic or loft room	3	3	0	3	3	0
%V	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%
No specific location	1	1	0	1	1	0
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%
Other	4	3	0	3	3	0
%V	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%
%H		75.0%	0.0%	75.0%	75.0%	0.0%
Not Asked	253	184	19	120	81	39
%V	9.3%	10.7%	7.8%	6.2%	6.9%	5.2%
%H		72.7%	7.5%	47.4%	32.0%	15.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	2719	1720	245	1926	1171	755
%H		63.3%	9.0%	70.8%	43.1%	27.8%
PVR	956	755	96	561	449	112
%V	35.2%	43.9%	39.2%	29.1%	38.3%	14.8%
%H		79.0%	10.0%	58.7%	47.0%	11.7%
DVDR	135	83	11	98	56	42
%V	5.0%	4.8%	4.5%	5.1%	4.8%	5.6%
%H		61.5%	8.1%	72.6%	41.5%	31.1%
VCR	63	36	5	48	25	22
%V	2.3%	2.1%	2.0%	2.5%	2.1%	2.9%
%H		57.1%	7.9%	76.2%	39.7%	34.9%
Any recorder	1058	800	102	645	482	164
%V	38.9%	46.5%	41.6%	33.5%	41.2%	21.7%
%H		75.6%	9.6%	61.0%	45.6%	15.5%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	2719	1720	245	1926	1171	755
%H		63.3%	9.0%	70.8%	43.1%	27.8%
Receives HDTV (via STB or built-in reception)	689	452	117	450	323	127
%V	25.3%	26.3%	47.8%	23.4%	27.6%	16.8%
%H		65.6%	17.0%	65.3%	46.9%	18.4%
DVD/Blu-ray player or recorder	1544	982	158	1104	693	411
%V	56.8%	57.1%	64.5%	57.3%	59.2%	54.4%
%H		63.6%	10.2%	71.5%	44.9%	26.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Wales
Set level data
Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1315	763	115	882	450	433
%H		58.0%	8.7%	67.1%	34.2%	32.9%
Under 20"	32	11	1	25	4	20
%V	2.4%	1.4%	0.9%	2.8%	0.9%	4.6%
%H		34.4%	3.1%	78.1%	12.5%	62.5%
20" - 29"	253	111	15	182	55	127
%V	19.2%	14.5%	13.0%	20.6%	12.2%	29.3%
%H		43.9%	5.9%	71.9%	21.7%	50.2%
30" - 39"	544	312	49	369	185	184
%V	41.4%	40.9%	42.6%	41.8%	41.1%	42.5%
%H		57.4%	9.0%	67.8%	34.0%	33.8%
40" and over	465	322	49	297	202	96
%V	35.4%	42.2%	42.6%	33.7%	44.9%	22.2%
%H		69.2%	10.5%	63.9%	43.4%	20.6%
Don't know	12	6	1	9	3	5
%V	0.9%	0.8%	0.9%	1.0%	0.7%	1.2%
%H		50.0%	8.3%	75.0%	25.0%	41.7%
Not Asked	9	1	0	0	1	1
%V	0.7%	0.1%	0.0%	0.0%	0.2%	0.2%
%H		11.1%	0.0%	0.0%	11.1%	11.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Wales
Set level data
Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1315	763	115	882	450	433
%H		58.0%	8.7%	67.1%	34.2%	32.9%
PVR	745	582	74	440	347	94
%V	56.7%	76.3%	64.3%	49.9%	77.1%	21.7%
%H		78.1%	9.9%	59.1%	46.6%	12.6%
DVDR	97	57	8	68	35	33
%V	7.4%	7.5%	7.0%	7.7%	7.8%	7.6%
%H		58.8%	8.2%	70.1%	36.1%	34.0%
VCR	47	24	4	34	16	19
%V	3.6%	3.1%	3.5%	3.9%	3.6%	4.4%
%H		51.1%	8.5%	72.3%	34.0%	40.4%
Any recorder	808	601	78	492	358	134
%V	61.4%	78.8%	67.8%	55.8%	79.6%	30.9%
%H		74.4%	9.7%	60.9%	44.3%	16.6%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	1315	763	115	882	450	433
%H		58.0%	8.7%	67.1%	34.2%	32.9%
Receives HDTV (via STB or built-in reception)	509	341	84	319	230	89
%V	38.7%	44.7%	73.0%	36.2%	51.1%	20.6%
%H		67.0%	16.5%	62.7%	45.2%	17.5%
DVD/Blu-ray player or recorder	983	590	98	658	360	298
%V	74.8%	77.3%	85.2%	74.6%	80.0%	68.8%
%H		60.0%	10.0%	66.9%	36.6%	30.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Wales
Set level data
Table 13.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	1404	957	130	1044	722	322
%H		68.2%	9.3%	74.4%	51.4%	22.9%
Under 20"	409	259	34	341	223	118
%V	29.1%	27.1%	26.2%	32.7%	30.9%	36.6%
%H		63.3%	8.3%	83.4%	54.5%	28.9%
20" - 29"	410	271	36	330	225	105
%V	29.2%	28.3%	27.7%	31.6%	31.2%	32.6%
%H		66.1%	8.8%	80.5%	54.9%	25.6%
30" - 39"	240	170	29	179	136	44
%V	17.1%	17.8%	22.3%	17.1%	18.8%	13.7%
%H		70.8%	12.1%	74.6%	56.7%	18.3%
40" and over	85	65	8	61	48	13
%V	6.1%	6.8%	6.2%	5.8%	6.6%	4.0%
%H		76.5%	9.4%	71.8%	56.5%	15.3%
Don't know	15	9	3	13	9	4
%V	1.1%	0.9%	2.3%	1.2%	1.2%	1.2%
%H		60.0%	20.0%	86.7%	60.0%	26.7%
Not Asked	245	183	20	120	81	38
%V	17.5%	19.1%	15.4%	11.5%	11.2%	11.8%
%H		74.7%	8.2%	49.0%	33.1%	15.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Wales

Set level data

Table 13.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	1404	957	130	1044	722	322
%H		68.2%	9.3%	74.4%	51.4%	22.9%
PVR	211	173	21	121	102	19
%V	15.0%	18.1%	16.2%	11.6%	14.1%	5.9%
%H		82.0%	10.0%	57.3%	48.3%	9.0%
DVDR	38	27	3	30	21	9
%V	2.7%	2.8%	2.3%	2.9%	2.9%	2.8%
%H		71.1%	7.9%	78.9%	55.3%	23.7%
VCR	16	12	1	14	10	4
%V	1.1%	1.3%	0.8%	1.3%	1.4%	1.2%
%H		75.0%	6.3%	87.5%	62.5%	25.0%
Any recorder	250	199	23	153	124	30
%V	17.8%	20.8%	17.7%	14.7%	17.2%	9.3%
%H		79.6%	9.2%	61.2%	49.6%	12.0%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	1404	957	130	1044	722	322
%H		68.2%	9.3%	74.4%	51.4%	22.9%
Receives HDTV (via STB or built-in reception)	180	111	33	131	93	38
%V	12.8%	11.6%	25.4%	12.5%	12.9%	11.8%
%H		61.7%	18.3%	72.8%	51.7%	21.1%
DVD/Blu-ray player or recorder	561	392	60	446	332	113
%V	40.0%	41.0%	46.2%	42.7%	46.0%	35.1%
%H		69.9%	10.7%	79.5%	59.2%	20.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Wales
Individual level data
Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	2995	2920	1830	267	1923	1112	811
%H		97.5%	61.1%	8.9%	64.2%	37.1%	27.1%
Total Children	547	543	378	46	326	208	117
%V	18.3%	18.6%	20.7%	17.2%	17.0%	18.7%	14.4%
%H		99.3%	69.1%	8.4%	59.6%	38.0%	21.4%
0 - 3	138	136	89	12	78	44	34
%V	4.6%	4.7%	4.9%	4.5%	4.1%	4.0%	4.2%
%H		98.6%	64.5%	8.7%	56.5%	31.9%	24.6%
4 - 15	409	406	289	33	247	164	83
%V	13.7%	13.9%	15.8%	12.4%	12.8%	14.7%	10.2%
%H		99.3%	70.7%	8.1%	60.4%	40.1%	20.3%
4 - 9	210	208	150	15	120	77	43
%V	7.0%	7.1%	8.2%	5.6%	6.2%	6.9%	5.3%
%H		99.0%	71.4%	7.1%	57.1%	36.7%	20.5%
10 - 15	200	198	139	18	127	87	40
%V	6.7%	6.8%	7.6%	6.7%	6.6%	7.8%	4.9%
%H		99.0%	69.5%	9.0%	63.5%	43.5%	20.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	2995	2920	1830	267	1923	1112	811
%H		97.5%	61.1%	8.9%	64.2%	37.1%	27.1%
Total Adults (16+)	2447	2377	1452	221	1597	903	694
%V	81.7%	81.4%	79.3%	82.8%	83.0%	81.2%	85.6%
%H		97.1%	59.3%	9.0%	65.3%	36.9%	28.4%
16 - 19	137	133	85	14	90	58	32
%V	4.6%	4.6%	4.6%	5.2%	4.7%	5.2%	3.9%
%H		97.1%	62.0%	10.2%	65.7%	42.3%	23.4%
20 - 24	217	194	118	20	119	69	50
%V	7.2%	6.6%	6.4%	7.5%	6.2%	6.2%	6.2%
%H		89.4%	54.4%	9.2%	54.8%	31.8%	23.0%
25 - 34	367	356	231	36	212	127	84
%V	12.3%	12.2%	12.6%	13.5%	11.0%	11.4%	10.4%
%H		97.0%	62.9%	9.8%	57.8%	34.6%	22.9%
35 - 44	357	348	239	35	218	145	74
%V	11.9%	11.9%	13.1%	13.1%	11.3%	13.0%	9.1%
%H		97.5%	66.9%	9.8%	61.1%	40.6%	20.7%
45 - 54	420	413	270	42	275	172	102
%V	14.0%	14.1%	14.8%	15.7%	14.3%	15.5%	12.6%
%H		98.3%	64.3%	10.0%	65.5%	41.0%	24.3%
55 - 64	377	368	224	35	258	149	109
%V	12.6%	12.6%	12.2%	13.1%	13.4%	13.4%	13.4%
%H		97.6%	59.4%	9.3%	68.4%	39.5%	28.9%
65+	573	564	285	39	426	183	243
%V	19.1%	19.3%	15.6%	14.6%	22.2%	16.5%	30.0%
%H		98.4%	49.7%	6.8%	74.3%	31.9%	42.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Wales
Individual level data
Table 13.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		2447	2377	1452	221	1597	903	694
%H			97.1%	59.3%	9.0%	65.3%	36.9%	28.4%
AB		515	504	310	42	367	212	155
	%V	21.0%	21.2%	21.3%	19.0%	23.0%	23.5%	22.3%
C1	%H		97.9%	60.2%	8.2%	71.3%	41.2%	30.1%
		655	619	366	67	411	235	177
C2	%V	26.8%	26.0%	25.2%	30.3%	25.7%	26.0%	25.5%
	%H		94.5%	55.9%	10.2%	62.7%	35.9%	27.0%
D		557	549	357	48	380	235	145
	%V	22.8%	23.1%	24.6%	21.7%	23.8%	26.0%	20.9%
E	%H		98.6%	64.1%	8.6%	68.2%	42.2%	26.0%
		435	427	276	40	266	154	112
	%V	17.8%	18.0%	19.0%	18.1%	16.7%	17.1%	16.1%
	%H		98.2%	63.4%	9.2%	61.1%	35.4%	25.7%
		286	276	143	25	172	67	105
	%V	11.7%	11.6%	9.8%	11.3%	10.8%	7.4%	15.1%
	%H		96.5%	50.0%	8.7%	60.1%	23.4%	36.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2447	2377	1452	221	1597	903	694
%H		97.1%	59.3%	9.0%	65.3%	36.9%	28.4%
Working full time	1025	1007	672	98	659	423	235
%V	41.9%	42.4%	46.3%	44.3%	41.3%	46.8%	33.9%
%H		98.2%	65.6%	9.6%	64.3%	41.3%	22.9%
Working part time	226	224	145	20	149	90	59
%V	9.2%	9.4%	10.0%	9.0%	9.3%	10.0%	8.5%
%H		99.1%	64.2%	8.8%	65.9%	39.8%	26.1%
Not working	1197	1146	635	102	790	390	399
%V	48.9%	48.2%	43.7%	46.2%	49.5%	43.2%	57.5%
%H		95.7%	53.0%	8.5%	66.0%	32.6%	33.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1191	1150	719	108	762	446	316
%H		96.6%	60.4%	9.1%	64.0%	37.4%	26.5%
16 - 19	72	70	47	7	47	32	15
%V	6.0%	6.1%	6.5%	6.5%	6.2%	7.2%	4.7%
%H		97.2%	65.3%	9.7%	65.3%	44.4%	20.8%
20 - 24	109	94	59	9	60	36	24
%V	9.2%	8.2%	8.2%	8.3%	7.9%	8.1%	7.6%
%H		86.2%	54.1%	8.3%	55.0%	33.0%	22.0%
25 - 34	185	179	115	19	103	62	41
%V	15.5%	15.6%	16.0%	17.6%	13.5%	13.9%	13.0%
%H		96.8%	62.2%	10.3%	55.7%	33.5%	22.2%
35 - 44	174	168	115	16	105	70	36
%V	14.6%	14.6%	16.0%	14.8%	13.8%	15.7%	11.4%
%H		96.6%	66.1%	9.2%	60.3%	40.2%	20.7%
45 - 54	204	201	128	21	130	78	52
%V	17.1%	17.5%	17.8%	19.4%	17.1%	17.5%	16.5%
%H		98.5%	62.7%	10.3%	63.7%	38.2%	25.5%
55 - 64	184	179	110	18	124	73	51
%V	15.4%	15.6%	15.3%	16.7%	16.3%	16.4%	16.1%
%H		97.3%	59.8%	9.8%	67.4%	39.7%	27.7%
65+	263	259	145	18	193	96	97
%V	22.1%	22.5%	20.2%	16.7%	25.3%	21.5%	30.7%
%H		98.5%	55.1%	6.8%	73.4%	36.5%	36.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Wales
Individual level data
Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1191	1150	719	108	762	446	316
%H		96.6%	60.4%	9.1%	64.0%	37.4%	26.5%
AB	257	252	157	22	181	108	73
%V	21.6%	21.9%	21.8%	20.4%	23.8%	24.2%	23.1%
%H		98.1%	61.1%	8.6%	70.4%	42.0%	28.4%
C1	305	286	174	31	189	113	76
%V	25.6%	24.9%	24.2%	28.7%	24.8%	25.3%	24.1%
%H		93.8%	57.0%	10.2%	62.0%	37.0%	24.9%
C2	304	299	191	25	208	125	83
%V	25.5%	26.0%	26.6%	23.1%	27.3%	28.0%	26.3%
%H		98.4%	62.8%	8.2%	68.4%	41.1%	27.3%
D	210	205	138	20	120	73	47
%V	17.6%	17.8%	19.2%	18.5%	15.7%	16.4%	14.9%
%H		97.6%	65.7%	9.5%	57.1%	34.8%	22.4%
E	114	109	60	10	65	27	37
%V	9.6%	9.5%	8.3%	9.3%	8.5%	6.1%	11.7%
%H		95.6%	52.6%	8.8%	57.0%	23.7%	32.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Wales
Individual level data
Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1191	1150	719	108	762	446	316
%H		96.6%	60.4%	9.1%	64.0%	37.4%	26.5%
Working full time	616	604	405	59	388	249	140
%V	51.7%	52.5%	56.3%	54.6%	50.9%	55.8%	44.3%
%H		98.1%	65.7%	9.6%	63.0%	40.4%	22.7%
Working part time	47	46	28	4	32	18	15
%V	3.9%	4.0%	3.9%	3.7%	4.2%	4.0%	4.7%
%H		97.9%	59.6%	8.5%	68.1%	38.3%	31.9%
Not working	528	499	286	45	342	180	162
%V	44.3%	43.4%	39.8%	41.7%	44.9%	40.4%	51.3%
%H		94.5%	54.2%	8.5%	64.8%	34.1%	30.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1257	1227	733	113	835	457	378
%H		97.6%	58.3%	9.0%	66.4%	36.4%	30.1%
16 - 19	64	62	38	7	43	26	17
%V	5.1%	5.1%	5.2%	6.2%	5.1%	5.7%	4.5%
%H		96.9%	59.4%	10.9%	67.2%	40.6%	26.6%
20 - 24	108	99	58	11	60	34	26
%V	8.6%	8.1%	7.9%	9.7%	7.2%	7.4%	6.9%
%H		91.7%	53.7%	10.2%	55.6%	31.5%	24.1%
25 - 34	182	178	117	17	108	65	43
%V	14.5%	14.5%	16.0%	15.0%	12.9%	14.2%	11.4%
%H		97.8%	64.3%	9.3%	59.3%	35.7%	23.6%
35 - 44	183	181	124	18	113	75	38
%V	14.6%	14.8%	16.9%	15.9%	13.5%	16.4%	10.1%
%H		98.9%	67.8%	9.8%	61.7%	41.0%	20.8%
45 - 54	216	212	142	20	144	94	50
%V	17.2%	17.3%	19.4%	17.7%	17.2%	20.6%	13.2%
%H		98.1%	65.7%	9.3%	66.7%	43.5%	23.1%
55 - 64	193	189	114	17	133	75	58
%V	15.4%	15.4%	15.6%	15.0%	15.9%	16.4%	15.3%
%H		97.9%	59.1%	8.8%	68.9%	38.9%	30.1%
65+	310	305	140	21	233	87	146
%V	24.7%	24.9%	19.1%	18.6%	27.9%	19.0%	38.6%
%H		98.4%	45.2%	6.8%	75.2%	28.1%	47.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1257	1227	733	113	835	457	378
%H		97.6%	58.3%	9.0%	66.4%	36.4%	30.1%
AB	258	253	152	20	186	104	82
%V	20.5%	20.6%	20.7%	17.7%	22.3%	22.8%	21.7%
%H		98.1%	58.9%	7.8%	72.1%	40.3%	31.8%
C1	349	334	193	36	222	121	101
%V	27.8%	27.2%	26.3%	31.9%	26.6%	26.5%	26.7%
%H		95.7%	55.3%	10.3%	63.6%	34.7%	28.9%
C2	253	251	166	22	173	110	63
%V	20.1%	20.5%	22.6%	19.5%	20.7%	24.1%	16.7%
%H		99.2%	65.6%	8.7%	68.4%	43.5%	24.9%
D	225	223	138	21	146	82	65
%V	17.9%	18.2%	18.8%	18.6%	17.5%	17.9%	17.2%
%H		99.1%	61.3%	9.3%	64.9%	36.4%	28.9%
E	172	167	84	15	108	40	68
%V	13.7%	13.6%	11.5%	13.3%	12.9%	8.8%	18.0%
%H		97.1%	48.8%	8.7%	62.8%	23.3%	39.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Wales
Individual level data
Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1257	1227	733	113	835	457	378
%H		97.6%	58.3%	9.0%	66.4%	36.4%	30.1%
Working full time	409	403	267	39	270	175	96
%V	32.5%	32.8%	36.4%	34.5%	32.3%	38.3%	25.4%
%H		98.5%	65.3%	9.5%	66.0%	42.8%	23.5%
Working part time	179	177	117	16	117	72	44
%V	14.2%	14.4%	16.0%	14.2%	14.0%	15.8%	11.6%
%H		98.9%	65.4%	8.9%	65.4%	40.2%	24.6%
Not working	669	647	349	57	448	210	238
%V	53.2%	52.7%	47.6%	50.4%	53.7%	46.0%	63.0%
%H		96.7%	52.2%	8.5%	67.0%	31.4%	35.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Midlands West

