



BARB Establishment Survey Annual Data Report Volume 2: BBC Areas

April 2013 to March 2014



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

April 2013 - March 2014

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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 2013 - March 2014

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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April 2013 - March 2014
BBC London
Household level data
Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5137	4726	1976	882	3287	1404	1883	4133
%H (All HH)		92.0%	38.5%	17.2%	64.0%	27.3%	36.7%	80.5%
%H (TV HH)			41.8%	18.7%	69.6%	29.7%	39.8%	
AB	1463	1374	600	304	925	450	475	1368
%V	28.5%	29.1%	30.4%	34.5%	28.1%	32.1%	25.2%	33.1%
%H (All HH)		93.9%	41.0%	20.8%	63.2%	30.8%	32.5%	93.5%
%H (TV HH)			43.7%	22.1%	67.3%	32.8%	34.6%	
C1	1533	1377	573	255	976	422	554	1306
%V	29.8%	29.1%	29.0%	28.9%	29.7%	30.1%	29.4%	31.6%
%H (All HH)		89.8%	37.4%	16.6%	63.7%	27.5%	36.1%	85.2%
%H (TV HH)			41.6%	18.5%	70.9%	30.6%	40.2%	
C2	854	804	366	149	562	267	295	677
%V	16.6%	17.0%	18.5%	16.9%	17.1%	19.0%	15.7%	16.4%
%H (All HH)		94.1%	42.9%	17.4%	65.8%	31.3%	34.5%	79.3%
%H (TV HH)			45.5%	18.5%	69.9%	33.2%	36.7%	
D	760	684	283	104	462	165	297	516
%V	14.8%	14.5%	14.3%	11.8%	14.1%	11.8%	15.8%	12.5%
%H (All HH)		90.0%	37.2%	13.7%	60.8%	21.7%	39.1%	67.9%
%H (TV HH)			41.4%	15.2%	67.5%	24.1%	43.4%	
E	525	488	154	69	361	99	262	266
%V	10.2%	10.3%	7.8%	7.8%	11.0%	7.1%	13.9%	6.4%
%H (All HH)		93.0%	29.3%	13.1%	68.8%	18.9%	49.9%	50.7%
%H (TV HH)			31.6%	14.1%	74.0%	20.3%	53.7%	

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 2013 - March 2014
BBC London
Household level data
Table 1.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5137	4726	1976	882	3287	1404	1883	4133
%H (All HH)		92.0%	38.5%	17.2%	64.0%	27.3%	36.7%	80.5%
%H (TV HH)			41.8%	18.7%	69.6%	29.7%	39.8%	
Under 25	225	164	65	29	108	44	64	183
%V	4.4%	3.5%	3.3%	3.3%	3.3%	3.1%	3.4%	4.4%
%H (All HH)		72.9%	28.9%	12.9%	48.0%	19.6%	28.4%	81.3%
%H (TV HH)			39.6%	17.7%	65.9%	26.8%	39.0%	
25 - 34	1060	922	405	169	569	224	345	952
%V	20.6%	19.5%	20.5%	19.2%	17.3%	16.0%	18.3%	23.0%
%H (All HH)		87.0%	38.2%	15.9%	53.7%	21.1%	32.5%	89.8%
%H (TV HH)			43.9%	18.3%	61.7%	24.3%	37.4%	
35 - 44	1033	949	477	199	582	306	275	963
%V	20.1%	20.1%	24.1%	22.6%	17.7%	21.8%	14.6%	23.3%
%H (All HH)		91.9%	46.2%	19.3%	56.3%	29.6%	26.6%	93.2%
%H (TV HH)			50.3%	21.0%	61.3%	32.2%	29.0%	
45 - 54	1003	949	418	202	665	328	337	883
%V	19.5%	20.1%	21.2%	22.9%	20.2%	23.4%	17.9%	21.4%
%H (All HH)		94.6%	41.7%	20.1%	66.3%	32.7%	33.6%	88.0%
%H (TV HH)			44.0%	21.3%	70.1%	34.6%	35.5%	
55 - 64	725	687	300	134	508	248	259	599
%V	14.1%	14.5%	15.2%	15.2%	15.5%	17.7%	13.8%	14.5%
%H (All HH)		94.8%	41.4%	18.5%	70.1%	34.2%	35.7%	82.6%
%H (TV HH)			43.7%	19.5%	73.9%	36.1%	37.7%	
65 +	1090	1055	310	149	856	253	602	553
%V	21.2%	22.3%	15.7%	16.9%	26.0%	18.0%	32.0%	13.4%
%H (All HH)		96.8%	28.4%	13.7%	78.5%	23.2%	55.2%	50.7%
%H (TV HH)			29.4%	14.1%	81.1%	24.0%	57.1%	

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 2013 - March 2014
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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5137	4726	1976	882	3287	1404	1883	4133
%H (All HH)		92.0%	38.5%	17.2%	64.0%	27.3%	36.7%	80.5%
%H (TV HH)			41.8%	18.7%	69.6%	29.7%	39.8%	
1	1573	1383	376	201	1059	259	800	911
%V	30.6%	29.3%	19.0%	22.8%	32.2%	18.4%	42.5%	22.0%
%H (All HH)		87.9%	23.9%	12.8%	67.3%	16.5%	50.9%	57.9%
%H (TV HH)			27.2%	14.5%	76.6%	18.7%	57.8%	
2	1491	1399	581	262	1002	440	563	1271
%V	29.0%	29.6%	29.4%	29.7%	30.5%	31.3%	29.9%	30.8%
%H (All HH)		93.8%	39.0%	17.6%	67.2%	29.5%	37.8%	85.2%
%H (TV HH)			41.5%	18.7%	71.6%	31.5%	40.2%	
3	885	832	396	182	549	290	260	820
%V	17.2%	17.6%	20.0%	20.6%	16.7%	20.7%	13.8%	19.8%
%H (All HH)		94.0%	44.7%	20.6%	62.0%	32.8%	29.4%	92.7%
%H (TV HH)			47.6%	21.9%	66.0%	34.9%	31.3%	
4	775	729	395	159	453	272	181	738
%V	15.1%	15.4%	20.0%	18.0%	13.8%	19.4%	9.6%	17.9%
%H (All HH)		94.1%	51.0%	20.5%	58.5%	35.1%	23.4%	95.2%
%H (TV HH)			54.2%	21.8%	62.1%	37.3%	24.8%	
5+	412	384	228	78	223	144	79	394
%V	8.0%	8.1%	11.5%	8.8%	6.8%	10.3%	4.2%	9.5%
%H (All HH)		93.2%	55.3%	18.9%	54.1%	35.0%	19.2%	95.6%
%H (TV HH)			59.4%	20.3%	58.1%	37.5%	20.6%	
Average HH size	2.47	2.49	2.83	2.69	2.37	2.78	2.07	2.67

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 2013 - March 2014
BBC London
Household level data
Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5137	4726	1976	882	3287	1404	1883	4133
%H (All HH)		92.0%	38.5%	17.2%	64.0%	27.3%	36.7%	80.5%
%H (TV HH)			41.8%	18.7%	69.6%	29.7%	39.8%	
Without	3683	3343	1255	595	2431	932	1499	2785
%V	71.7%	70.7%	63.5%	67.5%	74.0%	66.4%	79.6%	67.4%
%H (All HH)		90.8%	34.1%	16.2%	66.0%	25.3%	40.7%	75.6%
%H (TV HH)			37.5%	17.8%	72.7%	27.9%	44.8%	
With	1453	1383	721	287	855	472	384	1348
%V	28.3%	29.3%	36.5%	32.5%	26.0%	33.6%	20.4%	32.6%
%H (All HH)		95.2%	49.6%	19.8%	58.8%	32.5%	26.4%	92.8%
%H (TV HH)			52.1%	20.8%	61.8%	34.1%	27.8%	
0 - 3	610	571	285	109	348	170	179	552
%V	11.9%	12.1%	14.4%	12.4%	10.6%	12.1%	9.5%	13.4%
%H (All HH)		93.6%	46.7%	17.9%	57.0%	27.9%	29.3%	90.5%
%H (TV HH)			49.9%	19.1%	60.9%	29.8%	31.3%	
4 - 9	722	685	367	136	415	230	184	667
%V	14.1%	14.5%	18.6%	15.4%	12.6%	16.4%	9.8%	16.1%
%H (All HH)		94.9%	50.8%	18.8%	57.5%	31.9%	25.5%	92.4%
%H (TV HH)			53.6%	19.9%	60.6%	33.6%	26.9%	
10 - 15	626	604	330	136	382	238	144	593
%V	12.2%	12.8%	16.7%	15.4%	11.6%	17.0%	7.6%	14.3%
%H (All HH)		96.5%	52.7%	21.7%	61.0%	38.0%	23.0%	94.7%
%H (TV HH)			54.6%	22.5%	63.2%	39.4%	23.8%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2013 - March 2014
BBC London
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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5137	4726	1976	882	3287	1404	1883	4133
%H (All HH)		92.0%	38.5%	17.2%	64.0%	27.3%	36.7%	80.5%
%H (TV HH)			41.8%	18.7%	69.6%	29.7%	39.8%	
1	2375	2375	823	369	1533	367	1165	1772
%V	46.2%	50.3%	41.6%	41.8%	46.6%	26.1%	61.9%	42.9%
%H (All HH)		100.0%	34.7%	15.5%	64.5%	15.5%	49.1%	74.6%
%H (TV HH)			34.7%	15.5%	64.5%	15.5%	49.1%	
2	1453	1453	664	300	1034	532	502	1213
%V	28.3%	30.7%	33.6%	34.0%	31.5%	37.9%	26.7%	29.3%
%H (All HH)		100.0%	45.7%	20.6%	71.2%	36.6%	34.5%	83.5%
%H (TV HH)			45.7%	20.6%	71.2%	36.6%	34.5%	
3	580	580	297	132	463	302	161	536
%V	11.3%	12.3%	15.0%	15.0%	14.1%	21.5%	8.6%	13.0%
%H (All HH)		100.0%	51.2%	22.8%	79.8%	52.1%	27.8%	92.4%
%H (TV HH)			51.2%	22.8%	79.8%	52.1%	27.8%	
4	216	216	124	56	171	130	42	207
%V	4.2%	4.6%	6.3%	6.3%	5.2%	9.3%	2.2%	5.0%
%H (All HH)		100.0%	57.4%	25.9%	79.2%	60.2%	19.4%	95.8%
%H (TV HH)			57.4%	25.9%	79.2%	60.2%	19.4%	
5+	101	101	68	24	86	73	13	100
%V	2.0%	2.1%	3.4%	2.7%	2.6%	5.2%	0.7%	2.4%
%H (All HH)		100.0%	67.3%	23.8%	85.1%	72.3%	12.9%	99.0%
%H (TV HH)			67.3%	23.8%	85.1%	72.3%	12.9%	

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

DATA PERIOD: ANNUAL
April 2013 - March 2014
BBC London
Household level data
Table 1.6: Screen size
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5137	4726	1976	882	3287	1404	1883	4133
%H (All HH)		92.0%	38.5%	17.2%	64.0%	27.3%	36.7%	80.5%
%H (TV HH)			41.8%	18.7%	69.6%	29.7%	39.8%	
Under 20"	893	893	352	185	742	377	364	734
%V	17.4%	18.9%	17.8%	21.0%	22.6%	26.9%	19.3%	17.8%
%H (All HH)		100.0%	39.4%	20.7%	83.1%	42.2%	40.8%	82.2%
%H (TV HH)			39.4%	20.7%	83.1%	42.2%	40.8%	
20" - 29"	1619	1619	637	309	1256	568	687	1269
%V	31.5%	34.3%	32.2%	35.0%	38.2%	40.5%	36.5%	30.7%
%H (All HH)		100.0%	39.3%	19.1%	77.6%	35.1%	42.4%	78.4%
%H (TV HH)			39.3%	19.1%	77.6%	35.1%	42.4%	
30" - 39"	2316	2316	982	450	1652	752	900	1923
%V	45.1%	49.0%	49.7%	51.0%	50.3%	53.6%	47.8%	46.5%
%H (All HH)		100.0%	42.4%	19.4%	71.3%	32.5%	38.9%	83.0%
%H (TV HH)			42.4%	19.4%	71.3%	32.5%	38.9%	
40" and over	1984	1984	1093	421	1278	783	496	1787
%V	38.6%	42.0%	55.3%	47.7%	38.9%	55.8%	26.3%	43.2%
%H (All HH)		100.0%	55.1%	21.2%	64.4%	39.5%	25.0%	90.1%
%H (TV HH)			55.1%	21.2%	64.4%	39.5%	25.0%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5137	4726	1976	882	3287	1404	1883	4133
%H (All HH)		92.0%	38.5%	17.2%	64.0%	27.3%	36.7%	80.5%
%H (TV HH)			41.8%	18.7%	69.6%	29.7%	39.8%	
Main living room	4639	4639	1954	873	3226	1390	1836	3759
%V	90.3%	98.2%	98.9%	99.0%	98.1%	99.0%	97.5%	91.0%
%H (All HH)		100.0%	42.1%	18.8%	69.5%	30.0%	39.6%	81.0%
%H (TV HH)			42.1%	18.8%	69.5%	30.0%	39.6%	
Kitchen	459	459	220	103	377	231	146	401
%V	8.9%	9.7%	11.1%	11.7%	11.5%	16.5%	7.8%	9.7%
%H (All HH)		100.0%	47.9%	22.4%	82.1%	50.3%	31.8%	87.4%
%H (TV HH)			47.9%	22.4%	82.1%	50.3%	31.8%	
Adult's bedroom	1790	1790	883	391	1358	817	540	1569
%V	34.8%	37.9%	44.7%	44.3%	41.3%	58.2%	28.7%	38.0%
%H (All HH)		100.0%	49.3%	21.8%	75.9%	45.6%	30.2%	87.7%
%H (TV HH)			49.3%	21.8%	75.9%	45.6%	30.2%	
Child's bedroom	277	277	163	67	202	148	54	261
%V	5.4%	5.9%	8.2%	7.6%	6.1%	10.5%	2.9%	6.3%
%H (All HH)		100.0%	58.8%	24.2%	72.9%	53.4%	19.5%	94.2%
%H (TV HH)			58.8%	24.2%	72.9%	53.4%	19.5%	
Other bedroom	182	182	97	37	144	94	51	165
%V	3.5%	3.9%	4.9%	4.2%	4.4%	6.7%	2.7%	4.0%
%H (All HH)		100.0%	53.3%	20.3%	79.1%	51.6%	28.0%	90.7%
%H (TV HH)			53.3%	20.3%	79.1%	51.6%	28.0%	
Second living/dining room	296	296	149	63	231	141	90	269
%V	5.8%	6.3%	7.5%	7.1%	7.0%	10.0%	4.8%	6.5%
%H (All HH)		100.0%	50.3%	21.3%	78.0%	47.6%	30.4%	90.9%
%H (TV HH)			50.3%	21.3%	78.0%	47.6%	30.4%	
Study/office	78	78	47	16	57	41	17	75
%V	1.5%	1.7%	2.4%	1.8%	1.7%	2.9%	0.9%	1.8%
%H (All HH)		100.0%	60.3%	20.5%	73.1%	52.6%	21.8%	96.2%
%H (TV HH)			60.3%	20.5%	73.1%	52.6%	21.8%	
TV room	40	40	24	8	27	19	9	38
%V	0.8%	0.8%	1.2%	0.9%	0.8%	1.4%	0.5%	0.9%
%H (All HH)		100.0%	60.0%	20.0%	67.5%	47.5%	22.5%	95.0%
%H (TV HH)			60.0%	20.0%	67.5%	47.5%	22.5%	
Conservatory	45	45	29	7	36	27	9	40
%V	0.9%	1.0%	1.5%	0.8%	1.1%	1.9%	0.5%	1.0%
%H (All HH)		100.0%	64.4%	15.6%	80.0%	60.0%	20.0%	88.9%
%H (TV HH)			64.4%	15.6%	80.0%	60.0%	20.0%	
Attic or loft room	10	10	4	3	9	5	3	9
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	40.0%	30.0%	90.0%	50.0%	30.0%	90.0%
%H (TV HH)			40.0%	30.0%	90.0%	50.0%	30.0%	
No specific location	6	6	2	1	4	2	3	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	33.3%	16.7%	66.7%	33.3%	50.0%	83.3%
%H (TV HH)			33.3%	16.7%	66.7%	33.3%	50.0%	
Other	42	42	23	10	35	24	11	41
%V	0.8%	0.9%	1.2%	1.1%	1.1%	1.7%	0.6%	1.0%
%H (All HH)		100.0%	54.8%	23.8%	83.3%	57.1%	26.2%	97.6%
%H (TV HH)			54.8%	23.8%	83.3%	57.1%	26.2%	

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 2013 - March 2014

BBC London

Household level data

Table 1.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5137	4726	1976	882	3287	1404	1883	4133
%V (All HH)		92.0%	38.5%	17.2%	64.0%	27.3%	36.7%	80.5%
%H (TV HH)			41.8%	18.7%	69.6%	29.7%	39.8%	
Any DSAT provider	1976	1976	1976	55	988	988	0	1768
%V	38.5%	41.8%	100.0%	6.2%	30.1%	70.4%	0.0%	42.8%
%H (All HH)			100.0%	2.8%	50.0%	50.0%	0.0%	89.5%
%H (TV HH)			100.0%	2.8%	50.0%	50.0%	0.0%	
Sky with subscription	1642	1642	1642	31	822	822	0	1493
%V	32.0%	34.7%	83.1%	3.5%	25.0%	58.5%	0.0%	36.1%
%H (All HH)			100.0%	1.9%	50.1%	50.1%	0.0%	90.9%
%H (TV HH)			100.0%	1.9%	50.1%	50.1%	0.0%	
Sky without subscription	91	91	91	6	36	36	0	71
%V	1.8%	1.9%	4.6%	0.7%	1.1%	2.6%	0.0%	1.7%
%H (All HH)			100.0%	6.6%	39.6%	39.6%	0.0%	78.0%
%H (TV HH)			100.0%	6.6%	39.6%	39.6%	0.0%	
Freesat	134	134	134	7	77	77	0	116
%V	2.6%	2.8%	6.8%	0.8%	2.3%	5.5%	0.0%	2.8%
%H (All HH)			100.0%	5.2%	57.5%	57.5%	0.0%	86.6%
%H (TV HH)			100.0%	5.2%	57.5%	57.5%	0.0%	
Other satellite provider	139	139	139	12	69	69	0	117
%V	2.7%	2.9%	7.0%	1.4%	2.1%	4.9%	0.0%	2.8%
%H (All HH)			100.0%	8.6%	49.6%	49.6%	0.0%	84.2%
%H (TV HH)			100.0%	8.6%	49.6%	49.6%	0.0%	
DCAB	882	882	55	882	439	439	0	803
%V	17.2%	18.7%	2.8%	100.0%	13.4%	31.3%	0.0%	19.4%
%H (All HH)			6.2%	100.0%	49.8%	49.8%	0.0%	91.0%
%H (TV HH)			6.2%	100.0%	49.8%	49.8%	0.0%	
DTT	3287	3287	988	439	3287	1404	1883	2556
%V	64.0%	69.6%	50.0%	49.8%	100.0%	100.0%	100.0%	61.8%
%H (All HH)		100.0%	30.1%	13.4%	100.0%	42.7%	57.3%	77.8%
%H (TV HH)			30.1%	13.4%	100.0%	42.7%	57.3%	

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

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BBC London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5137	4726	1976	882	3287	1404	1883	4133
%H (All HH)		92.0%	38.5%	17.2%	64.0%	27.3%	36.7%	80.5%
%H (TV HH)			41.8%	18.7%	69.6%	29.7%	39.8%	
PVR	2705	2705	1597	683	1617	1151	466	2461
%V	52.7%	57.2%	80.8%	77.4%	49.2%	82.0%	24.7%	59.5%
%H (All HH)		100.0%	59.0%	25.2%	59.8%	42.6%	17.2%	91.0%
%H (TV HH)			59.0%	25.2%	59.8%	42.6%	17.2%	
DVDR	199	199	77	37	156	69	87	164
%V	3.9%	4.2%	3.9%	4.2%	4.7%	4.9%	4.6%	4.0%
%H (All HH)		100.0%	38.7%	18.6%	78.4%	34.7%	43.7%	82.4%
%H (TV HH)			38.7%	18.6%	78.4%	34.7%	43.7%	
VCR	157	157	56	27	127	51	77	111
%V	3.1%	3.3%	2.8%	3.1%	3.9%	3.6%	4.1%	2.7%
%H (All HH)		100.0%	35.7%	17.2%	80.9%	32.5%	49.0%	70.7%
%H (TV HH)			35.7%	17.2%	80.9%	32.5%	49.0%	
Any recorder	2841	2841	1618	703	1733	1171	562	2546
%V	55.3%	60.1%	81.9%	79.7%	52.7%	83.4%	29.8%	61.6%
%H (All HH)		100.0%	57.0%	24.7%	61.0%	41.2%	19.8%	89.6%
%H (TV HH)			57.0%	24.7%	61.0%	41.2%	19.8%	
Receives HDTV (via STB or built-in reception)	2708	2708	1323	675	1788	1033	755	2425
%V	52.7%	57.3%	67.0%	76.5%	54.4%	73.6%	40.1%	58.7%
%H (All HH)		100.0%	48.9%	24.9%	66.0%	38.1%	27.9%	89.5%
%H (TV HH)			48.9%	24.9%	66.0%	38.1%	27.9%	
DVD/Blu-ray player or recorder	3596	3596	1558	728	2504	1164	1341	3034
%V	70.0%	76.1%	78.8%	82.5%	76.2%	82.9%	71.2%	73.4%
%H (All HH)		100.0%	43.3%	20.2%	69.6%	32.4%	37.3%	84.4%
%H (TV HH)			43.3%	20.2%	69.6%	32.4%	37.3%	

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 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5137	4726	1976	882	3287	1404	1883	4133
%H (All HH)		92.0%	38.5%	17.2%	64.0%	27.3%	36.7%	80.5%
%H (TV HH)			41.8%	18.7%	69.6%	29.7%	39.8%	
Has broadband internet	4133	3827	1768	803	2556	1283	1273	4133
%V	80.5%	81.0%	89.5%	91.0%	77.8%	91.4%	67.6%	100.0%
%H (All HH)		92.6%	42.8%	19.4%	61.8%	31.0%	30.8%	100.0%
%H (TV HH)			46.2%	21.0%	66.8%	33.5%	33.3%	
Number of computers (PCs and laptops)								
0	861	776	177	78	621	102	518	57
%V	16.8%	16.4%	9.0%	8.8%	18.9%	7.3%	27.5%	1.4%
%H (All HH)		90.1%	20.6%	9.1%	72.1%	11.8%	60.2%	6.6%
%H (TV HH)			22.8%	10.1%	80.0%	13.1%	66.8%	
1	1796	1624	674	265	1138	448	690	1637
%V	35.0%	34.4%	34.1%	30.0%	34.6%	31.9%	36.6%	39.6%
%H (All HH)		90.4%	37.5%	14.8%	63.4%	24.9%	38.4%	91.1%
%H (TV HH)			41.5%	16.3%	70.1%	27.6%	42.5%	
2	1180	1099	504	236	716	356	360	1148
%V	23.0%	23.3%	25.5%	26.8%	21.8%	25.4%	19.1%	27.8%
%H (All HH)		93.1%	42.7%	20.0%	60.7%	30.2%	30.5%	97.3%
%H (TV HH)			45.9%	21.5%	65.2%	32.4%	32.8%	
3	587	549	265	141	362	210	151	581
%V	11.4%	11.6%	13.4%	16.0%	11.0%	15.0%	8.0%	14.1%
%H (All HH)		93.5%	45.1%	24.0%	61.7%	35.8%	25.7%	99.0%
%H (TV HH)			48.3%	25.7%	65.9%	38.3%	27.5%	
4	353	335	173	80	217	131	85	351
%V	6.9%	7.1%	8.8%	9.1%	6.6%	9.3%	4.5%	8.5%
%H (All HH)		94.9%	49.0%	22.7%	61.5%	37.1%	24.1%	99.4%
%H (TV HH)			51.6%	23.9%	64.8%	39.1%	25.4%	
5+	361	342	183	83	234	156	78	359
%V	7.0%	7.2%	9.3%	9.4%	7.1%	11.1%	4.1%	8.7%
%H (All HH)		94.7%	50.7%	23.0%	64.8%	43.2%	21.6%	99.4%
%H (TV HH)			53.5%	24.3%	68.4%	45.6%	22.8%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8432	3905	1721	6137	3250	2888	7169
%H		46.3%	20.4%	72.8%	38.5%	34.3%	85.0%
Under 20"	1113	454	235	938	498	440	931
%V	13.2%	11.6%	13.7%	15.3%	15.3%	15.2%	13.0%
%H		40.8%	21.1%	84.3%	44.7%	39.5%	83.6%
20" - 29"	1978	803	394	1555	755	800	1581
%V	23.5%	20.6%	22.9%	25.3%	23.2%	27.7%	22.1%
%H		40.6%	19.9%	78.6%	38.2%	40.4%	79.9%
30" - 39"	2703	1200	542	1937	953	985	2289
%V	32.1%	30.7%	31.5%	31.6%	29.3%	34.1%	31.9%
%H		44.4%	20.1%	71.7%	35.3%	36.4%	84.7%
40" and over	2285	1290	497	1482	951	530	2079
%V	27.1%	33.0%	28.9%	24.1%	29.3%	18.4%	29.0%
%H		56.5%	21.8%	64.9%	41.6%	23.2%	91.0%
Don't know	268	115	37	187	72	115	213
%V	3.2%	2.9%	2.1%	3.0%	2.2%	4.0%	3.0%
%H		42.9%	13.8%	69.8%	26.9%	42.9%	79.5%
Not Asked	85	43	16	38	21	18	76
%V	1.0%	1.1%	0.9%	0.6%	0.6%	0.6%	1.1%
%H		50.6%	18.8%	44.7%	24.7%	21.2%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8432	3905	1721	6137	3250	2888	7169
%H		46.3%	20.4%	72.8%	38.5%	34.3%	85.0%
Main living room	4658	1965	876	3238	1397	1841	3777
%V	55.2%	50.3%	50.9%	52.8%	43.0%	63.7%	52.7%
%H		42.2%	18.8%	69.5%	30.0%	39.5%	81.1%
Kitchen	462	222	103	380	233	147	404
%V	5.5%	5.7%	6.0%	6.2%	7.2%	5.1%	5.6%
%H		48.1%	22.3%	82.3%	50.4%	31.8%	87.4%
Adult's bedroom	2144	1070	487	1655	1037	618	1908
%V	25.4%	27.4%	28.3%	27.0%	31.9%	21.4%	26.6%
%H		49.9%	22.7%	77.2%	48.4%	28.8%	89.0%
Child's bedroom	346	208	87	251	190	61	325
%V	4.1%	5.3%	5.1%	4.1%	5.8%	2.1%	4.5%
%H		60.1%	25.1%	72.5%	54.9%	17.6%	93.9%
Other bedroom	210	115	42	166	110	57	192
%V	2.5%	2.9%	2.4%	2.7%	3.4%	2.0%	2.7%
%H		54.8%	20.0%	79.0%	52.4%	27.1%	91.4%
Second living/dining room	298	150	64	232	142	90	271
%V	3.5%	3.8%	3.7%	3.8%	4.4%	3.1%	3.8%
%H		50.3%	21.5%	77.9%	47.7%	30.2%	90.9%
Study/office	81	48	16	60	42	19	77
%V	1.0%	1.2%	0.9%	1.0%	1.3%	0.7%	1.1%
%H		59.3%	19.8%	74.1%	51.9%	23.5%	95.1%
TV room	40	24	8	27	19	9	38
%V	0.5%	0.6%	0.5%	0.4%	0.6%	0.3%	0.5%
%H		60.0%	20.0%	67.5%	47.5%	22.5%	95.0%
Conservatory	45	29	7	37	27	9	40
%V	0.5%	0.7%	0.4%	0.6%	0.8%	0.3%	0.6%
%H		64.4%	15.6%	82.2%	60.0%	20.0%	88.9%
Attic or loft room	10	4	3	9	5	3	9
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		40.0%	30.0%	90.0%	50.0%	30.0%	90.0%
No specific location	7	2	1	5	2	3	6
%H	0.1%	28.6%	14.3%	71.4%	28.6%	42.9%	85.7%
Other	47	26	11	39	26	12	46
%V	0.6%	0.7%	0.6%	0.6%	0.8%	0.4%	0.6%
%H		55.3%	23.4%	83.0%	55.3%	25.5%	97.9%
Not Asked	85	43	16	38	21	18	76
%V	1.0%	1.1%	0.9%	0.6%	0.6%	0.6%	1.1%
%H		50.6%	18.8%	44.7%	24.7%	21.2%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8432	3905	1721	6137	3250	2888	7169
%H		46.3%	20.4%	72.8%	38.5%	34.3%	85.0%
PVR	3518	2158	909	2065	1546	519	3236
%V	41.7%	55.3%	52.8%	33.6%	47.6%	18.0%	45.1%
%H		61.3%	25.8%	58.7%	43.9%	14.8%	92.0%
DVDR	214	84	40	167	75	93	178
%V	2.5%	2.2%	2.3%	2.7%	2.3%	3.2%	2.5%
%H		39.3%	18.7%	78.0%	35.0%	43.5%	83.2%
VCR	175	64	31	143	59	84	126
%V	2.1%	1.6%	1.8%	2.3%	1.8%	2.9%	1.8%
%H		36.6%	17.7%	81.7%	33.7%	48.0%	72.0%
Any recorder	3708	2205	942	2231	1597	634	3370
%V	44.0%	56.5%	54.7%	36.4%	49.1%	22.0%	47.0%
%H		59.5%	25.4%	60.2%	43.1%	17.1%	90.9%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8432	3905	1721	6137	3250	2888	7169
%H		46.3%	20.4%	72.8%	38.5%	34.3%	85.0%
Receives HDTV (via STB or built-in reception)	3645	1826	950	2435	1498	937	3318
%V	43.2%	46.8%	55.2%	39.7%	46.1%	32.4%	46.3%
%H		50.1%	26.1%	66.8%	41.1%	25.7%	91.0%
DVD/Blu-ray player or recorder	4992	2293	1066	3617	1928	1688	4329
%V	59.2%	58.7%	61.9%	58.9%	59.3%	58.4%	60.4%
%H		45.9%	21.4%	72.5%	38.6%	33.8%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4718	1975	882	3281	1403	1878	3822
%H		41.9%	18.7%	69.5%	29.7%	39.8%	81.0%
Under 20"	117	18	16	94	11	82	73
%V	2.5%	0.9%	1.8%	2.9%	0.8%	4.4%	1.9%
%H		15.4%	13.7%	80.3%	9.4%	70.1%	62.4%
20" - 29"	736	177	109	573	125	448	480
%V	15.6%	9.0%	12.4%	17.5%	8.9%	23.9%	12.6%
%H		24.0%	14.8%	77.9%	17.0%	60.9%	65.2%
30" - 39"	1791	667	332	1281	487	794	1429
%V	38.0%	33.8%	37.6%	39.0%	34.7%	42.3%	37.4%
%H		37.2%	18.5%	71.5%	27.2%	44.3%	79.8%
40" and over	1931	1065	411	1238	757	481	1739
%V	40.9%	53.9%	46.6%	37.7%	54.0%	25.6%	45.5%
%H		55.2%	21.3%	64.1%	39.2%	24.9%	90.1%
Don't know	136	48	15	96	23	73	96
%V	2.9%	2.4%	1.7%	2.9%	1.6%	3.9%	2.5%
%H		35.3%	11.0%	70.6%	16.9%	53.7%	70.6%
Not Asked	7	0	0	0	0	0	5
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4718	1975	882	3281	1403	1878	3822
%H		41.9%	18.7%	69.5%	29.7%	39.8%	81.0%
PVR	2646	1570	668	1571	1126	445	2410
%V	56.1%	79.5%	75.7%	47.9%	80.3%	23.7%	63.1%
%H		59.3%	25.2%	59.4%	42.6%	16.8%	91.1%
DVDR	169	61	29	132	51	80	136
%V	3.6%	3.1%	3.3%	4.0%	3.6%	4.3%	3.6%
%H		36.1%	17.2%	78.1%	30.2%	47.3%	80.5%
VCR	131	43	22	104	37	67	91
%V	2.8%	2.2%	2.5%	3.2%	2.6%	3.6%	2.4%
%H		32.8%	16.8%	79.4%	28.2%	51.1%	69.5%
Any recorder	2784	1592	689	1690	1148	542	2497
%V	59.0%	80.6%	78.1%	51.5%	81.8%	28.9%	65.3%
%H		57.2%	24.7%	60.7%	41.2%	19.5%	89.7%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4718	1975	882	3281	1403	1878	3822
%H		41.9%	18.7%	69.5%	29.7%	39.8%	81.0%
Receives HDTV (via STB or built-in reception)	2628	1285	660	1724	1002	722	2357
%V	55.7%	65.1%	74.8%	52.5%	71.4%	38.4%	61.7%
%H		48.9%	25.1%	65.6%	38.1%	27.5%	89.7%
DVD/Blu-ray player or recorder	3432	1475	688	2376	1083	1293	2891
%V	72.7%	74.7%	78.0%	72.4%	77.2%	68.8%	75.6%
%H		43.0%	20.0%	69.2%	31.6%	37.7%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3714	1930	839	2856	1846	1010	3347
%H		52.0%	22.6%	76.9%	49.7%	27.2%	90.1%
Under 20"	997	437	219	845	487	358	858
%V	26.8%	22.6%	26.1%	29.6%	26.4%	35.4%	25.6%
%H		43.8%	22.0%	84.8%	48.8%	35.9%	86.1%
20" - 29"	1241	626	285	982	630	352	1101
%V	33.4%	32.4%	34.0%	34.4%	34.1%	34.9%	32.9%
%H		50.4%	23.0%	79.1%	50.8%	28.4%	88.7%
30" - 39"	912	533	210	657	466	191	859
%V	24.6%	27.6%	25.0%	23.0%	25.2%	18.9%	25.7%
%H		58.4%	23.0%	72.0%	51.1%	20.9%	94.2%
40" and over	353	224	86	244	194	49	340
%V	9.5%	11.6%	10.3%	8.5%	10.5%	4.9%	10.2%
%H		63.5%	24.4%	69.1%	55.0%	13.9%	96.3%
Don't know	132	67	23	91	49	42	117
%V	3.6%	3.5%	2.7%	3.2%	2.7%	4.2%	3.5%
%H		50.8%	17.4%	68.9%	37.1%	31.8%	88.6%
Not Asked	79	43	16	37	20	18	72
%V	2.1%	2.2%	1.9%	1.3%	1.1%	1.8%	2.2%
%H		54.4%	20.3%	46.8%	25.3%	22.8%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3714	1930	839	2856	1846	1010	3347
%H		52.0%	22.6%	76.9%	49.7%	27.2%	90.1%
PVR	872	587	241	494	420	74	827
%V	23.5%	30.4%	28.7%	17.3%	22.8%	7.3%	24.7%
%H		67.3%	27.6%	56.7%	48.2%	8.5%	94.8%
DVDR	45	23	11	36	24	12	41
%V	1.2%	1.2%	1.3%	1.3%	1.3%	1.2%	1.2%
%H		51.1%	24.4%	80.0%	53.3%	26.7%	91.1%
VCR	44	21	9	39	22	17	35
%V	1.2%	1.1%	1.1%	1.4%	1.2%	1.7%	1.0%
%H		47.7%	20.5%	88.6%	50.0%	38.6%	79.5%
Any recorder	924	613	253	541	449	92	873
%V	24.9%	31.8%	30.2%	18.9%	24.3%	9.1%	26.1%
%H		66.3%	27.4%	58.5%	48.6%	10.0%	94.5%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3714	1930	839	2856	1846	1010	3347
%H		52.0%	22.6%	76.9%	49.7%	27.2%	90.1%
Receives HDTV (via STB or built-in reception)	1017	540	290	711	496	214	962
%V	27.4%	28.0%	34.6%	24.9%	26.9%	21.2%	28.7%
%H		53.1%	28.5%	69.9%	48.8%	21.0%	94.6%
DVD/Blu-ray player or recorder	1560	818	378	1241	845	396	1438
%V	42.0%	42.4%	45.1%	43.5%	45.8%	39.2%	43.0%
%H		52.4%	24.2%	79.6%	54.2%	25.4%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12572	11691	5550	2339	7735	3874	3861	11013
%H		93.0%	44.1%	18.6%	61.5%	30.8%	30.7%	87.6%
Total Children	2542	2411	1276	497	1476	826	649	2346
%V	20.2%	20.6%	23.0%	21.2%	19.1%	21.3%	16.8%	21.3%
%H		94.8%	50.2%	19.6%	58.1%	32.5%	25.5%	92.3%
0 - 3	734	686	345	134	416	207	209	657
%V	5.8%	5.9%	6.2%	5.7%	5.4%	5.3%	5.4%	6.0%
%H		93.5%	47.0%	18.3%	56.7%	28.2%	28.5%	89.5%
4 - 15	1808	1725	931	364	1059	619	440	1689
%V	14.4%	14.8%	16.8%	15.6%	13.7%	16.0%	11.4%	15.3%
%H		95.4%	51.5%	20.1%	58.6%	34.2%	24.3%	93.4%
4 - 9	979	927	497	179	562	310	252	903
%V	7.8%	7.9%	9.0%	7.7%	7.3%	8.0%	6.5%	8.2%
%H		94.7%	50.8%	18.3%	57.4%	31.7%	25.7%	92.2%
10 - 15	829	798	434	185	497	308	189	786
%V	6.6%	6.8%	7.8%	7.9%	6.4%	8.0%	4.9%	7.1%
%H		96.3%	52.4%	22.3%	60.0%	37.2%	22.8%	94.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12572	11691	5550	2339	7735	3874	3861	11013
%H		93.0%	44.1%	18.6%	61.5%	30.8%	30.7%	87.6%
Total Adults (16+)	10030	9280	4274	1842	6259	3048	3211	8667
%V	79.8%	79.4%	77.0%	78.8%	80.9%	78.7%	83.2%	78.7%
%H		92.5%	42.6%	18.4%	62.4%	30.4%	32.0%	86.4%
16 - 19	541	518	290	117	343	222	121	520
%V	4.3%	4.4%	5.2%	5.0%	4.4%	5.7%	3.1%	4.7%
%H		95.7%	53.6%	21.6%	63.4%	41.0%	22.4%	96.1%
20 - 24	841	694	345	146	445	249	196	772
%V	6.7%	5.9%	6.2%	6.2%	5.8%	6.4%	5.1%	7.0%
%H		82.5%	41.0%	17.4%	52.9%	29.6%	23.3%	91.8%
25 - 34	2268	1990	925	391	1213	541	672	2090
%V	18.0%	17.0%	16.7%	16.7%	15.7%	14.0%	17.4%	19.0%
%H		87.7%	40.8%	17.2%	53.5%	23.9%	29.6%	92.2%
35 - 44	1856	1723	877	371	1041	558	483	1742
%V	14.8%	14.7%	15.8%	15.9%	13.5%	14.4%	12.5%	15.8%
%H		92.8%	47.3%	20.0%	56.1%	30.1%	26.0%	93.9%
45 - 54	1691	1616	767	346	1109	594	516	1534
%V	13.5%	13.8%	13.8%	14.8%	14.3%	15.3%	13.4%	13.9%
%H		95.6%	45.4%	20.5%	65.6%	35.1%	30.5%	90.7%
55 - 64	1188	1138	519	231	834	434	400	1031
%V	9.4%	9.7%	9.4%	9.9%	10.8%	11.2%	10.4%	9.4%
%H		95.8%	43.7%	19.4%	70.2%	36.5%	33.7%	86.8%
65+	1645	1602	552	240	1273	450	823	978
%V	13.1%	13.7%	9.9%	10.3%	16.5%	11.6%	21.3%	8.9%
%H		97.4%	33.6%	14.6%	77.4%	27.4%	50.0%	59.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		10030	9280	4274	1842	6259	3048	3211	8667
	%H		92.5%	42.6%	18.4%	62.4%	30.4%	32.0%	86.4%
AB		3009	2853	1326	646	1900	1000	899	2873
	%V	30.0%	30.7%	31.0%	35.1%	30.4%	32.8%	28.0%	33.1%
	%H		94.8%	44.1%	21.5%	63.1%	33.2%	29.9%	95.5%
C1		3021	2719	1242	544	1865	920	945	2724
	%V	30.1%	29.3%	29.1%	29.5%	29.8%	30.2%	29.4%	31.4%
	%H		90.0%	41.1%	18.0%	61.7%	30.5%	31.3%	90.2%
C2		1772	1683	848	328	1130	605	525	1505
	%V	17.7%	18.1%	19.8%	17.8%	18.1%	19.8%	16.4%	17.4%
	%H		95.0%	47.9%	18.5%	63.8%	34.1%	29.6%	84.9%
D		1476	1326	618	216	850	358	492	1130
	%V	14.7%	14.3%	14.5%	11.7%	13.6%	11.7%	15.3%	13.0%
	%H		89.8%	41.9%	14.6%	57.6%	24.3%	33.3%	76.6%
E		751	700	240	108	515	165	350	435
	%V	7.5%	7.5%	5.6%	5.9%	8.2%	5.4%	10.9%	5.0%
	%H		93.2%	32.0%	14.4%	68.6%	22.0%	46.6%	57.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10030	9280	4274	1842	6259	3048	3211	8667
%H		92.5%	42.6%	18.4%	62.4%	30.4%	32.0%	86.4%
Working full time	4993	4586	2219	1017	2927	1551	1376	4708
%V	49.8%	49.4%	51.9%	55.2%	46.8%	50.9%	42.9%	54.3%
%H		91.8%	44.4%	20.4%	58.6%	31.1%	27.6%	94.3%
Working part time	1046	987	472	206	691	376	315	957
%V	10.4%	10.6%	11.0%	11.2%	11.0%	12.3%	9.8%	11.0%
%H		94.4%	45.1%	19.7%	66.1%	35.9%	30.1%	91.5%
Not working	3991	3707	1583	620	2641	1121	1520	3002
%V	39.8%	39.9%	37.0%	33.7%	42.2%	36.8%	47.3%	34.6%
%H		92.9%	39.7%	15.5%	66.2%	28.1%	38.1%	75.2%
Housewife/Houseperson	5137	4726	1976	882	3287	1404	1883	4133
%V	51.2%	50.9%	46.2%	47.9%	52.5%	46.1%	58.6%	47.7%
%H		92.0%	38.5%	17.2%	64.0%	27.3%	36.7%	80.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4910	4519	2100	920	3011	1497	1514	4284
%H		92.0%	42.8%	18.7%	61.3%	30.5%	30.8%	87.3%
16 - 19	278	268	150	65	179	120	60	266
%V	5.7%	5.9%	7.1%	7.1%	5.9%	8.0%	4.0%	6.2%
%H		96.4%	54.0%	23.4%	64.4%	43.2%	21.6%	95.7%
20 - 24	409	337	177	69	212	127	85	375
%V	8.3%	7.5%	8.4%	7.5%	7.0%	8.5%	5.6%	8.8%
%H		82.4%	43.3%	16.9%	51.8%	31.1%	20.8%	91.7%
25 - 34	1132	982	454	202	593	271	322	1045
%V	23.1%	21.7%	21.6%	22.0%	19.7%	18.1%	21.3%	24.4%
%H		86.7%	40.1%	17.8%	52.4%	23.9%	28.4%	92.3%
35 - 44	924	851	418	181	509	256	253	861
%V	18.8%	18.8%	19.9%	19.7%	16.9%	17.1%	16.7%	20.1%
%H		92.1%	45.2%	19.6%	55.1%	27.7%	27.4%	93.2%
45 - 54	837	800	375	170	548	290	258	750
%V	17.0%	17.7%	17.9%	18.5%	18.2%	19.4%	17.0%	17.5%
%H		95.6%	44.8%	20.3%	65.5%	34.6%	30.8%	89.6%
55 - 64	581	551	246	114	404	207	196	492
%V	11.8%	12.2%	11.7%	12.4%	13.4%	13.8%	12.9%	11.5%
%H		94.8%	42.3%	19.6%	69.5%	35.6%	33.7%	84.7%
65+	750	729	280	118	566	226	340	494
%V	15.3%	16.1%	13.3%	12.8%	18.8%	15.1%	22.5%	11.5%
%H		97.2%	37.3%	15.7%	75.5%	30.1%	45.3%	65.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4910	4519	2100	920	3011	1497	1514	4284
%H		92.0%	42.8%	18.7%	61.3%	30.5%	30.8%	87.3%
AB	1516	1439	674	331	945	502	443	1443
%V	30.9%	31.8%	32.1%	36.0%	31.4%	33.5%	29.3%	33.7%
%H		94.9%	44.5%	21.8%	62.3%	33.1%	29.2%	95.2%
C1	1420	1269	599	264	843	436	407	1316
%V	28.9%	28.1%	28.5%	28.7%	28.0%	29.1%	26.9%	30.7%
%H		89.4%	42.2%	18.6%	59.4%	30.7%	28.7%	92.7%
C2	948	891	439	178	600	314	286	790
%V	19.3%	19.7%	20.9%	19.3%	19.9%	21.0%	18.9%	18.4%
%H		94.0%	46.3%	18.8%	63.3%	33.1%	30.2%	83.3%
D	710	629	296	101	403	176	227	555
%V	14.5%	13.9%	14.1%	11.0%	13.4%	11.8%	15.0%	13.0%
%H		88.6%	41.7%	14.2%	56.8%	24.8%	32.0%	78.2%
E	316	291	92	45	220	69	151	181
%V	6.4%	6.4%	4.4%	4.9%	7.3%	4.6%	10.0%	4.2%
%H		92.1%	29.1%	14.2%	69.6%	21.8%	47.8%	57.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4910	4519	2100	920	3011	1497	1514	4284
%H		92.0%	42.8%	18.7%	61.3%	30.5%	30.8%	87.3%
Working full time	3031	2787	1371	610	1758	941	817	2841
%V	61.7%	61.7%	65.3%	66.3%	58.4%	62.9%	54.0%	66.3%
%H		91.9%	45.2%	20.1%	58.0%	31.0%	27.0%	93.7%
Working part time	267	243	102	48	172	79	93	232
%V	5.4%	5.4%	4.9%	5.2%	5.7%	5.3%	6.1%	5.4%
%H		91.0%	38.2%	18.0%	64.4%	29.6%	34.8%	86.9%
Not working	1613	1489	626	261	1082	477	605	1211
%V	32.9%	32.9%	29.8%	28.4%	35.9%	31.9%	40.0%	28.3%
%H		92.3%	38.8%	16.2%	67.1%	29.6%	37.5%	75.1%
Housewife/Houseperson	1269	1107	388	195	790	273	517	920
%V	25.8%	24.5%	18.5%	21.2%	26.2%	18.2%	34.1%	21.5%
%H		87.2%	30.6%	15.4%	62.3%	21.5%	40.7%	72.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5120	4762	2175	922	3248	1551	1697	4382
%H		93.0%	42.5%	18.0%	63.4%	30.3%	33.1%	85.6%
16 - 19	263	250	140	52	164	103	61	254
%V	5.1%	5.2%	6.4%	5.6%	5.0%	6.6%	3.6%	5.8%
%H		95.1%	53.2%	19.8%	62.4%	39.2%	23.2%	96.6%
20 - 24	432	357	168	77	233	122	111	396
%V	8.4%	7.5%	7.7%	8.4%	7.2%	7.9%	6.5%	9.0%
%H		82.6%	38.9%	17.8%	53.9%	28.2%	25.7%	91.7%
25 - 34	1135	1008	471	189	621	270	350	1045
%V	22.2%	21.2%	21.7%	20.5%	19.1%	17.4%	20.6%	23.8%
%H		88.8%	41.5%	16.7%	54.7%	23.8%	30.8%	92.1%
35 - 44	932	872	459	190	532	302	230	881
%V	18.2%	18.3%	21.1%	20.6%	16.4%	19.5%	13.6%	20.1%
%H		93.6%	49.2%	20.4%	57.1%	32.4%	24.7%	94.5%
45 - 54	854	816	392	176	562	304	258	784
%V	16.7%	17.1%	18.0%	19.1%	17.3%	19.6%	15.2%	17.9%
%H		95.6%	45.9%	20.6%	65.8%	35.6%	30.2%	91.8%
55 - 64	607	587	273	117	430	227	203	539
%V	11.9%	12.3%	12.6%	12.7%	13.2%	14.6%	12.0%	12.3%
%H		96.7%	45.0%	19.3%	70.8%	37.4%	33.4%	88.8%
65+	896	873	272	122	707	223	484	484
%V	17.5%	18.3%	12.5%	13.2%	21.8%	14.4%	28.5%	11.0%
%H		97.4%	30.4%	13.6%	78.9%	24.9%	54.0%	54.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5120	4762	2175	922	3248	1551	1697	4382
%H		93.0%	42.5%	18.0%	63.4%	30.3%	33.1%	85.6%
AB	1493	1414	652	315	954	498	456	1430
%V	29.2%	29.7%	30.0%	34.2%	29.4%	32.1%	26.9%	32.6%
%H		94.7%	43.7%	21.1%	63.9%	33.4%	30.5%	95.8%
C1	1601	1450	644	279	1022	485	537	1408
%V	31.3%	30.4%	29.6%	30.3%	31.5%	31.3%	31.6%	32.1%
%H		90.6%	40.2%	17.4%	63.8%	30.3%	33.5%	87.9%
C2	825	792	409	150	530	291	239	714
%V	16.1%	16.6%	18.8%	16.3%	16.3%	18.8%	14.1%	16.3%
%H		96.0%	49.6%	18.2%	64.2%	35.3%	29.0%	86.5%
D	766	697	321	115	446	181	265	575
%V	15.0%	14.6%	14.8%	12.5%	13.7%	11.7%	15.6%	13.1%
%H		91.0%	41.9%	15.0%	58.2%	23.6%	34.6%	75.1%
E	435	409	149	63	295	96	199	255
%V	8.5%	8.6%	6.9%	6.8%	9.1%	6.2%	11.7%	5.8%
%H		94.0%	34.3%	14.5%	67.8%	22.1%	45.7%	58.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5120	4762	2175	922	3248	1551	1697	4382
%H		93.0%	42.5%	18.0%	63.4%	30.3%	33.1%	85.6%
Working full time	1963	1799	848	407	1169	610	559	1867
%V	38.3%	37.8%	39.0%	44.1%	36.0%	39.3%	32.9%	42.6%
%H		91.6%	43.2%	20.7%	59.6%	31.1%	28.5%	95.1%
Working part time	779	745	369	157	519	297	222	725
%V	15.2%	15.6%	17.0%	17.0%	16.0%	19.1%	13.1%	16.5%
%H		95.6%	47.4%	20.2%	66.6%	38.1%	28.5%	93.1%
Not working	2378	2219	957	358	1560	644	915	1790
%V	46.4%	46.6%	44.0%	38.8%	48.0%	41.5%	53.9%	40.8%
%H		93.3%	40.2%	15.1%	65.6%	27.1%	38.5%	75.3%
Housewife/Houseperson	3868	3620	1588	687	2496	1130	1366	3214
%V	75.5%	76.0%	73.0%	74.5%	76.8%	72.9%	80.5%	73.3%
%H		93.6%	41.1%	17.8%	64.5%	29.2%	35.3%	83.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
April 2013 - March 2014
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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1089	1037	491	150	725	330	395	855
%H (All HH)		95.2%	45.1%	13.8%	66.6%	30.3%	36.3%	78.5%
%H (TV HH)			47.3%	14.5%	69.9%	31.8%	38.1%	
AB	295	286	139	38	200	91	110	275
%V	27.1%	27.6%	28.3%	25.3%	27.6%	27.6%	27.8%	32.2%
%H (All HH)		96.9%	47.1%	12.9%	67.8%	30.8%	37.3%	93.2%
%H (TV HH)			48.6%	13.3%	69.9%	31.8%	38.5%	
C1	318	297	140	41	204	91	113	267
%V	29.2%	28.6%	28.5%	27.3%	28.1%	27.6%	28.6%	31.2%
%H (All HH)		93.4%	44.0%	12.9%	64.2%	28.6%	35.5%	84.0%
%H (TV HH)			47.1%	13.8%	68.7%	30.6%	38.0%	
C2	216	211	116	36	142	81	61	165
%V	19.8%	20.3%	23.6%	24.0%	19.6%	24.5%	15.4%	19.3%
%H (All HH)		97.7%	53.7%	16.7%	65.7%	37.5%	28.2%	76.4%
%H (TV HH)			55.0%	17.1%	67.3%	38.4%	28.9%	
D	145	136	56	22	97	41	56	99
%V	13.3%	13.1%	11.4%	14.7%	13.4%	12.4%	14.2%	11.6%
%H (All HH)		93.8%	38.6%	15.2%	66.9%	28.3%	38.6%	68.3%
%H (TV HH)			41.2%	16.2%	71.3%	30.1%	41.2%	
E	115	107	39	12	82	26	56	48
%V	10.6%	10.3%	7.9%	8.0%	11.3%	7.9%	14.2%	5.6%
%H (All HH)		93.0%	33.9%	10.4%	71.3%	22.6%	48.7%	41.7%
%H (TV HH)			36.4%	11.2%	76.6%	24.3%	52.3%	

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 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1089	1037	491	150	725	330	395	855
%H (All HH)		95.2%	45.1%	13.8%	66.6%	30.3%	36.3%	78.5%
%H (TV HH)			47.3%	14.5%	69.9%	31.8%	38.1%	
Under 25	38	31	11	7	18	8	10	27
%V	3.5%	3.0%	2.2%	4.7%	2.5%	2.4%	2.5%	3.2%
%H (All HH)		81.6%	28.9%	18.4%	47.4%	21.1%	26.3%	71.1%
%H (TV HH)			35.5%	22.6%	58.1%	25.8%	32.3%	
25 - 34	146	137	70	29	84	45	39	130
%V	13.4%	13.2%	14.3%	19.3%	11.6%	13.6%	9.9%	15.2%
%H (All HH)		93.8%	47.9%	19.9%	57.5%	30.8%	26.7%	89.0%
%H (TV HH)			51.1%	21.2%	61.3%	32.8%	28.5%	
35 - 44	178	168	87	27	110	56	54	161
%V	16.3%	16.2%	17.7%	18.0%	15.2%	17.0%	13.7%	18.8%
%H (All HH)		94.4%	48.9%	15.2%	61.8%	31.5%	30.3%	90.4%
%H (TV HH)			51.8%	16.1%	65.5%	33.3%	32.1%	
45 - 54	227	218	116	35	145	76	69	204
%V	20.8%	21.0%	23.6%	23.3%	20.0%	23.0%	17.5%	23.9%
%H (All HH)		96.0%	51.1%	15.4%	63.9%	33.5%	30.4%	89.9%
%H (TV HH)			53.2%	16.1%	66.5%	34.9%	31.7%	
55 - 64	182	171	82	22	123	56	67	156
%V	16.7%	16.5%	16.7%	14.7%	17.0%	17.0%	17.0%	18.2%
%H (All HH)		94.0%	45.1%	12.1%	67.6%	30.8%	36.8%	85.7%
%H (TV HH)			48.0%	12.9%	71.9%	32.7%	39.2%	
65 +	318	311	124	32	245	89	156	176
%V	29.2%	30.0%	25.3%	21.3%	33.8%	27.0%	39.5%	20.6%
%H (All HH)		97.8%	39.0%	10.1%	77.0%	28.0%	49.1%	55.3%
%H (TV HH)			39.9%	10.3%	78.8%	28.6%	50.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2013 - March 2014
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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1089	1037	491	150	725	330	395	855
%H (All HH)		95.2%	45.1%	13.8%	66.6%	30.3%	36.3%	78.5%
%H (TV HH)			47.3%	14.5%	69.9%	31.8%	38.1%	
1	339	311	107	32	237	68	170	192
%V	31.1%	30.0%	21.8%	21.3%	32.7%	20.6%	43.0%	22.5%
%H (All HH)		91.7%	31.6%	9.4%	69.9%	20.1%	50.1%	56.6%
%H (TV HH)			34.4%	10.3%	76.2%	21.9%	54.7%	
2	370	357	172	48	252	112	140	307
%V	34.0%	34.4%	35.0%	32.0%	34.8%	33.9%	35.4%	35.9%
%H (All HH)		96.5%	46.5%	13.0%	68.1%	30.3%	37.8%	83.0%
%H (TV HH)			48.2%	13.4%	70.6%	31.4%	39.2%	
3	169	165	91	33	105	63	42	157
%V	15.5%	15.9%	18.5%	22.0%	14.5%	19.1%	10.6%	18.4%
%H (All HH)		97.6%	53.8%	19.5%	62.1%	37.3%	24.9%	92.9%
%H (TV HH)			55.2%	20.0%	63.6%	38.2%	25.5%	
4	133	130	76	23	84	51	33	126
%V	12.2%	12.5%	15.5%	15.3%	11.6%	15.5%	8.4%	14.7%
%H (All HH)		97.7%	57.1%	17.3%	63.2%	38.3%	24.8%	94.7%
%H (TV HH)			58.5%	17.7%	64.6%	39.2%	25.4%	
5+	78	73	45	14	47	35	11	73
%V	7.2%	7.0%	9.2%	9.3%	6.5%	10.6%	2.8%	8.5%
%H (All HH)		93.6%	57.7%	17.9%	60.3%	44.9%	14.1%	93.6%
%H (TV HH)			61.6%	19.2%	64.4%	47.9%	15.1%	
Average HH size	2.33	2.36	2.59	2.64	2.27	2.67	1.94	2.54

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 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1089	1037	491	150	725	330	395	855
%H (All HH)		95.2%	45.1%	13.8%	66.6%	30.3%	36.3%	78.5%
%H (TV HH)			47.3%	14.5%	69.9%	31.8%	38.1%	
Without	810	765	335	106	555	232	323	598
%V	74.4%	73.8%	68.2%	70.7%	76.6%	70.3%	81.8%	69.9%
%H (All HH)		94.4%	41.4%	13.1%	68.5%	28.6%	39.9%	73.8%
%H (TV HH)			43.8%	13.9%	72.5%	30.3%	42.2%	
With	279	272	156	44	170	98	72	257
%V	25.6%	26.2%	31.8%	29.3%	23.4%	29.7%	18.2%	30.1%
%H (All HH)		97.5%	55.9%	15.8%	60.9%	35.1%	25.8%	92.1%
%H (TV HH)			57.4%	16.2%	62.5%	36.0%	26.5%	
0 - 3	100	95	55	15	53	30	23	87
%V	9.2%	9.2%	11.2%	10.0%	7.3%	9.1%	5.8%	10.2%
%H (All HH)		95.0%	55.0%	15.0%	53.0%	30.0%	23.0%	87.0%
%H (TV HH)			57.9%	15.8%	55.8%	31.6%	24.2%	
4 - 9	146	143	79	24	94	54	40	133
%V	13.4%	13.8%	16.1%	16.0%	13.0%	16.4%	10.1%	15.6%
%H (All HH)		97.9%	54.1%	16.4%	64.4%	37.0%	27.4%	91.1%
%H (TV HH)			55.2%	16.8%	65.7%	37.8%	28.0%	
10 - 15	135	133	80	22	86	54	32	128
%V	12.4%	12.8%	16.3%	14.7%	11.9%	16.4%	8.1%	15.0%
%H (All HH)		98.5%	59.3%	16.3%	63.7%	40.0%	23.7%	94.8%
%H (TV HH)			60.2%	16.5%	64.7%	40.6%	24.1%	

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 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1089	1037	491	150	725	330	395	855
%H (All HH)		95.2%	45.1%	13.8%	66.6%	30.3%	36.3%	78.5%
%H (TV HH)			47.3%	14.5%	69.9%	31.8%	38.1%	
1	418	418	154	47	284	73	211	287
%V	38.4%	40.3%	31.4%	31.3%	39.2%	22.1%	53.4%	33.6%
%H (All HH)		100.0%	36.8%	11.2%	67.9%	17.5%	50.5%	68.7%
%H (TV HH)			36.8%	11.2%	67.9%	17.5%	50.5%	
2	361	361	179	56	240	114	126	292
%V	33.1%	34.8%	36.5%	37.3%	33.1%	34.5%	31.9%	34.2%
%H (All HH)		100.0%	49.6%	15.5%	66.5%	31.6%	34.9%	80.9%
%H (TV HH)			49.6%	15.5%	66.5%	31.6%	34.9%	
3	153	153	95	22	120	82	38	140
%V	14.0%	14.8%	19.3%	14.7%	16.6%	24.8%	9.6%	16.4%
%H (All HH)		100.0%	62.1%	14.4%	78.4%	53.6%	24.8%	91.5%
%H (TV HH)			62.1%	14.4%	78.4%	53.6%	24.8%	
4	69	69	41	15	53	39	14	66
%V	6.3%	6.7%	8.4%	10.0%	7.3%	11.8%	3.5%	7.7%
%H (All HH)		100.0%	59.4%	21.7%	76.8%	56.5%	20.3%	95.7%
%H (TV HH)			59.4%	21.7%	76.8%	56.5%	20.3%	
5+	36	36	21	9	28	22	6	36
%V	3.3%	3.5%	4.3%	6.0%	3.9%	6.7%	1.5%	4.2%
%H (All HH)		100.0%	58.3%	25.0%	77.8%	61.1%	16.7%	100.0%
%H (TV HH)			58.3%	25.0%	77.8%	61.1%	16.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1089	1037	491	150	725	330	395	855
%V (All HH)		95.2%	45.1%	13.8%	66.6%	30.3%	36.3%	78.5%
%H (TV HH)			47.3%	14.5%	69.9%	31.8%	38.1%	
Under 20"	277	277	136	41	216	115	101	235
%V	25.4%	26.7%	27.7%	27.3%	29.8%	34.8%	25.6%	27.5%
%H (All HH)		100.0%	49.1%	14.8%	78.0%	41.5%	36.5%	84.8%
%H (TV HH)			49.1%	14.8%	78.0%	41.5%	36.5%	
20" - 29"	399	399	185	62	295	139	156	313
%V	36.6%	38.5%	37.7%	41.3%	40.7%	42.1%	39.5%	36.6%
%H (All HH)		100.0%	46.4%	15.5%	73.9%	34.8%	39.1%	78.4%
%H (TV HH)			46.4%	15.5%	73.9%	34.8%	39.1%	
30" - 39"	537	537	265	79	384	189	195	436
%V	49.3%	51.8%	54.0%	52.7%	53.0%	57.3%	49.4%	51.0%
%H (All HH)		100.0%	49.3%	14.7%	71.5%	35.2%	36.3%	81.2%
%H (TV HH)			49.3%	14.7%	71.5%	35.2%	36.3%	
40" and over	420	420	255	71	277	177	99	373
%V	38.6%	40.5%	51.9%	47.3%	38.2%	53.6%	25.1%	43.6%
%H (All HH)		100.0%	60.7%	16.9%	66.0%	42.1%	23.6%	88.8%
%H (TV HH)			60.7%	16.9%	66.0%	42.1%	23.6%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1089	1037	491	150	725	330	395	855
%H (All HH)		95.2%	45.1%	13.8%	66.6%	30.3%	36.3%	78.5%
%H (TV HH)			47.3%	14.5%	69.9%	31.8%	38.1%	
Main living room	1017	1017	488	150	712	329	383	807
%V	93.4%	98.1%	99.4%	100.0%	98.2%	99.7%	97.0%	94.4%
%H (All HH)		100.0%	48.0%	14.7%	70.0%	32.4%	37.7%	79.4%
%H (TV HH)			48.0%	14.7%	70.0%	32.4%	37.7%	
Kitchen	116	116	65	14	95	57	38	105
%V	10.7%	11.2%	13.2%	9.3%	13.1%	17.3%	9.6%	12.3%
%H (All HH)		100.0%	56.0%	12.1%	81.9%	49.1%	32.8%	90.5%
%H (TV HH)			56.0%	12.1%	81.9%	49.1%	32.8%	
Adult's bedroom	444	444	241	74	321	189	132	381
%V	40.8%	42.8%	49.1%	49.3%	44.3%	57.3%	33.4%	44.6%
%H (All HH)		100.0%	54.3%	16.7%	72.3%	42.6%	29.7%	85.8%
%H (TV HH)			54.3%	16.7%	72.3%	42.6%	29.7%	
Child's bedroom	96	96	58	20	68	49	19	89
%V	8.8%	9.3%	11.8%	13.3%	9.4%	14.8%	4.8%	10.4%
%H (All HH)		100.0%	60.4%	20.8%	70.8%	51.0%	19.8%	92.7%
%H (TV HH)			60.4%	20.8%	70.8%	51.0%	19.8%	
Other bedroom	65	65	38	14	49	36	13	59
%V	6.0%	6.3%	7.7%	9.3%	6.8%	10.9%	3.3%	6.9%
%H (All HH)		100.0%	58.5%	21.5%	75.4%	55.4%	20.0%	90.8%
%H (TV HH)			58.5%	21.5%	75.4%	55.4%	20.0%	
Second living/dining room	89	89	49	13	70	42	28	80
%V	8.2%	8.6%	10.0%	8.7%	9.7%	12.7%	7.1%	9.4%
%H (All HH)		100.0%	55.1%	14.6%	78.7%	47.2%	31.5%	89.9%
%H (TV HH)			55.1%	14.6%	78.7%	47.2%	31.5%	
Study/office	24	24	12	5	17	10	7	22
%V	2.2%	2.3%	2.4%	3.3%	2.3%	3.0%	1.8%	2.6%
%H (All HH)		100.0%	50.0%	20.8%	70.8%	41.7%	29.2%	91.7%
%H (TV HH)			50.0%	20.8%	70.8%	41.7%	29.2%	
TV room	9	9	6	2	5	3	2	9
%V	0.8%	0.9%	1.2%	1.3%	0.7%	0.9%	0.5%	1.1%
%H (All HH)		100.0%	66.7%	22.2%	55.6%	33.3%	22.2%	100.0%
%H (TV HH)			66.7%	22.2%	55.6%	33.3%	22.2%	
Conservatory	22	22	13	3	19	13	6	20
%V	2.0%	2.1%	2.6%	2.0%	2.6%	3.9%	1.5%	2.3%
%H (All HH)		100.0%	59.1%	13.6%	86.4%	59.1%	27.3%	90.9%
%H (TV HH)			59.1%	13.6%	86.4%	59.1%	27.3%	
Attic or loft room	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
No specific location	3	3	0	0	2	0	2	1
%V	0.3%	0.3%	0.0%	0.0%	0.3%	0.0%	0.5%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	66.7%	0.0%	66.7%	33.3%
%H (TV HH)			0.0%	0.0%	66.7%	0.0%	66.7%	
Other	7	7	5	1	6	4	2	7
%V	0.6%	0.7%	1.0%	0.7%	0.8%	1.2%	0.5%	0.8%
%H (All HH)		100.0%	71.4%	14.3%	85.7%	57.1%	28.6%	100.0%
%H (TV HH)			71.4%	14.3%	85.7%	57.1%	28.6%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC South East

Household level data

Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1089	1037	491	150	725	330	395	855
%H (All HH)		95.2%	45.1%	13.8%	66.6%	30.3%	36.3%	78.5%
%H (TV HH)			47.3%	14.5%	69.9%	31.8%	38.1%	
Any DSAT provider	491	491	491	10	261	261	0	428
%V	45.1%	47.3%	100.0%	6.7%	36.0%	79.1%	0.0%	50.1%
%H (All HH)			100.0%	2.0%	53.2%	53.2%	0.0%	87.2%
%H (TV HH)			100.0%	2.0%	53.2%	53.2%	0.0%	
Sky with subscription	395	395	395	6	205	205	0	350
%V	36.3%	38.1%	80.4%	4.0%	28.3%	62.1%	0.0%	40.9%
%H (All HH)			100.0%	1.5%	51.9%	51.9%	0.0%	88.6%
%H (TV HH)			100.0%	1.5%	51.9%	51.9%	0.0%	
Sky without subscription	20	20	20	0	13	13	0	16
%V	1.8%	1.9%	4.1%	0.0%	1.8%	3.9%	0.0%	1.9%
%H (All HH)			100.0%	0.0%	65.0%	65.0%	0.0%	80.0%
%H (TV HH)			100.0%	0.0%	65.0%	65.0%	0.0%	
Freesat	80	80	80	4	43	43	0	67
%V	7.3%	7.7%	16.3%	2.7%	5.9%	13.0%	0.0%	7.8%
%H (All HH)			100.0%	5.0%	53.8%	53.8%	0.0%	83.8%
%H (TV HH)			100.0%	5.0%	53.8%	53.8%	0.0%	
Other satellite provider	9	9	9	1	5	5	0	7
%V	0.8%	0.9%	1.8%	0.7%	0.7%	1.5%	0.0%	0.8%
%H (All HH)			100.0%	11.1%	55.6%	55.6%	0.0%	77.8%
%H (TV HH)			100.0%	11.1%	55.6%	55.6%	0.0%	
DCAB	150	150	10	150	73	73	0	134
%V	13.8%	14.5%	2.0%	100.0%	10.1%	22.1%	0.0%	15.7%
%H (All HH)			6.7%	100.0%	48.7%	48.7%	0.0%	89.3%
%H (TV HH)			6.7%	100.0%	48.7%	48.7%	0.0%	
DTT	725	725	261	73	725	330	395	550
%V	66.6%	69.9%	53.2%	48.7%	100.0%	100.0%	100.0%	64.3%
%H (All HH)		100.0%	36.0%	10.1%	100.0%	45.5%	54.5%	75.9%
%H (TV HH)			36.0%	10.1%	100.0%	45.5%	54.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC South East

Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1089	1037	491	150	725	330	395	855
%H (All HH)		95.2%	45.1%	13.8%	66.6%	30.3%	36.3%	78.5%
%H (TV HH)			47.3%	14.5%	69.9%	31.8%	38.1%	
PVR	662	662	413	114	421	277	144	587
%V	60.8%	63.8%	84.1%	76.0%	58.1%	83.9%	36.5%	68.7%
%H (All HH)		100.0%	62.4%	17.2%	63.6%	41.8%	21.8%	88.7%
%H (TV HH)			62.4%	17.2%	63.6%	41.8%	21.8%	
DVDR	47	47	22	8	34	17	17	36
%V	4.3%	4.5%	4.5%	5.3%	4.7%	5.2%	4.3%	4.2%
%H (All HH)		100.0%	46.8%	17.0%	72.3%	36.2%	36.2%	76.6%
%H (TV HH)			46.8%	17.0%	72.3%	36.2%	36.2%	
VCR	37	37	17	3	30	13	17	24
%V	3.4%	3.6%	3.5%	2.0%	4.1%	3.9%	4.3%	2.8%
%H (All HH)		100.0%	45.9%	8.1%	81.1%	35.1%	45.9%	64.9%
%H (TV HH)			45.9%	8.1%	81.1%	35.1%	45.9%	
Any recorder	697	697	425	117	448	285	163	604
%V	64.0%	67.2%	86.6%	78.0%	61.8%	86.4%	41.3%	70.6%
%H (All HH)		100.0%	61.0%	16.8%	64.3%	40.9%	23.4%	86.7%
%H (TV HH)			61.0%	16.8%	64.3%	40.9%	23.4%	
Receives HDTV (via STB or built-in reception)	563	563	332	114	364	239	125	501
%V	51.7%	54.3%	67.6%	76.0%	50.2%	72.4%	31.6%	58.6%
%H (All HH)		100.0%	59.0%	20.2%	64.7%	42.5%	22.2%	89.0%
%H (TV HH)			59.0%	20.2%	64.7%	42.5%	22.2%	
DVD/Blu-ray player or recorder	861	861	424	127	608	295	313	709
%V	79.1%	83.0%	86.4%	84.7%	83.9%	89.4%	79.2%	82.9%
%H (All HH)		100.0%	49.2%	14.8%	70.6%	34.3%	36.4%	82.3%
%H (TV HH)			49.2%	14.8%	70.6%	34.3%	36.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1089	1037	491	150	725	330	395	855
%H (All HH)		95.2%	45.1%	13.8%	66.6%	30.3%	36.3%	78.5%
%H (TV HH)			47.3%	14.5%	69.9%	31.8%	38.1%	
Has broadband internet	855	821	428	134	550	291	259	855
%V	78.5%	79.2%	87.2%	89.3%	75.9%	88.2%	65.6%	100.0%
%H (All HH)		96.0%	50.1%	15.7%	64.3%	34.0%	30.3%	100.0%
%H (TV HH)			52.1%	16.3%	67.0%	35.4%	31.5%	
Number of computers (PCs and laptops)								
0	203	192	57	18	152	36	116	16
%V	18.6%	18.5%	11.6%	12.0%	21.0%	10.9%	29.4%	1.9%
%H (All HH)		94.6%	28.1%	8.9%	74.9%	17.7%	57.1%	7.9%
%H (TV HH)			29.7%	9.4%	79.2%	18.8%	60.4%	
1	347	325	144	38	231	91	140	312
%V	31.9%	31.3%	29.3%	25.3%	31.9%	27.6%	35.4%	36.5%
%H (All HH)		93.7%	41.5%	11.0%	66.6%	26.2%	40.3%	89.9%
%H (TV HH)			44.3%	11.7%	71.1%	28.0%	43.1%	
2	230	220	116	42	146	82	64	225
%V	21.1%	21.2%	23.6%	28.0%	20.1%	24.8%	16.2%	26.3%
%H (All HH)		95.7%	50.4%	18.3%	63.5%	35.7%	27.8%	97.8%
%H (TV HH)			52.7%	19.1%	66.4%	37.3%	29.1%	
3	137	135	83	25	86	56	30	136
%V	12.6%	13.0%	16.9%	16.7%	11.9%	17.0%	7.6%	15.9%
%H (All HH)		98.5%	60.6%	18.2%	62.8%	40.9%	21.9%	99.3%
%H (TV HH)			61.5%	18.5%	63.7%	41.5%	22.2%	
4	81	80	42	16	55	31	24	79
%V	7.4%	7.7%	8.6%	10.7%	7.6%	9.4%	6.1%	9.2%
%H (All HH)		98.8%	51.9%	19.8%	67.9%	38.3%	29.6%	97.5%
%H (TV HH)			52.5%	20.0%	68.8%	38.8%	30.0%	
5+	91	85	49	12	55	34	21	88
%V	8.4%	8.2%	10.0%	8.0%	7.6%	10.3%	5.3%	10.3%
%H (All HH)		93.4%	53.8%	13.2%	60.4%	37.4%	23.1%	96.7%
%H (TV HH)			57.6%	14.1%	64.7%	40.0%	24.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2076	1081	335	1494	827	668	1753
%H		52.1%	16.1%	72.0%	39.8%	32.2%	84.4%
Under 20"	363	181	53	281	155	126	315
%V	17.5%	16.7%	15.8%	18.8%	18.7%	18.9%	18.0%
%H		49.9%	14.6%	77.4%	42.7%	34.7%	86.8%
20" - 29"	508	243	86	386	200	186	410
%V	24.5%	22.5%	25.7%	25.8%	24.2%	27.8%	23.4%
%H		47.8%	16.9%	76.0%	39.4%	36.6%	80.7%
30" - 39"	639	319	102	453	231	221	524
%V	30.8%	29.5%	30.4%	30.3%	27.9%	33.1%	29.9%
%H		49.9%	16.0%	70.9%	36.2%	34.6%	82.0%
40" and over	494	304	83	328	216	112	445
%V	23.8%	28.1%	24.8%	22.0%	26.1%	16.8%	25.4%
%H		61.5%	16.8%	66.4%	43.7%	22.7%	90.1%
Don't know	28	8	4	20	6	14	20
%V	1.3%	0.7%	1.2%	1.3%	0.7%	2.1%	1.1%
%H		28.6%	14.3%	71.4%	21.4%	50.0%	71.4%
Not Asked	44	26	7	26	19	9	39
%V	2.1%	2.4%	2.1%	1.7%	2.3%	1.3%	2.2%
%H		59.1%	15.9%	59.1%	43.2%	20.5%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2076	1081	335	1494	827	668	1753
%H		52.1%	16.1%	72.0%	39.8%	32.2%	84.4%
Main living room	1029	491	153	719	331	388	816
%V	49.6%	45.4%	45.7%	48.1%	40.0%	58.1%	46.5%
%H		47.7%	14.9%	69.9%	32.2%	37.7%	79.3%
Kitchen	116	65	14	95	57	38	105
%V	5.6%	6.0%	4.2%	6.4%	6.9%	5.7%	6.0%
%H		56.0%	12.1%	81.9%	49.1%	32.8%	90.5%
Adult's bedroom	518	283	91	380	233	146	454
%V	25.0%	26.2%	27.2%	25.4%	28.2%	21.9%	25.9%
%H		54.6%	17.6%	73.4%	45.0%	28.2%	87.6%
Child's bedroom	135	87	29	96	74	21	126
%V	6.5%	8.0%	8.7%	6.4%	8.9%	3.1%	7.2%
%H		64.4%	21.5%	71.1%	54.8%	15.6%	93.3%
Other bedroom	77	44	17	57	41	16	70
%V	3.7%	4.1%	5.1%	3.8%	5.0%	2.4%	4.0%
%H		57.1%	22.1%	74.0%	53.2%	20.8%	90.9%
Second living/dining room	90	50	13	71	42	29	81
%V	4.3%	4.6%	3.9%	4.8%	5.1%	4.3%	4.6%
%H		55.6%	14.4%	78.9%	46.7%	32.2%	90.0%
Study/office	24	12	5	17	10	7	22
%V	1.2%	1.1%	1.5%	1.1%	1.2%	1.0%	1.3%
%H		50.0%	20.8%	70.8%	41.7%	29.2%	91.7%
TV room	9	6	2	5	3	2	9
%V	0.4%	0.6%	0.6%	0.3%	0.4%	0.3%	0.5%
%H		66.7%	22.2%	55.6%	33.3%	22.2%	100.0%
Conservatory	22	13	3	19	13	6	20
%V	1.1%	1.2%	0.9%	1.3%	1.6%	0.9%	1.1%
%H		59.1%	13.6%	86.4%	59.1%	27.3%	90.9%
Attic or loft room	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
No specific location	3	0	0	2	0	2	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%	0.1%
%H		0.0%	0.0%	66.7%	0.0%	66.7%	33.3%
Other	8	5	1	6	4	2	8
%V	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%	0.5%
%H		62.5%	12.5%	75.0%	50.0%	25.0%	100.0%
Not Asked	44	26	7	26	19	9	39
%V	2.1%	2.4%	2.1%	1.7%	2.3%	1.3%	2.2%
%H		59.1%	15.9%	59.1%	43.2%	20.5%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2076	1081	335	1494	827	668	1753
%H		52.1%	16.1%	72.0%	39.8%	32.2%	84.4%
PVR	873	559	165	531	368	163	790
%V	42.1%	51.7%	49.3%	35.5%	44.5%	24.4%	45.1%
%H		64.0%	18.9%	60.8%	42.2%	18.7%	90.5%
DVDR	53	25	10	39	21	18	42
%V	2.6%	2.3%	3.0%	2.6%	2.5%	2.7%	2.4%
%H		47.2%	18.9%	73.6%	39.6%	34.0%	79.2%
VCR	41	20	3	34	16	18	27
%V	2.0%	1.9%	0.9%	2.3%	1.9%	2.7%	1.5%
%H		48.8%	7.3%	82.9%	39.0%	43.9%	65.9%
Any recorder	922	577	171	571	383	187	818
%V	44.4%	53.4%	51.0%	38.2%	46.3%	28.0%	46.7%
%H		62.6%	18.5%	61.9%	41.5%	20.3%	88.7%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2076	1081	335	1494	827	668	1753
%H		52.1%	16.1%	72.0%	39.8%	32.2%	84.4%
Receives HDTV (via STB or built-in reception)	801	470	177	511	344	167	730
%V	38.6%	43.5%	52.8%	34.2%	41.6%	25.0%	41.6%
%H		58.7%	22.1%	63.8%	42.9%	20.8%	91.1%
DVD/Blu-ray player or recorder	1253	656	197	916	508	408	1073
%V	60.4%	60.7%	58.8%	61.3%	61.4%	61.1%	61.2%
%H		52.4%	15.7%	73.1%	40.5%	32.6%	85.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1036	490	150	725	330	395	820
%H		47.3%	14.5%	70.0%	31.9%	38.1%	79.2%
Under 20"	28	6	1	22	1	21	19
%V	2.7%	1.2%	0.7%	3.0%	0.3%	5.3%	2.3%
%H		21.4%	3.6%	78.6%	3.6%	75.0%	67.9%
20" - 29"	182	55	25	134	32	102	122
%V	17.6%	11.2%	16.7%	18.5%	9.7%	25.8%	14.9%
%H		30.2%	13.7%	73.6%	17.6%	56.0%	67.0%
30" - 39"	402	177	55	292	123	169	308
%V	38.8%	36.1%	36.7%	40.3%	37.3%	42.8%	37.6%
%H		44.0%	13.7%	72.6%	30.6%	42.0%	76.6%
40" and over	410	249	67	269	171	97	363
%V	39.6%	50.8%	44.7%	37.1%	51.8%	24.6%	44.3%
%H		60.7%	16.3%	65.6%	41.7%	23.7%	88.5%
Don't know	13	4	1	9	2	7	6
%V	1.3%	0.8%	0.7%	1.2%	0.6%	1.8%	0.7%
%H		30.8%	7.7%	69.2%	15.4%	53.8%	46.2%
Not Asked	1	0	1	0	1	0	2
%V	0.1%	0.0%	0.7%	0.0%	0.3%	0.0%	0.2%
%H		0.0%	100.0%	0.0%	100.0%	0.0%	200.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1036	490	150	725	330	395	820
%H		47.3%	14.5%	70.0%	31.9%	38.1%	79.2%
PVR	648	408	113	408	272	136	576
%V	62.5%	83.3%	75.3%	56.3%	82.4%	34.4%	70.2%
%H		63.0%	17.4%	63.0%	42.0%	21.0%	88.9%
DVDR	40	18	7	29	14	15	30
%V	3.9%	3.7%	4.7%	4.0%	4.2%	3.8%	3.7%
%H		45.0%	17.5%	72.5%	35.0%	37.5%	75.0%
VCR	31	16	2	24	10	14	19
%V	3.0%	3.3%	1.3%	3.3%	3.0%	3.5%	2.3%
%H		51.6%	6.5%	77.4%	32.3%	45.2%	61.3%
Any recorder	683	420	116	436	281	155	594
%V	65.9%	85.7%	77.3%	60.1%	85.2%	39.2%	72.4%
%H		61.5%	17.0%	63.8%	41.1%	22.7%	87.0%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1036	490	150	725	330	395	820
%H		47.3%	14.5%	70.0%	31.9%	38.1%	79.2%
Receives HDTV (via STB or built-in reception)	551	327	112	354	234	120	489
%V	53.2%	66.7%	74.7%	48.8%	70.9%	30.4%	59.6%
%H		59.3%	20.3%	64.2%	42.5%	21.8%	88.7%
DVD/Blu-ray player or recorder	822	402	120	576	274	302	676
%V	79.3%	82.0%	80.0%	79.4%	83.0%	76.5%	82.4%
%H		48.9%	14.6%	70.1%	33.3%	36.7%	82.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1040	591	186	770	497	273	933
%H		56.8%	17.9%	74.0%	47.8%	26.3%	89.7%
Under 20"	335	176	53	260	154	106	296
%V	32.2%	29.8%	28.5%	33.8%	31.0%	38.8%	31.7%
%H		52.5%	15.8%	77.6%	46.0%	31.6%	88.4%
20" - 29"	326	188	60	252	168	84	288
%V	31.3%	31.8%	32.3%	32.7%	33.8%	30.8%	30.9%
%H		57.7%	18.4%	77.3%	51.5%	25.8%	88.3%
30" - 39"	237	142	47	161	109	52	216
%V	22.8%	24.0%	25.3%	20.9%	21.9%	19.0%	23.2%
%H		59.9%	19.8%	67.9%	46.0%	21.9%	91.1%
40" and over	85	55	16	59	45	14	82
%V	8.2%	9.3%	8.6%	7.7%	9.1%	5.1%	8.8%
%H		64.7%	18.8%	69.4%	52.9%	16.5%	96.5%
Don't know	15	5	2	11	4	7	14
%V	1.4%	0.8%	1.1%	1.4%	0.8%	2.6%	1.5%
%H		33.3%	13.3%	73.3%	26.7%	46.7%	93.3%
Not Asked	42	25	8	27	17	10	37
%V	4.0%	4.2%	4.3%	3.5%	3.4%	3.7%	4.0%
%H		59.5%	19.0%	64.3%	40.5%	23.8%	88.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1040	591	186	770	497	273	933
%H		56.8%	17.9%	74.0%	47.8%	26.3%	89.7%
PVR	225	151	53	122	95	27	214
%V	21.6%	25.5%	28.5%	15.8%	19.1%	9.9%	22.9%
%H		67.1%	23.6%	54.2%	42.2%	12.0%	95.1%
DVDR	13	8	3	10	7	3	12
%V	1.3%	1.4%	1.6%	1.3%	1.4%	1.1%	1.3%
%H		61.5%	23.1%	76.9%	53.8%	23.1%	92.3%
VCR	10	5	1	10	5	4	8
%V	1.0%	0.8%	0.5%	1.3%	1.0%	1.5%	0.9%
%H		50.0%	10.0%	100.0%	50.0%	40.0%	80.0%
Any recorder	239	156	55	135	102	33	225
%V	23.0%	26.4%	29.6%	17.5%	20.5%	12.1%	24.1%
%H		65.3%	23.0%	56.5%	42.7%	13.8%	94.1%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1040	591	186	770	497	273	933
%H		56.8%	17.9%	74.0%	47.8%	26.3%	89.7%
Receives HDTV (via STB or built-in reception)	250	144	66	157	110	47	241
%V	24.0%	24.4%	35.5%	20.4%	22.1%	17.2%	25.8%
%H		57.6%	26.4%	62.8%	44.0%	18.8%	96.4%
DVD/Blu-ray player or recorder	432	254	77	339	234	105	397
%V	41.5%	43.0%	41.4%	44.0%	47.1%	38.5%	42.6%
%H		58.8%	17.8%	78.5%	54.2%	24.3%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2542	2443	1269	395	1648	879	769	2174
%H		96.1%	49.9%	15.5%	64.8%	34.6%	30.3%	85.5%
Total Children	487	474	274	76	300	178	122	447
%V	19.2%	19.4%	21.6%	19.2%	18.2%	20.3%	15.9%	20.6%
%H		97.3%	56.3%	15.6%	61.6%	36.6%	25.1%	91.8%
0 - 3	116	110	64	16	63	34	28	101
%V	4.6%	4.5%	5.0%	4.1%	3.8%	3.9%	3.6%	4.6%
%H		94.8%	55.2%	13.8%	54.3%	29.3%	24.1%	87.1%
4 - 15	371	363	210	60	237	144	93	346
%V	14.6%	14.9%	16.5%	15.2%	14.4%	16.4%	12.1%	15.9%
%H		97.8%	56.6%	16.2%	63.9%	38.8%	25.1%	93.3%
4 - 9	197	192	105	32	127	74	54	181
%V	7.7%	7.9%	8.3%	8.1%	7.7%	8.4%	7.0%	8.3%
%H		97.5%	53.3%	16.2%	64.5%	37.6%	27.4%	91.9%
10 - 15	174	172	105	27	110	70	40	165
%V	6.8%	7.0%	8.3%	6.8%	6.7%	8.0%	5.2%	7.6%
%H		98.9%	60.3%	15.5%	63.2%	40.2%	23.0%	94.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2542	2443	1269	395	1648	879	769	2174
%H		96.1%	49.9%	15.5%	64.8%	34.6%	30.3%	85.5%
Total Adults (16+)	2055	1969	995	319	1348	701	647	1727
%V	80.8%	80.6%	78.4%	80.8%	81.8%	79.7%	84.1%	79.4%
%H		95.8%	48.4%	15.5%	65.6%	34.1%	31.5%	84.0%
16 - 19	158	149	83	29	90	61	30	146
%V	6.2%	6.1%	6.5%	7.3%	5.5%	6.9%	3.9%	6.7%
%H		94.3%	52.5%	18.4%	57.0%	38.6%	19.0%	92.4%
20 - 24	137	124	59	32	74	47	28	121
%V	5.4%	5.1%	4.6%	8.1%	4.5%	5.3%	3.6%	5.6%
%H		90.5%	43.1%	23.4%	54.0%	34.3%	20.4%	88.3%
25 - 34	290	277	138	61	175	97	78	264
%V	11.4%	11.3%	10.9%	15.4%	10.6%	11.0%	10.1%	12.1%
%H		95.5%	47.6%	21.0%	60.3%	33.4%	26.9%	91.0%
35 - 44	301	287	164	45	181	103	78	278
%V	11.8%	11.7%	12.9%	11.4%	11.0%	11.7%	10.1%	12.8%
%H		95.3%	54.5%	15.0%	60.1%	34.2%	25.9%	92.4%
45 - 54	395	383	204	66	258	142	116	363
%V	15.5%	15.7%	16.1%	16.7%	15.7%	16.2%	15.1%	16.7%
%H		97.0%	51.6%	16.7%	65.3%	35.9%	29.4%	91.9%
55 - 64	295	283	145	37	202	100	103	258
%V	11.6%	11.6%	11.4%	9.4%	12.3%	11.4%	13.4%	11.9%
%H		95.9%	49.2%	12.5%	68.5%	33.9%	34.9%	87.5%
65+	478	466	203	50	366	150	215	298
%V	18.8%	19.1%	16.0%	12.7%	22.2%	17.1%	28.0%	13.7%
%H		97.5%	42.5%	10.5%	76.6%	31.4%	45.0%	62.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2055	1969	995	319	1348	701	647	1727
%H		95.8%	48.4%	15.5%	65.6%	34.1%	31.5%	84.0%
AB	593	578	292	87	396	195	201	563
%V	28.9%	29.4%	29.3%	27.3%	29.4%	27.8%	31.1%	32.6%
%H		97.5%	49.2%	14.7%	66.8%	32.9%	33.9%	94.9%
C1	600	561	272	91	374	191	182	527
%V	29.2%	28.5%	27.3%	28.5%	27.7%	27.2%	28.1%	30.5%
%H		93.5%	45.3%	15.2%	62.3%	31.8%	30.3%	87.8%
C2	441	432	254	79	288	182	106	362
%V	21.5%	21.9%	25.5%	24.8%	21.4%	26.0%	16.4%	21.0%
%H		98.0%	57.6%	17.9%	65.3%	41.3%	24.0%	82.1%
D	255	243	111	44	172	86	86	195
%V	12.4%	12.3%	11.2%	13.8%	12.8%	12.3%	13.3%	11.3%
%H		95.3%	43.5%	17.3%	67.5%	33.7%	33.7%	76.5%
E	166	156	66	18	117	46	71	81
%V	8.1%	7.9%	6.6%	5.6%	8.7%	6.6%	11.0%	4.7%
%H		94.0%	39.8%	10.8%	70.5%	27.7%	42.8%	48.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2055	1969	995	319	1348	701	647	1727
%H		95.8%	48.4%	15.5%	65.6%	34.1%	31.5%	84.0%
Working full time	881	849	465	159	541	310	231	821
%V	42.9%	43.1%	46.7%	49.8%	40.1%	44.2%	35.7%	47.5%
%H		96.4%	52.8%	18.0%	61.4%	35.2%	26.2%	93.2%
Working part time	255	245	125	38	180	97	84	232
%V	12.4%	12.4%	12.6%	11.9%	13.4%	13.8%	13.0%	13.4%
%H		96.1%	49.0%	14.9%	70.6%	38.0%	32.9%	91.0%
Not working	919	875	406	121	627	294	333	675
%V	44.7%	44.4%	40.8%	37.9%	46.5%	41.9%	51.5%	39.1%
%H		95.2%	44.2%	13.2%	68.2%	32.0%	36.2%	73.4%
Housewife/Houseperson	1089	1037	491	150	725	330	395	855
%V	53.0%	52.7%	49.3%	47.0%	53.8%	47.1%	61.1%	49.5%
%H		95.2%	45.1%	13.8%	66.6%	30.3%	36.3%	78.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	976	928	482	157	629	346	284	845
%H		95.1%	49.4%	16.1%	64.4%	35.5%	29.1%	86.6%
16 - 19	76	72	42	16	39	30	10	72
%V	7.8%	7.8%	8.7%	10.2%	6.2%	8.7%	3.5%	8.5%
%H		94.7%	55.3%	21.1%	51.3%	39.5%	13.2%	94.7%
20 - 24	65	58	28	14	35	24	11	57
%V	6.7%	6.3%	5.8%	8.9%	5.6%	6.9%	3.9%	6.7%
%H		89.2%	43.1%	21.5%	53.8%	36.9%	16.9%	87.7%
25 - 34	140	132	62	31	82	44	38	127
%V	14.3%	14.2%	12.9%	19.7%	13.0%	12.7%	13.4%	15.0%
%H		94.3%	44.3%	22.1%	58.6%	31.4%	27.1%	90.7%
35 - 44	142	132	82	19	78	48	30	130
%V	14.5%	14.2%	17.0%	12.1%	12.4%	13.9%	10.6%	15.4%
%H		93.0%	57.7%	13.4%	54.9%	33.8%	21.1%	91.5%
45 - 54	193	186	97	37	128	74	55	176
%V	19.8%	20.0%	20.1%	23.6%	20.3%	21.4%	19.4%	20.8%
%H		96.4%	50.3%	19.2%	66.3%	38.3%	28.5%	91.2%
55 - 64	149	143	74	19	102	50	52	131
%V	15.3%	15.4%	15.4%	12.1%	16.2%	14.5%	18.3%	15.5%
%H		96.0%	49.7%	12.8%	68.5%	33.6%	34.9%	87.9%
65+	211	205	98	22	164	76	88	151
%V	21.6%	22.1%	20.3%	14.0%	26.1%	22.0%	31.0%	17.9%
%H		97.2%	46.4%	10.4%	77.7%	36.0%	41.7%	71.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	976	928	482	157	629	346	284	845
%H		95.1%	49.4%	16.1%	64.4%	35.5%	29.1%	86.6%
AB	299	290	147	48	199	101	98	287
%V	30.6%	31.3%	30.5%	30.6%	31.6%	29.2%	34.5%	34.0%
%H		97.0%	49.2%	16.1%	66.6%	33.8%	32.8%	96.0%
C1	273	252	127	43	165	93	73	246
%V	28.0%	27.2%	26.3%	27.4%	26.2%	26.9%	25.7%	29.1%
%H		92.3%	46.5%	15.8%	60.4%	34.1%	26.7%	90.1%
C2	221	215	127	39	143	90	53	182
%V	22.6%	23.2%	26.3%	24.8%	22.7%	26.0%	18.7%	21.5%
%H		97.3%	57.5%	17.6%	64.7%	40.7%	24.0%	82.4%
D	120	114	56	22	78	43	35	97
%V	12.3%	12.3%	11.6%	14.0%	12.4%	12.4%	12.3%	11.5%
%H		95.0%	46.7%	18.3%	65.0%	35.8%	29.2%	80.8%
E	63	56	25	5	44	19	26	32
%V	6.5%	6.0%	5.2%	3.2%	7.0%	5.5%	9.2%	3.8%
%H		88.9%	39.7%	7.9%	69.8%	30.2%	41.3%	50.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	976	928	482	157	629	346	284	845
%H		95.1%	49.4%	16.1%	64.4%	35.5%	29.1%	86.6%
Working full time	541	519	289	95	331	192	139	504
%V	55.4%	55.9%	60.0%	60.5%	52.6%	55.5%	48.9%	59.6%
%H		95.9%	53.4%	17.6%	61.2%	35.5%	25.7%	93.2%
Working part time	54	50	23	8	38	19	19	49
%V	5.5%	5.4%	4.8%	5.1%	6.0%	5.5%	6.7%	5.8%
%H		92.6%	42.6%	14.8%	70.4%	35.2%	35.2%	90.7%
Not working	381	359	171	54	260	135	126	293
%V	39.0%	38.7%	35.5%	34.4%	41.3%	39.0%	44.4%	34.7%
%H		94.2%	44.9%	14.2%	68.2%	35.4%	33.1%	76.9%
Housewife/Houseperson	228	207	93	27	144	56	88	170
%V	23.4%	22.3%	19.3%	17.2%	22.9%	16.2%	31.0%	20.1%
%H		90.8%	40.8%	11.8%	63.2%	24.6%	38.6%	74.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1079	1041	513	162	719	355	363	882
%H		96.5%	47.5%	15.0%	66.6%	32.9%	33.6%	81.7%
16 - 19	82	77	42	13	51	31	20	74
%V	7.6%	7.4%	8.2%	8.0%	7.1%	8.7%	5.5%	8.4%
%H		93.9%	51.2%	15.9%	62.2%	37.8%	24.4%	90.2%
20 - 24	72	66	31	18	39	23	16	64
%V	6.7%	6.3%	6.0%	11.1%	5.4%	6.5%	4.4%	7.3%
%H		91.7%	43.1%	25.0%	54.2%	31.9%	22.2%	88.9%
25 - 34	151	145	76	29	93	53	40	137
%V	14.0%	13.9%	14.8%	17.9%	12.9%	14.9%	11.0%	15.5%
%H		96.0%	50.3%	19.2%	61.6%	35.1%	26.5%	90.7%
35 - 44	160	156	82	26	103	56	48	147
%V	14.8%	15.0%	16.0%	16.0%	14.3%	15.8%	13.2%	16.7%
%H		97.5%	51.3%	16.3%	64.4%	35.0%	30.0%	91.9%
45 - 54	202	196	107	29	130	69	61	186
%V	18.7%	18.8%	20.9%	17.9%	18.1%	19.4%	16.8%	21.1%
%H		97.0%	53.0%	14.4%	64.4%	34.2%	30.2%	92.1%
55 - 64	146	140	70	19	100	49	51	127
%V	13.5%	13.4%	13.6%	11.7%	13.9%	13.8%	14.0%	14.4%
%H		95.9%	47.9%	13.0%	68.5%	33.6%	34.9%	87.0%
65+	267	261	105	28	202	74	128	147
%V	24.7%	25.1%	20.5%	17.3%	28.1%	20.8%	35.3%	16.7%
%H		97.8%	39.3%	10.5%	75.7%	27.7%	47.9%	55.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1079	1041	513	162	719	355	363	882
%H		96.5%	47.5%	15.0%	66.6%	32.9%	33.6%	81.7%
AB	294	288	145	40	197	94	104	277
%V	27.2%	27.7%	28.3%	24.7%	27.4%	26.5%	28.7%	31.4%
%H		98.0%	49.3%	13.6%	67.0%	32.0%	35.4%	94.2%
C1	327	309	145	49	208	99	110	281
%V	30.3%	29.7%	28.3%	30.2%	28.9%	27.9%	30.3%	31.9%
%H		94.5%	44.3%	15.0%	63.6%	30.3%	33.6%	85.9%
C2	220	217	127	39	146	92	54	179
%V	20.4%	20.8%	24.8%	24.1%	20.3%	25.9%	14.9%	20.3%
%H		98.6%	57.7%	17.7%	66.4%	41.8%	24.5%	81.4%
D	135	128	55	22	94	43	51	97
%V	12.5%	12.3%	10.7%	13.6%	13.1%	12.1%	14.0%	11.0%
%H		94.8%	40.7%	16.3%	69.6%	31.9%	37.8%	71.9%
E	103	100	41	12	73	28	45	48
%V	9.5%	9.6%	8.0%	7.4%	10.2%	7.9%	12.4%	5.4%
%H		97.1%	39.8%	11.7%	70.9%	27.2%	43.7%	46.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1079	1041	513	162	719	355	363	882
%H		96.5%	47.5%	15.0%	66.6%	32.9%	33.6%	81.7%
Working full time	340	331	176	64	210	118	92	317
%V	31.5%	31.8%	34.3%	39.5%	29.2%	33.2%	25.3%	35.9%
%H		97.4%	51.8%	18.8%	61.8%	34.7%	27.1%	93.2%
Working part time	201	195	102	31	142	78	64	183
%V	18.6%	18.7%	19.9%	19.1%	19.7%	22.0%	17.6%	20.7%
%H		97.0%	50.7%	15.4%	70.6%	38.8%	31.8%	91.0%
Not working	538	516	235	67	366	159	207	382
%V	49.9%	49.6%	45.8%	41.4%	50.9%	44.8%	57.0%	43.3%
%H		95.9%	43.7%	12.5%	68.0%	29.6%	38.5%	71.0%
Housewife/Houseperson	861	830	398	123	580	273	307	685
%V	79.8%	79.7%	77.6%	75.9%	80.7%	76.9%	84.6%	77.7%
%H		96.4%	46.2%	14.3%	67.4%	31.7%	35.7%	79.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3472	1369	689	2670	1257	1413	2643
%H (All HH)		96.5%	38.0%	19.1%	74.2%	34.9%	39.3%	73.4%
%H (TV HH)			39.4%	19.8%	76.9%	36.2%	40.7%	
AB	852	834	371	151	619	305	314	768
%V	23.7%	24.0%	27.1%	21.9%	23.2%	24.3%	22.2%	29.1%
%H (All HH)		97.9%	43.5%	17.7%	72.7%	35.8%	36.9%	90.1%
%H (TV HH)			44.5%	18.1%	74.2%	36.6%	37.6%	
C1	901	871	330	198	673	333	340	748
%V	25.0%	25.1%	24.1%	28.7%	25.2%	26.5%	24.1%	28.3%
%H (All HH)		96.7%	36.6%	22.0%	74.7%	37.0%	37.7%	83.0%
%H (TV HH)			37.9%	22.7%	77.3%	38.2%	39.0%	
C2	783	769	318	166	598	312	286	604
%V	21.8%	22.1%	23.2%	24.1%	22.4%	24.8%	20.2%	22.9%
%H (All HH)		98.2%	40.6%	21.2%	76.4%	39.8%	36.5%	77.1%
%H (TV HH)			41.4%	21.6%	77.8%	40.6%	37.2%	
D	594	569	228	114	431	202	228	366
%V	16.5%	16.4%	16.7%	16.5%	16.1%	16.1%	16.1%	13.8%
%H (All HH)		95.8%	38.4%	19.2%	72.6%	34.0%	38.4%	61.6%
%H (TV HH)			40.1%	20.0%	75.7%	35.5%	40.1%	
E	469	429	121	60	350	105	245	156
%V	13.0%	12.4%	8.8%	8.7%	13.1%	8.4%	17.3%	5.9%
%H (All HH)		91.5%	25.8%	12.8%	74.6%	22.4%	52.2%	33.3%
%H (TV HH)			28.2%	14.0%	81.6%	24.5%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3472	1369	689	2670	1257	1413	2643
%H (All HH)		96.5%	38.0%	19.1%	74.2%	34.9%	39.3%	73.4%
%H (TV HH)			39.4%	19.8%	76.9%	36.2%	40.7%	
Under 25	176	153	50	24	113	40	72	128
%V	4.9%	4.4%	3.7%	3.5%	4.2%	3.2%	5.1%	4.8%
%H (All HH)		86.9%	28.4%	13.6%	64.2%	22.7%	40.9%	72.7%
%H (TV HH)			32.7%	15.7%	73.9%	26.1%	47.1%	
25 - 34	546	523	244	124	348	197	151	470
%V	15.2%	15.1%	17.8%	18.0%	13.0%	15.7%	10.7%	17.8%
%H (All HH)		95.8%	44.7%	22.7%	63.7%	36.1%	27.7%	86.1%
%H (TV HH)			46.7%	23.7%	66.5%	37.7%	28.9%	
35 - 44	613	594	280	155	411	254	157	550
%V	17.0%	17.1%	20.5%	22.5%	15.4%	20.2%	11.1%	20.8%
%H (All HH)		96.9%	45.7%	25.3%	67.0%	41.4%	25.6%	89.7%
%H (TV HH)			47.1%	26.1%	69.2%	42.8%	26.4%	
45 - 54	702	681	305	153	527	302	225	604
%V	19.5%	19.6%	22.3%	22.2%	19.7%	24.0%	15.9%	22.9%
%H (All HH)		97.0%	43.4%	21.8%	75.1%	43.0%	32.1%	86.0%
%H (TV HH)			44.8%	22.5%	77.4%	44.3%	33.0%	
55 - 64	593	574	232	113	462	229	233	468
%V	16.5%	16.5%	16.9%	16.4%	17.3%	18.2%	16.5%	17.7%
%H (All HH)		96.8%	39.1%	19.1%	77.9%	38.6%	39.3%	78.9%
%H (TV HH)			40.4%	19.7%	80.5%	39.9%	40.6%	
65 +	969	946	257	118	809	235	574	423
%V	26.9%	27.2%	18.8%	17.1%	30.3%	18.7%	40.6%	16.0%
%H (All HH)		97.6%	26.5%	12.2%	83.5%	24.3%	59.2%	43.7%
%H (TV HH)			27.2%	12.5%	85.5%	24.8%	60.7%	

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 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3472	1369	689	2670	1257	1413	2643
%H (All HH)		96.5%	38.0%	19.1%	74.2%	34.9%	39.3%	73.4%
%H (TV HH)			39.4%	19.8%	76.9%	36.2%	40.7%	
1	1080	1008	261	133	820	217	603	497
%V	30.0%	29.0%	19.1%	19.3%	30.7%	17.3%	42.7%	18.8%
%H (All HH)		93.3%	24.2%	12.3%	75.9%	20.1%	55.8%	46.0%
%H (TV HH)			25.9%	13.2%	81.3%	21.5%	59.8%	
2	1207	1180	462	232	924	438	486	954
%V	33.5%	34.0%	33.7%	33.7%	34.6%	34.8%	34.4%	36.1%
%H (All HH)		97.8%	38.3%	19.2%	76.6%	36.3%	40.3%	79.0%
%H (TV HH)			39.2%	19.7%	78.3%	37.1%	41.2%	
3	588	577	278	137	430	263	167	519
%V	16.3%	16.6%	20.3%	19.9%	16.1%	20.9%	11.8%	19.6%
%H (All HH)		98.1%	47.3%	23.3%	73.1%	44.7%	28.4%	88.3%
%H (TV HH)			48.2%	23.7%	74.5%	45.6%	28.9%	
4	467	458	237	119	331	224	107	435
%V	13.0%	13.2%	17.3%	17.3%	12.4%	17.8%	7.6%	16.5%
%H (All HH)		98.1%	50.7%	25.5%	70.9%	48.0%	22.9%	93.1%
%H (TV HH)			51.7%	26.0%	72.3%	48.9%	23.4%	
5+	257	248	131	68	164	115	50	238
%V	7.1%	7.1%	9.6%	9.9%	6.1%	9.1%	3.5%	9.0%
%H (All HH)		96.5%	51.0%	26.5%	63.8%	44.7%	19.5%	92.6%
%H (TV HH)			52.8%	27.4%	66.1%	46.4%	20.2%	
Average HH size	2.37	2.39	2.70	2.70	2.32	2.72	1.96	2.66

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 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3472	1369	689	2670	1257	1413	2643
%H (All HH)		96.5%	38.0%	19.1%	74.2%	34.9%	39.3%	73.4%
%H (TV HH)			39.4%	19.8%	76.9%	36.2%	40.7%	
Without	2651	2540	909	451	2018	844	1173	1799
%V	73.7%	73.2%	66.4%	65.5%	75.6%	67.1%	83.0%	68.1%
%H (All HH)		95.8%	34.3%	17.0%	76.1%	31.8%	44.2%	67.9%
%H (TV HH)			35.8%	17.8%	79.4%	33.2%	46.2%	
With	948	931	459	238	652	412	240	843
%V	26.3%	26.8%	33.5%	34.5%	24.4%	32.8%	17.0%	31.9%
%H (All HH)		98.2%	48.4%	25.1%	68.8%	43.5%	25.3%	88.9%
%H (TV HH)			49.3%	25.6%	70.0%	44.3%	25.8%	
0 - 3	379	370	188	86	253	156	97	316
%V	10.5%	10.7%	13.7%	12.5%	9.5%	12.4%	6.9%	12.0%
%H (All HH)		97.6%	49.6%	22.7%	66.8%	41.2%	25.6%	83.4%
%H (TV HH)			50.8%	23.2%	68.4%	42.2%	26.2%	
4 - 9	473	465	232	119	324	209	115	422
%V	13.1%	13.4%	16.9%	17.3%	12.1%	16.6%	8.1%	16.0%
%H (All HH)		98.3%	49.0%	25.2%	68.5%	44.2%	24.3%	89.2%
%H (TV HH)			49.9%	25.6%	69.7%	44.9%	24.7%	
10 - 15	443	435	215	122	306	202	104	416
%V	12.3%	12.5%	15.7%	17.7%	11.5%	16.1%	7.4%	15.7%
%H (All HH)		98.2%	48.5%	27.5%	69.1%	45.6%	23.5%	93.9%
%H (TV HH)			49.4%	28.0%	70.3%	46.4%	23.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3472	1369	689	2670	1257	1413	2643
%H (All HH)		96.5%	38.0%	19.1%	74.2%	34.9%	39.3%	73.4%
%H (TV HH)			39.4%	19.8%	76.9%	36.2%	40.7%	
1	1440	1440	458	233	1010	284	726	876
%V	40.0%	41.5%	33.5%	33.8%	37.8%	22.6%	51.4%	33.1%
%H (All HH)		100.0%	31.8%	16.2%	70.1%	19.7%	50.4%	60.8%
%H (TV HH)			31.8%	16.2%	70.1%	19.7%	50.4%	
2	1169	1169	483	245	925	474	451	905
%V	32.5%	33.7%	35.3%	35.6%	34.6%	37.7%	31.9%	34.2%
%H (All HH)		100.0%	41.3%	21.0%	79.1%	40.5%	38.6%	77.4%
%H (TV HH)			41.3%	21.0%	79.1%	40.5%	38.6%	
3	554	554	263	122	467	291	176	503
%V	15.4%	16.0%	19.2%	17.7%	17.5%	23.2%	12.5%	19.0%
%H (All HH)		100.0%	47.5%	22.0%	84.3%	52.5%	31.8%	90.8%
%H (TV HH)			47.5%	22.0%	84.3%	52.5%	31.8%	
4	201	201	99	65	176	136	40	185
%V	5.6%	5.8%	7.2%	9.4%	6.6%	10.8%	2.8%	7.0%
%H (All HH)		100.0%	49.3%	32.3%	87.6%	67.7%	19.9%	92.0%
%H (TV HH)			49.3%	32.3%	87.6%	67.7%	19.9%	
5+	108	108	66	24	92	72	20	104
%V	3.0%	3.1%	4.8%	3.5%	3.4%	5.7%	1.4%	3.9%
%H (All HH)		100.0%	61.1%	22.2%	85.2%	66.7%	18.5%	96.3%
%H (TV HH)			61.1%	22.2%	85.2%	66.7%	18.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3472	1369	689	2670	1257	1413	2643
%H (All HH)		96.5%	38.0%	19.1%	74.2%	34.9%	39.3%	73.4%
%H (TV HH)			39.4%	19.8%	76.9%	36.2%	40.7%	
Under 20"	852	852	341	172	730	386	345	677
%V	23.7%	24.5%	24.9%	25.0%	27.3%	30.7%	24.4%	25.6%
%H (All HH)		100.0%	40.0%	20.2%	85.7%	45.3%	40.5%	79.5%
%H (TV HH)			40.0%	20.2%	85.7%	45.3%	40.5%	
20" - 29"	1318	1318	497	253	1081	510	571	975
%V	36.6%	38.0%	36.3%	36.7%	40.5%	40.6%	40.4%	36.9%
%H (All HH)		100.0%	37.7%	19.2%	82.0%	38.7%	43.3%	74.0%
%H (TV HH)			37.7%	19.2%	82.0%	38.7%	43.3%	
30" - 39"	1849	1849	732	395	1460	731	730	1407
%V	51.4%	53.3%	53.5%	57.3%	54.7%	58.2%	51.7%	53.2%
%H (All HH)		100.0%	39.6%	21.4%	79.0%	39.5%	39.5%	76.1%
%H (TV HH)			39.6%	21.4%	79.0%	39.5%	39.5%	
40" and over	1417	1417	727	334	1039	671	368	1232
%V	39.4%	40.8%	53.1%	48.5%	38.9%	53.4%	26.0%	46.6%
%H (All HH)		100.0%	51.3%	23.6%	73.3%	47.4%	26.0%	86.9%
%H (TV HH)			51.3%	23.6%	73.3%	47.4%	26.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3472	1369	689	2670	1257	1413	2643
%H (All HH)		96.5%	38.0%	19.1%	74.2%	34.9%	39.3%	73.4%
%H (TV HH)			39.4%	19.8%	76.9%	36.2%	40.7%	
Main living room	3423	3423	1357	684	2636	1246	1390	2536
%V	95.1%	98.6%	99.1%	99.3%	98.7%	99.1%	98.4%	96.0%
%H (All HH)		100.0%	39.6%	20.0%	77.0%	36.4%	40.6%	74.1%
%H (TV HH)			39.6%	20.0%	77.0%	36.4%	40.6%	
Kitchen	427	427	198	79	371	217	155	355
%V	11.9%	12.3%	14.5%	11.5%	13.9%	17.3%	11.0%	13.4%
%H (All HH)		100.0%	46.4%	18.5%	86.9%	50.8%	36.3%	83.1%
%H (TV HH)			46.4%	18.5%	86.9%	50.8%	36.3%	
Adult's bedroom	1466	1466	666	338	1217	740	477	1235
%V	40.7%	42.2%	48.6%	49.1%	45.6%	58.9%	33.8%	46.7%
%H (All HH)		100.0%	45.4%	23.1%	83.0%	50.5%	32.5%	84.2%
%H (TV HH)			45.4%	23.1%	83.0%	50.5%	32.5%	
Child's bedroom	325	325	160	97	263	190	72	302
%V	9.0%	9.4%	11.7%	14.1%	9.9%	15.1%	5.1%	11.4%
%H (All HH)		100.0%	49.2%	29.8%	80.9%	58.5%	22.2%	92.9%
%H (TV HH)			49.2%	29.8%	80.9%	58.5%	22.2%	
Other bedroom	154	154	73	40	126	82	44	140
%V	4.3%	4.4%	5.3%	5.8%	4.7%	6.5%	3.1%	5.3%
%H (All HH)		100.0%	47.4%	26.0%	81.8%	53.2%	28.6%	90.9%
%H (TV HH)			47.4%	26.0%	81.8%	53.2%	28.6%	
Second living/dining room	345	345	156	82	287	177	110	292
%V	9.6%	9.9%	11.4%	11.9%	10.7%	14.1%	7.8%	11.0%
%H (All HH)		100.0%	45.2%	23.8%	83.2%	51.3%	31.9%	84.6%
%H (TV HH)			45.2%	23.8%	83.2%	51.3%	31.9%	
Study/office	46	46	20	9	34	18	16	43
%V	1.3%	1.3%	1.5%	1.3%	1.3%	1.4%	1.1%	1.6%
%H (All HH)		100.0%	43.5%	19.6%	73.9%	39.1%	34.8%	93.5%
%H (TV HH)			43.5%	19.6%	73.9%	39.1%	34.8%	
TV room	23	23	12	4	20	12	7	22
%V	0.6%	0.7%	0.9%	0.6%	0.7%	1.0%	0.5%	0.8%
%H (All HH)		100.0%	52.2%	17.4%	87.0%	52.2%	30.4%	95.7%
%H (TV HH)			52.2%	17.4%	87.0%	52.2%	30.4%	
Conservatory	82	82	43	16	69	46	24	74
%V	2.3%	2.4%	3.1%	2.3%	2.6%	3.7%	1.7%	2.8%
%H (All HH)		100.0%	52.4%	19.5%	84.1%	56.1%	29.3%	90.2%
%H (TV HH)			52.4%	19.5%	84.1%	56.1%	29.3%	
Attic or loft room	5	5	2	1	5	3	2	4
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	40.0%	20.0%	100.0%	60.0%	40.0%	80.0%
%H (TV HH)			40.0%	20.0%	100.0%	60.0%	40.0%	
No specific location	3	3	2	0	3	2	1	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%	
Other	24	24	10	8	21	14	7	23
%V	0.7%	0.7%	0.7%	1.2%	0.8%	1.1%	0.5%	0.9%
%H (All HH)		100.0%	41.7%	33.3%	87.5%	58.3%	29.2%	95.8%
%H (TV HH)			41.7%	33.3%	87.5%	58.3%	29.2%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands

Household level data

Table 3.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3472	1369	689	2670	1257	1413	2643
%H (All HH)		96.5%	38.0%	19.1%	74.2%	34.9%	39.3%	73.4%
%H (TV HH)			39.4%	19.8%	76.9%	36.2%	40.7%	
Any DSAT provider	1369	1369	1369	31	852	852	0	1171
%V	38.0%	39.4%	100.0%	4.5%	31.9%	67.8%	0.0%	44.3%
%H (All HH)			100.0%	2.3%	62.2%	62.2%	0.0%	85.5%
%H (TV HH)			100.0%	2.3%	62.2%	62.2%	0.0%	
Sky with subscription	1101	1101	1101	15	702	702	0	971
%V	30.6%	31.7%	80.4%	2.2%	26.3%	55.8%	0.0%	36.7%
%H (All HH)			100.0%	1.4%	63.8%	63.8%	0.0%	88.2%
%H (TV HH)			100.0%	1.4%	63.8%	63.8%	0.0%	
Sky without subscription	99	99	99	7	46	46	0	66
%V	2.8%	2.9%	7.2%	1.0%	1.7%	3.7%	0.0%	2.5%
%H (All HH)			100.0%	7.1%	46.5%	46.5%	0.0%	66.7%
%H (TV HH)			100.0%	7.1%	46.5%	46.5%	0.0%	
Freesat	154	154	154	8	101	101	0	124
%V	4.3%	4.4%	11.2%	1.2%	3.8%	8.0%	0.0%	4.7%
%H (All HH)			100.0%	5.2%	65.6%	65.6%	0.0%	80.5%
%H (TV HH)			100.0%	5.2%	65.6%	65.6%	0.0%	
Other satellite provider	42	42	42	2	21	21	0	36
%V	1.2%	1.2%	3.1%	0.3%	0.8%	1.7%	0.0%	1.4%
%H (All HH)			100.0%	4.8%	50.0%	50.0%	0.0%	85.7%
%H (TV HH)			100.0%	4.8%	50.0%	50.0%	0.0%	
DCAB	689	689	31	689	424	424	0	600
%V	19.1%	19.8%	2.3%	100.0%	15.9%	33.7%	0.0%	22.7%
%H (All HH)			4.5%	100.0%	61.5%	61.5%	0.0%	87.1%
%H (TV HH)			4.5%	100.0%	61.5%	61.5%	0.0%	
DTT	2670	2670	852	424	2670	1257	1413	1893
%V	74.2%	76.9%	62.2%	61.5%	100.0%	100.0%	100.0%	71.6%
%H (All HH)		100.0%	31.9%	15.9%	100.0%	47.1%	52.9%	70.9%
%H (TV HH)			31.9%	15.9%	100.0%	47.1%	52.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands

Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3472	1369	689	2670	1257	1413	2643
%H (All HH)		96.5%	38.0%	19.1%	74.2%	34.9%	39.3%	73.4%
%H (TV HH)			39.4%	19.8%	76.9%	36.2%	40.7%	
PVR	2061	2061	1125	510	1490	1041	449	1790
%V	57.3%	59.4%	82.2%	74.0%	55.8%	82.8%	31.8%	67.7%
%H (All HH)		100.0%	54.6%	24.7%	72.3%	50.5%	21.8%	86.9%
%H (TV HH)			54.6%	24.7%	72.3%	50.5%	21.8%	
DVDR	155	155	62	34	115	55	60	130
%V	4.3%	4.5%	4.5%	4.9%	4.3%	4.4%	4.2%	4.9%
%H (All HH)		100.0%	40.0%	21.9%	74.2%	35.5%	38.7%	83.9%
%H (TV HH)			40.0%	21.9%	74.2%	35.5%	38.7%	
VCR	105	105	34	19	89	36	54	58
%V	2.9%	3.0%	2.5%	2.8%	3.3%	2.9%	3.8%	2.2%
%H (All HH)		100.0%	32.4%	18.1%	84.8%	34.3%	51.4%	55.2%
%H (TV HH)			32.4%	18.1%	84.8%	34.3%	51.4%	
Any recorder	2164	2164	1146	523	1579	1060	518	1841
%V	60.1%	62.3%	83.7%	75.9%	59.1%	84.3%	36.7%	69.7%
%H (All HH)		100.0%	53.0%	24.2%	73.0%	49.0%	23.9%	85.1%
%H (TV HH)			53.0%	24.2%	73.0%	49.0%	23.9%	
Receives HDTV (via STB or built-in reception)	1910	1910	893	508	1428	898	531	1641
%V	53.1%	55.0%	65.2%	73.7%	53.5%	71.4%	37.6%	62.1%
%H (All HH)		100.0%	46.8%	26.6%	74.8%	47.0%	27.8%	85.9%
%H (TV HH)			46.8%	26.6%	74.8%	47.0%	27.8%	
DVD/Blu-ray player or recorder	2711	2711	1140	568	2097	1072	1025	2144
%V	75.3%	78.1%	83.3%	82.4%	78.5%	85.3%	72.5%	81.1%
%H (All HH)		100.0%	42.1%	21.0%	77.4%	39.5%	37.8%	79.1%
%H (TV HH)			42.1%	21.0%	77.4%	39.5%	37.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3599	3472	1369	689	2670	1257	1413	2643
%V (All HH)		96.5%	38.0%	19.1%	74.2%	34.9%	39.3%	73.4%
%H (TV HH)			39.4%	19.8%	76.9%	36.2%	40.7%	
Has broadband internet	2643	2571	1171	600	1893	1091	802	2643
%V	73.4%	74.0%	85.5%	87.1%	70.9%	86.8%	56.8%	100.0%
%H (All HH)		97.3%	44.3%	22.7%	71.6%	41.3%	30.3%	100.0%
%H (TV HH)			45.5%	23.3%	73.6%	42.4%	31.2%	
Number of computers (PCs and laptops)								
0	825	780	169	83	671	144	527	45
%V	22.9%	22.5%	12.3%	12.0%	25.1%	11.5%	37.3%	1.7%
%H (All HH)		94.5%	20.5%	10.1%	81.3%	17.5%	63.9%	5.5%
%H (TV HH)			21.7%	10.6%	86.0%	18.5%	67.6%	
1	1205	1157	460	222	885	416	469	1067
%V	33.5%	33.3%	33.6%	32.2%	33.1%	33.1%	33.2%	40.4%
%H (All HH)		96.0%	38.2%	18.4%	73.4%	34.5%	38.9%	88.5%
%H (TV HH)			39.8%	19.2%	76.5%	36.0%	40.5%	
2	742	727	332	178	539	321	218	715
%V	20.6%	20.9%	24.3%	25.8%	20.2%	25.5%	15.4%	27.1%
%H (All HH)		98.0%	44.7%	24.0%	72.6%	43.3%	29.4%	96.4%
%H (TV HH)			45.7%	24.5%	74.1%	44.2%	30.0%	
3	418	409	203	100	290	181	109	413
%V	11.6%	11.8%	14.8%	14.5%	10.9%	14.4%	7.7%	15.6%
%H (All HH)		97.8%	48.6%	23.9%	69.4%	43.3%	26.1%	98.8%
%H (TV HH)			49.6%	24.4%	70.9%	44.3%	26.7%	
4	196	193	95	48	138	90	48	194
%V	5.4%	5.6%	6.9%	7.0%	5.2%	7.2%	3.4%	7.3%
%H (All HH)		98.5%	48.5%	24.5%	70.4%	45.9%	24.5%	99.0%
%H (TV HH)			49.2%	24.9%	71.5%	46.6%	24.9%	
5+	212	207	110	58	147	105	42	208
%V	5.9%	6.0%	8.0%	8.4%	5.5%	8.4%	3.0%	7.9%
%H (All HH)		97.6%	51.9%	27.4%	69.3%	49.5%	19.8%	98.1%
%H (TV HH)			53.1%	28.0%	71.0%	50.7%	20.3%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6820	2965	1473	5458	3031	2427	5488
%H		43.5%	21.6%	80.0%	44.4%	35.6%	80.5%
Under 20"	1074	439	221	934	510	424	873
%V	15.7%	14.8%	15.0%	17.1%	16.8%	17.5%	15.9%
%H		40.9%	20.6%	87.0%	47.5%	39.5%	81.3%
20" - 29"	1656	648	330	1372	687	685	1258
%V	24.3%	21.9%	22.4%	25.1%	22.7%	28.2%	22.9%
%H		39.1%	19.9%	82.9%	41.5%	41.4%	76.0%
30" - 39"	2193	911	481	1742	928	815	1720
%V	32.2%	30.7%	32.7%	31.9%	30.6%	33.6%	31.3%
%H		41.5%	21.9%	79.4%	42.3%	37.2%	78.4%
40" and over	1650	869	394	1215	810	405	1453
%V	24.2%	29.3%	26.7%	22.3%	26.7%	16.7%	26.5%
%H		52.7%	23.9%	73.6%	49.1%	24.5%	88.1%
Don't know	150	57	26	129	61	68	95
%V	2.2%	1.9%	1.8%	2.4%	2.0%	2.8%	1.7%
%H		38.0%	17.3%	86.0%	40.7%	45.3%	63.3%
Not Asked	97	41	21	66	35	30	89
%V	1.4%	1.4%	1.4%	1.2%	1.2%	1.2%	1.6%
%H		42.3%	21.6%	68.0%	36.1%	30.9%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6820	2965	1473	5458	3031	2427	5488
%H		43.5%	21.6%	80.0%	44.4%	35.6%	80.5%
Main living room	3436	1362	687	2644	1250	1394	2547
%V	50.4%	45.9%	46.6%	48.4%	41.2%	57.4%	46.4%
%H		39.6%	20.0%	76.9%	36.4%	40.6%	74.1%
Kitchen	430	201	79	374	219	155	358
%V	6.3%	6.8%	5.4%	6.9%	7.2%	6.4%	6.5%
%H		46.7%	18.4%	87.0%	50.9%	36.0%	83.3%
Adult's bedroom	1728	817	394	1443	906	536	1475
%V	25.3%	27.6%	26.7%	26.4%	29.9%	22.1%	26.9%
%H		47.3%	22.8%	83.5%	52.4%	31.0%	85.4%
Child's bedroom	417	205	123	340	246	94	387
%V	6.1%	6.9%	8.4%	6.2%	8.1%	3.9%	7.1%
%H		49.2%	29.5%	81.5%	59.0%	22.5%	92.8%
Other bedroom	180	89	49	147	99	48	166
%V	2.6%	3.0%	3.3%	2.7%	3.3%	2.0%	3.0%
%H		49.4%	27.2%	81.7%	55.0%	26.7%	92.2%
Second living/dining room	349	159	83	289	179	111	296
%V	5.1%	5.4%	5.6%	5.3%	5.9%	4.6%	5.4%
%H		45.6%	23.8%	82.8%	51.3%	31.8%	84.8%
Study/office	46	21	9	35	18	17	44
%V	0.7%	0.7%	0.6%	0.6%	0.6%	0.7%	0.8%
%H		45.7%	19.6%	76.1%	39.1%	37.0%	95.7%
TV room	23	12	4	20	12	7	22
%V	0.3%	0.4%	0.3%	0.4%	0.4%	0.3%	0.4%
%H		52.2%	17.4%	87.0%	52.2%	30.4%	95.7%
Conservatory	82	43	16	70	46	24	75
%V	1.2%	1.5%	1.1%	1.3%	1.5%	1.0%	1.4%
%H		52.4%	19.5%	85.4%	56.1%	29.3%	91.5%
Attic or loft room	5	2	1	5	3	2	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		40.0%	20.0%	100.0%	60.0%	40.0%	80.0%
No specific location	3	2	0	3	2	1	3
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
Other	25	10	8	21	14	7	23
%V	0.4%	0.3%	0.5%	0.4%	0.5%	0.3%	0.4%
%H		40.0%	32.0%	84.0%	56.0%	28.0%	92.0%
Not Asked	97	41	21	66	35	30	89
%V	1.4%	1.4%	1.4%	1.2%	1.2%	1.2%	1.6%
%H		42.3%	21.6%	68.0%	36.1%	30.9%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6820	2965	1473	5458	3031	2427	5488
%H		43.5%	21.6%	80.0%	44.4%	35.6%	80.5%
PVR	2686	1531	680	1888	1379	509	2383
%V	39.4%	51.6%	46.2%	34.6%	45.5%	21.0%	43.4%
%H		57.0%	25.3%	70.3%	51.3%	19.0%	88.7%
DVDR	171	70	38	124	61	63	144
%V	2.5%	2.4%	2.6%	2.3%	2.0%	2.6%	2.6%
%H		40.9%	22.2%	72.5%	35.7%	36.8%	84.2%
VCR	110	35	20	94	38	56	61
%V	1.6%	1.2%	1.4%	1.7%	1.3%	2.3%	1.1%
%H		31.8%	18.2%	85.5%	34.5%	50.9%	55.5%
Any recorder	2822	1568	702	2005	1417	588	2462
%V	41.4%	52.9%	47.7%	36.7%	46.8%	24.2%	44.9%
%H		55.6%	24.9%	71.0%	50.2%	20.8%	87.2%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6820	2965	1473	5458	3031	2427	5488
%H		43.5%	21.6%	80.0%	44.4%	35.6%	80.5%
Receives HDTV (via STB or built-in reception)	2693	1269	755	2031	1324	708	2373
%V	39.5%	42.8%	51.3%	37.2%	43.7%	29.2%	43.2%
%H		47.1%	28.0%	75.4%	49.2%	26.3%	88.1%
DVD/Blu-ray player or recorder	3962	1750	887	3163	1793	1370	3275
%V	58.1%	59.0%	60.2%	58.0%	59.2%	56.4%	59.7%
%H		44.2%	22.4%	79.8%	45.3%	34.6%	82.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3468	1368	688	2669	1256	1413	2568
%H		39.4%	19.8%	77.0%	36.2%	40.7%	74.0%
Under 20"	71	10	7	56	7	49	37
%V	2.0%	0.7%	1.0%	2.1%	0.6%	3.5%	1.4%
%H		14.1%	9.9%	78.9%	9.9%	69.0%	52.1%
20" - 29"	551	132	80	446	109	336	306
%V	15.9%	9.6%	11.6%	16.7%	8.7%	23.8%	11.9%
%H		24.0%	14.5%	80.9%	19.8%	61.0%	55.5%
30" - 39"	1404	501	268	1109	472	637	999
%V	40.5%	36.6%	39.0%	41.6%	37.6%	45.1%	38.9%
%H		35.7%	19.1%	79.0%	33.6%	45.4%	71.2%
40" and over	1369	706	322	1002	650	352	1188
%V	39.5%	51.6%	46.8%	37.5%	51.8%	24.9%	46.3%
%H		51.6%	23.5%	73.2%	47.5%	25.7%	86.8%
Don't know	70	19	12	57	18	39	35
%V	2.0%	1.4%	1.7%	2.1%	1.4%	2.8%	1.4%
%H		27.1%	17.1%	81.4%	25.7%	55.7%	50.0%
Not Asked	3	0	0	0	0	0	3
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3468	1368	688	2669	1256	1413	2568
%H		39.4%	19.8%	77.0%	36.2%	40.7%	74.0%
PVR	2014	1104	500	1448	1017	432	1750
%V	58.1%	80.7%	72.7%	54.3%	81.0%	30.6%	68.1%
%H		54.8%	24.8%	71.9%	50.5%	21.4%	86.9%
DVDR	133	53	26	98	45	53	109
%V	3.8%	3.9%	3.8%	3.7%	3.6%	3.8%	4.2%
%H		39.8%	19.5%	73.7%	33.8%	39.8%	82.0%
VCR	87	27	15	72	26	46	45
%V	2.5%	2.0%	2.2%	2.7%	2.1%	3.3%	1.8%
%H		31.0%	17.2%	82.8%	29.9%	52.9%	51.7%
Any recorder	2114	1127	512	1534	1036	497	1801
%V	61.0%	82.4%	74.4%	57.5%	82.5%	35.2%	70.1%
%H		53.3%	24.2%	72.6%	49.0%	23.5%	85.2%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3468	1368	688	2669	1256	1413	2568
%H		39.4%	19.8%	77.0%	36.2%	40.7%	74.0%
Receives HDTV (via STB or built-in reception)	1837	866	492	1363	863	500	1580
%V	53.0%	63.3%	71.5%	51.1%	68.7%	35.4%	61.5%
%H		47.1%	26.8%	74.2%	47.0%	27.2%	86.0%
DVD/Blu-ray player or recorder	2567	1077	535	1975	997	977	2027
%V	74.0%	78.7%	77.8%	74.0%	79.4%	69.1%	78.9%
%H		42.0%	20.8%	76.9%	38.8%	38.1%	79.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3352	1597	785	2789	1775	1013	2920
%H		47.6%	23.4%	83.2%	53.0%	30.2%	87.1%
Under 20"	1003	429	214	878	503	375	836
%V	29.9%	26.9%	27.3%	31.5%	28.3%	37.0%	28.6%
%H		42.8%	21.3%	87.5%	50.1%	37.4%	83.3%
20" - 29"	1105	516	251	926	577	349	952
%V	33.0%	32.3%	32.0%	33.2%	32.5%	34.5%	32.6%
%H		46.7%	22.7%	83.8%	52.2%	31.6%	86.2%
30" - 39"	789	410	213	633	456	178	722
%V	23.5%	25.7%	27.1%	22.7%	25.7%	17.6%	24.7%
%H		52.0%	27.0%	80.2%	57.8%	22.6%	91.5%
40" and over	281	163	72	213	160	53	266
%V	8.4%	10.2%	9.2%	7.6%	9.0%	5.2%	9.1%
%H		58.0%	25.6%	75.8%	56.9%	18.9%	94.7%
Don't know	80	38	14	72	42	29	60
%V	2.4%	2.4%	1.8%	2.6%	2.4%	2.9%	2.1%
%H		47.5%	17.5%	90.0%	52.5%	36.3%	75.0%
Not Asked	94	41	21	67	37	29	84
%V	2.8%	2.6%	2.7%	2.4%	2.1%	2.9%	2.9%
%H		43.6%	22.3%	71.3%	39.4%	30.9%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3352	1597	785	2789	1775	1013	2920
%H		47.6%	23.4%	83.2%	53.0%	30.2%	87.1%
PVR	672	428	180	439	362	77	633
%V	20.0%	26.8%	22.9%	15.7%	20.4%	7.6%	21.7%
%H		63.7%	26.8%	65.3%	53.9%	11.5%	94.2%
DVDR	38	17	11	26	16	10	35
%V	1.1%	1.1%	1.4%	0.9%	0.9%	1.0%	1.2%
%H		44.7%	28.9%	68.4%	42.1%	26.3%	92.1%
VCR	23	8	5	22	12	10	16
%V	0.7%	0.5%	0.6%	0.8%	0.7%	1.0%	0.5%
%H		34.8%	21.7%	95.7%	52.2%	43.5%	69.6%
Any recorder	708	441	190	472	381	91	661
%V	21.1%	27.6%	24.2%	16.9%	21.5%	9.0%	22.6%
%H		62.3%	26.8%	66.7%	53.8%	12.9%	93.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3352	1597	785	2789	1775	1013	2920
%H		47.6%	23.4%	83.2%	53.0%	30.2%	87.1%
Receives HDTV (via STB or built-in reception)	855	403	264	668	460	207	794
%V	25.5%	25.2%	33.6%	24.0%	25.9%	20.4%	27.2%
%H		47.1%	30.9%	78.1%	53.8%	24.2%	92.9%
DVD/Blu-ray player or recorder	1395	673	352	1188	795	393	1248
%V	41.6%	42.1%	44.8%	42.6%	44.8%	38.8%	42.7%
%H		48.2%	25.2%	85.2%	57.0%	28.2%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8528	8283	3695	1848	6171	3403	2768	7001
%H		97.1%	43.3%	21.7%	72.4%	39.9%	32.5%	82.1%
Total Children	1674	1640	819	419	1134	726	408	1489
%V	19.6%	19.8%	22.2%	22.7%	18.4%	21.3%	14.7%	21.3%
%H		98.0%	48.9%	25.0%	67.7%	43.4%	24.4%	88.9%
0 - 3	451	439	219	106	302	187	115	374
%V	5.3%	5.3%	5.9%	5.7%	4.9%	5.5%	4.2%	5.3%
%H		97.3%	48.6%	23.5%	67.0%	41.5%	25.5%	82.9%
4 - 15	1223	1201	600	313	832	539	293	1116
%V	14.3%	14.5%	16.2%	16.9%	13.5%	15.8%	10.6%	15.9%
%H		98.2%	49.1%	25.6%	68.0%	44.1%	24.0%	91.3%
4 - 9	639	627	320	153	433	279	154	567
%V	7.5%	7.6%	8.7%	8.3%	7.0%	8.2%	5.6%	8.1%
%H		98.1%	50.1%	23.9%	67.8%	43.7%	24.1%	88.7%
10 - 15	584	573	280	160	399	260	139	549
%V	6.8%	6.9%	7.6%	8.7%	6.5%	7.6%	5.0%	7.8%
%H		98.1%	47.9%	27.4%	68.3%	44.5%	23.8%	94.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8528	8283	3695	1848	6171	3403	2768	7001
%H		97.1%	43.3%	21.7%	72.4%	39.9%	32.5%	82.1%
Total Adults (16+)	6854	6643	2875	1429	5036	2677	2360	5512
%V	80.4%	80.2%	77.8%	77.3%	81.6%	78.7%	85.3%	78.7%
%H		96.9%	41.9%	20.8%	73.5%	39.1%	34.4%	80.4%
16 - 19	410	397	194	96	297	186	111	380
%V	4.8%	4.8%	5.3%	5.2%	4.8%	5.5%	4.0%	5.4%
%H		96.8%	47.3%	23.4%	72.4%	45.4%	27.1%	92.7%
20 - 24	567	521	230	122	385	222	163	492
%V	6.6%	6.3%	6.2%	6.6%	6.2%	6.5%	5.9%	7.0%
%H		91.9%	40.6%	21.5%	67.9%	39.2%	28.7%	86.8%
25 - 34	1140	1097	534	270	736	444	292	1006
%V	13.4%	13.2%	14.5%	14.6%	11.9%	13.0%	10.5%	14.4%
%H		96.2%	46.8%	23.7%	64.6%	38.9%	25.6%	88.2%
35 - 44	1082	1054	519	268	733	466	266	983
%V	12.7%	12.7%	14.0%	14.5%	11.9%	13.7%	9.6%	14.0%
%H		97.4%	48.0%	24.8%	67.7%	43.1%	24.6%	90.9%
45 - 54	1207	1178	555	275	899	542	357	1067
%V	14.2%	14.2%	15.0%	14.9%	14.6%	15.9%	12.9%	15.2%
%H		97.6%	46.0%	22.8%	74.5%	44.9%	29.6%	88.4%
55 - 64	969	947	398	199	759	401	357	802
%V	11.4%	11.4%	10.8%	10.8%	12.3%	11.8%	12.9%	11.5%
%H		97.7%	41.1%	20.5%	78.3%	41.4%	36.8%	82.8%
65+	1478	1450	445	199	1228	416	812	782
%V	17.3%	17.5%	12.0%	10.8%	19.9%	12.2%	29.3%	11.2%
%H		98.1%	30.1%	13.5%	83.1%	28.1%	54.9%	52.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6854	6643	2875	1429	5036	2677	2360	5512
%H		96.9%	41.9%	20.8%	73.5%	39.1%	34.4%	80.4%
AB	1706	1675	802	320	1241	678	563	1578
%V	24.9%	25.2%	27.9%	22.4%	24.6%	25.3%	23.9%	28.6%
%H		98.2%	47.0%	18.8%	72.7%	39.7%	33.0%	92.5%
C1	1763	1703	702	409	1310	719	591	1549
%V	25.7%	25.6%	24.4%	28.6%	26.0%	26.9%	25.0%	28.1%
%H		96.6%	39.8%	23.2%	74.3%	40.8%	33.5%	87.9%
C2	1603	1576	692	377	1205	687	518	1326
%V	23.4%	23.7%	24.1%	26.4%	23.9%	25.7%	21.9%	24.1%
%H		98.3%	43.2%	23.5%	75.2%	42.9%	32.3%	82.7%
D	1119	1076	483	230	793	422	371	783
%V	16.3%	16.2%	16.8%	16.1%	15.7%	15.8%	15.7%	14.2%
%H		96.2%	43.2%	20.6%	70.9%	37.7%	33.2%	70.0%
E	662	612	197	94	487	171	316	276
%V	9.7%	9.2%	6.9%	6.6%	9.7%	6.4%	13.4%	5.0%
%H		92.4%	29.8%	14.2%	73.6%	25.8%	47.7%	41.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6854	6643	2875	1429	5036	2677	2360	5512
%H		96.9%	41.9%	20.8%	73.5%	39.1%	34.4%	80.4%
Working full time	3036	2976	1417	739	2165	1333	832	2775
%V	44.3%	44.8%	49.3%	51.7%	43.0%	49.8%	35.3%	50.3%
%H		98.0%	46.7%	24.3%	71.3%	43.9%	27.4%	91.4%
Working part time	751	734	345	169	539	317	222	679
%V	11.0%	11.0%	12.0%	11.8%	10.7%	11.8%	9.4%	12.3%
%H		97.7%	45.9%	22.5%	71.8%	42.2%	29.6%	90.4%
Not working	3068	2932	1113	521	2332	1027	1305	2058
%V	44.8%	44.1%	38.7%	36.5%	46.3%	38.4%	55.3%	37.3%
%H		95.6%	36.3%	17.0%	76.0%	33.5%	42.5%	67.1%
Housewife/Houseperson	3599	3472	1369	689	2670	1257	1413	2643
%V	52.5%	52.3%	47.6%	48.2%	53.0%	47.0%	59.9%	47.9%
%H		96.5%	38.0%	19.1%	74.2%	34.9%	39.3%	73.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3350	3231	1436	705	2425	1331	1094	2747
%H		96.4%	42.9%	21.0%	72.4%	39.7%	32.7%	82.0%
16 - 19	204	197	87	56	148	92	56	190
%V	6.1%	6.1%	6.1%	7.9%	6.1%	6.9%	5.1%	6.9%
%H		96.6%	42.6%	27.5%	72.5%	45.1%	27.5%	93.1%
20 - 24	280	255	114	58	186	109	77	249
%V	8.4%	7.9%	7.9%	8.2%	7.7%	8.2%	7.0%	9.1%
%H		91.1%	40.7%	20.7%	66.4%	38.9%	27.5%	88.9%
25 - 34	564	539	270	135	362	226	136	505
%V	16.8%	16.7%	18.8%	19.1%	14.9%	17.0%	12.4%	18.4%
%H		95.6%	47.9%	23.9%	64.2%	40.1%	24.1%	89.5%
35 - 44	538	522	263	125	362	230	132	484
%V	16.1%	16.2%	18.3%	17.7%	14.9%	17.3%	12.1%	17.6%
%H		97.0%	48.9%	23.2%	67.3%	42.8%	24.5%	90.0%
45 - 54	598	577	271	136	435	261	174	517
%V	17.9%	17.9%	18.9%	19.3%	17.9%	19.6%	15.9%	18.8%
%H		96.5%	45.3%	22.7%	72.7%	43.6%	29.1%	86.5%
55 - 64	483	469	195	100	376	199	177	393
%V	14.4%	14.5%	13.6%	14.2%	15.5%	15.0%	16.2%	14.3%
%H		97.1%	40.4%	20.7%	77.8%	41.2%	36.6%	81.4%
65+	684	671	236	95	556	214	342	409
%V	20.4%	20.8%	16.4%	13.5%	22.9%	16.1%	31.3%	14.9%
%H		98.1%	34.5%	13.9%	81.3%	31.3%	50.0%	59.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		3350	3231	1436	705	2425	1331	1094	2747
	%H		96.4%	42.9%	21.0%	72.4%	39.7%	32.7%	82.0%
AB		859	842	408	167	620	348	272	802
	%V	25.6%	26.1%	28.4%	23.7%	25.6%	26.1%	24.9%	29.2%
	%H		98.0%	47.5%	19.4%	72.2%	40.5%	31.7%	93.4%
C1		818	785	338	186	602	344	258	731
	%V	24.4%	24.3%	23.5%	26.4%	24.8%	25.8%	23.6%	26.6%
	%H		96.0%	41.3%	22.7%	73.6%	42.1%	31.5%	89.4%
C2		857	839	368	202	634	360	274	705
	%V	25.6%	26.0%	25.6%	28.7%	26.1%	27.0%	25.0%	25.7%
	%H		97.9%	42.9%	23.6%	74.0%	42.0%	32.0%	82.3%
D		543	520	240	112	375	205	171	384
	%V	16.2%	16.1%	16.7%	15.9%	15.5%	15.4%	15.6%	14.0%
	%H		95.8%	44.2%	20.6%	69.1%	37.8%	31.5%	70.7%
E		274	243	82	39	194	75	119	125
	%V	8.2%	7.5%	5.7%	5.5%	8.0%	5.6%	10.9%	4.6%
	%H		88.7%	29.9%	14.2%	70.8%	27.4%	43.4%	45.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3350	3231	1436	705	2425	1331	1094	2747
%H		96.4%	42.9%	21.0%	72.4%	39.7%	32.7%	82.0%
Working full time	1916	1873	914	458	1355	846	509	1749
%V	57.2%	58.0%	63.6%	65.0%	55.9%	63.6%	46.5%	63.7%
%H		97.8%	47.7%	23.9%	70.7%	44.2%	26.6%	91.3%
Working part time	156	150	66	30	106	54	51	131
%V	4.7%	4.6%	4.6%	4.3%	4.4%	4.1%	4.7%	4.8%
%H		96.2%	42.3%	19.2%	67.9%	34.6%	32.7%	84.0%
Not working	1279	1207	456	217	964	431	533	867
%V	38.2%	37.4%	31.8%	30.8%	39.8%	32.4%	48.7%	31.6%
%H		94.4%	35.7%	17.0%	75.4%	33.7%	41.7%	67.8%
Housewife/Houseperson	761	710	245	121	547	212	334	466
%V	22.7%	22.0%	17.1%	17.2%	22.6%	15.9%	30.5%	17.0%
%H		93.3%	32.2%	15.9%	71.9%	27.9%	43.9%	61.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3504	3412	1439	724	2611	1345	1266	2765
%H		97.4%	41.1%	20.7%	74.5%	38.4%	36.1%	78.9%
16 - 19	206	200	107	40	149	94	55	189
%V	5.9%	5.9%	7.4%	5.5%	5.7%	7.0%	4.3%	6.8%
%H		97.1%	51.9%	19.4%	72.3%	45.6%	26.7%	91.7%
20 - 24	288	266	116	64	198	112	86	244
%V	8.2%	7.8%	8.1%	8.8%	7.6%	8.3%	6.8%	8.8%
%H		92.4%	40.3%	22.2%	68.8%	38.9%	29.9%	84.7%
25 - 34	575	557	264	135	374	218	157	501
%V	16.4%	16.3%	18.3%	18.6%	14.3%	16.2%	12.4%	18.1%
%H		96.9%	45.9%	23.5%	65.0%	37.9%	27.3%	87.1%
35 - 44	545	532	256	143	371	237	134	499
%V	15.6%	15.6%	17.8%	19.8%	14.2%	17.6%	10.6%	18.0%
%H		97.6%	47.0%	26.2%	68.1%	43.5%	24.6%	91.6%
45 - 54	609	601	284	139	463	281	183	550
%V	17.4%	17.6%	19.7%	19.2%	17.7%	20.9%	14.5%	19.9%
%H		98.7%	46.6%	22.8%	76.0%	46.1%	30.0%	90.3%
55 - 64	486	478	203	99	383	203	180	408
%V	13.9%	14.0%	14.1%	13.7%	14.7%	15.1%	14.2%	14.8%
%H		98.4%	41.8%	20.4%	78.8%	41.8%	37.0%	84.0%
65+	794	779	209	104	672	202	470	373
%V	22.7%	22.8%	14.5%	14.4%	25.7%	15.0%	37.1%	13.5%
%H		98.1%	26.3%	13.1%	84.6%	25.4%	59.2%	47.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3504	3412	1439	724	2611	1345	1266	2765
%H		97.4%	41.1%	20.7%	74.5%	38.4%	36.1%	78.9%
AB	847	833	394	153	621	330	291	776
%V	24.2%	24.4%	27.4%	21.1%	23.8%	24.5%	23.0%	28.1%
%H		98.3%	46.5%	18.1%	73.3%	39.0%	34.4%	91.6%
C1	945	918	364	223	708	375	332	818
%V	27.0%	26.9%	25.3%	30.8%	27.1%	27.9%	26.2%	29.6%
%H		97.1%	38.5%	23.6%	74.9%	39.7%	35.1%	86.6%
C2	746	737	325	175	571	326	245	621
%V	21.3%	21.6%	22.6%	24.2%	21.9%	24.2%	19.4%	22.5%
%H		98.8%	43.6%	23.5%	76.5%	43.7%	32.8%	83.2%
D	576	555	242	118	418	217	200	398
%V	16.4%	16.3%	16.8%	16.3%	16.0%	16.1%	15.8%	14.4%
%H		96.4%	42.0%	20.5%	72.6%	37.7%	34.7%	69.1%
E	388	369	114	55	294	97	197	151
%V	11.1%	10.8%	7.9%	7.6%	11.3%	7.2%	15.6%	5.5%
%H		95.1%	29.4%	14.2%	75.8%	25.0%	50.8%	38.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3504	3412	1439	724	2611	1345	1266	2765
%H		97.4%	41.1%	20.7%	74.5%	38.4%	36.1%	78.9%
Working full time	1120	1102	503	281	811	488	323	1027
%V	32.0%	32.3%	35.0%	38.8%	31.1%	36.3%	25.5%	37.1%
%H		98.4%	44.9%	25.1%	72.4%	43.6%	28.8%	91.7%
Working part time	595	585	279	139	433	262	171	547
%V	17.0%	17.1%	19.4%	19.2%	16.6%	19.5%	13.5%	19.8%
%H		98.3%	46.9%	23.4%	72.8%	44.0%	28.7%	91.9%
Not working	1789	1725	657	304	1367	596	772	1191
%V	51.1%	50.6%	45.7%	42.0%	52.4%	44.3%	61.0%	43.1%
%H		96.4%	36.7%	17.0%	76.4%	33.3%	43.2%	66.6%
Housewife/Houseperson	2838	2761	1124	568	2123	1044	1079	2176
%V	81.0%	80.9%	78.1%	78.5%	81.3%	77.6%	85.2%	78.7%
%H		97.3%	39.6%	20.0%	74.8%	36.8%	38.0%	76.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC East

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1932	1844	822	259	1393	629	764	1544
%H (All HH)		95.4%	42.5%	13.4%	72.1%	32.6%	39.5%	79.9%
%H (TV HH)			44.6%	14.0%	75.5%	34.1%	41.4%	
AB	491	474	202	78	368	172	196	463
%V	25.4%	25.7%	24.6%	30.1%	26.4%	27.3%	25.7%	30.0%
%H (All HH)		96.5%	41.1%	15.9%	74.9%	35.0%	39.9%	94.3%
%H (TV HH)			42.6%	16.5%	77.6%	36.3%	41.4%	
C1	574	544	242	86	407	189	218	485
%V	29.7%	29.5%	29.4%	33.2%	29.2%	30.0%	28.5%	31.4%
%H (All HH)		94.8%	42.2%	15.0%	70.9%	32.9%	38.0%	84.5%
%H (TV HH)			44.5%	15.8%	74.8%	34.7%	40.1%	
C2	422	406	208	45	310	162	148	334
%V	21.8%	22.0%	25.3%	17.4%	22.3%	25.8%	19.4%	21.6%
%H (All HH)		96.2%	49.3%	10.7%	73.5%	38.4%	35.1%	79.1%
%H (TV HH)			51.2%	11.1%	76.4%	39.9%	36.5%	
D	275	256	109	33	183	70	113	182
%V	14.2%	13.9%	13.3%	12.7%	13.1%	11.1%	14.8%	11.8%
%H (All HH)		93.1%	39.6%	12.0%	66.5%	25.5%	41.1%	66.2%
%H (TV HH)			42.6%	12.9%	71.5%	27.3%	44.1%	
E	171	165	61	17	125	37	88	80
%V	8.9%	8.9%	7.4%	6.6%	9.0%	5.9%	11.5%	5.2%
%H (All HH)		96.5%	35.7%	9.9%	73.1%	21.6%	51.5%	46.8%
%H (TV HH)			37.0%	10.3%	75.8%	22.4%	53.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1932	1844	822	259	1393	629	764	1544
%H (All HH)		95.4%	42.5%	13.4%	72.1%	32.6%	39.5%	79.9%
%H (TV HH)			44.6%	14.0%	75.5%	34.1%	41.4%	
Under 25	72	61	26	7	43	17	26	61
%V	3.7%	3.3%	3.2%	2.7%	3.1%	2.7%	3.4%	4.0%
%H (All HH)		84.7%	36.1%	9.7%	59.7%	23.6%	36.1%	84.7%
%H (TV HH)			42.6%	11.5%	70.5%	27.9%	42.6%	
25 - 34	282	262	133	45	166	86	80	263
%V	14.6%	14.2%	16.2%	17.4%	11.9%	13.7%	10.5%	17.0%
%H (All HH)		92.9%	47.2%	16.0%	58.9%	30.5%	28.4%	93.3%
%H (TV HH)			50.8%	17.2%	63.4%	32.8%	30.5%	
35 - 44	333	321	174	50	213	116	98	309
%V	17.2%	17.4%	21.2%	19.3%	15.3%	18.4%	12.8%	20.0%
%H (All HH)		96.4%	52.3%	15.0%	64.0%	34.8%	29.4%	92.8%
%H (TV HH)			54.2%	15.6%	66.4%	36.1%	30.5%	
45 - 54	370	361	178	57	279	152	127	337
%V	19.2%	19.6%	21.7%	22.0%	20.0%	24.2%	16.6%	21.8%
%H (All HH)		97.6%	48.1%	15.4%	75.4%	41.1%	34.3%	91.1%
%H (TV HH)			49.3%	15.8%	77.3%	42.1%	35.2%	
55 - 64	327	312	137	48	237	109	128	280
%V	16.9%	16.9%	16.7%	18.5%	17.0%	17.3%	16.8%	18.1%
%H (All HH)		95.4%	41.9%	14.7%	72.5%	33.3%	39.1%	85.6%
%H (TV HH)			43.9%	15.4%	76.0%	34.9%	41.0%	
65 +	548	527	173	52	453	148	305	295
%V	28.4%	28.6%	21.0%	20.1%	32.5%	23.5%	39.9%	19.1%
%H (All HH)		96.2%	31.6%	9.5%	82.7%	27.0%	55.7%	53.8%
%H (TV HH)			32.8%	9.9%	86.0%	28.1%	57.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1932	1844	822	259	1393	629	764	1544
%H (All HH)		95.4%	42.5%	13.4%	72.1%	32.6%	39.5%	79.9%
%H (TV HH)			44.6%	14.0%	75.5%	34.1%	41.4%	
1	551	514	159	45	411	106	305	300
%V	28.5%	27.9%	19.3%	17.4%	29.5%	16.9%	39.9%	19.4%
%H (All HH)		93.3%	28.9%	8.2%	74.6%	19.2%	55.4%	54.4%
%H (TV HH)			30.9%	8.8%	80.0%	20.6%	59.3%	
2	695	667	301	91	517	235	282	588
%V	36.0%	36.2%	36.6%	35.1%	37.1%	37.4%	36.9%	38.1%
%H (All HH)		96.0%	43.3%	13.1%	74.4%	33.8%	40.6%	84.6%
%H (TV HH)			45.1%	13.6%	77.5%	35.2%	42.3%	
3	286	274	148	52	192	116	75	270
%V	14.8%	14.9%	18.0%	20.1%	13.8%	18.4%	9.8%	17.5%
%H (All HH)		95.8%	51.7%	18.2%	67.1%	40.6%	26.2%	94.4%
%H (TV HH)			54.0%	19.0%	70.1%	42.3%	27.4%	
4	275	268	146	48	186	115	71	268
%V	14.2%	14.5%	17.8%	18.5%	13.4%	18.3%	9.3%	17.4%
%H (All HH)		97.5%	53.1%	17.5%	67.6%	41.8%	25.8%	97.5%
%H (TV HH)			54.5%	17.9%	69.4%	42.9%	26.5%	
5+	125	120	68	24	86	56	30	119
%V	6.5%	6.5%	8.3%	9.3%	6.2%	8.9%	3.9%	7.7%
%H (All HH)		96.0%	54.4%	19.2%	68.8%	44.8%	24.0%	95.2%
%H (TV HH)			56.7%	20.0%	71.7%	46.7%	25.0%	
Average HH size	2.36	2.38	2.62	2.71	2.31	2.68	2.01	2.58

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1932	1844	822	259	1393	629	764	1544
%H (All HH)		95.4%	42.5%	13.4%	72.1%	32.6%	39.5%	79.9%
%H (TV HH)			44.6%	14.0%	75.5%	34.1%	41.4%	
Without	1445	1375	564	180	1065	433	632	1082
%V	74.8%	74.6%	68.6%	69.5%	76.5%	68.8%	82.7%	70.1%
%H (All HH)		95.2%	39.0%	12.5%	73.7%	30.0%	43.7%	74.9%
%H (TV HH)			41.0%	13.1%	77.5%	31.5%	46.0%	
With	488	470	258	79	328	196	132	462
%V	25.3%	25.5%	31.4%	30.5%	23.5%	31.2%	17.3%	29.9%
%H (All HH)		96.3%	52.9%	16.2%	67.2%	40.2%	27.0%	94.7%
%H (TV HH)			54.9%	16.8%	69.8%	41.7%	28.1%	
0 - 3	197	189	107	29	120	70	50	182
%V	10.2%	10.2%	13.0%	11.2%	8.6%	11.1%	6.5%	11.8%
%H (All HH)		95.9%	54.3%	14.7%	60.9%	35.5%	25.4%	92.4%
%H (TV HH)			56.6%	15.3%	63.5%	37.0%	26.5%	
4 - 9	260	251	146	37	164	97	67	249
%V	13.5%	13.6%	17.8%	14.3%	11.8%	15.4%	8.8%	16.1%
%H (All HH)		96.5%	56.2%	14.2%	63.1%	37.3%	25.8%	95.8%
%H (TV HH)			58.2%	14.7%	65.3%	38.6%	26.7%	
10 - 15	220	213	117	41	164	107	57	212
%V	11.4%	11.6%	14.2%	15.8%	11.8%	17.0%	7.5%	13.7%
%H (All HH)		96.8%	53.2%	18.6%	74.5%	48.6%	25.9%	96.4%
%H (TV HH)			54.9%	19.2%	77.0%	50.2%	26.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1932	1844	822	259	1393	629	764	1544
%H (All HH)		95.4%	42.5%	13.4%	72.1%	32.6%	39.5%	79.9%
%H (TV HH)			44.6%	14.0%	75.5%	34.1%	41.4%	
1	717	717	250	85	483	110	372	494
%V	37.1%	38.9%	30.4%	32.8%	34.7%	17.5%	48.7%	32.0%
%H (All HH)		100.0%	34.9%	11.9%	67.4%	15.3%	51.9%	68.9%
%H (TV HH)			34.9%	11.9%	67.4%	15.3%	51.9%	
2	640	640	288	103	498	244	254	530
%V	33.1%	34.7%	35.0%	39.8%	35.8%	38.8%	33.2%	34.3%
%H (All HH)		100.0%	45.0%	16.1%	77.8%	38.1%	39.7%	82.8%
%H (TV HH)			45.0%	16.1%	77.8%	38.1%	39.7%	
3	290	290	164	43	235	150	85	269
%V	15.0%	15.7%	20.0%	16.6%	16.9%	23.8%	11.1%	17.4%
%H (All HH)		100.0%	56.6%	14.8%	81.0%	51.7%	29.3%	92.8%
%H (TV HH)			56.6%	14.8%	81.0%	51.7%	29.3%	
4	122	122	73	17	106	73	33	117
%V	6.3%	6.6%	8.9%	6.6%	7.6%	11.6%	4.3%	7.6%
%H (All HH)		100.0%	59.8%	13.9%	86.9%	59.8%	27.0%	95.9%
%H (TV HH)			59.8%	13.9%	86.9%	59.8%	27.0%	
5+	75	75	46	11	70	52	18	73
%V	3.9%	4.1%	5.6%	4.2%	5.0%	8.3%	2.4%	4.7%
%H (All HH)		100.0%	61.3%	14.7%	93.3%	69.3%	24.0%	97.3%
%H (TV HH)			61.3%	14.7%	93.3%	69.3%	24.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC East

Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1932	1844	822	259	1393	629	764	1544
%H (All HH)		95.4%	42.5%	13.4%	72.1%	32.6%	39.5%	79.9%
%H (TV HH)			44.6%	14.0%	75.5%	34.1%	41.4%	
Under 20"	573	573	259	77	492	253	240	470
%V	29.7%	31.1%	31.5%	29.7%	35.3%	40.2%	31.4%	30.4%
%H (All HH)		100.0%	45.2%	13.4%	85.9%	44.2%	41.9%	82.0%
%H (TV HH)			45.2%	13.4%	85.9%	44.2%	41.9%	
20" - 29"	720	720	300	90	606	272	334	553
%V	37.3%	39.0%	36.5%	34.7%	43.5%	43.2%	43.7%	35.8%
%H (All HH)		100.0%	41.7%	12.5%	84.2%	37.8%	46.4%	76.8%
%H (TV HH)			41.7%	12.5%	84.2%	37.8%	46.4%	
30" - 39"	968	968	455	156	735	373	362	817
%V	50.1%	52.5%	55.4%	60.2%	52.8%	59.3%	47.4%	52.9%
%H (All HH)		100.0%	47.0%	16.1%	75.9%	38.5%	37.4%	84.4%
%H (TV HH)			47.0%	16.1%	75.9%	38.5%	37.4%	
40" and over	736	736	433	110	522	326	196	669
%V	38.1%	39.9%	52.7%	42.5%	37.5%	51.8%	25.7%	43.3%
%H (All HH)		100.0%	58.8%	14.9%	70.9%	44.3%	26.6%	90.9%
%H (TV HH)			58.8%	14.9%	70.9%	44.3%	26.6%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC East