Household level data

Table 14.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2614	2540	1007	479	2031	961	1070
%H (All HH)		97.2%	38.5%	18.3%	77.7%	36.8%	40.9%
%H (TV HH)			39.6%	18.9%	80.0%	37.8%	42.1%
AB	604	588	285	95	464	250	214
%V	23.1%	23.1%	28.3%	19.8%	22.8%	26.0%	20.0%
%H (All HH)		97.4%	47.2%	15.7%	76.8%	41.4%	35.4%
%H (TV HH)			48.5%	16.2%	78.9%	42.5%	36.4%
C1	645	629	253	122	499	243	257
%V	24.7%	24.8%	25.1%	25.5%	24.6%	25.3%	24.0%
%H (All HH)		97.5%	39.2%	18.9%	77.4%	37.7%	39.8%
%H (TV HH)			40.2%	19.4%	79.3%	38.6%	40.9%
C2	531	524	208	124	423	227	196
%V	20.3%	20.6%	20.7%	25.9%	20.8%	23.6%	18.3%
%H (All HH)		98.7%	39.2%	23.4%	79.7%	42.7%	36.9%
%H (TV HH)			39.7%	23.7%	80.7%	43.3%	37.4%
D	439	423	167	83	326	149	177
%V	16.8%	16.7%	16.6%	17.3%	16.1%	15.5%	16.5%
%H (All HH)		96.4%	38.0%	18.9%	74.3%	33.9%	40.3%
%H (TV HH)			39.5%	19.6%	77.1%	35.2%	41.8%
E	395	376	95	55	319	93	226
%V	15.1%	14.8%	9.4%	11.5%	15.7%	9.7%	21.1%
%H (All HH)		95.2%	24.1%	13.9%	80.8%	23.5%	57.2%
%H (TV HH)			25.3%	14.6%	84.8%	24.7%	60.1%

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 2012 - March 2013

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2614	2540	1007	479	2031	961	1070
%H (All HH)		97.2%	38.5%	18.3%	77.7%	36.8%	40.9%
%H (TV HH)			39.6%	18.9%	80.0%	37.8%	42.1%
Under 25	108	99	36	19	74	33	41
%V	4.1%	3.9%	3.6%	4.0%	3.6%	3.4%	3.8%
%H (All HH)		91.7%	33.3%	17.6%	68.5%	30.6%	38.0%
%H (TV HH)			36.4%	19.2%	74.7%	33.3%	41.4%
25 - 34	392	375	169	77	276	148	128
%V	15.0%	14.8%	16.8%	16.1%	13.6%	15.4%	12.0%
%H (All HH)		95.7%	43.1%	19.6%	70.4%	37.8%	32.7%
%H (TV HH)			45.1%	20.5%	73.6%	39.5%	34.1%
35 - 44	439	423	215	100	314	201	113
%V	16.8%	16.7%	21.4%	20.9%	15.5%	20.9%	10.6%
%H (All HH)		96.4%	49.0%	22.8%	71.5%	45.8%	25.7%
%H (TV HH)			50.8%	23.6%	74.2%	47.5%	26.7%
45 - 54	496	487	220	111	381	216	165
%V	19.0%	19.2%	21.8%	23.2%	18.8%	22.5%	15.4%
%H (All HH)		98.2%	44.4%	22.4%	76.8%	43.5%	33.3%
%H (TV HH)			45.2%	22.8%	78.2%	44.4%	33.9%
55 - 64	433	423	166	83	353	176	177
%V	16.6%	16.7%	16.5%	17.3%	17.4%	18.3%	16.5%
%H (All HH)		97.7%	38.3%	19.2%	81.5%	40.6%	40.9%
%H (TV HH)			39.2%	19.6%	83.5%	41.6%	41.8%
65 +	745	733	203	89	634	188	446
%V	28.5%	28.9%	20.2%	18.6%	31.2%	19.6%	41.7%
%H (All HH)		98.4%	27.2%	11.9%	85.1%	25.2%	59.9%
%H (TV HH)			27.7%	12.1%	86.5%	25.6%	60.8%

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 2012 - March 2013

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2614	2540	1007	479	2031	961	1070
%H (All HH)		97.2%	38.5%	18.3%	77.7%	36.8%	40.9%
%H (TV HH)			39.6%	18.9%	80.0%	37.8%	42.1%
1	892	848	213	119	714	199	515
%V	34.1%	33.4%	21.2%	24.8%	35.2%	20.7%	48.1%
%H (All HH)		95.1%	23.9%	13.3%	80.0%	22.3%	57.7%
%H (TV HH)			25.1%	14.0%	84.2%	23.5%	60.7%
2	792	780	316	147	626	305	322
%V	30.3%	30.7%	31.4%	30.7%	30.8%	31.7%	30.1%
%H (All HH)		98.5%	39.9%	18.6%	79.0%	38.5%	40.7%
%H (TV HH)			40.5%	18.8%	80.3%	39.1%	41.3%
3	415	409	201	92	312	193	119
%V	15.9%	16.1%	20.0%	19.2%	15.4%	20.1%	11.1%
%H (All HH)		98.6%	48.4%	22.2%	75.2%	46.5%	28.7%
%H (TV HH)			49.1%	22.5%	76.3%	47.2%	29.1%
4	326	320	168	78	244	162	82
%V	12.5%	12.6%	16.7%	16.3%	12.0%	16.9%	7.7%
%H (All HH)		98.2%	51.5%	23.9%	74.8%	49.7%	25.2%
%H (TV HH)			52.5%	24.4%	76.3%	50.6%	25.6%
5+	189	183	110	43	135	103	32
%V	7.2%	7.2%	10.9%	9.0%	6.6%	10.7%	3.0%
%H (All HH)		96.8%	58.2%	22.8%	71.4%	54.5%	16.9%
%H (TV HH)			60.1%	23.5%	73.8%	56.3%	17.5%
Average HH size	2.32	2.33	2.71	2.59	2.27	2.70	1.89

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 2012 - March 2013

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2614	2540	1007	479	2031	961	1070
%H (All HH)		97.2%	38.5%	18.3%	77.7%	36.8%	40.9%
%H (TV HH)			39.6%	18.9%	80.0%	37.8%	42.1%
Without	1948	1886	673	319	1547	646	902
%V	74.5%	74.3%	66.8%	66.6%	76.2%	67.2%	84.3%
%H (All HH)		96.8%	34.5%	16.4%	79.4%	33.2%	46.3%
%H (TV HH)			35.7%	16.9%	82.0%	34.3%	47.8%
With	666	654	334	161	484	316	168
%V	25.5%	25.7%	33.2%	33.6%	23.8%	32.9%	15.7%
%H (All HH)		98.2%	50.2%	24.2%	72.7%	47.4%	25.2%
%H (TV HH)			51.1%	24.6%	74.0%	48.3%	25.7%
0 - 3	258	250	129	64	171	111	59
%V	9.9%	9.8%	12.8%	13.4%	8.4%	11.6%	5.5%
%H (All HH)		96.9%	50.0%	24.8%	66.3%	43.0%	22.9%
%H (TV HH)			51.6%	25.6%	68.4%	44.4%	23.6%
4 - 9	331	323	168	80	241	160	81
%V	12.7%	12.7%	16.7%	16.7%	11.9%	16.6%	7.6%
%H (All HH)		97.6%	50.8%	24.2%	72.8%	48.3%	24.5%
%H (TV HH)			52.0%	24.8%	74.6%	49.5%	25.1%
10 - 15	322	319	166	80	245	167	78
%V	12.3%	12.6%	16.5%	16.7%	12.1%	17.4%	7.3%
%H (All HH)		99.1%	51.6%	24.8%	76.1%	51.9%	24.2%
%H (TV HH)			52.0%	25.1%	76.8%	52.4%	24.5%

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 2012 - March 2013

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2614	2540	1007	479	2031	961	1070
%H (All HH)		97.2%	38.5%	18.3%	77.7%	36.8%	40.9%
%H (TV HH)			39.6%	18.9%	80.0%	37.8%	42.1%
1	1042	1042	322	157	770	214	556
%V	39.9%	41.0%	32.0%	32.8%	37.9%	22.3%	52.0%
%H (All HH)		100.0%	30.9%	15.1%	73.9%	20.5%	53.4%
%H (TV HH)			30.9%	15.1%	73.9%	20.5%	53.4%
2	835	835	343	164	684	350	335
%V	31.9%	32.9%	34.1%	34.2%	33.7%	36.4%	31.3%
%H (All HH)		100.0%	41.1%	19.6%	81.9%	41.9%	40.1%
%H (TV HH)			41.1%	19.6%	81.9%	41.9%	40.1%
3	405	405	201	90	355	232	122
%V	15.5%	15.9%	20.0%	18.8%	17.5%	24.1%	11.4%
%H (All HH)		100.0%	49.6%	22.2%	87.7%	57.3%	30.1%
%H (TV HH)			49.6%	22.2%	87.7%	57.3%	30.1%
4	180	180	97	48	158	117	41
%V	6.9%	7.1%	9.6%	10.0%	7.8%	12.2%	3.8%
%H (All HH)		100.0%	53.9%	26.7%	87.8%	65.0%	22.8%
%H (TV HH)			53.9%	26.7%	87.8%	65.0%	22.8%
5+	78	78	44	21	64	49	16
%V	3.0%	3.1%	4.4%	4.4%	3.2%	5.1%	1.5%
%H (All HH)		100.0%	56.4%	26.9%	82.1%	62.8%	20.5%
%H (TV HH)			56.4%	26.9%	82.1%	62.8%	20.5%

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 2012 - March 2013

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2614	2540	1007	479	2031	961	1070
%H (All HH)		97.2%	38.5%	18.3%	77.7%	36.8%	40.9%
%H (TV HH)			39.6%	18.9%	80.0%	37.8%	42.1%
Under 20"	642	642	267	127	579	319	260
%V	24.6%	25.3%	26.5%	26.5%	28.5%	33.2%	24.3%
%H (All HH)		100.0%	41.6%	19.8%	90.2%	49.7%	40.5%
%H (TV HH)			41.6%	19.8%	90.2%	49.7%	40.5%
20" - 29"	1069	1069	386	189	925	417	508
%V	40.9%	42.1%	38.3%	39.5%	45.5%	43.4%	47.5%
%H (All HH)		100.0%	36.1%	17.7%	86.5%	39.0%	47.5%
%H (TV HH)			36.1%	17.7%	86.5%	39.0%	47.5%
30" - 39"	1300	1300	547	260	1059	548	511
%V	49.7%	51.2%	54.3%	54.3%	52.1%	57.0%	47.8%
%H (All HH)		100.0%	42.1%	20.0%	81.5%	42.2%	39.3%
%H (TV HH)			42.1%	20.0%	81.5%	42.2%	39.3%
40" and over	908	908	479	211	693	460	233
%V	34.7%	35.7%	47.6%	44.1%	34.1%	47.9%	21.8%
%H (All HH)		100.0%	52.8%	23.2%	76.3%	50.7%	25.7%
%H (TV HH)			52.8%	23.2%	76.3%	50.7%	25.7%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2614	2540	1007	479	2031	961	1070
%H (All HH)		97.2%	38.5%	18.3%	77.7%	36.8%	40.9%
%H (TV HH)			39.6%	18.9%	80.0%	37.8%	42.1%
Main living room	2501	2501	1000	477	2010	955	1055
%V	95.7%	98.5%	99.3%	99.6%	99.0%	99.4%	98.6%
%H (All HH)		100.0%	40.0%	19.1%	80.4%	38.2%	42.2%
%H (TV HH)			40.0%	19.1%	80.4%	38.2%	42.2%
Kitchen	326	326	145	54	296	167	129
%V	12.5%	12.8%	14.4%	11.3%	14.6%	17.4%	12.1%
%H (All HH)		100.0%	44.5%	16.6%	90.8%	51.2%	39.6%
%H (TV HH)			44.5%	16.6%	90.8%	51.2%	39.6%
Adult's bedroom	1048	1048	491	231	905	558	347
%V	40.1%	41.3%	48.8%	48.2%	44.6%	58.1%	32.4%
%H (All HH)		100.0%	46.9%	22.0%	86.4%	53.2%	33.1%
%H (TV HH)			46.9%	22.0%	86.4%	53.2%	33.1%
Child's bedroom	208	208	106	53	184	129	55
%V	8.0%	8.2%	10.5%	11.1%	9.1%	13.4%	5.1%
%H (All HH)		100.0%	51.0%	25.5%	88.5%	62.0%	26.4%
%H (TV HH)			51.0%	25.5%	88.5%	62.0%	26.4%
Other bedroom	86	86	42	21	73	47	27
%V	3.3%	3.4%	4.2%	4.4%	3.6%	4.9%	2.5%
%H (All HH)		100.0%	48.8%	24.4%	84.9%	54.7%	31.4%
%H (TV HH)			48.8%	24.4%	84.9%	54.7%	31.4%
Second living/dining room	213	213	110	46	183	118	65
%V	8.1%	8.4%	10.9%	9.6%	9.0%	12.3%	6.1%
%H (All HH)		100.0%	51.6%	21.6%	85.9%	55.4%	30.5%
%H (TV HH)			51.6%	21.6%	85.9%	55.4%	30.5%
Study/office	34	34	19	6	30	18	11
%V	1.3%	1.3%	1.9%	1.3%	1.5%	1.9%	1.0%
%H (All HH)		100.0%	55.9%	17.6%	88.2%	52.9%	32.4%
%H (TV HH)			55.9%	17.6%	88.2%	52.9%	32.4%
TV room	14	14	8	3	13	9	4
%V	0.5%	0.6%	0.8%	0.6%	0.6%	0.9%	0.4%
%H (All HH)		100.0%	57.1%	21.4%	92.9%	64.3%	28.6%
%H (TV HH)			57.1%	21.4%	92.9%	64.3%	28.6%
Conservatory	61	61	29	16	52	35	17
%V	2.3%	2.4%	2.9%	3.3%	2.6%	3.6%	1.6%
%H (All HH)		100.0%	47.5%	26.2%	85.2%	57.4%	27.9%
%H (TV HH)			47.5%	26.2%	85.2%	57.4%	27.9%
Attic or loft room	3	3	2	1	2	2	0
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%
%H (All HH)		100.0%	66.7%	33.3%	66.7%	66.7%	0.0%
%H (TV HH)			66.7%	33.3%	66.7%	66.7%	0.0%
No specific location	6	6	3	1	4	3	2
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	50.0%	16.7%	66.7%	50.0%	33.3%
%H (TV HH)			50.0%	16.7%	66.7%	50.0%	33.3%
Other	10	10	5	4	9	8	1
%V	0.4%	0.4%	0.5%	0.8%	0.4%	0.8%	0.1%
%H (All HH)		100.0%	50.0%	40.0%	90.0%	80.0%	10.0%
%H (TV HH)			50.0%	40.0%	90.0%	80.0%	10.0%

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

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Household level data

Table 14.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2614	2540	1007	479	2031	961	1070
%H (All HH)		97.2%	38.5%	18.3%	77.7%	36.8%	40.9%
%H (TV HH)			39.6%	18.9%	80.0%	37.8%	42.1%
PVR	1322	1322	786	290	988	719	270
%V	50.6%	52.0%	78.1%	60.5%	48.6%	74.8%	25.2%
%H (All HH)		100.0%	59.5%	21.9%	74.7%	54.4%	20.4%
%H (TV HH)			59.5%	21.9%	74.7%	54.4%	20.4%
DVDR	168	168	61	27	141	60	82
%V	6.4%	6.6%	6.1%	5.6%	6.9%	6.2%	7.7%
%H (All HH)		100.0%	36.3%	16.1%	83.9%	35.7%	48.8%
%H (TV HH)			36.3%	16.1%	83.9%	35.7%	48.8%
VCR	137	137	50	19	122	52	70
%V	5.2%	5.4%	5.0%	4.0%	6.0%	5.4%	6.5%
%H (All HH)		100.0%	36.5%	13.9%	89.1%	38.0%	51.1%
%H (TV HH)			36.5%	13.9%	89.1%	38.0%	51.1%
Any recorder	1477	1477	817	306	1126	748	378
%V	56.5%	58.1%	81.1%	63.9%	55.4%	77.8%	35.3%
%H (All HH)		100.0%	55.3%	20.7%	76.2%	50.6%	25.6%
%H (TV HH)			55.3%	20.7%	76.2%	50.6%	25.6%

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
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Table 14.9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2614	2540	1007	479	2031	961	1070
%H (All HH)		97.2%	38.5%	18.3%	77.7%	36.8%	40.9%
%H (TV HH)			39.6%	18.9%	80.0%	37.8%	42.1%
Receives HDTV (via STB or built-in reception)	1219	1219	590	349	937	632	305
%V	46.6%	48.0%	58.6%	72.9%	46.1%	65.8%	28.5%
%H (All HH)		100.0%	48.4%	28.6%	76.9%	51.8%	25.0%
%H (TV HH)			48.4%	28.6%	76.9%	51.8%	25.0%
DVD/Blu-ray player or recorder	2005	2005	835	399	1628	833	795
%V	76.7%	78.9%	82.9%	83.3%	80.2%	86.7%	74.3%
%H (All HH)		100.0%	41.6%	19.9%	81.2%	41.5%	39.7%
%H (TV HH)			41.6%	19.9%	81.2%	41.5%	39.7%

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
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Household level data
Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	2614	2540	1007	479	2031	961	1070
%H (All HH)		97.2%	38.5%	18.3%	77.7%	36.8%	40.9%
%H (TV HH)			39.6%	18.9%	80.0%	37.8%	42.1%
Has PC or Laptop	1932	1886	860	408	1469	835	634
%V	73.9%	74.3%	85.4%	85.2%	72.3%	86.9%	59.3%
%H (All HH)		97.6%	44.5%	21.1%	76.0%	43.2%	32.8%
%H (TV HH)			45.6%	21.6%	77.9%	44.3%	33.6%
Has broadband internet	1813	1775	833	398	1371	811	560
%V	69.4%	69.9%	82.7%	83.1%	67.5%	84.4%	52.3%
%H (All HH)		97.9%	45.9%	22.0%	75.6%	44.7%	30.9%
%H (TV HH)			46.9%	22.4%	77.2%	45.7%	31.5%