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1932	1844	822	259	1393	629	764	1544
%H (All HH)		95.4%	42.5%	13.4%	72.1%	32.6%	39.5%	79.9%
%H (TV HH)			44.6%	14.0%	75.5%	34.1%	41.4%	
Main living room	1813	1813	811	254	1373	621	752	1458
%V	93.8%	98.3%	98.7%	98.1%	98.6%	98.7%	98.4%	94.4%
%H (All HH)		100.0%	44.7%	14.0%	75.7%	34.3%	41.5%	80.4%
%H (TV HH)			44.7%	14.0%	75.7%	34.3%	41.5%	
Kitchen	249	249	126	32	223	130	93	219
%V	12.9%	13.5%	15.3%	12.4%	16.0%	20.7%	12.2%	14.2%
%H (All HH)		100.0%	50.6%	12.9%	89.6%	52.2%	37.3%	88.0%
%H (TV HH)			50.6%	12.9%	89.6%	52.2%	37.3%	
Adult's bedroom	801	801	418	122	667	401	266	714
%V	41.5%	43.4%	50.9%	47.1%	47.9%	63.8%	34.8%	46.2%
%H (All HH)		100.0%	52.2%	15.2%	83.3%	50.1%	33.2%	89.1%
%H (TV HH)			52.2%	15.2%	83.3%	50.1%	33.2%	
Child's bedroom	196	196	119	38	150	107	42	188
%V	10.1%	10.6%	14.5%	14.7%	10.8%	17.0%	5.5%	12.2%
%H (All HH)		100.0%	60.7%	19.4%	76.5%	54.6%	21.4%	95.9%
%H (TV HH)			60.7%	19.4%	76.5%	54.6%	21.4%	
Other bedroom	100	100	58	13	82	53	29	92
%V	5.2%	5.4%	7.1%	5.0%	5.9%	8.4%	3.8%	6.0%
%H (All HH)		100.0%	58.0%	13.0%	82.0%	53.0%	29.0%	92.0%
%H (TV HH)			58.0%	13.0%	82.0%	53.0%	29.0%	
Second living/dining room	174	174	80	28	141	72	69	152
%V	9.0%	9.4%	9.7%	10.8%	10.1%	11.4%	9.0%	9.8%
%H (All HH)		100.0%	46.0%	16.1%	81.0%	41.4%	39.7%	87.4%
%H (TV HH)			46.0%	16.1%	81.0%	41.4%	39.7%	
Study/office	37	37	24	3	33	22	11	37
%V	1.9%	2.0%	2.9%	1.2%	2.4%	3.5%	1.4%	2.4%
%H (All HH)		100.0%	64.9%	8.1%	89.2%	59.5%	29.7%	100.0%
%H (TV HH)			64.9%	8.1%	89.2%	59.5%	29.7%	
TV room	16	16	6	3	13	6	7	16
%V	0.8%	0.9%	0.7%	1.2%	0.9%	1.0%	0.9%	1.0%
%H (All HH)		100.0%	37.5%	18.8%	81.3%	37.5%	43.8%	100.0%
%H (TV HH)			37.5%	18.8%	81.3%	37.5%	43.8%	
Conservatory	45	45	30	7	40	30	10	40
%V	2.3%	2.4%	3.6%	2.7%	2.9%	4.8%	1.3%	2.6%
%H (All HH)		100.0%	66.7%	15.6%	88.9%	66.7%	22.2%	88.9%
%H (TV HH)			66.7%	15.6%	88.9%	66.7%	22.2%	
Attic or loft room	7	7	2	1	7	4	3	4
%V	0.4%	0.4%	0.2%	0.4%	0.5%	0.6%	0.4%	0.3%
%H (All HH)		100.0%	28.6%	14.3%	100.0%	57.1%	42.9%	57.1%
%H (TV HH)			28.6%	14.3%	100.0%	57.1%	42.9%	
No specific location	5	5	3	1	4	3	1	4
%V	0.3%	0.3%	0.4%	0.4%	0.3%	0.5%	0.1%	0.3%
%H (All HH)		100.0%	60.0%	20.0%	80.0%	60.0%	20.0%	80.0%
%H (TV HH)			60.0%	20.0%	80.0%	60.0%	20.0%	
Other	28	28	19	1	21	14	7	24
%V	1.4%	1.5%	2.3%	0.4%	1.5%	2.2%	0.9%	1.6%
%H (All HH)		100.0%	67.9%	3.6%	75.0%	50.0%	25.0%	85.7%
%H (TV HH)			67.9%	3.6%	75.0%	50.0%	25.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC East

Household level data

Table 4.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1932	1844	822	259	1393	629	764	1544
%H (All HH)		95.4%	42.5%	13.4%	72.1%	32.6%	39.5%	79.9%
%H (TV HH)			44.6%	14.0%	75.5%	34.1%	41.4%	
Any DSAT provider	822	822	822	16	491	491	0	727
%V	42.5%	44.6%	100.0%	6.2%	35.2%	78.1%	0.0%	47.1%
%H (All HH)			100.0%	1.9%	59.7%	59.7%	0.0%	88.4%
%H (TV HH)			100.0%	1.9%	59.7%	59.7%	0.0%	
Sky with subcription	644	644	644	7	376	376	0	580
%V	33.3%	34.9%	78.3%	2.7%	27.0%	59.8%	0.0%	37.6%
%H (All HH)			100.0%	1.1%	58.4%	58.4%	0.0%	90.1%
%H (TV HH)			100.0%	1.1%	58.4%	58.4%	0.0%	
Sky without subscription	45	45	45	2	31	31	0	37
%V	2.3%	2.4%	5.5%	0.8%	2.2%	4.9%	0.0%	2.4%
%H (All HH)			100.0%	4.4%	68.9%	68.9%	0.0%	82.2%
%H (TV HH)			100.0%	4.4%	68.9%	68.9%	0.0%	
Freesat	119	119	119	5	83	83	0	100
%V	6.2%	6.5%	14.5%	1.9%	6.0%	13.2%	0.0%	6.5%
%H (All HH)			100.0%	4.2%	69.7%	69.7%	0.0%	84.0%
%H (TV HH)			100.0%	4.2%	69.7%	69.7%	0.0%	
Other satellite provider	37	37	37	2	17	17	0	31
%V	1.9%	2.0%	4.5%	0.8%	1.2%	2.7%	0.0%	2.0%
%H (All HH)			100.0%	5.4%	45.9%	45.9%	0.0%	83.8%
%H (TV HH)			100.0%	5.4%	45.9%	45.9%	0.0%	
DCAB	259	259	16	259	145	145	0	241
%V	13.4%	14.0%	1.9%	100.0%	10.4%	23.1%	0.0%	15.6%
%H (All HH)			6.2%	100.0%	56.0%	56.0%	0.0%	93.1%
%H (TV HH)			6.2%	100.0%	56.0%	56.0%	0.0%	
DTT	1393	1393	491	145	1393	629	764	1075
%V	72.1%	75.5%	59.7%	56.0%	100.0%	100.0%	100.0%	69.6%
%H (All HH)		100.0%	35.2%	10.4%	100.0%	45.2%	54.8%	77.2%
%H (TV HH)			35.2%	10.4%	100.0%	45.2%	54.8%	

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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DATA PERIOD: ANNUAL

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BBC East

Household level data

Table 4.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1932	1844	822	259	1393	629	764	1544
%H (All HH)		95.4%	42.5%	13.4%	72.1%	32.6%	39.5%	79.9%
%H (TV HH)			44.6%	14.0%	75.5%	34.1%	41.4%	
PVR	1144	1144	690	202	786	523	263	1027
%V	59.2%	62.0%	83.9%	78.0%	56.4%	83.1%	34.4%	66.5%
%H (All HH)		100.0%	60.3%	17.7%	68.7%	45.7%	23.0%	89.8%
%H (TV HH)			60.3%	17.7%	68.7%	45.7%	23.0%	
DVDR	156	156	78	15	123	59	64	133
%V	8.1%	8.5%	9.5%	5.8%	8.8%	9.4%	8.4%	8.6%
%H (All HH)		100.0%	50.0%	9.6%	78.8%	37.8%	41.0%	85.3%
%H (TV HH)			50.0%	9.6%	78.8%	37.8%	41.0%	
VCR	103	103	40	15	88	38	50	71
%V	5.3%	5.6%	4.9%	5.8%	6.3%	6.0%	6.5%	4.6%
%H (All HH)		100.0%	38.8%	14.6%	85.4%	36.9%	48.5%	68.9%
%H (TV HH)			38.8%	14.6%	85.4%	36.9%	48.5%	
Any recorder	1226	1226	708	209	856	536	320	1073
%V	63.5%	66.5%	86.1%	80.7%	61.5%	85.2%	41.9%	69.5%
%H (All HH)		100.0%	57.7%	17.0%	69.8%	43.7%	26.1%	87.5%
%H (TV HH)			57.7%	17.0%	69.8%	43.7%	26.1%	
Receives HDTV (via STB or built-in reception)	1044	1044	551	204	758	459	299	938
%V	54.0%	56.6%	67.0%	78.8%	54.4%	73.0%	39.1%	60.8%
%H (All HH)		100.0%	52.8%	19.5%	72.6%	44.0%	28.6%	89.8%
%H (TV HH)			52.8%	19.5%	72.6%	44.0%	28.6%	
DVD/Blu-ray player or recorder	1352	1352	657	205	998	499	499	1146
%V	70.0%	73.3%	79.9%	79.2%	71.6%	79.3%	65.3%	74.2%
%H (All HH)		100.0%	48.6%	15.2%	73.8%	36.9%	36.9%	84.8%
%H (TV HH)			48.6%	15.2%	73.8%	36.9%	36.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1932	1844	822	259	1393	629	764	1544
%V (All HH)		95.4%	42.5%	13.4%	72.1%	32.6%	39.5%	79.9%
%H (TV HH)			44.6%	14.0%	75.5%	34.1%	41.4%	
Has broadband internet	1544	1483	727	241	1075	560	515	1544
%V	79.9%	80.4%	88.4%	93.1%	77.2%	89.0%	67.4%	100.0%
%H (All HH)		96.0%	47.1%	15.6%	69.6%	36.3%	33.4%	100.0%
%H (TV HH)			49.0%	16.3%	72.5%	37.8%	34.7%	
Number of computers (PCs and laptops)								
0	341	318	84	23	272	59	213	21
%V	17.7%	17.2%	10.2%	8.9%	19.5%	9.4%	27.9%	1.4%
%H (All HH)		93.3%	24.6%	6.7%	79.8%	17.3%	62.5%	6.2%
%H (TV HH)			26.4%	7.2%	85.5%	18.6%	67.0%	
1	594	562	231	64	420	158	262	542
%V	30.7%	30.5%	28.1%	24.7%	30.2%	25.1%	34.3%	35.1%
%H (All HH)		94.6%	38.9%	10.8%	70.7%	26.6%	44.1%	91.2%
%H (TV HH)			41.1%	11.4%	74.7%	28.1%	46.6%	
2	457	438	226	72	310	169	142	445
%V	23.7%	23.8%	27.5%	27.8%	22.3%	26.9%	18.6%	28.8%
%H (All HH)		95.8%	49.5%	15.8%	67.8%	37.0%	31.1%	97.4%
%H (TV HH)			51.6%	16.4%	70.8%	38.6%	32.4%	
3	250	245	121	47	176	100	76	247
%V	12.9%	13.3%	14.7%	18.1%	12.6%	15.9%	9.9%	16.0%
%H (All HH)		98.0%	48.4%	18.8%	70.4%	40.0%	30.4%	98.8%
%H (TV HH)			49.4%	19.2%	71.8%	40.8%	31.0%	
4	145	139	80	24	109	74	36	144
%V	7.5%	7.5%	9.7%	9.3%	7.8%	11.8%	4.7%	9.3%
%H (All HH)		95.9%	55.2%	16.6%	75.2%	51.0%	24.8%	99.3%
%H (TV HH)			57.6%	17.3%	78.4%	53.2%	25.9%	
5+	145	142	80	29	104	69	35	145
%V	7.5%	7.7%	9.7%	11.2%	7.5%	11.0%	4.6%	9.4%
%H (All HH)		97.9%	55.2%	20.0%	71.7%	47.6%	24.1%	100.0%
%H (TV HH)			56.3%	20.4%	73.2%	48.6%	24.6%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3757	1860	545	2986	1618	1368	3219
%H		49.5%	14.5%	79.5%	43.1%	36.4%	85.7%
Under 20"	760	355	106	662	358	303	642
%V	20.2%	19.1%	19.4%	22.2%	22.1%	22.1%	19.9%
%H		46.7%	13.9%	87.1%	47.1%	39.9%	84.5%
20" - 29"	918	399	116	787	377	409	730
%V	24.4%	21.5%	21.3%	26.4%	23.3%	29.9%	22.7%
%H		43.5%	12.6%	85.7%	41.1%	44.6%	79.5%
30" - 39"	1143	550	189	878	468	410	983
%V	30.4%	29.6%	34.7%	29.4%	28.9%	30.0%	30.5%
%H		48.1%	16.5%	76.8%	40.9%	35.9%	86.0%
40" and over	862	518	127	610	389	221	793
%V	22.9%	27.8%	23.3%	20.4%	24.0%	16.2%	24.6%
%H		60.1%	14.7%	70.8%	45.1%	25.6%	92.0%
Don't know	21	9	1	19	8	11	20
%V	0.6%	0.5%	0.2%	0.6%	0.5%	0.8%	0.6%
%H		42.9%	4.8%	90.5%	38.1%	52.4%	95.2%
Not Asked	53	29	6	30	18	14	51
%V	1.4%	1.6%	1.1%	1.0%	1.1%	1.0%	1.6%
%H		54.7%	11.3%	56.6%	34.0%	26.4%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC East

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3757	1860	545	2986	1618	1368	3219
%H		49.5%	14.5%	79.5%	43.1%	36.4%	85.7%
Main living room	1828	819	258	1383	627	756	1470
%V	48.7%	44.0%	47.3%	46.3%	38.8%	55.3%	45.7%
%H		44.8%	14.1%	75.7%	34.3%	41.4%	80.4%
Kitchen	252	126	32	225	130	95	219
%V	6.7%	6.8%	5.9%	7.5%	8.0%	6.9%	6.8%
%H		50.0%	12.7%	89.3%	51.6%	37.7%	86.9%
Adult's bedroom	940	496	140	793	484	309	846
%V	25.0%	26.7%	25.7%	26.6%	29.9%	22.6%	26.3%
%H		52.8%	14.9%	84.4%	51.5%	32.9%	90.0%
Child's bedroom	259	160	51	200	148	52	249
%V	6.9%	8.6%	9.4%	6.7%	9.1%	3.8%	7.7%
%H		61.8%	19.7%	77.2%	57.1%	20.1%	96.1%
Other bedroom	112	65	14	94	60	34	103
%V	3.0%	3.5%	2.6%	3.1%	3.7%	2.5%	3.2%
%H		58.0%	12.5%	83.9%	53.6%	30.4%	92.0%
Second living/dining room	174	80	28	141	72	69	152
%V	4.6%	4.3%	5.1%	4.7%	4.4%	5.0%	4.7%
%H		46.0%	16.1%	81.0%	41.4%	39.7%	87.4%
Study/office	39	25	3	34	23	11	39
%V	1.0%	1.3%	0.6%	1.1%	1.4%	0.8%	1.2%
%H		64.1%	7.7%	87.2%	59.0%	28.2%	100.0%
TV room	16	6	3	13	6	7	16
%V	0.4%	0.3%	0.6%	0.4%	0.4%	0.5%	0.5%
%H		37.5%	18.8%	81.3%	37.5%	43.8%	100.0%
Conservatory	45	30	7	40	30	10	40
%V	1.2%	1.6%	1.3%	1.3%	1.9%	0.7%	1.2%
%H		66.7%	15.6%	88.9%	66.7%	22.2%	88.9%
Attic or loft room	7	2	1	7	4	3	4
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%
%H		28.6%	14.3%	100.0%	57.1%	42.9%	57.1%
No specific location	5	3	1	4	3	1	4
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		60.0%	20.0%	80.0%	60.0%	20.0%	80.0%
Other	28	20	1	21	14	7	25
%V	0.7%	1.1%	0.2%	0.7%	0.9%	0.5%	0.8%
%H		71.4%	3.6%	75.0%	50.0%	25.0%	89.3%
Not Asked	53	29	6	30	18	14	51
%V	1.4%	1.6%	1.1%	1.0%	1.1%	1.0%	1.6%
%H		54.7%	11.3%	56.6%	34.0%	26.4%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3757	1860	545	2986	1618	1368	3219
%H		49.5%	14.5%	79.5%	43.1%	36.4%	85.7%
PVR	1518	975	266	1030	734	295	1386
%V	40.4%	52.4%	48.8%	34.5%	45.4%	21.6%	43.1%
%H		64.2%	17.5%	67.9%	48.4%	19.4%	91.3%
DVDR	174	86	18	138	68	70	149
%V	4.6%	4.6%	3.3%	4.6%	4.2%	5.1%	4.6%
%H		49.4%	10.3%	79.3%	39.1%	40.2%	85.6%
VCR	108	41	16	93	40	53	74
%V	2.9%	2.2%	2.9%	3.1%	2.5%	3.9%	2.3%
%H		38.0%	14.8%	86.1%	37.0%	49.1%	68.5%
Any recorder	1629	1009	276	1126	764	362	1459
%V	43.4%	54.2%	50.6%	37.7%	47.2%	26.5%	45.3%
%H		61.9%	16.9%	69.1%	46.9%	22.2%	89.6%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3757	1860	545	2986	1618	1368	3219
%H		49.5%	14.5%	79.5%	43.1%	36.4%	85.7%
Receives HDTV (via STB or built-in reception)	1489	794	297	1111	697	414	1360
%V	39.6%	42.7%	54.5%	37.2%	43.1%	30.3%	42.2%
%H		53.3%	19.9%	74.6%	46.8%	27.8%	91.3%
DVD/Blu-ray player or recorder	1934	973	294	1481	800	681	1687
%V	51.5%	52.3%	53.9%	49.6%	49.4%	49.8%	52.4%
%H		50.3%	15.2%	76.6%	41.4%	35.2%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1844	822	259	1393	629	764	1482
%H		44.6%	14.0%	75.5%	34.1%	41.4%	80.4%
Under 20"	71	12	4	62	8	54	45
%V	3.9%	1.5%	1.5%	4.5%	1.3%	7.1%	3.0%
%H		16.9%	5.6%	87.3%	11.3%	76.1%	63.4%
20" - 29"	327	85	35	273	65	208	200
%V	17.7%	10.3%	13.5%	19.6%	10.3%	27.2%	13.5%
%H		26.0%	10.7%	83.5%	19.9%	63.6%	61.2%
30" - 39"	722	304	114	549	243	306	582
%V	39.2%	37.0%	44.0%	39.4%	38.6%	40.1%	39.3%
%H		42.1%	15.8%	76.0%	33.7%	42.4%	80.6%
40" and over	710	418	105	499	311	188	644
%V	38.5%	50.9%	40.5%	35.8%	49.4%	24.6%	43.5%
%H		58.9%	14.8%	70.3%	43.8%	26.5%	90.7%
Don't know	11	3	1	9	2	7	9
%V	0.6%	0.4%	0.4%	0.6%	0.3%	0.9%	0.6%
%H		27.3%	9.1%	81.8%	18.2%	63.6%	81.8%
Not Asked	3	0	0	1	0	1	2
%V	0.2%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	33.3%	0.0%	33.3%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1844	822	259	1393	629	764	1482
%H		44.6%	14.0%	75.5%	34.1%	41.4%	80.4%
PVR	1122	683	201	765	515	249	1006
%V	60.8%	83.1%	77.6%	54.9%	81.9%	32.6%	67.9%
%H		60.9%	17.9%	68.2%	45.9%	22.2%	89.7%
DVDR	139	69	12	107	49	58	118
%V	7.5%	8.4%	4.6%	7.7%	7.8%	7.6%	8.0%
%H		49.6%	8.6%	77.0%	35.3%	41.7%	84.9%
VCR	86	31	11	74	29	45	55
%V	4.7%	3.8%	4.2%	5.3%	4.6%	5.9%	3.7%
%H		36.0%	12.8%	86.0%	33.7%	52.3%	64.0%
Any recorder	1203	701	208	833	529	304	1052
%V	65.2%	85.3%	80.3%	59.8%	84.1%	39.8%	71.0%
%H		58.3%	17.3%	69.2%	44.0%	25.3%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1844	822	259	1393	629	764	1482
%H		44.6%	14.0%	75.5%	34.1%	41.4%	80.4%
Receives HDTV (via STB or built-in reception)	1013	540	200	731	448	283	910
%V	54.9%	65.7%	77.2%	52.5%	71.2%	37.0%	61.4%
%H		53.3%	19.7%	72.2%	44.2%	27.9%	89.8%
DVD/Blu-ray player or recorder	1249	608	191	909	451	458	1054
%V	67.7%	74.0%	73.7%	65.3%	71.7%	59.9%	71.1%
%H		48.7%	15.3%	72.8%	36.1%	36.7%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1913	1038	286	1594	989	605	1737
%H		54.3%	15.0%	83.3%	51.7%	31.6%	90.8%
Under 20"	689	343	102	600	350	249	597
%V	36.0%	33.0%	35.7%	37.6%	35.4%	41.2%	34.4%
%H		49.8%	14.8%	87.1%	50.8%	36.1%	86.6%
20" - 29"	591	314	81	514	313	201	531
%V	30.9%	30.3%	28.3%	32.2%	31.6%	33.2%	30.6%
%H		53.1%	13.7%	87.0%	53.0%	34.0%	89.8%
30" - 39"	420	246	75	329	225	104	400
%V	22.0%	23.7%	26.2%	20.6%	22.8%	17.2%	23.0%
%H		58.6%	17.9%	78.3%	53.6%	24.8%	95.2%
40" and over	153	100	22	110	78	32	149
%V	8.0%	9.6%	7.7%	6.9%	7.9%	5.3%	8.6%
%H		65.4%	14.4%	71.9%	51.0%	20.9%	97.4%
Don't know	10	6	1	10	6	4	10
%V	0.5%	0.6%	0.3%	0.6%	0.6%	0.7%	0.6%
%H		60.0%	10.0%	100.0%	60.0%	40.0%	100.0%
Not Asked	50	29	5	31	17	15	50
%V	2.6%	2.8%	1.7%	1.9%	1.7%	2.5%	2.9%
%H		58.0%	10.0%	62.0%	34.0%	30.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1913	1038	286	1594	989	605	1737
%H		54.3%	15.0%	83.3%	51.7%	31.6%	90.8%
PVR	396	293	64	265	219	46	380
%V	20.7%	28.2%	22.4%	16.6%	22.1%	7.6%	21.9%
%H		74.0%	16.2%	66.9%	55.3%	11.6%	96.0%
DVDR	35	17	7	31	19	12	32
%V	1.8%	1.6%	2.4%	1.9%	1.9%	2.0%	1.8%
%H		48.6%	20.0%	88.6%	54.3%	34.3%	91.4%
VCR	23	11	5	19	11	8	19
%V	1.2%	1.1%	1.7%	1.2%	1.1%	1.3%	1.1%
%H		47.8%	21.7%	82.6%	47.8%	34.8%	82.6%
Any recorder	427	308	68	293	235	58	406
%V	22.3%	29.7%	23.8%	18.4%	23.8%	9.6%	23.4%
%H		72.1%	15.9%	68.6%	55.0%	13.6%	95.1%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1913	1038	286	1594	989	605	1737
%H		54.3%	15.0%	83.3%	51.7%	31.6%	90.8%
Receives HDTV (via STB or built-in reception)	477	254	97	380	249	131	450
%V	24.9%	24.5%	33.9%	23.8%	25.2%	21.7%	25.9%
%H		53.2%	20.3%	79.7%	52.2%	27.5%	94.3%
DVD/Blu-ray player or recorder	685	365	104	572	349	223	633
%V	35.8%	35.2%	36.4%	35.9%	35.3%	36.9%	36.4%
%H		53.3%	15.2%	83.5%	50.9%	32.6%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4567	4384	2151	702	3220	1684	1536	3989
%H		96.0%	47.1%	15.4%	70.5%	36.9%	33.6%	87.3%
Total Children	868	838	470	139	572	345	227	823
%V	19.0%	19.1%	21.9%	19.8%	17.8%	20.5%	14.8%	20.6%
%H		96.5%	54.1%	16.0%	65.9%	39.7%	26.2%	94.8%
0 - 3	227	219	124	36	139	84	55	210
%V	5.0%	5.0%	5.8%	5.1%	4.3%	5.0%	3.6%	5.3%
%H		96.5%	54.6%	15.9%	61.2%	37.0%	24.2%	92.5%
4 - 15	641	619	346	103	433	261	172	614
%V	14.0%	14.1%	16.1%	14.7%	13.4%	15.5%	11.2%	15.4%
%H		96.6%	54.0%	16.1%	67.6%	40.7%	26.8%	95.8%
4 - 9	352	338	194	52	215	123	92	339
%V	7.7%	7.7%	9.0%	7.4%	6.7%	7.3%	6.0%	8.5%
%H		96.0%	55.1%	14.8%	61.1%	34.9%	26.1%	96.3%
10 - 15	289	281	152	52	218	138	80	275
%V	6.3%	6.4%	7.1%	7.4%	6.8%	8.2%	5.2%	6.9%
%H		97.2%	52.6%	18.0%	75.4%	47.8%	27.7%	95.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4567	4384	2151	702	3220	1684	1536	3989
%H		96.0%	47.1%	15.4%	70.5%	36.9%	33.6%	87.3%
Total Adults (16+)	3699	3546	1680	563	2648	1340	1309	3166
%V	81.0%	80.9%	78.1%	80.2%	82.2%	79.6%	85.2%	79.4%
%H		95.9%	45.4%	15.2%	71.6%	36.2%	35.4%	85.6%
16 - 19	226	215	103	54	159	101	58	213
%V	4.9%	4.9%	4.8%	7.7%	4.9%	6.0%	3.8%	5.3%
%H		95.1%	45.6%	23.9%	70.4%	44.7%	25.7%	94.2%
20 - 24	262	241	116	43	175	97	78	247
%V	5.7%	5.5%	5.4%	6.1%	5.4%	5.8%	5.1%	6.2%
%H		92.0%	44.3%	16.4%	66.8%	37.0%	29.8%	94.3%
25 - 34	560	530	282	96	335	188	147	528
%V	12.3%	12.1%	13.1%	13.7%	10.4%	11.2%	9.6%	13.2%
%H		94.6%	50.4%	17.1%	59.8%	33.6%	26.3%	94.3%
35 - 44	601	580	312	96	391	219	172	563
%V	13.2%	13.2%	14.5%	13.7%	12.1%	13.0%	11.2%	14.1%
%H		96.5%	51.9%	16.0%	65.1%	36.4%	28.6%	93.7%
45 - 54	650	632	321	101	487	272	214	601
%V	14.2%	14.4%	14.9%	14.4%	15.1%	16.2%	13.9%	15.1%
%H		97.2%	49.4%	15.5%	74.9%	41.8%	32.9%	92.5%
55 - 64	553	534	243	84	411	201	210	492
%V	12.1%	12.2%	11.3%	12.0%	12.8%	11.9%	13.7%	12.3%
%H		96.6%	43.9%	15.2%	74.3%	36.3%	38.0%	89.0%
65+	846	814	303	90	690	262	428	522
%V	18.5%	18.6%	14.1%	12.8%	21.4%	15.6%	27.9%	13.1%
%H		96.2%	35.8%	10.6%	81.6%	31.0%	50.6%	61.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3699	3546	1680	563	2648	1340	1309	3166
%H		95.9%	45.4%	15.2%	71.6%	36.2%	35.4%	85.6%
AB	998	968	434	174	748	383	365	957
%V	27.0%	27.3%	25.8%	30.9%	28.2%	28.6%	27.9%	30.2%
%H		97.0%	43.5%	17.4%	74.9%	38.4%	36.6%	95.9%
C1	1097	1039	498	180	773	408	366	976
%V	29.7%	29.3%	29.6%	32.0%	29.2%	30.4%	28.0%	30.8%
%H		94.7%	45.4%	16.4%	70.5%	37.2%	33.4%	89.0%
C2	870	842	442	109	635	350	285	734
%V	23.5%	23.7%	26.3%	19.4%	24.0%	26.1%	21.8%	23.2%
%H		96.8%	50.8%	12.5%	73.0%	40.2%	32.8%	84.4%
D	502	474	216	70	328	143	184	374
%V	13.6%	13.4%	12.9%	12.4%	12.4%	10.7%	14.1%	11.8%
%H		94.4%	43.0%	13.9%	65.3%	28.5%	36.7%	74.5%
E	231	224	90	30	164	55	109	125
%V	6.2%	6.3%	5.4%	5.3%	6.2%	4.1%	8.3%	3.9%
%H		97.0%	39.0%	13.0%	71.0%	23.8%	47.2%	54.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3699	3546	1680	563	2648	1340	1309	3166
%H		95.9%	45.4%	15.2%	71.6%	36.2%	35.4%	85.6%
Working full time	1683	1615	841	277	1157	661	496	1587
%V	45.5%	45.5%	50.1%	49.2%	43.7%	49.3%	37.9%	50.1%
%H		96.0%	50.0%	16.5%	68.7%	39.3%	29.5%	94.3%
Working part time	411	404	196	70	301	162	139	380
%V	11.1%	11.4%	11.7%	12.4%	11.4%	12.1%	10.6%	12.0%
%H		98.3%	47.7%	17.0%	73.2%	39.4%	33.8%	92.5%
Not working	1605	1527	643	215	1190	516	674	1200
%V	43.4%	43.1%	38.3%	38.2%	44.9%	38.5%	51.5%	37.9%
%H		95.1%	40.1%	13.4%	74.1%	32.1%	42.0%	74.8%
Housewife/Houseperson	1932	1844	822	259	1393	629	764	1544
%V	52.2%	52.0%	48.9%	46.0%	52.6%	46.9%	58.4%	48.8%
%H		95.4%	42.5%	13.4%	72.1%	32.6%	39.5%	79.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1805	1727	856	275	1278	679	599	1576
%H		95.7%	47.4%	15.2%	70.8%	37.6%	33.2%	87.3%
16 - 19	130	127	63	33	91	62	30	125
%V	7.2%	7.4%	7.4%	12.0%	7.1%	9.1%	5.0%	7.9%
%H		97.7%	48.5%	25.4%	70.0%	47.7%	23.1%	96.2%
20 - 24	126	116	56	23	84	50	34	121
%V	7.0%	6.7%	6.5%	8.4%	6.6%	7.4%	5.7%	7.7%
%H		92.1%	44.4%	18.3%	66.7%	39.7%	27.0%	96.0%
25 - 34	277	263	143	42	167	92	75	262
%V	15.3%	15.2%	16.7%	15.3%	13.1%	13.5%	12.5%	16.6%
%H		94.9%	51.6%	15.2%	60.3%	33.2%	27.1%	94.6%
35 - 44	299	287	155	47	193	107	86	275
%V	16.6%	16.6%	18.1%	17.1%	15.1%	15.8%	14.4%	17.4%
%H		96.0%	51.8%	15.7%	64.5%	35.8%	28.8%	92.0%
45 - 54	315	305	159	45	233	131	102	292
%V	17.5%	17.7%	18.6%	16.4%	18.2%	19.3%	17.0%	18.5%
%H		96.8%	50.5%	14.3%	74.0%	41.6%	32.4%	92.7%
55 - 64	267	257	117	39	201	98	104	238
%V	14.8%	14.9%	13.7%	14.2%	15.7%	14.4%	17.4%	15.1%
%H		96.3%	43.8%	14.6%	75.3%	36.7%	39.0%	89.1%
65+	390	372	163	45	308	140	168	264
%V	21.6%	21.5%	19.0%	16.4%	24.1%	20.6%	28.0%	16.8%
%H		95.4%	41.8%	11.5%	79.0%	35.9%	43.1%	67.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1805	1727	856	275	1278	679	599	1576
%H		95.7%	47.4%	15.2%	70.8%	37.6%	33.2%	87.3%
AB	496	480	224	84	371	196	175	473
%V	27.5%	27.8%	26.2%	30.5%	29.0%	28.9%	29.2%	30.0%
%H		96.8%	45.2%	16.9%	74.8%	39.5%	35.3%	95.4%
C1	512	483	245	85	359	203	156	470
%V	28.4%	28.0%	28.6%	30.9%	28.1%	29.9%	26.0%	29.8%
%H		94.3%	47.9%	16.6%	70.1%	39.6%	30.5%	91.8%
C2	473	457	243	60	339	189	150	397
%V	26.2%	26.5%	28.4%	21.8%	26.5%	27.8%	25.0%	25.2%
%H		96.6%	51.4%	12.7%	71.7%	40.0%	31.7%	83.9%
D	231	217	105	34	146	70	76	183
%V	12.8%	12.6%	12.3%	12.4%	11.4%	10.3%	12.7%	11.6%
%H		93.9%	45.5%	14.7%	63.2%	30.3%	32.9%	79.2%
E	93	90	39	12	63	21	42	54
%V	5.2%	5.2%	4.6%	4.4%	4.9%	3.1%	7.0%	3.4%
%H		96.8%	41.9%	12.9%	67.7%	22.6%	45.2%	58.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1805	1727	856	275	1278	679	599	1576
%H		95.7%	47.4%	15.2%	70.8%	37.6%	33.2%	87.3%
Working full time	1068	1024	543	172	733	423	310	999
%V	59.2%	59.3%	63.4%	62.5%	57.4%	62.3%	51.8%	63.4%
%H		95.9%	50.8%	16.1%	68.6%	39.6%	29.0%	93.5%
Working part time	78	75	32	14	56	25	30	71
%V	4.3%	4.3%	3.7%	5.1%	4.4%	3.7%	5.0%	4.5%
%H		96.2%	41.0%	17.9%	71.8%	32.1%	38.5%	91.0%
Not working	659	628	280	89	489	231	259	506
%V	36.5%	36.4%	32.7%	32.4%	38.3%	34.0%	43.2%	32.1%
%H		95.3%	42.5%	13.5%	74.2%	35.1%	39.3%	76.8%
Housewife/Houseperson	370	343	153	37	253	101	151	255
%V	20.5%	19.9%	17.9%	13.5%	19.8%	14.9%	25.2%	16.2%
%H		92.7%	41.4%	10.0%	68.4%	27.3%	40.8%	68.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1894	1819	824	288	1370	660	710	1590
%H		96.0%	43.5%	15.2%	72.3%	34.8%	37.5%	83.9%
16 - 19	96	88	39	21	68	39	29	88
%V	5.1%	4.8%	4.7%	7.3%	5.0%	5.9%	4.1%	5.5%
%H		91.7%	40.6%	21.9%	70.8%	40.6%	30.2%	91.7%
20 - 24	136	126	60	20	91	47	44	126
%V	7.2%	6.9%	7.3%	6.9%	6.6%	7.1%	6.2%	7.9%
%H		92.6%	44.1%	14.7%	66.9%	34.6%	32.4%	92.6%
25 - 34	282	266	139	53	168	96	72	266
%V	14.9%	14.6%	16.9%	18.4%	12.3%	14.5%	10.1%	16.7%
%H		94.3%	49.3%	18.8%	59.6%	34.0%	25.5%	94.3%
35 - 44	302	293	157	49	198	112	86	288
%V	15.9%	16.1%	19.1%	17.0%	14.5%	17.0%	12.1%	18.1%
%H		97.0%	52.0%	16.2%	65.6%	37.1%	28.5%	95.4%
45 - 54	335	327	162	56	253	141	112	309
%V	17.7%	18.0%	19.7%	19.4%	18.5%	21.4%	15.8%	19.4%
%H		97.6%	48.4%	16.7%	75.5%	42.1%	33.4%	92.2%
55 - 64	286	277	127	45	210	103	106	254
%V	15.1%	15.2%	15.4%	15.6%	15.3%	15.6%	14.9%	16.0%
%H		96.9%	44.4%	15.7%	73.4%	36.0%	37.1%	88.8%
65+	456	442	139	45	382	122	260	258
%V	24.1%	24.3%	16.9%	15.6%	27.9%	18.5%	36.6%	16.2%
%H		96.9%	30.5%	9.9%	83.8%	26.8%	57.0%	56.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1894	1819	824	288	1370	660	710	1590
%H		96.0%	43.5%	15.2%	72.3%	34.8%	37.5%	83.9%
AB	502	487	210	90	377	187	190	484
%V	26.5%	26.8%	25.5%	31.3%	27.5%	28.3%	26.8%	30.4%
%H		97.0%	41.8%	17.9%	75.1%	37.3%	37.8%	96.4%
C1	585	556	253	95	414	204	210	506
%V	30.9%	30.6%	30.7%	33.0%	30.2%	30.9%	29.6%	31.8%
%H		95.0%	43.2%	16.2%	70.8%	34.9%	35.9%	86.5%
C2	398	385	199	49	296	161	135	337
%V	21.0%	21.2%	24.2%	17.0%	21.6%	24.4%	19.0%	21.2%
%H		96.7%	50.0%	12.3%	74.4%	40.5%	33.9%	84.7%
D	271	257	111	36	182	74	108	192
%V	14.3%	14.1%	13.5%	12.5%	13.3%	11.2%	15.2%	12.1%
%H		94.8%	41.0%	13.3%	67.2%	27.3%	39.9%	70.8%
E	138	134	52	18	101	34	67	72
%V	7.3%	7.4%	6.3%	6.3%	7.4%	5.2%	9.4%	4.5%
%H		97.1%	37.7%	13.0%	73.2%	24.6%	48.6%	52.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1894	1819	824	288	1370	660	710	1590
%H		96.0%	43.5%	15.2%	72.3%	34.8%	37.5%	83.9%
Working full time	614	591	298	106	424	238	186	588
%V	32.4%	32.5%	36.2%	36.8%	30.9%	36.1%	26.2%	37.0%
%H		96.3%	48.5%	17.3%	69.1%	38.8%	30.3%	95.8%
Working part time	333	329	163	56	246	137	109	309
%V	17.6%	18.1%	19.8%	19.4%	18.0%	20.8%	15.4%	19.4%
%H		98.8%	48.9%	16.8%	73.9%	41.1%	32.7%	92.8%
Not working	947	900	363	126	701	286	415	693
%V	50.0%	49.5%	44.1%	43.8%	51.2%	43.3%	58.5%	43.6%
%H		95.0%	38.3%	13.3%	74.0%	30.2%	43.8%	73.2%
Housewife/Houseperson	1562	1502	669	222	1140	528	612	1289
%V	82.5%	82.6%	81.2%	77.1%	83.2%	80.0%	86.2%	81.1%
%H		96.2%	42.8%	14.2%	73.0%	33.8%	39.2%	82.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
April 2013 - March 2014
BBC West
Household level data
Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	980	375	150	766	321	445	808
%H (All HH)		95.8%	36.7%	14.7%	74.9%	31.4%	43.5%	79.0%
%H (TV HH)			38.3%	15.3%	78.2%	32.8%	45.4%	
AB	307	292	103	52	231	95	136	284
%V	30.0%	29.8%	27.5%	34.7%	30.2%	29.6%	30.6%	35.1%
%H (All HH)		95.1%	33.6%	16.9%	75.2%	30.9%	44.3%	92.5%
%H (TV HH)			35.3%	17.8%	79.1%	32.5%	46.6%	
C1	277	265	99	42	211	92	119	232
%V	27.1%	27.0%	26.4%	28.0%	27.5%	28.7%	26.7%	28.7%
%H (All HH)		95.7%	35.7%	15.2%	76.2%	33.2%	43.0%	83.8%
%H (TV HH)			37.4%	15.8%	79.6%	34.7%	44.9%	
C2	207	201	92	28	154	74	80	165
%V	20.2%	20.5%	24.5%	18.7%	20.1%	23.1%	18.0%	20.4%
%H (All HH)		97.1%	44.4%	13.5%	74.4%	35.7%	38.6%	79.7%
%H (TV HH)			45.8%	13.9%	76.6%	36.8%	39.8%	
D	147	141	54	19	108	41	67	91
%V	14.4%	14.4%	14.4%	12.7%	14.1%	12.8%	15.1%	11.3%
%H (All HH)		95.9%	36.7%	12.9%	73.5%	27.9%	45.6%	61.9%
%H (TV HH)			38.3%	13.5%	76.6%	29.1%	47.5%	
E	85	81	26	10	63	19	44	36
%V	8.3%	8.3%	6.9%	6.7%	8.2%	5.9%	9.9%	4.5%
%H (All HH)		95.3%	30.6%	11.8%	74.1%	22.4%	51.8%	42.4%
%H (TV HH)			32.1%	12.3%	77.8%	23.5%	54.3%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	980	375	150	766	321	445	808
%H (All HH)		95.8%	36.7%	14.7%	74.9%	31.4%	43.5%	79.0%
%H (TV HH)			38.3%	15.3%	78.2%	32.8%	45.4%	
Under 25	48	43	12	8	34	13	21	38
%V	4.7%	4.4%	3.2%	5.3%	4.4%	4.0%	4.7%	4.7%
%H (All HH)		89.6%	25.0%	16.7%	70.8%	27.1%	43.8%	79.2%
%H (TV HH)			27.9%	18.6%	79.1%	30.2%	48.8%	
25 - 34	141	129	65	23	90	52	38	130
%V	13.8%	13.2%	17.3%	15.3%	11.7%	16.2%	8.5%	16.1%
%H (All HH)		91.5%	46.1%	16.3%	63.8%	36.9%	27.0%	92.2%
%H (TV HH)			50.4%	17.8%	69.8%	40.3%	29.5%	
35 - 44	166	161	72	35	112	59	52	151
%V	16.2%	16.4%	19.2%	23.3%	14.6%	18.4%	11.7%	18.7%
%H (All HH)		97.0%	43.4%	21.1%	67.5%	35.5%	31.3%	91.0%
%H (TV HH)			44.7%	21.7%	69.6%	36.6%	32.3%	
45 - 54	193	186	72	34	141	61	80	178
%V	18.9%	19.0%	19.2%	22.7%	18.4%	19.0%	18.0%	22.0%
%H (All HH)		96.4%	37.3%	17.6%	73.1%	31.6%	41.5%	92.2%
%H (TV HH)			38.7%	18.3%	75.8%	32.8%	43.0%	
55 - 64	170	164	68	23	131	57	74	141
%V	16.6%	16.7%	18.1%	15.3%	17.1%	17.8%	16.6%	17.5%
%H (All HH)		96.5%	40.0%	13.5%	77.1%	33.5%	43.5%	82.9%
%H (TV HH)			41.5%	14.0%	79.9%	34.8%	45.1%	
65 +	305	296	86	28	258	78	180	170
%V	29.8%	30.2%	22.9%	18.7%	33.7%	24.3%	40.4%	21.0%
%H (All HH)		97.0%	28.2%	9.2%	84.6%	25.6%	59.0%	55.7%
%H (TV HH)			29.1%	9.5%	87.2%	26.4%	60.8%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	980	375	150	766	321	445	808
%H (All HH)		95.8%	36.7%	14.7%	74.9%	31.4%	43.5%	79.0%
%H (TV HH)			38.3%	15.3%	78.2%	32.8%	45.4%	
1	312	289	79	28	230	51	179	177
%V	30.5%	29.5%	21.1%	18.7%	30.0%	15.9%	40.2%	21.9%
%H (All HH)		92.6%	25.3%	9.0%	73.7%	16.3%	57.4%	56.7%
%H (TV HH)			27.3%	9.7%	79.6%	17.6%	61.9%	
2	359	351	131	55	291	127	163	301
%V	35.1%	35.8%	34.9%	36.7%	38.0%	39.6%	36.6%	37.3%
%H (All HH)		97.8%	36.5%	15.3%	81.1%	35.4%	45.4%	83.8%
%H (TV HH)			37.3%	15.7%	82.9%	36.2%	46.4%	
3	147	141	68	25	108	61	47	136
%V	14.4%	14.4%	18.1%	16.7%	14.1%	19.0%	10.6%	16.8%
%H (All HH)		95.9%	46.3%	17.0%	73.5%	41.5%	32.0%	92.5%
%H (TV HH)			48.2%	17.7%	76.6%	43.3%	33.3%	
4	139	135	66	33	89	54	35	134
%V	13.6%	13.8%	17.6%	22.0%	11.6%	16.8%	7.9%	16.6%
%H (All HH)		97.1%	47.5%	23.7%	64.0%	38.8%	25.2%	96.4%
%H (TV HH)			48.9%	24.4%	65.9%	40.0%	25.9%	
5+	66	64	31	9	49	27	22	61
%V	6.5%	6.5%	8.3%	6.0%	6.4%	8.4%	4.9%	7.5%
%H (All HH)		97.0%	47.0%	13.6%	74.2%	40.9%	33.3%	92.4%
%H (TV HH)			48.4%	14.1%	76.6%	42.2%	34.4%	
Average HH size	2.33	2.35	2.59	2.63	2.29	2.64	2.03	2.54

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	980	375	150	766	321	445	808
%H (All HH)		95.8%	36.7%	14.7%	74.9%	31.4%	43.5%	79.0%
%H (TV HH)			38.3%	15.3%	78.2%	32.8%	45.4%	
Without	784	745	259	105	605	229	376	586
%V	76.6%	76.0%	69.1%	70.0%	79.0%	71.3%	84.5%	72.5%
%H (All HH)		95.0%	33.0%	13.4%	77.2%	29.2%	48.0%	74.7%
%H (TV HH)			34.8%	14.1%	81.2%	30.7%	50.5%	
With	239	235	116	45	161	92	70	222
%V	23.4%	24.0%	30.9%	30.0%	21.0%	28.7%	15.7%	27.5%
%H (All HH)		98.3%	48.5%	18.8%	67.4%	38.5%	29.3%	92.9%
%H (TV HH)			49.4%	19.1%	68.5%	39.1%	29.8%	
0 - 3	95	94	41	20	65	35	30	85
%V	9.3%	9.6%	10.9%	13.3%	8.5%	10.9%	6.7%	10.5%
%H (All HH)		98.9%	43.2%	21.1%	68.4%	36.8%	31.6%	89.5%
%H (TV HH)			43.6%	21.3%	69.1%	37.2%	31.9%	
4 - 9	115	113	64	20	74	47	27	106
%V	11.2%	11.5%	17.1%	13.3%	9.7%	14.6%	6.1%	13.1%
%H (All HH)		98.3%	55.7%	17.4%	64.3%	40.9%	23.5%	92.2%
%H (TV HH)			56.6%	17.7%	65.5%	41.6%	23.9%	
10 - 15	114	113	58	23	76	46	30	111
%V	11.1%	11.5%	15.5%	15.3%	9.9%	14.3%	6.7%	13.7%
%H (All HH)		99.1%	50.9%	20.2%	66.7%	40.4%	26.3%	97.4%
%H (TV HH)			51.3%	20.4%	67.3%	40.7%	26.5%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	980	375	150	766	321	445	808
%H (All HH)		95.8%	36.7%	14.7%	74.9%	31.4%	43.5%	79.0%
%H (TV HH)			38.3%	15.3%	78.2%	32.8%	45.4%	
1	413	413	121	53	295	67	229	285
%V	40.4%	42.1%	32.3%	35.3%	38.5%	20.9%	51.5%	35.3%
%H (All HH)		100.0%	29.3%	12.8%	71.4%	16.2%	55.4%	69.0%
%H (TV HH)			29.3%	12.8%	71.4%	16.2%	55.4%	
2	333	333	137	56	267	128	139	279
%V	32.6%	34.0%	36.5%	37.3%	34.9%	39.9%	31.2%	34.5%
%H (All HH)		100.0%	41.1%	16.8%	80.2%	38.4%	41.7%	83.8%
%H (TV HH)			41.1%	16.8%	80.2%	38.4%	41.7%	
3	144	144	68	21	124	68	56	128
%V	14.1%	14.7%	18.1%	14.0%	16.2%	21.2%	12.6%	15.8%
%H (All HH)		100.0%	47.2%	14.6%	86.1%	47.2%	38.9%	88.9%
%H (TV HH)			47.2%	14.6%	86.1%	47.2%	38.9%	
4	68	68	36	15	62	44	18	64
%V	6.6%	6.9%	9.6%	10.0%	8.1%	13.7%	4.0%	7.9%
%H (All HH)		100.0%	52.9%	22.1%	91.2%	64.7%	26.5%	94.1%
%H (TV HH)			52.9%	22.1%	91.2%	64.7%	26.5%	
5+	21	21	13	5	18	14	4	21
%V	2.1%	2.1%	3.5%	3.3%	2.3%	4.4%	0.9%	2.6%
%H (All HH)		100.0%	61.9%	23.8%	85.7%	66.7%	19.0%	100.0%
%H (TV HH)			61.9%	23.8%	85.7%	66.7%	19.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	980	375	150	766	321	445	808
%H (All HH)		95.8%	36.7%	14.7%	74.9%	31.4%	43.5%	79.0%
%H (TV HH)			38.3%	15.3%	78.2%	32.8%	45.4%	
Under 20"	244	244	92	30	218	96	122	201
%V	23.9%	24.9%	24.5%	20.0%	28.5%	29.9%	27.4%	24.9%
%H (All HH)		100.0%	37.7%	12.3%	89.3%	39.3%	50.0%	82.4%
%H (TV HH)			37.7%	12.3%	89.3%	39.3%	50.0%	
20" - 29"	417	417	158	61	346	148	197	334
%V	40.8%	42.6%	42.1%	40.7%	45.2%	46.1%	44.3%	41.3%
%H (All HH)		100.0%	37.9%	14.6%	83.0%	35.5%	47.2%	80.1%
%H (TV HH)			37.9%	14.6%	83.0%	35.5%	47.2%	
30" - 39"	533	533	221	86	421	195	226	432
%V	52.1%	54.4%	58.9%	57.3%	55.0%	60.7%	50.8%	53.5%
%H (All HH)		100.0%	41.5%	16.1%	79.0%	36.6%	42.4%	81.1%
%H (TV HH)			41.5%	16.1%	79.0%	36.6%	42.4%	
40" and over	353	353	176	72	261	155	105	319
%V	34.5%	36.0%	46.9%	48.0%	34.1%	48.3%	23.6%	39.5%
%H (All HH)		100.0%	49.9%	20.4%	73.9%	43.9%	29.7%	90.4%
%H (TV HH)			49.9%	20.4%	73.9%	43.9%	29.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC West

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	980	375	150	766	321	445	808
%H (All HH)		95.8%	36.7%	14.7%	74.9%	31.4%	43.5%	79.0%
%H (TV HH)			38.3%	15.3%	78.2%	32.8%	45.4%	
Main living room	963	963	373	150	758	320	438	765
%V	94.1%	98.3%	99.5%	100.0%	99.0%	99.7%	98.4%	94.7%
%H (All HH)		100.0%	38.7%	15.6%	78.7%	33.2%	45.5%	79.4%
%H (TV HH)			38.7%	15.6%	78.7%	33.2%	45.5%	
Kitchen	127	127	54	19	111	58	53	117
%V	12.4%	13.0%	14.4%	12.7%	14.5%	18.1%	11.9%	14.5%
%H (All HH)		100.0%	42.5%	15.0%	87.4%	45.7%	41.7%	92.1%
%H (TV HH)			42.5%	15.0%	87.4%	45.7%	41.7%	
Adult's bedroom	397	397	183	65	338	189	149	341
%V	38.8%	40.5%	48.8%	43.3%	44.1%	58.9%	33.5%	42.2%
%H (All HH)		100.0%	46.1%	16.4%	85.1%	47.6%	37.5%	85.9%
%H (TV HH)			46.1%	16.4%	85.1%	47.6%	37.5%	
Child's bedroom	96	96	53	21	75	53	23	91
%V	9.4%	9.8%	14.1%	14.0%	9.8%	16.5%	5.2%	11.3%
%H (All HH)		100.0%	55.2%	21.9%	78.1%	55.2%	24.0%	94.8%
%H (TV HH)			55.2%	21.9%	78.1%	55.2%	24.0%	
Other bedroom	60	60	29	16	49	33	16	56
%V	5.9%	6.1%	7.7%	10.7%	6.4%	10.3%	3.6%	6.9%
%H (All HH)		100.0%	48.3%	26.7%	81.7%	55.0%	26.7%	93.3%
%H (TV HH)			48.3%	26.7%	81.7%	55.0%	26.7%	
Second living/dining room	72	72	33	8	66	34	32	58
%V	7.0%	7.3%	8.8%	5.3%	8.6%	10.6%	7.2%	7.2%
%H (All HH)		100.0%	45.8%	11.1%	91.7%	47.2%	44.4%	80.6%
%H (TV HH)			45.8%	11.1%	91.7%	47.2%	44.4%	
Study/office	21	21	9	2	18	9	9	20
%V	2.1%	2.1%	2.4%	1.3%	2.3%	2.8%	2.0%	2.5%
%H (All HH)		100.0%	42.9%	9.5%	85.7%	42.9%	42.9%	95.2%
%H (TV HH)			42.9%	9.5%	85.7%	42.9%	42.9%	
TV room	6	6	2	0	6	2	3	6
%V	0.6%	0.6%	0.5%	0.0%	0.8%	0.6%	0.7%	0.7%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	50.0%	100.0%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	50.0%	
Conservatory	15	15	9	2	14	10	4	14
%V	1.5%	1.5%	2.4%	1.3%	1.8%	3.1%	0.9%	1.7%
%H (All HH)		100.0%	60.0%	13.3%	93.3%	66.7%	26.7%	93.3%
%H (TV HH)			60.0%	13.3%	93.3%	66.7%	26.7%	
Attic or loft room	2	2	2	0	1	1	1	2
%V	0.2%	0.2%	0.5%	0.0%	0.1%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	50.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	50.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	7	7	4	0	6	3	2	6
%V	0.7%	0.7%	1.1%	0.0%	0.8%	0.9%	0.4%	0.7%
%H (All HH)		100.0%	57.1%	0.0%	85.7%	42.9%	28.6%	85.7%
%H (TV HH)			57.1%	0.0%	85.7%	42.9%	28.6%	

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

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Table 5.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	980	375	150	766	321	445	808
%H (All HH)		95.8%	36.7%	14.7%	74.9%	31.4%	43.5%	79.0%
%H (TV HH)			38.3%	15.3%	78.2%	32.8%	45.4%	
Any DSAT provider	375	375	375	3	243	243	0	334
%V	36.7%	38.3%	100.0%	2.0%	31.7%	75.7%	0.0%	41.3%
%H (All HH)			100.0%	0.8%	64.8%	64.8%	0.0%	89.1%
%H (TV HH)			100.0%	0.8%	64.8%	64.8%	0.0%	
Sky with subcription	296	296	296	2	202	202	0	269
%V	28.9%	30.2%	78.9%	1.3%	26.4%	62.9%	0.0%	33.3%
%H (All HH)			100.0%	0.7%	68.2%	68.2%	0.0%	90.9%
%H (TV HH)			100.0%	0.7%	68.2%	68.2%	0.0%	
Sky without subcription	18	18	18	0	9	9	0	17
%V	1.8%	1.8%	4.8%	0.0%	1.2%	2.8%	0.0%	2.1%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	94.4%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Freesat	55	55	55	1	31	31	0	46
%V	5.4%	5.6%	14.7%	0.7%	4.0%	9.7%	0.0%	5.7%
%H (All HH)			100.0%	1.8%	56.4%	56.4%	0.0%	83.6%
%H (TV HH)			100.0%	1.8%	56.4%	56.4%	0.0%	
Other satellite provider	10	10	10	0	4	4	0	5
%V	1.0%	1.0%	2.7%	0.0%	0.5%	1.2%	0.0%	0.6%
%H (All HH)			100.0%	0.0%	40.0%	40.0%	0.0%	50.0%
%H (TV HH)			100.0%	0.0%	40.0%	40.0%	0.0%	
DCAB	150	150	3	150	78	78	0	135
%V	14.7%	15.3%	0.8%	100.0%	10.2%	24.3%	0.0%	16.7%
%H (All HH)			2.0%	100.0%	52.0%	52.0%	0.0%	90.0%
%H (TV HH)			2.0%	100.0%	52.0%	52.0%	0.0%	
DTT	766	766	243	78	766	321	445	594
%V	74.9%	78.2%	64.8%	52.0%	100.0%	100.0%	100.0%	73.5%
%H (All HH)		100.0%	31.7%	10.2%	100.0%	41.9%	58.1%	77.5%
%H (TV HH)			31.7%	10.2%	100.0%	41.9%	58.1%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	980	375	150	766	321	445	808
%H (All HH)		95.8%	36.7%	14.7%	74.9%	31.4%	43.5%	79.0%
%H (TV HH)			38.3%	15.3%	78.2%	32.8%	45.4%	
PVR	616	616	314	122	463	282	181	551
%V	60.2%	62.9%	83.7%	81.3%	60.4%	87.9%	40.7%	68.2%
%H (All HH)		100.0%	51.0%	19.8%	75.2%	45.8%	29.4%	89.4%
%H (TV HH)			51.0%	19.8%	75.2%	45.8%	29.4%	
DVDR	43	43	20	5	35	16	19	36
%V	4.2%	4.4%	5.3%	3.3%	4.6%	5.0%	4.3%	4.5%
%H (All HH)		100.0%	46.5%	11.6%	81.4%	37.2%	44.2%	83.7%
%H (TV HH)			46.5%	11.6%	81.4%	37.2%	44.2%	
VCR	35	35	14	6	29	13	15	22
%V	3.4%	3.6%	3.7%	4.0%	3.8%	4.0%	3.4%	2.7%
%H (All HH)		100.0%	40.0%	17.1%	82.9%	37.1%	42.9%	62.9%
%H (TV HH)			40.0%	17.1%	82.9%	37.1%	42.9%	
Any recorder	644	644	321	123	487	286	201	566
%V	63.0%	65.7%	85.6%	82.0%	63.6%	89.1%	45.2%	70.0%
%H (All HH)		100.0%	49.8%	19.1%	75.6%	44.4%	31.2%	87.9%
%H (TV HH)			49.8%	19.1%	75.6%	44.4%	31.2%	
Receives HDTV (via STB or built-in reception)	523	523	246	127	389	236	154	463
%V	51.1%	53.4%	65.6%	84.7%	50.8%	73.5%	34.6%	57.3%
%H (All HH)		100.0%	47.0%	24.3%	74.4%	45.1%	29.4%	88.5%
%H (TV HH)			47.0%	24.3%	74.4%	45.1%	29.4%	
DVD/Blu-ray player or recorder	823	823	329	129	657	292	364	679
%V	80.4%	84.0%	87.7%	86.0%	85.8%	91.0%	81.8%	84.0%
%H (All HH)		100.0%	40.0%	15.7%	79.8%	35.5%	44.2%	82.5%
%H (TV HH)			40.0%	15.7%	79.8%	35.5%	44.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1023	980	375	150	766	321	445	808
%V (All HH)		95.8%	36.7%	14.7%	74.9%	31.4%	43.5%	79.0%
%H (TV HH)			38.3%	15.3%	78.2%	32.8%	45.4%	
Has broadband internet	808	777	334	135	594	293	302	808
%V	79.0%	79.3%	89.1%	90.0%	77.5%	91.3%	67.9%	100.0%
%H (All HH)		96.2%	41.3%	16.7%	73.5%	36.3%	37.4%	100.0%
%H (TV HH)			43.0%	17.4%	76.4%	37.7%	38.9%	
Number of computers (PCs and laptops)								
0	187	177	37	15	150	28	123	8
%V	18.3%	18.1%	9.9%	10.0%	19.6%	8.7%	27.6%	1.0%
%H (All HH)		94.7%	19.8%	8.0%	80.2%	15.0%	65.8%	4.3%
%H (TV HH)			20.9%	8.5%	84.7%	15.8%	69.5%	
1	317	304	117	34	239	91	148	285
%V	31.0%	31.0%	31.2%	22.7%	31.2%	28.3%	33.3%	35.3%
%H (All HH)		95.9%	36.9%	10.7%	75.4%	28.7%	46.7%	89.9%
%H (TV HH)			38.5%	11.2%	78.6%	29.9%	48.7%	
2	245	234	104	48	176	98	78	242
%V	23.9%	23.9%	27.7%	32.0%	23.0%	30.5%	17.5%	30.0%
%H (All HH)		95.5%	42.4%	19.6%	71.8%	40.0%	31.8%	98.8%
%H (TV HH)			44.4%	20.5%	75.2%	41.9%	33.3%	
3	134	131	58	25	96	48	48	134
%V	13.1%	13.4%	15.5%	16.7%	12.5%	15.0%	10.8%	16.6%
%H (All HH)		97.8%	43.3%	18.7%	71.6%	35.8%	35.8%	100.0%
%H (TV HH)			44.3%	19.1%	73.3%	36.6%	36.6%	
4	66	63	28	10	49	25	24	66
%V	6.5%	6.4%	7.5%	6.7%	6.4%	7.8%	5.4%	8.2%
%H (All HH)		95.5%	42.4%	15.2%	74.2%	37.9%	36.4%	100.0%
%H (TV HH)			44.4%	15.9%	77.8%	39.7%	38.1%	
5+	74	72	31	17	56	32	24	74
%V	7.2%	7.3%	8.3%	11.3%	7.3%	10.0%	5.4%	9.2%
%H (All HH)		97.3%	41.9%	23.0%	75.7%	43.2%	32.4%	100.0%
%H (TV HH)			43.1%	23.6%	77.8%	44.4%	33.3%	

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

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Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1900	812	314	1547	778	768	1597
%H		42.7%	16.5%	81.4%	40.9%	40.4%	84.1%
Under 20"	310	120	39	279	127	152	260
%V	16.3%	14.8%	12.4%	18.0%	16.3%	19.8%	16.3%
%H		38.7%	12.6%	90.0%	41.0%	49.0%	83.9%
20" - 29"	522	211	72	441	202	239	423
%V	27.5%	26.0%	22.9%	28.5%	26.0%	31.1%	26.5%
%H		40.4%	13.8%	84.5%	38.7%	45.8%	81.0%
30" - 39"	622	266	106	499	248	251	514
%V	32.7%	32.8%	33.8%	32.3%	31.9%	32.7%	32.2%
%H		42.8%	17.0%	80.2%	39.9%	40.4%	82.6%
40" and over	398	202	83	296	182	114	361
%V	20.9%	24.9%	26.4%	19.1%	23.4%	14.8%	22.6%
%H		50.8%	20.9%	74.4%	45.7%	28.6%	90.7%
Don't know	13	6	1	13	7	6	10
%V	0.7%	0.7%	0.3%	0.8%	0.9%	0.8%	0.6%
%H		46.2%	7.7%	100.0%	53.8%	46.2%	76.9%
Not Asked	35	7	13	19	12	6	29
%V	1.8%	0.9%	4.1%	1.2%	1.5%	0.8%	1.8%
%H		20.0%	37.1%	54.3%	34.3%	17.1%	82.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1900	812	314	1547	778	768	1597
%H		42.7%	16.5%	81.4%	40.9%	40.4%	84.1%
Main living room	968	375	150	762	320	442	769
%V	50.9%	46.2%	47.8%	49.3%	41.1%	57.6%	48.2%
%H		38.7%	15.5%	78.7%	33.1%	45.7%	79.4%
Kitchen	127	54	19	111	58	53	117
%V	6.7%	6.7%	6.1%	7.2%	7.5%	6.9%	7.3%
%H		42.5%	15.0%	87.4%	45.7%	41.7%	92.1%
Adult's bedroom	445	208	68	381	212	169	386
%V	23.4%	25.6%	21.7%	24.6%	27.2%	22.0%	24.2%
%H		46.7%	15.3%	85.6%	47.6%	38.0%	86.7%
Child's bedroom	133	74	34	106	79	27	128
%V	7.0%	9.1%	10.8%	6.9%	10.2%	3.5%	8.0%
%H		55.6%	25.6%	79.7%	59.4%	20.3%	96.2%
Other bedroom	67	33	17	56	38	17	61
%V	3.5%	4.1%	5.4%	3.6%	4.9%	2.2%	3.8%
%H		49.3%	25.4%	83.6%	56.7%	25.4%	91.0%
Second living/dining room	72	33	8	66	34	32	58
%V	3.8%	4.1%	2.5%	4.3%	4.4%	4.2%	3.6%
%H		45.8%	11.1%	91.7%	47.2%	44.4%	80.6%
Study/office	21	9	2	18	9	9	20
%V	1.1%	1.1%	0.6%	1.2%	1.2%	1.2%	1.3%
%H		42.9%	9.5%	85.7%	42.9%	42.9%	95.2%
TV room	6	2	0	6	2	4	6
%V	0.3%	0.2%	0.0%	0.4%	0.3%	0.5%	0.4%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
Conservatory	15	9	2	14	10	4	14
%V	0.8%	1.1%	0.6%	0.9%	1.3%	0.5%	0.9%
%H		60.0%	13.3%	93.3%	66.7%	26.7%	93.3%
Attic or loft room	2	2	0	1	1	1	2
%V	0.1%	0.2%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	0.0%	50.0%	50.0%	50.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	7	4	0	6	3	2	6
%V	0.4%	0.5%	0.0%	0.4%	0.4%	0.3%	0.4%
%H		57.1%	0.0%	85.7%	42.9%	28.6%	85.7%
Not Asked	35	7	13	19	12	6	29
%V	1.8%	0.9%	4.1%	1.2%	1.5%	0.8%	1.8%
%H		20.0%	37.1%	54.3%	34.3%	17.1%	82.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1900	812	314	1547	778	768	1597
%H		42.7%	16.5%	81.4%	40.9%	40.4%	84.1%
PVR	788	417	165	590	380	210	716
%V	41.5%	51.4%	52.5%	38.1%	48.8%	27.3%	44.8%
%H		52.9%	20.9%	74.9%	48.2%	26.6%	90.9%
DVDR	46	20	6	38	18	20	38
%V	2.4%	2.5%	1.9%	2.5%	2.3%	2.6%	2.4%
%H		43.5%	13.0%	82.6%	39.1%	43.5%	82.6%
VCR	36	15	6	29	14	15	23
%V	1.9%	1.8%	1.9%	1.9%	1.8%	2.0%	1.4%
%H		41.7%	16.7%	80.6%	38.9%	41.7%	63.9%
Any recorder	828	429	170	624	392	233	741
%V	43.6%	52.8%	54.1%	40.3%	50.4%	30.3%	46.4%
%H		51.8%	20.5%	75.4%	47.3%	28.1%	89.5%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1900	812	314	1547	778	768	1597
%H		42.7%	16.5%	81.4%	40.9%	40.4%	84.1%
Receives HDTV (via STB or built-in reception)	750	359	194	583	380	203	678
%V	39.5%	44.2%	61.8%	37.7%	48.8%	26.4%	42.5%
%H		47.9%	25.9%	77.7%	50.7%	27.1%	90.4%
DVD/Blu-ray player or recorder	1184	517	197	965	491	473	1010
%V	62.3%	63.7%	62.7%	62.4%	63.1%	61.6%	63.2%
%H		43.7%	16.6%	81.5%	41.5%	39.9%	85.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	980	375	150	766	321	445	777
%H		38.3%	15.3%	78.2%	32.8%	45.4%	79.3%
Under 20"	26	3	1	24	3	22	17
%V	2.7%	0.8%	0.7%	3.1%	0.9%	4.9%	2.2%
%H		11.5%	3.8%	92.3%	11.5%	84.6%	65.4%
20" - 29"	184	42	17	153	32	122	122
%V	18.8%	11.2%	11.3%	20.0%	10.0%	27.4%	15.7%
%H		22.8%	9.2%	83.2%	17.4%	66.3%	66.3%
30" - 39"	426	157	63	339	134	205	328
%V	43.5%	41.9%	42.0%	44.3%	41.7%	46.1%	42.2%
%H		36.9%	14.8%	79.6%	31.5%	48.1%	77.0%
40" and over	336	170	69	247	150	97	302
%V	34.3%	45.3%	46.0%	32.2%	46.7%	21.8%	38.9%
%H		50.6%	20.5%	73.5%	44.6%	28.9%	89.9%
Don't know	2	2	0	2	2	0	2
%V	0.2%	0.5%	0.0%	0.3%	0.6%	0.0%	0.3%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Not Asked	6	1	0	1	0	0	6
%V	0.6%	0.3%	0.0%	0.1%	0.0%	0.0%	0.8%
%H		16.7%	0.0%	16.7%	0.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	980	375	150	766	321	445	777
%H		38.3%	15.3%	78.2%	32.8%	45.4%	79.3%
PVR	600	308	120	448	275	173	540
%V	61.2%	82.1%	80.0%	58.5%	85.7%	38.9%	69.5%
%H		51.3%	20.0%	74.7%	45.8%	28.8%	90.0%
DVDR	39	18	4	31	13	18	32
%V	4.0%	4.8%	2.7%	4.0%	4.0%	4.0%	4.1%
%H		46.2%	10.3%	79.5%	33.3%	46.2%	82.1%
VCR	30	13	4	24	11	13	18
%V	3.1%	3.5%	2.7%	3.1%	3.4%	2.9%	2.3%
%H		43.3%	13.3%	80.0%	36.7%	43.3%	60.0%
Any recorder	630	317	121	474	281	193	557
%V	64.3%	84.5%	80.7%	61.9%	87.5%	43.4%	71.7%
%H		50.3%	19.2%	75.2%	44.6%	30.6%	88.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	980	375	150	766	321	445	777
%H		38.3%	15.3%	78.2%	32.8%	45.4%	79.3%
Receives HDTV (via STB or built-in reception)	502	234	126	368	223	145	447
%V	51.2%	62.4%	84.0%	48.0%	69.5%	32.6%	57.5%
%H		46.6%	25.1%	73.3%	44.4%	28.9%	89.0%
DVD/Blu-ray player or recorder	786	311	125	623	273	349	650
%V	80.2%	82.9%	83.3%	81.3%	85.0%	78.4%	83.7%
%H		39.6%	15.9%	79.3%	34.7%	44.4%	82.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	920	437	164	781	458	323	820
%H		47.5%	17.8%	84.9%	49.8%	35.1%	89.1%
Under 20"	284	116	38	255	125	130	243
%V	30.9%	26.5%	23.2%	32.7%	27.3%	40.2%	29.6%
%H		40.8%	13.4%	89.8%	44.0%	45.8%	85.6%
20" - 29"	339	169	55	287	171	117	301
%V	36.8%	38.7%	33.5%	36.7%	37.3%	36.2%	36.7%
%H		49.9%	16.2%	84.7%	50.4%	34.5%	88.8%
30" - 39"	197	108	43	160	113	47	186
%V	21.4%	24.7%	26.2%	20.5%	24.7%	14.6%	22.7%
%H		54.8%	21.8%	81.2%	57.4%	23.9%	94.4%
40" and over	62	32	14	49	32	17	58
%V	6.7%	7.3%	8.5%	6.3%	7.0%	5.3%	7.1%
%H		51.6%	22.6%	79.0%	51.6%	27.4%	93.5%
Don't know	11	4	1	11	5	6	8
%V	1.2%	0.9%	0.6%	1.4%	1.1%	1.9%	1.0%
%H		36.4%	9.1%	100.0%	45.5%	54.5%	72.7%
Not Asked	27	8	13	19	12	6	24
%V	2.9%	1.8%	7.9%	2.4%	2.6%	1.9%	2.9%
%H		29.6%	48.1%	70.4%	44.4%	22.2%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	920	437	164	781	458	323	820
%H		47.5%	17.8%	84.9%	49.8%	35.1%	89.1%
PVR	188	109	45	141	105	36	176
%V	20.4%	24.9%	27.4%	18.1%	22.9%	11.1%	21.5%
%H		58.0%	23.9%	75.0%	55.9%	19.1%	93.6%
DVDR	7	2	3	7	5	2	7
%V	0.8%	0.5%	1.8%	0.9%	1.1%	0.6%	0.9%
%H		28.6%	42.9%	100.0%	71.4%	28.6%	100.0%
VCR	7	3	2	5	3	2	5
%V	0.8%	0.7%	1.2%	0.6%	0.7%	0.6%	0.6%
%H		42.9%	28.6%	71.4%	42.9%	28.6%	71.4%
Any recorder	198	112	49	150	111	39	185
%V	21.5%	25.6%	29.9%	19.2%	24.2%	12.1%	22.6%
%H		56.6%	24.7%	75.8%	56.1%	19.7%	93.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	920	437	164	781	458	323	820
%H		47.5%	17.8%	84.9%	49.8%	35.1%	89.1%
Receives HDTV (via STB or built-in reception)	248	125	68	214	157	57	231
%V	27.0%	28.6%	41.5%	27.4%	34.3%	17.6%	28.2%
%H		50.4%	27.4%	86.3%	63.3%	23.0%	93.1%
DVD/Blu-ray player or recorder	398	206	72	342	218	124	361
%V	43.3%	47.1%	43.9%	43.8%	47.6%	38.4%	44.0%
%H		51.8%	18.1%	85.9%	54.8%	31.2%	90.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2380	2300	972	395	1752	848	905	2051
%H		96.6%	40.8%	16.6%	73.6%	35.6%	38.0%	86.2%
Total Children	419	414	207	78	281	161	120	390
%V	17.6%	18.0%	21.3%	19.7%	16.0%	19.0%	13.3%	19.0%
%H		98.8%	49.4%	18.6%	67.1%	38.4%	28.6%	93.1%
0 - 3	116	115	50	25	83	45	38	105
%V	4.9%	5.0%	5.1%	6.3%	4.7%	5.3%	4.2%	5.1%
%H		99.1%	43.1%	21.6%	71.6%	38.8%	32.8%	90.5%
4 - 15	302	299	157	54	198	116	82	286
%V	12.7%	13.0%	16.2%	13.7%	11.3%	13.7%	9.1%	13.9%
%H		99.0%	52.0%	17.9%	65.6%	38.4%	27.2%	94.7%
4 - 9	146	143	80	22	94	57	37	133
%V	6.1%	6.2%	8.2%	5.6%	5.4%	6.7%	4.1%	6.5%
%H		97.9%	54.8%	15.1%	64.4%	39.0%	25.3%	91.1%
10 - 15	156	155	77	31	104	59	45	152
%V	6.6%	6.7%	7.9%	7.8%	5.9%	7.0%	5.0%	7.4%
%H		99.4%	49.4%	19.9%	66.7%	37.8%	28.8%	97.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2380	2300	972	395	1752	848	905	2051
%H		96.6%	40.8%	16.6%	73.6%	35.6%	38.0%	86.2%
Total Adults (16+)	1962	1887	765	316	1471	687	785	1661
%V	82.4%	82.0%	78.7%	80.0%	84.0%	81.0%	86.7%	81.0%
%H		96.2%	39.0%	16.1%	75.0%	35.0%	40.0%	84.7%
16 - 19	132	129	60	23	98	53	45	131
%V	5.5%	5.6%	6.2%	5.8%	5.6%	6.3%	5.0%	6.4%
%H		97.7%	45.5%	17.4%	74.2%	40.2%	34.1%	99.2%
20 - 24	166	151	46	33	116	52	63	152
%V	7.0%	6.6%	4.7%	8.4%	6.6%	6.1%	7.0%	7.4%
%H		91.0%	27.7%	19.9%	69.9%	31.3%	38.0%	91.6%
25 - 34	294	275	130	56	196	113	83	265
%V	12.4%	12.0%	13.4%	14.2%	11.2%	13.3%	9.2%	12.9%
%H		93.5%	44.2%	19.0%	66.7%	38.4%	28.2%	90.1%
35 - 44	291	283	134	59	196	109	87	270
%V	12.2%	12.3%	13.8%	14.9%	11.2%	12.9%	9.6%	13.2%
%H		97.3%	46.0%	20.3%	67.4%	37.5%	29.9%	92.8%
45 - 54	345	335	138	63	254	121	133	322
%V	14.5%	14.6%	14.2%	15.9%	14.5%	14.3%	14.7%	15.7%
%H		97.1%	40.0%	18.3%	73.6%	35.1%	38.6%	93.3%
55 - 64	282	274	109	42	222	98	124	238
%V	11.8%	11.9%	11.2%	10.6%	12.7%	11.6%	13.7%	11.6%
%H		97.2%	38.7%	14.9%	78.7%	34.8%	44.0%	84.4%
65+	452	440	147	40	389	139	250	281
%V	19.0%	19.1%	15.1%	10.1%	22.2%	16.4%	27.6%	13.7%
%H		97.3%	32.5%	8.8%	86.1%	30.8%	55.3%	62.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1962	1887	765	316	1471	687	785	1661
%H		96.2%	39.0%	16.1%	75.0%	35.0%	40.0%	84.7%
AB	622	599	236	110	465	214	251	590
%V	31.7%	31.7%	30.8%	34.8%	31.6%	31.1%	32.0%	35.5%
%H		96.3%	37.9%	17.7%	74.8%	34.4%	40.4%	94.9%
C1	554	530	194	99	422	197	226	493
%V	28.2%	28.1%	25.4%	31.3%	28.7%	28.7%	28.8%	29.7%
%H		95.7%	35.0%	17.9%	76.2%	35.6%	40.8%	89.0%
C2	417	403	191	61	310	162	149	352
%V	21.3%	21.4%	25.0%	19.3%	21.1%	23.6%	19.0%	21.2%
%H		96.6%	45.8%	14.6%	74.3%	38.8%	35.7%	84.4%
D	266	254	108	36	198	89	109	179
%V	13.6%	13.5%	14.1%	11.4%	13.5%	13.0%	13.9%	10.8%
%H		95.5%	40.6%	13.5%	74.4%	33.5%	41.0%	67.3%
E	104	100	36	11	76	26	51	46
%V	5.3%	5.3%	4.7%	3.5%	5.2%	3.8%	6.5%	2.8%
%H		96.2%	34.6%	10.6%	73.1%	25.0%	49.0%	44.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1962	1887	765	316	1471	687	785	1661
%H		96.2%	39.0%	16.1%	75.0%	35.0%	40.0%	84.7%
Working full time	877	843	357	179	630	330	300	816
%V	44.7%	44.7%	46.7%	56.6%	42.8%	48.0%	38.2%	49.1%
%H		96.1%	40.7%	20.4%	71.8%	37.6%	34.2%	93.0%
Working part time	255	246	117	46	175	94	81	230
%V	13.0%	13.0%	15.3%	14.6%	11.9%	13.7%	10.3%	13.8%
%H		96.5%	45.9%	18.0%	68.6%	36.9%	31.8%	90.2%
Not working	829	798	291	91	666	262	403	615
%V	42.3%	42.3%	38.0%	28.8%	45.3%	38.1%	51.3%	37.0%
%H		96.3%	35.1%	11.0%	80.3%	31.6%	48.6%	74.2%
Housewife/Houseperson	1023	980	375	150	766	321	445	808
%V	52.1%	51.9%	49.0%	47.5%	52.1%	46.7%	56.7%	48.6%
%H		95.8%	36.7%	14.7%	74.9%	31.4%	43.5%	79.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	957	908	372	167	696	339	357	820
%H		94.9%	38.9%	17.5%	72.7%	35.4%	37.3%	85.7%
16 - 19	63	61	27	15	45	27	18	63
%V	6.6%	6.7%	7.3%	9.0%	6.5%	8.0%	5.0%	7.7%
%H		96.8%	42.9%	23.8%	71.4%	42.9%	28.6%	100.0%
20 - 24	89	78	22	17	59	25	33	84
%V	9.3%	8.6%	5.9%	10.2%	8.5%	7.4%	9.2%	10.2%
%H		87.6%	24.7%	19.1%	66.3%	28.1%	37.1%	94.4%
25 - 34	151	139	61	35	98	58	39	136
%V	15.8%	15.3%	16.4%	21.0%	14.1%	17.1%	10.9%	16.6%
%H		92.1%	40.4%	23.2%	64.9%	38.4%	25.8%	90.1%
35 - 44	145	141	67	30	96	53	43	134
%V	15.2%	15.5%	18.0%	18.0%	13.8%	15.6%	12.0%	16.3%
%H		97.2%	46.2%	20.7%	66.2%	36.6%	29.7%	92.4%
45 - 54	162	157	69	28	117	58	59	149
%V	16.9%	17.3%	18.5%	16.8%	16.8%	17.1%	16.5%	18.2%
%H		96.9%	42.6%	17.3%	72.2%	35.8%	36.4%	92.0%
55 - 64	141	135	51	24	107	46	61	117
%V	14.7%	14.9%	13.7%	14.4%	15.4%	13.6%	17.1%	14.3%
%H		95.7%	36.2%	17.0%	75.9%	32.6%	43.3%	83.0%
65+	204	198	75	18	175	72	104	137
%V	21.3%	21.8%	20.2%	10.8%	25.1%	21.2%	29.1%	16.7%
%H		97.1%	36.8%	8.8%	85.8%	35.3%	51.0%	67.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	957	908	372	167	696	339	357	820
%H		94.9%	38.9%	17.5%	72.7%	35.4%	37.3%	85.7%
AB	309	298	120	58	228	109	118	293
%V	32.3%	32.8%	32.3%	34.7%	32.8%	32.2%	33.1%	35.7%
%H		96.4%	38.8%	18.8%	73.8%	35.3%	38.2%	94.8%
C1	261	243	85	53	186	90	97	235
%V	27.3%	26.8%	22.8%	31.7%	26.7%	26.5%	27.2%	28.7%
%H		93.1%	32.6%	20.3%	71.3%	34.5%	37.2%	90.0%
C2	223	215	100	34	165	86	80	187
%V	23.3%	23.7%	26.9%	20.4%	23.7%	25.4%	22.4%	22.8%
%H		96.4%	44.8%	15.2%	74.0%	38.6%	35.9%	83.9%
D	124	113	53	16	88	44	44	87
%V	13.0%	12.4%	14.2%	9.6%	12.6%	13.0%	12.3%	10.6%
%H		91.1%	42.7%	12.9%	71.0%	35.5%	35.5%	70.2%
E	40	39	14	5	29	11	18	18
%V	4.2%	4.3%	3.8%	3.0%	4.2%	3.2%	5.0%	2.2%
%H		97.5%	35.0%	12.5%	72.5%	27.5%	45.0%	45.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	957	908	372	167	696	339	357	820
%H		94.9%	38.9%	17.5%	72.7%	35.4%	37.3%	85.7%
Working full time	558	539	231	120	399	215	184	517
%V	58.3%	59.4%	62.1%	71.9%	57.3%	63.4%	51.5%	63.0%
%H		96.6%	41.4%	21.5%	71.5%	38.5%	33.0%	92.7%
Working part time	50	44	18	5	31	12	19	36
%V	5.2%	4.8%	4.8%	3.0%	4.5%	3.5%	5.3%	4.4%
%H		88.0%	36.0%	10.0%	62.0%	24.0%	38.0%	72.0%
Not working	348	326	123	42	266	112	154	267
%V	36.4%	35.9%	33.1%	25.1%	38.2%	33.0%	43.1%	32.6%
%H		93.7%	35.3%	12.1%	76.4%	32.2%	44.3%	76.7%
Housewife/Houseperson	236	216	75	36	159	60	99	167
%V	24.7%	23.8%	20.2%	21.6%	22.8%	17.7%	27.7%	20.4%
%H		91.5%	31.8%	15.3%	67.4%	25.4%	41.9%	70.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1005	979	393	149	775	347	428	841
%H		97.4%	39.1%	14.8%	77.1%	34.5%	42.6%	83.7%
16 - 19	69	68	33	7	52	26	27	68
%V	6.9%	6.9%	8.4%	4.7%	6.7%	7.5%	6.3%	8.1%
%H		98.6%	47.8%	10.1%	75.4%	37.7%	39.1%	98.6%
20 - 24	76	73	23	16	57	27	30	69
%V	7.6%	7.5%	5.9%	10.7%	7.4%	7.8%	7.0%	8.2%
%H		96.1%	30.3%	21.1%	75.0%	35.5%	39.5%	90.8%
25 - 34	142	136	69	21	99	55	44	129
%V	14.1%	13.9%	17.6%	14.1%	12.8%	15.9%	10.3%	15.3%
%H		95.8%	48.6%	14.8%	69.7%	38.7%	31.0%	90.8%
35 - 44	146	142	67	30	100	56	44	137
%V	14.5%	14.5%	17.0%	20.1%	12.9%	16.1%	10.3%	16.3%
%H		97.3%	45.9%	20.5%	68.5%	38.4%	30.1%	93.8%
45 - 54	183	178	70	35	137	63	74	173
%V	18.2%	18.2%	17.8%	23.5%	17.7%	18.2%	17.3%	20.6%
%H		97.3%	38.3%	19.1%	74.9%	34.4%	40.4%	94.5%
55 - 64	141	139	59	18	116	52	63	121
%V	14.0%	14.2%	15.0%	12.1%	15.0%	15.0%	14.7%	14.4%
%H		98.6%	41.8%	12.8%	82.3%	36.9%	44.7%	85.8%
65+	248	242	72	22	214	68	146	144
%V	24.7%	24.7%	18.3%	14.8%	27.6%	19.6%	34.1%	17.1%
%H		97.6%	29.0%	8.9%	86.3%	27.4%	58.9%	58.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1005	979	393	149	775	347	428	841
%H		97.4%	39.1%	14.8%	77.1%	34.5%	42.6%	83.7%
AB	313	301	116	51	237	105	133	297
%V	31.1%	30.7%	29.5%	34.2%	30.6%	30.3%	31.1%	35.3%
%H		96.2%	37.1%	16.3%	75.7%	33.5%	42.5%	94.9%
C1	293	288	108	46	236	107	129	258
%V	29.2%	29.4%	27.5%	30.9%	30.5%	30.8%	30.1%	30.7%
%H		98.3%	36.9%	15.7%	80.5%	36.5%	44.0%	88.1%
C2	194	188	91	27	145	76	69	165
%V	19.3%	19.2%	23.2%	18.1%	18.7%	21.9%	16.1%	19.6%
%H		96.9%	46.9%	13.9%	74.7%	39.2%	35.6%	85.1%
D	142	141	55	20	110	44	66	92
%V	14.1%	14.4%	14.0%	13.4%	14.2%	12.7%	15.4%	10.9%
%H		99.3%	38.7%	14.1%	77.5%	31.0%	46.5%	64.8%
E	64	61	23	6	47	15	32	28
%V	6.4%	6.2%	5.9%	4.0%	6.1%	4.3%	7.5%	3.3%
%H		95.3%	35.9%	9.4%	73.4%	23.4%	50.0%	43.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1005	979	393	149	775	347	428	841
%H		97.4%	39.1%	14.8%	77.1%	34.5%	42.6%	83.7%
Working full time	319	305	126	59	231	115	116	299
%V	31.7%	31.2%	32.1%	39.6%	29.8%	33.1%	27.1%	35.6%
%H		95.6%	39.5%	18.5%	72.4%	36.1%	36.4%	93.7%
Working part time	205	202	99	41	144	83	62	194
%V	20.4%	20.6%	25.2%	27.5%	18.6%	23.9%	14.5%	23.1%
%H		98.5%	48.3%	20.0%	70.2%	40.5%	30.2%	94.6%
Not working	481	472	168	48	399	150	249	348
%V	47.9%	48.2%	42.7%	32.2%	51.5%	43.2%	58.2%	41.4%
%H		98.1%	34.9%	10.0%	83.0%	31.2%	51.8%	72.3%
Housewife/Houseperson	787	764	300	114	607	261	346	641
%V	78.3%	78.0%	76.3%	76.5%	78.3%	75.2%	80.8%	76.2%
%H		97.1%	38.1%	14.5%	77.1%	33.2%	44.0%	81.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC South West