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
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Set level data
Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5061	2233	1055	4175	2332	1843
%H		44.1%	20.8%	82.5%	46.1%	36.4%
Under 20"	827	359	163	750	427	323
%V	16.3%	16.1%	15.5%	18.0%	18.3%	17.5%
%H		43.4%	19.7%	90.7%	51.6%	39.1%
20" - 29"	1328	505	240	1162	560	602
%V	26.2%	22.6%	22.7%	27.8%	24.0%	32.7%
%H		38.0%	18.1%	87.5%	42.2%	45.3%
30" - 39"	1518	661	316	1249	682	567
%V	30.0%	29.6%	30.0%	29.9%	29.2%	30.8%
%H		43.5%	20.8%	82.3%	44.9%	37.4%
40" and over	1030	551	249	784	534	250
%V	20.4%	24.7%	23.6%	18.8%	22.9%	13.6%
%H		53.5%	24.2%	76.1%	51.8%	24.3%
Don't know	96	42	14	76	36	40
%V	1.9%	1.9%	1.3%	1.8%	1.5%	2.2%
%H		43.8%	14.6%	79.2%	37.5%	41.7%
Not Asked	262	115	73	154	93	61
%V	5.2%	5.2%	6.9%	3.7%	4.0%	3.3%
%H		43.9%	27.9%	58.8%	35.5%	23.3%

Base: BBC Midlands 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 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5061	2233	1055	4175	2332	1843
%H		44.1%	20.8%	82.5%	46.1%	36.4%
Main living room	2513	1003	479	2019	958	1062
%V	49.7%	44.9%	45.4%	48.4%	41.1%	57.6%
%H		39.9%	19.1%	80.3%	38.1%	42.3%
Kitchen	327	145	55	297	168	129
%V	6.5%	6.5%	5.2%	7.1%	7.2%	7.0%
%H		44.3%	16.8%	90.8%	51.4%	39.4%
Adult's bedroom	1246	603	279	1086	697	389
%V	24.6%	27.0%	26.4%	26.0%	29.9%	21.1%
%H		48.4%	22.4%	87.2%	55.9%	31.2%
Child's bedroom	270	139	68	238	168	70
%V	5.3%	6.2%	6.4%	5.7%	7.2%	3.8%
%H		51.5%	25.2%	88.1%	62.2%	25.9%
Other bedroom	100	48	24	85	53	32
%V	2.0%	2.1%	2.3%	2.0%	2.3%	1.7%
%H		48.0%	24.0%	85.0%	53.0%	32.0%
Second living/dining room	215	112	46	185	119	65
%V	4.2%	5.0%	4.4%	4.4%	5.1%	3.5%
%H		52.1%	21.4%	86.0%	55.3%	30.2%
Study/office	34	19	6	30	18	11
%V	0.7%	0.9%	0.6%	0.7%	0.8%	0.6%
%H		55.9%	17.6%	88.2%	52.9%	32.4%
TV room	15	9	3	13	9	4
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.2%
%H		60.0%	20.0%	86.7%	60.0%	26.7%
Conservatory	61	29	16	52	35	17
%V	1.2%	1.3%	1.5%	1.2%	1.5%	0.9%
%H		47.5%	26.2%	85.2%	57.4%	27.9%
Attic or loft room	3	2	1	2	2	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%
%H		66.7%	33.3%	66.7%	66.7%	0.0%
No specific location	6	3	1	4	3	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	16.7%	66.7%	50.0%	33.3%
Other	11	5	4	10	9	1
%V	0.2%	0.2%	0.4%	0.2%	0.4%	0.1%
%H		45.5%	36.4%	90.9%	81.8%	9.1%
Not Asked	262	115	73	154	93	61
%V	5.2%	5.2%	6.9%	3.7%	4.0%	3.3%
%H		43.9%	27.9%	58.8%	35.5%	23.3%

Base: BBC Midlands 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 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5061	2233	1055	4175	2332	1843
%H		44.1%	20.8%	82.5%	46.1%	36.4%
PVR	1684	1058	361	1233	935	298
%V	33.3%	47.4%	34.2%	29.5%	40.1%	16.2%
%H		62.8%	21.4%	73.2%	55.5%	17.7%
DVDR	180	66	29	150	64	86
%V	3.6%	3.0%	2.7%	3.6%	2.7%	4.7%
%H		36.7%	16.1%	83.3%	35.6%	47.8%
VCR	148	56	22	131	58	74
%V	2.9%	2.5%	2.1%	3.1%	2.5%	4.0%
%H		37.8%	14.9%	88.5%	39.2%	50.0%
Any recorder	1882	1110	386	1410	988	422
%V	37.2%	49.7%	36.6%	33.8%	42.4%	22.9%
%H		59.0%	20.5%	74.9%	52.5%	22.4%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	5061	2233	1055	4175	2332	1843
%H		44.1%	20.8%	82.5%	46.1%	36.4%
Receives HDTV (via STB or built-in reception)	1712	843	501	1331	923	409
%V	33.8%	37.8%	47.5%	31.9%	39.6%	22.2%
%H		49.2%	29.3%	77.7%	53.9%	23.9%
DVD/Blu-ray player or recorder	2925	1312	617	2430	1386	1044
%V	57.8%	58.8%	58.5%	58.2%	59.4%	56.6%
%H		44.9%	21.1%	83.1%	47.4%	35.7%

Base: BBC Midlands 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 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2539	1007	479	2030	961	1069
%H		39.7%	18.9%	80.0%	37.8%	42.1%
Under 20"	63	12	6	55	11	44
%V	2.5%	1.2%	1.3%	2.7%	1.1%	4.1%
%H		19.0%	9.5%	87.3%	17.5%	69.8%
20" - 29"	500	120	67	431	115	316
%V	19.7%	11.9%	14.0%	21.2%	12.0%	29.6%
%H		24.0%	13.4%	86.2%	23.0%	63.2%
30" - 39"	1036	397	194	840	382	457
%V	40.8%	39.4%	40.5%	41.4%	39.8%	42.8%
%H		38.3%	18.7%	81.1%	36.9%	44.1%
40" and over	878	464	204	666	441	225
%V	34.6%	46.1%	42.6%	32.8%	45.9%	21.0%
%H		52.8%	23.2%	75.9%	50.2%	25.6%
Don't know	48	14	9	38	12	26
%V	1.9%	1.4%	1.9%	1.9%	1.2%	2.4%
%H		29.2%	18.8%	79.2%	25.0%	54.2%
Not Asked	14	0	0	0	0	1
%V	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	7.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands West
Set level data
Table 14.16: Main Set Recorders
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2539	1007	479	2030	961	1069
%H		39.7%	18.9%	80.0%	37.8%	42.1%
PVR	1278	766	283	949	697	252
%V	50.3%	76.1%	59.1%	46.7%	72.5%	23.6%
%H		59.9%	22.1%	74.3%	54.5%	19.7%
DVDR	148	53	22	124	49	75
%V	5.8%	5.3%	4.6%	6.1%	5.1%	7.0%
%H		35.8%	14.9%	83.8%	33.1%	50.7%
VCR	117	38	15	104	38	65
%V	4.6%	3.8%	3.1%	5.1%	4.0%	6.1%
%H		32.5%	12.8%	88.9%	32.5%	55.6%
Any recorder	1433	799	298	1086	727	359
%V	56.4%	79.3%	62.2%	53.5%	75.7%	33.6%
%H		55.8%	20.8%	75.8%	50.7%	25.1%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	2539	1007	479	2030	961	1069
%H		39.7%	18.9%	80.0%	37.8%	42.1%
Receives HDTV (via STB or built-in reception)	1175	574	341	895	611	285
%V	46.3%	57.0%	71.2%	44.1%	63.6%	26.7%
%H		48.9%	29.0%	76.2%	52.0%	24.3%
DVD/Blu-ray player or recorder	1894	786	370	1528	767	761
%V	74.6%	78.1%	77.2%	75.3%	79.8%	71.2%
%H		41.5%	19.5%	80.7%	40.5%	40.2%

Base: BBC Midlands 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 14.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2522	1226	575	2145	1372	774
%H		48.6%	22.8%	85.1%	54.4%	30.7%
Under 20"	765	347	157	695	416	279
%V	30.3%	28.3%	27.3%	32.4%	30.3%	36.0%
%H		45.4%	20.5%	90.8%	54.4%	36.5%
20" - 29"	828	385	173	731	445	286
%V	32.8%	31.4%	30.1%	34.1%	32.4%	37.0%
%H		46.5%	20.9%	88.3%	53.7%	34.5%
30" - 39"	482	264	122	409	300	109
%V	19.1%	21.5%	21.2%	19.1%	21.9%	14.1%
%H		54.8%	25.3%	84.9%	62.2%	22.6%
40" and over	152	87	45	118	93	25
%V	6.0%	7.1%	7.8%	5.5%	6.8%	3.2%
%H		57.2%	29.6%	77.6%	61.2%	16.4%
Don't know	47	28	5	38	23	15
%V	1.9%	2.3%	0.9%	1.8%	1.7%	1.9%
%H		59.6%	10.6%	80.9%	48.9%	31.9%
Not Asked	248	115	73	154	95	60
%V	9.8%	9.4%	12.7%	7.2%	6.9%	7.8%
%H		46.4%	29.4%	62.1%	38.3%	24.2%

Base: BBC Midlands 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 14.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2522	1226	575	2145	1372	774
%H		48.6%	22.8%	85.1%	54.4%	30.7%
PVR	406	293	78	284	238	46
%V	16.1%	23.9%	13.6%	13.2%	17.3%	5.9%
%H		72.2%	19.2%	70.0%	58.6%	11.3%
DVDR	32	14	7	26	15	11
%V	1.3%	1.1%	1.2%	1.2%	1.1%	1.4%
%H		43.8%	21.9%	81.3%	46.9%	34.4%
VCR	31	18	6	28	19	8
%V	1.2%	1.5%	1.0%	1.3%	1.4%	1.0%
%H		58.1%	19.4%	90.3%	61.3%	25.8%
Any recorder	449	311	88	324	262	63
%V	17.8%	25.4%	15.3%	15.1%	19.1%	8.1%
%H		69.3%	19.6%	72.2%	58.4%	14.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	2522	1226	575	2145	1372	774
%H		48.6%	22.8%	85.1%	54.4%	30.7%
Receives HDTV (via STB or built-in reception)	537	269	160	436	312	124
%V	21.3%	21.9%	27.8%	20.3%	22.7%	16.0%
%H		50.1%	29.8%	81.2%	58.1%	23.1%
DVD/Blu-ray player or recorder	1031	526	247	902	619	283
%V	40.9%	42.9%	43.0%	42.1%	45.1%	36.6%
%H		51.0%	24.0%	87.5%	60.0%	27.4%