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	864	824	384	63	618	246	372	681
%H (All HH)		95.4%	44.4%	7.3%	71.5%	28.5%	43.1%	78.8%
%H (TV HH)			46.6%	7.6%	75.0%	29.9%	45.1%	
AB	235	227	116	15	166	70	96	210
%V	27.2%	27.5%	30.2%	23.8%	26.9%	28.5%	25.8%	30.8%
%H (All HH)		96.6%	49.4%	6.4%	70.6%	29.8%	40.9%	89.4%
%H (TV HH)			51.1%	6.6%	73.1%	30.8%	42.3%	
C1	273	259	115	25	196	78	118	225
%V	31.6%	31.4%	29.9%	39.7%	31.7%	31.7%	31.7%	33.0%
%H (All HH)		94.9%	42.1%	9.2%	71.8%	28.6%	43.2%	82.4%
%H (TV HH)			44.4%	9.7%	75.7%	30.1%	45.6%	
C2	186	179	89	14	136	62	75	147
%V	21.5%	21.7%	23.2%	22.2%	22.0%	25.2%	20.2%	21.6%
%H (All HH)		96.2%	47.8%	7.5%	73.1%	33.3%	40.3%	79.0%
%H (TV HH)			49.7%	7.8%	76.0%	34.6%	41.9%	
D	100	95	41	6	70	23	47	68
%V	11.6%	11.5%	10.7%	9.5%	11.3%	9.3%	12.6%	10.0%
%H (All HH)		95.0%	41.0%	6.0%	70.0%	23.0%	47.0%	68.0%
%H (TV HH)			43.2%	6.3%	73.7%	24.2%	49.5%	
E	70	66	23	4	49	14	36	32
%V	8.1%	8.0%	6.0%	6.3%	7.9%	5.7%	9.7%	4.7%
%H (All HH)		94.3%	32.9%	5.7%	70.0%	20.0%	51.4%	45.7%
%H (TV HH)			34.8%	6.1%	74.2%	21.2%	54.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	864	824	384	63	618	246	372	681
%V (All HH)		95.4%	44.4%	7.3%	71.5%	28.5%	43.1%	78.8%
%H (TV HH)			46.6%	7.6%	75.0%	29.9%	45.1%	
Under 25	39	35	13	7	19	6	13	32
%V	4.5%	4.2%	3.4%	11.1%	3.1%	2.4%	3.5%	4.7%
%H (All HH)		89.7%	33.3%	17.9%	48.7%	15.4%	33.3%	82.1%
%H (TV HH)			37.1%	20.0%	54.3%	17.1%	37.1%	
25 - 34	101	93	48	8	63	27	36	92
%V	11.7%	11.3%	12.5%	12.7%	10.2%	11.0%	9.7%	13.5%
%H (All HH)		92.1%	47.5%	7.9%	62.4%	26.7%	35.6%	91.1%
%H (TV HH)			51.6%	8.6%	67.7%	29.0%	38.7%	
35 - 44	137	128	69	16	86	44	42	124
%V	15.9%	15.5%	18.0%	25.4%	13.9%	17.9%	11.3%	18.2%
%H (All HH)		93.4%	50.4%	11.7%	62.8%	32.1%	30.7%	90.5%
%H (TV HH)			53.9%	12.5%	67.2%	34.4%	32.8%	
45 - 54	161	151	83	11	115	57	58	147
%V	18.6%	18.3%	21.6%	17.5%	18.6%	23.2%	15.6%	21.6%
%H (All HH)		93.8%	51.6%	6.8%	71.4%	35.4%	36.0%	91.3%
%H (TV HH)			55.0%	7.3%	76.2%	37.7%	38.4%	
55 - 64	154	151	72	10	116	48	68	133
%V	17.8%	18.3%	18.8%	15.9%	18.8%	19.5%	18.3%	19.5%
%H (All HH)		98.1%	46.8%	6.5%	75.3%	31.2%	44.2%	86.4%
%H (TV HH)			47.7%	6.6%	76.8%	31.8%	45.0%	
65 +	271	266	99	11	219	65	155	155
%V	31.4%	32.3%	25.8%	17.5%	35.4%	26.4%	41.7%	22.8%
%H (All HH)		98.2%	36.5%	4.1%	80.8%	24.0%	57.2%	57.2%
%H (TV HH)			37.2%	4.1%	82.3%	24.4%	58.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	864	824	384	63	618	246	372	681
%H (All HH)		95.4%	44.4%	7.3%	71.5%	28.5%	43.1%	78.8%
%H (TV HH)			46.6%	7.6%	75.0%	29.9%	45.1%	
1	267	248	87	14	195	51	144	149
%V	30.9%	30.1%	22.7%	22.2%	31.6%	20.7%	38.7%	21.9%
%H (All HH)		92.9%	32.6%	5.2%	73.0%	19.1%	53.9%	55.8%
%H (TV HH)			35.1%	5.6%	78.6%	20.6%	58.1%	
2	309	298	138	23	226	90	136	264
%V	35.8%	36.2%	35.9%	36.5%	36.6%	36.6%	36.6%	38.8%
%H (All HH)		96.4%	44.7%	7.4%	73.1%	29.1%	44.0%	85.4%
%H (TV HH)			46.3%	7.7%	75.8%	30.2%	45.6%	
3	137	136	77	12	98	52	46	128
%V	15.9%	16.5%	20.1%	19.0%	15.9%	21.1%	12.4%	18.8%
%H (All HH)		99.3%	56.2%	8.8%	71.5%	38.0%	33.6%	93.4%
%H (TV HH)			56.6%	8.8%	72.1%	38.2%	33.8%	
4	105	100	60	10	70	40	30	98
%V	12.2%	12.1%	15.6%	15.9%	11.3%	16.3%	8.1%	14.4%
%H (All HH)		95.2%	57.1%	9.5%	66.7%	38.1%	28.6%	93.3%
%H (TV HH)			60.0%	10.0%	70.0%	40.0%	30.0%	
5+	46	43	22	4	29	14	16	42
%V	5.3%	5.2%	5.7%	6.3%	4.7%	5.7%	4.3%	6.2%
%H (All HH)		93.5%	47.8%	8.7%	63.0%	30.4%	34.8%	91.3%
%H (TV HH)			51.2%	9.3%	67.4%	32.6%	37.2%	
Average HH size	2.27	2.28	2.48	2.50	2.23	2.52	2.04	2.47

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	864	824	384	63	618	246	372	681
%H (All HH)		95.4%	44.4%	7.3%	71.5%	28.5%	43.1%	78.8%
%H (TV HH)			46.6%	7.6%	75.0%	29.9%	45.1%	
Without	658	626	273	42	484	176	307	491
%V	76.2%	76.0%	71.1%	66.7%	78.3%	71.5%	82.5%	72.1%
%H (All HH)		95.1%	41.5%	6.4%	73.6%	26.7%	46.7%	74.6%
%H (TV HH)			43.6%	6.7%	77.3%	28.1%	49.0%	
With	206	199	111	22	135	70	65	190
%V	23.8%	24.2%	28.9%	34.9%	21.8%	28.5%	17.5%	27.9%
%H (All HH)		96.6%	53.9%	10.7%	65.5%	34.0%	31.6%	92.2%
%H (TV HH)			55.8%	11.1%	67.8%	35.2%	32.7%	
0 - 3	78	75	40	8	50	24	27	70
%V	9.0%	9.1%	10.4%	12.7%	8.1%	9.8%	7.3%	10.3%
%H (All HH)		96.2%	51.3%	10.3%	64.1%	30.8%	34.6%	89.7%
%H (TV HH)			53.3%	10.7%	66.7%	32.0%	36.0%	
4 - 9	104	99	55	10	70	37	32	97
%V	12.0%	12.0%	14.3%	15.9%	11.3%	15.0%	8.6%	14.2%
%H (All HH)		95.2%	52.9%	9.6%	67.3%	35.6%	30.8%	93.3%
%H (TV HH)			55.6%	10.1%	70.7%	37.4%	32.3%	
10 - 15	95	90	52	9	63	34	29	89
%V	11.0%	10.9%	13.5%	14.3%	10.2%	13.8%	7.8%	13.1%
%H (All HH)		94.7%	54.7%	9.5%	66.3%	35.8%	30.5%	93.7%
%H (TV HH)			57.8%	10.0%	70.0%	37.8%	32.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	864	824	384	63	618	246	372	681
%H (All HH)		95.4%	44.4%	7.3%	71.5%	28.5%	43.1%	78.8%
%H (TV HH)			46.6%	7.6%	75.0%	29.9%	45.1%	
1	325	325	118	22	222	44	178	223
%V	37.6%	39.4%	30.7%	34.9%	35.9%	17.9%	47.8%	32.7%
%H (All HH)		100.0%	36.3%	6.8%	68.3%	13.5%	54.8%	68.6%
%H (TV HH)			36.3%	6.8%	68.3%	13.5%	54.8%	
2	292	292	140	19	227	94	133	239
%V	33.8%	35.4%	36.5%	30.2%	36.7%	38.2%	35.8%	35.1%
%H (All HH)		100.0%	47.9%	6.5%	77.7%	32.2%	45.5%	81.8%
%H (TV HH)			47.9%	6.5%	77.7%	32.2%	45.5%	
3	132	132	78	15	108	67	42	119
%V	15.3%	16.0%	20.3%	23.8%	17.5%	27.2%	11.3%	17.5%
%H (All HH)		100.0%	59.1%	11.4%	81.8%	50.8%	31.8%	90.2%
%H (TV HH)			59.1%	11.4%	81.8%	50.8%	31.8%	
4	51	51	33	4	41	27	14	50
%V	5.9%	6.2%	8.6%	6.3%	6.6%	11.0%	3.8%	7.3%
%H (All HH)		100.0%	64.7%	7.8%	80.4%	52.9%	27.5%	98.0%
%H (TV HH)			64.7%	7.8%	80.4%	52.9%	27.5%	
5+	23	23	15	3	20	15	5	21
%V	2.7%	2.8%	3.9%	4.8%	3.2%	6.1%	1.3%	3.1%
%H (All HH)		100.0%	65.2%	13.0%	87.0%	65.2%	21.7%	91.3%
%H (TV HH)			65.2%	13.0%	87.0%	65.2%	21.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	864	824	384	63	618	246	372	681
%H (All HH)		95.4%	44.4%	7.3%	71.5%	28.5%	43.1%	78.8%
%H (TV HH)			46.6%	7.6%	75.0%	29.9%	45.1%	
Under 20"	267	267	126	20	219	98	120	223
%V	30.9%	32.4%	32.8%	31.7%	35.4%	39.8%	32.3%	32.7%
%H (All HH)		100.0%	47.2%	7.5%	82.0%	36.7%	44.9%	83.5%
%H (TV HH)			47.2%	7.5%	82.0%	36.7%	44.9%	
20" - 29"	343	343	148	23	284	113	171	264
%V	39.7%	41.6%	38.5%	36.5%	46.0%	45.9%	46.0%	38.8%
%H (All HH)		100.0%	43.1%	6.7%	82.8%	32.9%	49.9%	77.0%
%H (TV HH)			43.1%	6.7%	82.8%	32.9%	49.9%	
30" - 39"	412	412	200	32	320	139	181	336
%V	47.7%	50.0%	52.1%	50.8%	51.8%	56.5%	48.7%	49.3%
%H (All HH)		100.0%	48.5%	7.8%	77.7%	33.7%	43.9%	81.6%
%H (TV HH)			48.5%	7.8%	77.7%	33.7%	43.9%	
40" and over	314	314	201	33	210	128	82	285
%V	36.3%	38.1%	52.3%	52.4%	34.0%	52.0%	22.0%	41.9%
%H (All HH)		100.0%	64.0%	10.5%	66.9%	40.8%	26.1%	90.8%
%H (TV HH)			64.0%	10.5%	66.9%	40.8%	26.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	864	824	384	63	618	246	372	681
%H (All HH)		95.4%	44.4%	7.3%	71.5%	28.5%	43.1%	78.8%
%H (TV HH)			46.6%	7.6%	75.0%	29.9%	45.1%	
Main living room	810	810	380	62	612	245	367	644
%V	93.8%	98.3%	99.0%	98.4%	99.0%	99.6%	98.7%	94.6%
%H (All HH)		100.0%	46.9%	7.7%	75.6%	30.2%	45.3%	79.5%
%H (TV HH)			46.9%	7.7%	75.6%	30.2%	45.3%	
Kitchen	113	113	62	6	97	51	46	97
%V	13.1%	13.7%	16.1%	9.5%	15.7%	20.7%	12.4%	14.2%
%H (All HH)		100.0%	54.9%	5.3%	85.8%	45.1%	40.7%	85.8%
%H (TV HH)			54.9%	5.3%	85.8%	45.1%	40.7%	
Adult's bedroom	367	367	198	34	294	158	136	318
%V	42.5%	44.5%	51.6%	54.0%	47.6%	64.2%	36.6%	46.7%
%H (All HH)		100.0%	54.0%	9.3%	80.1%	43.1%	37.1%	86.6%
%H (TV HH)			54.0%	9.3%	80.1%	43.1%	37.1%	
Child's bedroom	71	71	45	8	53	34	19	67
%V	8.2%	8.6%	11.7%	12.7%	8.6%	13.8%	5.1%	9.8%
%H (All HH)		100.0%	63.4%	11.3%	74.6%	47.9%	26.8%	94.4%
%H (TV HH)			63.4%	11.3%	74.6%	47.9%	26.8%	
Other bedroom	35	35	21	5	29	19	10	33
%V	4.1%	4.2%	5.5%	7.9%	4.7%	7.7%	2.7%	4.8%
%H (All HH)		100.0%	60.0%	14.3%	82.9%	54.3%	28.6%	94.3%
%H (TV HH)			60.0%	14.3%	82.9%	54.3%	28.6%	
Second living/dining room	72	72	38	5	60	32	28	63
%V	8.3%	8.7%	9.9%	7.9%	9.7%	13.0%	7.5%	9.3%
%H (All HH)		100.0%	52.8%	6.9%	83.3%	44.4%	38.9%	87.5%
%H (TV HH)			52.8%	6.9%	83.3%	44.4%	38.9%	
Study/office	16	16	11	1	13	9	4	16
%V	1.9%	1.9%	2.9%	1.6%	2.1%	3.7%	1.1%	2.3%
%H (All HH)		100.0%	68.8%	6.3%	81.3%	56.3%	25.0%	100.0%
%H (TV HH)			68.8%	6.3%	81.3%	56.3%	25.0%	
TV room	3	3	2	1	1	1	1	3
%V	0.3%	0.4%	0.5%	1.6%	0.2%	0.4%	0.3%	0.4%
%H (All HH)		100.0%	66.7%	33.3%	33.3%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	33.3%	33.3%	33.3%	33.3%	
Conservatory	18	18	10	2	16	9	6	15
%V	2.1%	2.2%	2.6%	3.2%	2.6%	3.7%	1.6%	2.2%
%H (All HH)		100.0%	55.6%	11.1%	88.9%	50.0%	33.3%	83.3%
%H (TV HH)			55.6%	11.1%	88.9%	50.0%	33.3%	
Attic or loft room	3	3	2	0	2	1	0	3
%V	0.3%	0.4%	0.5%	0.0%	0.3%	0.4%	0.0%	0.4%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	0.0%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	0.0%	
No specific location	2	2	0	0	1	0	1	1
%V	0.2%	0.2%	0.0%	0.0%	0.2%	0.0%	0.3%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	50.0%	0.0%	50.0%	50.0%
%H (TV HH)			0.0%	0.0%	50.0%	0.0%	50.0%	
Other	6	6	3	1	3	2	2	5
%V	0.7%	0.7%	0.8%	1.6%	0.5%	0.8%	0.5%	0.7%
%H (All HH)		100.0%	50.0%	16.7%	50.0%	33.3%	33.3%	83.3%
%H (TV HH)			50.0%	16.7%	50.0%	33.3%	33.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC South West

Household level data

Table 6.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	864	824	384	63	618	246	372	681
%H (All HH)		95.4%	44.4%	7.3%	71.5%	28.5%	43.1%	78.8%
%H (TV HH)			46.6%	7.6%	75.0%	29.9%	45.1%	
Any DSAT provider	384	384	384	3	212	212	0	331
%V	44.4%	46.6%	100.0%	4.8%	34.3%	86.2%	0.0%	48.6%
%H (All HH)			100.0%	0.8%	55.2%	55.2%	0.0%	86.2%
%H (TV HH)			100.0%	0.8%	55.2%	55.2%	0.0%	
Sky with subcription	304	304	304	2	166	166	0	267
%V	35.2%	36.9%	79.2%	3.2%	26.9%	67.5%	0.0%	39.2%
%H (All HH)			100.0%	0.7%	54.6%	54.6%	0.0%	87.8%
%H (TV HH)			100.0%	0.7%	54.6%	54.6%	0.0%	
Sky without subcription	23	23	23	0	15	15	0	19
%V	2.7%	2.8%	6.0%	0.0%	2.4%	6.1%	0.0%	2.8%
%H (All HH)			100.0%	0.0%	65.2%	65.2%	0.0%	82.6%
%H (TV HH)			100.0%	0.0%	65.2%	65.2%	0.0%	
Freesat	60	60	60	1	36	36	0	48
%V	6.9%	7.3%	15.6%	1.6%	5.8%	14.6%	0.0%	7.0%
%H (All HH)			100.0%	1.7%	60.0%	60.0%	0.0%	80.0%
%H (TV HH)			100.0%	1.7%	60.0%	60.0%	0.0%	
Other satellite provider	6	6	6	0	2	2	0	6
%V	0.7%	0.7%	1.6%	0.0%	0.3%	0.8%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	33.3%	33.3%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	33.3%	33.3%	0.0%	
DCAB	63	63	3	63	37	37	0	58
%V	7.3%	7.6%	0.8%	100.0%	6.0%	15.0%	0.0%	8.5%
%H (All HH)			4.8%	100.0%	58.7%	58.7%	0.0%	92.1%
%H (TV HH)			4.8%	100.0%	58.7%	58.7%	0.0%	
DTT	618	618	212	37	618	246	372	480
%V	71.5%	75.0%	55.2%	58.7%	100.0%	100.0%	100.0%	70.5%
%H (All HH)		100.0%	34.3%	6.0%	100.0%	39.8%	60.2%	77.7%
%H (TV HH)			34.3%	6.0%	100.0%	39.8%	60.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC South West

Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	864	824	384	63	618	246	372	681
%H (All HH)		95.4%	44.4%	7.3%	71.5%	28.5%	43.1%	78.8%
%H (TV HH)			46.6%	7.6%	75.0%	29.9%	45.1%	
PVR	537	537	328	44	378	212	167	473
%V	62.2%	65.2%	85.4%	69.8%	61.2%	86.2%	44.9%	69.5%
%H (All HH)		100.0%	61.1%	8.2%	70.4%	39.5%	31.1%	88.1%
%H (TV HH)			61.1%	8.2%	70.4%	39.5%	31.1%	
DVDR	44	44	18	3	36	15	21	34
%V	5.1%	5.3%	4.7%	4.8%	5.8%	6.1%	5.6%	5.0%
%H (All HH)		100.0%	40.9%	6.8%	81.8%	34.1%	47.7%	77.3%
%H (TV HH)			40.9%	6.8%	81.8%	34.1%	47.7%	
VCR	19	19	7	2	16	6	10	15
%V	2.2%	2.3%	1.8%	3.2%	2.6%	2.4%	2.7%	2.2%
%H (All HH)		100.0%	36.8%	10.5%	84.2%	31.6%	52.6%	78.9%
%H (TV HH)			36.8%	10.5%	84.2%	31.6%	52.6%	
Any recorder	560	560	333	46	398	215	183	486
%V	64.8%	68.0%	86.7%	73.0%	64.4%	87.4%	49.2%	71.4%
%H (All HH)		100.0%	59.5%	8.2%	71.1%	38.4%	32.7%	86.8%
%H (TV HH)			59.5%	8.2%	71.1%	38.4%	32.7%	
Receives HDTV (via STB or built-in reception)	429	429	253	48	300	169	131	379
%V	49.7%	52.1%	65.9%	76.2%	48.5%	68.7%	35.2%	55.7%
%H (All HH)		100.0%	59.0%	11.2%	69.9%	39.4%	30.5%	88.3%
%H (TV HH)			59.0%	11.2%	69.9%	39.4%	30.5%	
DVD/Blu-ray player or recorder	674	674	322	54	516	218	298	564
%V	78.0%	81.8%	83.9%	85.7%	83.5%	88.6%	80.1%	82.8%
%H (All HH)		100.0%	47.8%	8.0%	76.6%	32.3%	44.2%	83.7%
%H (TV HH)			47.8%	8.0%	76.6%	32.3%	44.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	864	824	384	63	618	246	372	681
%V (All HH)		95.4%	44.4%	7.3%	71.5%	28.5%	43.1%	78.8%
%H (TV HH)			46.6%	7.6%	75.0%	29.9%	45.1%	
Has broadband internet	681	652	331	58	480	219	261	681
%V	78.8%	79.1%	86.2%	92.1%	77.7%	89.0%	70.2%	100.0%
%H (All HH)		95.7%	48.6%	8.5%	70.5%	32.2%	38.3%	100.0%
%H (TV HH)			50.8%	8.9%	73.6%	33.6%	40.0%	
Number of computers (PCs and laptops)								
0	159	151	46	4	120	21	99	8
%V	18.4%	18.3%	12.0%	6.3%	19.4%	8.5%	26.6%	1.2%
%H (All HH)		95.0%	28.9%	2.5%	75.5%	13.2%	62.3%	5.0%
%H (TV HH)			30.5%	2.6%	79.5%	13.9%	65.6%	
1	260	244	103	17	185	64	121	236
%V	30.1%	29.6%	26.8%	27.0%	29.9%	26.0%	32.5%	34.7%
%H (All HH)		93.8%	39.6%	6.5%	71.2%	24.6%	46.5%	90.8%
%H (TV HH)			42.2%	7.0%	75.8%	26.2%	49.6%	
2	204	195	92	19	146	62	84	198
%V	23.6%	23.7%	24.0%	30.2%	23.6%	25.2%	22.6%	29.1%
%H (All HH)		95.6%	45.1%	9.3%	71.6%	30.4%	41.2%	97.1%
%H (TV HH)			47.2%	9.7%	74.9%	31.8%	43.1%	
3	110	109	66	10	78	45	33	109
%V	12.7%	13.2%	17.2%	15.9%	12.6%	18.3%	8.9%	16.0%
%H (All HH)		99.1%	60.0%	9.1%	70.9%	40.9%	30.0%	99.1%
%H (TV HH)			60.6%	9.2%	71.6%	41.3%	30.3%	
4	69	66	42	7	45	28	17	68
%V	8.0%	8.0%	10.9%	11.1%	7.3%	11.4%	4.6%	10.0%
%H (All HH)		95.7%	60.9%	10.1%	65.2%	40.6%	24.6%	98.6%
%H (TV HH)			63.6%	10.6%	68.2%	42.4%	25.8%	
5+	62	60	36	6	44	26	18	61
%V	7.2%	7.3%	9.4%	9.5%	7.1%	10.6%	4.8%	9.0%
%H (All HH)		96.8%	58.1%	9.7%	71.0%	41.9%	29.0%	98.4%
%H (TV HH)			60.0%	10.0%	73.3%	43.3%	30.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1637	845	138	1272	618	653	1371
%H		51.6%	8.4%	77.7%	37.8%	39.9%	83.8%
Under 20"	335	162	26	277	130	147	284
%V	20.5%	19.2%	18.8%	21.8%	21.0%	22.5%	20.7%
%H		48.4%	7.8%	82.7%	38.8%	43.9%	84.8%
20" - 29"	426	187	31	356	152	204	336
%V	26.0%	22.1%	22.5%	28.0%	24.6%	31.2%	24.5%
%H		43.9%	7.3%	83.6%	35.7%	47.9%	78.9%
30" - 39"	480	241	40	373	170	203	399
%V	29.3%	28.5%	29.0%	29.3%	27.5%	31.1%	29.1%
%H		50.2%	8.3%	77.7%	35.4%	42.3%	83.1%
40" and over	363	236	37	249	156	93	331
%V	22.2%	27.9%	26.8%	19.6%	25.2%	14.2%	24.1%
%H		65.0%	10.2%	68.6%	43.0%	25.6%	91.2%
Don't know	7	3	0	7	3	4	3
%V	0.4%	0.4%	0.0%	0.6%	0.5%	0.6%	0.2%
%H		42.9%	0.0%	100.0%	42.9%	57.1%	42.9%
Not Asked	26	16	4	10	7	2	18
%V	1.6%	1.9%	2.9%	0.8%	1.1%	0.3%	1.3%
%H		61.5%	15.4%	38.5%	26.9%	7.7%	69.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1637	845	138	1272	618	653	1371
%H		51.6%	8.4%	77.7%	37.8%	39.9%	83.8%
Main living room	815	382	62	615	246	369	648
%V	49.8%	45.2%	44.9%	48.3%	39.8%	56.5%	47.3%
%H		46.9%	7.6%	75.5%	30.2%	45.3%	79.5%
Kitchen	113	62	6	97	51	46	97
%V	6.9%	7.3%	4.3%	7.6%	8.3%	7.0%	7.1%
%H		54.9%	5.3%	85.8%	45.1%	40.7%	85.8%
Adult's bedroom	427	234	40	344	189	155	370
%V	26.1%	27.7%	29.0%	27.0%	30.6%	23.7%	27.0%
%H		54.8%	9.4%	80.6%	44.3%	36.3%	86.7%
Child's bedroom	95	58	11	72	45	27	90
%V	5.8%	6.9%	8.0%	5.7%	7.3%	4.1%	6.6%
%H		61.1%	11.6%	75.8%	47.4%	28.4%	94.7%
Other bedroom	41	24	6	36	24	12	39
%V	2.5%	2.8%	4.3%	2.8%	3.9%	1.8%	2.8%
%H		58.5%	14.6%	87.8%	58.5%	29.3%	95.1%
Second living/dining room	73	39	5	61	32	28	64
%V	4.5%	4.6%	3.6%	4.8%	5.2%	4.3%	4.7%
%H		53.4%	6.8%	83.6%	43.8%	38.4%	87.7%
Study/office	16	11	1	14	10	4	16
%V	1.0%	1.3%	0.7%	1.1%	1.6%	0.6%	1.2%
%H		68.8%	6.3%	87.5%	62.5%	25.0%	100.0%
TV room	3	2	1	1	1	1	3
%V	0.2%	0.2%	0.7%	0.1%	0.2%	0.2%	0.2%
%H		66.7%	33.3%	33.3%	33.3%	33.3%	100.0%
Conservatory	18	11	2	16	10	6	16
%V	1.1%	1.3%	1.4%	1.3%	1.6%	0.9%	1.2%
%H		61.1%	11.1%	88.9%	55.6%	33.3%	88.9%
Attic or loft room	3	2	0	2	1	0	3
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.0%	0.2%
%H		66.7%	0.0%	66.7%	33.3%	0.0%	100.0%
No specific location	2	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	50.0%	0.0%	50.0%	50.0%
Other	6	3	1	3	2	2	5
%V	0.4%	0.4%	0.7%	0.2%	0.3%	0.3%	0.4%
%H		50.0%	16.7%	50.0%	33.3%	33.3%	83.3%
Not Asked	26	16	4	10	7	2	18
%V	1.6%	1.9%	2.9%	0.8%	1.1%	0.3%	1.3%
%H		61.5%	15.4%	38.5%	26.9%	7.7%	69.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1637	845	138	1272	618	653	1371
%H		51.6%	8.4%	77.7%	37.8%	39.9%	83.8%
PVR	695	455	59	476	290	186	622
%V	42.5%	53.8%	42.8%	37.4%	46.9%	28.5%	45.4%
%H		65.5%	8.5%	68.5%	41.7%	26.8%	89.5%
DVDR	47	20	3	39	16	23	38
%V	2.9%	2.4%	2.2%	3.1%	2.6%	3.5%	2.8%
%H		42.6%	6.4%	83.0%	34.0%	48.9%	80.9%
VCR	20	7	2	17	7	10	15
%V	1.2%	0.8%	1.4%	1.3%	1.1%	1.5%	1.1%
%H		35.0%	10.0%	85.0%	35.0%	50.0%	75.0%
Any recorder	722	461	62	499	295	203	640
%V	44.1%	54.6%	44.9%	39.2%	47.7%	31.1%	46.7%
%H		63.9%	8.6%	69.1%	40.9%	28.1%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1637	845	138	1272	618	653	1371
%H		51.6%	8.4%	77.7%	37.8%	39.9%	83.8%
Receives HDTV (via STB or built-in reception)	582	348	70	410	242	168	523
%V	35.6%	41.2%	50.7%	32.2%	39.2%	25.7%	38.1%
%H		59.8%	12.0%	70.4%	41.6%	28.9%	89.9%
DVD/Blu-ray player or recorder	990	509	88	785	388	396	856
%V	60.5%	60.2%	63.8%	61.7%	62.8%	60.6%	62.4%
%H		51.4%	8.9%	79.3%	39.2%	40.0%	86.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	824	384	63	618	246	372	652
%H		46.6%	7.6%	75.0%	29.9%	45.1%	79.1%
Under 20"	26	5	2	21	2	19	16
%V	3.2%	1.3%	3.2%	3.4%	0.8%	5.1%	2.5%
%H		19.2%	7.7%	80.8%	7.7%	73.1%	61.5%
20" - 29"	169	47	7	140	27	113	108
%V	20.5%	12.2%	11.1%	22.7%	11.0%	30.4%	16.6%
%H		27.8%	4.1%	82.8%	16.0%	66.9%	63.9%
30" - 39"	318	137	22	253	95	158	249
%V	38.6%	35.7%	34.9%	40.9%	38.6%	42.5%	38.2%
%H		43.1%	6.9%	79.6%	29.9%	49.7%	78.3%
40" and over	306	195	32	204	122	81	277
%V	37.1%	50.8%	50.8%	33.0%	49.6%	21.8%	42.5%
%H		63.7%	10.5%	66.7%	39.9%	26.5%	90.5%
Don't know	1	0	0	0	0	0	0
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Not Asked	4	0	0	0	0	1	2
%V	0.5%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%
%H		0.0%	0.0%	0.0%	0.0%	25.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	824	384	63	618	246	372	652
%H		46.6%	7.6%	75.0%	29.9%	45.1%	79.1%
PVR	525	322	43	368	206	162	462
%V	63.7%	83.9%	68.3%	59.5%	83.7%	43.5%	70.9%
%H		61.3%	8.2%	70.1%	39.2%	30.9%	88.0%
DVDR	40	16	3	33	11	21	31
%V	4.9%	4.2%	4.8%	5.3%	4.5%	5.6%	4.8%
%H		40.0%	7.5%	82.5%	27.5%	52.5%	77.5%
VCR	17	7	1	14	5	8	12
%V	2.1%	1.8%	1.6%	2.3%	2.0%	2.2%	1.8%
%H		41.2%	5.9%	82.4%	29.4%	47.1%	70.6%
Any recorder	548	326	45	387	209	178	475
%V	66.5%	84.9%	71.4%	62.6%	85.0%	47.8%	72.9%
%H		59.5%	8.2%	70.6%	38.1%	32.5%	86.7%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	824	384	63	618	246	372	652
%H		46.6%	7.6%	75.0%	29.9%	45.1%	79.1%
Receives HDTV (via STB or built-in reception)	418	248	47	291	166	126	370
%V	50.7%	64.6%	74.6%	47.1%	67.5%	33.9%	56.7%
%H		59.3%	11.2%	69.6%	39.7%	30.1%	88.5%
DVD/Blu-ray player or recorder	647	310	53	494	210	285	541
%V	78.5%	80.7%	84.1%	79.9%	85.4%	76.6%	83.0%
%H		47.9%	8.2%	76.4%	32.5%	44.0%	83.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	813	461	74	654	372	282	719
%H		56.7%	9.1%	80.4%	45.8%	34.7%	88.4%
Under 20"	309	157	24	255	127	128	268
%V	38.0%	34.1%	32.4%	39.0%	34.1%	45.4%	37.3%
%H		50.8%	7.8%	82.5%	41.1%	41.4%	86.7%
20" - 29"	257	141	24	217	125	92	227
%V	31.6%	30.6%	32.4%	33.2%	33.6%	32.6%	31.6%
%H		54.9%	9.3%	84.4%	48.6%	35.8%	88.3%
30" - 39"	161	104	18	120	76	44	150
%V	19.8%	22.6%	24.3%	18.3%	20.4%	15.6%	20.9%
%H		64.6%	11.2%	74.5%	47.2%	27.3%	93.2%
40" and over	57	41	6	45	34	12	54
%V	7.0%	8.9%	8.1%	6.9%	9.1%	4.3%	7.5%
%H		71.9%	10.5%	78.9%	59.6%	21.1%	94.7%
Don't know	6	3	0	6	3	3	3
%V	0.7%	0.7%	0.0%	0.9%	0.8%	1.1%	0.4%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
Not Asked	23	15	2	11	7	3	17
%V	2.8%	3.3%	2.7%	1.7%	1.9%	1.1%	2.4%
%H		65.2%	8.7%	47.8%	30.4%	13.0%	73.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	813	461	74	654	372	282	719
%H		56.7%	9.1%	80.4%	45.8%	34.7%	88.4%
PVR	170	134	16	108	84	24	160
%V	20.9%	29.1%	21.6%	16.5%	22.6%	8.5%	22.3%
%H		78.8%	9.4%	63.5%	49.4%	14.1%	94.1%
DVDR	7	4	1	7	5	2	7
%V	0.9%	0.9%	1.4%	1.1%	1.3%	0.7%	1.0%
%H		57.1%	14.3%	100.0%	71.4%	28.6%	100.0%
VCR	3	0	1	3	1	2	3
%V	0.4%	0.0%	1.4%	0.5%	0.3%	0.7%	0.4%
%H		0.0%	33.3%	100.0%	33.3%	66.7%	100.0%
Any recorder	175	135	17	112	86	26	165
%V	21.5%	29.3%	23.0%	17.1%	23.1%	9.2%	22.9%
%H		77.1%	9.7%	64.0%	49.1%	14.9%	94.3%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	813	461	74	654	372	282	719
%H		56.7%	9.1%	80.4%	45.8%	34.7%	88.4%
Receives HDTV (via STB or built-in reception)	164	100	23	119	77	42	153
%V	20.2%	21.7%	31.1%	18.2%	20.7%	14.9%	21.3%
%H		61.0%	14.0%	72.6%	47.0%	25.6%	93.3%
DVD/Blu-ray player or recorder	343	199	35	291	179	112	315
%V	42.2%	43.2%	47.3%	44.5%	48.1%	39.7%	43.8%
%H		58.0%	10.2%	84.8%	52.2%	32.7%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1962	1881	953	159	1381	622	759	1680
%H		95.9%	48.6%	8.1%	70.4%	31.7%	38.7%	85.6%
Total Children	348	333	185	35	228	118	110	321
%V	17.7%	17.7%	19.4%	22.0%	16.5%	19.0%	14.5%	19.1%
%H		95.7%	53.2%	10.1%	65.5%	33.9%	31.6%	92.2%
0 - 3	90	87	49	9	56	28	28	79
%V	4.6%	4.6%	5.1%	5.7%	4.1%	4.5%	3.7%	4.7%
%H		96.7%	54.4%	10.0%	62.2%	31.1%	31.1%	87.8%
4 - 15	258	246	137	27	172	91	82	243
%V	13.1%	13.1%	14.4%	17.0%	12.5%	14.6%	10.8%	14.5%
%H		95.3%	53.1%	10.5%	66.7%	35.3%	31.8%	94.2%
4 - 9	134	127	67	15	91	47	44	126
%V	6.8%	6.8%	7.0%	9.4%	6.6%	7.6%	5.8%	7.5%
%H		94.8%	50.0%	11.2%	67.9%	35.1%	32.8%	94.0%
10 - 15	124	119	69	12	82	44	38	116
%V	6.3%	6.3%	7.2%	7.5%	5.9%	7.1%	5.0%	6.9%
%H		96.0%	55.6%	9.7%	66.1%	35.5%	30.6%	93.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1962	1881	953	159	1381	622	759	1680
%H		95.9%	48.6%	8.1%	70.4%	31.7%	38.7%	85.6%
Total Adults (16+)	1614	1548	767	123	1153	503	649	1359
%V	82.3%	82.3%	80.5%	77.4%	83.5%	80.9%	85.5%	80.9%
%H		95.9%	47.5%	7.6%	71.4%	31.2%	40.2%	84.2%
16 - 19	91	85	51	9	60	35	24	84
%V	4.6%	4.5%	5.4%	5.7%	4.3%	5.6%	3.2%	5.0%
%H		93.4%	56.0%	9.9%	65.9%	38.5%	26.4%	92.3%
20 - 24	121	112	53	15	75	35	40	109
%V	6.2%	6.0%	5.6%	9.4%	5.4%	5.6%	5.3%	6.5%
%H		92.6%	43.8%	12.4%	62.0%	28.9%	33.1%	90.1%
25 - 34	203	189	103	14	128	57	71	186
%V	10.3%	10.0%	10.8%	8.8%	9.3%	9.2%	9.4%	11.1%
%H		93.1%	50.7%	6.9%	63.1%	28.1%	35.0%	91.6%
35 - 44	244	231	124	26	157	78	80	224
%V	12.4%	12.3%	13.0%	16.4%	11.4%	12.5%	10.5%	13.3%
%H		94.7%	50.8%	10.7%	64.3%	32.0%	32.8%	91.8%
45 - 54	289	276	155	23	202	103	100	265
%V	14.7%	14.7%	16.3%	14.5%	14.6%	16.6%	13.2%	15.8%
%H		95.5%	53.6%	8.0%	69.9%	35.6%	34.6%	91.7%
55 - 64	254	249	124	17	192	86	106	227
%V	12.9%	13.2%	13.0%	10.7%	13.9%	13.8%	14.0%	13.5%
%H		98.0%	48.8%	6.7%	75.6%	33.9%	41.7%	89.4%
65+	412	406	158	19	338	110	228	263
%V	21.0%	21.6%	16.6%	11.9%	24.5%	17.7%	30.0%	15.7%
%H		98.5%	38.3%	4.6%	82.0%	26.7%	55.3%	63.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1614	1548	767	123	1153	503	649	1359
%H		95.9%	47.5%	7.6%	71.4%	31.2%	40.2%	84.2%
AB	464	448	241	28	326	147	179	428
%V	28.7%	28.9%	31.4%	22.8%	28.3%	29.2%	27.6%	31.5%
%H		96.6%	51.9%	6.0%	70.3%	31.7%	38.6%	92.2%
C1	505	481	226	49	360	158	202	441
%V	31.3%	31.1%	29.5%	39.8%	31.2%	31.4%	31.1%	32.5%
%H		95.2%	44.8%	9.7%	71.3%	31.3%	40.0%	87.3%
C2	375	360	183	30	279	131	147	311
%V	23.2%	23.3%	23.9%	24.4%	24.2%	26.0%	22.7%	22.9%
%H		96.0%	48.8%	8.0%	74.4%	34.9%	39.2%	82.9%
D	179	172	83	12	122	47	75	132
%V	11.1%	11.1%	10.8%	9.8%	10.6%	9.3%	11.6%	9.7%
%H		96.1%	46.4%	6.7%	68.2%	26.3%	41.9%	73.7%
E	91	87	35	4	66	21	45	46
%V	5.6%	5.6%	4.6%	3.3%	5.7%	4.2%	6.9%	3.4%
%H		95.6%	38.5%	4.4%	72.5%	23.1%	49.5%	50.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1614	1548	767	123	1153	503	649	1359
%H		95.9%	47.5%	7.6%	71.4%	31.2%	40.2%	84.2%
Working full time	686	658	358	58	467	227	241	635
%V	42.5%	42.5%	46.7%	47.2%	40.5%	45.1%	37.1%	46.7%
%H		95.9%	52.2%	8.5%	68.1%	33.1%	35.1%	92.6%
Working part time	205	193	100	17	142	66	76	186
%V	12.7%	12.5%	13.0%	13.8%	12.3%	13.1%	11.7%	13.7%
%H		94.1%	48.8%	8.3%	69.3%	32.2%	37.1%	90.7%
Not working	723	698	309	49	543	211	333	538
%V	44.8%	45.1%	40.3%	39.8%	47.1%	41.9%	51.3%	39.6%
%H		96.5%	42.7%	6.8%	75.1%	29.2%	46.1%	74.4%
Housewife/Houseperson	864	824	384	63	618	246	372	681
%V	53.5%	53.2%	50.1%	51.2%	53.6%	48.9%	57.3%	50.1%
%H		95.4%	44.4%	7.3%	71.5%	28.5%	43.1%	78.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	785	750	384	60	546	246	300	665
%H		95.5%	48.9%	7.6%	69.6%	31.3%	38.2%	84.7%
16 - 19	41	38	22	6	25	15	11	38
%V	5.2%	5.1%	5.7%	10.0%	4.6%	6.1%	3.7%	5.7%
%H		92.7%	53.7%	14.6%	61.0%	36.6%	26.8%	92.7%
20 - 24	61	56	24	8	39	16	23	57
%V	7.8%	7.5%	6.3%	13.3%	7.1%	6.5%	7.7%	8.6%
%H		91.8%	39.3%	13.1%	63.9%	26.2%	37.7%	93.4%
25 - 34	98	92	52	7	61	28	32	90
%V	12.5%	12.3%	13.5%	11.7%	11.2%	11.4%	10.7%	13.5%
%H		93.9%	53.1%	7.1%	62.2%	28.6%	32.7%	91.8%
35 - 44	122	115	60	11	78	35	43	109
%V	15.5%	15.3%	15.6%	18.3%	14.3%	14.2%	14.3%	16.4%
%H		94.3%	49.2%	9.0%	63.9%	28.7%	35.2%	89.3%
45 - 54	151	143	84	13	101	54	47	137
%V	19.2%	19.1%	21.9%	21.7%	18.5%	22.0%	15.7%	20.6%
%H		94.7%	55.6%	8.6%	66.9%	35.8%	31.1%	90.7%
55 - 64	120	117	61	8	90	43	48	107
%V	15.3%	15.6%	15.9%	13.3%	16.5%	17.5%	16.0%	16.1%
%H		97.5%	50.8%	6.7%	75.0%	35.8%	40.0%	89.2%
65+	192	189	81	9	153	56	97	126
%V	24.5%	25.2%	21.1%	15.0%	28.0%	22.8%	32.3%	18.9%
%H		98.4%	42.2%	4.7%	79.7%	29.2%	50.5%	65.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	785	750	384	60	546	246	300	665
%H		95.5%	48.9%	7.6%	69.6%	31.3%	38.2%	84.7%
AB	235	226	125	14	161	73	87	216
%V	29.9%	30.1%	32.6%	23.3%	29.5%	29.7%	29.0%	32.5%
%H		96.2%	53.2%	6.0%	68.5%	31.1%	37.0%	91.9%
C1	225	214	106	22	156	72	84	198
%V	28.7%	28.5%	27.6%	36.7%	28.6%	29.3%	28.0%	29.8%
%H		95.1%	47.1%	9.8%	69.3%	32.0%	37.3%	88.0%
C2	201	193	96	16	148	68	80	164
%V	25.6%	25.7%	25.0%	26.7%	27.1%	27.6%	26.7%	24.7%
%H		96.0%	47.8%	8.0%	73.6%	33.8%	39.8%	81.6%
D	88	83	41	7	58	24	34	68
%V	11.2%	11.1%	10.7%	11.7%	10.6%	9.8%	11.3%	10.2%
%H		94.3%	46.6%	8.0%	65.9%	27.3%	38.6%	77.3%
E	36	34	16	1	24	9	15	19
%V	4.6%	4.5%	4.2%	1.7%	4.4%	3.7%	5.0%	2.9%
%H		94.4%	44.4%	2.8%	66.7%	25.0%	41.7%	52.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	785	750	384	60	546	246	300	665
%H		95.5%	48.9%	7.6%	69.6%	31.3%	38.2%	84.7%
Working full time	431	414	231	36	290	144	146	397
%V	54.9%	55.2%	60.2%	60.0%	53.1%	58.5%	48.7%	59.7%
%H		96.1%	53.6%	8.4%	67.3%	33.4%	33.9%	92.1%
Working part time	49	45	22	4	35	16	19	45
%V	6.2%	6.0%	5.7%	6.7%	6.4%	6.5%	6.3%	6.8%
%H		91.8%	44.9%	8.2%	71.4%	32.7%	38.8%	91.8%
Not working	305	291	131	21	222	87	135	224
%V	38.9%	38.8%	34.1%	35.0%	40.7%	35.4%	45.0%	33.7%
%H		95.4%	43.0%	6.9%	72.8%	28.5%	44.3%	73.4%
Housewife/Houseperson	189	175	79	10	129	46	83	127
%V	24.1%	23.3%	20.6%	16.7%	23.6%	18.7%	27.7%	19.1%
%H		92.6%	41.8%	5.3%	68.3%	24.3%	43.9%	67.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	829	798	383	63	606	257	349	694
%H		96.3%	46.2%	7.6%	73.1%	31.0%	42.1%	83.7%
16 - 19	50	47	29	3	35	21	14	46
%V	6.0%	5.9%	7.6%	4.8%	5.8%	8.2%	4.0%	6.6%
%H		94.0%	58.0%	6.0%	70.0%	42.0%	28.0%	92.0%
20 - 24	60	56	29	8	37	19	18	52
%V	7.2%	7.0%	7.6%	12.7%	6.1%	7.4%	5.2%	7.5%
%H		93.3%	48.3%	13.3%	61.7%	31.7%	30.0%	86.7%
25 - 34	105	98	50	8	68	29	39	97
%V	12.7%	12.3%	13.1%	12.7%	11.2%	11.3%	11.2%	14.0%
%H		93.3%	47.6%	7.6%	64.8%	27.6%	37.1%	92.4%
35 - 44	122	116	64	15	79	42	37	114
%V	14.7%	14.5%	16.7%	23.8%	13.0%	16.3%	10.6%	16.4%
%H		95.1%	52.5%	12.3%	64.8%	34.4%	30.3%	93.4%
45 - 54	138	133	71	10	101	48	53	128
%V	16.6%	16.7%	18.5%	15.9%	16.7%	18.7%	15.2%	18.4%
%H		96.4%	51.4%	7.2%	73.2%	34.8%	38.4%	92.8%
55 - 64	134	132	63	9	102	43	59	120
%V	16.2%	16.5%	16.4%	14.3%	16.8%	16.7%	16.9%	17.3%
%H		98.5%	47.0%	6.7%	76.1%	32.1%	44.0%	89.6%
65+	220	217	77	9	185	54	131	137
%V	26.5%	27.2%	20.1%	14.3%	30.5%	21.0%	37.5%	19.7%
%H		98.6%	35.0%	4.1%	84.1%	24.5%	59.5%	62.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	829	798	383	63	606	257	349	694
%H		96.3%	46.2%	7.6%	73.1%	31.0%	42.1%	83.7%
AB	229	222	117	14	165	74	92	212
%V	27.6%	27.8%	30.5%	22.2%	27.2%	28.8%	26.4%	30.5%
%H		96.9%	51.1%	6.1%	72.1%	32.3%	40.2%	92.6%
C1	280	267	120	26	205	86	119	243
%V	33.8%	33.5%	31.3%	41.3%	33.8%	33.5%	34.1%	35.0%
%H		95.4%	42.9%	9.3%	73.2%	30.7%	42.5%	86.8%
C2	174	167	86	14	130	63	67	147
%V	21.0%	20.9%	22.5%	22.2%	21.5%	24.5%	19.2%	21.2%
%H		96.0%	49.4%	8.0%	74.7%	36.2%	38.5%	84.5%
D	91	89	42	5	64	23	42	65
%V	11.0%	11.2%	11.0%	7.9%	10.6%	8.9%	12.0%	9.4%
%H		97.8%	46.2%	5.5%	70.3%	25.3%	46.2%	71.4%
E	55	53	19	4	42	12	30	28
%V	6.6%	6.6%	5.0%	6.3%	6.9%	4.7%	8.6%	4.0%
%H		96.4%	34.5%	7.3%	76.4%	21.8%	54.5%	50.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	829	798	383	63	606	257	349	694
%H		96.3%	46.2%	7.6%	73.1%	31.0%	42.1%	83.7%
Working full time	255	243	127	22	177	82	95	238
%V	30.8%	30.5%	33.2%	34.9%	29.2%	31.9%	27.2%	34.3%
%H		95.3%	49.8%	8.6%	69.4%	32.2%	37.3%	93.3%
Working part time	156	148	77	13	108	51	57	142
%V	18.8%	18.5%	20.1%	20.6%	17.8%	19.8%	16.3%	20.5%
%H		94.9%	49.4%	8.3%	69.2%	32.7%	36.5%	91.0%
Not working	418	407	179	28	322	124	198	314
%V	50.4%	51.0%	46.7%	44.4%	53.1%	48.2%	56.7%	45.2%
%H		97.4%	42.8%	6.7%	77.0%	29.7%	47.4%	75.1%
Housewife/Houseperson	675	650	305	53	489	200	289	554
%V	81.4%	81.5%	79.6%	84.1%	80.7%	77.8%	82.8%	79.8%
%H		96.3%	45.2%	7.9%	72.4%	29.6%	42.8%	82.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2083	2008	859	310	1472	633	840	1665
%H (All HH)		96.4%	41.2%	14.9%	70.7%	30.4%	40.3%	79.9%
%H (TV HH)			42.8%	15.4%	73.3%	31.5%	41.8%	
AB	676	653	297	98	474	217	257	616
%V	32.5%	32.5%	34.6%	31.6%	32.2%	34.3%	30.6%	37.0%
%H (All HH)		96.6%	43.9%	14.5%	70.1%	32.1%	38.0%	91.1%
%H (TV HH)			45.5%	15.0%	72.6%	33.2%	39.4%	
C1	623	596	258	103	433	193	240	512
%V	29.9%	29.7%	30.0%	33.2%	29.4%	30.5%	28.6%	30.8%
%H (All HH)		95.7%	41.4%	16.5%	69.5%	31.0%	38.5%	82.2%
%H (TV HH)			43.3%	17.3%	72.7%	32.4%	40.3%	
C2	408	399	174	59	307	141	166	325
%V	19.6%	19.9%	20.3%	19.0%	20.9%	22.3%	19.8%	19.5%
%H (All HH)		97.8%	42.6%	14.5%	75.2%	34.6%	40.7%	79.7%
%H (TV HH)			43.6%	14.8%	76.9%	35.3%	41.6%	
D	243	234	90	40	155	55	100	158
%V	11.7%	11.7%	10.5%	12.9%	10.5%	8.7%	11.9%	9.5%
%H (All HH)		96.3%	37.0%	16.5%	63.8%	22.6%	41.2%	65.0%
%H (TV HH)			38.5%	17.1%	66.2%	23.5%	42.7%	
E	134	125	39	9	103	26	78	53
%V	6.4%	6.2%	4.5%	2.9%	7.0%	4.1%	9.3%	3.2%
%H (All HH)		93.3%	29.1%	6.7%	76.9%	19.4%	58.2%	39.6%
%H (TV HH)			31.2%	7.2%	82.4%	20.8%	62.4%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2083	2008	859	310	1472	633	840	1665
%H (All HH)		96.4%	41.2%	14.9%	70.7%	30.4%	40.3%	79.9%
%H (TV HH)			42.8%	15.4%	73.3%	31.5%	41.8%	
Under 25	63	56	15	9	45	16	29	53
%V	3.0%	2.8%	1.7%	2.9%	3.1%	2.5%	3.5%	3.2%
%H (All HH)		88.9%	23.8%	14.3%	71.4%	25.4%	46.0%	84.1%
%H (TV HH)			26.8%	16.1%	80.4%	28.6%	51.8%	
25 - 34	304	290	138	53	189	94	94	277
%V	14.6%	14.4%	16.1%	17.1%	12.8%	14.8%	11.2%	16.6%
%H (All HH)		95.4%	45.4%	17.4%	62.2%	30.9%	30.9%	91.1%
%H (TV HH)			47.6%	18.3%	65.2%	32.4%	32.4%	
35 - 44	368	360	195	65	225	123	102	354
%V	17.7%	17.9%	22.7%	21.0%	15.3%	19.4%	12.1%	21.3%
%H (All HH)		97.8%	53.0%	17.7%	61.1%	33.4%	27.7%	96.2%
%H (TV HH)			54.2%	18.1%	62.5%	34.2%	28.3%	
45 - 54	392	374	173	67	276	140	136	352
%V	18.8%	18.6%	20.1%	21.6%	18.8%	22.1%	16.2%	21.1%
%H (All HH)		95.4%	44.1%	17.1%	70.4%	35.7%	34.7%	89.8%
%H (TV HH)			46.3%	17.9%	73.8%	37.4%	36.4%	
55 - 64	344	335	154	48	247	114	133	285
%V	16.5%	16.7%	17.9%	15.5%	16.8%	18.0%	15.8%	17.1%
%H (All HH)		97.4%	44.8%	14.0%	71.8%	33.1%	38.7%	82.8%
%H (TV HH)			46.0%	14.3%	73.7%	34.0%	39.7%	
65 +	611	593	183	68	490	145	346	343
%V	29.3%	29.5%	21.3%	21.9%	33.3%	22.9%	41.2%	20.6%
%H (All HH)		97.1%	30.0%	11.1%	80.2%	23.7%	56.6%	56.1%
%H (TV HH)			30.9%	11.5%	82.6%	24.5%	58.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2083	2008	859	310	1472	633	840	1665
%H (All HH)		96.4%	41.2%	14.9%	70.7%	30.4%	40.3%	79.9%
%H (TV HH)			42.8%	15.4%	73.3%	31.5%	41.8%	
1	614	578	178	68	442	109	334	344
%V	29.5%	28.8%	20.7%	21.9%	30.0%	17.2%	39.8%	20.7%
%H (All HH)		94.1%	29.0%	11.1%	72.0%	17.8%	54.4%	56.0%
%H (TV HH)			30.8%	11.8%	76.5%	18.9%	57.8%	
2	737	719	300	110	546	242	304	625
%V	35.4%	35.8%	34.9%	35.5%	37.1%	38.2%	36.2%	37.5%
%H (All HH)		97.6%	40.7%	14.9%	74.1%	32.8%	41.2%	84.8%
%H (TV HH)			41.7%	15.3%	75.9%	33.7%	42.3%	
3	320	312	168	56	218	129	90	298
%V	15.4%	15.5%	19.6%	18.1%	14.8%	20.4%	10.7%	17.9%
%H (All HH)		97.5%	52.5%	17.5%	68.1%	40.3%	28.1%	93.1%
%H (TV HH)			53.8%	17.9%	69.9%	41.3%	28.8%	
4	293	283	156	55	182	108	74	281
%V	14.1%	14.1%	18.2%	17.7%	12.4%	17.1%	8.8%	16.9%
%H (All HH)		96.6%	53.2%	18.8%	62.1%	36.9%	25.3%	95.9%
%H (TV HH)			55.1%	19.4%	64.3%	38.2%	26.1%	
5+	118	115	57	21	84	46	39	116
%V	5.7%	5.7%	6.6%	6.8%	5.7%	7.3%	4.6%	7.0%
%H (All HH)		97.5%	48.3%	17.8%	71.2%	39.0%	33.1%	98.3%
%H (TV HH)			49.6%	18.3%	73.0%	40.0%	33.9%	
Average HH size	2.33	2.34	2.57	2.55	2.28	2.61	2.04	2.55

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2083	2008	859	310	1472	633	840	1665
%H (All HH)		96.4%	41.2%	14.9%	70.7%	30.4%	40.3%	79.9%
%H (TV HH)			42.8%	15.4%	73.3%	31.5%	41.8%	
Without	1552	1490	576	220	1127	433	694	1159
%V	74.5%	74.2%	67.1%	71.0%	76.6%	68.4%	82.6%	69.6%
%H (All HH)		96.0%	37.1%	14.2%	72.6%	27.9%	44.7%	74.7%
%H (TV HH)			38.7%	14.8%	75.6%	29.1%	46.6%	
With	531	517	283	90	346	200	146	506
%V	25.5%	25.7%	32.9%	29.0%	23.5%	31.6%	17.4%	30.4%
%H (All HH)		97.4%	53.3%	16.9%	65.2%	37.7%	27.5%	95.3%
%H (TV HH)			54.7%	17.4%	66.9%	38.7%	28.2%	
0 - 3	210	205	113	32	130	70	60	198
%V	10.1%	10.2%	13.2%	10.3%	8.8%	11.1%	7.1%	11.9%
%H (All HH)		97.6%	53.8%	15.2%	61.9%	33.3%	28.6%	94.3%
%H (TV HH)			55.1%	15.6%	63.4%	34.1%	29.3%	
4 - 9	256	251	141	41	164	95	69	245
%V	12.3%	12.5%	16.4%	13.2%	11.1%	15.0%	8.2%	14.7%
%H (All HH)		98.0%	55.1%	16.0%	64.1%	37.1%	27.0%	95.7%
%H (TV HH)			56.2%	16.3%	65.3%	37.8%	27.5%	
10 - 15	229	223	129	40	161	104	57	220
%V	11.0%	11.1%	15.0%	12.9%	10.9%	16.4%	6.8%	13.2%
%H (All HH)		97.4%	56.3%	17.5%	70.3%	45.4%	24.9%	96.1%
%H (TV HH)			57.8%	17.9%	72.2%	46.6%	25.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2083	2008	859	310	1472	633	840	1665
%H (All HH)		96.4%	41.2%	14.9%	70.7%	30.4%	40.3%	79.9%
%H (TV HH)			42.8%	15.4%	73.3%	31.5%	41.8%	
1	808	808	268	115	533	116	418	582
%V	38.8%	40.2%	31.2%	37.1%	36.2%	18.3%	49.8%	35.0%
%H (All HH)		100.0%	33.2%	14.2%	66.0%	14.4%	51.7%	72.0%
%H (TV HH)			33.2%	14.2%	66.0%	14.4%	51.7%	
2	712	712	318	115	535	256	279	580
%V	34.2%	35.5%	37.0%	37.1%	36.3%	40.4%	33.2%	34.8%
%H (All HH)		100.0%	44.7%	16.2%	75.1%	36.0%	39.2%	81.5%
%H (TV HH)			44.7%	16.2%	75.1%	36.0%	39.2%	
3	318	318	172	50	261	162	99	288
%V	15.3%	15.8%	20.0%	16.1%	17.7%	25.6%	11.8%	17.3%
%H (All HH)		100.0%	54.1%	15.7%	82.1%	50.9%	31.1%	90.6%
%H (TV HH)			54.1%	15.7%	82.1%	50.9%	31.1%	
4	119	119	74	20	96	68	28	114
%V	5.7%	5.9%	8.6%	6.5%	6.5%	10.7%	3.3%	6.8%
%H (All HH)		100.0%	62.2%	16.8%	80.7%	57.1%	23.5%	95.8%
%H (TV HH)			62.2%	16.8%	80.7%	57.1%	23.5%	
5+	51	51	26	9	47	31	16	49
%V	2.4%	2.5%	3.0%	2.9%	3.2%	4.9%	1.9%	2.9%
%H (All HH)		100.0%	51.0%	17.6%	92.2%	60.8%	31.4%	96.1%
%H (TV HH)			51.0%	17.6%	92.2%	60.8%	31.4%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2083	2008	859	310	1472	633	840	1665
%H (All HH)		96.4%	41.2%	14.9%	70.7%	30.4%	40.3%	79.9%
%H (TV HH)			42.8%	15.4%	73.3%	31.5%	41.8%	
Under 20"	524	524	235	68	443	221	223	439
%V	25.2%	26.1%	27.4%	21.9%	30.1%	34.9%	26.5%	26.4%
%H (All HH)		100.0%	44.8%	13.0%	84.5%	42.2%	42.6%	83.8%
%H (TV HH)			44.8%	13.0%	84.5%	42.2%	42.6%	
20" - 29"	807	807	315	122	654	280	374	609
%V	38.7%	40.2%	36.7%	39.4%	44.4%	44.2%	44.5%	36.6%
%H (All HH)		100.0%	39.0%	15.1%	81.0%	34.7%	46.3%	75.5%
%H (TV HH)			39.0%	15.1%	81.0%	34.7%	46.3%	
30" - 39"	1056	1056	474	172	760	350	410	870
%V	50.7%	52.6%	55.2%	55.5%	51.6%	55.3%	48.8%	52.3%
%H (All HH)		100.0%	44.9%	16.3%	72.0%	33.1%	38.8%	82.4%
%H (TV HH)			44.9%	16.3%	72.0%	33.1%	38.8%	
40" and over	806	806	460	140	558	347	210	740
%V	38.7%	40.1%	53.6%	45.2%	37.9%	54.8%	25.0%	44.4%
%H (All HH)		100.0%	57.1%	17.4%	69.2%	43.1%	26.1%	91.8%
%H (TV HH)			57.1%	17.4%	69.2%	43.1%	26.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2083	2008	859	310	1472	633	840	1665
%H (All HH)		96.4%	41.2%	14.9%	70.7%	30.4%	40.3%	79.9%
%H (TV HH)			42.8%	15.4%	73.3%	31.5%	41.8%	
Main living room	1979	1979	851	306	1455	629	825	1592
%V	95.0%	98.6%	99.1%	98.7%	98.8%	99.4%	98.2%	95.6%
%H (All HH)		100.0%	43.0%	15.5%	73.5%	31.8%	41.7%	80.4%
%H (TV HH)			43.0%	15.5%	73.5%	31.8%	41.7%	
Kitchen	253	253	126	29	221	120	101	214
%V	12.1%	12.6%	14.7%	9.4%	15.0%	19.0%	12.0%	12.9%
%H (All HH)		100.0%	49.8%	11.5%	87.4%	47.4%	39.9%	84.6%
%H (TV HH)			49.8%	11.5%	87.4%	47.4%	39.9%	
Adult's bedroom	859	859	434	141	676	387	290	736
%V	41.2%	42.8%	50.5%	45.5%	45.9%	61.1%	34.5%	44.2%
%H (All HH)		100.0%	50.5%	16.4%	78.7%	45.1%	33.8%	85.7%
%H (TV HH)			50.5%	16.4%	78.7%	45.1%	33.8%	
Child's bedroom	159	159	96	34	123	92	30	155
%V	7.6%	7.9%	11.2%	11.0%	8.4%	14.5%	3.6%	9.3%
%H (All HH)		100.0%	60.4%	21.4%	77.4%	57.9%	18.9%	97.5%
%H (TV HH)			60.4%	21.4%	77.4%	57.9%	18.9%	
Other bedroom	86	86	42	12	70	36	34	77
%V	4.1%	4.3%	4.9%	3.9%	4.8%	5.7%	4.0%	4.6%
%H (All HH)		100.0%	48.8%	14.0%	81.4%	41.9%	39.5%	89.5%
%H (TV HH)			48.8%	14.0%	81.4%	41.9%	39.5%	
Second living/dining room	185	185	95	33	140	83	57	166
%V	8.9%	9.2%	11.1%	10.6%	9.5%	13.1%	6.8%	10.0%
%H (All HH)		100.0%	51.4%	17.8%	75.7%	44.9%	30.8%	89.7%
%H (TV HH)			51.4%	17.8%	75.7%	44.9%	30.8%	
Study/office	46	46	24	7	39	23	16	44
%V	2.2%	2.3%	2.8%	2.3%	2.6%	3.6%	1.9%	2.6%
%H (All HH)		100.0%	52.2%	15.2%	84.8%	50.0%	34.8%	95.7%
%H (TV HH)			52.2%	15.2%	84.8%	50.0%	34.8%	
TV room	20	20	10	6	11	7	4	19
%V	1.0%	1.0%	1.2%	1.9%	0.7%	1.1%	0.5%	1.1%
%H (All HH)		100.0%	50.0%	30.0%	55.0%	35.0%	20.0%	95.0%
%H (TV HH)			50.0%	30.0%	55.0%	35.0%	20.0%	
Conservatory	31	31	16	4	29	17	12	28
%V	1.5%	1.5%	1.9%	1.3%	2.0%	2.7%	1.4%	1.7%
%H (All HH)		100.0%	51.6%	12.9%	93.5%	54.8%	38.7%	90.3%
%H (TV HH)			51.6%	12.9%	93.5%	54.8%	38.7%	
Attic or loft room	6	6	2	2	6	4	2	6
%V	0.3%	0.3%	0.2%	0.6%	0.4%	0.6%	0.2%	0.4%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	66.7%	33.3%	
No specific location	6	6	3	1	5	3	2	6
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.5%	0.2%	0.4%
%H (All HH)		100.0%	50.0%	16.7%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	83.3%	50.0%	33.3%	
Other	20	20	12	4	14	7	7	19
%V	1.0%	1.0%	1.4%	1.3%	1.0%	1.1%	0.8%	1.1%
%H (All HH)		100.0%	60.0%	20.0%	70.0%	35.0%	35.0%	95.0%
%H (TV HH)			60.0%	20.0%	70.0%	35.0%	35.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC South

Household level data

Table 7.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2083	2008	859	310	1472	633	840	1665
%H (All HH)		96.4%	41.2%	14.9%	70.7%	30.4%	40.3%	79.9%
%H (TV HH)			42.8%	15.4%	73.3%	31.5%	41.8%	
Any DSAT provider	859	859	859	12	490	490	0	759
%V	41.2%	42.8%	100.0%	3.9%	33.3%	77.4%	0.0%	45.6%
%H (All HH)			100.0%	1.4%	57.0%	57.0%	0.0%	88.4%
%H (TV HH)			100.0%	1.4%	57.0%	57.0%	0.0%	
Sky with subcription	713	713	713	6	405	405	0	638
%V	34.2%	35.5%	83.0%	1.9%	27.5%	64.0%	0.0%	38.3%
%H (All HH)			100.0%	0.8%	56.8%	56.8%	0.0%	89.5%
%H (TV HH)			100.0%	0.8%	56.8%	56.8%	0.0%	
Sky without subscription	28	28	28	1	12	12	0	22
%V	1.3%	1.4%	3.3%	0.3%	0.8%	1.9%	0.0%	1.3%
%H (All HH)			100.0%	3.6%	42.9%	42.9%	0.0%	78.6%
%H (TV HH)			100.0%	3.6%	42.9%	42.9%	0.0%	
Freesat	111	111	111	6	72	72	0	94
%V	5.3%	5.5%	12.9%	1.9%	4.9%	11.4%	0.0%	5.6%
%H (All HH)			100.0%	5.4%	64.9%	64.9%	0.0%	84.7%
%H (TV HH)			100.0%	5.4%	64.9%	64.9%	0.0%	
Other satellite provider	22	22	22	2	10	10	0	19
%V	1.1%	1.1%	2.6%	0.6%	0.7%	1.6%	0.0%	1.1%
%H (All HH)			100.0%	9.1%	45.5%	45.5%	0.0%	86.4%
%H (TV HH)			100.0%	9.1%	45.5%	45.5%	0.0%	
DCAB	310	310	12	310	150	150	0	280
%V	14.9%	15.4%	1.4%	100.0%	10.2%	23.7%	0.0%	16.8%
%H (All HH)			3.9%	100.0%	48.4%	48.4%	0.0%	90.3%
%H (TV HH)			3.9%	100.0%	48.4%	48.4%	0.0%	
DTT	1472	1472	490	150	1472	633	840	1146
%V	70.7%	73.3%	57.0%	48.4%	100.0%	100.0%	100.0%	68.8%
%H (All HH)		100.0%	33.3%	10.2%	100.0%	43.0%	57.1%	77.9%
%H (TV HH)			33.3%	10.2%	100.0%	43.0%	57.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2083	2008	859	310	1472	633	840	1665
%H (All HH)		96.4%	41.2%	14.9%	70.7%	30.4%	40.3%	79.9%
%H (TV HH)			42.8%	15.4%	73.3%	31.5%	41.8%	
PVR	1273	1273	729	237	855	537	319	1134
%V	61.1%	63.4%	84.9%	76.5%	58.1%	84.8%	38.0%	68.1%
%H (All HH)		100.0%	57.3%	18.6%	67.2%	42.2%	25.1%	89.1%
%H (TV HH)			57.3%	18.6%	67.2%	42.2%	25.1%	
DVDR	105	105	38	20	84	35	49	93
%V	5.0%	5.2%	4.4%	6.5%	5.7%	5.5%	5.8%	5.6%
%H (All HH)		100.0%	36.2%	19.0%	80.0%	33.3%	46.7%	88.6%
%H (TV HH)			36.2%	19.0%	80.0%	33.3%	46.7%	
VCR	54	54	17	9	43	14	29	37
%V	2.6%	2.7%	2.0%	2.9%	2.9%	2.2%	3.5%	2.2%
%H (All HH)		100.0%	31.5%	16.7%	79.6%	25.9%	53.7%	68.5%
%H (TV HH)			31.5%	16.7%	79.6%	25.9%	53.7%	
Any recorder	1334	1334	741	243	906	543	363	1177
%V	64.0%	66.4%	86.3%	78.4%	61.5%	85.8%	43.2%	70.7%
%H (All HH)		100.0%	55.5%	18.2%	67.9%	40.7%	27.2%	88.2%
%H (TV HH)			55.5%	18.2%	67.9%	40.7%	27.2%	
Receives HDTV (via STB or built-in reception)	1039	1039	573	221	686	431	255	941
%V	49.9%	51.7%	66.7%	71.3%	46.6%	68.1%	30.4%	56.5%
%H (All HH)		100.0%	55.1%	21.3%	66.0%	41.5%	24.5%	90.6%
%H (TV HH)			55.1%	21.3%	66.0%	41.5%	24.5%	
DVD/Blu-ray player or recorder	1570	1570	707	253	1159	541	618	1315
%V	75.4%	78.2%	82.3%	81.6%	78.7%	85.5%	73.6%	79.0%
%H (All HH)		100.0%	45.0%	16.1%	73.8%	34.5%	39.4%	83.8%
%H (TV HH)			45.0%	16.1%	73.8%	34.5%	39.4%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2083	2008	859	310	1472	633	840	1665
%V (All HH)		96.4%	41.2%	14.9%	70.7%	30.4%	40.3%	79.9%
%H (TV HH)			42.8%	15.4%	73.3%	31.5%	41.8%	
Has broadband internet	1665	1614	759	280	1146	570	576	1665
%V	79.9%	80.4%	88.4%	90.3%	77.9%	90.0%	68.6%	100.0%
%H (All HH)		96.9%	45.6%	16.8%	68.8%	34.2%	34.6%	100.0%
%H (TV HH)			47.0%	17.3%	71.0%	35.3%	35.7%	
Number of computers (PCs and laptops)								
0	360	345	82	28	286	53	235	19
%V	17.3%	17.2%	9.5%	9.0%	19.4%	8.4%	28.0%	1.1%
%H (All HH)		95.8%	22.8%	7.8%	79.4%	14.7%	65.3%	5.3%
%H (TV HH)			23.8%	8.1%	82.9%	15.4%	68.1%	
1	620	590	240	86	433	170	262	564
%V	29.8%	29.4%	27.9%	27.7%	29.4%	26.9%	31.2%	33.9%
%H (All HH)		95.2%	38.7%	13.9%	69.8%	27.4%	42.3%	91.0%
%H (TV HH)			40.7%	14.6%	73.4%	28.8%	44.4%	
2	505	493	239	80	349	171	178	491
%V	24.2%	24.6%	27.8%	25.8%	23.7%	27.0%	21.2%	29.5%
%H (All HH)		97.6%	47.3%	15.8%	69.1%	33.9%	35.2%	97.2%
%H (TV HH)			48.5%	16.2%	70.8%	34.7%	36.1%	
3	276	268	124	56	186	102	84	273
%V	13.3%	13.3%	14.4%	18.1%	12.6%	16.1%	10.0%	16.4%
%H (All HH)		97.1%	44.9%	20.3%	67.4%	37.0%	30.4%	98.9%
%H (TV HH)			46.3%	20.9%	69.4%	38.1%	31.3%	
4	149	144	83	23	100	60	40	145
%V	7.2%	7.2%	9.7%	7.4%	6.8%	9.5%	4.8%	8.7%
%H (All HH)		96.6%	55.7%	15.4%	67.1%	40.3%	26.8%	97.3%
%H (TV HH)			57.6%	16.0%	69.4%	41.7%	27.8%	
5+	174	169	91	37	118	77	41	174
%V	8.4%	8.4%	10.6%	11.9%	8.0%	12.2%	4.9%	10.5%
%H (All HH)		97.1%	52.3%	21.3%	67.8%	44.3%	23.6%	100.0%
%H (TV HH)			53.8%	21.9%	69.8%	45.6%	24.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3934	1857	625	3023	1553	1470	3329
%H		47.2%	15.9%	76.8%	39.5%	37.4%	84.6%
Under 20"	675	311	84	583	298	284	580
%V	17.2%	16.7%	13.4%	19.3%	19.2%	19.3%	17.4%
%H		46.1%	12.4%	86.4%	44.1%	42.1%	85.9%
20" - 29"	1012	407	160	827	375	452	788
%V	25.7%	21.9%	25.6%	27.4%	24.1%	30.7%	23.7%
%H		40.2%	15.8%	81.7%	37.1%	44.7%	77.9%
30" - 39"	1227	562	199	891	424	467	1026
%V	31.2%	30.3%	31.8%	29.5%	27.3%	31.8%	30.8%
%H		45.8%	16.2%	72.6%	34.6%	38.1%	83.6%
40" and over	931	537	164	647	410	237	858
%V	23.7%	28.9%	26.2%	21.4%	26.4%	16.1%	25.8%
%H		57.7%	17.6%	69.5%	44.0%	25.5%	92.2%
Don't know	41	17	11	38	25	13	31
%V	1.0%	0.9%	1.8%	1.3%	1.6%	0.9%	0.9%
%H		41.5%	26.8%	92.7%	61.0%	31.7%	75.6%
Not Asked	48	23	7	37	21	17	46
%V	1.2%	1.2%	1.1%	1.2%	1.4%	1.2%	1.4%
%H		47.9%	14.6%	77.1%	43.8%	35.4%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3934	1857	625	3023	1553	1470	3329
%H		47.2%	15.9%	76.8%	39.5%	37.4%	84.6%
Main living room	1993	856	307	1466	633	833	1601
%V	50.7%	46.1%	49.1%	48.5%	40.8%	56.7%	48.1%
%H		43.0%	15.4%	73.6%	31.8%	41.8%	80.3%
Kitchen	253	127	29	222	121	101	214
%V	6.4%	6.8%	4.6%	7.3%	7.8%	6.9%	6.4%
%H		50.2%	11.5%	87.7%	47.8%	39.9%	84.6%
Adult's bedroom	1006	516	169	802	473	329	876
%V	25.6%	27.8%	27.0%	26.5%	30.5%	22.4%	26.3%
%H		51.3%	16.8%	79.7%	47.0%	32.7%	87.1%
Child's bedroom	212	125	44	164	119	45	208
%V	5.4%	6.7%	7.0%	5.4%	7.7%	3.1%	6.2%
%H		59.0%	20.8%	77.4%	56.1%	21.2%	98.1%
Other bedroom	103	47	14	84	41	44	93
%V	2.6%	2.5%	2.2%	2.8%	2.6%	3.0%	2.8%
%H		45.6%	13.6%	81.6%	39.8%	42.7%	90.3%
Second living/dining room	188	96	34	143	85	58	168
%V	4.8%	5.2%	5.4%	4.7%	5.5%	3.9%	5.0%
%H		51.1%	18.1%	76.1%	45.2%	30.9%	89.4%
Study/office	46	24	7	39	23	16	44
%V	1.2%	1.3%	1.1%	1.3%	1.5%	1.1%	1.3%
%H		52.2%	15.2%	84.8%	50.0%	34.8%	95.7%
TV room	20	10	6	11	7	4	19
%V	0.5%	0.5%	1.0%	0.4%	0.5%	0.3%	0.6%
%H		50.0%	30.0%	55.0%	35.0%	20.0%	95.0%
Conservatory	31	16	4	29	17	12	28
%V	0.8%	0.9%	0.6%	1.0%	1.1%	0.8%	0.8%
%H		51.6%	12.9%	93.5%	54.8%	38.7%	90.3%
Attic or loft room	6	2	2	6	4	2	6
%V	0.2%	0.1%	0.3%	0.2%	0.3%	0.1%	0.2%
%H		33.3%	33.3%	100.0%	66.7%	33.3%	100.0%
No specific location	7	3	1	6	3	3	7
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		42.9%	14.3%	85.7%	42.9%	42.9%	100.0%
Other	20	12	4	14	7	7	19
%V	0.5%	0.6%	0.6%	0.5%	0.5%	0.5%	0.6%
%H		60.0%	20.0%	70.0%	35.0%	35.0%	95.0%
Not Asked	48	23	7	37	21	17	46
%V	1.2%	1.2%	1.1%	1.2%	1.4%	1.2%	1.4%
%H		47.9%	14.6%	77.1%	43.8%	35.4%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3934	1857	625	3023	1553	1470	3329
%H		47.2%	15.9%	76.8%	39.5%	37.4%	84.6%
PVR	1611	964	309	1068	710	359	1456
%V	41.0%	51.9%	49.4%	35.3%	45.7%	24.4%	43.7%
%H		59.8%	19.2%	66.3%	44.1%	22.3%	90.4%
DVDR	112	40	21	90	37	52	100
%V	2.8%	2.2%	3.4%	3.0%	2.4%	3.5%	3.0%
%H		35.7%	18.8%	80.4%	33.0%	46.4%	89.3%
VCR	58	19	10	46	16	29	40
%V	1.5%	1.0%	1.6%	1.5%	1.0%	2.0%	1.2%
%H		32.8%	17.2%	79.3%	27.6%	50.0%	69.0%
Any recorder	1693	987	319	1136	727	408	1517
%V	43.0%	53.2%	51.0%	37.6%	46.8%	27.8%	45.6%
%H		58.3%	18.8%	67.1%	42.9%	24.1%	89.6%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3934	1857	625	3023	1553	1470	3329
%H		47.2%	15.9%	76.8%	39.5%	37.4%	84.6%
Receives HDTV (via STB or built-in reception)	1400	778	305	949	611	338	1276
%V	35.6%	41.9%	48.8%	31.4%	39.3%	23.0%	38.3%
%H		55.6%	21.8%	67.8%	43.6%	24.1%	91.1%
DVD/Blu-ray player or recorder	2190	1035	356	1676	863	813	1879
%V	55.7%	55.7%	57.0%	55.4%	55.6%	55.3%	56.4%
%H		47.3%	16.3%	76.5%	39.4%	37.1%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2005	859	310	1472	633	839	1612
%H		42.8%	15.5%	73.4%	31.6%	41.8%	80.4%
Under 20"	42	6	3	37	5	32	28
%V	2.1%	0.7%	1.0%	2.5%	0.8%	3.8%	1.7%
%H		14.3%	7.1%	88.1%	11.9%	76.2%	66.7%
20" - 29"	358	78	47	296	62	235	221
%V	17.9%	9.1%	15.2%	20.1%	9.8%	28.0%	13.7%
%H		21.8%	13.1%	82.7%	17.3%	65.6%	61.7%
30" - 39"	805	321	122	585	225	361	634
%V	40.1%	37.4%	39.4%	39.7%	35.5%	43.0%	39.3%
%H		39.9%	15.2%	72.7%	28.0%	44.8%	78.8%
40" and over	787	448	137	541	336	205	721
%V	39.3%	52.2%	44.2%	36.8%	53.1%	24.4%	44.7%
%H		56.9%	17.4%	68.7%	42.7%	26.0%	91.6%
Don't know	13	5	1	12	5	7	8
%V	0.6%	0.6%	0.3%	0.8%	0.8%	0.8%	0.5%
%H		38.5%	7.7%	92.3%	38.5%	53.8%	61.5%
Not Asked	0	1	0	1	0	0	0
%V	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2005	859	310	1472	633	839	1612
%H		42.8%	15.5%	73.4%	31.6%	41.8%	80.4%
PVR	1252	718	236	836	526	310	1114
%V	62.4%	83.6%	76.1%	56.8%	83.1%	36.9%	69.1%
%H		57.3%	18.8%	66.8%	42.0%	24.8%	89.0%
DVDR	91	29	16	71	26	46	79
%V	4.5%	3.4%	5.2%	4.8%	4.1%	5.5%	4.9%
%H		31.9%	17.6%	78.0%	28.6%	50.5%	86.8%
VCR	42	12	7	33	9	25	28
%V	2.1%	1.4%	2.3%	2.2%	1.4%	3.0%	1.7%
%H		28.6%	16.7%	78.6%	21.4%	59.5%	66.7%
Any recorder	1311	729	241	884	531	353	1156
%V	65.4%	84.9%	77.7%	60.1%	83.9%	42.1%	71.7%
%H		55.6%	18.4%	67.4%	40.5%	26.9%	88.2%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2005	859	310	1472	633	839	1612
%H		42.8%	15.5%	73.4%	31.6%	41.8%	80.4%
Receives HDTV (via STB or built-in reception)	1013	562	215	665	419	246	919
%V	50.5%	65.4%	69.4%	45.2%	66.2%	29.3%	57.0%
%H		55.5%	21.2%	65.6%	41.4%	24.3%	90.7%
DVD/Blu-ray player or recorder	1499	673	240	1099	505	593	1254
%V	74.8%	78.3%	77.4%	74.7%	79.8%	70.7%	77.8%
%H		44.9%	16.0%	73.3%	33.7%	39.6%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1929	998	315	1552	920	632	1717
%H		51.7%	16.3%	80.5%	47.7%	32.8%	89.0%
Under 20"	633	305	81	546	293	252	552
%V	32.8%	30.6%	25.7%	35.2%	31.8%	39.9%	32.1%
%H		48.2%	12.8%	86.3%	46.3%	39.8%	87.2%
20" - 29"	654	329	114	530	313	217	567
%V	33.9%	33.0%	36.2%	34.1%	34.0%	34.3%	33.0%
%H		50.3%	17.4%	81.0%	47.9%	33.2%	86.7%
30" - 39"	421	242	76	305	199	106	393
%V	21.8%	24.2%	24.1%	19.7%	21.6%	16.8%	22.9%
%H		57.5%	18.1%	72.4%	47.3%	25.2%	93.3%
40" and over	144	89	27	106	74	32	137
%V	7.5%	8.9%	8.6%	6.8%	8.0%	5.1%	8.0%
%H		61.8%	18.8%	73.6%	51.4%	22.2%	95.1%
Don't know	28	11	10	26	20	6	23
%V	1.5%	1.1%	3.2%	1.7%	2.2%	0.9%	1.3%
%H		39.3%	35.7%	92.9%	71.4%	21.4%	82.1%
Not Asked	49	22	7	39	21	19	45
%V	2.5%	2.2%	2.2%	2.5%	2.3%	3.0%	2.6%
%H		44.9%	14.3%	79.6%	42.9%	38.8%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1929	998	315	1552	920	632	1717
%H		51.7%	16.3%	80.5%	47.7%	32.8%	89.0%
PVR	360	246	74	233	183	49	342
%V	18.7%	24.6%	23.5%	15.0%	19.9%	7.8%	19.9%
%H		68.3%	20.6%	64.7%	50.8%	13.6%	95.0%
DVDR	21	11	5	18	12	6	21
%V	1.1%	1.1%	1.6%	1.2%	1.3%	0.9%	1.2%
%H		52.4%	23.8%	85.7%	57.1%	28.6%	100.0%
VCR	15	7	3	12	8	5	12
%V	0.8%	0.7%	1.0%	0.8%	0.9%	0.8%	0.7%
%H		46.7%	20.0%	80.0%	53.3%	33.3%	80.0%
Any recorder	382	258	79	251	196	55	361
%V	19.8%	25.9%	25.1%	16.2%	21.3%	8.7%	21.0%
%H		67.5%	20.7%	65.7%	51.3%	14.4%	94.5%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1929	998	315	1552	920	632	1717
%H		51.7%	16.3%	80.5%	47.7%	32.8%	89.0%
Receives HDTV (via STB or built-in reception)	387	216	90	284	192	92	357
%V	20.1%	21.6%	28.6%	18.3%	20.9%	14.6%	20.8%
%H		55.8%	23.3%	73.4%	49.6%	23.8%	92.2%
DVD/Blu-ray player or recorder	691	362	116	578	357	220	625
%V	35.8%	36.3%	36.8%	37.2%	38.8%	34.8%	36.4%
%H		52.4%	16.8%	83.6%	51.7%	31.8%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4863	4703	2210	789	3364	1652	1711	4242
%H		96.7%	45.4%	16.2%	69.2%	34.0%	35.2%	87.2%
Total Children	917	896	491	152	591	334	258	876
%V	18.9%	19.1%	22.2%	19.3%	17.6%	20.2%	15.1%	20.7%
%H		97.7%	53.5%	16.6%	64.4%	36.4%	28.1%	95.5%
0 - 3	269	261	140	43	160	82	77	254
%V	5.5%	5.5%	6.3%	5.4%	4.8%	5.0%	4.5%	6.0%
%H		97.0%	52.0%	16.0%	59.5%	30.5%	28.6%	94.4%
4 - 15	648	635	351	109	432	252	180	623
%V	13.3%	13.5%	15.9%	13.8%	12.8%	15.3%	10.5%	14.7%
%H		98.0%	54.2%	16.8%	66.7%	38.9%	27.8%	96.1%
4 - 9	337	330	182	57	212	120	92	322
%V	6.9%	7.0%	8.2%	7.2%	6.3%	7.3%	5.4%	7.6%
%H		97.9%	54.0%	16.9%	62.9%	35.6%	27.3%	95.5%
10 - 15	311	305	169	52	220	132	89	301
%V	6.4%	6.5%	7.6%	6.6%	6.5%	8.0%	5.2%	7.1%
%H		98.1%	54.3%	16.7%	70.7%	42.4%	28.6%	96.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4863	4703	2210	789	3364	1652	1711	4242
%H		96.7%	45.4%	16.2%	69.2%	34.0%	35.2%	87.2%
Total Adults (16+)	3946	3807	1719	637	2772	1319	1454	3365
%V	81.1%	80.9%	77.8%	80.7%	82.4%	79.8%	85.0%	79.3%
%H		96.5%	43.6%	16.1%	70.2%	33.4%	36.8%	85.3%
16 - 19	181	178	84	39	131	77	55	171
%V	3.7%	3.8%	3.8%	4.9%	3.9%	4.7%	3.2%	4.0%
%H		98.3%	46.4%	21.5%	72.4%	42.5%	30.4%	94.5%
20 - 24	251	231	88	55	172	85	86	229
%V	5.2%	4.9%	4.0%	7.0%	5.1%	5.1%	5.0%	5.4%
%H		92.0%	35.1%	21.9%	68.5%	33.9%	34.3%	91.2%
25 - 34	653	614	314	104	407	217	190	602
%V	13.4%	13.1%	14.2%	13.2%	12.1%	13.1%	11.1%	14.2%
%H		94.0%	48.1%	15.9%	62.3%	33.2%	29.1%	92.2%
35 - 44	665	647	349	125	404	230	174	640
%V	13.7%	13.8%	15.8%	15.8%	12.0%	13.9%	10.2%	15.1%
%H		97.3%	52.5%	18.8%	60.8%	34.6%	26.2%	96.2%
45 - 54	677	651	310	116	484	255	229	622
%V	13.9%	13.8%	14.0%	14.7%	14.4%	15.4%	13.4%	14.7%
%H		96.2%	45.8%	17.1%	71.5%	37.7%	33.8%	91.9%
55 - 64	580	568	264	91	417	201	215	509
%V	11.9%	12.1%	11.9%	11.5%	12.4%	12.2%	12.6%	12.0%
%H		97.9%	45.5%	15.7%	71.9%	34.7%	37.1%	87.8%
65+	940	919	311	108	758	253	505	592
%V	19.3%	19.5%	14.1%	13.7%	22.5%	15.3%	29.5%	14.0%
%H		97.8%	33.1%	11.5%	80.6%	26.9%	53.7%	63.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3946	3807	1719	637	2772	1319	1454	3365
%H		96.5%	43.6%	16.1%	70.2%	33.4%	36.8%	85.3%
AB	1346	1306	608	205	952	461	491	1261
%V	34.1%	34.3%	35.4%	32.2%	34.3%	35.0%	33.8%	37.5%
%H		97.0%	45.2%	15.2%	70.7%	34.2%	36.5%	93.7%
C1	1158	1100	494	220	788	393	394	1012
%V	29.3%	28.9%	28.7%	34.5%	28.4%	29.8%	27.1%	30.1%
%H		95.0%	42.7%	19.0%	68.0%	33.9%	34.0%	87.4%
C2	831	819	375	129	634	318	316	704
%V	21.1%	21.5%	21.8%	20.3%	22.9%	24.1%	21.7%	20.9%
%H		98.6%	45.1%	15.5%	76.3%	38.3%	38.0%	84.7%
D	433	415	188	68	259	106	153	309
%V	11.0%	10.9%	10.9%	10.7%	9.3%	8.0%	10.5%	9.2%
%H		95.8%	43.4%	15.7%	59.8%	24.5%	35.3%	71.4%
E	178	168	55	14	139	40	99	79
%V	4.5%	4.4%	3.2%	2.2%	5.0%	3.0%	6.8%	2.3%
%H		94.4%	30.9%	7.9%	78.1%	22.5%	55.6%	44.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3946	3807	1719	637	2772	1319	1454	3365
%H		96.5%	43.6%	16.1%	70.2%	33.4%	36.8%	85.3%
Working full time	1916	1849	930	342	1258	681	577	1800
%V	48.6%	48.6%	54.1%	53.7%	45.4%	51.6%	39.7%	53.5%
%H		96.5%	48.5%	17.8%	65.7%	35.5%	30.1%	93.9%
Working part time	435	425	202	74	299	148	150	392
%V	11.0%	11.2%	11.8%	11.6%	10.8%	11.2%	10.3%	11.6%
%H		97.7%	46.4%	17.0%	68.7%	34.0%	34.5%	90.1%
Not working	1595	1533	587	221	1215	489	726	1173
%V	40.4%	40.3%	34.1%	34.7%	43.8%	37.1%	49.9%	34.9%
%H		96.1%	36.8%	13.9%	76.2%	30.7%	45.5%	73.5%
Housewife/Houseperson	2083	2008	859	310	1472	633	840	1665
%V	52.8%	52.7%	50.0%	48.7%	53.1%	48.0%	57.8%	49.5%
%H		96.4%	41.2%	14.9%	70.7%	30.4%	40.3%	79.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1969	1892	859	323	1368	660	709	1695
%H		96.1%	43.6%	16.4%	69.5%	33.5%	36.0%	86.1%
16 - 19	96	94	43	14	72	36	35	88
%V	4.9%	5.0%	5.0%	4.3%	5.3%	5.5%	4.9%	5.2%
%H		97.9%	44.8%	14.6%	75.0%	37.5%	36.5%	91.7%
20 - 24	141	124	51	30	87	45	42	126
%V	7.2%	6.6%	5.9%	9.3%	6.4%	6.8%	5.9%	7.4%
%H		87.9%	36.2%	21.3%	61.7%	31.9%	29.8%	89.4%
25 - 34	339	322	169	49	218	116	102	308
%V	17.2%	17.0%	19.7%	15.2%	15.9%	17.6%	14.4%	18.2%
%H		95.0%	49.9%	14.5%	64.3%	34.2%	30.1%	90.9%
35 - 44	334	323	167	65	201	112	89	318
%V	17.0%	17.1%	19.4%	20.1%	14.7%	17.0%	12.6%	18.8%
%H		96.7%	50.0%	19.5%	60.2%	33.5%	26.6%	95.2%
45 - 54	341	325	149	65	238	126	112	312
%V	17.3%	17.2%	17.3%	20.1%	17.4%	19.1%	15.8%	18.4%
%H		95.3%	43.7%	19.1%	69.8%	37.0%	32.8%	91.5%
55 - 64	279	275	126	47	202	98	104	249
%V	14.2%	14.5%	14.7%	14.6%	14.8%	14.8%	14.7%	14.7%
%H		98.6%	45.2%	16.8%	72.4%	35.1%	37.3%	89.2%
65+	440	429	154	53	351	125	226	294
%V	22.3%	22.7%	17.9%	16.4%	25.7%	18.9%	31.9%	17.3%
%H		97.5%	35.0%	12.0%	79.8%	28.4%	51.4%	66.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1969	1892	859	323	1368	660	709	1695
%H		96.1%	43.6%	16.4%	69.5%	33.5%	36.0%	86.1%
AB	691	667	310	106	482	233	249	652
%V	35.1%	35.3%	36.1%	32.8%	35.2%	35.3%	35.1%	38.5%
%H		96.5%	44.9%	15.3%	69.8%	33.7%	36.0%	94.4%
C1	544	515	234	111	362	188	174	489
%V	27.6%	27.2%	27.2%	34.4%	26.5%	28.5%	24.5%	28.8%
%H		94.7%	43.0%	20.4%	66.5%	34.6%	32.0%	89.9%
C2	450	442	201	69	341	170	171	378
%V	22.9%	23.4%	23.4%	21.4%	24.9%	25.8%	24.1%	22.3%
%H		98.2%	44.7%	15.3%	75.8%	37.8%	38.0%	84.0%
D	210	199	93	33	124	53	70	146
%V	10.7%	10.5%	10.8%	10.2%	9.1%	8.0%	9.9%	8.6%
%H		94.8%	44.3%	15.7%	59.0%	25.2%	33.3%	69.5%
E	73	69	20	4	59	15	44	31
%V	3.7%	3.6%	2.3%	1.2%	4.3%	2.3%	6.2%	1.8%
%H		94.5%	27.4%	5.5%	80.8%	20.5%	60.3%	42.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1969	1892	859	323	1368	660	709	1695
%H		96.1%	43.6%	16.4%	69.5%	33.5%	36.0%	86.1%
Working full time	1198	1153	582	215	783	429	355	1119
%V	60.8%	60.9%	67.8%	66.6%	57.2%	65.0%	50.1%	66.0%
%H		96.2%	48.6%	17.9%	65.4%	35.8%	29.6%	93.4%
Working part time	95	93	40	13	63	23	40	78
%V	4.8%	4.9%	4.7%	4.0%	4.6%	3.5%	5.6%	4.6%
%H		97.9%	42.1%	13.7%	66.3%	24.2%	42.1%	82.1%
Not working	676	646	237	95	522	208	314	498
%V	34.3%	34.1%	27.6%	29.4%	38.2%	31.5%	44.3%	29.4%
%H		95.6%	35.1%	14.1%	77.2%	30.8%	46.4%	73.7%
Housewife/Houseperson	413	385	133	58	284	92	192	284
%V	21.0%	20.3%	15.5%	18.0%	20.8%	13.9%	27.1%	16.8%
%H		93.2%	32.2%	14.0%	68.8%	22.3%	46.5%	68.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1977	1915	860	314	1404	659	745	1670
%H		96.9%	43.5%	15.9%	71.0%	33.3%	37.7%	84.5%
16 - 19	85	84	41	25	60	41	19	83
%V	4.3%	4.4%	4.8%	8.0%	4.3%	6.2%	2.6%	5.0%
%H		98.8%	48.2%	29.4%	70.6%	48.2%	22.4%	97.6%
20 - 24	110	107	37	25	84	40	44	103
%V	5.6%	5.6%	4.3%	8.0%	6.0%	6.1%	5.9%	6.2%
%H		97.3%	33.6%	22.7%	76.4%	36.4%	40.0%	93.6%
25 - 34	314	292	145	55	189	101	88	294
%V	15.9%	15.2%	16.9%	17.5%	13.5%	15.3%	11.8%	17.6%
%H		93.0%	46.2%	17.5%	60.2%	32.2%	28.0%	93.6%
35 - 44	331	324	182	60	203	117	85	322
%V	16.7%	16.9%	21.2%	19.1%	14.5%	17.8%	11.4%	19.3%
%H		97.9%	55.0%	18.1%	61.3%	35.3%	25.7%	97.3%
45 - 54	336	326	161	51	246	129	117	310
%V	17.0%	17.0%	18.7%	16.2%	17.5%	19.6%	15.7%	18.6%
%H		97.0%	47.9%	15.2%	73.2%	38.4%	34.8%	92.3%
55 - 64	300	293	138	44	215	103	112	260
%V	15.2%	15.3%	16.0%	14.0%	15.3%	15.6%	15.0%	15.6%
%H		97.7%	46.0%	14.7%	71.7%	34.3%	37.3%	86.7%
65+	500	490	157	55	408	128	280	298
%V	25.3%	25.6%	18.3%	17.5%	29.1%	19.4%	37.6%	17.8%
%H		98.0%	31.4%	11.0%	81.6%	25.6%	56.0%	59.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1977	1915	860	314	1404	659	745	1670
%H		96.9%	43.5%	15.9%	71.0%	33.3%	37.7%	84.5%
AB	655	639	298	99	470	228	242	609
%V	33.1%	33.4%	34.7%	31.5%	33.5%	34.6%	32.5%	36.5%
%H		97.6%	45.5%	15.1%	71.8%	34.8%	36.9%	93.0%
C1	614	585	260	109	426	205	221	523
%V	31.1%	30.5%	30.2%	34.7%	30.3%	31.1%	29.7%	31.3%
%H		95.3%	42.3%	17.8%	69.4%	33.4%	36.0%	85.2%
C2	381	377	173	60	293	148	145	326
%V	19.3%	19.7%	20.1%	19.1%	20.9%	22.5%	19.5%	19.5%
%H		99.0%	45.4%	15.7%	76.9%	38.8%	38.1%	85.6%
D	222	215	94	36	135	53	83	163
%V	11.2%	11.2%	10.9%	11.5%	9.6%	8.0%	11.1%	9.8%
%H		96.8%	42.3%	16.2%	60.8%	23.9%	37.4%	73.4%
E	105	99	35	10	80	25	55	49
%V	5.3%	5.2%	4.1%	3.2%	5.7%	3.8%	7.4%	2.9%
%H		94.3%	33.3%	9.5%	76.2%	23.8%	52.4%	46.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1977	1915	860	314	1404	659	745	1670
%H		96.9%	43.5%	15.9%	71.0%	33.3%	37.7%	84.5%
Working full time	718	697	348	128	475	252	223	681
%V	36.3%	36.4%	40.5%	40.8%	33.8%	38.2%	29.9%	40.8%
%H		97.1%	48.5%	17.8%	66.2%	35.1%	31.1%	94.8%
Working part time	339	332	162	61	236	125	111	314
%V	17.1%	17.3%	18.8%	19.4%	16.8%	19.0%	14.9%	18.8%
%H		97.9%	47.8%	18.0%	69.6%	36.9%	32.7%	92.6%
Not working	920	887	351	126	694	282	412	675
%V	46.5%	46.3%	40.8%	40.1%	49.4%	42.8%	55.3%	40.4%
%H		96.4%	38.2%	13.7%	75.4%	30.7%	44.8%	73.4%
Housewife/Houseperson	1670	1623	726	251	1188	541	648	1381
%V	84.5%	84.8%	84.4%	79.9%	84.6%	82.1%	87.0%	82.7%
%H		97.2%	43.5%	15.0%	71.1%	32.4%	38.8%	82.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Yorkshire and Lincolnshire

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2532	1121	317	1999	905	1094	1890
%H (All HH)		97.2%	43.0%	12.2%	76.8%	34.8%	42.0%	72.6%
%H (TV HH)			44.3%	12.5%	78.9%	35.7%	43.2%	
AB	527	512	249	60	389	189	200	475
%V	20.2%	20.2%	22.2%	18.9%	19.5%	20.9%	18.3%	25.1%
%H (All HH)		97.2%	47.2%	11.4%	73.8%	35.9%	38.0%	90.1%
%H (TV HH)			48.6%	11.7%	76.0%	36.9%	39.1%	
C1	657	638	286	88	517	249	268	531
%V	25.2%	25.2%	25.5%	27.8%	25.9%	27.5%	24.5%	28.1%
%H (All HH)		97.1%	43.5%	13.4%	78.7%	37.9%	40.8%	80.8%
%H (TV HH)			44.8%	13.8%	81.0%	39.0%	42.0%	
C2	593	583	276	76	462	230	232	442
%V	22.8%	23.0%	24.6%	24.0%	23.1%	25.4%	21.2%	23.4%
%H (All HH)		98.3%	46.5%	12.8%	77.9%	38.8%	39.1%	74.5%
%H (TV HH)			47.3%	13.0%	79.2%	39.5%	39.8%	
D	449	435	190	61	332	149	182	290
%V	17.2%	17.2%	16.9%	19.2%	16.6%	16.5%	16.6%	15.3%
%H (All HH)		96.9%	42.3%	13.6%	73.9%	33.2%	40.5%	64.6%
%H (TV HH)			43.7%	14.0%	76.3%	34.3%	41.8%	
E	379	364	120	32	299	88	211	152
%V	14.6%	14.4%	10.7%	10.1%	15.0%	9.7%	19.3%	8.0%
%H (All HH)		96.0%	31.7%	8.4%	78.9%	23.2%	55.7%	40.1%
%H (TV HH)			33.0%	8.8%	82.1%	24.2%	58.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2532	1121	317	1999	905	1094	1890
%H (All HH)		97.2%	43.0%	12.2%	76.8%	34.8%	42.0%	72.6%
%H (TV HH)			44.3%	12.5%	78.9%	35.7%	43.2%	
Under 25	135	123	48	13	87	29	58	99
%V	5.2%	4.9%	4.3%	4.1%	4.4%	3.2%	5.3%	5.2%
%H (All HH)		91.1%	35.6%	9.6%	64.4%	21.5%	43.0%	73.3%
%H (TV HH)			39.0%	10.6%	70.7%	23.6%	47.2%	
25 - 34	404	386	220	53	266	160	106	339
%V	15.5%	15.2%	19.6%	16.7%	13.3%	17.7%	9.7%	17.9%
%H (All HH)		95.5%	54.5%	13.1%	65.8%	39.6%	26.2%	83.9%
%H (TV HH)			57.0%	13.7%	68.9%	41.5%	27.5%	
35 - 44	440	432	238	66	309	179	130	383
%V	16.9%	17.1%	21.2%	20.8%	15.5%	19.8%	11.9%	20.3%
%H (All HH)		98.2%	54.1%	15.0%	70.2%	40.7%	29.5%	87.0%
%H (TV HH)			55.1%	15.3%	71.5%	41.4%	30.1%	
45 - 54	503	491	237	74	394	211	183	430
%V	19.3%	19.4%	21.1%	23.3%	19.7%	23.3%	16.7%	22.8%
%H (All HH)		97.6%	47.1%	14.7%	78.3%	41.9%	36.4%	85.5%
%H (TV HH)			48.3%	15.1%	80.2%	43.0%	37.3%	
55 - 64	420	413	168	58	342	154	188	331
%V	16.1%	16.3%	15.0%	18.3%	17.1%	17.0%	17.2%	17.5%
%H (All HH)		98.3%	40.0%	13.8%	81.4%	36.7%	44.8%	78.8%
%H (TV HH)			40.7%	14.0%	82.8%	37.3%	45.5%	
65 +	703	687	211	52	600	172	429	307
%V	27.0%	27.1%	18.8%	16.4%	30.0%	19.0%	39.2%	16.2%
%H (All HH)		97.7%	30.0%	7.4%	85.3%	24.5%	61.0%	43.7%
%H (TV HH)			30.7%	7.6%	87.3%	25.0%	62.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2532	1121	317	1999	905	1094	1890
%H (All HH)		97.2%	43.0%	12.2%	76.8%	34.8%	42.0%	72.6%
%H (TV HH)			44.3%	12.5%	78.9%	35.7%	43.2%	
1	799	770	220	73	631	154	477	364
%V	30.7%	30.4%	19.6%	23.0%	31.6%	17.0%	43.6%	19.3%
%H (All HH)		96.4%	27.5%	9.1%	79.0%	19.3%	59.7%	45.6%
%H (TV HH)			28.6%	9.5%	81.9%	20.0%	61.9%	
2	938	915	399	113	735	337	398	743
%V	36.0%	36.1%	35.6%	35.6%	36.8%	37.2%	36.4%	39.3%
%H (All HH)		97.5%	42.5%	12.0%	78.4%	35.9%	42.4%	79.2%
%H (TV HH)			43.6%	12.3%	80.3%	36.8%	43.5%	
3	381	367	213	57	282	183	99	334
%V	14.6%	14.5%	19.0%	18.0%	14.1%	20.2%	9.0%	17.7%
%H (All HH)		96.3%	55.9%	15.0%	74.0%	48.0%	26.0%	87.7%
%H (TV HH)			58.0%	15.5%	76.8%	49.9%	27.0%	
4	330	329	201	56	246	169	78	305
%V	12.7%	13.0%	17.9%	17.7%	12.3%	18.7%	7.1%	16.1%
%H (All HH)		99.7%	60.9%	17.0%	74.5%	51.2%	23.6%	92.4%
%H (TV HH)			61.1%	17.0%	74.8%	51.4%	23.7%	
5+	156	152	89	17	104	62	42	144
%V	6.0%	6.0%	7.9%	5.4%	5.2%	6.9%	3.8%	7.6%
%H (All HH)		97.4%	57.1%	10.9%	66.7%	39.7%	26.9%	92.3%
%H (TV HH)			58.6%	11.2%	68.4%	40.8%	27.6%	
Average HH size	2.30	2.31	2.63	2.50	2.25	2.64	1.93	2.57

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2532	1121	317	1999	905	1094	1890
%H (All HH)		97.2%	43.0%	12.2%	76.8%	34.8%	42.0%	72.6%
%H (TV HH)			44.3%	12.5%	78.9%	35.7%	43.2%	
Without	1939	1875	735	225	1525	608	917	1307
%V	74.5%	74.1%	65.6%	71.0%	76.3%	67.2%	83.8%	69.2%
%H (All HH)		96.7%	37.9%	11.6%	78.6%	31.4%	47.3%	67.4%
%H (TV HH)			39.2%	12.0%	81.3%	32.4%	48.9%	
With	665	657	386	91	473	297	177	582
%V	25.5%	25.9%	34.4%	28.7%	23.7%	32.8%	16.2%	30.8%
%H (All HH)		98.8%	58.0%	13.7%	71.1%	44.7%	26.6%	87.5%
%H (TV HH)			58.8%	13.9%	72.0%	45.2%	26.9%	
0 - 3	257	253	148	36	173	107	66	216
%V	9.9%	10.0%	13.2%	11.4%	8.7%	11.8%	6.0%	11.4%
%H (All HH)		98.4%	57.6%	14.0%	67.3%	41.6%	25.7%	84.0%
%H (TV HH)			58.5%	14.2%	68.4%	42.3%	26.1%	
4 - 9	321	314	198	36	222	144	78	270
%V	12.3%	12.4%	17.7%	11.4%	11.1%	15.9%	7.1%	14.3%
%H (All HH)		97.8%	61.7%	11.2%	69.2%	44.9%	24.3%	84.1%
%H (TV HH)			63.1%	11.5%	70.7%	45.9%	24.8%	
10 - 15	305	303	173	45	224	140	84	284
%V	11.7%	12.0%	15.4%	14.2%	11.2%	15.5%	7.7%	15.0%
%H (All HH)		99.3%	56.7%	14.8%	73.4%	45.9%	27.5%	93.1%
%H (TV HH)			57.1%	14.9%	73.9%	46.2%	27.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2532	1121	317	1999	905	1094	1890
%H (All HH)		97.2%	43.0%	12.2%	76.8%	34.8%	42.0%	72.6%
%H (TV HH)			44.3%	12.5%	78.9%	35.7%	43.2%	
1	958	958	323	92	696	167	529	574
%V	36.8%	37.8%	28.8%	29.0%	34.8%	18.5%	48.4%	30.4%
%H (All HH)		100.0%	33.7%	9.6%	72.7%	17.4%	55.2%	59.9%
%H (TV HH)			33.7%	9.6%	72.7%	17.4%	55.2%	
2	870	870	394	117	703	340	364	647
%V	33.4%	34.4%	35.1%	36.9%	35.2%	37.6%	33.3%	34.2%
%H (All HH)		100.0%	45.3%	13.4%	80.8%	39.1%	41.8%	74.4%
%H (TV HH)			45.3%	13.4%	80.8%	39.1%	41.8%	
3	430	430	233	66	363	227	136	371
%V	16.5%	17.0%	20.8%	20.8%	18.2%	25.1%	12.4%	19.6%
%H (All HH)		100.0%	54.2%	15.3%	84.4%	52.8%	31.6%	86.3%
%H (TV HH)			54.2%	15.3%	84.4%	52.8%	31.6%	
4	182	182	112	27	156	110	46	171
%V	7.0%	7.2%	10.0%	8.5%	7.8%	12.2%	4.2%	9.0%
%H (All HH)		100.0%	61.5%	14.8%	85.7%	60.4%	25.3%	94.0%
%H (TV HH)			61.5%	14.8%	85.7%	60.4%	25.3%	
5+	92	92	59	15	80	61	19	88
%V	3.5%	3.6%	5.3%	4.7%	4.0%	6.7%	1.7%	4.7%
%H (All HH)		100.0%	64.1%	16.3%	87.0%	66.3%	20.7%	95.7%
%H (TV HH)			64.1%	16.3%	87.0%	66.3%	20.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2532	1121	317	1999	905	1094	1890
%H (All HH)		97.2%	43.0%	12.2%	76.8%	34.8%	42.0%	72.6%
%H (TV HH)			44.3%	12.5%	78.9%	35.7%	43.2%	
Under 20"	646	646	277	83	570	282	288	504
%V	24.8%	25.5%	24.7%	26.2%	28.5%	31.2%	26.3%	26.7%
%H (All HH)		100.0%	42.9%	12.8%	88.2%	43.7%	44.6%	78.0%
%H (TV HH)			42.9%	12.8%	88.2%	43.7%	44.6%	
20" - 29"	955	955	411	130	807	387	420	712
%V	36.7%	37.7%	36.7%	41.0%	40.4%	42.8%	38.4%	37.7%
%H (All HH)		100.0%	43.0%	13.6%	84.5%	40.5%	44.0%	74.6%
%H (TV HH)			43.0%	13.6%	84.5%	40.5%	44.0%	
30" - 39"	1386	1386	617	192	1111	526	586	1039
%V	53.2%	54.7%	55.0%	60.6%	55.6%	58.1%	53.6%	55.0%
%H (All HH)		100.0%	44.5%	13.9%	80.2%	38.0%	42.3%	75.0%
%H (TV HH)			44.5%	13.9%	80.2%	38.0%	42.3%	
40" and over	1152	1152	667	144	886	542	344	959
%V	44.2%	45.5%	59.5%	45.4%	44.3%	59.9%	31.4%	50.7%
%H (All HH)		100.0%	57.9%	12.5%	76.9%	47.0%	29.9%	83.2%
%H (TV HH)			57.9%	12.5%	76.9%	47.0%	29.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2532	1121	317	1999	905	1094	1890
%H (All HH)		97.2%	43.0%	12.2%	76.8%	34.8%	42.0%	72.6%
%H (TV HH)			44.3%	12.5%	78.9%	35.7%	43.2%	
Main living room	2496	2496	1113	314	1974	898	1076	1826
%V	95.9%	98.6%	99.3%	99.1%	98.7%	99.2%	98.4%	96.6%
%H (All HH)		100.0%	44.6%	12.6%	79.1%	36.0%	43.1%	73.2%
%H (TV HH)			44.6%	12.6%	79.1%	36.0%	43.1%	
Kitchen	317	317	147	42	291	162	129	264
%V	12.2%	12.5%	13.1%	13.2%	14.6%	17.9%	11.8%	14.0%
%H (All HH)		100.0%	46.4%	13.2%	91.8%	51.1%	40.7%	83.3%
%H (TV HH)			46.4%	13.2%	91.8%	51.1%	40.7%	
Adult's bedroom	1139	1139	587	173	948	556	392	933
%V	43.7%	45.0%	52.4%	54.6%	47.4%	61.4%	35.8%	49.4%
%H (All HH)		100.0%	51.5%	15.2%	83.2%	48.8%	34.4%	81.9%
%H (TV HH)			51.5%	15.2%	83.2%	48.8%	34.4%	
Child's bedroom	266	266	168	40	217	158	59	243
%V	10.2%	10.5%	15.0%	12.6%	10.9%	17.5%	5.4%	12.9%
%H (All HH)		100.0%	63.2%	15.0%	81.6%	59.4%	22.2%	91.4%
%H (TV HH)			63.2%	15.0%	81.6%	59.4%	22.2%	
Other bedroom	147	147	77	18	135	80	55	126
%V	5.6%	5.8%	6.9%	5.7%	6.8%	8.8%	5.0%	6.7%
%H (All HH)		100.0%	52.4%	12.2%	91.8%	54.4%	37.4%	85.7%
%H (TV HH)			52.4%	12.2%	91.8%	54.4%	37.4%	
Second living/dining room	229	229	121	32	192	114	78	189
%V	8.8%	9.0%	10.8%	10.1%	9.6%	12.6%	7.1%	10.0%
%H (All HH)		100.0%	52.8%	14.0%	83.8%	49.8%	34.1%	82.5%
%H (TV HH)			52.8%	14.0%	83.8%	49.8%	34.1%	
Study/office	27	27	13	3	22	11	11	25
%V	1.0%	1.1%	1.2%	0.9%	1.1%	1.2%	1.0%	1.3%
%H (All HH)		100.0%	48.1%	11.1%	81.5%	40.7%	40.7%	92.6%
%H (TV HH)			48.1%	11.1%	81.5%	40.7%	40.7%	
TV room	10	10	4	1	8	4	5	9
%V	0.4%	0.4%	0.4%	0.3%	0.4%	0.4%	0.5%	0.5%
%H (All HH)		100.0%	40.0%	10.0%	80.0%	40.0%	50.0%	90.0%
%H (TV HH)			40.0%	10.0%	80.0%	40.0%	50.0%	
Conservatory	97	97	57	17	83	59	24	89
%V	3.7%	3.8%	5.1%	5.4%	4.2%	6.5%	2.2%	4.7%
%H (All HH)		100.0%	58.8%	17.5%	85.6%	60.8%	24.7%	91.8%
%H (TV HH)			58.8%	17.5%	85.6%	60.8%	24.7%	
Attic or loft room	7	7	2	2	6	3	3	7
%V	0.3%	0.3%	0.2%	0.6%	0.3%	0.3%	0.3%	0.4%
%H (All HH)		100.0%	28.6%	28.6%	85.7%	42.9%	42.9%	100.0%
%H (TV HH)			28.6%	28.6%	85.7%	42.9%	42.9%	
No specific location	5	5	1	1	5	2	3	3
%V	0.2%	0.2%	0.1%	0.3%	0.3%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	20.0%	20.0%	100.0%	40.0%	60.0%	60.0%
%H (TV HH)			20.0%	20.0%	100.0%	40.0%	60.0%	
Other	24	24	12	2	23	12	10	24
%V	0.9%	0.9%	1.1%	0.6%	1.2%	1.3%	0.9%	1.3%
%H (All HH)		100.0%	50.0%	8.3%	95.8%	50.0%	41.7%	100.0%
%H (TV HH)			50.0%	8.3%	95.8%	50.0%	41.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2532	1121	317	1999	905	1094	1890
%H (All HH)		97.2%	43.0%	12.2%	76.8%	34.8%	42.0%	72.6%
%H (TV HH)			44.3%	12.5%	78.9%	35.7%	43.2%	
Any DSAT provider	1121	1121	1121	20	738	738	0	947
%V	43.0%	44.3%	100.0%	6.3%	36.9%	81.5%	0.0%	50.1%
%H (All HH)			100.0%	1.8%	65.8%	65.8%	0.0%	84.5%
%H (TV HH)			100.0%	1.8%	65.8%	65.8%	0.0%	
Sky with subcription	935	935	935	9	631	631	0	818
%V	35.9%	36.9%	83.4%	2.8%	31.6%	69.7%	0.0%	43.3%
%H (All HH)			100.0%	1.0%	67.5%	67.5%	0.0%	87.5%
%H (TV HH)			100.0%	1.0%	67.5%	67.5%	0.0%	
Sky without subcription	76	76	76	6	39	39	0	51
%V	2.9%	3.0%	6.8%	1.9%	2.0%	4.3%	0.0%	2.7%
%H (All HH)			100.0%	7.9%	51.3%	51.3%	0.0%	67.1%
%H (TV HH)			100.0%	7.9%	51.3%	51.3%	0.0%	
Freesat	94	94	94	2	61	61	0	70
%V	3.6%	3.7%	8.4%	0.6%	3.1%	6.7%	0.0%	3.7%
%H (All HH)			100.0%	2.1%	64.9%	64.9%	0.0%	74.5%
%H (TV HH)			100.0%	2.1%	64.9%	64.9%	0.0%	
Other satellite provider	29	29	29	3	16	16	0	20
%V	1.1%	1.1%	2.6%	0.9%	0.8%	1.8%	0.0%	1.1%
%H (All HH)			100.0%	10.3%	55.2%	55.2%	0.0%	69.0%
%H (TV HH)			100.0%	10.3%	55.2%	55.2%	0.0%	
DCAB	317	317	20	317	175	175	0	286
%V	12.2%	12.5%	1.8%	100.0%	8.8%	19.3%	0.0%	15.1%
%H (All HH)			6.3%	100.0%	55.2%	55.2%	0.0%	90.2%
%H (TV HH)			6.3%	100.0%	55.2%	55.2%	0.0%	
DTT	1999	1999	738	175	1999	905	1094	1400
%V	76.8%	78.9%	65.8%	55.2%	100.0%	100.0%	100.0%	74.1%
%H (All HH)		100.0%	36.9%	8.8%	100.0%	45.3%	54.7%	70.0%
%H (TV HH)			36.9%	8.8%	100.0%	45.3%	54.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2532	1121	317	1999	905	1094	1890
%H (All HH)		97.2%	43.0%	12.2%	76.8%	34.8%	42.0%	72.6%
%H (TV HH)			44.3%	12.5%	78.9%	35.7%	43.2%	
PVR	1538	1538	954	237	1134	768	366	1326
%V	59.1%	60.7%	85.1%	74.8%	56.7%	84.9%	33.5%	70.2%
%H (All HH)		100.0%	62.0%	15.4%	73.7%	49.9%	23.8%	86.2%
%H (TV HH)			62.0%	15.4%	73.7%	49.9%	23.8%	
DVDR	113	113	57	11	93	46	47	87
%V	4.3%	4.5%	5.1%	3.5%	4.7%	5.1%	4.3%	4.6%
%H (All HH)		100.0%	50.4%	9.7%	82.3%	40.7%	41.6%	77.0%
%H (TV HH)			50.4%	9.7%	82.3%	40.7%	41.6%	
VCR	155	155	61	15	129	48	81	101
%V	6.0%	6.1%	5.4%	4.7%	6.5%	5.3%	7.4%	5.3%
%H (All HH)		100.0%	39.4%	9.7%	83.2%	31.0%	52.3%	65.2%
%H (TV HH)			39.4%	9.7%	83.2%	31.0%	52.3%	
Any recorder	1647	1647	973	243	1233	783	450	1384
%V	63.2%	65.0%	86.8%	76.7%	61.7%	86.5%	41.1%	73.2%
%H (All HH)		100.0%	59.1%	14.8%	74.9%	47.5%	27.3%	84.0%
%H (TV HH)			59.1%	14.8%	74.9%	47.5%	27.3%	
Receives HDTV (via STB or built-in reception)	1332	1332	749	240	1013	653	359	1130
%V	51.2%	52.6%	66.8%	75.7%	50.7%	72.2%	32.8%	59.8%
%H (All HH)		100.0%	56.2%	18.0%	76.1%	49.0%	27.0%	84.8%
%H (TV HH)			56.2%	18.0%	76.1%	49.0%	27.0%	
DVD/Blu-ray player or recorder	2020	2020	942	263	1616	789	828	1559
%V	77.6%	79.8%	84.0%	83.0%	80.8%	87.2%	75.7%	82.5%
%H (All HH)		100.0%	46.6%	13.0%	80.0%	39.1%	41.0%	77.2%
%H (TV HH)			46.6%	13.0%	80.0%	39.1%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2604	2532	1121	317	1999	905	1094	1890
%V (All HH)		97.2%	43.0%	12.2%	76.8%	34.8%	42.0%	72.6%
%H (TV HH)			44.3%	12.5%	78.9%	35.7%	43.2%	
Has broadband internet	1890	1850	947	286	1400	781	618	1890
%V	72.6%	73.1%	84.5%	90.2%	70.0%	86.3%	56.5%	100.0%
%H (All HH)		97.9%	50.1%	15.1%	74.1%	41.3%	32.7%	100.0%
%H (TV HH)			51.2%	15.5%	75.7%	42.2%	33.4%	
Number of computers (PCs and laptops)								
0	614	585	147	33	517	111	406	19
%V	23.6%	23.1%	13.1%	10.4%	25.9%	12.3%	37.1%	1.0%
%H (All HH)		95.3%	23.9%	5.4%	84.2%	18.1%	66.1%	3.1%
%H (TV HH)			25.1%	5.6%	88.4%	19.0%	69.4%	
1	877	857	378	108	650	283	367	781
%V	33.7%	33.8%	33.7%	34.1%	32.5%	31.3%	33.5%	41.3%
%H (All HH)		97.7%	43.1%	12.3%	74.1%	32.3%	41.8%	89.1%
%H (TV HH)			44.1%	12.6%	75.8%	33.0%	42.8%	
2	542	533	282	83	409	239	170	523
%V	20.8%	21.1%	25.2%	26.2%	20.5%	26.4%	15.5%	27.7%
%H (All HH)		98.3%	52.0%	15.3%	75.5%	44.1%	31.4%	96.5%
%H (TV HH)			52.9%	15.6%	76.7%	44.8%	31.9%	
3	275	265	143	45	208	130	77	275
%V	10.6%	10.5%	12.8%	14.2%	10.4%	14.4%	7.0%	14.6%
%H (All HH)		96.4%	52.0%	16.4%	75.6%	47.3%	28.0%	100.0%
%H (TV HH)			54.0%	17.0%	78.5%	49.1%	29.1%	
4	146	143	85	19	101	61	40	145
%V	5.6%	5.6%	7.6%	6.0%	5.1%	6.7%	3.7%	7.7%
%H (All HH)		97.9%	58.2%	13.0%	69.2%	41.8%	27.4%	99.3%
%H (TV HH)			59.4%	13.3%	70.6%	42.7%	28.0%	
5+	150	148	86	28	114	80	34	147
%V	5.8%	5.8%	7.7%	8.8%	5.7%	8.8%	3.1%	7.8%
%H (All HH)		98.7%	57.3%	18.7%	76.0%	53.3%	22.7%	98.0%
%H (TV HH)			58.1%	18.9%	77.0%	54.1%	23.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5210	2580	709	4248	2302	1946	4136
%H		49.5%	13.6%	81.5%	44.2%	37.4%	79.4%
Under 20"	841	380	108	743	386	357	675
%V	16.1%	14.7%	15.2%	17.5%	16.8%	18.3%	16.3%
%H		45.2%	12.8%	88.3%	45.9%	42.4%	80.3%
20" - 29"	1243	573	174	1057	553	504	965
%V	23.9%	22.2%	24.5%	24.9%	24.0%	25.9%	23.3%
%H		46.1%	14.0%	85.0%	44.5%	40.5%	77.6%
30" - 39"	1649	763	237	1332	670	662	1259
%V	31.7%	29.6%	33.4%	31.4%	29.1%	34.0%	30.4%
%H		46.3%	14.4%	80.8%	40.6%	40.1%	76.3%
40" and over	1343	794	168	1036	650	387	1138
%V	25.8%	30.8%	23.7%	24.4%	28.2%	19.9%	27.5%
%H		59.1%	12.5%	77.1%	48.4%	28.8%	84.7%
Don't know	24	4	4	23	6	17	12
%V	0.5%	0.2%	0.6%	0.5%	0.3%	0.9%	0.3%
%H		16.7%	16.7%	95.8%	25.0%	70.8%	50.0%
Not Asked	110	66	18	57	37	19	87
%V	2.1%	2.6%	2.5%	1.3%	1.6%	1.0%	2.1%
%H		60.0%	16.4%	51.8%	33.6%	17.3%	79.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5210	2580	709	4248	2302	1946	4136
%H		49.5%	13.6%	81.5%	44.2%	37.4%	79.4%
Main living room	2516	1121	314	1991	905	1086	1840
%V	48.3%	43.4%	44.3%	46.9%	39.3%	55.8%	44.5%
%H		44.6%	12.5%	79.1%	36.0%	43.2%	73.1%
Kitchen	322	149	42	296	164	132	267
%V	6.2%	5.8%	5.9%	7.0%	7.1%	6.8%	6.5%
%H		46.3%	13.0%	91.9%	50.9%	41.0%	82.9%
Adult's bedroom	1329	707	203	1112	676	436	1112
%V	25.5%	27.4%	28.6%	26.2%	29.4%	22.4%	26.9%
%H		53.2%	15.3%	83.7%	50.9%	32.8%	83.7%
Child's bedroom	359	233	51	292	216	76	332
%V	6.9%	9.0%	7.2%	6.9%	9.4%	3.9%	8.0%
%H		64.9%	14.2%	81.3%	60.2%	21.2%	92.5%
Other bedroom	169	91	22	157	96	60	148
%V	3.2%	3.5%	3.1%	3.7%	4.2%	3.1%	3.6%
%H		53.8%	13.0%	92.9%	56.8%	35.5%	87.6%
Second living/dining room	233	124	32	196	117	79	192
%V	4.5%	4.8%	4.5%	4.6%	5.1%	4.1%	4.6%
%H		53.2%	13.7%	84.1%	50.2%	33.9%	82.4%
Study/office	27	13	3	22	11	11	25
%V	0.5%	0.5%	0.4%	0.5%	0.5%	0.6%	0.6%
%H		48.1%	11.1%	81.5%	40.7%	40.7%	92.6%
TV room	10	4	1	8	4	5	9
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.3%	0.2%
%H		40.0%	10.0%	80.0%	40.0%	50.0%	90.0%
Conservatory	98	57	17	83	59	24	89
%V	1.9%	2.2%	2.4%	2.0%	2.6%	1.2%	2.2%
%H		58.2%	17.3%	84.7%	60.2%	24.5%	90.8%
Attic or loft room	7	2	2	6	3	3	7
%V	0.1%	0.1%	0.3%	0.1%	0.1%	0.2%	0.2%
%H		28.6%	28.6%	85.7%	42.9%	42.9%	100.0%
No specific location	5	1	1	5	2	3	3
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.2%	0.1%
%H		20.0%	20.0%	100.0%	40.0%	60.0%	60.0%
Other	25	12	2	23	13	10	24
%V	0.5%	0.5%	0.3%	0.5%	0.6%	0.5%	0.6%
%H		48.0%	8.0%	92.0%	52.0%	40.0%	96.0%
Not Asked	110	66	18	57	37	19	87
%V	2.1%	2.6%	2.5%	1.3%	1.6%	1.0%	2.1%
%H		60.0%	16.4%	51.8%	33.6%	17.3%	79.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5210	2580	709	4248	2302	1946	4136
%H		49.5%	13.6%	81.5%	44.2%	37.4%	79.4%
PVR	1961	1279	315	1406	1005	401	1726
%V	37.6%	49.6%	44.4%	33.1%	43.7%	20.6%	41.7%
%H		65.2%	16.1%	71.7%	51.2%	20.4%	88.0%
DVDR	122	60	13	102	50	52	94
%V	2.3%	2.3%	1.8%	2.4%	2.2%	2.7%	2.3%
%H		49.2%	10.7%	83.6%	41.0%	42.6%	77.0%
VCR	164	64	17	138	53	85	106
%V	3.1%	2.5%	2.4%	3.2%	2.3%	4.4%	2.6%
%H		39.0%	10.4%	84.1%	32.3%	51.8%	64.6%
Any recorder	2110	1315	327	1540	1038	503	1810
%V	40.5%	51.0%	46.1%	36.3%	45.1%	25.8%	43.8%
%H		62.3%	15.5%	73.0%	49.2%	23.8%	85.8%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5210	2580	709	4248	2302	1946	4136
%H		49.5%	13.6%	81.5%	44.2%	37.4%	79.4%
Receives HDTV (via STB or built-in reception)	1824	1040	342	1399	926	472	1582
%V	35.0%	40.3%	48.2%	32.9%	40.2%	24.3%	38.2%
%H		57.0%	18.8%	76.7%	50.8%	25.9%	86.7%
DVD/Blu-ray player or recorder	2912	1460	407	2390	1315	1075	2355
%V	55.9%	56.6%	57.4%	56.3%	57.1%	55.2%	56.9%
%H		50.1%	14.0%	82.1%	45.2%	36.9%	80.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2525	1121	317	1997	905	1092	1845
%H		44.4%	12.6%	79.1%	35.8%	43.2%	73.1%
Under 20"	58	10	5	50	9	42	20
%V	2.3%	0.9%	1.6%	2.5%	1.0%	3.8%	1.1%
%H		17.2%	8.6%	86.2%	15.5%	72.4%	34.5%
20" - 29"	318	73	30	272	61	212	179
%V	12.6%	6.5%	9.5%	13.6%	6.7%	19.4%	9.7%
%H		23.0%	9.4%	85.5%	19.2%	66.7%	56.3%
30" - 39"	1021	387	142	807	310	497	717
%V	40.4%	34.5%	44.8%	40.4%	34.3%	45.5%	38.9%
%H		37.9%	13.9%	79.0%	30.4%	48.7%	70.2%
40" and over	1115	648	138	856	523	333	925
%V	44.2%	57.8%	43.5%	42.9%	57.8%	30.5%	50.1%
%H		58.1%	12.4%	76.8%	46.9%	29.9%	83.0%
Don't know	13	2	1	12	3	9	4
%V	0.5%	0.2%	0.3%	0.6%	0.3%	0.8%	0.2%
%H		15.4%	7.7%	92.3%	23.1%	69.2%	30.8%
Not Asked	0	1	1	0	0	0	0
%V	0.0%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2525	1121	317	1997	905	1092	1845
%H		44.4%	12.6%	79.1%	35.8%	43.2%	73.1%
PVR	1499	938	229	1102	752	350	1295
%V	59.4%	83.7%	72.2%	55.2%	83.1%	32.1%	70.2%
%H		62.6%	15.3%	73.5%	50.2%	23.3%	86.4%
DVDR	98	48	9	79	37	43	73
%V	3.9%	4.3%	2.8%	4.0%	4.1%	3.9%	4.0%
%H		49.0%	9.2%	80.6%	37.8%	43.9%	74.5%
VCR	131	49	12	108	37	71	84
%V	5.2%	4.4%	3.8%	5.4%	4.1%	6.5%	4.6%
%H		37.4%	9.2%	82.4%	28.2%	54.2%	64.1%
Any recorder	1606	958	235	1197	766	431	1352
%V	63.6%	85.5%	74.1%	59.9%	84.6%	39.5%	73.3%
%H		59.7%	14.6%	74.5%	47.7%	26.8%	84.2%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2525	1121	317	1997	905	1092	1845
%H		44.4%	12.6%	79.1%	35.8%	43.2%	73.1%
Receives HDTV (via STB or built-in reception)	1282	727	236	968	632	336	1091
%V	50.8%	64.9%	74.4%	48.5%	69.8%	30.8%	59.1%
%H		56.7%	18.4%	75.5%	49.3%	26.2%	85.1%
DVD/Blu-ray player or recorder	1881	870	252	1495	724	771	1446
%V	74.5%	77.6%	79.5%	74.9%	80.0%	70.6%	78.4%
%H		46.3%	13.4%	79.5%	38.5%	41.0%	76.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Yorkshire and Lincolnshire

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2684	1459	392	2250	1397	854	2291
%H		54.4%	14.6%	83.8%	52.0%	31.8%	85.4%
Under 20"	783	370	103	693	377	316	655
%V	29.2%	25.4%	26.3%	30.8%	27.0%	37.0%	28.6%
%H		47.3%	13.2%	88.5%	48.1%	40.4%	83.7%
20" - 29"	925	500	144	784	492	292	787
%V	34.5%	34.3%	36.7%	34.8%	35.2%	34.2%	34.4%
%H		54.1%	15.6%	84.8%	53.2%	31.6%	85.1%
30" - 39"	629	376	96	525	361	165	543
%V	23.4%	25.8%	24.5%	23.3%	25.8%	19.3%	23.7%
%H		59.8%	15.3%	83.5%	57.4%	26.2%	86.3%
40" and over	227	146	30	180	127	54	212
%V	8.5%	10.0%	7.7%	8.0%	9.1%	6.3%	9.3%
%H		64.3%	13.2%	79.3%	55.9%	23.8%	93.4%
Don't know	12	2	2	11	3	8	8
%V	0.4%	0.1%	0.5%	0.5%	0.2%	0.9%	0.3%
%H		16.7%	16.7%	91.7%	25.0%	66.7%	66.7%
Not Asked	108	65	17	57	37	19	86
%V	4.0%	4.5%	4.3%	2.5%	2.6%	2.2%	3.8%
%H		60.2%	15.7%	52.8%	34.3%	17.6%	79.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2684	1459	392	2250	1397	854	2291
%H		54.4%	14.6%	83.8%	52.0%	31.8%	85.4%
PVR	462	341	87	304	253	51	431
%V	17.2%	23.4%	22.2%	13.5%	18.1%	6.0%	18.8%
%H		73.8%	18.8%	65.8%	54.8%	11.0%	93.3%
DVDR	25	12	3	22	13	9	21
%V	0.9%	0.8%	0.8%	1.0%	0.9%	1.1%	0.9%
%H		48.0%	12.0%	88.0%	52.0%	36.0%	84.0%
VCR	33	15	5	30	16	14	22
%V	1.2%	1.0%	1.3%	1.3%	1.1%	1.6%	1.0%
%H		45.5%	15.2%	90.9%	48.5%	42.4%	66.7%
Any recorder	503	356	92	343	272	72	459
%V	18.7%	24.4%	23.5%	15.2%	19.5%	8.4%	20.0%
%H		70.8%	18.3%	68.2%	54.1%	14.3%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2684	1459	392	2250	1397	854	2291
%H		54.4%	14.6%	83.8%	52.0%	31.8%	85.4%
Receives HDTV (via STB or built-in reception)	542	314	105	431	294	137	491
%V	20.2%	21.5%	26.8%	19.2%	21.0%	16.0%	21.4%
%H		57.9%	19.4%	79.5%	54.2%	25.3%	90.6%
DVD/Blu-ray player or recorder	1031	590	155	895	591	304	909
%V	38.4%	40.4%	39.5%	39.8%	42.3%	35.6%	39.7%
%H		57.2%	15.0%	86.8%	57.3%	29.5%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6000	5853	2949	792	4503	2394	2110	4861
%H		97.6%	49.2%	13.2%	75.1%	39.9%	35.2%	81.0%
Total Children	1125	1110	659	157	785	497	289	982
%V	18.8%	19.0%	22.3%	19.8%	17.4%	20.8%	13.7%	20.2%
%H		98.7%	58.6%	14.0%	69.8%	44.2%	25.7%	87.3%
0 - 3	294	291	169	46	196	123	73	249
%V	4.9%	5.0%	5.7%	5.8%	4.4%	5.1%	3.5%	5.1%
%H		99.0%	57.5%	15.6%	66.7%	41.8%	24.8%	84.7%
4 - 15	831	819	490	111	589	374	216	733
%V	13.9%	14.0%	16.6%	14.0%	13.1%	15.6%	10.2%	15.1%
%H		98.6%	59.0%	13.4%	70.9%	45.0%	26.0%	88.2%
4 - 9	425	416	261	48	292	189	104	356
%V	7.1%	7.1%	8.9%	6.1%	6.5%	7.9%	4.9%	7.3%
%H		97.9%	61.4%	11.3%	68.7%	44.5%	24.5%	83.8%
10 - 15	406	403	228	63	297	185	112	377
%V	6.8%	6.9%	7.7%	8.0%	6.6%	7.7%	5.3%	7.8%
%H		99.3%	56.2%	15.5%	73.2%	45.6%	27.6%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6000	5853	2949	792	4503	2394	2110	4861
%H		97.6%	49.2%	13.2%	75.1%	39.9%	35.2%	81.0%
Total Adults (16+)	4875	4743	2289	635	3718	1897	1821	3880
%V	81.3%	81.0%	77.6%	80.2%	82.6%	79.2%	86.3%	79.8%
%H		97.3%	47.0%	13.0%	76.3%	38.9%	37.4%	79.6%
16 - 19	312	303	159	54	230	143	86	276
%V	5.2%	5.2%	5.4%	6.8%	5.1%	6.0%	4.1%	5.7%
%H		97.1%	51.0%	17.3%	73.7%	45.8%	27.6%	88.5%
20 - 24	414	383	195	44	294	155	139	364
%V	6.9%	6.5%	6.6%	5.6%	6.5%	6.5%	6.6%	7.5%
%H		92.5%	47.1%	10.6%	71.0%	37.4%	33.6%	87.9%
25 - 34	788	754	435	109	524	323	201	689
%V	13.1%	12.9%	14.8%	13.8%	11.6%	13.5%	9.5%	14.2%
%H		95.7%	55.2%	13.8%	66.5%	41.0%	25.5%	87.4%
35 - 44	766	754	435	112	541	333	208	684
%V	12.8%	12.9%	14.8%	14.1%	12.0%	13.9%	9.9%	14.1%
%H		98.4%	56.8%	14.6%	70.6%	43.5%	27.2%	89.3%
45 - 54	852	835	428	131	663	378	285	750
%V	14.2%	14.3%	14.5%	16.5%	14.7%	15.8%	13.5%	15.4%
%H		98.0%	50.2%	15.4%	77.8%	44.4%	33.5%	88.0%
55 - 64	689	679	290	96	566	269	296	572
%V	11.5%	11.6%	9.8%	12.1%	12.6%	11.2%	14.0%	11.8%
%H		98.5%	42.1%	13.9%	82.1%	39.0%	43.0%	83.0%
65+	1055	1035	347	89	902	296	606	546
%V	17.6%	17.7%	11.8%	11.2%	20.0%	12.4%	28.7%	11.2%
%H		98.1%	32.9%	8.4%	85.5%	28.1%	57.4%	51.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4875	4743	2289	635	3718	1897	1821	3880
%H		97.3%	47.0%	13.0%	76.3%	38.9%	37.4%	79.6%
AB	1056	1024	549	122	775	423	353	984
%V	21.7%	21.6%	24.0%	19.2%	20.8%	22.3%	19.4%	25.4%
%H		97.0%	52.0%	11.6%	73.4%	40.1%	33.4%	93.2%
C1	1270	1230	599	172	991	525	467	1084
%V	26.1%	25.9%	26.2%	27.1%	26.7%	27.7%	25.6%	27.9%
%H		96.9%	47.2%	13.5%	78.0%	41.3%	36.8%	85.4%
C2	1176	1161	576	167	919	498	422	948
%V	24.1%	24.5%	25.2%	26.3%	24.7%	26.3%	23.2%	24.4%
%H		98.7%	49.0%	14.2%	78.1%	42.3%	35.9%	80.6%
D	832	809	374	122	611	304	308	603
%V	17.1%	17.1%	16.3%	19.2%	16.4%	16.0%	16.9%	15.5%
%H		97.2%	45.0%	14.7%	73.4%	36.5%	37.0%	72.5%
E	541	519	192	51	421	148	273	260
%V	11.1%	10.9%	8.4%	8.0%	11.3%	7.8%	15.0%	6.7%
%H		95.9%	35.5%	9.4%	77.8%	27.4%	50.5%	48.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4875	4743	2289	635	3718	1897	1821	3880
%H		97.3%	47.0%	13.0%	76.3%	38.9%	37.4%	79.6%
Working full time	2131	2091	1152	319	1583	957	626	1947
%V	43.7%	44.1%	50.3%	50.2%	42.6%	50.4%	34.4%	50.2%
%H		98.1%	54.1%	15.0%	74.3%	44.9%	29.4%	91.4%
Working part time	545	537	271	84	412	233	179	484
%V	11.2%	11.3%	11.8%	13.2%	11.1%	12.3%	9.8%	12.5%
%H		98.5%	49.7%	15.4%	75.6%	42.8%	32.8%	88.8%
Not working	2200	2116	867	231	1723	707	1016	1449
%V	45.1%	44.6%	37.9%	36.4%	46.3%	37.3%	55.8%	37.3%
%H		96.2%	39.4%	10.5%	78.3%	32.1%	46.2%	65.9%
Housewife/Houseperson	2604	2532	1121	317	1999	905	1094	1890
%V	53.4%	53.4%	49.0%	49.9%	53.8%	47.7%	60.1%	48.7%
%H		97.2%	43.0%	12.2%	76.8%	34.8%	42.0%	72.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2397	2323	1165	309	1802	949	852	1935
%H		96.9%	48.6%	12.9%	75.2%	39.6%	35.5%	80.7%
16 - 19	165	163	85	29	122	77	45	148
%V	6.9%	7.0%	7.3%	9.4%	6.8%	8.1%	5.3%	7.6%
%H		98.8%	51.5%	17.6%	73.9%	46.7%	27.3%	89.7%
20 - 24	205	187	96	22	154	84	70	180
%V	8.6%	8.0%	8.2%	7.1%	8.5%	8.9%	8.2%	9.3%
%H		91.2%	46.8%	10.7%	75.1%	41.0%	34.1%	87.8%
25 - 34	393	373	216	53	262	162	100	346
%V	16.4%	16.1%	18.5%	17.2%	14.5%	17.1%	11.7%	17.9%
%H		94.9%	55.0%	13.5%	66.7%	41.2%	25.4%	88.0%
35 - 44	385	379	215	58	263	157	106	342
%V	16.1%	16.3%	18.5%	18.8%	14.6%	16.5%	12.4%	17.7%
%H		98.4%	55.8%	15.1%	68.3%	40.8%	27.5%	88.8%
45 - 54	424	414	220	64	322	187	136	365
%V	17.7%	17.8%	18.9%	20.7%	17.9%	19.7%	16.0%	18.9%
%H		97.6%	51.9%	15.1%	75.9%	44.1%	32.1%	86.1%
55 - 64	340	334	150	42	276	133	143	280
%V	14.2%	14.4%	12.9%	13.6%	15.3%	14.0%	16.8%	14.5%
%H		98.2%	44.1%	12.4%	81.2%	39.1%	42.1%	82.4%
65+	484	473	183	41	403	150	253	274
%V	20.2%	20.4%	15.7%	13.3%	22.4%	15.8%	29.7%	14.2%
%H		97.7%	37.8%	8.5%	83.3%	31.0%	52.3%	56.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2397	2323	1165	309	1802	949	852	1935
%H		96.9%	48.6%	12.9%	75.2%	39.6%	35.5%	80.7%
AB	529	510	285	63	379	217	162	500
%V	22.1%	22.0%	24.5%	20.4%	21.0%	22.9%	19.0%	25.8%
%H		96.4%	53.9%	11.9%	71.6%	41.0%	30.6%	94.5%
C1	604	586	300	83	469	262	207	527
%V	25.2%	25.2%	25.8%	26.9%	26.0%	27.6%	24.3%	27.2%
%H		97.0%	49.7%	13.7%	77.6%	43.4%	34.3%	87.3%
C2	632	620	309	83	490	261	229	498
%V	26.4%	26.7%	26.5%	26.9%	27.2%	27.5%	26.9%	25.7%
%H		98.1%	48.9%	13.1%	77.5%	41.3%	36.2%	78.8%
D	398	386	184	57	289	146	142	294
%V	16.6%	16.6%	15.8%	18.4%	16.0%	15.4%	16.7%	15.2%
%H		97.0%	46.2%	14.3%	72.6%	36.7%	35.7%	73.9%
E	234	221	87	23	175	63	111	115
%V	9.8%	9.5%	7.5%	7.4%	9.7%	6.6%	13.0%	5.9%
%H		94.4%	37.2%	9.8%	74.8%	26.9%	47.4%	49.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2397	2323	1165	309	1802	949	852	1935
%H		96.9%	48.6%	12.9%	75.2%	39.6%	35.5%	80.7%
Working full time	1318	1289	725	194	966	593	373	1198
%V	55.0%	55.5%	62.2%	62.8%	53.6%	62.5%	43.8%	61.9%
%H		97.8%	55.0%	14.7%	73.3%	45.0%	28.3%	90.9%
Working part time	102	101	44	13	76	34	42	90
%V	4.3%	4.3%	3.8%	4.2%	4.2%	3.6%	4.9%	4.7%
%H		99.0%	43.1%	12.7%	74.5%	33.3%	41.2%	88.2%
Not working	977	933	396	102	759	323	437	648
%V	40.8%	40.2%	34.0%	33.0%	42.1%	34.0%	51.3%	33.5%
%H		95.5%	40.5%	10.4%	77.7%	33.1%	44.7%	66.3%
Housewife/Houseperson	565	536	220	58	411	156	256	338
%V	23.6%	23.1%	18.9%	18.8%	22.8%	16.4%	30.0%	17.5%
%H		94.9%	38.9%	10.3%	72.7%	27.6%	45.3%	59.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2478	2420	1124	326	1916	947	969	1945
%H		97.7%	45.4%	13.2%	77.3%	38.2%	39.1%	78.5%
16 - 19	147	140	73	25	108	67	41	128
%V	5.9%	5.8%	6.5%	7.7%	5.6%	7.1%	4.2%	6.6%
%H		95.2%	49.7%	17.0%	73.5%	45.6%	27.9%	87.1%
20 - 24	209	196	99	22	140	71	69	184
%V	8.4%	8.1%	8.8%	6.7%	7.3%	7.5%	7.1%	9.5%
%H		93.8%	47.4%	10.5%	67.0%	34.0%	33.0%	88.0%
25 - 34	394	381	219	56	262	161	101	343
%V	15.9%	15.7%	19.5%	17.2%	13.7%	17.0%	10.4%	17.6%
%H		96.7%	55.6%	14.2%	66.5%	40.9%	25.6%	87.1%
35 - 44	381	375	219	54	279	176	103	341
%V	15.4%	15.5%	19.5%	16.6%	14.6%	18.6%	10.6%	17.5%
%H		98.4%	57.5%	14.2%	73.2%	46.2%	27.0%	89.5%
45 - 54	428	421	208	67	340	191	149	385
%V	17.3%	17.4%	18.5%	20.6%	17.7%	20.2%	15.4%	19.8%
%H		98.4%	48.6%	15.7%	79.4%	44.6%	34.8%	90.0%
55 - 64	349	346	140	53	290	136	153	292
%V	14.1%	14.3%	12.5%	16.3%	15.1%	14.4%	15.8%	15.0%
%H		99.1%	40.1%	15.2%	83.1%	39.0%	43.8%	83.7%
65+	571	561	165	47	498	146	352	272
%V	23.0%	23.2%	14.7%	14.4%	26.0%	15.4%	36.3%	14.0%
%H		98.2%	28.9%	8.2%	87.2%	25.6%	61.6%	47.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2478	2420	1124	326	1916	947	969	1945
%H		97.7%	45.4%	13.2%	77.3%	38.2%	39.1%	78.5%
AB	527	514	264	59	396	206	190	484
%V	21.3%	21.2%	23.5%	18.1%	20.7%	21.8%	19.6%	24.9%
%H		97.5%	50.1%	11.2%	75.1%	39.1%	36.1%	91.8%
C1	666	644	299	89	522	263	260	557
%V	26.9%	26.6%	26.6%	27.3%	27.2%	27.8%	26.8%	28.6%
%H		96.7%	44.9%	13.4%	78.4%	39.5%	39.0%	83.6%
C2	544	541	266	84	430	237	193	450
%V	22.0%	22.4%	23.7%	25.8%	22.4%	25.0%	19.9%	23.1%
%H		99.4%	48.9%	15.4%	79.0%	43.6%	35.5%	82.7%
D	435	423	190	65	323	157	165	309
%V	17.6%	17.5%	16.9%	19.9%	16.9%	16.6%	17.0%	15.9%
%H		97.2%	43.7%	14.9%	74.3%	36.1%	37.9%	71.0%
E	307	298	105	28	246	85	161	145
%V	12.4%	12.3%	9.3%	8.6%	12.8%	9.0%	16.6%	7.5%
%H		97.1%	34.2%	9.1%	80.1%	27.7%	52.4%	47.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2478	2420	1124	326	1916	947	969	1945
%H		97.7%	45.4%	13.2%	77.3%	38.2%	39.1%	78.5%
Working full time	813	802	427	125	617	364	253	749
%V	32.8%	33.1%	38.0%	38.3%	32.2%	38.4%	26.1%	38.5%
%H		98.6%	52.5%	15.4%	75.9%	44.8%	31.1%	92.1%
Working part time	443	436	226	71	336	199	137	395
%V	17.9%	18.0%	20.1%	21.8%	17.5%	21.0%	14.1%	20.3%
%H		98.4%	51.0%	16.0%	75.8%	44.9%	30.9%	89.2%
Not working	1223	1182	471	129	963	385	579	801
%V	49.4%	48.8%	41.9%	39.6%	50.3%	40.7%	59.8%	41.2%
%H		96.6%	38.5%	10.5%	78.7%	31.5%	47.3%	65.5%
Housewife/Houseperson	2039	1996	901	258	1587	749	838	1551
%V	82.3%	82.5%	80.2%	79.1%	82.8%	79.1%	86.5%	79.7%
%H		97.9%	44.2%	12.7%	77.8%	36.7%	41.1%	76.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BBC North East & Cumbria

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1512	1470	625	229	1118	505	613	1059
%H (All HH)		97.2%	41.3%	15.1%	73.9%	33.4%	40.5%	70.0%
%H (TV HH)			42.5%	15.6%	76.1%	34.4%	41.7%	
AB	323	316	152	46	234	116	118	284
%V	21.4%	21.5%	24.3%	20.1%	20.9%	23.0%	19.2%	26.8%
%H (All HH)		97.8%	47.1%	14.2%	72.4%	35.9%	36.5%	87.9%
%H (TV HH)			48.1%	14.6%	74.1%	36.7%	37.3%	
C1	368	357	161	53	265	123	142	286
%V	24.3%	24.3%	25.8%	23.1%	23.7%	24.4%	23.2%	27.0%
%H (All HH)		97.0%	43.8%	14.4%	72.0%	33.4%	38.6%	77.7%
%H (TV HH)			45.1%	14.8%	74.2%	34.5%	39.8%	
C2	315	311	142	61	242	133	109	238
%V	20.8%	21.2%	22.7%	26.6%	21.6%	26.3%	17.8%	22.5%
%H (All HH)		98.7%	45.1%	19.4%	76.8%	42.2%	34.6%	75.6%
%H (TV HH)			45.7%	19.6%	77.8%	42.8%	35.0%	
D	285	275	113	42	206	88	117	166
%V	18.8%	18.7%	18.1%	18.3%	18.4%	17.4%	19.1%	15.7%
%H (All HH)		96.5%	39.6%	14.7%	72.3%	30.9%	41.1%	58.2%
%H (TV HH)			41.1%	15.3%	74.9%	32.0%	42.5%	
E	221	212	56	26	171	45	126	85
%V	14.6%	14.4%	9.0%	11.4%	15.3%	8.9%	20.6%	8.0%
%H (All HH)		95.9%	25.3%	11.8%	77.4%	20.4%	57.0%	38.5%
%H (TV HH)			26.4%	12.3%	80.7%	21.2%	59.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 9.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1512	1470	625	229	1118	505	613	1059
%V (All HH)		97.2%	41.3%	15.1%	73.9%	33.4%	40.5%	70.0%
%H (TV HH)			42.5%	15.6%	76.1%	34.4%	41.7%	
Under 25	64	58	22	5	40	15	25	44
%V	4.2%	3.9%	3.5%	2.2%	3.6%	3.0%	4.1%	4.2%
%H (All HH)		90.6%	34.4%	7.8%	62.5%	23.4%	39.1%	68.8%
%H (TV HH)			37.9%	8.6%	69.0%	25.9%	43.1%	
25 - 34	213	202	119	31	134	84	51	184
%V	14.1%	13.7%	19.0%	13.5%	12.0%	16.6%	8.3%	17.4%
%H (All HH)		94.8%	55.9%	14.6%	62.9%	39.4%	23.9%	86.4%
%H (TV HH)			58.9%	15.3%	66.3%	41.6%	25.2%	
35 - 44	236	229	106	45	157	83	75	204
%V	15.6%	15.6%	17.0%	19.7%	14.0%	16.4%	12.2%	19.3%
%H (All HH)		97.0%	44.9%	19.1%	66.5%	35.2%	31.8%	86.4%
%H (TV HH)			46.3%	19.7%	68.6%	36.2%	32.8%	
45 - 54	294	288	143	55	211	119	93	247
%V	19.4%	19.6%	22.9%	24.0%	18.9%	23.6%	15.2%	23.3%
%H (All HH)		98.0%	48.6%	18.7%	71.8%	40.5%	31.6%	84.0%
%H (TV HH)			49.7%	19.1%	73.3%	41.3%	32.3%	
55 - 64	267	260	105	41	206	90	115	200
%V	17.7%	17.7%	16.8%	17.9%	18.4%	17.8%	18.8%	18.9%
%H (All HH)		97.4%	39.3%	15.4%	77.2%	33.7%	43.1%	74.9%
%H (TV HH)			40.4%	15.8%	79.2%	34.6%	44.2%	
65 +	438	433	129	52	369	114	254	179
%V	29.0%	29.5%	20.6%	22.7%	33.0%	22.6%	41.4%	16.9%
%H (All HH)		98.9%	29.5%	11.9%	84.2%	26.0%	58.0%	40.9%
%H (TV HH)			29.8%	12.0%	85.2%	26.3%	58.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1512	1470	625	229	1118	505	613	1059
%H (All HH)		97.2%	41.3%	15.1%	73.9%	33.4%	40.5%	70.0%
%H (TV HH)			42.5%	15.6%	76.1%	34.4%	41.7%	
1	486	466	122	48	378	85	293	200
%V	32.1%	31.7%	19.5%	21.0%	33.8%	16.8%	47.8%	18.9%
%H (All HH)		95.9%	25.1%	9.9%	77.8%	17.5%	60.3%	41.2%
%H (TV HH)			26.2%	10.3%	81.1%	18.2%	62.9%	
2	522	511	232	86	395	200	194	396
%V	34.5%	34.8%	37.1%	37.6%	35.3%	39.6%	31.6%	37.4%
%H (All HH)		97.9%	44.4%	16.5%	75.7%	38.3%	37.2%	75.9%
%H (TV HH)			45.4%	16.8%	77.3%	39.1%	38.0%	
3	244	238	130	49	162	103	59	216
%V	16.1%	16.2%	20.8%	21.4%	14.5%	20.4%	9.6%	20.4%
%H (All HH)		97.5%	53.3%	20.1%	66.4%	42.2%	24.2%	88.5%
%H (TV HH)			54.6%	20.6%	68.1%	43.3%	24.8%	
4	179	177	95	35	126	80	46	170
%V	11.8%	12.0%	15.2%	15.3%	11.3%	15.8%	7.5%	16.1%
%H (All HH)		98.9%	53.1%	19.6%	70.4%	44.7%	25.7%	95.0%
%H (TV HH)			53.7%	19.8%	71.2%	45.2%	26.0%	
5+	80	78	46	11	57	37	21	77
%V	5.3%	5.3%	7.4%	4.8%	5.1%	7.3%	3.4%	7.3%
%H (All HH)		97.5%	57.5%	13.8%	71.3%	46.3%	26.3%	96.3%
%H (TV HH)			59.0%	14.1%	73.1%	47.4%	26.9%	
Average HH size	2.26	2.26	2.56	2.46	2.20	2.59	1.88	2.58