Base: BBC Midlands West - 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 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	6072	5927	2731	1243	4614	2598	2016
%H		97.6%	45.0%	20.5%	76.0%	42.8%	33.2%
Total Children	1177	1153	608	278	848	564	284
%V	19.4%	19.5%	22.3%	22.4%	18.4%	21.7%	14.1%
%H		98.0%	51.7%	23.6%	72.0%	47.9%	24.1%
0 - 3	315	305	155	75	210	133	77
%V	5.2%	5.1%	5.7%	6.0%	4.6%	5.1%	3.8%
%H		96.8%	49.2%	23.8%	66.7%	42.2%	24.4%
4 - 15	862	848	453	203	639	432	207
%V	14.2%	14.3%	16.6%	16.3%	13.8%	16.6%	10.3%
%H		98.4%	52.6%	23.5%	74.1%	50.1%	24.0%
4 - 9	451	440	237	103	331	222	109
%V	7.4%	7.4%	8.7%	8.3%	7.2%	8.5%	5.4%
%H		97.6%	52.5%	22.8%	73.4%	49.2%	24.2%
10 - 15	411	408	216	100	308	209	98
%V	6.8%	6.9%	7.9%	8.0%	6.7%	8.0%	4.9%
%H		99.3%	52.6%	24.3%	74.9%	50.9%	23.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	6072	5927	2731	1243	4614	2598	2016
%H		97.6%	45.0%	20.5%	76.0%	42.8%	33.2%
Total Adults (16+)	4895	4775	2123	965	3766	2034	1733
%V	80.6%	80.6%	77.7%	77.6%	81.6%	78.3%	86.0%
%H		97.5%	43.4%	19.7%	76.9%	41.6%	35.4%
16 - 19	324	317	167	72	238	162	76
%V	5.3%	5.3%	6.1%	5.8%	5.2%	6.2%	3.8%
%H		97.8%	51.5%	22.2%	73.5%	50.0%	23.5%
20 - 24	357	341	168	78	266	168	98
%V	5.9%	5.8%	6.2%	6.3%	5.8%	6.5%	4.9%
%H		95.5%	47.1%	21.8%	74.5%	47.1%	27.5%
25 - 34	804	771	364	173	567	331	236
%V	13.2%	13.0%	13.3%	13.9%	12.3%	12.7%	11.7%
%H		95.9%	45.3%	21.5%	70.5%	41.2%	29.4%
35 - 44	770	745	397	179	549	369	179
%V	12.7%	12.6%	14.5%	14.4%	11.9%	14.2%	8.9%
%H		96.8%	51.6%	23.2%	71.3%	47.9%	23.2%
45 - 54	852	840	399	189	659	391	268
%V	14.0%	14.2%	14.6%	15.2%	14.3%	15.1%	13.3%
%H		98.6%	46.8%	22.2%	77.3%	45.9%	31.5%
55 - 64	702	690	288	132	572	294	278
%V	11.6%	11.6%	10.5%	10.6%	12.4%	11.3%	13.8%
%H		98.3%	41.0%	18.8%	81.5%	41.9%	39.6%
65+	1087	1071	339	143	914	317	597
%V	17.9%	18.1%	12.4%	11.5%	19.8%	12.2%	29.6%
%H		98.5%	31.2%	13.2%	84.1%	29.2%	54.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Midlands West
Individual level data
Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4895	4775	2123	965	3766	2034	1733
%H		97.5%	43.4%	19.7%	76.9%	41.6%	35.4%
AB	1206	1184	617	196	932	547	385
%V	24.6%	24.8%	29.1%	20.3%	24.7%	26.9%	22.2%
%H		98.2%	51.2%	16.3%	77.3%	45.4%	31.9%
C1	1238	1207	524	255	949	514	436
%V	25.3%	25.3%	24.7%	26.4%	25.2%	25.3%	25.2%
%H		97.5%	42.3%	20.6%	76.7%	41.5%	35.2%
C2	1057	1043	448	262	834	490	344
%V	21.6%	21.8%	21.1%	27.2%	22.1%	24.1%	19.8%
%H		98.7%	42.4%	24.8%	78.9%	46.4%	32.5%
D	846	817	374	168	616	331	286
%V	17.3%	17.1%	17.6%	17.4%	16.4%	16.3%	16.5%
%H		96.6%	44.2%	19.9%	72.8%	39.1%	33.8%
E	548	524	159	83	435	153	282
%V	11.2%	11.0%	7.5%	8.6%	11.6%	7.5%	16.3%
%H		95.6%	29.0%	15.1%	79.4%	27.9%	51.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Individual level data
Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4895	4775	2123	965	3766	2034	1733
%H		97.5%	43.4%	19.7%	76.9%	41.6%	35.4%
Working full time	2131	2086	1037	484	1597	1007	590
%V	43.5%	43.7%	48.8%	50.2%	42.4%	49.5%	34.0%
%H		97.9%	48.7%	22.7%	74.9%	47.3%	27.7%
Working part time	511	502	241	109	386	226	160
%V	10.4%	10.5%	11.4%	11.3%	10.2%	11.1%	9.2%
%H		98.2%	47.2%	21.3%	75.5%	44.2%	31.3%
Not working	2253	2186	845	372	1783	801	982
%V	46.0%	45.8%	39.8%	38.5%	47.3%	39.4%	56.7%
%H		97.0%	37.5%	16.5%	79.1%	35.6%	43.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2396	2328	1059	481	1806	1002	805
%H		97.2%	44.2%	20.1%	75.4%	41.8%	33.6%
16 - 19	163	160	83	37	119	81	38
%V	6.8%	6.9%	7.8%	7.7%	6.6%	8.1%	4.7%
%H		98.2%	50.9%	22.7%	73.0%	49.7%	23.3%
20 - 24	178	169	91	35	130	85	45
%V	7.4%	7.3%	8.6%	7.3%	7.2%	8.5%	5.6%
%H		94.9%	51.1%	19.7%	73.0%	47.8%	25.3%
25 - 34	406	386	178	87	283	165	118
%V	16.9%	16.6%	16.8%	18.1%	15.7%	16.5%	14.7%
%H		95.1%	43.8%	21.4%	69.7%	40.6%	29.1%
35 - 44	378	363	196	87	262	178	83
%V	15.8%	15.6%	18.5%	18.1%	14.5%	17.8%	10.3%
%H		96.0%	51.9%	23.0%	69.3%	47.1%	22.0%
45 - 54	425	419	198	101	320	192	128
%V	17.7%	18.0%	18.7%	21.0%	17.7%	19.2%	15.9%
%H		98.6%	46.6%	23.8%	75.3%	45.2%	30.1%
55 - 64	347	340	140	60	282	140	142
%V	14.5%	14.6%	13.2%	12.5%	15.6%	14.0%	17.6%
%H		98.0%	40.3%	17.3%	81.3%	40.3%	40.9%
65+	499	491	172	75	410	161	249
%V	20.8%	21.1%	16.2%	15.6%	22.7%	16.1%	30.9%
%H		98.4%	34.5%	15.0%	82.2%	32.3%	49.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands West
Individual level data
Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2396	2328	1059	481	1806	1002	805
%H		97.2%	44.2%	20.1%	75.4%	41.8%	33.6%
AB	596	586	313	96	457	273	184
%V	24.9%	25.2%	29.6%	20.0%	25.3%	27.2%	22.9%
%H		98.3%	52.5%	16.1%	76.7%	45.8%	30.9%
C1	585	567	253	126	434	245	188
%V	24.4%	24.4%	23.9%	26.2%	24.0%	24.5%	23.4%
%H		96.9%	43.2%	21.5%	74.2%	41.9%	32.1%
C2	575	565	240	142	449	261	189
%V	24.0%	24.3%	22.7%	29.5%	24.9%	26.0%	23.5%
%H		98.3%	41.7%	24.7%	78.1%	45.4%	32.9%
D	427	409	189	86	300	160	140
%V	17.8%	17.6%	17.8%	17.9%	16.6%	16.0%	17.4%
%H		95.8%	44.3%	20.1%	70.3%	37.5%	32.8%
E	212	201	65	31	166	63	104
%V	8.8%	8.6%	6.1%	6.4%	9.2%	6.3%	12.9%
%H		94.8%	30.7%	14.6%	78.3%	29.7%	49.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands West
Individual level data
Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2396	2328	1059	481	1806	1002	805
%H		97.2%	44.2%	20.1%	75.4%	41.8%	33.6%
Working full time	1344	1314	665	301	997	636	361
%V	56.1%	56.4%	62.8%	62.6%	55.2%	63.5%	44.8%
%H		97.8%	49.5%	22.4%	74.2%	47.3%	26.9%
Working part time	123	117	56	20	85	43	42
%V	5.1%	5.0%	5.3%	4.2%	4.7%	4.3%	5.2%
%H		95.1%	45.5%	16.3%	69.1%	35.0%	34.1%
Not working	929	897	337	160	724	322	402
%V	38.8%	38.5%	31.8%	33.3%	40.1%	32.1%	49.9%
%H		96.6%	36.3%	17.2%	77.9%	34.7%	43.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2499	2447	1064	484	1960	1032	928
%H		97.9%	42.6%	19.4%	78.4%	41.3%	37.1%
16 - 19	161	157	85	35	119	81	38
%V	6.4%	6.4%	8.0%	7.2%	6.1%	7.8%	4.1%
%H		97.5%	52.8%	21.7%	73.9%	50.3%	23.6%
20 - 24	179	171	77	44	136	83	53
%V	7.2%	7.0%	7.2%	9.1%	6.9%	8.0%	5.7%
%H		95.5%	43.0%	24.6%	76.0%	46.4%	29.6%
25 - 34	399	385	186	86	284	166	117
%V	16.0%	15.7%	17.5%	17.8%	14.5%	16.1%	12.6%
%H		96.5%	46.6%	21.6%	71.2%	41.6%	29.3%
35 - 44	391	383	201	91	287	191	96
%V	15.6%	15.7%	18.9%	18.8%	14.6%	18.5%	10.3%
%H		98.0%	51.4%	23.3%	73.4%	48.8%	24.6%
45 - 54	426	421	200	88	339	199	140
%V	17.0%	17.2%	18.8%	18.2%	17.3%	19.3%	15.1%
%H		98.8%	46.9%	20.7%	79.6%	46.7%	32.9%
55 - 64	355	350	148	72	290	155	135
%V	14.2%	14.3%	13.9%	14.9%	14.8%	15.0%	14.5%
%H		98.6%	41.7%	20.3%	81.7%	43.7%	38.0%
65+	588	579	167	68	505	156	349
%V	23.5%	23.7%	15.7%	14.0%	25.8%	15.1%	37.6%
%H		98.5%	28.4%	11.6%	85.9%	26.5%	59.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands West
Individual level data
Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2499	2447	1064	484	1960	1032	928
%H		97.9%	42.6%	19.4%	78.4%	41.3%	37.1%
AB	609	598	304	100	475	274	201
%V	24.4%	24.4%	28.6%	20.7%	24.2%	26.6%	21.7%
%H		98.2%	49.9%	16.4%	78.0%	45.0%	33.0%
C1	653	640	271	130	515	268	247
%V	26.1%	26.2%	25.5%	26.9%	26.3%	26.0%	26.6%
%H		98.0%	41.5%	19.9%	78.9%	41.0%	37.8%
C2	482	477	209	120	384	229	155
%V	19.3%	19.5%	19.6%	24.8%	19.6%	22.2%	16.7%
%H		99.0%	43.4%	24.9%	79.7%	47.5%	32.2%
D	419	408	186	83	316	171	145
%V	16.8%	16.7%	17.5%	17.1%	16.1%	16.6%	15.6%
%H		97.4%	44.4%	19.8%	75.4%	40.8%	34.6%
E	336	324	94	52	268	90	179
%V	13.4%	13.2%	8.8%	10.7%	13.7%	8.7%	19.3%
%H		96.4%	28.0%	15.5%	79.8%	26.8%	53.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2499	2447	1064	484	1960	1032	928
%H		97.9%	42.6%	19.4%	78.4%	41.3%	37.1%
Working full time	787	772	371	183	600	371	229
%V	31.5%	31.5%	34.9%	37.8%	30.6%	35.9%	24.7%
%H		98.1%	47.1%	23.3%	76.2%	47.1%	29.1%
Working part time	388	385	185	89	301	183	119
%V	15.5%	15.7%	17.4%	18.4%	15.4%	17.7%	12.8%
%H		99.2%	47.7%	22.9%	77.6%	47.2%	30.7%
Not working	1324	1290	508	211	1059	479	580
%V	53.0%	52.7%	47.7%	43.6%	54.0%	46.4%	62.5%
%H		97.4%	38.4%	15.9%	80.0%	36.2%	43.8%

Base: BBC Midlands 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 Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	973	944	340	242	727	360	367
%H (All HH)		97.0%	34.9%	24.9%	74.7%	37.0%	37.7%
%H (TV HH)			36.0%	25.6%	77.0%	38.1%	38.9%
AB	185	181	72	45	143	76	67
%V	19.0%	19.2%	21.2%	18.6%	19.7%	21.1%	18.3%
%H (All HH)		97.8%	38.9%	24.3%	77.3%	41.1%	36.2%
%H (TV HH)			39.8%	24.9%	79.0%	42.0%	37.0%
C1	252	244	85	66	193	100	93
%V	25.9%	25.8%	25.0%	27.3%	26.5%	27.8%	25.3%
%H (All HH)		96.8%	33.7%	26.2%	76.6%	39.7%	36.9%
%H (TV HH)			34.8%	27.0%	79.1%	41.0%	38.1%
C2	208	202	81	51	159	86	73
%V	21.4%	21.4%	23.8%	21.1%	21.9%	23.9%	19.9%
%H (All HH)		97.1%	38.9%	24.5%	76.4%	41.3%	35.1%
%H (TV HH)			40.1%	25.2%	78.7%	42.6%	36.1%
D	163	160	55	48	110	54	57
%V	16.8%	16.9%	16.2%	19.8%	15.1%	15.0%	15.5%
%H (All HH)		98.2%	33.7%	29.4%	67.5%	33.1%	35.0%
%H (TV HH)			34.4%	30.0%	68.8%	33.8%	35.6%
E	165	156	46	32	123	44	78
%V	17.0%	16.5%	13.5%	13.2%	16.9%	12.2%	21.3%
%H (All HH)		94.5%	27.9%	19.4%	74.5%	26.7%	47.3%
%H (TV HH)			29.5%	20.5%	78.8%	28.2%	50.0%

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 2012 - March 2013

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	973	944	340	242	727	360	367
%H (All HH)		97.0%	34.9%	24.9%	74.7%	37.0%	37.7%
%H (TV HH)			36.0%	25.6%	77.0%	38.1%	38.9%
Under 25	44	38	11	9	27	9	17
%V	4.5%	4.0%	3.2%	3.7%	3.7%	2.5%	4.6%
%H (All HH)		86.4%	25.0%	20.5%	61.4%	20.5%	38.6%
%H (TV HH)			28.9%	23.7%	71.1%	23.7%	44.7%
25 - 34	171	167	66	50	112	65	47
%V	17.6%	17.7%	19.4%	20.7%	15.4%	18.1%	12.8%
%H (All HH)		97.7%	38.6%	29.2%	65.5%	38.0%	27.5%
%H (TV HH)			39.5%	29.9%	67.1%	38.9%	28.1%
35 - 44	170	165	71	50	121	74	47
%V	17.5%	17.5%	20.9%	20.7%	16.6%	20.6%	12.8%
%H (All HH)		97.1%	41.8%	29.4%	71.2%	43.5%	27.6%
%H (TV HH)			43.0%	30.3%	73.3%	44.8%	28.5%
45 - 54	174	169	72	49	130	79	51
%V	17.9%	17.9%	21.2%	20.2%	17.9%	21.9%	13.9%
%H (All HH)		97.1%	41.4%	28.2%	74.7%	45.4%	29.3%
%H (TV HH)			42.6%	29.0%	76.9%	46.7%	30.2%
55 - 64	164	159	57	40	127	63	64
%V	16.9%	16.8%	16.8%	16.5%	17.5%	17.5%	17.4%
%H (All HH)		97.0%	34.8%	24.4%	77.4%	38.4%	39.0%
%H (TV HH)			35.8%	25.2%	79.9%	39.6%	40.3%
65 +	251	247	64	44	211	70	141
%V	25.8%	26.2%	18.8%	18.2%	29.0%	19.4%	38.4%
%H (All HH)		98.4%	25.5%	17.5%	84.1%	27.9%	56.2%
%H (TV HH)			25.9%	17.8%	85.4%	28.3%	57.1%