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1512	1470	625	229	1118	505	613	1059
%H (All HH)		97.2%	41.3%	15.1%	73.9%	33.4%	40.5%	70.0%
%H (TV HH)			42.5%	15.6%	76.1%	34.4%	41.7%	
Without	1138	1104	415	160	870	344	526	722
%V	75.3%	75.1%	66.4%	69.9%	77.8%	68.1%	85.8%	68.2%
%H (All HH)		97.0%	36.5%	14.1%	76.4%	30.2%	46.2%	63.4%
%H (TV HH)			37.6%	14.5%	78.8%	31.2%	47.6%	
With	374	367	209	69	248	161	87	337
%V	24.7%	25.0%	33.4%	30.1%	22.2%	31.9%	14.2%	31.8%
%H (All HH)		98.1%	55.9%	18.4%	66.3%	43.0%	23.3%	90.1%
%H (TV HH)			56.9%	18.8%	67.6%	43.9%	23.7%	
0 - 3	130	127	74	22	81	51	29	110
%V	8.6%	8.6%	11.8%	9.6%	7.2%	10.1%	4.7%	10.4%
%H (All HH)		97.7%	56.9%	16.9%	62.3%	39.2%	22.3%	84.6%
%H (TV HH)			58.3%	17.3%	63.8%	40.2%	22.8%	
4 - 9	191	188	113	34	125	85	39	174
%V	12.6%	12.8%	18.1%	14.8%	11.2%	16.8%	6.4%	16.4%
%H (All HH)		98.4%	59.2%	17.8%	65.4%	44.5%	20.4%	91.1%
%H (TV HH)			60.1%	18.1%	66.5%	45.2%	20.7%	
10 - 15	175	173	99	32	128	84	43	165
%V	11.6%	11.8%	15.8%	14.0%	11.4%	16.6%	7.0%	15.6%
%H (All HH)		98.9%	56.6%	18.3%	73.1%	48.0%	24.6%	94.3%
%H (TV HH)			57.2%	18.5%	74.0%	48.6%	24.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1512	1470	625	229	1118	505	613	1059
%H (All HH)		97.2%	41.3%	15.1%	73.9%	33.4%	40.5%	70.0%
%H (TV HH)			42.5%	15.6%	76.1%	34.4%	41.7%	
1	560	560	183	67	389	87	302	320
%V	37.0%	38.1%	29.3%	29.3%	34.8%	17.2%	49.3%	30.2%
%H (All HH)		100.0%	32.7%	12.0%	69.5%	15.5%	53.9%	57.1%
%H (TV HH)			32.7%	12.0%	69.5%	15.5%	53.9%	
2	531	531	226	86	419	201	218	368
%V	35.1%	36.1%	36.2%	37.6%	37.5%	39.8%	35.6%	34.7%
%H (All HH)		100.0%	42.6%	16.2%	78.9%	37.9%	41.1%	69.3%
%H (TV HH)			42.6%	16.2%	78.9%	37.9%	41.1%	
3	245	245	129	53	195	130	65	219
%V	16.2%	16.7%	20.6%	23.1%	17.4%	25.7%	10.6%	20.7%
%H (All HH)		100.0%	52.7%	21.6%	79.6%	53.1%	26.5%	89.4%
%H (TV HH)			52.7%	21.6%	79.6%	53.1%	26.5%	
4	99	99	64	16	85	63	22	89
%V	6.5%	6.7%	10.2%	7.0%	7.6%	12.5%	3.6%	8.4%
%H (All HH)		100.0%	64.6%	16.2%	85.9%	63.6%	22.2%	89.9%
%H (TV HH)			64.6%	16.2%	85.9%	63.6%	22.2%	
5+	36	36	23	8	29	24	5	36
%V	2.4%	2.4%	3.7%	3.5%	2.6%	4.8%	0.8%	3.4%
%H (All HH)		100.0%	63.9%	22.2%	80.6%	66.7%	13.9%	100.0%
%H (TV HH)			63.9%	22.2%	80.6%	66.7%	13.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1512	1470	625	229	1118	505	613	1059
%H (All HH)		97.2%	41.3%	15.1%	73.9%	33.4%	40.5%	70.0%
%H (TV HH)			42.5%	15.6%	76.1%	34.4%	41.7%	
Under 20"	363	363	159	53	312	162	150	256
%V	24.0%	24.7%	25.4%	23.1%	27.9%	32.1%	24.5%	24.2%
%H (All HH)		100.0%	43.8%	14.6%	86.0%	44.6%	41.3%	70.5%
%H (TV HH)			43.8%	14.6%	86.0%	44.6%	41.3%	
20" - 29"	539	539	224	83	448	215	234	383
%V	35.6%	36.7%	35.8%	36.2%	40.1%	42.6%	38.2%	36.2%
%H (All HH)		100.0%	41.6%	15.4%	83.1%	39.9%	43.4%	71.1%
%H (TV HH)			41.6%	15.4%	83.1%	39.9%	43.4%	
30" - 39"	796	796	335	129	628	297	330	569
%V	52.6%	54.1%	53.6%	56.3%	56.2%	58.8%	53.8%	53.7%
%H (All HH)		100.0%	42.1%	16.2%	78.9%	37.3%	41.5%	71.5%
%H (TV HH)			42.1%	16.2%	78.9%	37.3%	41.5%	
40" and over	686	686	372	137	491	309	182	563
%V	45.4%	46.7%	59.5%	59.8%	43.9%	61.2%	29.7%	53.2%
%H (All HH)		100.0%	54.2%	20.0%	71.6%	45.0%	26.5%	82.1%
%H (TV HH)			54.2%	20.0%	71.6%	45.0%	26.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1512	1470	625	229	1118	505	613	1059
%V (All HH)		97.2%	41.3%	15.1%	73.9%	33.4%	40.5%	70.0%
%H (TV HH)			42.5%	15.6%	76.1%	34.4%	41.7%	
Main living room	1450	1450	621	229	1107	504	602	1019
%V	95.9%	98.6%	99.4%	100.0%	99.0%	99.8%	98.2%	96.2%
%H (All HH)		100.0%	42.8%	15.8%	76.3%	34.8%	41.5%	70.3%
%H (TV HH)			42.8%	15.8%	76.3%	34.8%	41.5%	
Kitchen	165	165	79	23	151	87	64	123
%V	10.9%	11.2%	12.6%	10.0%	13.5%	17.2%	10.4%	11.6%
%H (All HH)		100.0%	47.9%	13.9%	91.5%	52.7%	38.8%	74.5%
%H (TV HH)			47.9%	13.9%	91.5%	52.7%	38.8%	
Adult's bedroom	639	639	315	115	520	309	210	503
%V	42.3%	43.5%	50.4%	50.2%	46.5%	61.2%	34.3%	47.5%
%H (All HH)		100.0%	49.3%	18.0%	81.4%	48.4%	32.9%	78.7%
%H (TV HH)			49.3%	18.0%	81.4%	48.4%	32.9%	
Child's bedroom	167	167	98	29	123	81	41	150
%V	11.0%	11.4%	15.7%	12.7%	11.0%	16.0%	6.7%	14.2%
%H (All HH)		100.0%	58.7%	17.4%	73.7%	48.5%	24.6%	89.8%
%H (TV HH)			58.7%	17.4%	73.7%	48.5%	24.6%	
Other bedroom	92	92	46	25	76	55	21	82
%V	6.1%	6.3%	7.4%	10.9%	6.8%	10.9%	3.4%	7.7%
%H (All HH)		100.0%	50.0%	27.2%	82.6%	59.8%	22.8%	89.1%
%H (TV HH)			50.0%	27.2%	82.6%	59.8%	22.8%	
Second living/dining room	115	115	55	21	96	55	40	91
%V	7.6%	7.8%	8.8%	9.2%	8.6%	10.9%	6.5%	8.6%
%H (All HH)		100.0%	47.8%	18.3%	83.5%	47.8%	34.8%	79.1%
%H (TV HH)			47.8%	18.3%	83.5%	47.8%	34.8%	
Study/office	19	19	9	5	11	7	5	17
%V	1.3%	1.3%	1.4%	2.2%	1.0%	1.4%	0.8%	1.6%
%H (All HH)		100.0%	47.4%	26.3%	57.9%	36.8%	26.3%	89.5%
%H (TV HH)			47.4%	26.3%	57.9%	36.8%	26.3%	
TV room	3	3	2	1	2	2	0	3
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.4%	0.0%	0.3%
%H (All HH)		100.0%	66.7%	33.3%	66.7%	66.7%	0.0%	100.0%
%H (TV HH)			66.7%	33.3%	66.7%	66.7%	0.0%	
Conservatory	43	43	24	9	39	28	10	38
%V	2.8%	2.9%	3.8%	3.9%	3.5%	5.5%	1.6%	3.6%
%H (All HH)		100.0%	55.8%	20.9%	90.7%	65.1%	23.3%	88.4%
%H (TV HH)			55.8%	20.9%	90.7%	65.1%	23.3%	
Attic or loft room	4	4	1	1	3	1	2	3
%V	0.3%	0.3%	0.2%	0.4%	0.3%	0.2%	0.3%	0.3%
%H (All HH)		100.0%	25.0%	25.0%	75.0%	25.0%	50.0%	75.0%
%H (TV HH)			25.0%	25.0%	75.0%	25.0%	50.0%	
No specific location	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	20	20	12	4	16	12	4	18
%V	1.3%	1.4%	1.9%	1.7%	1.4%	2.4%	0.7%	1.7%
%H (All HH)		100.0%	60.0%	20.0%	80.0%	60.0%	20.0%	90.0%
%H (TV HH)			60.0%	20.0%	80.0%	60.0%	20.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 9.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1512	1470	625	229	1118	505	613	1059
%H (All HH)		97.2%	41.3%	15.1%	73.9%	33.4%	40.5%	70.0%
%H (TV HH)			42.5%	15.6%	76.1%	34.4%	41.7%	
Any DSAT provider	625	625	625	11	388	388	0	519
%V	41.3%	42.5%	100.0%	4.8%	34.7%	76.8%	0.0%	49.0%
%H (All HH)			100.0%	1.8%	62.1%	62.1%	0.0%	83.0%
%H (TV HH)			100.0%	1.8%	62.1%	62.1%	0.0%	
Sky with subcription	546	546	546	8	343	343	0	462
%V	36.1%	37.1%	87.4%	3.5%	30.7%	67.9%	0.0%	43.6%
%H (All HH)			100.0%	1.5%	62.8%	62.8%	0.0%	84.6%
%H (TV HH)			100.0%	1.5%	62.8%	62.8%	0.0%	
Sky without subscription	21	21	21	1	13	13	0	16
%V	1.4%	1.4%	3.4%	0.4%	1.2%	2.6%	0.0%	1.5%
%H (All HH)			100.0%	4.8%	61.9%	61.9%	0.0%	76.2%
%H (TV HH)			100.0%	4.8%	61.9%	61.9%	0.0%	
Freesat	60	60	60	2	33	33	0	43
%V	4.0%	4.1%	9.6%	0.9%	3.0%	6.5%	0.0%	4.1%
%H (All HH)			100.0%	3.3%	55.0%	55.0%	0.0%	71.7%
%H (TV HH)			100.0%	3.3%	55.0%	55.0%	0.0%	
Other satellite provider	7	7	7	0	5	5	0	7
%V	0.5%	0.5%	1.1%	0.0%	0.4%	1.0%	0.0%	0.7%
%H (All HH)			100.0%	0.0%	71.4%	71.4%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	71.4%	71.4%	0.0%	
DCAB	229	229	11	229	122	122	0	199
%V	15.1%	15.6%	1.8%	100.0%	10.9%	24.2%	0.0%	18.8%
%H (All HH)			4.8%	100.0%	53.3%	53.3%	0.0%	86.9%
%H (TV HH)			4.8%	100.0%	53.3%	53.3%	0.0%	
DTT	1118	1118	388	122	1118	505	613	742
%V	73.9%	76.1%	62.1%	53.3%	100.0%	100.0%	100.0%	70.1%
%H (All HH)		100.0%	34.7%	10.9%	100.0%	45.2%	54.8%	66.4%
%H (TV HH)			34.7%	10.9%	100.0%	45.2%	54.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1512	1470	625	229	1118	505	613	1059
%H (All HH)		97.2%	41.3%	15.1%	73.9%	33.4%	40.5%	70.0%
%H (TV HH)			42.5%	15.6%	76.1%	34.4%	41.7%	
PVR	919	919	545	180	646	441	205	756
%V	60.8%	62.5%	87.2%	78.6%	57.8%	87.3%	33.4%	71.4%
%H (All HH)		100.0%	59.3%	19.6%	70.3%	48.0%	22.3%	82.3%
%H (TV HH)			59.3%	19.6%	70.3%	48.0%	22.3%	
DVDR	69	69	32	14	53	31	22	59
%V	4.6%	4.7%	5.1%	6.1%	4.7%	6.1%	3.6%	5.6%
%H (All HH)		100.0%	46.4%	20.3%	76.8%	44.9%	31.9%	85.5%
%H (TV HH)			46.4%	20.3%	76.8%	44.9%	31.9%	
VCR	36	36	9	4	32	9	23	21
%V	2.4%	2.4%	1.4%	1.7%	2.9%	1.8%	3.8%	2.0%
%H (All HH)		100.0%	25.0%	11.1%	88.9%	25.0%	63.9%	58.3%
%H (TV HH)			25.0%	11.1%	88.9%	25.0%	63.9%	
Any recorder	959	959	554	186	682	451	231	783
%V	63.4%	65.2%	88.6%	81.2%	61.0%	89.3%	37.7%	73.9%
%H (All HH)		100.0%	57.8%	19.4%	71.1%	47.0%	24.1%	81.6%
%H (TV HH)			57.8%	19.4%	71.1%	47.0%	24.1%	
Receives HDTV (via STB or built-in reception)	707	707	396	151	513	344	169	577
%V	46.8%	48.1%	63.4%	65.9%	45.9%	68.1%	27.6%	54.5%
%H (All HH)		100.0%	56.0%	21.4%	72.6%	48.7%	23.9%	81.6%
%H (TV HH)			56.0%	21.4%	72.6%	48.7%	23.9%	
DVD/Blu-ray player or recorder	1123	1123	505	186	865	425	439	832
%V	74.3%	76.4%	80.8%	81.2%	77.4%	84.2%	71.6%	78.6%
%H (All HH)		100.0%	45.0%	16.6%	77.0%	37.8%	39.1%	74.1%
%H (TV HH)			45.0%	16.6%	77.0%	37.8%	39.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 9.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1512	1470	625	229	1118	505	613	1059
%V (All HH)		97.2%	41.3%	15.1%	73.9%	33.4%	40.5%	70.0%
%H (TV HH)			42.5%	15.6%	76.1%	34.4%	41.7%	
Has broadband internet	1059	1031	519	199	742	431	311	1059
%V	70.0%	70.1%	83.0%	86.9%	66.4%	85.3%	50.7%	100.0%
%H (All HH)		97.4%	49.0%	18.8%	70.1%	40.7%	29.4%	100.0%
%H (TV HH)			50.3%	19.3%	72.0%	41.8%	30.2%	
Number of computers (PCs and laptops)								
0	403	390	96	25	335	66	269	21
%V	26.7%	26.5%	15.4%	10.9%	30.0%	13.1%	43.9%	2.0%
%H (All HH)		96.8%	23.8%	6.2%	83.1%	16.4%	66.7%	5.2%
%H (TV HH)			24.6%	6.4%	85.9%	16.9%	69.0%	
1	484	469	205	76	350	164	186	429
%V	32.0%	31.9%	32.8%	33.2%	31.3%	32.5%	30.3%	40.5%
%H (All HH)		96.9%	42.4%	15.7%	72.3%	33.9%	38.4%	88.6%
%H (TV HH)			43.7%	16.2%	74.6%	35.0%	39.7%	
2	310	302	155	57	215	127	88	297
%V	20.5%	20.5%	24.8%	24.9%	19.2%	25.1%	14.4%	28.0%
%H (All HH)		97.4%	50.0%	18.4%	69.4%	41.0%	28.4%	95.8%
%H (TV HH)			51.3%	18.9%	71.2%	42.1%	29.1%	
3	164	159	91	30	115	75	40	162
%V	10.8%	10.8%	14.6%	13.1%	10.3%	14.9%	6.5%	15.3%
%H (All HH)		97.0%	55.5%	18.3%	70.1%	45.7%	24.4%	98.8%
%H (TV HH)			57.2%	18.9%	72.3%	47.2%	25.2%	
4	76	74	40	22	50	37	13	76
%V	5.0%	5.0%	6.4%	9.6%	4.5%	7.3%	2.1%	7.2%
%H (All HH)		97.4%	52.6%	28.9%	65.8%	48.7%	17.1%	100.0%
%H (TV HH)			54.1%	29.7%	67.6%	50.0%	17.6%	
5+	76	75	37	20	53	36	17	75
%V	5.0%	5.1%	5.9%	8.7%	4.7%	7.1%	2.8%	7.1%
%H (All HH)		98.7%	48.7%	26.3%	69.7%	47.4%	22.4%	98.7%
%H (TV HH)			49.3%	26.7%	70.7%	48.0%	22.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2941	1396	500	2308	1257	1050	2256
%H		47.5%	17.0%	78.5%	42.7%	35.7%	76.7%
Under 20"	451	205	66	391	211	180	326
%V	15.3%	14.7%	13.2%	16.9%	16.8%	17.1%	14.5%
%H		45.5%	14.6%	86.7%	46.8%	39.9%	72.3%
20" - 29"	672	293	102	561	281	280	496
%V	22.8%	21.0%	20.4%	24.3%	22.4%	26.7%	22.0%
%H		43.6%	15.2%	83.5%	41.8%	41.7%	73.8%
30" - 39"	939	409	152	744	368	376	694
%V	31.9%	29.3%	30.4%	32.2%	29.3%	35.8%	30.8%
%H		43.6%	16.2%	79.2%	39.2%	40.0%	73.9%
40" and over	801	449	165	568	373	196	668
%V	27.2%	32.2%	33.0%	24.6%	29.7%	18.7%	29.6%
%H		56.1%	20.6%	70.9%	46.6%	24.5%	83.4%
Don't know	16	5	2	13	4	9	15
%V	0.5%	0.4%	0.4%	0.6%	0.3%	0.9%	0.7%
%H		31.3%	12.5%	81.3%	25.0%	56.3%	93.8%
Not Asked	62	35	13	31	20	9	57
%V	2.1%	2.5%	2.6%	1.3%	1.6%	0.9%	2.5%
%H		56.5%	21.0%	50.0%	32.3%	14.5%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2941	1396	500	2308	1257	1050	2256
%H		47.5%	17.0%	78.5%	42.7%	35.7%	76.7%
Main living room	1457	624	231	1110	505	605	1025
%V	49.5%	44.7%	46.2%	48.1%	40.2%	57.6%	45.4%
%H		42.8%	15.9%	76.2%	34.7%	41.5%	70.4%
Kitchen	165	79	23	151	87	64	123
%V	5.6%	5.7%	4.6%	6.5%	6.9%	6.1%	5.5%
%H		47.9%	13.9%	91.5%	52.7%	38.8%	74.5%
Adult's bedroom	729	369	129	601	368	233	588
%V	24.8%	26.4%	25.8%	26.0%	29.3%	22.2%	26.1%
%H		50.6%	17.7%	82.4%	50.5%	32.0%	80.7%
Child's bedroom	217	130	38	157	104	53	195
%V	7.4%	9.3%	7.6%	6.8%	8.3%	5.0%	8.6%
%H		59.9%	17.5%	72.4%	47.9%	24.4%	89.9%
Other bedroom	103	53	26	86	63	23	93
%V	3.5%	3.8%	5.2%	3.7%	5.0%	2.2%	4.1%
%H		51.5%	25.2%	83.5%	61.2%	22.3%	90.3%
Second living/dining room	115	55	21	96	55	40	91
%V	3.9%	3.9%	4.2%	4.2%	4.4%	3.8%	4.0%
%H		47.8%	18.3%	83.5%	47.8%	34.8%	79.1%
Study/office	19	9	5	11	7	5	17
%V	0.6%	0.6%	1.0%	0.5%	0.6%	0.5%	0.8%
%H		47.4%	26.3%	57.9%	36.8%	26.3%	89.5%
TV room	3	2	1	2	2	0	3
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.0%	0.1%
%H		66.7%	33.3%	66.7%	66.7%	0.0%	100.0%
Conservatory	43	24	9	39	28	10	38
%V	1.5%	1.7%	1.8%	1.7%	2.2%	1.0%	1.7%
%H		55.8%	20.9%	90.7%	65.1%	23.3%	88.4%
Attic or loft room	4	1	1	3	1	2	3
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%
%H		25.0%	25.0%	75.0%	25.0%	50.0%	75.0%
No specific location	1	1	0	1	1	0	1
%V	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	23	14	4	19	14	5	21
%V	0.8%	1.0%	0.8%	0.8%	1.1%	0.5%	0.9%
%H		60.9%	17.4%	82.6%	60.9%	21.7%	91.3%
Not Asked	62	35	13	31	20	9	57
%V	2.1%	2.5%	2.6%	1.3%	1.6%	0.9%	2.5%
%H		56.5%	21.0%	50.0%	32.3%	14.5%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2941	1396	500	2308	1257	1050	2256
%H		47.5%	17.0%	78.5%	42.7%	35.7%	76.7%
PVR	1158	717	234	800	576	224	976
%V	39.4%	51.4%	46.8%	34.7%	45.8%	21.3%	43.3%
%H		61.9%	20.2%	69.1%	49.7%	19.3%	84.3%
DVDR	77	37	16	60	35	24	67
%V	2.6%	2.7%	3.2%	2.6%	2.8%	2.3%	3.0%
%H		48.1%	20.8%	77.9%	45.5%	31.2%	87.0%
VCR	40	11	4	35	11	24	22
%V	1.4%	0.8%	0.8%	1.5%	0.9%	2.3%	1.0%
%H		27.5%	10.0%	87.5%	27.5%	60.0%	55.0%
Any recorder	1216	736	243	852	598	254	1017
%V	41.3%	52.7%	48.6%	36.9%	47.6%	24.2%	45.1%
%H		60.5%	20.0%	70.1%	49.2%	20.9%	83.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2941	1396	500	2308	1257	1050	2256
%H		47.5%	17.0%	78.5%	42.7%	35.7%	76.7%
Receives HDTV (via STB or built-in reception)	982	544	225	722	496	226	823
%V	33.4%	39.0%	45.0%	31.3%	39.5%	21.5%	36.5%
%H		55.4%	22.9%	73.5%	50.5%	23.0%	83.8%
DVD/Blu-ray player or recorder	1567	744	278	1242	685	557	1215
%V	53.3%	53.3%	55.6%	53.8%	54.5%	53.0%	53.9%
%H		47.5%	17.7%	79.3%	43.7%	35.5%	77.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1468	624	229	1118	505	613	1028
%H		42.5%	15.6%	76.2%	34.4%	41.8%	70.0%
Under 20"	30	8	0	24	4	20	14
%V	2.0%	1.3%	0.0%	2.1%	0.8%	3.3%	1.4%
%H		26.7%	0.0%	80.0%	13.3%	66.7%	46.7%
20" - 29"	205	47	19	169	32	137	103
%V	14.0%	7.5%	8.3%	15.1%	6.3%	22.3%	10.0%
%H		22.9%	9.3%	82.4%	15.6%	66.8%	50.2%
30" - 39"	564	211	75	450	173	278	365
%V	38.4%	33.8%	32.8%	40.3%	34.3%	45.4%	35.5%
%H		37.4%	13.3%	79.8%	30.7%	49.3%	64.7%
40" and over	662	358	134	472	297	175	542
%V	45.1%	57.4%	58.5%	42.2%	58.8%	28.5%	52.7%
%H		54.1%	20.2%	71.3%	44.9%	26.4%	81.9%
Don't know	4	0	1	3	0	3	3
%V	0.3%	0.0%	0.4%	0.3%	0.0%	0.5%	0.3%
%H		0.0%	25.0%	75.0%	0.0%	75.0%	75.0%
Not Asked	3	0	0	0	0	0	1
%V	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1468	624	229	1118	505	613	1028
%H		42.5%	15.6%	76.2%	34.4%	41.8%	70.0%
PVR	899	540	177	628	435	193	740
%V	61.2%	86.5%	77.3%	56.2%	86.1%	31.5%	72.0%
%H		60.1%	19.7%	69.9%	48.4%	21.5%	82.3%
DVDR	57	24	12	43	22	22	50
%V	3.9%	3.8%	5.2%	3.8%	4.4%	3.6%	4.9%
%H		42.1%	21.1%	75.4%	38.6%	38.6%	87.7%
VCR	30	7	3	25	6	20	16
%V	2.0%	1.1%	1.3%	2.2%	1.2%	3.3%	1.6%
%H		23.3%	10.0%	83.3%	20.0%	66.7%	53.3%
Any recorder	937	547	182	661	443	218	766
%V	63.8%	87.7%	79.5%	59.1%	87.7%	35.6%	74.5%
%H		58.4%	19.4%	70.5%	47.3%	23.3%	81.8%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1468	624	229	1118	505	613	1028
%H		42.5%	15.6%	76.2%	34.4%	41.8%	70.0%
Receives HDTV (via STB or built-in reception)	685	386	148	492	332	160	560
%V	46.7%	61.9%	64.6%	44.0%	65.7%	26.1%	54.5%
%H		56.4%	21.6%	71.8%	48.5%	23.4%	81.8%
DVD/Blu-ray player or recorder	1034	462	167	788	377	411	766
%V	70.4%	74.0%	72.9%	70.5%	74.7%	67.0%	74.5%
%H		44.7%	16.2%	76.2%	36.5%	39.7%	74.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1474	772	272	1190	752	438	1228
%H		52.4%	18.5%	80.7%	51.0%	29.7%	83.3%
Under 20"	421	197	66	367	207	160	312
%V	28.6%	25.5%	24.3%	30.8%	27.5%	36.5%	25.4%
%H		46.8%	15.7%	87.2%	49.2%	38.0%	74.1%
20" - 29"	467	246	83	392	249	143	393
%V	31.7%	31.9%	30.5%	32.9%	33.1%	32.6%	32.0%
%H		52.7%	17.8%	83.9%	53.3%	30.6%	84.2%
30" - 39"	375	198	77	294	196	99	328
%V	25.4%	25.6%	28.3%	24.7%	26.1%	22.6%	26.7%
%H		52.8%	20.5%	78.4%	52.3%	26.4%	87.5%
40" and over	139	91	31	96	76	21	127
%V	9.4%	11.8%	11.4%	8.1%	10.1%	4.8%	10.3%
%H		65.5%	22.3%	69.1%	54.7%	15.1%	91.4%
Don't know	12	5	2	10	4	6	12
%V	0.8%	0.6%	0.7%	0.8%	0.5%	1.4%	1.0%
%H		41.7%	16.7%	83.3%	33.3%	50.0%	100.0%
Not Asked	60	35	13	31	20	9	56
%V	4.1%	4.5%	4.8%	2.6%	2.7%	2.1%	4.6%
%H		58.3%	21.7%	51.7%	33.3%	15.0%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1474	772	272	1190	752	438	1228
%H		52.4%	18.5%	80.7%	51.0%	29.7%	83.3%
PVR	258	177	58	171	141	30	236
%V	17.5%	22.9%	21.3%	14.4%	18.8%	6.8%	19.2%
%H		68.6%	22.5%	66.3%	54.7%	11.6%	91.5%
DVDR	20	13	5	16	14	3	16
%V	1.4%	1.7%	1.8%	1.3%	1.9%	0.7%	1.3%
%H		65.0%	25.0%	80.0%	70.0%	15.0%	80.0%
VCR	10	4	1	10	5	4	6
%V	0.7%	0.5%	0.4%	0.8%	0.7%	0.9%	0.5%
%H		40.0%	10.0%	100.0%	50.0%	40.0%	60.0%
Any recorder	279	189	61	191	155	36	251
%V	18.9%	24.5%	22.4%	16.1%	20.6%	8.2%	20.4%
%H		67.7%	21.9%	68.5%	55.6%	12.9%	90.0%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1474	772	272	1190	752	438	1228
%H		52.4%	18.5%	80.7%	51.0%	29.7%	83.3%
Receives HDTV (via STB or built-in reception)	297	159	78	230	164	66	264
%V	20.1%	20.6%	28.7%	19.3%	21.8%	15.1%	21.5%
%H		53.5%	26.3%	77.4%	55.2%	22.2%	88.9%
DVD/Blu-ray player or recorder	533	282	111	454	307	146	449
%V	36.2%	36.5%	40.8%	38.2%	40.8%	33.3%	36.6%
%H		52.9%	20.8%	85.2%	57.6%	27.4%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3410	3326	1598	564	2463	1309	1154	2729
%H		97.5%	46.9%	16.5%	72.2%	38.4%	33.8%	80.0%
Total Children	614	604	351	104	407	265	143	555
%V	18.0%	18.2%	22.0%	18.4%	16.5%	20.2%	12.4%	20.3%
%H		98.4%	57.2%	16.9%	66.3%	43.2%	23.3%	90.4%
0 - 3	157	154	89	25	94	59	35	131
%V	4.6%	4.6%	5.6%	4.4%	3.8%	4.5%	3.0%	4.8%
%H		98.1%	56.7%	15.9%	59.9%	37.6%	22.3%	83.4%
4 - 15	457	451	262	79	313	205	108	424
%V	13.4%	13.6%	16.4%	14.0%	12.7%	15.7%	9.4%	15.5%
%H		98.7%	57.3%	17.3%	68.5%	44.9%	23.6%	92.8%
4 - 9	234	231	141	39	154	105	49	214
%V	6.9%	6.9%	8.8%	6.9%	6.3%	8.0%	4.2%	7.8%
%H		98.7%	60.3%	16.7%	65.8%	44.9%	20.9%	91.5%
10 - 15	223	220	121	40	159	101	58	210
%V	6.5%	6.6%	7.6%	7.1%	6.5%	7.7%	5.0%	7.7%
%H		98.7%	54.3%	17.9%	71.3%	45.3%	26.0%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3410	3326	1598	564	2463	1309	1154	2729
%H		97.5%	46.9%	16.5%	72.2%	38.4%	33.8%	80.0%
Total Adults (16+)	2795	2722	1247	460	2055	1044	1011	2174
%V	82.0%	81.8%	78.0%	81.6%	83.4%	79.8%	87.6%	79.7%
%H		97.4%	44.6%	16.5%	73.5%	37.4%	36.2%	77.8%
16 - 19	163	161	77	29	125	69	56	148
%V	4.8%	4.8%	4.8%	5.1%	5.1%	5.3%	4.9%	5.4%
%H		98.8%	47.2%	17.8%	76.7%	42.3%	34.4%	90.8%
20 - 24	217	205	88	34	144	73	71	188
%V	6.4%	6.2%	5.5%	6.0%	5.8%	5.6%	6.2%	6.9%
%H		94.5%	40.6%	15.7%	66.4%	33.6%	32.7%	86.6%
25 - 34	420	400	233	68	279	181	98	371
%V	12.3%	12.0%	14.6%	12.1%	11.3%	13.8%	8.5%	13.6%
%H		95.2%	55.5%	16.2%	66.4%	43.1%	23.3%	88.3%
35 - 44	407	394	198	79	264	150	115	361
%V	11.9%	11.8%	12.4%	14.0%	10.7%	11.5%	10.0%	13.2%
%H		96.8%	48.6%	19.4%	64.9%	36.9%	28.3%	88.7%
45 - 54	506	497	254	97	366	217	149	439
%V	14.8%	14.9%	15.9%	17.2%	14.9%	16.6%	12.9%	16.1%
%H		98.2%	50.2%	19.2%	72.3%	42.9%	29.4%	86.8%
55 - 64	441	430	190	70	339	165	174	351
%V	12.9%	12.9%	11.9%	12.4%	13.8%	12.6%	15.1%	12.9%
%H		97.5%	43.1%	15.9%	76.9%	37.4%	39.5%	79.6%
65+	642	635	206	84	538	189	349	315
%V	18.8%	19.1%	12.9%	14.9%	21.8%	14.4%	30.2%	11.5%
%H		98.9%	32.1%	13.1%	83.8%	29.4%	54.4%	49.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2795	2722	1247	460	2055	1044	1011	2174
%H		97.4%	44.6%	16.5%	73.5%	37.4%	36.2%	77.8%
AB	642	630	322	95	468	252	216	589
%V	23.0%	23.1%	25.8%	20.7%	22.8%	24.1%	21.4%	27.1%
%H		98.1%	50.2%	14.8%	72.9%	39.3%	33.6%	91.7%
C1	699	676	310	105	506	248	257	591
%V	25.0%	24.8%	24.9%	22.8%	24.6%	23.8%	25.4%	27.2%
%H		96.7%	44.3%	15.0%	72.4%	35.5%	36.8%	84.5%
C2	642	633	299	133	492	290	202	516
%V	23.0%	23.3%	24.0%	28.9%	23.9%	27.8%	20.0%	23.7%
%H		98.6%	46.6%	20.7%	76.6%	45.2%	31.5%	80.4%
D	498	478	220	77	355	175	179	332
%V	17.8%	17.6%	17.6%	16.7%	17.3%	16.8%	17.7%	15.3%
%H		96.0%	44.2%	15.5%	71.3%	35.1%	35.9%	66.7%
E	315	305	95	50	235	79	157	146
%V	11.3%	11.2%	7.6%	10.9%	11.4%	7.6%	15.5%	6.7%
%H		96.8%	30.2%	15.9%	74.6%	25.1%	49.8%	46.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2795	2722	1247	460	2055	1044	1011	2174
%H		97.4%	44.6%	16.5%	73.5%	37.4%	36.2%	77.8%
Working full time	1197	1155	620	218	829	506	323	1089
%V	42.8%	42.4%	49.7%	47.4%	40.3%	48.5%	31.9%	50.1%
%H		96.5%	51.8%	18.2%	69.3%	42.3%	27.0%	91.0%
Working part time	276	271	132	51	191	106	85	244
%V	9.9%	10.0%	10.6%	11.1%	9.3%	10.2%	8.4%	11.2%
%H		98.2%	47.8%	18.5%	69.2%	38.4%	30.8%	88.4%
Not working	1323	1295	495	191	1034	431	603	842
%V	47.3%	47.6%	39.7%	41.5%	50.3%	41.3%	59.6%	38.7%
%H		97.9%	37.4%	14.4%	78.2%	32.6%	45.6%	63.6%
Housewife/Houseperson	1512	1470	625	229	1118	505	613	1059
%V	54.1%	54.0%	50.1%	49.8%	54.4%	48.4%	60.6%	48.7%
%H		97.2%	41.3%	15.1%	73.9%	33.4%	40.5%	70.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1362	1317	611	231	985	518	467	1086
%H		96.7%	44.9%	17.0%	72.3%	38.0%	34.3%	79.7%
16 - 19	76	75	36	12	59	31	28	71
%V	5.6%	5.7%	5.9%	5.2%	6.0%	6.0%	6.0%	6.5%
%H		98.7%	47.4%	15.8%	77.6%	40.8%	36.8%	93.4%
20 - 24	116	107	45	20	67	36	31	107
%V	8.5%	8.1%	7.4%	8.7%	6.8%	6.9%	6.6%	9.9%
%H		92.2%	38.8%	17.2%	57.8%	31.0%	26.7%	92.2%
25 - 34	206	195	107	34	141	88	53	178
%V	15.1%	14.8%	17.5%	14.7%	14.3%	17.0%	11.3%	16.4%
%H		94.7%	51.9%	16.5%	68.4%	42.7%	25.7%	86.4%
35 - 44	203	195	100	37	130	73	57	179
%V	14.9%	14.8%	16.4%	16.0%	13.2%	14.1%	12.2%	16.5%
%H		96.1%	49.3%	18.2%	64.0%	36.0%	28.1%	88.2%
45 - 54	248	242	120	51	175	103	72	210
%V	18.2%	18.4%	19.6%	22.1%	17.8%	19.9%	15.4%	19.3%
%H		97.6%	48.4%	20.6%	70.6%	41.5%	29.0%	84.7%
55 - 64	218	212	100	34	165	86	79	181
%V	16.0%	16.1%	16.4%	14.7%	16.8%	16.6%	16.9%	16.7%
%H		97.2%	45.9%	15.6%	75.7%	39.4%	36.2%	83.0%
65+	295	290	103	43	247	101	146	159
%V	21.7%	22.0%	16.9%	18.6%	25.1%	19.5%	31.3%	14.6%
%H		98.3%	34.9%	14.6%	83.7%	34.2%	49.5%	53.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1362	1317	611	231	985	518	467	1086
%H		96.7%	44.9%	17.0%	72.3%	38.0%	34.3%	79.7%
AB	324	319	166	49	235	130	106	303
%V	23.8%	24.2%	27.2%	21.2%	23.9%	25.1%	22.7%	27.9%
%H		98.5%	51.2%	15.1%	72.5%	40.1%	32.7%	93.5%
C1	321	308	141	52	223	114	108	286
%V	23.6%	23.4%	23.1%	22.5%	22.6%	22.0%	23.1%	26.3%
%H		96.0%	43.9%	16.2%	69.5%	35.5%	33.6%	89.1%
C2	343	336	156	71	262	153	110	272
%V	25.2%	25.5%	25.5%	30.7%	26.6%	29.5%	23.6%	25.0%
%H		98.0%	45.5%	20.7%	76.4%	44.6%	32.1%	79.3%
D	229	217	103	38	159	84	75	158
%V	16.8%	16.5%	16.9%	16.5%	16.1%	16.2%	16.1%	14.5%
%H		94.8%	45.0%	16.6%	69.4%	36.7%	32.8%	69.0%
E	144	137	45	22	105	37	68	67
%V	10.6%	10.4%	7.4%	9.5%	10.7%	7.1%	14.6%	6.2%
%H		95.1%	31.3%	15.3%	72.9%	25.7%	47.2%	46.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1362	1317	611	231	985	518	467	1086
%H		96.7%	44.9%	17.0%	72.3%	38.0%	34.3%	79.7%
Working full time	728	701	383	132	505	315	189	668
%V	53.5%	53.2%	62.7%	57.1%	51.3%	60.8%	40.5%	61.5%
%H		96.3%	52.6%	18.1%	69.4%	43.3%	26.0%	91.8%
Working part time	57	56	21	14	34	16	18	44
%V	4.2%	4.3%	3.4%	6.1%	3.5%	3.1%	3.9%	4.1%
%H		98.2%	36.8%	24.6%	59.6%	28.1%	31.6%	77.2%
Not working	577	560	207	85	446	187	260	374
%V	42.4%	42.5%	33.9%	36.8%	45.3%	36.1%	55.7%	34.4%
%H		97.1%	35.9%	14.7%	77.3%	32.4%	45.1%	64.8%
Housewife/Houseperson	349	329	112	58	249	94	155	210
%V	25.6%	25.0%	18.3%	25.1%	25.3%	18.1%	33.2%	19.3%
%H		94.3%	32.1%	16.6%	71.3%	26.9%	44.4%	60.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1434	1405	636	229	1071	526	544	1088
%H		98.0%	44.4%	16.0%	74.7%	36.7%	37.9%	75.9%
16 - 19	87	85	42	17	66	39	28	77
%V	6.1%	6.0%	6.6%	7.4%	6.2%	7.4%	5.1%	7.1%
%H		97.7%	48.3%	19.5%	75.9%	44.8%	32.2%	88.5%
20 - 24	101	98	43	14	77	37	40	81
%V	7.0%	7.0%	6.8%	6.1%	7.2%	7.0%	7.4%	7.4%
%H		97.0%	42.6%	13.9%	76.2%	36.6%	39.6%	80.2%
25 - 34	214	205	127	33	138	93	45	193
%V	14.9%	14.6%	20.0%	14.4%	12.9%	17.7%	8.3%	17.7%
%H		95.8%	59.3%	15.4%	64.5%	43.5%	21.0%	90.2%
35 - 44	204	199	98	42	135	77	58	182
%V	14.2%	14.2%	15.4%	18.3%	12.6%	14.6%	10.7%	16.7%
%H		97.5%	48.0%	20.6%	66.2%	37.7%	28.4%	89.2%
45 - 54	258	255	134	47	190	114	77	230
%V	18.0%	18.1%	21.1%	20.5%	17.7%	21.7%	14.2%	21.1%
%H		98.8%	51.9%	18.2%	73.6%	44.2%	29.8%	89.1%
55 - 64	223	219	90	36	174	79	95	169
%V	15.6%	15.6%	14.2%	15.7%	16.2%	15.0%	17.5%	15.5%
%H		98.2%	40.4%	16.1%	78.0%	35.4%	42.6%	75.8%
65+	347	345	103	41	290	88	203	156
%V	24.2%	24.6%	16.2%	17.9%	27.1%	16.7%	37.3%	14.3%
%H		99.4%	29.7%	11.8%	83.6%	25.4%	58.5%	45.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		1434	1405	636	229	1071	526	544	1088
	%H		98.0%	44.4%	16.0%	74.7%	36.7%	37.9%	75.9%
AB		318	311	156	46	233	122	110	286
	%V	22.2%	22.1%	24.5%	20.1%	21.8%	23.2%	20.2%	26.3%
	%H		97.8%	49.1%	14.5%	73.3%	38.4%	34.6%	89.9%
C1		377	368	169	53	283	134	149	305
	%V	26.3%	26.2%	26.6%	23.1%	26.4%	25.5%	27.4%	28.0%
	%H		97.6%	44.8%	14.1%	75.1%	35.5%	39.5%	80.9%
C2		299	298	144	63	230	137	93	244
	%V	20.9%	21.2%	22.6%	27.5%	21.5%	26.0%	17.1%	22.4%
	%H		99.7%	48.2%	21.1%	76.9%	45.8%	31.1%	81.6%
D		269	261	117	39	195	91	104	174
	%V	18.8%	18.6%	18.4%	17.0%	18.2%	17.3%	19.1%	16.0%
	%H		97.0%	43.5%	14.5%	72.5%	33.8%	38.7%	64.7%
E		170	168	50	28	130	41	89	79
	%V	11.9%	12.0%	7.9%	12.2%	12.1%	7.8%	16.4%	7.3%
	%H		98.8%	29.4%	16.5%	76.5%	24.1%	52.4%	46.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1434	1405	636	229	1071	526	544	1088
%H		98.0%	44.4%	16.0%	74.7%	36.7%	37.9%	75.9%
Working full time	469	454	237	86	325	191	134	421
%V	32.7%	32.3%	37.3%	37.6%	30.3%	36.3%	24.6%	38.7%
%H		96.8%	50.5%	18.3%	69.3%	40.7%	28.6%	89.8%
Working part time	219	215	110	37	158	90	67	200
%V	15.3%	15.3%	17.3%	16.2%	14.8%	17.1%	12.3%	18.4%
%H		98.2%	50.2%	16.9%	72.1%	41.1%	30.6%	91.3%
Not working	746	736	289	106	588	245	343	468
%V	52.0%	52.4%	45.4%	46.3%	54.9%	46.6%	63.1%	43.0%
%H		98.7%	38.7%	14.2%	78.8%	32.8%	46.0%	62.7%
Housewife/Houseperson	1163	1141	513	171	869	411	458	849
%V	81.1%	81.2%	80.7%	74.7%	81.1%	78.1%	84.2%	78.0%
%H		98.1%	44.1%	14.7%	74.7%	35.3%	39.4%	73.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BBC North West

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2978	2876	1186	492	2273	1078	1195	2207
%H (All HH)		96.6%	39.8%	16.5%	76.3%	36.2%	40.1%	74.1%
%H (TV HH)			41.2%	17.1%	79.0%	37.5%	41.6%	
AB	636	618	294	100	490	263	227	583
%V	21.4%	21.5%	24.8%	20.3%	21.6%	24.4%	19.0%	26.4%
%H (All HH)		97.2%	46.2%	15.7%	77.0%	41.4%	35.7%	91.7%
%H (TV HH)			47.6%	16.2%	79.3%	42.6%	36.7%	
C1	819	790	357	131	600	302	298	670
%V	27.5%	27.5%	30.1%	26.6%	26.4%	28.0%	24.9%	30.4%
%H (All HH)		96.5%	43.6%	16.0%	73.3%	36.9%	36.4%	81.8%
%H (TV HH)			45.2%	16.6%	75.9%	38.2%	37.7%	
C2	606	590	256	112	472	249	222	459
%V	20.3%	20.5%	21.6%	22.8%	20.8%	23.1%	18.6%	20.8%
%H (All HH)		97.4%	42.2%	18.5%	77.9%	41.1%	36.6%	75.7%
%H (TV HH)			43.4%	19.0%	80.0%	42.2%	37.6%	
D	483	466	172	98	359	166	193	320
%V	16.2%	16.2%	14.5%	19.9%	15.8%	15.4%	16.2%	14.5%
%H (All HH)		96.5%	35.6%	20.3%	74.3%	34.4%	40.0%	66.3%
%H (TV HH)			36.9%	21.0%	77.0%	35.6%	41.4%	
E	434	412	107	52	352	98	255	175
%V	14.6%	14.3%	9.0%	10.6%	15.5%	9.1%	21.3%	7.9%
%H (All HH)		94.9%	24.7%	12.0%	81.1%	22.6%	58.8%	40.3%
%H (TV HH)			26.0%	12.6%	85.4%	23.8%	61.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2978	2876	1186	492	2273	1078	1195	2207
%H (All HH)		96.6%	39.8%	16.5%	76.3%	36.2%	40.1%	74.1%
%H (TV HH)			41.2%	17.1%	79.0%	37.5%	41.6%	
Under 25	142	129	46	16	96	35	61	100
%V	4.8%	4.5%	3.9%	3.3%	4.2%	3.2%	5.1%	4.5%
%H (All HH)		90.8%	32.4%	11.3%	67.6%	24.6%	43.0%	70.4%
%H (TV HH)			35.7%	12.4%	74.4%	27.1%	47.3%	
25 - 34	459	436	214	84	303	167	136	395
%V	15.4%	15.2%	18.0%	17.1%	13.3%	15.5%	11.4%	17.9%
%H (All HH)		95.0%	46.6%	18.3%	66.0%	36.4%	29.6%	86.1%
%H (TV HH)			49.1%	19.3%	69.5%	38.3%	31.2%	
35 - 44	512	497	249	98	364	213	151	459
%V	17.2%	17.3%	21.0%	19.9%	16.0%	19.8%	12.6%	20.8%
%H (All HH)		97.1%	48.6%	19.1%	71.1%	41.6%	29.5%	89.6%
%H (TV HH)			50.1%	19.7%	73.2%	42.9%	30.4%	
45 - 54	589	574	260	113	459	254	205	502
%V	19.8%	20.0%	21.9%	23.0%	20.2%	23.6%	17.2%	22.7%
%H (All HH)		97.5%	44.1%	19.2%	77.9%	43.1%	34.8%	85.2%
%H (TV HH)			45.3%	19.7%	80.0%	44.3%	35.7%	
55 - 64	487	470	200	88	373	190	183	382
%V	16.4%	16.3%	16.9%	17.9%	16.4%	17.6%	15.3%	17.3%
%H (All HH)		96.5%	41.1%	18.1%	76.6%	39.0%	37.6%	78.4%
%H (TV HH)			42.6%	18.7%	79.4%	40.4%	38.9%	
65 +	788	770	215	92	677	217	460	370
%V	26.5%	26.8%	18.1%	18.7%	29.8%	20.1%	38.5%	16.8%
%H (All HH)		97.7%	27.3%	11.7%	85.9%	27.5%	58.4%	47.0%
%H (TV HH)			27.9%	11.9%	87.9%	28.2%	59.7%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2978	2876	1186	492	2273	1078	1195	2207
%H (All HH)		96.6%	39.8%	16.5%	76.3%	36.2%	40.1%	74.1%
%H (TV HH)			41.2%	17.1%	79.0%	37.5%	41.6%	
1	966	912	234	116	777	222	555	482
%V	32.4%	31.7%	19.7%	23.6%	34.2%	20.6%	46.4%	21.8%
%H (All HH)		94.4%	24.2%	12.0%	80.4%	23.0%	57.5%	49.9%
%H (TV HH)			25.7%	12.7%	85.2%	24.3%	60.9%	
2	995	973	425	163	767	383	384	805
%V	33.4%	33.8%	35.8%	33.1%	33.7%	35.5%	32.1%	36.5%
%H (All HH)		97.8%	42.7%	16.4%	77.1%	38.5%	38.6%	80.9%
%H (TV HH)			43.7%	16.8%	78.8%	39.4%	39.5%	
3	459	448	225	95	332	206	126	406
%V	15.4%	15.6%	19.0%	19.3%	14.6%	19.1%	10.5%	18.4%
%H (All HH)		97.6%	49.0%	20.7%	72.3%	44.9%	27.5%	88.5%
%H (TV HH)			50.2%	21.2%	74.1%	46.0%	28.1%	
4	377	368	206	78	275	187	87	350
%V	12.7%	12.8%	17.4%	15.9%	12.1%	17.3%	7.3%	15.9%
%H (All HH)		97.6%	54.6%	20.7%	72.9%	49.6%	23.1%	92.8%
%H (TV HH)			56.0%	21.2%	74.7%	50.8%	23.6%	
5+	180	175	96	40	122	79	43	163
%V	6.0%	6.1%	8.1%	8.1%	5.4%	7.3%	3.6%	7.4%
%H (All HH)		97.2%	53.3%	22.2%	67.8%	43.9%	23.9%	90.6%
%H (TV HH)			54.9%	22.9%	69.7%	45.1%	24.6%	
Average HH size	2.30	2.31	2.63	2.56	2.24	2.60	1.91	2.54

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2978	2876	1186	492	2273	1078	1195	2207
%H (All HH)		96.6%	39.8%	16.5%	76.3%	36.2%	40.1%	74.1%
%H (TV HH)			41.2%	17.1%	79.0%	37.5%	41.6%	
Without	2215	2129	786	343	1733	740	993	1539
%V	74.4%	74.0%	66.3%	69.7%	76.2%	68.6%	83.1%	69.7%
%H (All HH)		96.1%	35.5%	15.5%	78.2%	33.4%	44.8%	69.5%
%H (TV HH)			36.9%	16.1%	81.4%	34.8%	46.6%	
With	763	747	399	149	540	337	203	668
%V	25.6%	26.0%	33.6%	30.3%	23.8%	31.3%	17.0%	30.3%
%H (All HH)		97.9%	52.3%	19.5%	70.8%	44.2%	26.6%	87.5%
%H (TV HH)			53.4%	19.9%	72.3%	45.1%	27.2%	
0 - 3	295	288	143	54	199	108	91	239
%V	9.9%	10.0%	12.1%	11.0%	8.8%	10.0%	7.6%	10.8%
%H (All HH)		97.6%	48.5%	18.3%	67.5%	36.6%	30.8%	81.0%
%H (TV HH)			49.7%	18.8%	69.1%	37.5%	31.6%	
4 - 9	373	366	198	73	257	161	96	326
%V	12.5%	12.7%	16.7%	14.8%	11.3%	14.9%	8.0%	14.8%
%H (All HH)		98.1%	53.1%	19.6%	68.9%	43.2%	25.7%	87.4%
%H (TV HH)			54.1%	19.9%	70.2%	44.0%	26.2%	
10 - 15	353	345	191	77	251	171	80	326
%V	11.9%	12.0%	16.1%	15.7%	11.0%	15.9%	6.7%	14.8%
%H (All HH)		97.7%	54.1%	21.8%	71.1%	48.4%	22.7%	92.4%
%H (TV HH)			55.4%	22.3%	72.8%	49.6%	23.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2978	2876	1186	492	2273	1078	1195	2207
%H (All HH)		96.6%	39.8%	16.5%	76.3%	36.2%	40.1%	74.1%
%H (TV HH)			41.2%	17.1%	79.0%	37.5%	41.6%	
1	1120	1120	343	154	825	216	609	682
%V	37.6%	38.9%	28.9%	31.3%	36.3%	20.0%	51.0%	30.9%
%H (All HH)		100.0%	30.6%	13.8%	73.7%	19.3%	54.4%	60.9%
%H (TV HH)			30.6%	13.8%	73.7%	19.3%	54.4%	
2	1007	1007	442	185	818	434	384	784
%V	33.8%	35.0%	37.3%	37.6%	36.0%	40.3%	32.1%	35.5%
%H (All HH)		100.0%	43.9%	18.4%	81.2%	43.1%	38.1%	77.9%
%H (TV HH)			43.9%	18.4%	81.2%	43.1%	38.1%	
3	445	445	228	88	367	234	133	395
%V	14.9%	15.5%	19.2%	17.9%	16.1%	21.7%	11.1%	17.9%
%H (All HH)		100.0%	51.2%	19.8%	82.5%	52.6%	29.9%	88.8%
%H (TV HH)			51.2%	19.8%	82.5%	52.6%	29.9%	
4	206	206	114	44	178	126	53	192
%V	6.9%	7.2%	9.6%	8.9%	7.8%	11.7%	4.4%	8.7%
%H (All HH)		100.0%	55.3%	21.4%	86.4%	61.2%	25.7%	93.2%
%H (TV HH)			55.3%	21.4%	86.4%	61.2%	25.7%	
5+	97	97	60	21	85	68	17	94
%V	3.3%	3.4%	5.1%	4.3%	3.7%	6.3%	1.4%	4.3%
%H (All HH)		100.0%	61.9%	21.6%	87.6%	70.1%	17.5%	96.9%
%H (TV HH)			61.9%	21.6%	87.6%	70.1%	17.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2978	2876	1186	492	2273	1078	1195	2207
%H (All HH)		96.6%	39.8%	16.5%	76.3%	36.2%	40.1%	74.1%
%H (TV HH)			41.2%	17.1%	79.0%	37.5%	41.6%	
Under 20"	619	619	268	106	538	288	250	498
%V	20.8%	21.5%	22.6%	21.5%	23.7%	26.7%	20.9%	22.6%
%H (All HH)		100.0%	43.3%	17.1%	86.9%	46.5%	40.4%	80.5%
%H (TV HH)			43.3%	17.1%	86.9%	46.5%	40.4%	
20" - 29"	1056	1056	421	178	885	426	458	792
%V	35.5%	36.7%	35.5%	36.2%	38.9%	39.5%	38.3%	35.9%
%H (All HH)		100.0%	39.9%	16.9%	83.8%	40.3%	43.4%	75.0%
%H (TV HH)			39.9%	16.9%	83.8%	40.3%	43.4%	
30" - 39"	1624	1624	675	279	1330	658	672	1225
%V	54.5%	56.5%	56.9%	56.7%	58.5%	61.0%	56.2%	55.5%
%H (All HH)		100.0%	41.6%	17.2%	81.9%	40.5%	41.4%	75.4%
%H (TV HH)			41.6%	17.2%	81.9%	40.5%	41.4%	
40" and over	1251	1251	663	258	932	592	341	1094
%V	42.0%	43.5%	55.9%	52.4%	41.0%	54.9%	28.5%	49.6%
%H (All HH)		100.0%	53.0%	20.6%	74.5%	47.3%	27.3%	87.5%
%H (TV HH)			53.0%	20.6%	74.5%	47.3%	27.3%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2978	2876	1186	492	2273	1078	1195	2207
%V (All HH)		96.6%	39.8%	16.5%	76.3%	36.2%	40.1%	74.1%
%H (TV HH)			41.2%	17.1%	79.0%	37.5%	41.6%	
Main living room	2842	2842	1177	487	2253	1070	1183	2123
%V	95.4%	98.8%	99.2%	99.0%	99.1%	99.3%	99.0%	96.2%
%H (All HH)		100.0%	41.4%	17.1%	79.3%	37.6%	41.6%	74.7%
%H (TV HH)			41.4%	17.1%	79.3%	37.6%	41.6%	
Kitchen	248	248	131	35	222	138	84	218
%V	8.3%	8.6%	11.0%	7.1%	9.8%	12.8%	7.0%	9.9%
%H (All HH)		100.0%	52.8%	14.1%	89.5%	55.6%	33.9%	87.9%
%H (TV HH)			52.8%	14.1%	89.5%	55.6%	33.9%	
Adult's bedroom	1347	1347	644	263	1113	666	447	1128
%V	45.2%	46.8%	54.3%	53.5%	49.0%	61.8%	37.4%	51.1%
%H (All HH)		100.0%	47.8%	19.5%	82.6%	49.4%	33.2%	83.7%
%H (TV HH)			47.8%	19.5%	82.6%	49.4%	33.2%	
Child's bedroom	278	278	153	61	223	157	66	250
%V	9.3%	9.7%	12.9%	12.4%	9.8%	14.6%	5.5%	11.3%
%H (All HH)		100.0%	55.0%	21.9%	80.2%	56.5%	23.7%	89.9%
%H (TV HH)			55.0%	21.9%	80.2%	56.5%	23.7%	
Other bedroom	158	158	79	38	138	97	41	143
%V	5.3%	5.5%	6.7%	7.7%	6.1%	9.0%	3.4%	6.5%
%H (All HH)		100.0%	50.0%	24.1%	87.3%	61.4%	25.9%	90.5%
%H (TV HH)			50.0%	24.1%	87.3%	61.4%	25.9%	
Second living/dining room	331	331	168	62	281	177	104	287
%V	11.1%	11.5%	14.2%	12.6%	12.4%	16.4%	8.7%	13.0%
%H (All HH)		100.0%	50.8%	18.7%	84.9%	53.5%	31.4%	86.7%
%H (TV HH)			50.8%	18.7%	84.9%	53.5%	31.4%	
Study/office	38	38	21	8	32	23	9	36
%V	1.3%	1.3%	1.8%	1.6%	1.4%	2.1%	0.8%	1.6%
%H (All HH)		100.0%	55.3%	21.1%	84.2%	60.5%	23.7%	94.7%
%H (TV HH)			55.3%	21.1%	84.2%	60.5%	23.7%	
TV room	18	18	10	3	12	7	5	17
%V	0.6%	0.6%	0.8%	0.6%	0.5%	0.6%	0.4%	0.8%
%H (All HH)		100.0%	55.6%	16.7%	66.7%	38.9%	27.8%	94.4%
%H (TV HH)			55.6%	16.7%	66.7%	38.9%	27.8%	
Conservatory	81	81	43	16	71	47	23	76
%V	2.7%	2.8%	3.6%	3.3%	3.1%	4.4%	1.9%	3.4%
%H (All HH)		100.0%	53.1%	19.8%	87.7%	58.0%	28.4%	93.8%
%H (TV HH)			53.1%	19.8%	87.7%	58.0%	28.4%	
Attic or loft room	9	9	3	1	7	3	4	9
%V	0.3%	0.3%	0.3%	0.2%	0.3%	0.3%	0.3%	0.4%
%H (All HH)		100.0%	33.3%	11.1%	77.8%	33.3%	44.4%	100.0%
%H (TV HH)			33.3%	11.1%	77.8%	33.3%	44.4%	
No specific location	5	5	2	2	4	2	2	4
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	40.0%	40.0%	80.0%	40.0%	40.0%	80.0%
%H (TV HH)			40.0%	40.0%	80.0%	40.0%	40.0%	
Other	15	15	9	2	12	8	4	13
%V	0.5%	0.5%	0.8%	0.4%	0.5%	0.7%	0.3%	0.6%
%H (All HH)		100.0%	60.0%	13.3%	80.0%	53.3%	26.7%	86.7%
%H (TV HH)			60.0%	13.3%	80.0%	53.3%	26.7%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC North West

Household level data

Table 10.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2978	2876	1186	492	2273	1078	1195	2207
%H (All HH)		96.6%	39.8%	16.5%	76.3%	36.2%	40.1%	74.1%
%H (TV HH)			41.2%	17.1%	79.0%	37.5%	41.6%	
Any DSAT provider	1186	1186	1186	22	790	790	0	1035
%V	39.8%	41.2%	100.0%	4.5%	34.8%	73.3%	0.0%	46.9%
%H (All HH)			100.0%	1.9%	66.6%	66.6%	0.0%	87.3%
%H (TV HH)			100.0%	1.9%	66.6%	66.6%	0.0%	
Sky with subcription	996	996	996	14	656	656	0	890
%V	33.4%	34.6%	84.0%	2.8%	28.9%	60.9%	0.0%	40.3%
%H (All HH)			100.0%	1.4%	65.9%	65.9%	0.0%	89.4%
%H (TV HH)			100.0%	1.4%	65.9%	65.9%	0.0%	
Sky without subcription	89	89	89	3	62	62	0	61
%V	3.0%	3.1%	7.5%	0.6%	2.7%	5.8%	0.0%	2.8%
%H (All HH)			100.0%	3.4%	69.7%	69.7%	0.0%	68.5%
%H (TV HH)			100.0%	3.4%	69.7%	69.7%	0.0%	
Freesat	96	96	96	4	72	72	0	81
%V	3.2%	3.3%	8.1%	0.8%	3.2%	6.7%	0.0%	3.7%
%H (All HH)			100.0%	4.2%	75.0%	75.0%	0.0%	84.4%
%H (TV HH)			100.0%	4.2%	75.0%	75.0%	0.0%	
Other satellite provider	18	18	18	3	10	10	0	15
%V	0.6%	0.6%	1.5%	0.6%	0.4%	0.9%	0.0%	0.7%
%H (All HH)			100.0%	16.7%	55.6%	55.6%	0.0%	83.3%
%H (TV HH)			100.0%	16.7%	55.6%	55.6%	0.0%	
DCAB	492	492	22	492	303	303	0	426
%V	16.5%	17.1%	1.9%	100.0%	13.3%	28.1%	0.0%	19.3%
%H (All HH)			4.5%	100.0%	61.6%	61.6%	0.0%	86.6%
%H (TV HH)			4.5%	100.0%	61.6%	61.6%	0.0%	
DTT	2273	2273	790	303	2273	1078	1195	1640
%V	76.3%	79.0%	66.6%	61.6%	100.0%	100.0%	100.0%	74.3%
%H (All HH)		100.0%	34.8%	13.3%	100.0%	47.4%	52.6%	72.2%
%H (TV HH)			34.8%	13.3%	100.0%	47.4%	52.6%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC North West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2978	2876	1186	492	2273	1078	1195	2207
%H (All HH)		96.6%	39.8%	16.5%	76.3%	36.2%	40.1%	74.1%
%H (TV HH)			41.2%	17.1%	79.0%	37.5%	41.6%	
PVR	1760	1760	1023	375	1274	897	376	1542
%V	59.1%	61.2%	86.3%	76.2%	56.0%	83.2%	31.5%	69.9%
%H (All HH)		100.0%	58.1%	21.3%	72.4%	51.0%	21.4%	87.6%
%H (TV HH)			58.1%	21.3%	72.4%	51.0%	21.4%	
DVDR	78	78	33	16	67	38	30	66
%V	2.6%	2.7%	2.8%	3.3%	2.9%	3.5%	2.5%	3.0%
%H (All HH)		100.0%	42.3%	20.5%	85.9%	48.7%	38.5%	84.6%
%H (TV HH)			42.3%	20.5%	85.9%	48.7%	38.5%	
VCR	58	58	18	8	51	19	32	37
%V	1.9%	2.0%	1.5%	1.6%	2.2%	1.8%	2.7%	1.7%
%H (All HH)		100.0%	31.0%	13.8%	87.9%	32.8%	55.2%	63.8%
%H (TV HH)			31.0%	13.8%	87.9%	32.8%	55.2%	
Any recorder	1814	1814	1031	382	1321	907	414	1573
%V	60.9%	63.1%	86.9%	77.6%	58.1%	84.1%	34.6%	71.3%
%H (All HH)		100.0%	56.8%	21.1%	72.8%	50.0%	22.8%	86.7%
%H (TV HH)			56.8%	21.1%	72.8%	50.0%	22.8%	
Receives HDTV (via STB or built-in reception)	1512	1512	803	359	1115	747	367	1324
%V	50.8%	52.6%	67.7%	73.0%	49.1%	69.3%	30.7%	60.0%
%H (All HH)		100.0%	53.1%	23.7%	73.7%	49.4%	24.3%	87.6%
%H (TV HH)			53.1%	23.7%	73.7%	49.4%	24.3%	
DVD/Blu-ray player or recorder	2116	2116	936	392	1665	868	797	1668
%V	71.1%	73.6%	78.9%	79.7%	73.3%	80.5%	66.7%	75.6%
%H (All HH)		100.0%	44.2%	18.5%	78.7%	41.0%	37.7%	78.8%
%H (TV HH)			44.2%	18.5%	78.7%	41.0%	37.7%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2978	2876	1186	492	2273	1078	1195	2207
%V (All HH)		96.6%	39.8%	16.5%	76.3%	36.2%	40.1%	74.1%
%H (TV HH)			41.2%	17.1%	79.0%	37.5%	41.6%	
Has broadband internet	2207	2148	1035	426	1640	951	689	2207
%V	74.1%	74.7%	87.3%	86.6%	72.2%	88.2%	57.7%	100.0%
%H (All HH)		97.3%	46.9%	19.3%	74.3%	43.1%	31.2%	100.0%
%H (TV HH)			48.2%	19.8%	76.4%	44.3%	32.1%	
Number of computers (PCs and laptops)								
0	706	667	145	66	571	118	452	47
%V	23.7%	23.2%	12.2%	13.4%	25.1%	10.9%	37.8%	2.1%
%H (All HH)		94.5%	20.5%	9.3%	80.9%	16.7%	64.0%	6.7%
%H (TV HH)			21.7%	9.9%	85.6%	17.7%	67.8%	
1	1093	1058	437	191	836	406	430	1006
%V	36.7%	36.8%	36.8%	38.8%	36.8%	37.7%	36.0%	45.6%
%H (All HH)		96.8%	40.0%	17.5%	76.5%	37.1%	39.3%	92.0%
%H (TV HH)			41.3%	18.1%	79.0%	38.4%	40.6%	
2	578	562	276	117	423	253	171	561
%V	19.4%	19.5%	23.3%	23.8%	18.6%	23.5%	14.3%	25.4%
%H (All HH)		97.2%	47.8%	20.2%	73.2%	43.8%	29.6%	97.1%
%H (TV HH)			49.1%	20.8%	75.3%	45.0%	30.4%	
3	305	298	161	59	224	146	78	300
%V	10.2%	10.4%	13.6%	12.0%	9.9%	13.5%	6.5%	13.6%
%H (All HH)		97.7%	52.8%	19.3%	73.4%	47.9%	25.6%	98.4%
%H (TV HH)			54.0%	19.8%	75.2%	49.0%	26.2%	
4	150	148	81	29	113	77	36	149
%V	5.0%	5.1%	6.8%	5.9%	5.0%	7.1%	3.0%	6.8%
%H (All HH)		98.7%	54.0%	19.3%	75.3%	51.3%	24.0%	99.3%
%H (TV HH)			54.7%	19.6%	76.4%	52.0%	24.3%	
5+	146	142	85	30	106	79	27	144
%V	4.9%	4.9%	7.2%	6.1%	4.7%	7.3%	2.3%	6.5%
%H (All HH)		97.3%	58.2%	20.5%	72.6%	54.1%	18.5%	98.6%
%H (TV HH)			59.9%	21.1%	74.6%	55.6%	19.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5824	2694	1074	4739	2662	2078	4721
%H		46.3%	18.4%	81.4%	45.7%	35.7%	81.1%
Under 20"	796	360	134	695	386	308	652
%V	13.7%	13.4%	12.5%	14.7%	14.5%	14.8%	13.8%
%H		45.2%	16.8%	87.3%	48.5%	38.7%	81.9%
20" - 29"	1362	566	235	1159	596	562	1054
%V	23.4%	21.0%	21.9%	24.5%	22.4%	27.0%	22.3%
%H		41.6%	17.3%	85.1%	43.8%	41.3%	77.4%
30" - 39"	1967	851	351	1621	854	767	1530
%V	33.8%	31.6%	32.7%	34.2%	32.1%	36.9%	32.4%
%H		43.3%	17.8%	82.4%	43.4%	39.0%	77.8%
40" and over	1495	821	314	1111	737	374	1328
%V	25.7%	30.5%	29.2%	23.4%	27.7%	18.0%	28.1%
%H		54.9%	21.0%	74.3%	49.3%	25.0%	88.8%
Don't know	124	50	26	102	55	47	92
%V	2.1%	1.9%	2.4%	2.2%	2.1%	2.3%	1.9%
%H		40.3%	21.0%	82.3%	44.4%	37.9%	74.2%
Not Asked	80	46	14	51	34	20	65
%V	1.4%	1.7%	1.3%	1.1%	1.3%	1.0%	1.4%
%H		57.5%	17.5%	63.8%	42.5%	25.0%	81.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5824	2694	1074	4739	2662	2078	4721
%H		46.3%	18.4%	81.4%	45.7%	35.7%	81.1%
Main living room	2849	1180	489	2258	1073	1185	2129
%V	48.9%	43.8%	45.5%	47.6%	40.3%	57.0%	45.1%
%H		41.4%	17.2%	79.3%	37.7%	41.6%	74.7%
Kitchen	249	132	35	223	139	84	219
%V	4.3%	4.9%	3.3%	4.7%	5.2%	4.0%	4.6%
%H		53.0%	14.1%	89.6%	55.8%	33.7%	88.0%
Adult's bedroom	1591	779	321	1319	820	500	1358
%V	27.3%	28.9%	29.9%	27.8%	30.8%	24.1%	28.8%
%H		49.0%	20.2%	82.9%	51.5%	31.4%	85.4%
Child's bedroom	370	205	79	299	210	89	337
%V	6.4%	7.6%	7.4%	6.3%	7.9%	4.3%	7.1%
%H		55.4%	21.4%	80.8%	56.8%	24.1%	91.1%
Other bedroom	182	94	41	162	114	48	163
%V	3.1%	3.5%	3.8%	3.4%	4.3%	2.3%	3.5%
%H		51.6%	22.5%	89.0%	62.6%	26.4%	89.6%
Second living/dining room	335	169	63	285	181	105	292
%V	5.8%	6.3%	5.9%	6.0%	6.8%	5.1%	6.2%
%H		50.4%	18.8%	85.1%	54.0%	31.3%	87.2%
Study/office	39	22	8	32	23	9	37
%V	0.7%	0.8%	0.7%	0.7%	0.9%	0.4%	0.8%
%H		56.4%	20.5%	82.1%	59.0%	23.1%	94.9%
TV room	18	10	3	12	7	5	18
%V	0.3%	0.4%	0.3%	0.3%	0.3%	0.2%	0.4%
%H		55.6%	16.7%	66.7%	38.9%	27.8%	100.0%
Conservatory	81	43	16	71	47	23	76
%V	1.4%	1.6%	1.5%	1.5%	1.8%	1.1%	1.6%
%H		53.1%	19.8%	87.7%	58.0%	28.4%	93.8%
Attic or loft room	9	3	1	7	3	4	9
%V	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%
%H		33.3%	11.1%	77.8%	33.3%	44.4%	100.0%
No specific location	6	2	2	5	2	3	5
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	83.3%	33.3%	50.0%	83.3%
Other	16	10	2	13	9	4	14
%V	0.3%	0.4%	0.2%	0.3%	0.3%	0.2%	0.3%
%H		62.5%	12.5%	81.3%	56.3%	25.0%	87.5%
Not Asked	80	46	14	51	34	20	65
%V	1.4%	1.7%	1.3%	1.1%	1.3%	1.0%	1.4%
%H		57.5%	17.5%	63.8%	42.5%	25.0%	81.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5824	2694	1074	4739	2662	2078	4721
%H		46.3%	18.4%	81.4%	45.7%	35.7%	81.1%
PVR	2334	1394	532	1621	1191	431	2087
%V	40.1%	51.7%	49.5%	34.2%	44.7%	20.7%	44.2%
%H		59.7%	22.8%	69.5%	51.0%	18.5%	89.4%
DVDR	85	36	18	73	42	32	73
%V	1.5%	1.3%	1.7%	1.5%	1.6%	1.5%	1.5%
%H		42.4%	21.2%	85.9%	49.4%	37.6%	85.9%
VCR	60	18	9	52	19	33	38
%V	1.0%	0.7%	0.8%	1.1%	0.7%	1.6%	0.8%
%H		30.0%	15.0%	86.7%	31.7%	55.0%	63.3%
Any recorder	2405	1411	542	1685	1211	475	2132
%V	41.3%	52.4%	50.5%	35.6%	45.5%	22.9%	45.2%
%H		58.7%	22.5%	70.1%	50.4%	19.8%	88.6%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5824	2694	1074	4739	2662	2078	4721
%H		46.3%	18.4%	81.4%	45.7%	35.7%	81.1%
Receives HDTV (via STB or built-in reception)	2150	1147	539	1573	1084	489	1919
%V	36.9%	42.6%	50.2%	33.2%	40.7%	23.5%	40.6%
%H		53.3%	25.1%	73.2%	50.4%	22.7%	89.3%
DVD/Blu-ray player or recorder	3112	1474	601	2498	1443	1056	2583
%V	53.4%	54.7%	56.0%	52.7%	54.2%	50.8%	54.7%
%H		47.4%	19.3%	80.3%	46.4%	33.9%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2868	1185	492	2272	1078	1195	2144
%H		41.3%	17.2%	79.2%	37.6%	41.7%	74.8%
Under 20"	53	10	6	44	7	37	31
%V	1.8%	0.8%	1.2%	1.9%	0.6%	3.1%	1.4%
%H		18.9%	11.3%	83.0%	13.2%	69.8%	58.5%
20" - 29"	362	82	42	304	70	234	189
%V	12.6%	6.9%	8.5%	13.4%	6.5%	19.6%	8.8%
%H		22.7%	11.6%	84.0%	19.3%	64.6%	52.2%
30" - 39"	1200	433	188	991	416	575	843
%V	41.8%	36.5%	38.2%	43.6%	38.6%	48.1%	39.3%
%H		36.1%	15.7%	82.6%	34.7%	47.9%	70.3%
40" and over	1201	642	247	893	570	324	1048
%V	41.9%	54.2%	50.2%	39.3%	52.9%	27.1%	48.9%
%H		53.5%	20.6%	74.4%	47.5%	27.0%	87.3%
Don't know	51	17	9	40	15	24	32
%V	1.8%	1.4%	1.8%	1.8%	1.4%	2.0%	1.5%
%H		33.3%	17.6%	78.4%	29.4%	47.1%	62.7%
Not Asked	1	1	0	0	0	1	1
%V	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	100.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2868	1185	492	2272	1078	1195	2144
%H		41.3%	17.2%	79.2%	37.6%	41.7%	74.8%
PVR	1723	1009	367	1240	879	361	1511
%V	60.1%	85.1%	74.6%	54.6%	81.5%	30.2%	70.5%
%H		58.6%	21.3%	72.0%	51.0%	21.0%	87.7%
DVDR	63	23	14	54	28	26	52
%V	2.2%	1.9%	2.8%	2.4%	2.6%	2.2%	2.4%
%H		36.5%	22.2%	85.7%	44.4%	41.3%	82.5%
VCR	45	13	6	39	13	26	27
%V	1.6%	1.1%	1.2%	1.7%	1.2%	2.2%	1.3%
%H		28.9%	13.3%	86.7%	28.9%	57.8%	60.0%
Any recorder	1773	1016	374	1285	888	397	1539
%V	61.8%	85.7%	76.0%	56.6%	82.4%	33.2%	71.8%
%H		57.3%	21.1%	72.5%	50.1%	22.4%	86.8%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2868	1185	492	2272	1078	1195	2144
%H		41.3%	17.2%	79.2%	37.6%	41.7%	74.8%
Receives HDTV (via STB or built-in reception)	1469	781	353	1077	727	351	1284
%V	51.2%	65.9%	71.7%	47.4%	67.4%	29.4%	59.9%
%H		53.2%	24.0%	73.3%	49.5%	23.9%	87.4%
DVD/Blu-ray player or recorder	1956	860	360	1531	787	745	1538
%V	68.2%	72.6%	73.2%	67.4%	73.0%	62.3%	71.7%
%H		44.0%	18.4%	78.3%	40.2%	38.1%	78.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2956	1509	582	2467	1584	883	2578
%H		51.0%	19.7%	83.5%	53.6%	29.9%	87.2%
Under 20"	743	350	129	650	379	271	622
%V	25.1%	23.2%	22.2%	26.3%	23.9%	30.7%	24.1%
%H		47.1%	17.4%	87.5%	51.0%	36.5%	83.7%
20" - 29"	1000	485	192	854	526	328	865
%V	33.8%	32.1%	33.0%	34.6%	33.2%	37.1%	33.6%
%H		48.5%	19.2%	85.4%	52.6%	32.8%	86.5%
30" - 39"	766	418	163	630	438	192	687
%V	25.9%	27.7%	28.0%	25.5%	27.7%	21.7%	26.6%
%H		54.6%	21.3%	82.2%	57.2%	25.1%	89.7%
40" and over	294	179	68	218	168	50	280
%V	9.9%	11.9%	11.7%	8.8%	10.6%	5.7%	10.9%
%H		60.9%	23.1%	74.1%	57.1%	17.0%	95.2%
Don't know	73	33	17	62	40	22	60
%V	2.5%	2.2%	2.9%	2.5%	2.5%	2.5%	2.3%
%H		45.2%	23.3%	84.9%	54.8%	30.1%	82.2%
Not Asked	80	44	13	53	33	20	64
%V	2.7%	2.9%	2.2%	2.1%	2.1%	2.3%	2.5%
%H		55.0%	16.3%	66.3%	41.3%	25.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2956	1509	582	2467	1584	883	2578
%H		51.0%	19.7%	83.5%	53.6%	29.9%	87.2%
PVR	611	385	165	381	311	70	576
%V	20.7%	25.5%	28.4%	15.4%	19.6%	7.9%	22.3%
%H		63.0%	27.0%	62.4%	50.9%	11.5%	94.3%
DVDR	22	13	4	19	13	6	20
%V	0.7%	0.9%	0.7%	0.8%	0.8%	0.7%	0.8%
%H		59.1%	18.2%	86.4%	59.1%	27.3%	90.9%
VCR	15	5	3	14	7	7	11
%V	0.5%	0.3%	0.5%	0.6%	0.4%	0.8%	0.4%
%H		33.3%	20.0%	93.3%	46.7%	46.7%	73.3%
Any recorder	631	395	168	401	323	78	593
%V	21.3%	26.2%	28.9%	16.3%	20.4%	8.8%	23.0%
%H		62.6%	26.6%	63.5%	51.2%	12.4%	94.0%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2956	1509	582	2467	1584	883	2578
%H		51.0%	19.7%	83.5%	53.6%	29.9%	87.2%
Receives HDTV (via STB or built-in reception)	682	366	186	495	357	138	634
%V	23.1%	24.3%	32.0%	20.1%	22.5%	15.6%	24.6%
%H		53.7%	27.3%	72.6%	52.3%	20.2%	93.0%
DVD/Blu-ray player or recorder	1157	614	240	967	656	311	1045
%V	39.1%	40.7%	41.2%	39.2%	41.4%	35.2%	40.5%
%H		53.1%	20.7%	83.6%	56.7%	26.9%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6828	6633	3110	1259	5072	2792	2280	5600
%H		97.1%	45.5%	18.4%	74.3%	40.9%	33.4%	82.0%
Total Children	1321	1292	693	271	910	573	338	1156
%V	19.3%	19.5%	22.3%	21.5%	17.9%	20.5%	14.8%	20.6%
%H		97.8%	52.5%	20.5%	68.9%	43.4%	25.6%	87.5%
0 - 3	351	342	170	67	233	128	105	283
%V	5.1%	5.2%	5.5%	5.3%	4.6%	4.6%	4.6%	5.1%
%H		97.4%	48.4%	19.1%	66.4%	36.5%	29.9%	80.6%
4 - 15	970	950	522	205	677	444	233	872
%V	14.2%	14.3%	16.8%	16.3%	13.3%	15.9%	10.2%	15.6%
%H		97.9%	53.8%	21.1%	69.8%	45.8%	24.0%	89.9%
4 - 9	507	496	272	105	351	228	124	445
%V	7.4%	7.5%	8.7%	8.3%	6.9%	8.2%	5.4%	7.9%
%H		97.8%	53.6%	20.7%	69.2%	45.0%	24.5%	87.8%
10 - 15	463	454	250	100	326	216	109	428
%V	6.8%	6.8%	8.0%	7.9%	6.4%	7.7%	4.8%	7.6%
%H		98.1%	54.0%	21.6%	70.4%	46.7%	23.5%	92.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6828	6633	3110	1259	5072	2792	2280	5600
%H		97.1%	45.5%	18.4%	74.3%	40.9%	33.4%	82.0%
Total Adults (16+)	5507	5341	2417	988	4162	2219	1943	4444
%V	80.7%	80.5%	77.7%	78.5%	82.1%	79.5%	85.2%	79.4%
%H		97.0%	43.9%	17.9%	75.6%	40.3%	35.3%	80.7%
16 - 19	314	309	160	64	243	159	84	288
%V	4.6%	4.7%	5.1%	5.1%	4.8%	5.7%	3.7%	5.1%
%H		98.4%	51.0%	20.4%	77.4%	50.6%	26.8%	91.7%
20 - 24	471	446	200	85	338	181	157	398
%V	6.9%	6.7%	6.4%	6.8%	6.7%	6.5%	6.9%	7.1%
%H		94.7%	42.5%	18.0%	71.8%	38.4%	33.3%	84.5%
25 - 34	903	858	439	173	600	353	246	797
%V	13.2%	12.9%	14.1%	13.7%	11.8%	12.6%	10.8%	14.2%
%H		95.0%	48.6%	19.2%	66.4%	39.1%	27.2%	88.3%
35 - 44	879	853	433	179	621	374	246	793
%V	12.9%	12.9%	13.9%	14.2%	12.2%	13.4%	10.8%	14.2%
%H		97.0%	49.3%	20.4%	70.6%	42.5%	28.0%	90.2%
45 - 54	986	966	469	192	763	451	312	870
%V	14.4%	14.6%	15.1%	15.3%	15.0%	16.2%	13.7%	15.5%
%H		98.0%	47.6%	19.5%	77.4%	45.7%	31.6%	88.2%
55 - 64	795	776	350	151	612	336	276	661
%V	11.6%	11.7%	11.3%	12.0%	12.1%	12.0%	12.1%	11.8%
%H		97.6%	44.0%	19.0%	77.0%	42.3%	34.7%	83.1%
65+	1159	1133	365	145	985	364	621	638
%V	17.0%	17.1%	11.7%	11.5%	19.4%	13.0%	27.2%	11.4%
%H		97.8%	31.5%	12.5%	85.0%	31.4%	53.6%	55.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5507	5341	2417	988	4162	2219	1943	4444
%H		97.0%	43.9%	17.9%	75.6%	40.3%	35.3%	80.7%
AB	1255	1220	625	198	956	554	402	1180
%V	22.8%	22.8%	25.9%	20.0%	23.0%	25.0%	20.7%	26.6%
%H		97.2%	49.8%	15.8%	76.2%	44.1%	32.0%	94.0%
C1	1592	1540	755	274	1156	649	507	1381
%V	28.9%	28.8%	31.2%	27.7%	27.8%	29.2%	26.1%	31.1%
%H		96.7%	47.4%	17.2%	72.6%	40.8%	31.8%	86.7%
C2	1178	1154	534	236	915	524	391	958
%V	21.4%	21.6%	22.1%	23.9%	22.0%	23.6%	20.1%	21.6%
%H		98.0%	45.3%	20.0%	77.7%	44.5%	33.2%	81.3%
D	870	841	339	200	637	339	299	641
%V	15.8%	15.7%	14.0%	20.2%	15.3%	15.3%	15.4%	14.4%
%H		96.7%	39.0%	23.0%	73.2%	39.0%	34.4%	73.7%
E	613	586	165	80	498	154	344	284
%V	11.1%	11.0%	6.8%	8.1%	12.0%	6.9%	17.7%	6.4%
%H		95.6%	26.9%	13.1%	81.2%	25.1%	56.1%	46.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5507	5341	2417	988	4162	2219	1943	4444
%H		97.0%	43.9%	17.9%	75.6%	40.3%	35.3%	80.7%
Working full time	2456	2395	1216	487	1805	1105	700	2259
%V	44.6%	44.8%	50.3%	49.3%	43.4%	49.8%	36.0%	50.8%
%H		97.5%	49.5%	19.8%	73.5%	45.0%	28.5%	92.0%
Working part time	520	508	253	101	377	222	155	462
%V	9.4%	9.5%	10.5%	10.2%	9.1%	10.0%	8.0%	10.4%
%H		97.7%	48.7%	19.4%	72.5%	42.7%	29.8%	88.8%
Not working	2531	2438	947	399	1981	893	1088	1723
%V	46.0%	45.6%	39.2%	40.4%	47.6%	40.2%	56.0%	38.8%
%H		96.3%	37.4%	15.8%	78.3%	35.3%	43.0%	68.1%
Housewife/Houseperson	2978	2876	1186	492	2273	1078	1195	2207
%V	54.1%	53.8%	49.1%	49.8%	54.6%	48.6%	61.5%	49.7%
%H		96.6%	39.8%	16.5%	76.3%	36.2%	40.1%	74.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2680	2575	1198	479	1996	1097	899	2192
%H		96.1%	44.7%	17.9%	74.5%	40.9%	33.5%	81.8%
16 - 19	161	159	77	30	126	75	50	151
%V	6.0%	6.2%	6.4%	6.3%	6.3%	6.8%	5.6%	6.9%
%H		98.8%	47.8%	18.6%	78.3%	46.6%	31.1%	93.8%
20 - 24	229	214	101	41	164	96	68	200
%V	8.5%	8.3%	8.4%	8.6%	8.2%	8.8%	7.6%	9.1%
%H		93.4%	44.1%	17.9%	71.6%	41.9%	29.7%	87.3%
25 - 34	449	420	219	82	295	175	120	399
%V	16.8%	16.3%	18.3%	17.1%	14.8%	16.0%	13.3%	18.2%
%H		93.5%	48.8%	18.3%	65.7%	39.0%	26.7%	88.9%
35 - 44	433	417	203	93	300	178	122	382
%V	16.2%	16.2%	16.9%	19.4%	15.0%	16.2%	13.6%	17.4%
%H		96.3%	46.9%	21.5%	69.3%	41.1%	28.2%	88.2%
45 - 54	485	470	232	90	373	221	151	419
%V	18.1%	18.3%	19.4%	18.8%	18.7%	20.1%	16.8%	19.1%
%H		96.9%	47.8%	18.6%	76.9%	45.6%	31.1%	86.4%
55 - 64	393	381	173	74	300	166	134	317
%V	14.7%	14.8%	14.4%	15.4%	15.0%	15.1%	14.9%	14.5%
%H		96.9%	44.0%	18.8%	76.3%	42.2%	34.1%	80.7%
65+	531	514	192	68	439	186	253	324
%V	19.8%	20.0%	16.0%	14.2%	22.0%	17.0%	28.1%	14.8%
%H		96.8%	36.2%	12.8%	82.7%	35.0%	47.6%	61.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2680	2575	1198	479	1996	1097	899	2192
%H		96.1%	44.7%	17.9%	74.5%	40.9%	33.5%	81.8%
AB	629	611	313	99	482	282	199	594
%V	23.5%	23.7%	26.1%	20.7%	24.1%	25.7%	22.1%	27.1%
%H		97.1%	49.8%	15.7%	76.6%	44.8%	31.6%	94.4%
C1	740	708	364	127	523	311	212	657
%V	27.6%	27.5%	30.4%	26.5%	26.2%	28.4%	23.6%	30.0%
%H		95.7%	49.2%	17.2%	70.7%	42.0%	28.6%	88.8%
C2	634	618	282	128	489	278	211	509
%V	23.7%	24.0%	23.5%	26.7%	24.5%	25.3%	23.5%	23.2%
%H		97.5%	44.5%	20.2%	77.1%	43.8%	33.3%	80.3%
D	411	393	167	94	292	162	130	309
%V	15.3%	15.3%	13.9%	19.6%	14.6%	14.8%	14.5%	14.1%
%H		95.6%	40.6%	22.9%	71.0%	39.4%	31.6%	75.2%
E	266	246	71	30	210	65	146	123
%V	9.9%	9.6%	5.9%	6.3%	10.5%	5.9%	16.2%	5.6%
%H		92.5%	26.7%	11.3%	78.9%	24.4%	54.9%	46.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2680	2575	1198	479	1996	1097	899	2192
%H		96.1%	44.7%	17.9%	74.5%	40.9%	33.5%	81.8%
Working full time	1475	1428	737	291	1072	667	405	1350
%V	55.0%	55.5%	61.5%	60.8%	53.7%	60.8%	45.1%	61.6%
%H		96.8%	50.0%	19.7%	72.7%	45.2%	27.5%	91.5%
Working part time	127	124	57	24	87	44	44	108
%V	4.7%	4.8%	4.8%	5.0%	4.4%	4.0%	4.9%	4.9%
%H		97.6%	44.9%	18.9%	68.5%	34.6%	34.6%	85.0%
Not working	1078	1024	404	164	836	387	450	734
%V	40.2%	39.8%	33.7%	34.2%	41.9%	35.3%	50.1%	33.5%
%H		95.0%	37.5%	15.2%	77.6%	35.9%	41.7%	68.1%
Housewife/Houseperson	647	595	217	84	476	189	287	390
%V	24.1%	23.1%	18.1%	17.5%	23.8%	17.2%	31.9%	17.8%
%H		92.0%	33.5%	13.0%	73.6%	29.2%	44.4%	60.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2827	2766	1219	509	2166	1122	1044	2252
%H		97.8%	43.1%	18.0%	76.6%	39.7%	36.9%	79.7%
16 - 19	153	150	83	34	117	83	34	137
%V	5.4%	5.4%	6.8%	6.7%	5.4%	7.4%	3.3%	6.1%
%H		98.0%	54.2%	22.2%	76.5%	54.2%	22.2%	89.5%
20 - 24	243	232	99	44	174	86	89	198
%V	8.6%	8.4%	8.1%	8.6%	8.0%	7.7%	8.5%	8.8%
%H		95.5%	40.7%	18.1%	71.6%	35.4%	36.6%	81.5%
25 - 34	454	438	220	91	305	178	127	398
%V	16.1%	15.8%	18.0%	17.9%	14.1%	15.9%	12.2%	17.7%
%H		96.5%	48.5%	20.0%	67.2%	39.2%	28.0%	87.7%
35 - 44	446	436	230	85	320	196	124	411
%V	15.8%	15.8%	18.9%	16.7%	14.8%	17.5%	11.9%	18.3%
%H		97.8%	51.6%	19.1%	71.7%	43.9%	27.8%	92.2%
45 - 54	501	496	238	102	391	230	161	451
%V	17.7%	17.9%	19.5%	20.0%	18.1%	20.5%	15.4%	20.0%
%H		99.0%	47.5%	20.4%	78.0%	45.9%	32.1%	90.0%
55 - 64	403	395	177	77	312	170	142	345
%V	14.3%	14.3%	14.5%	15.1%	14.4%	15.2%	13.6%	15.3%
%H		98.0%	43.9%	19.1%	77.4%	42.2%	35.2%	85.6%
65+	628	619	173	76	547	178	368	314
%V	22.2%	22.4%	14.2%	14.9%	25.3%	15.9%	35.2%	13.9%
%H		98.6%	27.5%	12.1%	87.1%	28.3%	58.6%	50.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2827	2766	1219	509	2166	1122	1044	2252
%H		97.8%	43.1%	18.0%	76.6%	39.7%	36.9%	79.7%
AB	626	609	311	98	474	271	203	586
%V	22.1%	22.0%	25.5%	19.3%	21.9%	24.2%	19.4%	26.0%
%H		97.3%	49.7%	15.7%	75.7%	43.3%	32.4%	93.6%
C1	852	832	390	147	633	338	295	724
%V	30.1%	30.1%	32.0%	28.9%	29.2%	30.1%	28.3%	32.1%
%H		97.7%	45.8%	17.3%	74.3%	39.7%	34.6%	85.0%
C2	544	536	251	107	426	246	180	449
%V	19.2%	19.4%	20.6%	21.0%	19.7%	21.9%	17.2%	19.9%
%H		98.5%	46.1%	19.7%	78.3%	45.2%	33.1%	82.5%
D	458	448	172	106	346	177	169	332
%V	16.2%	16.2%	14.1%	20.8%	16.0%	15.8%	16.2%	14.7%
%H		97.8%	37.6%	23.1%	75.5%	38.6%	36.9%	72.5%
E	347	340	94	50	287	89	198	161
%V	12.3%	12.3%	7.7%	9.8%	13.3%	7.9%	19.0%	7.1%
%H		98.0%	27.1%	14.4%	82.7%	25.6%	57.1%	46.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2827	2766	1219	509	2166	1122	1044	2252
%H		97.8%	43.1%	18.0%	76.6%	39.7%	36.9%	79.7%
Working full time	981	967	480	196	733	438	295	909
%V	34.7%	35.0%	39.4%	38.5%	33.8%	39.0%	28.3%	40.4%
%H		98.6%	48.9%	20.0%	74.7%	44.6%	30.1%	92.7%
Working part time	393	385	196	78	289	178	111	354
%V	13.9%	13.9%	16.1%	15.3%	13.3%	15.9%	10.6%	15.7%
%H		98.0%	49.9%	19.8%	73.5%	45.3%	28.2%	90.1%
Not working	1453	1414	543	236	1144	506	638	990
%V	51.4%	51.1%	44.5%	46.4%	52.8%	45.1%	61.1%	44.0%
%H		97.3%	37.4%	16.2%	78.7%	34.8%	43.9%	68.1%
Housewife/Houseperson	2331	2281	969	407	1797	889	909	1817
%V	82.5%	82.5%	79.5%	80.0%	83.0%	79.2%	87.1%	80.7%
%H		97.9%	41.6%	17.5%	77.1%	38.1%	39.0%	77.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2442	2331	985	390	1677	748	930	1795
%H (All HH)		95.5%	40.3%	16.0%	68.7%	30.6%	38.1%	73.5%
%H (TV HH)			42.3%	16.7%	71.9%	32.1%	39.9%	
AB	563	544	250	89	390	186	204	522
%V	23.1%	23.3%	25.4%	22.8%	23.3%	24.9%	21.9%	29.1%
%H (All HH)		96.6%	44.4%	15.8%	69.3%	33.0%	36.2%	92.7%
%H (TV HH)			46.0%	16.4%	71.7%	34.2%	37.5%	
C1	666	625	274	109	436	211	225	556
%V	27.3%	26.8%	27.8%	27.9%	26.0%	28.2%	24.2%	31.0%
%H (All HH)		93.8%	41.1%	16.4%	65.5%	31.7%	33.8%	83.5%
%H (TV HH)			43.8%	17.4%	69.8%	33.8%	36.0%	
C2	444	434	211	76	306	162	145	347
%V	18.2%	18.6%	21.4%	19.5%	18.2%	21.7%	15.6%	19.3%
%H (All HH)		97.7%	47.5%	17.1%	68.9%	36.5%	32.7%	78.2%
%H (TV HH)			48.6%	17.5%	70.5%	37.3%	33.4%	
D	414	393	156	75	286	127	159	250
%V	17.0%	16.9%	15.8%	19.2%	17.1%	17.0%	17.1%	13.9%
%H (All HH)		94.9%	37.7%	18.1%	69.1%	30.7%	38.4%	60.4%
%H (TV HH)			39.7%	19.1%	72.8%	32.3%	40.5%	
E	355	335	94	41	259	62	197	121
%V	14.5%	14.4%	9.5%	10.5%	15.4%	8.3%	21.2%	6.7%
%H (All HH)		94.4%	26.5%	11.5%	73.0%	17.5%	55.5%	34.1%
%H (TV HH)			28.1%	12.2%	77.3%	18.5%	58.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2442	2331	985	390	1677	748	930	1795
%H (All HH)		95.5%	40.3%	16.0%	68.7%	30.6%	38.1%	73.5%
%H (TV HH)			42.3%	16.7%	71.9%	32.1%	39.9%	
Under 25	136	116	46	17	72	30	42	105
%V	5.6%	5.0%	4.7%	4.4%	4.3%	4.0%	4.5%	5.8%
%H (All HH)		85.3%	33.8%	12.5%	52.9%	22.1%	30.9%	77.2%
%H (TV HH)			39.7%	14.7%	62.1%	25.9%	36.2%	
25 - 34	367	335	173	62	203	112	90	320
%V	15.0%	14.4%	17.6%	15.9%	12.1%	15.0%	9.7%	17.8%
%H (All HH)		91.3%	47.1%	16.9%	55.3%	30.5%	24.5%	87.2%
%H (TV HH)			51.6%	18.5%	60.6%	33.4%	26.9%	
35 - 44	392	375	189	67	246	130	116	341
%V	16.1%	16.1%	19.2%	17.2%	14.7%	17.4%	12.5%	19.0%
%H (All HH)		95.7%	48.2%	17.1%	62.8%	33.2%	29.6%	87.0%
%H (TV HH)			50.4%	17.9%	65.6%	34.7%	30.9%	
45 - 54	485	469	230	87	335	184	150	422
%V	19.9%	20.1%	23.4%	22.3%	20.0%	24.6%	16.1%	23.5%
%H (All HH)		96.7%	47.4%	17.9%	69.1%	37.9%	30.9%	87.0%
%H (TV HH)			49.0%	18.6%	71.4%	39.2%	32.0%	
55 - 64	419	406	167	76	303	140	163	325
%V	17.2%	17.4%	17.0%	19.5%	18.1%	18.7%	17.5%	18.1%
%H (All HH)		96.9%	39.9%	18.1%	72.3%	33.4%	38.9%	77.6%
%H (TV HH)			41.1%	18.7%	74.6%	34.5%	40.1%	
65 +	643	630	179	83	518	151	368	282
%V	26.3%	27.0%	18.2%	21.3%	30.9%	20.2%	39.6%	15.7%
%H (All HH)		98.0%	27.8%	12.9%	80.6%	23.5%	57.2%	43.9%
%H (TV HH)			28.4%	13.2%	82.2%	24.0%	58.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2442	2331	985	390	1677	748	930	1795
%H (All HH)		95.5%	40.3%	16.0%	68.7%	30.6%	38.1%	73.5%
%H (TV HH)			42.3%	16.7%	71.9%	32.1%	39.9%	
1	875	820	214	124	624	156	468	418
%V	35.8%	35.2%	21.7%	31.8%	37.2%	20.9%	50.3%	23.3%
%H (All HH)		93.7%	24.5%	14.2%	71.3%	17.8%	53.5%	47.8%
%H (TV HH)			26.1%	15.1%	76.1%	19.0%	57.1%	
2	839	807	366	129	592	291	302	693
%V	34.4%	34.6%	37.2%	33.1%	35.3%	38.9%	32.5%	38.6%
%H (All HH)		96.2%	43.6%	15.4%	70.6%	34.7%	36.0%	82.6%
%H (TV HH)			45.4%	16.0%	73.4%	36.1%	37.4%	
3	357	345	188	76	228	148	80	329
%V	14.6%	14.8%	19.1%	19.5%	13.6%	19.8%	8.6%	18.3%
%H (All HH)		96.6%	52.7%	21.3%	63.9%	41.5%	22.4%	92.2%
%H (TV HH)			54.5%	22.0%	66.1%	42.9%	23.2%	
4	270	258	157	43	171	113	58	257
%V	11.1%	11.1%	15.9%	11.0%	10.2%	15.1%	6.2%	14.3%
%H (All HH)		95.6%	58.1%	15.9%	63.3%	41.9%	21.5%	95.2%
%H (TV HH)			60.9%	16.7%	66.3%	43.8%	22.5%	
5+	101	100	60	17	62	40	22	98
%V	4.1%	4.3%	6.1%	4.4%	3.7%	5.3%	2.4%	5.5%
%H (All HH)		99.0%	59.4%	16.8%	61.4%	39.6%	21.8%	97.0%
%H (TV HH)			60.0%	17.0%	62.0%	40.0%	22.0%	
Average HH size	2.15	2.17	2.49	2.24	2.10	2.46	1.81	2.43

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2442	2331	985	390	1677	748	930	1795
%H (All HH)		95.5%	40.3%	16.0%	68.7%	30.6%	38.1%	73.5%
%H (TV HH)			42.3%	16.7%	71.9%	32.1%	39.9%	
Without	1887	1789	669	294	1334	535	799	1282
%V	77.3%	76.7%	67.9%	75.4%	79.5%	71.5%	85.9%	71.4%
%H (All HH)		94.8%	35.5%	15.6%	70.7%	28.4%	42.3%	67.9%
%H (TV HH)			37.4%	16.4%	74.6%	29.9%	44.7%	
With	555	543	316	96	344	212	131	513
%V	22.7%	23.3%	32.1%	24.6%	20.5%	28.3%	14.1%	28.6%
%H (All HH)		97.8%	56.9%	17.3%	62.0%	38.2%	23.6%	92.4%
%H (TV HH)			58.2%	17.7%	63.4%	39.0%	24.1%	
0 - 3	205	198	121	39	120	81	40	183
%V	8.4%	8.5%	12.3%	10.0%	7.2%	10.8%	4.3%	10.2%
%H (All HH)		96.6%	59.0%	19.0%	58.5%	39.5%	19.5%	89.3%
%H (TV HH)			61.1%	19.7%	60.6%	40.9%	20.2%	
4 - 9	263	258	151	42	159	94	65	245
%V	10.8%	11.1%	15.3%	10.8%	9.5%	12.6%	7.0%	13.6%
%H (All HH)		98.1%	57.4%	16.0%	60.5%	35.7%	24.7%	93.2%
%H (TV HH)			58.5%	16.3%	61.6%	36.4%	25.2%	
10 - 15	254	250	143	44	163	101	62	242
%V	10.4%	10.7%	14.5%	11.3%	9.7%	13.5%	6.7%	13.5%
%H (All HH)		98.4%	56.3%	17.3%	64.2%	39.8%	24.4%	95.3%
%H (TV HH)			57.2%	17.6%	65.2%	40.4%	24.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2442	2331	985	390	1677	748	930	1795
%H (All HH)		95.5%	40.3%	16.0%	68.7%	30.6%	38.1%	73.5%
%H (TV HH)			42.3%	16.7%	71.9%	32.1%	39.9%	
1	907	907	282	134	596	133	463	549
%V	37.1%	38.9%	28.6%	34.4%	35.5%	17.8%	49.8%	30.6%
%H (All HH)		100.0%	31.1%	14.8%	65.7%	14.7%	51.0%	60.5%
%H (TV HH)			31.1%	14.8%	65.7%	14.7%	51.0%	
2	827	827	356	148	618	296	322	626
%V	33.9%	35.5%	36.1%	37.9%	36.9%	39.6%	34.6%	34.9%
%H (All HH)		100.0%	43.0%	17.9%	74.7%	35.8%	38.9%	75.7%
%H (TV HH)			43.0%	17.9%	74.7%	35.8%	38.9%	
3	388	388	211	71	295	187	107	347
%V	15.9%	16.6%	21.4%	18.2%	17.6%	25.0%	11.5%	19.3%
%H (All HH)		100.0%	54.4%	18.3%	76.0%	48.2%	27.6%	89.4%
%H (TV HH)			54.4%	18.3%	76.0%	48.2%	27.6%	
4	139	139	85	27	110	84	26	133
%V	5.7%	6.0%	8.6%	6.9%	6.6%	11.2%	2.8%	7.4%
%H (All HH)		100.0%	61.2%	19.4%	79.1%	60.4%	18.7%	95.7%
%H (TV HH)			61.2%	19.4%	79.1%	60.4%	18.7%	
5+	71	71	51	10	58	48	11	70
%V	2.9%	3.0%	5.2%	2.6%	3.5%	6.4%	1.2%	3.9%
%H (All HH)		100.0%	71.8%	14.1%	81.7%	67.6%	15.5%	98.6%
%H (TV HH)			71.8%	14.1%	81.7%	67.6%	15.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2442	2331	985	390	1677	748	930	1795
%H (All HH)		95.5%	40.3%	16.0%	68.7%	30.6%	38.1%	73.5%
%H (TV HH)			42.3%	16.7%	71.9%	32.1%	39.9%	
Under 20"	563	563	252	90	449	231	218	433
%V	23.1%	24.2%	25.6%	23.1%	26.8%	30.9%	23.4%	24.1%
%H (All HH)		100.0%	44.8%	16.0%	79.8%	41.0%	38.7%	76.9%
%H (TV HH)			44.8%	16.0%	79.8%	41.0%	38.7%	
20" - 29"	890	890	355	143	709	324	385	655
%V	36.4%	38.2%	36.0%	36.7%	42.3%	43.3%	41.4%	36.5%
%H (All HH)		100.0%	39.9%	16.1%	79.7%	36.4%	43.3%	73.6%
%H (TV HH)			39.9%	16.1%	79.7%	36.4%	43.3%	
30" - 39"	1239	1239	546	225	910	444	466	940
%V	50.7%	53.2%	55.4%	57.7%	54.3%	59.4%	50.1%	52.4%
%H (All HH)		100.0%	44.1%	18.2%	73.4%	35.8%	37.6%	75.9%
%H (TV HH)			44.1%	18.2%	73.4%	35.8%	37.6%	
40" and over	1043	1043	579	185	707	430	277	894
%V	42.7%	44.7%	58.8%	47.4%	42.2%	57.5%	29.8%	49.8%
%H (All HH)		100.0%	55.5%	17.7%	67.8%	41.2%	26.6%	85.7%
%H (TV HH)			55.5%	17.7%	67.8%	41.2%	26.6%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Scotland

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2442	2331	985	390	1677	748	930	1795
%V (All HH)		95.5%	40.3%	16.0%	68.7%	30.6%	38.1%	73.5%
%H (TV HH)			42.3%	16.7%	71.9%	32.1%	39.9%	
Main living room	2280	2280	971	387	1648	739	908	1685
%V	93.4%	97.8%	98.6%	99.2%	98.3%	98.8%	97.6%	93.9%
%H (All HH)		100.0%	42.6%	17.0%	72.3%	32.4%	39.8%	73.9%
%H (TV HH)			42.6%	17.0%	72.3%	32.4%	39.8%	
Kitchen	271	271	133	35	232	128	104	228
%V	11.1%	11.6%	13.5%	9.0%	13.8%	17.1%	11.2%	12.7%
%H (All HH)		100.0%	49.1%	12.9%	85.6%	47.2%	38.4%	84.1%
%H (TV HH)			49.1%	12.9%	85.6%	47.2%	38.4%	
Adult's bedroom	1021	1021	507	197	791	474	317	840
%V	41.8%	43.8%	51.5%	50.5%	47.2%	63.4%	34.1%	46.8%
%H (All HH)		100.0%	49.7%	19.3%	77.5%	46.4%	31.0%	82.3%
%H (TV HH)			49.7%	19.3%	77.5%	46.4%	31.0%	
Child's bedroom	276	276	172	51	184	129	55	253
%V	11.3%	11.8%	17.5%	13.1%	11.0%	17.2%	5.9%	14.1%
%H (All HH)		100.0%	62.3%	18.5%	66.7%	46.7%	19.9%	91.7%
%H (TV HH)			62.3%	18.5%	66.7%	46.7%	19.9%	
Other bedroom	113	113	67	15	87	57	30	100
%V	4.6%	4.8%	6.8%	3.8%	5.2%	7.6%	3.2%	5.6%
%H (All HH)		100.0%	59.3%	13.3%	77.0%	50.4%	26.5%	88.5%
%H (TV HH)			59.3%	13.3%	77.0%	50.4%	26.5%	
Second living/dining room	170	170	90	24	132	76	56	158
%V	7.0%	7.3%	9.1%	6.2%	7.9%	10.2%	6.0%	8.8%
%H (All HH)		100.0%	52.9%	14.1%	77.6%	44.7%	32.9%	92.9%
%H (TV HH)			52.9%	14.1%	77.6%	44.7%	32.9%	
Study/office	33	33	16	5	28	17	11	31
%V	1.4%	1.4%	1.6%	1.3%	1.7%	2.3%	1.2%	1.7%
%H (All HH)		100.0%	48.5%	15.2%	84.8%	51.5%	33.3%	93.9%
%H (TV HH)			48.5%	15.2%	84.8%	51.5%	33.3%	
TV room	33	33	19	4	28	17	10	30
%V	1.4%	1.4%	1.9%	1.0%	1.7%	2.3%	1.1%	1.7%
%H (All HH)		100.0%	57.6%	12.1%	84.8%	51.5%	30.3%	90.9%
%H (TV HH)			57.6%	12.1%	84.8%	51.5%	30.3%	
Conservatory	42	42	23	6	34	21	13	39
%V	1.7%	1.8%	2.3%	1.5%	2.0%	2.8%	1.4%	2.2%
%H (All HH)		100.0%	54.8%	14.3%	81.0%	50.0%	31.0%	92.9%
%H (TV HH)			54.8%	14.3%	81.0%	50.0%	31.0%	
Attic or loft room	5	5	3	2	4	3	1	5
%V	0.2%	0.2%	0.3%	0.5%	0.2%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	60.0%	40.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	40.0%	80.0%	60.0%	20.0%	
No specific location	3	3	2	1	3	2	1	2
%V	0.1%	0.1%	0.2%	0.3%	0.2%	0.3%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	66.7%	33.3%	66.7%
%H (TV HH)			66.7%	33.3%	100.0%	66.7%	33.3%	
Other	16	16	10	3	13	9	4	16
%V	0.7%	0.7%	1.0%	0.8%	0.8%	1.2%	0.4%	0.9%
%H (All HH)		100.0%	62.5%	18.8%	81.3%	56.3%	25.0%	100.0%
%H (TV HH)			62.5%	18.8%	81.3%	56.3%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Scotland

Household level data

Table 11.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2442	2331	985	390	1677	748	930	1795
%H (All HH)		95.5%	40.3%	16.0%	68.7%	30.6%	38.1%	73.5%
%H (TV HH)			42.3%	16.7%	71.9%	32.1%	39.9%	
Any DSAT provider	985	985	985	12	553	553	0	844
%V	40.3%	42.3%	100.0%	3.1%	33.0%	73.9%	0.0%	47.0%
%H (All HH)			100.0%	1.2%	56.1%	56.1%	0.0%	85.7%
%H (TV HH)			100.0%	1.2%	56.1%	56.1%	0.0%	
Sky with subcription	859	859	859	9	491	491	0	745
%V	35.2%	36.9%	87.2%	2.3%	29.3%	65.6%	0.0%	41.5%
%H (All HH)			100.0%	1.0%	57.2%	57.2%	0.0%	86.7%
%H (TV HH)			100.0%	1.0%	57.2%	57.2%	0.0%	
Sky without subcription	42	42	42	2	20	20	0	29
%V	1.7%	1.8%	4.3%	0.5%	1.2%	2.7%	0.0%	1.6%
%H (All HH)			100.0%	4.8%	47.6%	47.6%	0.0%	69.0%
%H (TV HH)			100.0%	4.8%	47.6%	47.6%	0.0%	
Freesat	81	81	81	1	37	37	0	67
%V	3.3%	3.5%	8.2%	0.3%	2.2%	4.9%	0.0%	3.7%
%H (All HH)			100.0%	1.2%	45.7%	45.7%	0.0%	82.7%
%H (TV HH)			100.0%	1.2%	45.7%	45.7%	0.0%	
Other satellite provider	24	24	24	0	14	14	0	22
%V	1.0%	1.0%	2.4%	0.0%	0.8%	1.9%	0.0%	1.2%
%H (All HH)			100.0%	0.0%	58.3%	58.3%	0.0%	91.7%
%H (TV HH)			100.0%	0.0%	58.3%	58.3%	0.0%	
DCAB	390	390	12	390	199	199	0	327
%V	16.0%	16.7%	1.2%	100.0%	11.9%	26.6%	0.0%	18.2%
%H (All HH)			3.1%	100.0%	51.0%	51.0%	0.0%	83.8%
%H (TV HH)			3.1%	100.0%	51.0%	51.0%	0.0%	
DTT	1677	1677	553	199	1677	748	930	1183
%V	68.7%	71.9%	56.1%	51.0%	100.0%	100.0%	100.0%	65.9%
%H (All HH)		100.0%	33.0%	11.9%	100.0%	44.6%	55.5%	70.5%
%H (TV HH)			33.0%	11.9%	100.0%	44.6%	55.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Scotland

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2442	2331	985	390	1677	748	930	1795
%H (All HH)		95.5%	40.3%	16.0%	68.7%	30.6%	38.1%	73.5%
%H (TV HH)			42.3%	16.7%	71.9%	32.1%	39.9%	
PVR	1382	1382	836	282	898	624	274	1192
%V	56.6%	59.3%	84.9%	72.3%	53.5%	83.4%	29.5%	66.4%
%H (All HH)		100.0%	60.5%	20.4%	65.0%	45.2%	19.8%	86.3%
%H (TV HH)			60.5%	20.4%	65.0%	45.2%	19.8%	
DVDR	97	97	48	17	70	37	33	83
%V	4.0%	4.2%	4.9%	4.4%	4.2%	4.9%	3.5%	4.6%
%H (All HH)		100.0%	49.5%	17.5%	72.2%	38.1%	34.0%	85.6%
%H (TV HH)			49.5%	17.5%	72.2%	38.1%	34.0%	
VCR	78	78	16	22	61	21	40	41
%V	3.2%	3.3%	1.6%	5.6%	3.6%	2.8%	4.3%	2.3%
%H (All HH)		100.0%	20.5%	28.2%	78.2%	26.9%	51.3%	52.6%
%H (TV HH)			20.5%	28.2%	78.2%	26.9%	51.3%	
Any recorder	1456	1456	850	294	957	635	322	1230
%V	59.6%	62.5%	86.3%	75.4%	57.1%	84.9%	34.6%	68.5%
%H (All HH)		100.0%	58.4%	20.2%	65.7%	43.6%	22.1%	84.5%
%H (TV HH)			58.4%	20.2%	65.7%	43.6%	22.1%	
Receives HDTV (via STB or built-in reception)	1137	1137	635	266	754	509	245	984
%V	46.6%	48.8%	64.5%	68.2%	45.0%	68.0%	26.3%	54.8%
%H (All HH)		100.0%	55.8%	23.4%	66.3%	44.8%	21.5%	86.5%
%H (TV HH)			55.8%	23.4%	66.3%	44.8%	21.5%	
DVD/Blu-ray player or recorder	1862	1862	828	324	1367	653	713	1462
%V	76.2%	79.9%	84.1%	83.1%	81.5%	87.3%	76.7%	81.4%
%H (All HH)		100.0%	44.5%	17.4%	73.4%	35.1%	38.3%	78.5%
%H (TV HH)			44.5%	17.4%	73.4%	35.1%	38.3%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2442	2331	985	390	1677	748	930	1795
%V (All HH)		95.5%	40.3%	16.0%	68.7%	30.6%	38.1%	73.5%
%H (TV HH)			42.3%	16.7%	71.9%	32.1%	39.9%	
Has broadband internet	1795	1724	844	327	1183	649	534	1795
%V	73.5%	74.0%	85.7%	83.8%	70.5%	86.8%	57.4%	100.0%
%H (All HH)		96.0%	47.0%	18.2%	65.9%	36.2%	29.7%	100.0%
%H (TV HH)			49.0%	19.0%	68.6%	37.6%	31.0%	
Number of computers (PCs and laptops)								
0	585	557	130	63	451	93	359	27
%V	24.0%	23.9%	13.2%	16.2%	26.9%	12.4%	38.6%	1.5%
%H (All HH)		95.2%	22.2%	10.8%	77.1%	15.9%	61.4%	4.6%
%H (TV HH)			23.3%	11.3%	81.0%	16.7%	64.5%	
1	756	722	302	138	509	233	276	689
%V	31.0%	31.0%	30.7%	35.4%	30.4%	31.1%	29.7%	38.4%
%H (All HH)		95.5%	39.9%	18.3%	67.3%	30.8%	36.5%	91.1%
%H (TV HH)			41.8%	19.1%	70.5%	32.3%	38.2%	
2	548	521	266	92	364	207	157	534
%V	22.4%	22.4%	27.0%	23.6%	21.7%	27.7%	16.9%	29.7%
%H (All HH)		95.1%	48.5%	16.8%	66.4%	37.8%	28.6%	97.4%
%H (TV HH)			51.1%	17.7%	69.9%	39.7%	30.1%	
3	281	270	145	42	181	105	76	276
%V	11.5%	11.6%	14.7%	10.8%	10.8%	14.0%	8.2%	15.4%
%H (All HH)		96.1%	51.6%	14.9%	64.4%	37.4%	27.0%	98.2%
%H (TV HH)			53.7%	15.6%	67.0%	38.9%	28.1%	
4	138	132	70	27	84	49	35	137
%V	5.7%	5.7%	7.1%	6.9%	5.0%	6.6%	3.8%	7.6%
%H (All HH)		95.7%	50.7%	19.6%	60.9%	35.5%	25.4%	99.3%
%H (TV HH)			53.0%	20.5%	63.6%	37.1%	26.5%	
5+	135	129	72	28	89	61	28	133
%V	5.5%	5.5%	7.3%	7.2%	5.3%	8.2%	3.0%	7.4%
%H (All HH)		95.6%	53.3%	20.7%	65.9%	45.2%	20.7%	98.5%
%H (TV HH)			55.8%	21.7%	69.0%	47.3%	21.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4668	2247	807	3478	1884	1595	3757
%H		48.1%	17.3%	74.5%	40.4%	34.2%	80.5%
Under 20"	697	321	112	562	302	260	550
%V	14.9%	14.3%	13.9%	16.2%	16.0%	16.3%	14.6%
%H		46.1%	16.1%	80.6%	43.3%	37.3%	78.9%
20" - 29"	1119	466	178	898	433	465	855
%V	24.0%	20.7%	22.1%	25.8%	23.0%	29.2%	22.8%
%H		41.6%	15.9%	80.3%	38.7%	41.6%	76.4%
30" - 39"	1480	691	271	1093	572	521	1160
%V	31.7%	30.8%	33.6%	31.4%	30.4%	32.7%	30.9%
%H		46.7%	18.3%	73.9%	38.6%	35.2%	78.4%
40" and over	1239	713	218	841	534	307	1082
%V	26.5%	31.7%	27.0%	24.2%	28.3%	19.2%	28.8%
%H		57.5%	17.6%	67.9%	43.1%	24.8%	87.3%
Don't know	43	10	9	31	7	24	30
%V	0.9%	0.4%	1.1%	0.9%	0.4%	1.5%	0.8%
%H		23.3%	20.9%	72.1%	16.3%	55.8%	69.8%
Not Asked	90	46	19	53	36	18	80
%V	1.9%	2.0%	2.4%	1.5%	1.9%	1.1%	2.1%
%H		51.1%	21.1%	58.9%	40.0%	20.0%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4668	2247	807	3478	1884	1595	3757
%H		48.1%	17.3%	74.5%	40.4%	34.2%	80.5%
Main living room	2297	980	388	1658	744	914	1699
%V	49.2%	43.6%	48.1%	47.7%	39.5%	57.3%	45.2%
%H		42.7%	16.9%	72.2%	32.4%	39.8%	74.0%
Kitchen	272	133	35	233	128	105	228
%V	5.8%	5.9%	4.3%	6.7%	6.8%	6.6%	6.1%
%H		48.9%	12.9%	85.7%	47.1%	38.6%	83.8%
Adult's bedroom	1223	623	243	958	602	357	1026
%V	26.2%	27.7%	30.1%	27.5%	32.0%	22.4%	27.3%
%H		50.9%	19.9%	78.3%	49.2%	29.2%	83.9%
Child's bedroom	346	220	62	229	163	65	319
%V	7.4%	9.8%	7.7%	6.6%	8.7%	4.1%	8.5%
%H		63.6%	17.9%	66.2%	47.1%	18.8%	92.2%
Other bedroom	130	77	17	100	65	35	117
%V	2.8%	3.4%	2.1%	2.9%	3.5%	2.2%	3.1%
%H		59.2%	13.1%	76.9%	50.0%	26.9%	90.0%
Second living/dining room	173	92	24	135	78	57	160
%V	3.7%	4.1%	3.0%	3.9%	4.1%	3.6%	4.3%
%H		53.2%	13.9%	78.0%	45.1%	32.9%	92.5%
Study/office	33	17	5	28	17	11	32
%V	0.7%	0.8%	0.6%	0.8%	0.9%	0.7%	0.9%
%H		51.5%	15.2%	84.8%	51.5%	33.3%	97.0%
TV room	33	19	4	28	17	10	30
%V	0.7%	0.8%	0.5%	0.8%	0.9%	0.6%	0.8%
%H		57.6%	12.1%	84.8%	51.5%	30.3%	90.9%
Conservatory	42	23	6	34	21	13	39
%V	0.9%	1.0%	0.7%	1.0%	1.1%	0.8%	1.0%
%H		54.8%	14.3%	81.0%	50.0%	31.0%	92.9%
Attic or loft room	5	3	2	4	3	1	5
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		60.0%	40.0%	80.0%	60.0%	20.0%	100.0%
No specific location	3	2	1	3	2	1	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	33.3%	100.0%	66.7%	33.3%	66.7%
Other	21	11	3	17	9	8	21
%V	0.4%	0.5%	0.4%	0.5%	0.5%	0.5%	0.6%
%H		52.4%	14.3%	81.0%	42.9%	38.1%	100.0%
Not Asked	90	46	19	53	36	18	80
%V	1.9%	2.0%	2.4%	1.5%	1.9%	1.1%	2.1%
%H		51.1%	21.1%	58.9%	40.0%	20.0%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4668	2247	807	3478	1884	1595	3757
%H		48.1%	17.3%	74.5%	40.4%	34.2%	80.5%
PVR	1846	1166	397	1149	849	300	1638
%V	39.5%	51.9%	49.2%	33.0%	45.1%	18.8%	43.6%
%H		63.2%	21.5%	62.2%	46.0%	16.3%	88.7%
DVDR	101	50	17	74	40	34	86
%V	2.2%	2.2%	2.1%	2.1%	2.1%	2.1%	2.3%
%H		49.5%	16.8%	73.3%	39.6%	33.7%	85.1%
VCR	81	17	23	63	22	41	43
%V	1.7%	0.8%	2.9%	1.8%	1.2%	2.6%	1.1%
%H		21.0%	28.4%	77.8%	27.2%	50.6%	53.1%
Any recorder	1941	1191	411	1226	870	356	1694
%V	41.6%	53.0%	50.9%	35.3%	46.2%	22.3%	45.1%
%H		61.4%	21.2%	63.2%	44.8%	18.3%	87.3%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4668	2247	807	3478	1884	1595	3757
%H		48.1%	17.3%	74.5%	40.4%	34.2%	80.5%
Receives HDTV (via STB or built-in reception)	1569	891	388	1033	731	302	1397
%V	33.6%	39.7%	48.1%	29.7%	38.8%	18.9%	37.2%
%H		56.8%	24.7%	65.8%	46.6%	19.2%	89.0%
DVD/Blu-ray player or recorder	2768	1334	494	2103	1154	949	2285
%V	59.3%	59.4%	61.2%	60.5%	61.3%	59.5%	60.8%
%H		48.2%	17.8%	76.0%	41.7%	34.3%	82.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2325	985	389	1675	748	928	1720
%H		42.4%	16.7%	72.0%	32.2%	39.9%	74.0%
Under 20"	53	7	5	43	5	39	30
%V	2.3%	0.7%	1.3%	2.6%	0.7%	4.2%	1.7%
%H		13.2%	9.4%	81.1%	9.4%	73.6%	56.6%
20" - 29"	343	83	37	276	61	215	185
%V	14.8%	8.4%	9.5%	16.5%	8.2%	23.2%	10.8%
%H		24.2%	10.8%	80.5%	17.8%	62.7%	53.9%
30" - 39"	890	331	161	660	265	394	622
%V	38.3%	33.6%	41.4%	39.4%	35.4%	42.5%	36.2%
%H		37.2%	18.1%	74.2%	29.8%	44.3%	69.9%
40" and over	1010	559	180	683	413	270	863
%V	43.4%	56.8%	46.3%	40.8%	55.2%	29.1%	50.2%
%H		55.3%	17.8%	67.6%	40.9%	26.7%	85.4%
Don't know	21	5	7	14	4	10	14
%V	0.9%	0.5%	1.8%	0.8%	0.5%	1.1%	0.8%
%H		23.8%	33.3%	66.7%	19.0%	47.6%	66.7%
Not Asked	8	0	0	0	0	0	6
%V	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2325	985	389	1675	748	928	1720
%H		42.4%	16.7%	72.0%	32.2%	39.9%	74.0%
PVR	1350	824	275	871	609	262	1165
%V	58.1%	83.7%	70.7%	52.0%	81.4%	28.2%	67.7%
%H		61.0%	20.4%	64.5%	45.1%	19.4%	86.3%
DVDR	81	38	15	58	30	28	68
%V	3.5%	3.9%	3.9%	3.5%	4.0%	3.0%	4.0%
%H		46.9%	18.5%	71.6%	37.0%	34.6%	84.0%
VCR	67	12	20	52	16	35	33
%V	2.9%	1.2%	5.1%	3.1%	2.1%	3.8%	1.9%
%H		17.9%	29.9%	77.6%	23.9%	52.2%	49.3%
Any recorder	1422	838	286	928	620	308	1202
%V	61.2%	85.1%	73.5%	55.4%	82.9%	33.2%	69.9%
%H		58.9%	20.1%	65.3%	43.6%	21.7%	84.5%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2325	985	389	1675	748	928	1720
%H		42.4%	16.7%	72.0%	32.2%	39.9%	74.0%
Receives HDTV (via STB or built-in reception)	1103	617	261	725	492	233	955
%V	47.4%	62.6%	67.1%	43.3%	65.8%	25.1%	55.5%
%H		55.9%	23.7%	65.7%	44.6%	21.1%	86.6%
DVD/Blu-ray player or recorder	1733	758	300	1263	585	678	1350
%V	74.5%	77.0%	77.1%	75.4%	78.2%	73.1%	78.5%
%H		43.7%	17.3%	72.9%	33.8%	39.1%	77.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2343	1262	418	1803	1136	667	2037
%H		53.9%	17.8%	77.0%	48.5%	28.5%	86.9%
Under 20"	644	314	108	518	297	221	521
%V	27.5%	24.9%	25.8%	28.7%	26.1%	33.1%	25.6%
%H		48.8%	16.8%	80.4%	46.1%	34.3%	80.9%
20" - 29"	776	383	141	622	372	250	670
%V	33.1%	30.3%	33.7%	34.5%	32.7%	37.5%	32.9%
%H		49.4%	18.2%	80.2%	47.9%	32.2%	86.3%
30" - 39"	590	359	111	434	307	127	538
%V	25.2%	28.4%	26.6%	24.1%	27.0%	19.0%	26.4%
%H		60.8%	18.8%	73.6%	52.0%	21.5%	91.2%
40" and over	228	154	38	158	122	36	219
%V	9.7%	12.2%	9.1%	8.8%	10.7%	5.4%	10.8%
%H		67.5%	16.7%	69.3%	53.5%	15.8%	96.1%
Don't know	22	5	3	18	3	15	17
%V	0.9%	0.4%	0.7%	1.0%	0.3%	2.2%	0.8%
%H		22.7%	13.6%	81.8%	13.6%	68.2%	77.3%
Not Asked	83	47	17	53	35	18	72
%V	3.5%	3.7%	4.1%	2.9%	3.1%	2.7%	3.5%
%H		56.6%	20.5%	63.9%	42.2%	21.7%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2343	1262	418	1803	1136	667	2037
%H		53.9%	17.8%	77.0%	48.5%	28.5%	86.9%
PVR	496	342	122	279	240	38	473
%V	21.2%	27.1%	29.2%	15.5%	21.1%	5.7%	23.2%
%H		69.0%	24.6%	56.3%	48.4%	7.7%	95.4%
DVDR	20	12	2	16	10	6	18
%V	0.9%	1.0%	0.5%	0.9%	0.9%	0.9%	0.9%
%H		60.0%	10.0%	80.0%	50.0%	30.0%	90.0%
VCR	14	4	3	12	6	6	10
%V	0.6%	0.3%	0.7%	0.7%	0.5%	0.9%	0.5%
%H		28.6%	21.4%	85.7%	42.9%	42.9%	71.4%
Any recorder	519	353	125	298	250	48	491
%V	22.2%	28.0%	29.9%	16.5%	22.0%	7.2%	24.1%
%H		68.0%	24.1%	57.4%	48.2%	9.2%	94.6%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2343	1262	418	1803	1136	667	2037
%H		53.9%	17.8%	77.0%	48.5%	28.5%	86.9%
Receives HDTV (via STB or built-in reception)	466	274	128	308	239	69	442
%V	19.9%	21.7%	30.6%	17.1%	21.0%	10.3%	21.7%
%H		58.8%	27.5%	66.1%	51.3%	14.8%	94.8%
DVD/Blu-ray player or recorder	1036	576	194	840	569	271	935
%V	44.2%	45.6%	46.4%	46.6%	50.1%	40.6%	45.9%
%H		55.6%	18.7%	81.1%	54.9%	26.2%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5239	5034	2454	873	3507	1843	1664	4337
%H		96.1%	46.8%	16.7%	66.9%	35.2%	31.8%	82.8%
Total Children	911	892	528	149	561	345	216	849
%V	17.4%	17.7%	21.5%	17.1%	16.0%	18.7%	13.0%	19.6%
%H		97.9%	58.0%	16.4%	61.6%	37.9%	23.7%	93.2%
0 - 3	242	235	143	45	142	94	48	217
%V	4.6%	4.7%	5.8%	5.2%	4.0%	5.1%	2.9%	5.0%
%H		97.1%	59.1%	18.6%	58.7%	38.8%	19.8%	89.7%
4 - 15	668	657	385	104	418	251	168	632
%V	12.8%	13.1%	15.7%	11.9%	11.9%	13.6%	10.1%	14.6%
%H		98.4%	57.6%	15.6%	62.6%	37.6%	25.1%	94.6%
4 - 9	348	340	200	54	210	123	86	325
%V	6.6%	6.8%	8.1%	6.2%	6.0%	6.7%	5.2%	7.5%
%H		97.7%	57.5%	15.5%	60.3%	35.3%	24.7%	93.4%
10 - 15	321	317	185	50	209	127	82	307
%V	6.1%	6.3%	7.5%	5.7%	6.0%	6.9%	4.9%	7.1%
%H		98.8%	57.6%	15.6%	65.1%	39.6%	25.5%	95.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5239	5034	2454	873	3507	1843	1664	4337
%H		96.1%	46.8%	16.7%	66.9%	35.2%	31.8%	82.8%
Total Adults (16+)	4328	4142	1926	724	2946	1498	1448	3488
%V	82.6%	82.3%	78.5%	82.9%	84.0%	81.3%	87.0%	80.4%
%H		95.7%	44.5%	16.7%	68.1%	34.6%	33.5%	80.6%
16 - 19	216	211	113	38	147	90	56	196
%V	4.1%	4.2%	4.6%	4.4%	4.2%	4.9%	3.4%	4.5%
%H		97.7%	52.3%	17.6%	68.1%	41.7%	25.9%	90.7%
20 - 24	376	325	158	57	207	118	90	334
%V	7.2%	6.5%	6.4%	6.5%	5.9%	6.4%	5.4%	7.7%
%H		86.4%	42.0%	15.2%	55.1%	31.4%	23.9%	88.8%
25 - 34	723	671	352	133	421	249	172	649
%V	13.8%	13.3%	14.3%	15.2%	12.0%	13.5%	10.3%	15.0%
%H		92.8%	48.7%	18.4%	58.2%	34.4%	23.8%	89.8%
35 - 44	657	631	330	110	417	231	186	591
%V	12.5%	12.5%	13.4%	12.6%	11.9%	12.5%	11.2%	13.6%
%H		96.0%	50.2%	16.7%	63.5%	35.2%	28.3%	90.0%
45 - 54	786	765	393	142	547	319	229	703
%V	15.0%	15.2%	16.0%	16.3%	15.6%	17.3%	13.8%	16.2%
%H		97.3%	50.0%	18.1%	69.6%	40.6%	29.1%	89.4%
55 - 64	657	641	290	120	472	241	231	536
%V	12.5%	12.7%	11.8%	13.7%	13.5%	13.1%	13.9%	12.4%
%H		97.6%	44.1%	18.3%	71.8%	36.7%	35.2%	81.6%
65+	912	897	289	123	735	250	484	479
%V	17.4%	17.8%	11.8%	14.1%	21.0%	13.6%	29.1%	11.0%
%H		98.4%	31.7%	13.5%	80.6%	27.4%	53.1%	52.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4328	4142	1926	724	2946	1498	1448	3488
%H		95.7%	44.5%	16.7%	68.1%	34.6%	33.5%	80.6%
AB	1076	1047	513	175	745	389	356	1021
%V	24.9%	25.3%	26.6%	24.2%	25.3%	26.0%	24.6%	29.3%
%H		97.3%	47.7%	16.3%	69.2%	36.2%	33.1%	94.9%
C1	1241	1158	555	210	798	437	361	1090
%V	28.7%	28.0%	28.8%	29.0%	27.1%	29.2%	24.9%	31.3%
%H		93.3%	44.7%	16.9%	64.3%	35.2%	29.1%	87.8%
C2	846	827	422	151	583	331	252	708
%V	19.5%	20.0%	21.9%	20.9%	19.8%	22.1%	17.4%	20.3%
%H		97.8%	49.9%	17.8%	68.9%	39.1%	29.8%	83.7%
D	704	672	295	137	480	246	234	484
%V	16.3%	16.2%	15.3%	18.9%	16.3%	16.4%	16.2%	13.9%
%H		95.5%	41.9%	19.5%	68.2%	34.9%	33.2%	68.8%
E	461	439	140	50	340	95	246	185
%V	10.7%	10.6%	7.3%	6.9%	11.5%	6.3%	17.0%	5.3%
%H		95.2%	30.4%	10.8%	73.8%	20.6%	53.4%	40.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4328	4142	1926	724	2946	1498	1448	3488
%H		95.7%	44.5%	16.7%	68.1%	34.6%	33.5%	80.6%
Working full time	1985	1922	1028	376	1289	784	505	1827
%V	45.9%	46.4%	53.4%	51.9%	43.8%	52.3%	34.9%	52.4%
%H		96.8%	51.8%	18.9%	64.9%	39.5%	25.4%	92.0%
Working part time	409	398	202	69	278	153	125	366
%V	9.5%	9.6%	10.5%	9.5%	9.4%	10.2%	8.6%	10.5%
%H		97.3%	49.4%	16.9%	68.0%	37.4%	30.6%	89.5%
Not working	1934	1822	696	278	1379	561	818	1294
%V	44.7%	44.0%	36.1%	38.4%	46.8%	37.4%	56.5%	37.1%
%H		94.2%	36.0%	14.4%	71.3%	29.0%	42.3%	66.9%
Housewife/Houseperson	2442	2331	985	390	1677	748	930	1795
%V	56.4%	56.3%	51.1%	53.9%	56.9%	49.9%	64.2%	51.5%
%H		95.5%	40.3%	16.0%	68.7%	30.6%	38.1%	73.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2086	1990	960	352	1397	746	651	1698
%H		95.4%	46.0%	16.9%	67.0%	35.8%	31.2%	81.4%
16 - 19	112	111	60	20	73	46	27	102
%V	5.4%	5.6%	6.3%	5.7%	5.2%	6.2%	4.1%	6.0%
%H		99.1%	53.6%	17.9%	65.2%	41.1%	24.1%	91.1%
20 - 24	190	171	86	29	110	66	44	169
%V	9.1%	8.6%	9.0%	8.2%	7.9%	8.8%	6.8%	10.0%
%H		90.0%	45.3%	15.3%	57.9%	34.7%	23.2%	88.9%
25 - 34	367	339	181	66	215	131	84	327
%V	17.6%	17.0%	18.9%	18.8%	15.4%	17.6%	12.9%	19.3%
%H		92.4%	49.3%	18.0%	58.6%	35.7%	22.9%	89.1%
35 - 44	318	302	153	53	201	107	94	280
%V	15.2%	15.2%	15.9%	15.1%	14.4%	14.3%	14.4%	16.5%
%H		95.0%	48.1%	16.7%	63.2%	33.6%	29.6%	88.1%
45 - 54	376	363	189	69	254	148	106	329
%V	18.0%	18.2%	19.7%	19.6%	18.2%	19.8%	16.3%	19.4%
%H		96.5%	50.3%	18.4%	67.6%	39.4%	28.2%	87.5%
55 - 64	317	306	142	63	221	120	101	250
%V	15.2%	15.4%	14.8%	17.9%	15.8%	16.1%	15.5%	14.7%
%H		96.5%	44.8%	19.9%	69.7%	37.9%	31.9%	78.9%
65+	406	398	150	52	321	127	194	240
%V	19.5%	20.0%	15.6%	14.8%	23.0%	17.0%	29.8%	14.1%
%H		98.0%	36.9%	12.8%	79.1%	31.3%	47.8%	59.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2086	1990	960	352	1397	746	651	1698
%H		95.4%	46.0%	16.9%	67.0%	35.8%	31.2%	81.4%
AB	525	508	259	87	360	196	163	501
%V	25.2%	25.5%	27.0%	24.7%	25.8%	26.3%	25.0%	29.5%
%H		96.8%	49.3%	16.6%	68.6%	37.3%	31.0%	95.4%
C1	558	527	262	100	353	205	148	499
%V	26.7%	26.5%	27.3%	28.4%	25.3%	27.5%	22.7%	29.4%
%H		94.4%	47.0%	17.9%	63.3%	36.7%	26.5%	89.4%
C2	459	447	234	82	311	183	128	377
%V	22.0%	22.5%	24.4%	23.3%	22.3%	24.5%	19.7%	22.2%
%H		97.4%	51.0%	17.9%	67.8%	39.9%	27.9%	82.1%
D	340	319	146	65	227	122	105	241
%V	16.3%	16.0%	15.2%	18.5%	16.2%	16.4%	16.1%	14.2%
%H		93.8%	42.9%	19.1%	66.8%	35.9%	30.9%	70.9%
E	204	189	60	19	146	39	107	80
%V	9.8%	9.5%	6.3%	5.4%	10.5%	5.2%	16.4%	4.7%
%H		92.6%	29.4%	9.3%	71.6%	19.1%	52.5%	39.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2086	1990	960	352	1397	746	651	1698
%H		95.4%	46.0%	16.9%	67.0%	35.8%	31.2%	81.4%
Working full time	1196	1149	631	223	763	476	287	1089
%V	57.3%	57.7%	65.7%	63.4%	54.6%	63.8%	44.1%	64.1%
%H		96.1%	52.8%	18.6%	63.8%	39.8%	24.0%	91.1%
Working part time	77	74	32	13	55	26	29	64
%V	3.7%	3.7%	3.3%	3.7%	3.9%	3.5%	4.5%	3.8%
%H		96.1%	41.6%	16.9%	71.4%	33.8%	37.7%	83.1%
Not working	813	767	297	115	579	244	334	545
%V	39.0%	38.5%	30.9%	32.7%	41.4%	32.7%	51.3%	32.1%
%H		94.3%	36.5%	14.1%	71.2%	30.0%	41.1%	67.0%
Housewife/Houseperson	575	529	191	83	374	134	241	344
%V	27.6%	26.6%	19.9%	23.6%	26.8%	18.0%	37.0%	20.3%
%H		92.0%	33.2%	14.4%	65.0%	23.3%	41.9%	59.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2243	2152	966	372	1549	752	797	1790
%H		95.9%	43.1%	16.6%	69.1%	33.5%	35.5%	79.8%
16 - 19	104	100	53	18	73	44	29	93
%V	4.6%	4.6%	5.5%	4.8%	4.7%	5.9%	3.6%	5.2%
%H		96.2%	51.0%	17.3%	70.2%	42.3%	27.9%	89.4%
20 - 24	186	155	72	29	97	52	45	165
%V	8.3%	7.2%	7.5%	7.8%	6.3%	6.9%	5.6%	9.2%
%H		83.3%	38.7%	15.6%	52.2%	28.0%	24.2%	88.7%
25 - 34	356	332	172	67	205	118	88	323
%V	15.9%	15.4%	17.8%	18.0%	13.2%	15.7%	11.0%	18.0%
%H		93.3%	48.3%	18.8%	57.6%	33.1%	24.7%	90.7%
35 - 44	339	329	177	58	216	124	92	311
%V	15.1%	15.3%	18.3%	15.6%	13.9%	16.5%	11.5%	17.4%
%H		97.1%	52.2%	17.1%	63.7%	36.6%	27.1%	91.7%
45 - 54	411	401	204	73	293	170	123	374
%V	18.3%	18.6%	21.1%	19.6%	18.9%	22.6%	15.4%	20.9%
%H		97.6%	49.6%	17.8%	71.3%	41.4%	29.9%	91.0%
55 - 64	340	334	148	57	251	122	129	285
%V	15.2%	15.5%	15.3%	15.3%	16.2%	16.2%	16.2%	15.9%
%H		98.2%	43.5%	16.8%	73.8%	35.9%	37.9%	83.8%
65+	507	499	140	70	413	123	291	239
%V	22.6%	23.2%	14.5%	18.8%	26.7%	16.4%	36.5%	13.4%
%H		98.4%	27.6%	13.8%	81.5%	24.3%	57.4%	47.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2243	2152	966	372	1549	752	797	1790
%H		95.9%	43.1%	16.6%	69.1%	33.5%	35.5%	79.8%
AB	550	538	255	88	385	193	192	520
%V	24.5%	25.0%	26.4%	23.7%	24.9%	25.7%	24.1%	29.1%
%H		97.8%	46.4%	16.0%	70.0%	35.1%	34.9%	94.5%
C1	683	631	293	111	445	231	213	591
%V	30.5%	29.3%	30.3%	29.8%	28.7%	30.7%	26.7%	33.0%
%H		92.4%	42.9%	16.3%	65.2%	33.8%	31.2%	86.5%
C2	387	380	188	69	272	148	124	331
%V	17.3%	17.7%	19.5%	18.5%	17.6%	19.7%	15.6%	18.5%
%H		98.2%	48.6%	17.8%	70.3%	38.2%	32.0%	85.5%
D	364	353	149	73	253	124	129	243
%V	16.2%	16.4%	15.4%	19.6%	16.3%	16.5%	16.2%	13.6%
%H		97.0%	40.9%	20.1%	69.5%	34.1%	35.4%	66.8%
E	258	249	80	31	195	56	139	105
%V	11.5%	11.6%	8.3%	8.3%	12.6%	7.4%	17.4%	5.9%
%H		96.5%	31.0%	12.0%	75.6%	21.7%	53.9%	40.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2243	2152	966	372	1549	752	797	1790
%H		95.9%	43.1%	16.6%	69.1%	33.5%	35.5%	79.8%
Working full time	789	773	397	153	526	308	218	738
%V	35.2%	35.9%	41.1%	41.1%	34.0%	41.0%	27.4%	41.2%
%H		98.0%	50.3%	19.4%	66.7%	39.0%	27.6%	93.5%
Working part time	332	323	170	56	222	127	96	302
%V	14.8%	15.0%	17.6%	15.1%	14.3%	16.9%	12.0%	16.9%
%H		97.3%	51.2%	16.9%	66.9%	38.3%	28.9%	91.0%
Not working	1122	1056	399	163	800	317	483	749
%V	50.0%	49.1%	41.3%	43.8%	51.6%	42.2%	60.6%	41.8%
%H		94.1%	35.6%	14.5%	71.3%	28.3%	43.0%	66.8%
Housewife/Houseperson	1868	1802	794	307	1303	614	689	1450
%V	83.3%	83.7%	82.2%	82.5%	84.1%	81.6%	86.4%	81.0%
%H		96.5%	42.5%	16.4%	69.8%	32.9%	36.9%	77.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
AB	139	136	79	13	101	56	45	124
%V	19.2%	19.5%	22.6%	20.6%	19.4%	23.5%	15.9%	24.1%
%H (All HH)		97.8%	56.8%	9.4%	72.7%	40.3%	32.4%	89.2%
%H (TV HH)			58.1%	9.6%	74.3%	41.2%	33.1%	
C1	170	164	84	17	124	62	62	138
%V	23.5%	23.5%	24.0%	27.0%	23.8%	26.1%	21.9%	26.8%
%H (All HH)		96.5%	49.4%	10.0%	72.9%	36.5%	36.5%	81.2%
%H (TV HH)			51.2%	10.4%	75.6%	37.8%	37.8%	
C2	145	140	74	11	105	50	55	110
%V	20.0%	20.1%	21.1%	17.5%	20.2%	21.0%	19.4%	21.4%
%H (All HH)		96.6%	51.0%	7.6%	72.4%	34.5%	37.9%	75.9%
%H (TV HH)			52.9%	7.9%	75.0%	35.7%	39.3%	
D	131	126	65	11	92	41	51	87
%V	18.1%	18.1%	18.6%	17.5%	17.7%	17.2%	18.0%	16.9%
%H (All HH)		96.2%	49.6%	8.4%	70.2%	31.3%	38.9%	66.4%
%H (TV HH)			51.6%	8.7%	73.0%	32.5%	40.5%	
E	138	131	48	13	100	29	70	56
%V	19.1%	18.8%	13.7%	20.6%	19.2%	12.2%	24.7%	10.9%
%H (All HH)		94.9%	34.8%	9.4%	72.5%	21.0%	50.7%	40.6%
%H (TV HH)			36.6%	9.9%	76.3%	22.1%	53.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
Under 25	24	22	9	2	15	6	9	18
%V	3.3%	3.2%	2.6%	3.2%	2.9%	2.5%	3.2%	3.5%
%H (All HH)		91.7%	37.5%	8.3%	62.5%	25.0%	37.5%	75.0%
%H (TV HH)			40.9%	9.1%	68.2%	27.3%	40.9%	
25 - 34	117	110	64	14	68	36	32	98
%V	16.2%	15.8%	18.3%	22.2%	13.1%	15.1%	11.3%	19.0%
%H (All HH)		94.0%	54.7%	12.0%	58.1%	30.8%	27.4%	83.8%
%H (TV HH)			58.2%	12.7%	61.8%	32.7%	29.1%	
35 - 44	138	133	81	11	89	48	41	121
%V	19.1%	19.1%	23.1%	17.5%	17.1%	20.2%	14.5%	23.5%
%H (All HH)		96.4%	58.7%	8.0%	64.5%	34.8%	29.7%	87.7%
%H (TV HH)			60.9%	8.3%	66.9%	36.1%	30.8%	
45 - 54	147	143	82	12	109	59	50	127
%V	20.3%	20.5%	23.4%	19.0%	20.9%	24.8%	17.7%	24.7%
%H (All HH)		97.3%	55.8%	8.2%	74.1%	40.1%	34.0%	86.4%
%H (TV HH)			57.3%	8.4%	76.2%	41.3%	35.0%	
55 - 64	120	116	58	11	93	46	47	85
%V	16.6%	16.6%	16.6%	17.5%	17.9%	19.3%	16.6%	16.5%
%H (All HH)		96.7%	48.3%	9.2%	77.5%	38.3%	39.2%	70.8%
%H (TV HH)			50.0%	9.5%	80.2%	39.7%	40.5%	
65 +	178	173	56	13	147	42	104	66
%V	24.6%	24.8%	16.0%	20.6%	28.2%	17.6%	36.7%	12.8%
%H (All HH)		97.2%	31.5%	7.3%	82.6%	23.6%	58.4%	37.1%
%H (TV HH)			32.4%	7.5%	85.0%	24.3%	60.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
1	211	197	60	16	160	40	120	88
%V	29.1%	28.3%	17.1%	25.4%	30.7%	16.8%	42.4%	17.1%
%H (All HH)		93.4%	28.4%	7.6%	75.8%	19.0%	56.9%	41.7%
%H (TV HH)			30.5%	8.1%	81.2%	20.3%	60.9%	
2	213	207	106	22	154	75	79	153
%V	29.4%	29.7%	30.3%	34.9%	29.6%	31.5%	27.9%	29.7%
%H (All HH)		97.2%	49.8%	10.3%	72.3%	35.2%	37.1%	71.8%
%H (TV HH)			51.2%	10.6%	74.4%	36.2%	38.2%	
3	118	115	70	11	80	46	34	102
%V	16.3%	16.5%	20.0%	17.5%	15.4%	19.3%	12.0%	19.8%
%H (All HH)		97.5%	59.3%	9.3%	67.8%	39.0%	28.8%	86.4%
%H (TV HH)			60.9%	9.6%	69.6%	40.0%	29.6%	
4	112	109	70	10	78	49	29	104
%V	15.5%	15.6%	20.0%	15.9%	15.0%	20.6%	10.2%	20.2%
%H (All HH)		97.3%	62.5%	8.9%	69.6%	43.8%	25.9%	92.9%
%H (TV HH)			64.2%	9.2%	71.6%	45.0%	26.6%	
5+	71	69	43	4	50	28	22	67
%V	9.8%	9.9%	12.3%	6.3%	9.6%	11.8%	7.8%	13.0%
%H (All HH)		97.2%	60.6%	5.6%	70.4%	39.4%	31.0%	94.4%
%H (TV HH)			62.3%	5.8%	72.5%	40.6%	31.9%	
Average HH size	2.51	2.53	2.85	2.46	2.46	2.83	2.16	2.87

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
Without	516	493	219	46	385	158	228	327
%V	71.3%	70.7%	62.6%	73.0%	73.9%	66.4%	80.6%	63.5%
%H (All HH)		95.5%	42.4%	8.9%	74.6%	30.6%	44.2%	63.4%
%H (TV HH)			44.4%	9.3%	78.1%	32.0%	46.2%	
With	208	204	131	17	136	80	56	188
%V	28.7%	29.3%	37.4%	27.0%	26.1%	33.6%	19.8%	36.5%
%H (All HH)		98.1%	63.0%	8.2%	65.4%	38.5%	26.9%	90.4%
%H (TV HH)			64.2%	8.3%	66.7%	39.2%	27.5%	
0 - 3	79	77	51	8	49	30	18	69
%V	10.9%	11.0%	14.6%	12.7%	9.4%	12.6%	6.4%	13.4%
%H (All HH)		97.5%	64.6%	10.1%	62.0%	38.0%	22.8%	87.3%
%H (TV HH)			66.2%	10.4%	63.6%	39.0%	23.4%	
4 - 9	108	106	70	9	69	42	27	98
%V	14.9%	15.2%	20.0%	14.3%	13.2%	17.6%	9.5%	19.0%
%H (All HH)		98.1%	64.8%	8.3%	63.9%	38.9%	25.0%	90.7%
%H (TV HH)			66.0%	8.5%	65.1%	39.6%	25.5%	
10 - 15	105	103	66	8	71	42	29	97
%V	14.5%	14.8%	18.9%	12.7%	13.6%	17.6%	10.2%	18.8%
%H (All HH)		98.1%	62.9%	7.6%	67.6%	40.0%	27.6%	92.4%
%H (TV HH)			64.1%	7.8%	68.9%	40.8%	28.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
1	261	261	103	24	177	46	131	150
%V	36.0%	37.4%	29.4%	38.1%	34.0%	19.3%	46.3%	29.1%
%H (All HH)		100.0%	39.5%	9.2%	67.8%	17.6%	50.2%	57.5%
%H (TV HH)			39.5%	9.2%	67.8%	17.6%	50.2%	
2	265	265	138	26	203	100	103	199
%V	36.6%	38.0%	39.4%	41.3%	39.0%	42.0%	36.4%	38.6%
%H (All HH)		100.0%	52.1%	9.8%	76.6%	37.7%	38.9%	75.1%
%H (TV HH)			52.1%	9.8%	76.6%	37.7%	38.9%	
3	108	108	64	11	87	54	33	94
%V	14.9%	15.5%	18.3%	17.5%	16.7%	22.7%	11.7%	18.3%
%H (All HH)		100.0%	59.3%	10.2%	80.6%	50.0%	30.6%	87.0%
%H (TV HH)			59.3%	10.2%	80.6%	50.0%	30.6%	
4	42	42	30	2	35	26	10	38
%V	5.8%	6.0%	8.6%	3.2%	6.7%	10.9%	3.5%	7.4%
%H (All HH)		100.0%	71.4%	4.8%	83.3%	61.9%	23.8%	90.5%
%H (TV HH)			71.4%	4.8%	83.3%	61.9%	23.8%	
5+	22	22	15	0	19	13	6	21
%V	3.0%	3.2%	4.3%	0.0%	3.6%	5.5%	2.1%	4.1%
%H (All HH)		100.0%	68.2%	0.0%	86.4%	59.1%	27.3%	95.5%
%H (TV HH)			68.2%	0.0%	86.4%	59.1%	27.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
Under 20"	131	131	68	11	114	61	52	99
%V	18.1%	18.8%	19.4%	17.5%	21.9%	25.6%	18.4%	19.2%
%H (All HH)		100.0%	51.9%	8.4%	87.0%	46.6%	39.7%	75.6%
%H (TV HH)			51.9%	8.4%	87.0%	46.6%	39.7%	
20" - 29"	283	283	134	20	231	102	129	201
%V	39.1%	40.6%	38.3%	31.7%	44.3%	42.9%	45.6%	39.0%
%H (All HH)		100.0%	47.3%	7.1%	81.6%	36.0%	45.6%	71.0%
%H (TV HH)			47.3%	7.1%	81.6%	36.0%	45.6%	
30" - 39"	393	393	203	37	297	144	153	293
%V	54.3%	56.4%	58.0%	58.7%	57.0%	60.5%	54.1%	56.9%
%H (All HH)		100.0%	51.7%	9.4%	75.6%	36.6%	38.9%	74.6%
%H (TV HH)			51.7%	9.4%	75.6%	36.6%	38.9%	
40" and over	306	306	195	29	220	137	83	260
%V	42.3%	43.9%	55.7%	46.0%	42.2%	57.6%	29.3%	50.5%
%H (All HH)		100.0%	63.7%	9.5%	71.9%	44.8%	27.1%	85.0%
%H (TV HH)			63.7%	9.5%	71.9%	44.8%	27.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
Main living room	685	685	346	63	513	236	277	493
%V	94.6%	98.3%	98.9%	100.0%	98.5%	99.2%	97.9%	95.7%
%H (All HH)		100.0%	50.5%	9.2%	74.9%	34.5%	40.4%	72.0%
%H (TV HH)			50.5%	9.2%	74.9%	34.5%	40.4%	
Kitchen	150	150	81	8	134	72	62	119
%V	20.7%	21.5%	23.1%	12.7%	25.7%	30.3%	21.9%	23.1%
%H (All HH)		100.0%	54.0%	5.3%	89.3%	48.0%	41.3%	79.3%
%H (TV HH)			54.0%	5.3%	89.3%	48.0%	41.3%	
Adult's bedroom	251	251	143	25	197	114	83	202
%V	34.7%	36.0%	40.9%	39.7%	37.8%	47.9%	29.3%	39.2%
%H (All HH)		100.0%	57.0%	10.0%	78.5%	45.4%	33.1%	80.5%
%H (TV HH)			57.0%	10.0%	78.5%	45.4%	33.1%	
Child's bedroom	64	64	44	5	49	34	14	59
%V	8.8%	9.2%	12.6%	7.9%	9.4%	14.3%	4.9%	11.5%
%H (All HH)		100.0%	68.8%	7.8%	76.6%	53.1%	21.9%	92.2%
%H (TV HH)			68.8%	7.8%	76.6%	53.1%	21.9%	
Other bedroom	27	27	16	3	22	14	8	24
%V	3.7%	3.9%	4.6%	4.8%	4.2%	5.9%	2.8%	4.7%
%H (All HH)		100.0%	59.3%	11.1%	81.5%	51.9%	29.6%	88.9%
%H (TV HH)			59.3%	11.1%	81.5%	51.9%	29.6%	
Second living/dining room	110	110	67	9	84	50	34	100
%V	15.2%	15.8%	19.1%	14.3%	16.1%	21.0%	12.0%	19.4%
%H (All HH)		100.0%	60.9%	8.2%	76.4%	45.5%	30.9%	90.9%
%H (TV HH)			60.9%	8.2%	76.4%	45.5%	30.9%	
Study/office	7	7	5	0	7	4	2	7
%V	1.0%	1.0%	1.4%	0.0%	1.3%	1.7%	0.7%	1.4%
%H (All HH)		100.0%	71.4%	0.0%	100.0%	57.1%	28.6%	100.0%
%H (TV HH)			71.4%	0.0%	100.0%	57.1%	28.6%	
TV room	8	8	6	1	6	4	2	7
%V	1.1%	1.1%	1.7%	1.6%	1.2%	1.7%	0.7%	1.4%
%H (All HH)		100.0%	75.0%	12.5%	75.0%	50.0%	25.0%	87.5%
%H (TV HH)			75.0%	12.5%	75.0%	50.0%	25.0%	
Conservatory	10	10	6	1	9	6	4	9
%V	1.4%	1.4%	1.7%	1.6%	1.7%	2.5%	1.4%	1.7%
%H (All HH)		100.0%	60.0%	10.0%	90.0%	60.0%	40.0%	90.0%
%H (TV HH)			60.0%	10.0%	90.0%	60.0%	40.0%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	1	1	1	0	1	1	0	0
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.4%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	4	4	3	0	3	2	1	3
%V	0.6%	0.6%	0.9%	0.0%	0.6%	0.8%	0.4%	0.6%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%	75.0%
%H (TV HH)			75.0%	0.0%	75.0%	50.0%	25.0%	

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

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DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
Any DSAT provider	350	350	350	4	211	211	0	294
%V	48.3%	50.2%	100.0%	6.3%	40.5%	88.7%	0.0%	57.1%
%H (All HH)			100.0%	1.1%	60.3%	60.3%	0.0%	84.0%
%H (TV HH)			100.0%	1.1%	60.3%	60.3%	0.0%	
Sky with subcription	312	312	312	3	191	191	0	265
%V	43.1%	44.8%	89.1%	4.8%	36.7%	80.3%	0.0%	51.5%
%H (All HH)			100.0%	1.0%	61.2%	61.2%	0.0%	84.9%
%H (TV HH)			100.0%	1.0%	61.2%	61.2%	0.0%	
Sky without subcription	17	17	17	0	10	10	0	12
%V	2.3%	2.4%	4.9%	0.0%	1.9%	4.2%	0.0%	2.3%
%H (All HH)			100.0%	0.0%	58.8%	58.8%	0.0%	70.6%
%H (TV HH)			100.0%	0.0%	58.8%	58.8%	0.0%	
Freesat	15	15	15	0	9	9	0	11
%V	2.1%	2.2%	4.3%	0.0%	1.7%	3.8%	0.0%	2.1%
%H (All HH)			100.0%	0.0%	60.0%	60.0%	0.0%	73.3%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
Other satellite provider	10	10	10	1	2	2	0	10
%V	1.4%	1.4%	2.9%	1.6%	0.4%	0.8%	0.0%	1.9%
%H (All HH)			100.0%	10.0%	20.0%	20.0%	0.0%	100.0%
%H (TV HH)			100.0%	10.0%	20.0%	20.0%	0.0%	
DCAB	63	63	4	63	30	30	0	54
%V	8.7%	9.0%	1.1%	100.0%	5.8%	12.6%	0.0%	10.5%
%H (All HH)			6.3%	100.0%	47.6%	47.6%	0.0%	85.7%
%H (TV HH)			6.3%	100.0%	47.6%	47.6%	0.0%	
DTT	521	521	211	30	521	238	283	354
%V	72.0%	74.7%	60.3%	47.6%	100.0%	100.0%	100.0%	68.7%
%H (All HH)		100.0%	40.5%	5.8%	100.0%	45.7%	54.3%	67.9%
%H (TV HH)			40.5%	5.8%	100.0%	45.7%	54.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Ulster

Household level data

Table 12.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%H (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
PVR	359	359	279	43	233	193	39	307
%V	49.6%	51.5%	79.7%	68.3%	44.7%	81.1%	13.8%	59.6%
%H (All HH)		100.0%	77.7%	12.0%	64.9%	53.8%	10.9%	85.5%
%H (TV HH)			77.7%	12.0%	64.9%	53.8%	10.9%	
DVDR	27	27	16	4	18	10	8	23
%V	3.7%	3.9%	4.6%	6.3%	3.5%	4.2%	2.8%	4.5%
%H (All HH)		100.0%	59.3%	14.8%	66.7%	37.0%	29.6%	85.2%
%H (TV HH)			59.3%	14.8%	66.7%	37.0%	29.6%	
VCR	12	12	5	1	10	4	6	9
%V	1.7%	1.7%	1.4%	1.6%	1.9%	1.7%	2.1%	1.7%
%H (All HH)		100.0%	41.7%	8.3%	83.3%	33.3%	50.0%	75.0%
%H (TV HH)			41.7%	8.3%	83.3%	33.3%	50.0%	
Any recorder	372	372	283	44	243	196	47	316
%V	51.4%	53.4%	80.9%	69.8%	46.6%	82.4%	16.6%	61.4%
%H (All HH)		100.0%	76.1%	11.8%	65.3%	52.7%	12.6%	84.9%
%H (TV HH)			76.1%	11.8%	65.3%	52.7%	12.6%	
Receives HDTV (via STB or built-in reception)	299	299	185	37	216	135	81	247
%V	41.3%	42.9%	52.9%	58.7%	41.5%	56.7%	28.6%	48.0%
%H (All HH)		100.0%	61.9%	12.4%	72.2%	45.2%	27.1%	82.6%
%H (TV HH)			61.9%	12.4%	72.2%	45.2%	27.1%	
DVD/Blu-ray player or recorder	504	504	272	48	379	193	185	396
%V	69.6%	72.3%	77.7%	76.2%	72.7%	81.1%	65.4%	76.9%
%H (All HH)		100.0%	54.0%	9.5%	75.2%	38.3%	36.7%	78.6%
%H (TV HH)			54.0%	9.5%	75.2%	38.3%	36.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	697	350	63	521	238	283	515
%V (All HH)		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%
%H (TV HH)			50.2%	9.0%	74.7%	34.1%	40.6%	
Has broadband internet	515	502	294	54	354	200	154	515
%V	71.1%	72.0%	84.0%	85.7%	67.9%	84.0%	54.4%	100.0%
%H (All HH)		97.5%	57.1%	10.5%	68.7%	38.8%	29.9%	100.0%
%H (TV HH)			58.6%	10.8%	70.5%	39.8%	30.7%	
Number of computers (PCs and laptops)								
0	198	186	55	10	158	37	121	16
%V	27.3%	26.7%	15.7%	15.9%	30.3%	15.5%	42.8%	3.1%
%H (All HH)		93.9%	27.8%	5.1%	79.8%	18.7%	61.1%	8.1%
%H (TV HH)			29.6%	5.4%	84.9%	19.9%	65.1%	
1	263	255	135	25	181	87	94	242
%V	36.3%	36.6%	38.6%	39.7%	34.7%	36.6%	33.2%	47.0%
%H (All HH)		97.0%	51.3%	9.5%	68.8%	33.1%	35.7%	92.0%
%H (TV HH)			52.9%	9.8%	71.0%	34.1%	36.9%	
2	147	143	86	17	97	56	40	142
%V	20.3%	20.5%	24.6%	27.0%	18.6%	23.5%	14.1%	27.6%
%H (All HH)		97.3%	58.5%	11.6%	66.0%	38.1%	27.2%	96.6%
%H (TV HH)			60.1%	11.9%	67.8%	39.2%	28.0%	
3	60	58	39	5	42	27	15	59
%V	8.3%	8.3%	11.1%	7.9%	8.1%	11.3%	5.3%	11.5%
%H (All HH)		96.7%	65.0%	8.3%	70.0%	45.0%	25.0%	98.3%
%H (TV HH)			67.2%	8.6%	72.4%	46.6%	25.9%	
4	29	29	21	3	22	16	6	29
%V	4.0%	4.2%	6.0%	4.8%	4.2%	6.7%	2.1%	5.6%
%H (All HH)		100.0%	72.4%	10.3%	75.9%	55.2%	20.7%	100.0%
%H (TV HH)			72.4%	10.3%	75.9%	55.2%	20.7%	
5+	27	26	16	3	20	14	7	27
%V	3.7%	3.7%	4.6%	4.8%	3.8%	5.9%	2.5%	5.2%
%H (All HH)		96.3%	59.3%	11.1%	74.1%	51.9%	25.9%	100.0%
%H (TV HH)			61.5%	11.5%	76.9%	53.8%	26.9%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1400	774	120	1090	582	509	1098
%H		55.3%	8.6%	77.9%	41.6%	36.4%	78.4%
Under 20"	161	85	13	140	77	63	125
%V	11.5%	11.0%	10.8%	12.8%	13.2%	12.4%	11.4%
%H		52.8%	8.1%	87.0%	47.8%	39.1%	77.6%
20" - 29"	369	181	26	304	141	163	270
%V	26.4%	23.4%	21.7%	27.9%	24.2%	32.0%	24.6%
%H		49.1%	7.0%	82.4%	38.2%	44.2%	73.2%
30" - 39"	471	248	46	357	181	177	362
%V	33.6%	32.0%	38.3%	32.8%	31.1%	34.8%	33.0%
%H		52.7%	9.8%	75.8%	38.4%	37.6%	76.9%
40" and over	362	235	33	262	167	95	313
%V	25.9%	30.4%	27.5%	24.0%	28.7%	18.7%	28.5%
%H		64.9%	9.1%	72.4%	46.1%	26.2%	86.5%
Don't know	22	13	1	17	10	8	14
%V	1.6%	1.7%	0.8%	1.6%	1.7%	1.6%	1.3%
%H		59.1%	4.5%	77.3%	45.5%	36.4%	63.6%
Not Asked	15	12	1	10	6	3	14
%V	1.1%	1.6%	0.8%	0.9%	1.0%	0.6%	1.3%
%H		80.0%	6.7%	66.7%	40.0%	20.0%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1400	774	120	1090	582	509	1098
%H		55.3%	8.6%	77.9%	41.6%	36.4%	78.4%
Main living room	690	348	63	516	237	279	495
%V	49.3%	45.0%	52.5%	47.3%	40.7%	54.8%	45.1%
%H		50.4%	9.1%	74.8%	34.3%	40.4%	71.7%
Kitchen	150	81	8	134	72	62	120
%V	10.7%	10.5%	6.7%	12.3%	12.4%	12.2%	10.9%
%H		54.0%	5.3%	89.3%	48.0%	41.3%	80.0%
Adult's bedroom	284	163	28	225	131	94	230
%V	20.3%	21.1%	23.3%	20.6%	22.5%	18.5%	20.9%
%H		57.4%	9.9%	79.2%	46.1%	33.1%	81.0%
Child's bedroom	84	60	6	64	47	17	78
%V	6.0%	7.8%	5.0%	5.9%	8.1%	3.3%	7.1%
%H		71.4%	7.1%	76.2%	56.0%	20.2%	92.9%
Other bedroom	33	20	4	28	18	9	30
%V	2.4%	2.6%	3.3%	2.6%	3.1%	1.8%	2.7%
%H		60.6%	12.1%	84.8%	54.5%	27.3%	90.9%
Second living/dining room	112	68	9	86	51	35	102
%V	8.0%	8.8%	7.5%	7.9%	8.8%	6.9%	9.3%
%H		60.7%	8.0%	76.8%	45.5%	31.3%	91.1%
Study/office	8	5	0	7	5	2	7
%V	0.6%	0.6%	0.0%	0.6%	0.9%	0.4%	0.6%
%H		62.5%	0.0%	87.5%	62.5%	25.0%	87.5%
TV room	8	6	1	6	4	2	7
%V	0.6%	0.8%	0.8%	0.6%	0.7%	0.4%	0.6%
%H		75.0%	12.5%	75.0%	50.0%	25.0%	87.5%
Conservatory	10	6	1	9	6	4	9
%V	0.7%	0.8%	0.8%	0.8%	1.0%	0.8%	0.8%
%H		60.0%	10.0%	90.0%	60.0%	40.0%	90.0%
Attic or loft room	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	1	1	0	1	1	0	0
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	0.0%
Other	4	3	0	3	3	1	4
%V	0.3%	0.4%	0.0%	0.3%	0.5%	0.2%	0.4%
%H		75.0%	0.0%	75.0%	75.0%	25.0%	100.0%
Not Asked	15	12	1	10	6	3	14
%V	1.1%	1.6%	0.8%	0.9%	1.0%	0.6%	1.3%
%H		80.0%	6.7%	66.7%	40.0%	20.0%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1400	774	120	1090	582	509	1098
%H		55.3%	8.6%	77.9%	41.6%	36.4%	78.4%
PVR	497	404	53	313	270	44	436
%V	35.5%	52.2%	44.2%	28.7%	46.4%	8.6%	39.7%
%H		81.3%	10.7%	63.0%	54.3%	8.9%	87.7%
DVDR	31	18	4	20	12	9	26
%V	2.2%	2.3%	3.3%	1.8%	2.1%	1.8%	2.4%
%H		58.1%	12.9%	64.5%	38.7%	29.0%	83.9%
VCR	13	5	1	11	5	6	10
%V	0.9%	0.6%	0.8%	1.0%	0.9%	1.2%	0.9%
%H		38.5%	7.7%	84.6%	38.5%	46.2%	76.9%
Any recorder	516	411	55	329	275	54	450
%V	36.9%	53.1%	45.8%	30.2%	47.3%	10.6%	41.0%
%H		79.7%	10.7%	63.8%	53.3%	10.5%	87.2%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1400	774	120	1090	582	509	1098
%H		55.3%	8.6%	77.9%	41.6%	36.4%	78.4%
Receives HDTV (via STB or built-in reception)	451	279	51	332	206	126	383
%V	32.2%	36.0%	42.5%	30.5%	35.4%	24.8%	34.9%
%H		61.9%	11.3%	73.6%	45.7%	27.9%	84.9%
DVD/Blu-ray player or recorder	706	402	67	543	303	240	585
%V	50.4%	51.9%	55.8%	49.8%	52.1%	47.2%	53.3%
%H		56.9%	9.5%	76.9%	42.9%	34.0%	82.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	696	350	63	521	238	283	501
%H		50.3%	9.1%	74.9%	34.2%	40.7%	72.0%
Under 20"	11	2	1	10	2	8	5
%V	1.6%	0.6%	1.6%	1.9%	0.8%	2.8%	1.0%
%H		18.2%	9.1%	90.9%	18.2%	72.7%	45.5%
20" - 29"	101	31	6	84	19	64	50
%V	14.5%	8.9%	9.5%	16.1%	8.0%	22.6%	10.0%
%H		30.7%	5.9%	83.2%	18.8%	63.4%	49.5%
30" - 39"	282	126	28	212	85	127	191
%V	40.5%	36.0%	44.4%	40.7%	35.7%	44.9%	38.1%
%H		44.7%	9.9%	75.2%	30.1%	45.0%	67.7%
40" and over	293	187	28	209	130	79	250
%V	42.1%	53.4%	44.4%	40.1%	54.6%	27.9%	49.9%
%H		63.8%	9.6%	71.3%	44.4%	27.0%	85.3%
Don't know	9	3	1	7	2	5	4
%V	1.3%	0.9%	1.6%	1.3%	0.8%	1.8%	0.8%
%H		33.3%	11.1%	77.8%	22.2%	55.6%	44.4%
Not Asked	0	1	0	0	0	0	1
%V	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		-	-	-	-	-	-