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 2012 - March 2013

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	973	944	340	242	727	360	367
%H (All HH)		97.0%	34.9%	24.9%	74.7%	37.0%	37.7%
%H (TV HH)			36.0%	25.6%	77.0%	38.1%	38.9%
1	339	321	75	63	262	81	180
%V	34.8%	34.0%	22.1%	26.0%	36.0%	22.5%	49.0%
%H (All HH)		94.7%	22.1%	18.6%	77.3%	23.9%	53.1%
%H (TV HH)			23.4%	19.6%	81.6%	25.2%	56.1%
2	293	287	108	71	225	115	110
%V	30.1%	30.4%	31.8%	29.3%	30.9%	31.9%	30.0%
%H (All HH)		98.0%	36.9%	24.2%	76.8%	39.2%	37.5%
%H (TV HH)			37.6%	24.7%	78.4%	40.1%	38.3%
3	146	144	64	48	105	70	35
%V	15.0%	15.3%	18.8%	19.8%	14.4%	19.4%	9.5%
%H (All HH)		98.6%	43.8%	32.9%	71.9%	47.9%	24.0%
%H (TV HH)			44.4%	33.3%	72.9%	48.6%	24.3%
4	124	121	53	38	91	60	31
%V	12.7%	12.8%	15.6%	15.7%	12.5%	16.7%	8.4%
%H (All HH)		97.6%	42.7%	30.6%	73.4%	48.4%	25.0%
%H (TV HH)			43.8%	31.4%	75.2%	49.6%	25.6%
5+	72	71	40	21	44	34	11
%V	7.4%	7.5%	11.8%	8.7%	6.1%	9.4%	3.0%
%H (All HH)		98.6%	55.6%	29.2%	61.1%	47.2%	15.3%
%H (TV HH)			56.3%	29.6%	62.0%	47.9%	15.5%
Average HH size	2.31	2.33	2.68	2.56	2.24	2.62	1.87

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 2012 - March 2013

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	973	944	340	242	727	360	367
%H (All HH)		97.0%	34.9%	24.9%	74.7%	37.0%	37.7%
%H (TV HH)			36.0%	25.6%	77.0%	38.1%	38.9%
Without	726	700	225	168	554	245	309
%V	74.6%	74.2%	66.2%	69.4%	76.2%	68.1%	84.2%
%H (All HH)		96.4%	31.0%	23.1%	76.3%	33.7%	42.6%
%H (TV HH)			32.1%	24.0%	79.1%	35.0%	44.1%
With	247	244	114	75	173	115	58
%V	25.4%	25.8%	33.5%	31.0%	23.8%	31.9%	15.8%
%H (All HH)		98.8%	46.2%	30.4%	70.0%	46.6%	23.5%
%H (TV HH)			46.7%	30.7%	70.9%	47.1%	23.8%
0 - 3	93	91	44	26	62	39	23
%V	9.6%	9.6%	12.9%	10.7%	8.5%	10.8%	6.3%
%H (All HH)		97.8%	47.3%	28.0%	66.7%	41.9%	24.7%
%H (TV HH)			48.4%	28.6%	68.1%	42.9%	25.3%
4 - 9	128	127	60	39	88	59	29
%V	13.2%	13.5%	17.6%	16.1%	12.1%	16.4%	7.9%
%H (All HH)		99.2%	46.9%	30.5%	68.8%	46.1%	22.7%
%H (TV HH)			47.2%	30.7%	69.3%	46.5%	22.8%
10 - 15	109	108	55	34	79	58	22
%V	11.2%	11.4%	16.2%	14.0%	10.9%	16.1%	6.0%
%H (All HH)		99.1%	50.5%	31.2%	72.5%	53.2%	20.2%
%H (TV HH)			50.9%	31.5%	73.1%	53.7%	20.4%

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 2012 - March 2013

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	973	944	340	242	727	360	367
%H (All HH)		97.0%	34.9%	24.9%	74.7%	37.0%	37.7%
%H (TV HH)			36.0%	25.6%	77.0%	38.1%	38.9%
1	408	408	113	93	280	84	196
%V	41.9%	43.2%	33.2%	38.4%	38.5%	23.3%	53.4%
%H (All HH)		100.0%	27.7%	22.8%	68.6%	20.6%	48.0%
%H (TV HH)			27.7%	22.8%	68.6%	20.6%	48.0%
2	303	303	117	79	248	136	112
%V	31.1%	32.1%	34.4%	32.6%	34.1%	37.8%	30.5%
%H (All HH)		100.0%	38.6%	26.1%	81.8%	44.9%	37.0%
%H (TV HH)			38.6%	26.1%	81.8%	44.9%	37.0%
3	138	138	61	41	118	78	40
%V	14.2%	14.6%	17.9%	16.9%	16.2%	21.7%	10.9%
%H (All HH)		100.0%	44.2%	29.7%	85.5%	56.5%	29.0%
%H (TV HH)			44.2%	29.7%	85.5%	56.5%	29.0%
4	65	65	35	19	52	40	12
%V	6.7%	6.9%	10.3%	7.9%	7.2%	11.1%	3.3%
%H (All HH)		100.0%	53.8%	29.2%	80.0%	61.5%	18.5%
%H (TV HH)			53.8%	29.2%	80.0%	61.5%	18.5%
5+	30	30	14	10	29	22	7
%V	3.1%	3.2%	4.1%	4.1%	4.0%	6.1%	1.9%
%H (All HH)		100.0%	46.7%	33.3%	96.7%	73.3%	23.3%
%H (TV HH)			46.7%	33.3%	96.7%	73.3%	23.3%

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 2012 - March 2013

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	973	944	340	242	727	360	367
%H (All HH)		97.0%	34.9%	24.9%	74.7%	37.0%	37.7%
%H (TV HH)			36.0%	25.6%	77.0%	38.1%	38.9%
Under 20"	236	236	88	59	211	118	93
%V	24.3%	25.0%	25.9%	24.4%	29.0%	32.8%	25.3%
%H (All HH)		100.0%	37.3%	25.0%	89.4%	50.0%	39.4%
%H (TV HH)			37.3%	25.0%	89.4%	50.0%	39.4%
20" - 29"	358	358	120	97	301	154	147
%V	36.8%	37.9%	35.3%	40.1%	41.4%	42.8%	40.1%
%H (All HH)		100.0%	33.5%	27.1%	84.1%	43.0%	41.1%
%H (TV HH)			33.5%	27.1%	84.1%	43.0%	41.1%
30" - 39"	496	496	190	132	395	212	183
%V	51.0%	52.5%	55.9%	54.5%	54.3%	58.9%	49.9%
%H (All HH)		100.0%	38.3%	26.6%	79.6%	42.7%	36.9%
%H (TV HH)			38.3%	26.6%	79.6%	42.7%	36.9%
40" and over	350	350	168	104	258	172	86
%V	36.0%	37.1%	49.4%	43.0%	35.5%	47.8%	23.4%
%H (All HH)		100.0%	48.0%	29.7%	73.7%	49.1%	24.6%
%H (TV HH)			48.0%	29.7%	73.7%	49.1%	24.6%

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 2012 - March 2013

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	973	944	340	242	727	360	367
%H (All HH)		97.0%	34.9%	24.9%	74.7%	37.0%	37.7%
%H (TV HH)			36.0%	25.6%	77.0%	38.1%	38.9%
Main living room	922	922	337	240	718	358	361
%V	94.8%	97.7%	99.1%	99.2%	98.8%	99.4%	98.4%
%H (All HH)		100.0%	36.6%	26.0%	77.9%	38.8%	39.2%
%H (TV HH)			36.6%	26.0%	77.9%	38.8%	39.2%
Kitchen	105	105	45	28	95	61	34
%V	10.8%	11.1%	13.2%	11.6%	13.1%	16.9%	9.3%
%H (All HH)		100.0%	42.9%	26.7%	90.5%	58.1%	32.4%
%H (TV HH)			42.9%	26.7%	90.5%	58.1%	32.4%
Adult's bedroom	360	360	156	98	315	200	115
%V	37.0%	38.1%	45.9%	40.5%	43.3%	55.6%	31.3%
%H (All HH)		100.0%	43.3%	27.2%	87.5%	55.6%	31.9%
%H (TV HH)			43.3%	27.2%	87.5%	55.6%	31.9%
Child's bedroom	70	70	34	24	61	47	14
%V	7.2%	7.4%	10.0%	9.9%	8.4%	13.1%	3.8%
%H (All HH)		100.0%	48.6%	34.3%	87.1%	67.1%	20.0%
%H (TV HH)			48.6%	34.3%	87.1%	67.1%	20.0%
Other bedroom	52	52	24	19	44	32	12
%V	5.3%	5.5%	7.1%	7.9%	6.1%	8.9%	3.3%
%H (All HH)		100.0%	46.2%	36.5%	84.6%	61.5%	23.1%
%H (TV HH)			46.2%	36.5%	84.6%	61.5%	23.1%
Second living/dining room	77	77	32	21	65	38	26
%V	7.9%	8.2%	9.4%	8.7%	8.9%	10.6%	7.1%
%H (All HH)		100.0%	41.6%	27.3%	84.4%	49.4%	33.8%
%H (TV HH)			41.6%	27.3%	84.4%	49.4%	33.8%
Study/office	13	13	6	2	12	7	5
%V	1.3%	1.4%	1.8%	0.8%	1.7%	1.9%	1.4%
%H (All HH)		100.0%	46.2%	15.4%	92.3%	53.8%	38.5%
%H (TV HH)			46.2%	15.4%	92.3%	53.8%	38.5%
TV room	5	5	2	1	4	3	1
%V	0.5%	0.5%	0.6%	0.4%	0.6%	0.8%	0.3%
%H (All HH)		100.0%	40.0%	20.0%	80.0%	60.0%	20.0%
%H (TV HH)			40.0%	20.0%	80.0%	60.0%	20.0%
Conservatory	24	24	11	6	21	14	7
%V	2.5%	2.5%	3.2%	2.5%	2.9%	3.9%	1.9%
%H (All HH)		100.0%	45.8%	25.0%	87.5%	58.3%	29.2%
%H (TV HH)			45.8%	25.0%	87.5%	58.3%	29.2%
Attic or loft room	3	3	1	1	2	1	1
%V	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	33.3%	33.3%	66.7%	33.3%	33.3%
%H (TV HH)			33.3%	33.3%	66.7%	33.3%	33.3%
No specific location	3	3	1	1	3	1	2
%V	0.3%	0.3%	0.3%	0.4%	0.4%	0.3%	0.5%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	33.3%	66.7%
%H (TV HH)			33.3%	33.3%	100.0%	33.3%	66.7%
Other	7	7	2	3	6	4	2
%V	0.7%	0.7%	0.6%	1.2%	0.8%	1.1%	0.5%
%H (All HH)		100.0%	28.6%	42.9%	85.7%	57.1%	28.6%
%H (TV HH)			28.6%	42.9%	85.7%	57.1%	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 2012 - March 2013
BBC Midlands East
Household level data
Table 15.8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	973	944	340	242	727	360	367
%H (All HH)		97.0%	34.9%	24.9%	74.7%	37.0%	37.7%
%H (TV HH)			36.0%	25.6%	77.0%	38.1%	38.9%
PVR	518	518	279	153	377	278	99
%V	53.2%	54.9%	82.1%	63.2%	51.9%	77.2%	27.0%
%H (All HH)		100.0%	53.9%	29.5%	72.8%	53.7%	19.1%
%H (TV HH)			53.9%	29.5%	72.8%	53.7%	19.1%
DVDR	111	111	38	25	92	42	50
%V	11.4%	11.8%	11.2%	10.3%	12.7%	11.7%	13.6%
%H (All HH)		100.0%	34.2%	22.5%	82.9%	37.8%	45.0%
%H (TV HH)			34.2%	22.5%	82.9%	37.8%	45.0%
VCR	63	63	18	18	49	20	29
%V	6.5%	6.7%	5.3%	7.4%	6.7%	5.6%	7.9%
%H (All HH)		100.0%	28.6%	28.6%	77.8%	31.7%	46.0%
%H (TV HH)			28.6%	28.6%	77.8%	31.7%	46.0%
Any recorder	598	598	290	170	447	296	151
%V	61.5%	63.3%	85.3%	70.2%	61.5%	82.2%	41.1%
%H (All HH)		100.0%	48.5%	28.4%	74.7%	49.5%	25.3%
%H (TV HH)			48.5%	28.4%	74.7%	49.5%	25.3%

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 2012 - March 2013
BBC Midlands East
Household level data
Table 15.9: Other TV equipment
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	973	944	340	242	727	360	367
%H (All HH)		97.0%	34.9%	24.9%	74.7%	37.0%	37.7%
%H (TV HH)			36.0%	25.6%	77.0%	38.1%	38.9%
Receives HDTV (via STB or built-in reception)	508	508	220	186	376	261	115
%V	52.2%	53.8%	64.7%	76.9%	51.7%	72.5%	31.3%
%H (All HH)		100.0%	43.3%	36.6%	74.0%	51.4%	22.6%
%H (TV HH)			43.3%	36.6%	74.0%	51.4%	22.6%
DVD/Blu-ray player or recorder	745	745	286	201	591	319	271
%V	76.6%	78.9%	84.1%	83.1%	81.3%	88.6%	73.8%
%H (All HH)		100.0%	38.4%	27.0%	79.3%	42.8%	36.4%
%H (TV HH)			38.4%	27.0%	79.3%	42.8%	36.4%

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 2012 - March 2013
BBC Midlands East
Household level data
Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	973	944	340	242	727	360	367
%H (All HH)		97.0%	34.9%	24.9%	74.7%	37.0%	37.7%
%H (TV HH)			36.0%	25.6%	77.0%	38.1%	38.9%
Has PC or Laptop	740	722	288	211	544	315	229
%V	76.1%	76.5%	84.7%	87.2%	74.8%	87.5%	62.4%
%H (All HH)		97.6%	38.9%	28.5%	73.5%	42.6%	30.9%
%H (TV HH)			39.9%	29.2%	75.3%	43.6%	31.7%
Has broadband internet	701	685	282	206	514	310	203
%V	72.0%	72.6%	82.9%	85.1%	70.7%	86.1%	55.3%
%H (All HH)		97.7%	40.2%	29.4%	73.3%	44.2%	29.0%
%H (TV HH)			41.2%	30.1%	75.0%	45.3%	29.6%

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 2012 - March 2013

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1847	743	506	1493	866	626
%H		40.2%	27.4%	80.8%	46.9%	33.9%
Under 20"	307	112	79	277	154	123
%V	16.6%	15.1%	15.6%	18.6%	17.8%	19.6%
%H		36.5%	25.7%	90.2%	50.2%	40.1%
20" - 29"	439	152	120	377	202	176
%V	23.8%	20.5%	23.7%	25.3%	23.3%	28.1%
%H		34.6%	27.3%	85.9%	46.0%	40.1%
30" - 39"	570	227	155	461	263	198
%V	30.9%	30.6%	30.6%	30.9%	30.4%	31.6%
%H		39.8%	27.2%	80.9%	46.1%	34.7%
40" and over	389	189	118	289	196	93
%V	21.1%	25.4%	23.3%	19.4%	22.6%	14.9%
%H		48.6%	30.3%	74.3%	50.4%	23.9%
Don't know	25	10	5	22	11	12
%V	1.4%	1.3%	1.0%	1.5%	1.3%	1.9%
%H		40.0%	20.0%	88.0%	44.0%	48.0%
Not Asked	117	53	29	67	40	24
%V	6.3%	7.1%	5.7%	4.5%	4.6%	3.8%
%H		45.3%	24.8%	57.3%	34.2%	20.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Midlands East

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1847	743	506	1493	866	626
%H		40.2%	27.4%	80.8%	46.9%	33.9%
Main living room	925	338	241	720	359	361
%V	50.1%	45.5%	47.6%	48.2%	41.5%	57.7%
%H		36.5%	26.1%	77.8%	38.8%	39.0%
Kitchen	106	46	28	96	61	35
%V	5.7%	6.2%	5.5%	6.4%	7.0%	5.6%
%H		43.4%	26.4%	90.6%	57.5%	33.0%
Adult's bedroom	410	180	112	359	231	129
%V	22.2%	24.2%	22.1%	24.0%	26.7%	20.6%
%H		43.9%	27.3%	87.6%	56.3%	31.5%
Child's bedroom	95	45	34	83	64	18
%V	5.1%	6.1%	6.7%	5.6%	7.4%	2.9%
%H		47.4%	35.8%	87.4%	67.4%	18.9%
Other bedroom	63	27	25	54	40	14
%V	3.4%	3.6%	4.9%	3.6%	4.6%	2.2%
%H		42.9%	39.7%	85.7%	63.5%	22.2%
Second living/dining room	77	32	21	65	39	26
%V	4.2%	4.3%	4.2%	4.4%	4.5%	4.2%
%H		41.6%	27.3%	84.4%	50.6%	33.8%
Study/office	13	6	2	12	7	5
%V	0.7%	0.8%	0.4%	0.8%	0.8%	0.8%
%H		46.2%	15.4%	92.3%	53.8%	38.5%
TV room	5	2	1	4	3	1
%V	0.3%	0.3%	0.2%	0.3%	0.3%	0.2%
%H		40.0%	20.0%	80.0%	60.0%	20.0%
Conservatory	24	11	6	21	14	7
%V	1.3%	1.5%	1.2%	1.4%	1.6%	1.1%
%H		45.8%	25.0%	87.5%	58.3%	29.2%
Attic or loft room	3	1	1	2	1	1
%V	0.2%	0.1%	0.2%	0.1%	0.1%	0.2%
%H		33.3%	33.3%	66.7%	33.3%	33.3%
No specific location	3	1	1	3	1	2
%V	0.2%	0.1%	0.2%	0.2%	0.1%	0.3%
%H		33.3%	33.3%	100.0%	33.3%	66.7%
Other	7	2	3	6	4	2
%V	0.4%	0.3%	0.6%	0.4%	0.5%	0.3%
%H		28.6%	42.9%	85.7%	57.1%	28.6%
Not Asked	117	53	29	67	40	24
%V	6.3%	7.1%	5.7%	4.5%	4.6%	3.8%
%H		45.3%	24.8%	57.3%	34.2%	20.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands East
Set level data
Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1847	743	506	1493	866	626
%H		40.2%	27.4%	80.8%	46.9%	33.9%
PVR	662	373	193	490	379	111
%V	35.8%	50.2%	38.1%	32.8%	43.8%	17.7%
%H		56.3%	29.2%	74.0%	57.3%	16.8%
DVDR	120	39	29	99	46	53
%V	6.5%	5.2%	5.7%	6.6%	5.3%	8.5%
%H		32.5%	24.2%	82.5%	38.3%	44.2%
VCR	66	19	19	51	22	30
%V	3.6%	2.6%	3.8%	3.4%	2.5%	4.8%
%H		28.8%	28.8%	77.3%	33.3%	45.5%
Any recorder	763	391	217	580	409	172
%V	41.3%	52.6%	42.9%	38.8%	47.2%	27.5%
%H		51.2%	28.4%	76.0%	53.6%	22.5%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	1847	743	506	1493	866	626
%H		40.2%	27.4%	80.8%	46.9%	33.9%
Receives HDTV (via STB or built-in reception)	714	309	265	547	389	158
%V	38.7%	41.6%	52.4%	36.6%	44.9%	25.2%
%H		43.3%	37.1%	76.6%	54.5%	22.1%
DVD/Blu-ray player or recorder	1080	434	304	890	527	363
%V	58.5%	58.4%	60.1%	59.6%	60.9%	58.0%
%H		40.2%	28.1%	82.4%	48.8%	33.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands East
Set level data
Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	943	340	242	727	360	367
%H		36.1%	25.7%	77.1%	38.2%	38.9%
Under 20"	27	5	3	23	5	19
%V	2.9%	1.5%	1.2%	3.2%	1.4%	5.2%
%H		18.5%	11.1%	85.2%	18.5%	70.4%
20" - 29"	169	39	38	137	42	95
%V	17.9%	11.5%	15.7%	18.8%	11.7%	25.9%
%H		23.1%	22.5%	81.1%	24.9%	56.2%
30" - 39"	396	134	101	314	149	165
%V	42.0%	39.4%	41.7%	43.2%	41.4%	45.0%
%H		33.8%	25.5%	79.3%	37.6%	41.7%
40" and over	333	160	98	244	162	82
%V	35.3%	47.1%	40.5%	33.6%	45.0%	22.3%
%H		48.0%	29.4%	73.3%	48.6%	24.6%
Don't know	9	2	2	7	2	5
%V	1.0%	0.6%	0.8%	1.0%	0.6%	1.4%
%H		22.2%	22.2%	77.8%	22.2%	55.6%
Not Asked	9	0	0	2	0	1
%V	1.0%	0.0%	0.0%	0.3%	0.0%	0.3%
%H		0.0%	0.0%	22.2%	0.0%	11.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands East
Set level data
Table 15.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	943	340	242	727	360	367
%H		36.1%	25.7%	77.1%	38.2%	38.9%
PVR	505	274	150	366	273	93
%V	53.6%	80.6%	62.0%	50.3%	75.8%	25.3%
%H		54.3%	29.7%	72.5%	54.1%	18.4%
DVDR	95	30	21	77	32	45
%V	10.1%	8.8%	8.7%	10.6%	8.9%	12.3%
%H		31.6%	22.1%	81.1%	33.7%	47.4%
VCR	56	16	16	43	17	25
%V	5.9%	4.7%	6.6%	5.9%	4.7%	6.8%
%H		28.6%	28.6%	76.8%	30.4%	44.6%
Any recorder	583	284	168	435	291	144
%V	61.8%	83.5%	69.4%	59.8%	80.8%	39.2%
%H		48.7%	28.8%	74.6%	49.9%	24.7%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	943	340	242	727	360	367
%H		36.1%	25.7%	77.1%	38.2%	38.9%
Receives HDTV (via STB or built-in reception)	489	210	182	361	251	109
%V	51.9%	61.8%	75.2%	49.7%	69.7%	29.7%
%H		42.9%	37.2%	73.8%	51.3%	22.3%
DVD/Blu-ray player or recorder	702	268	189	552	295	257
%V	74.4%	78.8%	78.1%	75.9%	81.9%	70.0%
%H		38.2%	26.9%	78.6%	42.0%	36.6%

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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BBC Midlands East

Set level data

Table 15.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	904	403	264	766	506	260
%H		44.6%	29.2%	84.7%	56.0%	28.8%
Under 20"	281	108	75	254	149	104
%V	31.1%	26.8%	28.4%	33.2%	29.4%	40.0%
%H		38.4%	26.7%	90.4%	53.0%	37.0%
20" - 29"	270	113	82	240	160	80
%V	29.9%	28.0%	31.1%	31.3%	31.6%	30.8%
%H		41.9%	30.4%	88.9%	59.3%	29.6%
30" - 39"	174	93	53	146	113	33
%V	19.2%	23.1%	20.1%	19.1%	22.3%	12.7%
%H		53.4%	30.5%	83.9%	64.9%	19.0%
40" and over	56	29	19	44	34	11
%V	6.2%	7.2%	7.2%	5.7%	6.7%	4.2%
%H		51.8%	33.9%	78.6%	60.7%	19.6%
Don't know	16	8	3	15	9	6
%V	1.8%	2.0%	1.1%	2.0%	1.8%	2.3%
%H		50.0%	18.8%	93.8%	56.3%	37.5%
Not Asked	107	52	32	67	41	26
%V	11.8%	12.9%	12.1%	8.7%	8.1%	10.0%
%H		48.6%	29.9%	62.6%	38.3%	24.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Midlands East

Set level data

Table 15.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	904	403	264	766	506	260
%H		44.6%	29.2%	84.7%	56.0%	28.8%
PVR	157	99	43	124	105	18
%V	17.4%	24.6%	16.3%	16.2%	20.8%	6.9%
%H		63.1%	27.4%	79.0%	66.9%	11.5%
DVDR	25	9	8	22	14	8
%V	2.8%	2.2%	3.0%	2.9%	2.8%	3.1%
%H		36.0%	32.0%	88.0%	56.0%	32.0%
VCR	10	2	3	9	4	4
%V	1.1%	0.5%	1.1%	1.2%	0.8%	1.5%
%H		20.0%	30.0%	90.0%	40.0%	40.0%
Any recorder	180	107	49	146	118	28
%V	19.9%	26.6%	18.6%	19.1%	23.3%	10.8%
%H		59.4%	27.2%	81.1%	65.6%	15.6%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	904	403	264	766	506	260
%H		44.6%	29.2%	84.7%	56.0%	28.8%
Receives HDTV (via STB or built-in reception)	225	99	83	186	138	49
%V	24.9%	24.6%	31.4%	24.3%	27.3%	18.8%
%H		44.0%	36.9%	82.7%	61.3%	21.8%
DVD/Blu-ray player or recorder	378	166	115	338	232	106
%V	41.8%	41.2%	43.6%	44.1%	45.8%	40.8%
%H		43.9%	30.4%	89.4%	61.4%	28.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands East
Individual level data
Table 15.21: Age of Children
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	2247	2196	912	620	1631	943	688
%H		97.7%	40.6%	27.6%	72.6%	42.0%	30.6%
Total Children	428	421	208	127	298	205	93
%V	19.0%	19.2%	22.8%	20.5%	18.3%	21.7%	13.5%
%H		98.4%	48.6%	29.7%	69.6%	47.9%	21.7%
0 - 3	111	108	53	31	73	47	26
%V	4.9%	4.9%	5.8%	5.0%	4.5%	5.0%	3.8%
%H		97.3%	47.7%	27.9%	65.8%	42.3%	23.4%
4 - 15	317	313	155	95	226	158	68
%V	14.1%	14.3%	17.0%	15.3%	13.9%	16.8%	9.9%
%H		98.7%	48.9%	30.0%	71.3%	49.8%	21.5%
4 - 9	175	172	82	52	119	79	40
%V	7.8%	7.8%	9.0%	8.4%	7.3%	8.4%	5.8%
%H		98.3%	46.9%	29.7%	68.0%	45.1%	22.9%
10 - 15	142	141	73	43	107	79	28
%V	6.3%	6.4%	8.0%	6.9%	6.6%	8.4%	4.1%
%H		99.3%	51.4%	30.3%	75.4%	55.6%	19.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	2247	2196	912	620	1631	943	688
%H		97.7%	40.6%	27.6%	72.6%	42.0%	30.6%
Total Adults (16+)	1819	1775	705	493	1333	738	595
%V	81.0%	80.8%	77.3%	79.5%	81.7%	78.3%	86.5%
%H		97.6%	38.8%	27.1%	73.3%	40.6%	32.7%
16 - 19	115	112	50	35	78	52	26
%V	5.1%	5.1%	5.5%	5.6%	4.8%	5.5%	3.8%
%H		97.4%	43.5%	30.4%	67.8%	45.2%	22.6%
20 - 24	165	155	55	51	104	56	48
%V	7.3%	7.1%	6.0%	8.2%	6.4%	5.9%	7.0%
%H		93.9%	33.3%	30.9%	63.0%	33.9%	29.1%
25 - 34	311	303	132	94	207	129	78
%V	13.8%	13.8%	14.5%	15.2%	12.7%	13.7%	11.3%
%H		97.4%	42.4%	30.2%	66.6%	41.5%	25.1%
35 - 44	302	296	137	88	215	140	76
%V	13.4%	13.5%	15.0%	14.2%	13.2%	14.8%	11.0%
%H		98.0%	45.4%	29.1%	71.2%	46.4%	25.2%
45 - 54	304	298	130	90	226	142	84
%V	13.5%	13.6%	14.3%	14.5%	13.9%	15.1%	12.2%
%H		98.0%	42.8%	29.6%	74.3%	46.7%	27.6%
55 - 64	261	255	97	67	201	105	96
%V	11.6%	11.6%	10.6%	10.8%	12.3%	11.1%	14.0%
%H		97.7%	37.2%	25.7%	77.0%	40.2%	36.8%
65+	361	355	105	68	301	113	187
%V	16.1%	16.2%	11.5%	11.0%	18.5%	12.0%	27.2%
%H		98.3%	29.1%	18.8%	83.4%	31.3%	51.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands East
Individual level data
Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1819	1775	705	493	1333	738	595
%H		97.6%	38.8%	27.1%	73.3%	40.6%	32.7%
AB	370	364	160	94	282	163	119
%V	20.3%	20.5%	22.7%	19.1%	21.2%	22.1%	20.0%
%H		98.4%	43.2%	25.4%	76.2%	44.1%	32.2%
C1	490	473	172	141	361	204	158
%V	26.9%	26.6%	24.4%	28.6%	27.1%	27.6%	26.6%
%H		96.5%	35.1%	28.8%	73.7%	41.6%	32.2%
C2	409	403	178	105	314	187	127
%V	22.5%	22.7%	25.2%	21.3%	23.6%	25.3%	21.3%
%H		98.5%	43.5%	25.7%	76.8%	45.7%	31.1%
D	320	316	122	101	209	117	92
%V	17.6%	17.8%	17.3%	20.5%	15.7%	15.9%	15.5%
%H		98.8%	38.1%	31.6%	65.3%	36.6%	28.8%
E	230	220	73	52	166	67	99
%V	12.6%	12.4%	10.4%	10.5%	12.5%	9.1%	16.6%
%H		95.7%	31.7%	22.6%	72.2%	29.1%	43.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands East
Individual level data
Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1819	1775	705	493	1333	738	595
%H		97.6%	38.8%	27.1%	73.3%	40.6%	32.7%
Working full time	776	765	343	231	568	361	207
%V	42.7%	43.1%	48.7%	46.9%	42.6%	48.9%	34.8%
%H		98.6%	44.2%	29.8%	73.2%	46.5%	26.7%
Working part time	192	189	77	57	140	85	55
%V	10.6%	10.6%	10.9%	11.6%	10.5%	11.5%	9.2%
%H		98.4%	40.1%	29.7%	72.9%	44.3%	28.6%
Not working	851	821	285	205	625	292	333
%V	46.8%	46.3%	40.4%	41.6%	46.9%	39.6%	56.0%
%H		96.5%	33.5%	24.1%	73.4%	34.3%	39.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2012 - March 2013

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	879	856	347	239	635	364	271
%H		97.4%	39.5%	27.2%	72.2%	41.4%	30.8%
16 - 19	60	58	26	18	42	28	13
%V	6.8%	6.8%	7.5%	7.5%	6.6%	7.7%	4.8%
%H		96.7%	43.3%	30.0%	70.0%	46.7%	21.7%
20 - 24	84	79	27	27	52	30	22
%V	9.6%	9.2%	7.8%	11.3%	8.2%	8.2%	8.1%
%H		94.0%	32.1%	32.1%	61.9%	35.7%	26.2%
25 - 34	149	145	64	44	100	63	37
%V	17.0%	16.9%	18.4%	18.4%	15.7%	17.3%	13.7%
%H		97.3%	43.0%	29.5%	67.1%	42.3%	24.8%
35 - 44	152	149	70	41	108	68	39
%V	17.3%	17.4%	20.2%	17.2%	17.0%	18.7%	14.4%
%H		98.0%	46.1%	27.0%	71.1%	44.7%	25.7%
45 - 54	151	148	64	43	111	69	42
%V	17.2%	17.3%	18.4%	18.0%	17.5%	19.0%	15.5%
%H		98.0%	42.4%	28.5%	73.5%	45.7%	27.8%
55 - 64	124	120	45	34	93	51	43
%V	14.1%	14.0%	13.0%	14.2%	14.6%	14.0%	15.9%
%H		96.8%	36.3%	27.4%	75.0%	41.1%	34.7%
65+	160	156	51	32	130	55	75
%V	18.2%	18.2%	14.7%	13.4%	20.5%	15.1%	27.7%
%H		97.5%	31.9%	20.0%	81.3%	34.4%	46.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands East
Individual level data
Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	879	856	347	239	635	364	271
%H		97.4%	39.5%	27.2%	72.2%	41.4%	30.8%
AB	180	177	78	47	138	83	55
%V	20.5%	20.7%	22.5%	19.7%	21.7%	22.8%	20.3%
%H		98.3%	43.3%	26.1%	76.7%	46.1%	30.6%
C1	229	220	90	62	166	100	66
%V	26.1%	25.7%	25.9%	25.9%	26.1%	27.5%	24.4%
%H		96.1%	39.3%	27.1%	72.5%	43.7%	28.8%
C2	214	210	88	56	162	93	69
%V	24.3%	24.5%	25.4%	23.4%	25.5%	25.5%	25.5%
%H		98.1%	41.1%	26.2%	75.7%	43.5%	32.2%
D	164	162	64	54	106	64	42
%V	18.7%	18.9%	18.4%	22.6%	16.7%	17.6%	15.5%
%H		98.8%	39.0%	32.9%	64.6%	39.0%	25.6%
E	91	86	27	21	63	24	39
%V	10.4%	10.0%	7.8%	8.8%	9.9%	6.6%	14.4%
%H		94.5%	29.7%	23.1%	69.2%	26.4%	42.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands East
Individual level data
Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	879	856	347	239	635	364	271
%H		97.4%	39.5%	27.2%	72.2%	41.4%	30.8%
Working full time	488	482	220	142	356	229	127
%V	55.5%	56.3%	63.4%	59.4%	56.1%	62.9%	46.9%
%H		98.8%	45.1%	29.1%	73.0%	46.9%	26.0%
Working part time	36	35	14	8	27	15	12
%V	4.1%	4.1%	4.0%	3.3%	4.3%	4.1%	4.4%
%H		97.2%	38.9%	22.2%	75.0%	41.7%	33.3%
Not working	354	339	114	89	253	120	133
%V	40.3%	39.6%	32.9%	37.2%	39.8%	33.0%	49.1%
%H		95.8%	32.2%	25.1%	71.5%	33.9%	37.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	940	920	357	254	697	374	324
%H		97.9%	38.0%	27.0%	74.1%	39.8%	34.5%
16 - 19	55	54	24	17	37	24	13
%V	5.9%	5.9%	6.7%	6.7%	5.3%	6.4%	4.0%
%H		98.2%	43.6%	30.9%	67.3%	43.6%	23.6%
20 - 24	81	76	28	24	52	26	25
%V	8.6%	8.3%	7.8%	9.4%	7.5%	7.0%	7.7%
%H		93.8%	34.6%	29.6%	64.2%	32.1%	30.9%
25 - 34	162	158	68	50	107	66	41
%V	17.2%	17.2%	19.0%	19.7%	15.4%	17.6%	12.7%
%H		97.5%	42.0%	30.9%	66.0%	40.7%	25.3%
35 - 44	150	147	66	47	107	71	36
%V	16.0%	16.0%	18.5%	18.5%	15.4%	19.0%	11.1%
%H		98.0%	44.0%	31.3%	71.3%	47.3%	24.0%
45 - 54	153	151	65	47	115	73	42
%V	16.3%	16.4%	18.2%	18.5%	16.5%	19.5%	13.0%
%H		98.7%	42.5%	30.7%	75.2%	47.7%	27.5%
55 - 64	138	135	51	33	108	54	54
%V	14.7%	14.7%	14.3%	13.0%	15.5%	14.4%	16.7%
%H		97.8%	37.0%	23.9%	78.3%	39.1%	39.1%
65+	201	199	54	36	171	59	112
%V	21.4%	21.6%	15.1%	14.2%	24.5%	15.8%	34.6%
%H		99.0%	26.9%	17.9%	85.1%	29.4%	55.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands East
Individual level data
Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	940	920	357	254	697	374	324
%H		97.9%	38.0%	27.0%	74.1%	39.8%	34.5%
AB	189	187	82	47	143	80	63
%V	20.1%	20.3%	23.0%	18.5%	20.5%	21.4%	19.4%
%H		98.9%	43.4%	24.9%	75.7%	42.3%	33.3%
C1	261	253	82	80	196	104	92
%V	27.8%	27.5%	23.0%	31.5%	28.1%	27.8%	28.4%
%H		96.9%	31.4%	30.7%	75.1%	39.8%	35.2%
C2	195	193	90	49	152	94	58
%V	20.7%	21.0%	25.2%	19.3%	21.8%	25.1%	17.9%
%H		99.0%	46.2%	25.1%	77.9%	48.2%	29.7%
D	156	154	58	47	103	53	50
%V	16.6%	16.7%	16.2%	18.5%	14.8%	14.2%	15.4%
%H		98.7%	37.2%	30.1%	66.0%	34.0%	32.1%
E	139	134	46	31	103	43	60
%V	14.8%	14.6%	12.9%	12.2%	14.8%	11.5%	18.5%
%H		96.4%	33.1%	22.3%	74.1%	30.9%	43.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2012 - March 2013
BBC Midlands East
Individual level data
Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	940	920	357	254	697	374	324
%H		97.9%	38.0%	27.0%	74.1%	39.8%	34.5%
Working full time	288	283	123	89	212	132	80
%V	30.6%	30.8%	34.5%	35.0%	30.4%	35.3%	24.7%
%H		98.3%	42.7%	30.9%	73.6%	45.8%	27.8%
Working part time	156	154	63	49	113	70	43
%V	16.6%	16.7%	17.6%	19.3%	16.2%	18.7%	13.3%
%H		98.7%	40.4%	31.4%	72.4%	44.9%	27.6%
Not working	497	482	172	115	372	172	200
%V	52.9%	52.4%	48.2%	45.3%	53.4%	46.0%	61.7%
%H		97.0%	34.6%	23.1%	74.8%	34.6%	40.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total