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	696	350	63	521	238	283	501
%H		50.3%	9.1%	74.9%	34.2%	40.7%	72.0%
PVR	351	275	42	226	189	37	302
%V	50.4%	78.6%	66.7%	43.4%	79.4%	13.1%	60.3%
%H		78.3%	12.0%	64.4%	53.8%	10.5%	86.0%
DVDR	23	14	4	14	8	6	19
%V	3.3%	4.0%	6.3%	2.7%	3.4%	2.1%	3.8%
%H		60.9%	17.4%	60.9%	34.8%	26.1%	82.6%
VCR	9	4	1	8	3	4	7
%V	1.3%	1.1%	1.6%	1.5%	1.3%	1.4%	1.4%
%H		44.4%	11.1%	88.9%	33.3%	44.4%	77.8%
Any recorder	363	278	44	236	191	44	310
%V	52.2%	79.4%	69.8%	45.3%	80.3%	15.5%	61.9%
%H		76.6%	12.1%	65.0%	52.6%	12.1%	85.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	696	350	63	521	238	283	501
%H		50.3%	9.1%	74.9%	34.2%	40.7%	72.0%
Receives HDTV (via STB or built-in reception)	285	179	35	202	128	74	236
%V	40.9%	51.1%	55.6%	38.8%	53.8%	26.1%	47.1%
%H		62.8%	12.3%	70.9%	44.9%	26.0%	82.8%
DVD/Blu-ray player or recorder	468	251	46	350	177	173	366
%V	67.2%	71.7%	73.0%	67.2%	74.4%	61.1%	73.1%
%H		53.6%	9.8%	74.8%	37.8%	37.0%	78.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	705	425	56	569	343	226	597
%H		60.3%	7.9%	80.7%	48.7%	32.1%	84.7%
Under 20"	150	83	12	130	75	56	119
%V	21.3%	19.5%	21.4%	22.8%	21.9%	24.8%	19.9%
%H		55.3%	8.0%	86.7%	50.0%	37.3%	79.3%
20" - 29"	268	150	20	221	122	99	220
%V	38.0%	35.3%	35.7%	38.8%	35.6%	43.8%	36.9%
%H		56.0%	7.5%	82.5%	45.5%	36.9%	82.1%
30" - 39"	189	122	18	145	96	49	171
%V	26.8%	28.7%	32.1%	25.5%	28.0%	21.7%	28.6%
%H		64.6%	9.5%	76.7%	50.8%	25.9%	90.5%
40" and over	69	48	5	52	37	16	63
%V	9.8%	11.3%	8.9%	9.1%	10.8%	7.1%	10.6%
%H		69.6%	7.2%	75.4%	53.6%	23.2%	91.3%
Don't know	13	9	1	11	8	3	10
%V	1.8%	2.1%	1.8%	1.9%	2.3%	1.3%	1.7%
%H		69.2%	7.7%	84.6%	61.5%	23.1%	76.9%
Not Asked	16	13	0	10	5	3	14
%V	2.3%	3.1%	0.0%	1.8%	1.5%	1.3%	2.3%
%H		81.3%	0.0%	62.5%	31.3%	18.8%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	705	425	56	569	343	226	597
%H		60.3%	7.9%	80.7%	48.7%	32.1%	84.7%
PVR	146	129	11	87	81	7	134
%V	20.7%	30.4%	19.6%	15.3%	23.6%	3.1%	22.4%
%H		88.4%	7.5%	59.6%	55.5%	4.8%	91.8%
DVDR	8	5	1	6	4	2	7
%V	1.1%	1.2%	1.8%	1.1%	1.2%	0.9%	1.2%
%H		62.5%	12.5%	75.0%	50.0%	25.0%	87.5%
VCR	4	2	0	3	1	2	3
%V	0.6%	0.5%	0.0%	0.5%	0.3%	0.9%	0.5%
%H		50.0%	0.0%	75.0%	25.0%	50.0%	75.0%
Any recorder	153	133	12	93	83	10	140
%V	21.7%	31.3%	21.4%	16.3%	24.2%	4.4%	23.5%
%H		86.9%	7.8%	60.8%	54.2%	6.5%	91.5%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	705	425	56	569	343	226	597
%H		60.3%	7.9%	80.7%	48.7%	32.1%	84.7%
Receives HDTV (via STB or built-in reception)	166	100	16	130	77	52	147
%V	23.5%	23.5%	28.6%	22.8%	22.4%	23.0%	24.6%
%H		60.2%	9.6%	78.3%	46.4%	31.3%	88.6%
DVD/Blu-ray player or recorder	238	152	21	193	126	66	220
%V	33.8%	35.8%	37.5%	33.9%	36.7%	29.2%	36.9%
%H		63.9%	8.8%	81.1%	52.9%	27.7%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1818	1765	997	156	1285	673	612	1477
%H		97.1%	54.8%	8.6%	70.7%	37.0%	33.7%	81.2%
Total Children	385	377	244	31	253	151	102	351
%V	21.2%	21.4%	24.5%	19.9%	19.7%	22.4%	16.7%	23.8%
%H		97.9%	63.4%	8.1%	65.7%	39.2%	26.5%	91.2%
0 - 3	98	96	62	10	60	37	23	85
%V	5.4%	5.4%	6.2%	6.4%	4.7%	5.5%	3.8%	5.8%
%H		98.0%	63.3%	10.2%	61.2%	37.8%	23.5%	86.7%
4 - 15	287	281	181	22	192	114	79	266
%V	15.8%	15.9%	18.2%	14.1%	14.9%	16.9%	12.9%	18.0%
%H		97.9%	63.1%	7.7%	66.9%	39.7%	27.5%	92.7%
4 - 9	147	143	95	11	95	58	37	135
%V	8.1%	8.1%	9.5%	7.1%	7.4%	8.6%	6.0%	9.1%
%H		97.3%	64.6%	7.5%	64.6%	39.5%	25.2%	91.8%
10 - 15	140	138	87	11	97	56	41	131
%V	7.7%	7.8%	8.7%	7.1%	7.5%	8.3%	6.7%	8.9%
%H		98.6%	62.1%	7.9%	69.3%	40.0%	29.3%	93.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1818	1765	997	156	1285	673	612	1477
%H		97.1%	54.8%	8.6%	70.7%	37.0%	33.7%	81.2%
Total Adults (16+)	1433	1388	754	125	1032	522	510	1126
%V	78.8%	78.6%	75.6%	80.1%	80.3%	77.6%	83.3%	76.2%
%H		96.9%	52.6%	8.7%	72.0%	36.4%	35.6%	78.6%
16 - 19	93	90	55	8	63	36	26	86
%V	5.1%	5.1%	5.5%	5.1%	4.9%	5.3%	4.2%	5.8%
%H		96.8%	59.1%	8.6%	67.7%	38.7%	28.0%	92.5%
20 - 24	117	111	63	10	85	47	38	106
%V	6.4%	6.3%	6.3%	6.4%	6.6%	7.0%	6.2%	7.2%
%H		94.9%	53.8%	8.5%	72.6%	40.2%	32.5%	90.6%
25 - 34	254	243	144	29	162	92	70	218
%V	14.0%	13.8%	14.4%	18.6%	12.6%	13.7%	11.4%	14.8%
%H		95.7%	56.7%	11.4%	63.8%	36.2%	27.6%	85.8%
35 - 44	244	235	144	20	158	88	70	216
%V	13.4%	13.3%	14.4%	12.8%	12.3%	13.1%	11.4%	14.6%
%H		96.3%	59.0%	8.2%	64.8%	36.1%	28.7%	88.5%
45 - 54	255	250	146	19	188	103	85	227
%V	14.0%	14.2%	14.6%	12.2%	14.6%	15.3%	13.9%	15.4%
%H		98.0%	57.3%	7.5%	73.7%	40.4%	33.3%	89.0%
55 - 64	200	195	104	18	155	81	74	153
%V	11.0%	11.0%	10.4%	11.5%	12.1%	12.0%	12.1%	10.4%
%H		97.5%	52.0%	9.0%	77.5%	40.5%	37.0%	76.5%
65+	270	264	97	21	220	75	146	120
%V	14.9%	15.0%	9.7%	13.5%	17.1%	11.1%	23.9%	8.1%
%H		97.8%	35.9%	7.8%	81.5%	27.8%	54.1%	44.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1433	1388	754	125	1032	522	510	1126
%H		96.9%	52.6%	8.7%	72.0%	36.4%	35.6%	78.6%
AB	306	298	184	28	224	134	90	281
%V	21.4%	21.5%	24.4%	22.4%	21.7%	25.7%	17.6%	25.0%
%H		97.4%	60.1%	9.2%	73.2%	43.8%	29.4%	91.8%
C1	356	343	187	36	259	141	118	307
%V	24.8%	24.7%	24.8%	28.8%	25.1%	27.0%	23.1%	27.3%
%H		96.3%	52.5%	10.1%	72.8%	39.6%	33.1%	86.2%
C2	316	308	172	24	228	116	113	258
%V	22.1%	22.2%	22.8%	19.2%	22.1%	22.2%	22.2%	22.9%
%H		97.5%	54.4%	7.6%	72.2%	36.7%	35.8%	81.6%
D	255	247	132	20	179	84	95	186
%V	17.8%	17.8%	17.5%	16.0%	17.3%	16.1%	18.6%	16.5%
%H		96.9%	51.8%	7.8%	70.2%	32.9%	37.3%	72.9%
E	200	192	80	19	142	48	94	95
%V	14.0%	13.8%	10.6%	15.2%	13.8%	9.2%	18.4%	8.4%
%H		96.0%	40.0%	9.5%	71.0%	24.0%	47.0%	47.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1433	1388	754	125	1032	522	510	1126
%H		96.9%	52.6%	8.7%	72.0%	36.4%	35.6%	78.6%
Working full time	618	598	354	56	434	244	189	546
%V	43.1%	43.1%	46.9%	44.8%	42.1%	46.7%	37.1%	48.5%
%H		96.8%	57.3%	9.1%	70.2%	39.5%	30.6%	88.3%
Working part time	150	147	87	13	108	61	47	131
%V	10.5%	10.6%	11.5%	10.4%	10.5%	11.7%	9.2%	11.6%
%H		98.0%	58.0%	8.7%	72.0%	40.7%	31.3%	87.3%
Not working	666	643	312	57	490	217	273	449
%V	46.5%	46.3%	41.4%	45.6%	47.5%	41.6%	53.5%	39.9%
%H		96.5%	46.8%	8.6%	73.6%	32.6%	41.0%	67.4%
Housewife/Houseperson	724	697	350	63	521	238	283	515
%V	50.5%	50.2%	46.4%	50.4%	50.5%	45.6%	55.5%	45.7%
%H		96.3%	48.3%	8.7%	72.0%	32.9%	39.1%	71.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	696	669	373	60	491	256	235	555
%H		96.1%	53.6%	8.6%	70.5%	36.8%	33.8%	79.7%
16 - 19	49	47	29	4	31	18	13	45
%V	7.0%	7.0%	7.8%	6.7%	6.3%	7.0%	5.5%	8.1%
%H		95.9%	59.2%	8.2%	63.3%	36.7%	26.5%	91.8%
20 - 24	58	55	32	5	40	23	17	53
%V	8.3%	8.2%	8.6%	8.3%	8.1%	9.0%	7.2%	9.5%
%H		94.8%	55.2%	8.6%	69.0%	39.7%	29.3%	91.4%
25 - 34	124	117	71	13	80	47	33	107
%V	17.8%	17.5%	19.0%	21.7%	16.3%	18.4%	14.0%	19.3%
%H		94.4%	57.3%	10.5%	64.5%	37.9%	26.6%	86.3%
35 - 44	120	114	70	11	76	43	33	104
%V	17.2%	17.0%	18.8%	18.3%	15.5%	16.8%	14.0%	18.7%
%H		95.0%	58.3%	9.2%	63.3%	35.8%	27.5%	86.7%
45 - 54	126	122	70	9	91	48	43	110
%V	18.1%	18.2%	18.8%	15.0%	18.5%	18.8%	18.3%	19.8%
%H		96.8%	55.6%	7.1%	72.2%	38.1%	34.1%	87.3%
55 - 64	99	95	51	8	77	40	37	76
%V	14.2%	14.2%	13.7%	13.3%	15.7%	15.6%	15.7%	13.7%
%H		96.0%	51.5%	8.1%	77.8%	40.4%	37.4%	76.8%
65+	121	119	49	10	97	37	59	61
%V	17.4%	17.8%	13.1%	16.7%	19.8%	14.5%	25.1%	11.0%
%H		98.3%	40.5%	8.3%	80.2%	30.6%	48.8%	50.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	696	669	373	60	491	256	235	555
%H		96.1%	53.6%	8.6%	70.5%	36.8%	33.8%	79.7%
AB	153	148	96	12	110	67	42	142
%V	22.0%	22.1%	25.7%	20.0%	22.4%	26.2%	17.9%	25.6%
%H		96.7%	62.7%	7.8%	71.9%	43.8%	27.5%	92.8%
C1	166	159	88	18	118	67	51	145
%V	23.9%	23.8%	23.6%	30.0%	24.0%	26.2%	21.7%	26.1%
%H		95.8%	53.0%	10.8%	71.1%	40.4%	30.7%	87.3%
C2	171	165	92	13	123	63	60	137
%V	24.6%	24.7%	24.7%	21.7%	25.1%	24.6%	25.5%	24.7%
%H		96.5%	53.8%	7.6%	71.9%	36.8%	35.1%	80.1%
D	122	116	63	11	83	41	42	91
%V	17.5%	17.3%	16.9%	18.3%	16.9%	16.0%	17.9%	16.4%
%H		95.1%	51.6%	9.0%	68.0%	33.6%	34.4%	74.6%
E	85	80	34	6	59	19	40	41
%V	12.2%	12.0%	9.1%	10.0%	12.0%	7.4%	17.0%	7.4%
%H		94.1%	40.0%	7.1%	69.4%	22.4%	47.1%	48.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	696	669	373	60	491	256	235	555
%H		96.1%	53.6%	8.6%	70.5%	36.8%	33.8%	79.7%
Working full time	383	370	221	34	265	151	114	338
%V	55.0%	55.3%	59.2%	56.7%	54.0%	59.0%	48.5%	60.9%
%H		96.6%	57.7%	8.9%	69.2%	39.4%	29.8%	88.3%
Working part time	30	28	15	2	24	13	11	23
%V	4.3%	4.2%	4.0%	3.3%	4.9%	5.1%	4.7%	4.1%
%H		93.3%	50.0%	6.7%	80.0%	43.3%	36.7%	76.7%
Not working	283	272	136	24	203	93	110	194
%V	40.7%	40.7%	36.5%	40.0%	41.3%	36.3%	46.8%	35.0%
%H		96.1%	48.1%	8.5%	71.7%	32.9%	38.9%	68.6%
Housewife/Houseperson	139	128	53	11	97	35	63	74
%V	20.0%	19.1%	14.2%	18.3%	19.8%	13.7%	26.8%	13.3%
%H		92.1%	38.1%	7.9%	69.8%	25.2%	45.3%	53.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	738	719	381	65	540	266	275	571
%H		97.4%	51.6%	8.8%	73.2%	36.0%	37.3%	77.4%
16 - 19	45	43	26	4	32	19	14	41
%V	6.1%	6.0%	6.8%	6.2%	5.9%	7.1%	5.1%	7.2%
%H		95.6%	57.8%	8.9%	71.1%	42.2%	31.1%	91.1%
20 - 24	59	56	31	5	45	24	21	53
%V	8.0%	7.8%	8.1%	7.7%	8.3%	9.0%	7.6%	9.3%
%H		94.9%	52.5%	8.5%	76.3%	40.7%	35.6%	89.8%
25 - 34	130	126	73	16	82	45	37	111
%V	17.6%	17.5%	19.2%	24.6%	15.2%	16.9%	13.5%	19.4%
%H		96.9%	56.2%	12.3%	63.1%	34.6%	28.5%	85.4%
35 - 44	124	121	74	9	82	45	37	112
%V	16.8%	16.8%	19.4%	13.8%	15.2%	16.9%	13.5%	19.6%
%H		97.6%	59.7%	7.3%	66.1%	36.3%	29.8%	90.3%
45 - 54	130	128	76	10	97	55	42	117
%V	17.6%	17.8%	19.9%	15.4%	18.0%	20.7%	15.3%	20.5%
%H		98.5%	58.5%	7.7%	74.6%	42.3%	32.3%	90.0%
55 - 64	101	100	52	10	79	41	38	78
%V	13.7%	13.9%	13.6%	15.4%	14.6%	15.4%	13.8%	13.7%
%H		99.0%	51.5%	9.9%	78.2%	40.6%	37.6%	77.2%
65+	149	145	48	11	124	38	86	59
%V	20.2%	20.2%	12.6%	16.9%	23.0%	14.3%	31.3%	10.3%
%H		97.3%	32.2%	7.4%	83.2%	25.5%	57.7%	39.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	738	719	381	65	540	266	275	571
%H		97.4%	51.6%	8.8%	73.2%	36.0%	37.3%	77.4%
AB	153	150	88	15	114	67	48	139
%V	20.7%	20.9%	23.1%	23.1%	21.1%	25.2%	17.5%	24.3%
%H		98.0%	57.5%	9.8%	74.5%	43.8%	31.4%	90.8%
C1	190	184	98	18	141	74	67	162
%V	25.7%	25.6%	25.7%	27.7%	26.1%	27.8%	24.4%	28.4%
%H		96.8%	51.6%	9.5%	74.2%	38.9%	35.3%	85.3%
C2	146	143	80	10	106	53	53	121
%V	19.8%	19.9%	21.0%	15.4%	19.6%	19.9%	19.3%	21.2%
%H		97.9%	54.8%	6.8%	72.6%	36.3%	36.3%	82.9%
D	133	131	68	9	96	43	53	96
%V	18.0%	18.2%	17.8%	13.8%	17.8%	16.2%	19.3%	16.8%
%H		98.5%	51.1%	6.8%	72.2%	32.3%	39.8%	72.2%
E	115	112	45	13	83	29	54	54
%V	15.6%	15.6%	11.8%	20.0%	15.4%	10.9%	19.6%	9.5%
%H		97.4%	39.1%	11.3%	72.2%	25.2%	47.0%	47.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	738	719	381	65	540	266	275	571
%H		97.4%	51.6%	8.8%	73.2%	36.0%	37.3%	77.4%
Working full time	235	229	133	21	169	94	75	208
%V	31.8%	31.8%	34.9%	32.3%	31.3%	35.3%	27.3%	36.4%
%H		97.4%	56.6%	8.9%	71.9%	40.0%	31.9%	88.5%
Working part time	120	119	72	11	85	48	37	108
%V	16.3%	16.6%	18.9%	16.9%	15.7%	18.0%	13.5%	18.9%
%H		99.2%	60.0%	9.2%	70.8%	40.0%	30.8%	90.0%
Not working	382	372	176	33	287	124	163	255
%V	51.8%	51.7%	46.2%	50.8%	53.1%	46.6%	59.3%	44.7%
%H		97.4%	46.1%	8.6%	75.1%	32.5%	42.7%	66.8%
Housewife/Houseperson	584	570	297	52	424	203	221	440
%V	79.1%	79.3%	78.0%	80.0%	78.5%	76.3%	80.4%	77.1%
%H		97.6%	50.9%	8.9%	72.6%	34.8%	37.8%	75.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Wales

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
AB	284	277	165	26	184	99	85	248
%V	21.3%	21.6%	23.0%	20.6%	21.8%	24.0%	19.8%	26.3%
%H (All HH)		97.5%	58.1%	9.2%	64.8%	34.9%	29.9%	87.3%
%H (TV HH)			59.6%	9.4%	66.4%	35.7%	30.7%	
C1	330	312	171	36	203	102	101	260
%V	24.7%	24.3%	23.9%	28.6%	24.1%	24.7%	23.5%	27.6%
%H (All HH)		94.5%	51.8%	10.9%	61.5%	30.9%	30.6%	78.8%
%H (TV HH)			54.8%	11.5%	65.1%	32.7%	32.4%	
C2	306	296	173	32	194	105	90	224
%V	22.9%	23.1%	24.2%	25.4%	23.0%	25.4%	21.0%	23.8%
%H (All HH)		96.7%	56.5%	10.5%	63.4%	34.3%	29.4%	73.2%
%H (TV HH)			58.4%	10.8%	65.5%	35.5%	30.4%	
D	237	228	126	22	145	65	80	142
%V	17.8%	17.8%	17.6%	17.5%	17.2%	15.7%	18.6%	15.1%
%H (All HH)		96.2%	53.2%	9.3%	61.2%	27.4%	33.8%	59.9%
%H (TV HH)			55.3%	9.6%	63.6%	28.5%	35.1%	
E	178	169	81	12	117	43	74	70
%V	13.3%	13.2%	11.3%	9.5%	13.9%	10.4%	17.2%	7.4%
%H (All HH)		94.9%	45.5%	6.7%	65.7%	24.2%	41.6%	39.3%
%H (TV HH)			47.9%	7.1%	69.2%	25.4%	43.8%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Under 25	63	54	24	8	26	10	16	45
%V	4.7%	4.2%	3.4%	6.3%	3.1%	2.4%	3.7%	4.8%
%H (All HH)		85.7%	38.1%	12.7%	41.3%	15.9%	25.4%	71.4%
%H (TV HH)			44.4%	14.8%	48.1%	18.5%	29.6%	
25 - 34	192	182	113	21	103	59	44	159
%V	14.4%	14.2%	15.8%	16.7%	12.2%	14.3%	10.3%	16.9%
%H (All HH)		94.8%	58.9%	10.9%	53.6%	30.7%	22.9%	82.8%
%H (TV HH)			62.1%	11.5%	56.6%	32.4%	24.2%	
35 - 44	205	196	124	21	119	69	50	176
%V	15.4%	15.3%	17.3%	16.7%	14.1%	16.7%	11.7%	18.7%
%H (All HH)		95.6%	60.5%	10.2%	58.0%	33.7%	24.4%	85.9%
%H (TV HH)			63.3%	10.7%	60.7%	35.2%	25.5%	
45 - 54	256	249	152	24	169	96	73	215
%V	19.2%	19.4%	21.2%	19.0%	20.0%	23.2%	17.0%	22.8%
%H (All HH)		97.3%	59.4%	9.4%	66.0%	37.5%	28.5%	84.0%
%H (TV HH)			61.0%	9.6%	67.9%	38.6%	29.3%	
55 - 64	231	225	133	20	152	80	72	175
%V	17.3%	17.6%	18.6%	15.9%	18.0%	19.4%	16.8%	18.6%
%H (All HH)		97.4%	57.6%	8.7%	65.8%	34.6%	31.2%	75.8%
%H (TV HH)			59.1%	8.9%	67.6%	35.6%	32.0%	
65 +	387	375	170	31	274	100	174	173
%V	29.0%	29.3%	23.7%	24.6%	32.5%	24.2%	40.6%	18.3%
%H (All HH)		96.9%	43.9%	8.0%	70.8%	25.8%	45.0%	44.7%
%H (TV HH)			45.3%	8.3%	73.1%	26.7%	46.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
1	423	393	156	34	279	80	199	186
%V	31.7%	30.7%	21.8%	27.0%	33.1%	19.4%	46.4%	19.7%
%H (All HH)		92.9%	36.9%	8.0%	66.0%	18.9%	47.0%	44.0%
%H (TV HH)			39.7%	8.7%	71.0%	20.4%	50.6%	
2	457	446	267	43	291	157	134	350
%V	34.3%	34.8%	37.3%	34.1%	34.5%	38.0%	31.2%	37.1%
%H (All HH)		97.6%	58.4%	9.4%	63.7%	34.4%	29.3%	76.6%
%H (TV HH)			59.9%	9.6%	65.2%	35.2%	30.0%	
3	208	203	134	21	125	79	45	181
%V	15.6%	15.8%	18.7%	16.7%	14.8%	19.1%	10.5%	19.2%
%H (All HH)		97.6%	64.4%	10.1%	60.1%	38.0%	21.6%	87.0%
%H (TV HH)			66.0%	10.3%	61.6%	38.9%	22.2%	
4	168	164	110	19	105	70	35	157
%V	12.6%	12.8%	15.4%	15.1%	12.5%	16.9%	8.2%	16.6%
%H (All HH)		97.6%	65.5%	11.3%	62.5%	41.7%	20.8%	93.5%
%H (TV HH)			67.1%	11.6%	64.0%	42.7%	21.3%	
5+	78	76	48	9	43	27	17	70
%V	5.8%	5.9%	6.7%	7.1%	5.1%	6.5%	4.0%	7.4%
%H (All HH)		97.4%	61.5%	11.5%	55.1%	34.6%	21.8%	89.7%
%H (TV HH)			63.2%	11.8%	56.6%	35.5%	22.4%	
Average HH size	2.29	2.31	2.50	2.44	2.24	2.55	1.94	2.58

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Without	1010	964	503	93	658	298	360	660
%V	75.7%	75.2%	70.3%	73.8%	78.1%	72.2%	83.9%	70.0%
%H (All HH)		95.4%	49.8%	9.2%	65.1%	29.5%	35.6%	65.3%
%H (TV HH)			52.2%	9.6%	68.3%	30.9%	37.3%	
With	324	318	213	33	184	115	69	283
%V	24.3%	24.8%	29.7%	26.2%	21.8%	27.8%	16.1%	30.0%
%H (All HH)		98.1%	65.7%	10.2%	56.8%	35.5%	21.3%	87.3%
%H (TV HH)			67.0%	10.4%	57.9%	36.2%	21.7%	
0 - 3	124	122	79	13	62	33	29	104
%V	9.3%	9.5%	11.0%	10.3%	7.4%	8.0%	6.8%	11.0%
%H (All HH)		98.4%	63.7%	10.5%	50.0%	26.6%	23.4%	83.9%
%H (TV HH)			64.8%	10.7%	50.8%	27.0%	23.8%	
4 - 9	162	159	109	16	90	58	32	139
%V	12.1%	12.4%	15.2%	12.7%	10.7%	14.0%	7.5%	14.7%
%H (All HH)		98.1%	67.3%	9.9%	55.6%	35.8%	19.8%	85.8%
%H (TV HH)			68.6%	10.1%	56.6%	36.5%	20.1%	
10 - 15	154	152	105	15	97	65	31	141
%V	11.5%	11.9%	14.7%	11.9%	11.5%	15.7%	7.2%	15.0%
%H (All HH)		98.7%	68.2%	9.7%	63.0%	42.2%	20.1%	91.6%
%H (TV HH)			69.1%	9.9%	63.8%	42.8%	20.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
1	463	463	204	44	258	54	204	265
%V	34.7%	36.1%	28.5%	34.9%	30.6%	13.1%	47.6%	28.1%
%H (All HH)		100.0%	44.1%	9.5%	55.7%	11.7%	44.1%	57.2%
%H (TV HH)			44.1%	9.5%	55.7%	11.7%	44.1%	
2	451	451	256	47	308	160	147	329
%V	33.8%	35.2%	35.8%	37.3%	36.5%	38.7%	34.3%	34.9%
%H (All HH)		100.0%	56.8%	10.4%	68.3%	35.5%	32.6%	72.9%
%H (TV HH)			56.8%	10.4%	68.3%	35.5%	32.6%	
3	218	218	146	20	162	111	51	180
%V	16.3%	17.0%	20.4%	15.9%	19.2%	26.9%	11.9%	19.1%
%H (All HH)		100.0%	67.0%	9.2%	74.3%	50.9%	23.4%	82.6%
%H (TV HH)			67.0%	9.2%	74.3%	50.9%	23.4%	
4	99	99	71	10	73	54	18	90
%V	7.4%	7.7%	9.9%	7.9%	8.7%	13.1%	4.2%	9.5%
%H (All HH)		100.0%	71.7%	10.1%	73.7%	54.5%	18.2%	90.9%
%H (TV HH)			71.7%	10.1%	73.7%	54.5%	18.2%	
5+	51	51	38	4	43	34	9	49
%V	3.8%	4.0%	5.3%	3.2%	5.1%	8.2%	2.1%	5.2%
%H (All HH)		100.0%	74.5%	7.8%	84.3%	66.7%	17.6%	96.1%
%H (TV HH)			74.5%	7.8%	84.3%	66.7%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Under 20"	330	330	196	25	257	148	109	248
%V	24.7%	25.7%	27.4%	19.8%	30.5%	35.8%	25.4%	26.3%
%H (All HH)		100.0%	59.4%	7.6%	77.9%	44.8%	33.0%	75.2%
%H (TV HH)			59.4%	7.6%	77.9%	44.8%	33.0%	
20" - 29"	535	535	293	51	393	204	189	373
%V	40.1%	41.7%	40.9%	40.5%	46.6%	49.4%	44.1%	39.6%
%H (All HH)		100.0%	54.8%	9.5%	73.5%	38.1%	35.3%	69.7%
%H (TV HH)			54.8%	9.5%	73.5%	38.1%	35.3%	
30" - 39"	702	702	400	71	474	246	228	515
%V	52.6%	54.8%	55.9%	56.3%	56.2%	59.6%	53.1%	54.6%
%H (All HH)		100.0%	57.0%	10.1%	67.5%	35.0%	32.5%	73.4%
%H (TV HH)			57.0%	10.1%	67.5%	35.0%	32.5%	
40" and over	540	540	367	56	337	222	115	454
%V	40.5%	42.1%	51.3%	44.4%	40.0%	53.8%	26.8%	48.1%
%H (All HH)		100.0%	68.0%	10.4%	62.4%	41.1%	21.3%	84.1%
%H (TV HH)			68.0%	10.4%	62.4%	41.1%	21.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%V (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Main living room	1262	1262	709	125	832	410	422	900
%V	94.6%	98.4%	99.0%	99.2%	98.7%	99.3%	98.4%	95.4%
%H (All HH)		100.0%	56.2%	9.9%	65.9%	32.5%	33.4%	71.3%
%H (TV HH)			56.2%	9.9%	65.9%	32.5%	33.4%	
Kitchen	183	183	116	11	148	92	55	143
%V	13.7%	14.3%	16.2%	8.7%	17.6%	22.3%	12.8%	15.2%
%H (All HH)		100.0%	63.4%	6.0%	80.9%	50.3%	30.1%	78.1%
%H (TV HH)			63.4%	6.0%	80.9%	50.3%	30.1%	
Adult's bedroom	566	566	355	60	413	262	151	452
%V	42.4%	44.1%	49.6%	47.6%	49.0%	63.4%	35.2%	47.9%
%H (All HH)		100.0%	62.7%	10.6%	73.0%	46.3%	26.7%	79.9%
%H (TV HH)			62.7%	10.6%	73.0%	46.3%	26.7%	
Child's bedroom	141	141	97	15	96	67	29	124
%V	10.6%	11.0%	13.5%	11.9%	11.4%	16.2%	6.8%	13.1%
%H (All HH)		100.0%	68.8%	10.6%	68.1%	47.5%	20.6%	87.9%
%H (TV HH)			68.8%	10.6%	68.1%	47.5%	20.6%	
Other bedroom	72	72	50	6	52	36	16	62
%V	5.4%	5.6%	7.0%	4.8%	6.2%	8.7%	3.7%	6.6%
%H (All HH)		100.0%	69.4%	8.3%	72.2%	50.0%	22.2%	86.1%
%H (TV HH)			69.4%	8.3%	72.2%	50.0%	22.2%	
Second living/dining room	168	168	107	17	128	83	45	136
%V	12.6%	13.1%	14.9%	13.5%	15.2%	20.1%	10.5%	14.4%
%H (All HH)		100.0%	63.7%	10.1%	76.2%	49.4%	26.8%	81.0%
%H (TV HH)			63.7%	10.1%	76.2%	49.4%	26.8%	
Study/office	16	16	12	1	12	9	3	16
%V	1.2%	1.2%	1.7%	0.8%	1.4%	2.2%	0.7%	1.7%
%H (All HH)		100.0%	75.0%	6.3%	75.0%	56.3%	18.8%	100.0%
%H (TV HH)			75.0%	6.3%	75.0%	56.3%	18.8%	
TV room	8	8	6	1	5	4	1	8
%V	0.6%	0.6%	0.8%	0.8%	0.6%	1.0%	0.2%	0.8%
%H (All HH)		100.0%	75.0%	12.5%	62.5%	50.0%	12.5%	100.0%
%H (TV HH)			75.0%	12.5%	62.5%	50.0%	12.5%	
Conservatory	25	25	17	2	21	15	6	22
%V	1.9%	2.0%	2.4%	1.6%	2.5%	3.6%	1.4%	2.3%
%H (All HH)		100.0%	68.0%	8.0%	84.0%	60.0%	24.0%	88.0%
%H (TV HH)			68.0%	8.0%	84.0%	60.0%	24.0%	
Attic or loft room	4	4	3	1	2	2	1	4
%V	0.3%	0.3%	0.4%	0.8%	0.2%	0.5%	0.2%	0.4%
%H (All HH)		100.0%	75.0%	25.0%	50.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	25.0%	50.0%	50.0%	25.0%	
No specific location	2	2	2	0	2	1	0	2
%V	0.1%	0.2%	0.3%	0.0%	0.2%	0.2%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	50.0%	0.0%	
Other	6	6	4	0	5	4	1	5
%V	0.4%	0.5%	0.6%	0.0%	0.6%	1.0%	0.2%	0.5%
%H (All HH)		100.0%	66.7%	0.0%	83.3%	66.7%	16.7%	83.3%
%H (TV HH)			66.7%	0.0%	83.3%	66.7%	16.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Wales

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Table 13.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Any DSAT provider	716	716	716	5	358	358	0	574
%V	53.7%	55.9%	100.0%	4.0%	42.5%	86.7%	0.0%	60.9%
%H (All HH)			100.0%	0.7%	50.0%	50.0%	0.0%	80.2%
%H (TV HH)			100.0%	0.7%	50.0%	50.0%	0.0%	
Sky with subcription	588	588	588	3	291	291	0	486
%V	44.1%	45.9%	82.1%	2.4%	34.5%	70.5%	0.0%	51.5%
%H (All HH)			100.0%	0.5%	49.5%	49.5%	0.0%	82.7%
%H (TV HH)			100.0%	0.5%	49.5%	49.5%	0.0%	
Sky without subcription	72	72	72	1	34	34	0	46
%V	5.4%	5.6%	10.1%	0.8%	4.0%	8.2%	0.0%	4.9%
%H (All HH)			100.0%	1.4%	47.2%	47.2%	0.0%	63.9%
%H (TV HH)			100.0%	1.4%	47.2%	47.2%	0.0%	
Freesat	60	60	60	1	34	34	0	46
%V	4.5%	4.7%	8.4%	0.8%	4.0%	8.2%	0.0%	4.9%
%H (All HH)			100.0%	1.7%	56.7%	56.7%	0.0%	76.7%
%H (TV HH)			100.0%	1.7%	56.7%	56.7%	0.0%	
Other satellite provider	9	9	9	0	5	5	0	7
%V	0.7%	0.7%	1.3%	0.0%	0.6%	1.2%	0.0%	0.7%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	77.8%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
DCAB	126	126	5	126	57	57	0	105
%V	9.4%	9.8%	0.7%	100.0%	6.8%	13.8%	0.0%	11.1%
%H (All HH)			4.0%	100.0%	45.2%	45.2%	0.0%	83.3%
%H (TV HH)			4.0%	100.0%	45.2%	45.2%	0.0%	
DTT	843	843	358	57	843	413	429	574
%V	63.2%	65.8%	50.0%	45.2%	100.0%	100.0%	100.0%	60.9%
%H (All HH)		100.0%	42.5%	6.8%	100.0%	49.0%	50.9%	68.1%
%H (TV HH)			42.5%	6.8%	100.0%	49.0%	50.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC Wales

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Table 13.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%H (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
PVR	794	794	568	101	469	340	128	671
%V	59.5%	61.9%	79.3%	80.2%	55.6%	82.3%	29.8%	71.2%
%H (All HH)		100.0%	71.5%	12.7%	59.1%	42.8%	16.1%	84.5%
%H (TV HH)			71.5%	12.7%	59.1%	42.8%	16.1%	
DVDR	84	84	47	9	59	33	27	67
%V	6.3%	6.6%	6.6%	7.1%	7.0%	8.0%	6.3%	7.1%
%H (All HH)		100.0%	56.0%	10.7%	70.2%	39.3%	32.1%	79.8%
%H (TV HH)			56.0%	10.7%	70.2%	39.3%	32.1%	
VCR	34	34	18	4	27	14	13	21
%V	2.5%	2.7%	2.5%	3.2%	3.2%	3.4%	3.0%	2.2%
%H (All HH)		100.0%	52.9%	11.8%	79.4%	41.2%	38.2%	61.8%
%H (TV HH)			52.9%	11.8%	79.4%	41.2%	38.2%	
Any recorder	834	834	581	103	502	350	153	695
%V	62.5%	65.1%	81.1%	81.7%	59.5%	84.7%	35.7%	73.7%
%H (All HH)		100.0%	69.7%	12.4%	60.2%	42.0%	18.3%	83.3%
%H (TV HH)			69.7%	12.4%	60.2%	42.0%	18.3%	
Receives HDTV (via STB or built-in reception)	579	579	387	89	349	243	106	498
%V	43.4%	45.2%	54.1%	70.6%	41.4%	58.8%	24.7%	52.8%
%H (All HH)		100.0%	66.8%	15.4%	60.3%	42.0%	18.3%	86.0%
%H (TV HH)			66.8%	15.4%	60.3%	42.0%	18.3%	
DVD/Blu-ray player or recorder	1038	1038	599	106	694	363	331	782
%V	77.8%	81.0%	83.7%	84.1%	82.3%	87.9%	77.2%	82.9%
%H (All HH)		100.0%	57.7%	10.2%	66.9%	35.0%	31.9%	75.3%
%H (TV HH)			57.7%	10.2%	66.9%	35.0%	31.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1334	1282	716	126	843	413	429	943
%V (All HH)		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%
%H (TV HH)			55.9%	9.8%	65.8%	32.2%	33.5%	
Has broadband internet	943	913	574	105	574	346	228	943
%V	70.7%	71.2%	80.2%	83.3%	68.1%	83.8%	53.1%	100.0%
%H (All HH)		96.8%	60.9%	11.1%	60.9%	36.7%	24.2%	100.0%
%H (TV HH)			62.9%	11.5%	62.9%	37.9%	25.0%	
Number of computers (PCs and laptops)								
0	329	310	118	20	226	55	170	10
%V	24.7%	24.2%	16.5%	15.9%	26.8%	13.3%	39.6%	1.1%
%H (All HH)		94.2%	35.9%	6.1%	68.7%	16.7%	51.7%	3.0%
%H (TV HH)			38.1%	6.5%	72.9%	17.7%	54.8%	
1	458	440	254	42	277	137	140	403
%V	34.3%	34.3%	35.5%	33.3%	32.9%	33.2%	32.6%	42.7%
%H (All HH)		96.1%	55.5%	9.2%	60.5%	29.9%	30.6%	88.0%
%H (TV HH)			57.7%	9.5%	63.0%	31.1%	31.8%	
2	278	272	173	33	178	113	65	264
%V	20.8%	21.2%	24.2%	26.2%	21.1%	27.4%	15.2%	28.0%
%H (All HH)		97.8%	62.2%	11.9%	64.0%	40.6%	23.4%	95.0%
%H (TV HH)			63.6%	12.1%	65.4%	41.5%	23.9%	
3	132	128	84	15	78	51	28	130
%V	9.9%	10.0%	11.7%	11.9%	9.3%	12.3%	6.5%	13.8%
%H (All HH)		97.0%	63.6%	11.4%	59.1%	38.6%	21.2%	98.5%
%H (TV HH)			65.6%	11.7%	60.9%	39.8%	21.9%	
4	69	66	44	6	42	28	14	69
%V	5.2%	5.1%	6.1%	4.8%	5.0%	6.8%	3.3%	7.3%
%H (All HH)		95.7%	63.8%	8.7%	60.9%	40.6%	20.3%	100.0%
%H (TV HH)			66.7%	9.1%	63.6%	42.4%	21.2%	
5+	69	66	43	9	42	29	13	67
%V	5.2%	5.1%	6.0%	7.1%	5.0%	7.0%	3.0%	7.1%
%H (All HH)		95.7%	62.3%	13.0%	60.9%	42.0%	18.8%	97.1%
%H (TV HH)			65.2%	13.6%	63.6%	43.9%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2690	1645	265	1884	1110	773	2089
%H		61.2%	9.9%	70.0%	41.3%	28.7%	77.7%
Under 20"	416	253	33	326	195	131	319
%V	15.5%	15.4%	12.5%	17.3%	17.6%	16.9%	15.3%
%H		60.8%	7.9%	78.4%	46.9%	31.5%	76.7%
20" - 29"	688	396	66	519	294	225	500
%V	25.6%	24.1%	24.9%	27.5%	26.5%	29.1%	23.9%
%H		57.6%	9.6%	75.4%	42.7%	32.7%	72.7%
30" - 39"	859	503	94	587	325	262	654
%V	31.9%	30.6%	35.5%	31.2%	29.3%	33.9%	31.3%
%H		58.6%	10.9%	68.3%	37.8%	30.5%	76.1%
40" and over	641	438	68	404	269	134	549
%V	23.8%	26.6%	25.7%	21.4%	24.2%	17.3%	26.3%
%H		68.3%	10.6%	63.0%	42.0%	20.9%	85.6%
Don't know	37	20	3	25	12	14	29
%V	1.4%	1.2%	1.1%	1.3%	1.1%	1.8%	1.4%
%H		54.1%	8.1%	67.6%	32.4%	37.8%	78.4%
Not Asked	49	35	1	23	15	7	38
%V	1.8%	2.1%	0.4%	1.2%	1.4%	0.9%	1.8%
%H		71.4%	2.0%	46.9%	30.6%	14.3%	77.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2690	1645	265	1884	1110	773	2089
%H		61.2%	9.9%	70.0%	41.3%	28.7%	77.7%
Main living room	1273	715	127	841	415	426	910
%V	47.3%	43.5%	47.9%	44.6%	37.4%	55.1%	43.6%
%H		56.2%	10.0%	66.1%	32.6%	33.5%	71.5%
Kitchen	183	117	11	148	93	55	144
%V	6.8%	7.1%	4.2%	7.9%	8.4%	7.1%	6.9%
%H		63.9%	6.0%	80.9%	50.8%	30.1%	78.7%
Adult's bedroom	674	430	75	498	327	171	552
%V	25.1%	26.1%	28.3%	26.4%	29.5%	22.1%	26.4%
%H		63.8%	11.1%	73.9%	48.5%	25.4%	81.9%
Child's bedroom	188	132	21	129	94	35	169
%V	7.0%	8.0%	7.9%	6.8%	8.5%	4.5%	8.1%
%H		70.2%	11.2%	68.6%	50.0%	18.6%	89.9%
Other bedroom	87	61	7	64	45	19	76
%V	3.2%	3.7%	2.6%	3.4%	4.1%	2.5%	3.6%
%H		70.1%	8.0%	73.6%	51.7%	21.8%	87.4%
Second living/dining room	172	110	17	131	86	46	140
%V	6.4%	6.7%	6.4%	7.0%	7.7%	6.0%	6.7%
%H		64.0%	9.9%	76.2%	50.0%	26.7%	81.4%
Study/office	17	13	1	13	10	3	17
%V	0.6%	0.8%	0.4%	0.7%	0.9%	0.4%	0.8%
%H		76.5%	5.9%	76.5%	58.8%	17.6%	100.0%
TV room	8	6	1	6	4	1	8
%V	0.3%	0.4%	0.4%	0.3%	0.4%	0.1%	0.4%
%H		75.0%	12.5%	75.0%	50.0%	12.5%	100.0%
Conservatory	25	17	2	22	15	6	22
%V	0.9%	1.0%	0.8%	1.2%	1.4%	0.8%	1.1%
%H		68.0%	8.0%	88.0%	60.0%	24.0%	88.0%
Attic or loft room	4	3	1	2	2	1	4
%V	0.1%	0.2%	0.4%	0.1%	0.2%	0.1%	0.2%
%H		75.0%	25.0%	50.0%	50.0%	25.0%	100.0%
No specific location	3	2	0	2	1	0	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	0.0%	66.7%	33.3%	0.0%	66.7%
Other	6	4	0	5	4	1	5
%V	0.2%	0.2%	0.0%	0.3%	0.4%	0.1%	0.2%
%H		66.7%	0.0%	83.3%	66.7%	16.7%	83.3%
Not Asked	49	35	1	23	15	7	38
%V	1.8%	2.1%	0.4%	1.2%	1.4%	0.9%	1.8%
%H		71.4%	2.0%	46.9%	30.6%	14.3%	77.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2690	1645	265	1884	1110	773	2089
%H		61.2%	9.9%	70.0%	41.3%	28.7%	77.7%
PVR	1052	778	135	604	459	145	912
%V	39.1%	47.3%	50.9%	32.1%	41.4%	18.8%	43.7%
%H		74.0%	12.8%	57.4%	43.6%	13.8%	86.7%
DVDR	93	53	10	66	36	29	74
%V	3.5%	3.2%	3.8%	3.5%	3.2%	3.8%	3.5%
%H		57.0%	10.8%	71.0%	38.7%	31.2%	79.6%
VCR	37	20	4	29	16	14	22
%V	1.4%	1.2%	1.5%	1.5%	1.4%	1.8%	1.1%
%H		54.1%	10.8%	78.4%	43.2%	37.8%	59.5%
Any recorder	1112	806	140	654	481	173	952
%V	41.3%	49.0%	52.8%	34.7%	43.3%	22.4%	45.6%
%H		72.5%	12.6%	58.8%	43.3%	15.6%	85.6%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2690	1645	265	1884	1110	773	2089
%H		61.2%	9.9%	70.0%	41.3%	28.7%	77.7%
Receives HDTV (via STB or built-in reception)	797	529	131	489	346	142	700
%V	29.6%	32.2%	49.4%	26.0%	31.2%	18.4%	33.5%
%H		66.4%	16.4%	61.4%	43.4%	17.8%	87.8%
DVD/Blu-ray player or recorder	1589	970	165	1123	667	456	1265
%V	59.1%	59.0%	62.3%	59.6%	60.1%	59.0%	60.6%
%H		61.0%	10.4%	70.7%	42.0%	28.7%	79.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1280	716	126	842	413	429	911
%H		55.9%	9.8%	65.8%	32.3%	33.5%	71.2%
Under 20"	22	6	1	18	3	14	10
%V	1.7%	0.8%	0.8%	2.1%	0.7%	3.3%	1.1%
%H		27.3%	4.5%	81.8%	13.6%	63.6%	45.5%
20" - 29"	209	80	19	151	43	108	107
%V	16.3%	11.2%	15.1%	17.9%	10.4%	25.2%	11.7%
%H		38.3%	9.1%	72.2%	20.6%	51.7%	51.2%
30" - 39"	517	271	51	344	152	193	351
%V	40.4%	37.8%	40.5%	40.9%	36.8%	45.0%	38.5%
%H		52.4%	9.9%	66.5%	29.4%	37.3%	67.9%
40" and over	519	354	55	323	213	109	436
%V	40.5%	49.4%	43.7%	38.4%	51.6%	25.4%	47.9%
%H		68.2%	10.6%	62.2%	41.0%	21.0%	84.0%
Don't know	10	4	1	6	1	5	6
%V	0.8%	0.6%	0.8%	0.7%	0.2%	1.2%	0.7%
%H		40.0%	10.0%	60.0%	10.0%	50.0%	60.0%
Not Asked	3	1	0	0	1	0	1
%V	0.2%	0.1%	0.0%	0.0%	0.2%	0.0%	0.1%
%H		33.3%	0.0%	0.0%	33.3%	0.0%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1280	716	126	842	413	429	911
%H		55.9%	9.8%	65.8%	32.3%	33.5%	71.2%
PVR	771	555	99	449	331	119	652
%V	60.2%	77.5%	78.6%	53.3%	80.1%	27.7%	71.6%
%H		72.0%	12.8%	58.2%	42.9%	15.4%	84.6%
DVDR	70	39	7	50	26	24	55
%V	5.5%	5.4%	5.6%	5.9%	6.3%	5.6%	6.0%
%H		55.7%	10.0%	71.4%	37.1%	34.3%	78.6%
VCR	27	12	3	21	9	12	15
%V	2.1%	1.7%	2.4%	2.5%	2.2%	2.8%	1.6%
%H		44.4%	11.1%	77.8%	33.3%	44.4%	55.6%
Any recorder	810	569	101	483	341	142	676
%V	63.3%	79.5%	80.2%	57.4%	82.6%	33.1%	74.2%
%H		70.2%	12.5%	59.6%	42.1%	17.5%	83.5%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1280	716	126	842	413	429	911
%H		55.9%	9.8%	65.8%	32.3%	33.5%	71.2%
Receives HDTV (via STB or built-in reception)	557	373	87	332	233	99	480
%V	43.5%	52.1%	69.0%	39.4%	56.4%	23.1%	52.7%
%H		67.0%	15.6%	59.6%	41.8%	17.8%	86.2%
DVD/Blu-ray player or recorder	966	555	98	642	330	312	729
%V	75.5%	77.5%	77.8%	76.2%	79.9%	72.7%	80.0%
%H		57.5%	10.1%	66.5%	34.2%	32.3%	75.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1411	930	139	1042	697	345	1178
%H		65.9%	9.9%	73.8%	49.4%	24.5%	83.5%
Under 20"	394	246	32	308	192	116	309
%V	27.9%	26.5%	23.0%	29.6%	27.5%	33.6%	26.2%
%H		62.4%	8.1%	78.2%	48.7%	29.4%	78.4%
20" - 29"	479	315	47	368	251	117	393
%V	33.9%	33.9%	33.8%	35.3%	36.0%	33.9%	33.4%
%H		65.8%	9.8%	76.8%	52.4%	24.4%	82.0%
30" - 39"	342	232	43	243	174	69	303
%V	24.2%	24.9%	30.9%	23.3%	25.0%	20.0%	25.7%
%H		67.8%	12.6%	71.1%	50.9%	20.2%	88.6%
40" and over	122	84	13	81	56	25	113
%V	8.6%	9.0%	9.4%	7.8%	8.0%	7.2%	9.6%
%H		68.9%	10.7%	66.4%	45.9%	20.5%	92.6%
Don't know	27	16	2	19	10	9	22
%V	1.9%	1.7%	1.4%	1.8%	1.4%	2.6%	1.9%
%H		59.3%	7.4%	70.4%	37.0%	33.3%	81.5%
Not Asked	47	37	2	23	14	9	38
%V	3.3%	4.0%	1.4%	2.2%	2.0%	2.6%	3.2%
%H		78.7%	4.3%	48.9%	29.8%	19.1%	80.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1411	930	139	1042	697	345	1178
%H		65.9%	9.9%	73.8%	49.4%	24.5%	83.5%
PVR	281	223	36	155	128	27	260
%V	19.9%	24.0%	25.9%	14.9%	18.4%	7.8%	22.1%
%H		79.4%	12.8%	55.2%	45.6%	9.6%	92.5%
DVDR	23	14	3	16	10	6	20
%V	1.6%	1.5%	2.2%	1.5%	1.4%	1.7%	1.7%
%H		60.9%	13.0%	69.6%	43.5%	26.1%	87.0%
VCR	10	8	1	8	7	1	7
%V	0.7%	0.9%	0.7%	0.8%	1.0%	0.3%	0.6%
%H		80.0%	10.0%	80.0%	70.0%	10.0%	70.0%
Any recorder	302	237	39	171	140	31	276
%V	21.4%	25.5%	28.1%	16.4%	20.1%	9.0%	23.4%
%H		78.5%	12.9%	56.6%	46.4%	10.3%	91.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1411	930	139	1042	697	345	1178
%H		65.9%	9.9%	73.8%	49.4%	24.5%	83.5%
Receives HDTV (via STB or built-in reception)	240	156	44	157	114	43	221
%V	17.0%	16.8%	31.7%	15.1%	16.4%	12.5%	18.8%
%H		65.0%	18.3%	65.4%	47.5%	17.9%	92.1%
DVD/Blu-ray player or recorder	623	415	67	481	337	144	536
%V	44.2%	44.6%	48.2%	46.2%	48.4%	41.7%	45.5%
%H		66.6%	10.8%	77.2%	54.1%	23.1%	86.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3053	2958	1791	309	1885	1053	832	2430
%H		96.9%	58.7%	10.1%	61.7%	34.5%	27.3%	79.6%
Total Children	558	549	366	57	317	197	120	488
%V	18.3%	18.6%	20.4%	18.4%	16.8%	18.7%	14.4%	20.1%
%H		98.4%	65.6%	10.2%	56.8%	35.3%	21.5%	87.5%
0 - 3	143	140	90	15	71	37	33	121
%V	4.7%	4.7%	5.0%	4.9%	3.8%	3.5%	4.0%	5.0%
%H		97.9%	62.9%	10.5%	49.7%	25.9%	23.1%	84.6%
4 - 15	415	409	276	41	246	160	86	367
%V	13.6%	13.8%	15.4%	13.3%	13.1%	15.2%	10.3%	15.1%
%H		98.6%	66.5%	9.9%	59.3%	38.6%	20.7%	88.4%
4 - 9	213	209	142	21	119	76	44	184
%V	7.0%	7.1%	7.9%	6.8%	6.3%	7.2%	5.3%	7.6%
%H		98.1%	66.7%	9.9%	55.9%	35.7%	20.7%	86.4%
10 - 15	202	200	135	21	127	84	43	183
%V	6.6%	6.8%	7.5%	6.8%	6.7%	8.0%	5.2%	7.5%
%H		99.0%	66.8%	10.4%	62.9%	41.6%	21.3%	90.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3053	2958	1791	309	1885	1053	832	2430
%H		96.9%	58.7%	10.1%	61.7%	34.5%	27.3%	79.6%
Total Adults (16+)	2495	2409	1425	252	1568	856	712	1942
%V	81.7%	81.4%	79.6%	81.6%	83.2%	81.3%	85.6%	79.9%
%H		96.6%	57.1%	10.1%	62.8%	34.3%	28.5%	77.8%
16 - 19	133	130	83	16	83	55	28	122
%V	4.4%	4.4%	4.6%	5.2%	4.4%	5.2%	3.4%	5.0%
%H		97.7%	62.4%	12.0%	62.4%	41.4%	21.1%	91.7%
20 - 24	214	192	103	25	117	62	54	183
%V	7.0%	6.5%	5.8%	8.1%	6.2%	5.9%	6.5%	7.5%
%H		89.7%	48.1%	11.7%	54.7%	29.0%	25.2%	85.5%
25 - 34	390	372	235	45	215	129	87	332
%V	12.8%	12.6%	13.1%	14.6%	11.4%	12.3%	10.5%	13.7%
%H		95.4%	60.3%	11.5%	55.1%	33.1%	22.3%	85.1%
35 - 44	365	352	224	42	206	124	83	318
%V	12.0%	11.9%	12.5%	13.6%	10.9%	11.8%	10.0%	13.1%
%H		96.4%	61.4%	11.5%	56.4%	34.0%	22.7%	87.1%
45 - 54	430	421	267	43	284	172	111	376
%V	14.1%	14.2%	14.9%	13.9%	15.1%	16.3%	13.3%	15.5%
%H		97.9%	62.1%	10.0%	66.0%	40.0%	25.8%	87.4%
55 - 64	378	371	229	32	247	137	110	302
%V	12.4%	12.5%	12.8%	10.4%	13.1%	13.0%	13.2%	12.4%
%H		98.1%	60.6%	8.5%	65.3%	36.2%	29.1%	79.9%
65+	585	572	285	48	416	177	239	310
%V	19.2%	19.3%	15.9%	15.5%	22.1%	16.8%	28.7%	12.8%
%H		97.8%	48.7%	8.2%	71.1%	30.3%	40.9%	53.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2495	2409	1425	252	1568	856	712	1942
%H		96.6%	57.1%	10.1%	62.8%	34.3%	28.5%	77.8%
AB	562	551	345	53	365	214	151	510
%V	22.5%	22.9%	24.2%	21.0%	23.3%	25.0%	21.2%	26.3%
%H		98.0%	61.4%	9.4%	64.9%	38.1%	26.9%	90.7%
C1	632	593	331	71	389	209	180	535
%V	25.3%	24.6%	23.2%	28.2%	24.8%	24.4%	25.3%	27.5%
%H		93.8%	52.4%	11.2%	61.6%	33.1%	28.5%	84.7%
C2	609	594	366	66	387	228	159	483
%V	24.4%	24.7%	25.7%	26.2%	24.7%	26.6%	22.3%	24.9%
%H		97.5%	60.1%	10.8%	63.5%	37.4%	26.1%	79.3%
D	438	427	256	43	262	134	128	296
%V	17.6%	17.7%	18.0%	17.1%	16.7%	15.7%	18.0%	15.2%
%H		97.5%	58.4%	9.8%	59.8%	30.6%	29.2%	67.6%
E	255	244	127	20	166	71	95	119
%V	10.2%	10.1%	8.9%	7.9%	10.6%	8.3%	13.3%	6.1%
%H		95.7%	49.8%	7.8%	65.1%	27.8%	37.3%	46.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2495	2409	1425	252	1568	856	712	1942
%H		96.6%	57.1%	10.1%	62.8%	34.3%	28.5%	77.8%
Working full time	1076	1047	671	118	660	407	253	963
%V	43.1%	43.5%	47.1%	46.8%	42.1%	47.5%	35.5%	49.6%
%H		97.3%	62.4%	11.0%	61.3%	37.8%	23.5%	89.5%
Working part time	232	226	137	27	142	82	60	196
%V	9.3%	9.4%	9.6%	10.7%	9.1%	9.6%	8.4%	10.1%
%H		97.4%	59.1%	11.6%	61.2%	35.3%	25.9%	84.5%
Not working	1187	1137	617	107	767	367	400	783
%V	47.6%	47.2%	43.3%	42.5%	48.9%	42.9%	56.2%	40.3%
%H		95.8%	52.0%	9.0%	64.6%	30.9%	33.7%	66.0%
Housewife/Houseperson	1334	1282	716	126	843	413	429	943
%V	53.5%	53.2%	50.2%	50.0%	53.8%	48.2%	60.3%	48.6%
%H		96.1%	53.7%	9.4%	63.2%	31.0%	32.2%	70.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1222	1173	708	124	753	425	328	971
%H		96.0%	57.9%	10.1%	61.6%	34.8%	26.8%	79.5%
16 - 19	70	67	43	9	42	28	14	63
%V	5.7%	5.7%	6.1%	7.3%	5.6%	6.6%	4.3%	6.5%
%H		95.7%	61.4%	12.9%	60.0%	40.0%	20.0%	90.0%
20 - 24	109	99	56	11	58	33	24	95
%V	8.9%	8.4%	7.9%	8.9%	7.7%	7.8%	7.3%	9.8%
%H		90.8%	51.4%	10.1%	53.2%	30.3%	22.0%	87.2%
25 - 34	197	186	116	23	109	65	44	169
%V	16.1%	15.9%	16.4%	18.5%	14.5%	15.3%	13.4%	17.4%
%H		94.4%	58.9%	11.7%	55.3%	33.0%	22.3%	85.8%
35 - 44	180	173	106	22	100	57	43	152
%V	14.7%	14.7%	15.0%	17.7%	13.3%	13.4%	13.1%	15.7%
%H		96.1%	58.9%	12.2%	55.6%	31.7%	23.9%	84.4%
45 - 54	210	204	133	21	136	85	51	183
%V	17.2%	17.4%	18.8%	16.9%	18.1%	20.0%	15.5%	18.8%
%H		97.1%	63.3%	10.0%	64.8%	40.5%	24.3%	87.1%
55 - 64	185	180	111	15	121	67	55	148
%V	15.1%	15.3%	15.7%	12.1%	16.1%	15.8%	16.8%	15.2%
%H		97.3%	60.0%	8.1%	65.4%	36.2%	29.7%	80.0%
65+	271	264	143	23	187	89	98	160
%V	22.2%	22.5%	20.2%	18.5%	24.8%	20.9%	29.9%	16.5%
%H		97.4%	52.8%	8.5%	69.0%	32.8%	36.2%	59.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1222	1173	708	124	753	425	328	971
%H		96.0%	57.9%	10.1%	61.6%	34.8%	26.8%	79.5%
AB	281	275	176	26	181	108	72	256
%V	23.0%	23.4%	24.9%	21.0%	24.0%	25.4%	22.0%	26.4%
%H		97.9%	62.6%	9.3%	64.4%	38.4%	25.6%	91.1%
C1	298	275	158	32	175	98	77	260
%V	24.4%	23.4%	22.3%	25.8%	23.2%	23.1%	23.5%	26.8%
%H		92.3%	53.0%	10.7%	58.7%	32.9%	25.8%	87.2%
C2	321	313	194	34	203	120	83	255
%V	26.3%	26.7%	27.4%	27.4%	27.0%	28.2%	25.3%	26.3%
%H		97.5%	60.4%	10.6%	63.2%	37.4%	25.9%	79.4%
D	213	207	125	21	125	65	60	147
%V	17.4%	17.6%	17.7%	16.9%	16.6%	15.3%	18.3%	15.1%
%H		97.2%	58.7%	9.9%	58.7%	30.5%	28.2%	69.0%
E	108	103	55	10	70	33	37	52
%V	8.8%	8.8%	7.8%	8.1%	9.3%	7.8%	11.3%	5.4%
%H		95.4%	50.9%	9.3%	64.8%	30.6%	34.3%	48.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1222	1173	708	124	753	425	328	971
%H		96.0%	57.9%	10.1%	61.6%	34.8%	26.8%	79.5%
Working full time	642	621	399	71	388	240	148	571
%V	52.5%	52.9%	56.4%	57.3%	51.5%	56.5%	45.1%	58.8%
%H		96.7%	62.1%	11.1%	60.4%	37.4%	23.1%	88.9%
Working part time	54	51	30	5	31	16	16	43
%V	4.4%	4.3%	4.2%	4.0%	4.1%	3.8%	4.9%	4.4%
%H		94.4%	55.6%	9.3%	57.4%	29.6%	29.6%	79.6%
Not working	526	500	279	47	334	169	165	356
%V	43.0%	42.6%	39.4%	37.9%	44.4%	39.8%	50.3%	36.7%
%H		95.1%	53.0%	8.9%	63.5%	32.1%	31.4%	67.7%
Housewife/Houseperson	268	245	121	22	160	63	97	155
%V	21.9%	20.9%	17.1%	17.7%	21.2%	14.8%	29.6%	16.0%
%H		91.4%	45.1%	8.2%	59.7%	23.5%	36.2%	57.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1236	717	128	815	431	384	971
%H		97.1%	56.3%	10.1%	64.0%	33.9%	30.2%	76.3%
16 - 19	63	62	40	7	41	27	14	59
%V	4.9%	5.0%	5.6%	5.5%	5.0%	6.3%	3.6%	6.1%
%H		98.4%	63.5%	11.1%	65.1%	42.9%	22.2%	93.7%
20 - 24	105	93	47	14	59	29	30	88
%V	8.2%	7.5%	6.6%	10.9%	7.2%	6.7%	7.8%	9.1%
%H		88.6%	44.8%	13.3%	56.2%	27.6%	28.6%	83.8%
25 - 34	193	186	119	22	106	63	43	163
%V	15.2%	15.0%	16.6%	17.2%	13.0%	14.6%	11.2%	16.8%
%H		96.4%	61.7%	11.4%	54.9%	32.6%	22.3%	84.5%
35 - 44	184	179	118	21	106	67	40	166
%V	14.5%	14.5%	16.5%	16.4%	13.0%	15.5%	10.4%	17.1%
%H		97.3%	64.1%	11.4%	57.6%	36.4%	21.7%	90.2%
45 - 54	220	216	134	22	148	88	60	193
%V	17.3%	17.5%	18.7%	17.2%	18.2%	20.4%	15.6%	19.9%
%H		98.2%	60.9%	10.0%	67.3%	40.0%	27.3%	87.7%
55 - 64	193	191	118	17	126	70	56	154
%V	15.2%	15.5%	16.5%	13.3%	15.5%	16.2%	14.6%	15.9%
%H		99.0%	61.1%	8.8%	65.3%	36.3%	29.0%	79.8%
65+	315	308	142	26	229	88	141	149
%V	24.7%	24.9%	19.8%	20.3%	28.1%	20.4%	36.7%	15.3%
%H		97.8%	45.1%	8.3%	72.7%	27.9%	44.8%	47.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1236	717	128	815	431	384	971
%H		97.1%	56.3%	10.1%	64.0%	33.9%	30.2%	76.3%
AB	281	275	169	26	184	105	79	254
%V	22.1%	22.2%	23.6%	20.3%	22.6%	24.4%	20.6%	26.2%
%H		97.9%	60.1%	9.3%	65.5%	37.4%	28.1%	90.4%
C1	333	318	173	39	214	111	103	274
%V	26.2%	25.7%	24.1%	30.5%	26.3%	25.8%	26.8%	28.2%
%H		95.5%	52.0%	11.7%	64.3%	33.3%	30.9%	82.3%
C2	287	281	172	31	184	108	76	228
%V	22.5%	22.7%	24.0%	24.2%	22.6%	25.1%	19.8%	23.5%
%H		97.9%	59.9%	10.8%	64.1%	37.6%	26.5%	79.4%
D	225	220	132	21	137	69	67	148
%V	17.7%	17.8%	18.4%	16.4%	16.8%	16.0%	17.4%	15.2%
%H		97.8%	58.7%	9.3%	60.9%	30.7%	29.8%	65.8%
E	146	141	71	10	97	38	59	67
%V	11.5%	11.4%	9.9%	7.8%	11.9%	8.8%	15.4%	6.9%
%H		96.6%	48.6%	6.8%	66.4%	26.0%	40.4%	45.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1236	717	128	815	431	384	971
%H		97.1%	56.3%	10.1%	64.0%	33.9%	30.2%	76.3%
Working full time	434	425	272	47	272	168	104	392
%V	34.1%	34.4%	37.9%	36.7%	33.4%	39.0%	27.1%	40.4%
%H		97.9%	62.7%	10.8%	62.7%	38.7%	24.0%	90.3%
Working part time	179	175	107	22	110	66	45	152
%V	14.1%	14.2%	14.9%	17.2%	13.5%	15.3%	11.7%	15.7%
%H		97.8%	59.8%	12.3%	61.5%	36.9%	25.1%	84.9%
Not working	661	636	338	60	433	198	235	427
%V	51.9%	51.5%	47.1%	46.9%	53.1%	45.9%	61.2%	44.0%
%H		96.2%	51.1%	9.1%	65.5%	30.0%	35.6%	64.6%
Housewife/Houseperson	1067	1037	595	105	683	351	333	788
%V	83.8%	83.9%	83.0%	82.0%	83.8%	81.4%	86.7%	81.2%
%H		97.2%	55.8%	9.8%	64.0%	32.9%	31.2%	73.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 14.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2560	1034	479	1977	925	1052	1924
%H (All HH)		96.9%	39.1%	18.1%	74.8%	35.0%	39.8%	72.8%
%H (TV HH)			40.4%	18.7%	77.2%	36.1%	41.1%	
AB	628	616	280	104	447	214	233	562
%V	23.8%	24.1%	27.1%	21.7%	22.6%	23.1%	22.1%	29.2%
%H (All HH)		98.1%	44.6%	16.6%	71.2%	34.1%	37.1%	89.5%
%H (TV HH)			45.5%	16.9%	72.6%	34.7%	37.8%	
C1	654	639	251	147	498	254	244	543
%V	24.8%	25.0%	24.3%	30.7%	25.2%	27.5%	23.2%	28.2%
%H (All HH)		97.7%	38.4%	22.5%	76.1%	38.8%	37.3%	83.0%
%H (TV HH)			39.3%	23.0%	77.9%	39.7%	38.2%	
C2	592	580	245	116	450	229	220	453
%V	22.4%	22.7%	23.7%	24.2%	22.8%	24.8%	20.9%	23.5%
%H (All HH)		98.0%	41.4%	19.6%	76.0%	38.7%	37.2%	76.5%
%H (TV HH)			42.2%	20.0%	77.6%	39.5%	37.9%	
D	434	417	172	76	323	151	172	264
%V	16.4%	16.3%	16.6%	15.9%	16.3%	16.3%	16.3%	13.7%
%H (All HH)		96.1%	39.6%	17.5%	74.4%	34.8%	39.6%	60.8%
%H (TV HH)			41.2%	18.2%	77.5%	36.2%	41.2%	
E	334	307	86	36	259	76	183	103
%V	12.6%	12.0%	8.3%	7.5%	13.1%	8.2%	17.4%	5.4%
%H (All HH)		91.9%	25.7%	10.8%	77.5%	22.8%	54.8%	30.8%
%H (TV HH)			28.0%	11.7%	84.4%	24.8%	59.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2560	1034	479	1977	925	1052	1924
%H (All HH)		96.9%	39.1%	18.1%	74.8%	35.0%	39.8%	72.8%
%H (TV HH)			40.4%	18.7%	77.2%	36.1%	41.1%	
Under 25	112	99	33	16	75	27	48	79
%V	4.2%	3.9%	3.2%	3.3%	3.8%	2.9%	4.6%	4.1%
%H (All HH)		88.4%	29.5%	14.3%	67.0%	24.1%	42.9%	70.5%
%H (TV HH)			33.3%	16.2%	75.8%	27.3%	48.5%	
25 - 34	388	376	177	86	251	140	111	331
%V	14.7%	14.7%	17.1%	18.0%	12.7%	15.1%	10.6%	17.2%
%H (All HH)		96.9%	45.6%	22.2%	64.7%	36.1%	28.6%	85.3%
%H (TV HH)			47.1%	22.9%	66.8%	37.2%	29.5%	
35 - 44	456	445	217	109	307	187	120	405
%V	17.3%	17.4%	21.0%	22.8%	15.5%	20.2%	11.4%	21.0%
%H (All HH)		97.6%	47.6%	23.9%	67.3%	41.0%	26.3%	88.8%
%H (TV HH)			48.8%	24.5%	69.0%	42.0%	27.0%	
45 - 54	522	506	230	106	398	223	175	447
%V	19.8%	19.8%	22.2%	22.1%	20.1%	24.1%	16.6%	23.2%
%H (All HH)		96.9%	44.1%	20.3%	76.2%	42.7%	33.5%	85.6%
%H (TV HH)			45.5%	20.9%	78.7%	44.1%	34.6%	
55 - 64	442	428	178	80	342	170	172	347
%V	16.7%	16.7%	17.2%	16.7%	17.3%	18.4%	16.3%	18.0%
%H (All HH)		96.8%	40.3%	18.1%	77.4%	38.5%	38.9%	78.5%
%H (TV HH)			41.6%	18.7%	79.9%	39.7%	40.2%	
65 +	722	706	199	82	604	177	427	316
%V	27.3%	27.6%	19.2%	17.1%	30.6%	19.1%	40.6%	16.4%
%H (All HH)		97.8%	27.6%	11.4%	83.7%	24.5%	59.1%	43.8%
%H (TV HH)			28.2%	11.6%	85.6%	25.1%	60.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2560	1034	479	1977	925	1052	1924
%H (All HH)		96.9%	39.1%	18.1%	74.8%	35.0%	39.8%	72.8%
%H (TV HH)			40.4%	18.7%	77.2%	36.1%	41.1%	
1	792	748	203	92	613	167	447	357
%V	30.0%	29.2%	19.6%	19.2%	31.0%	18.1%	42.5%	18.6%
%H (All HH)		94.4%	25.6%	11.6%	77.4%	21.1%	56.4%	45.1%
%H (TV HH)			27.1%	12.3%	82.0%	22.3%	59.8%	
2	882	863	348	159	670	313	357	691
%V	33.4%	33.7%	33.7%	33.2%	33.9%	33.8%	33.9%	35.9%
%H (All HH)		97.8%	39.5%	18.0%	76.0%	35.5%	40.5%	78.3%
%H (TV HH)			40.3%	18.4%	77.6%	36.3%	41.4%	
3	429	421	203	94	323	194	129	378
%V	16.2%	16.4%	19.6%	19.6%	16.3%	21.0%	12.3%	19.6%
%H (All HH)		98.1%	47.3%	21.9%	75.3%	45.2%	30.1%	88.1%
%H (TV HH)			48.2%	22.3%	76.7%	46.1%	30.6%	
4	343	337	175	85	244	162	82	317
%V	13.0%	13.2%	16.9%	17.7%	12.3%	17.5%	7.8%	16.5%
%H (All HH)		98.3%	51.0%	24.8%	71.1%	47.2%	23.9%	92.4%
%H (TV HH)			51.9%	25.2%	72.4%	48.1%	24.3%	
5+	197	189	104	49	126	89	37	181
%V	7.5%	7.4%	10.1%	10.2%	6.4%	9.6%	3.5%	9.4%
%H (All HH)		95.9%	52.8%	24.9%	64.0%	45.2%	18.8%	91.9%
%H (TV HH)			55.0%	25.9%	66.7%	47.1%	19.6%	
Average HH size	2.38	2.40	2.70	2.73	2.32	2.73	1.97	2.67

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2560	1034	479	1977	925	1052	1924
%H (All HH)		96.9%	39.1%	18.1%	74.8%	35.0%	39.8%	72.8%
%H (TV HH)			40.4%	18.7%	77.2%	36.1%	41.1%	
Without	1943	1872	696	310	1496	629	866	1305
%V	73.5%	73.1%	67.3%	64.7%	75.7%	68.0%	82.3%	67.8%
%H (All HH)		96.3%	35.8%	16.0%	77.0%	32.4%	44.6%	67.2%
%H (TV HH)			37.2%	16.6%	79.9%	33.6%	46.3%	
With	699	687	338	168	482	296	186	619
%V	26.5%	26.8%	32.7%	35.1%	24.4%	32.0%	17.7%	32.2%
%H (All HH)		98.3%	48.4%	24.0%	69.0%	42.3%	26.6%	88.6%
%H (TV HH)			49.2%	24.5%	70.2%	43.1%	27.1%	
0 - 3	279	273	135	62	188	113	76	231
%V	10.6%	10.7%	13.1%	12.9%	9.5%	12.2%	7.2%	12.0%
%H (All HH)		97.8%	48.4%	22.2%	67.4%	40.5%	27.2%	82.8%
%H (TV HH)			49.5%	22.7%	68.9%	41.4%	27.8%	
4 - 9	351	346	172	87	236	150	86	312
%V	13.3%	13.5%	16.6%	18.2%	11.9%	16.2%	8.2%	16.2%
%H (All HH)		98.6%	49.0%	24.8%	67.2%	42.7%	24.5%	88.9%
%H (TV HH)			49.7%	25.1%	68.2%	43.4%	24.9%	
10 - 15	331	325	162	87	228	147	81	310
%V	12.5%	12.7%	15.7%	18.2%	11.5%	15.9%	7.7%	16.1%
%H (All HH)		98.2%	48.9%	26.3%	68.9%	44.4%	24.5%	93.7%
%H (TV HH)			49.8%	26.8%	70.2%	45.2%	24.9%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2560	1034	479	1977	925	1052	1924
%H (All HH)		96.9%	39.1%	18.1%	74.8%	35.0%	39.8%	72.8%
%H (TV HH)			40.4%	18.7%	77.2%	36.1%	41.1%	
1	1048	1048	344	153	749	210	538	625
%V	39.7%	40.9%	33.3%	31.9%	37.9%	22.7%	51.1%	32.5%
%H (All HH)		100.0%	32.8%	14.6%	71.5%	20.0%	51.3%	59.6%
%H (TV HH)			32.8%	14.6%	71.5%	20.0%	51.3%	
2	869	869	367	175	685	350	335	665
%V	32.9%	33.9%	35.5%	36.5%	34.6%	37.8%	31.8%	34.6%
%H (All HH)		100.0%	42.2%	20.1%	78.8%	40.3%	38.6%	76.5%
%H (TV HH)			42.2%	20.1%	78.8%	40.3%	38.6%	
3	412	412	199	87	344	212	132	376
%V	15.6%	16.1%	19.2%	18.2%	17.4%	22.9%	12.5%	19.5%
%H (All HH)		100.0%	48.3%	21.1%	83.5%	51.5%	32.0%	91.3%
%H (TV HH)			48.3%	21.1%	83.5%	51.5%	32.0%	
4	148	148	72	46	131	99	32	136
%V	5.6%	5.8%	7.0%	9.6%	6.6%	10.7%	3.0%	7.1%
%H (All HH)		100.0%	48.6%	31.1%	88.5%	66.9%	21.6%	91.9%
%H (TV HH)			48.6%	31.1%	88.5%	66.9%	21.6%	
5+	82	82	52	18	68	53	15	79
%V	3.1%	3.2%	5.0%	3.8%	3.4%	5.7%	1.4%	4.1%
%H (All HH)		100.0%	63.4%	22.0%	82.9%	64.6%	18.3%	96.3%
%H (TV HH)			63.4%	22.0%	82.9%	64.6%	18.3%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2560	1034	479	1977	925	1052	1924
%H (All HH)		96.9%	39.1%	18.1%	74.8%	35.0%	39.8%	72.8%
%H (TV HH)			40.4%	18.7%	77.2%	36.1%	41.1%	
Under 20"	632	632	258	120	539	279	260	499
%V	23.9%	24.7%	25.0%	25.1%	27.3%	30.2%	24.7%	25.9%
%H (All HH)		100.0%	40.8%	19.0%	85.3%	44.1%	41.1%	79.0%
%H (TV HH)			40.8%	19.0%	85.3%	44.1%	41.1%	
20" - 29"	968	968	366	185	794	373	422	715
%V	36.6%	37.8%	35.4%	38.6%	40.2%	40.3%	40.1%	37.2%
%H (All HH)		100.0%	37.8%	19.1%	82.0%	38.5%	43.6%	73.9%
%H (TV HH)			37.8%	19.1%	82.0%	38.5%	43.6%	
30" - 39"	1369	1369	562	270	1084	540	544	1034
%V	51.8%	53.5%	54.4%	56.4%	54.8%	58.4%	51.7%	53.7%
%H (All HH)		100.0%	41.1%	19.7%	79.2%	39.4%	39.7%	75.5%
%H (TV HH)			41.1%	19.7%	79.2%	39.4%	39.7%	
40" and over	1067	1067	551	241	784	501	283	922
%V	40.4%	41.7%	53.3%	50.3%	39.7%	54.2%	26.9%	47.9%
%H (All HH)		100.0%	51.6%	22.6%	73.5%	47.0%	26.5%	86.4%
%H (TV HH)			51.6%	22.6%	73.5%	47.0%	26.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands West

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2560	1034	479	1977	925	1052	1924
%V (All HH)		96.9%	39.1%	18.1%	74.8%	35.0%	39.8%	72.8%
%H (TV HH)			40.4%	18.7%	77.2%	36.1%	41.1%	
Main living room	2529	2529	1024	476	1956	916	1040	1857
%V	95.7%	98.8%	99.0%	99.4%	98.9%	99.0%	98.9%	96.5%
%H (All HH)		100.0%	40.5%	18.8%	77.3%	36.2%	41.1%	73.4%
%H (TV HH)			40.5%	18.8%	77.3%	36.2%	41.1%	
Kitchen	325	325	155	59	276	161	115	274
%V	12.3%	12.7%	15.0%	12.3%	14.0%	17.4%	10.9%	14.2%
%H (All HH)		100.0%	47.7%	18.2%	84.9%	49.5%	35.4%	84.3%
%H (TV HH)			47.7%	18.2%	84.9%	49.5%	35.4%	
Adult's bedroom	1102	1102	511	241	914	552	362	922
%V	41.7%	43.0%	49.4%	50.3%	46.2%	59.7%	34.4%	47.9%
%H (All HH)		100.0%	46.4%	21.9%	82.9%	50.1%	32.8%	83.7%
%H (TV HH)			46.4%	21.9%	82.9%	50.1%	32.8%	
Child's bedroom	240	240	113	74	194	138	56	223
%V	9.1%	9.4%	10.9%	15.4%	9.8%	14.9%	5.3%	11.6%
%H (All HH)		100.0%	47.1%	30.8%	80.8%	57.5%	23.3%	92.9%
%H (TV HH)			47.1%	30.8%	80.8%	57.5%	23.3%	
Other bedroom	101	101	49	25	79	50	30	93
%V	3.8%	3.9%	4.7%	5.2%	4.0%	5.4%	2.9%	4.8%
%H (All HH)		100.0%	48.5%	24.8%	78.2%	49.5%	29.7%	92.1%
%H (TV HH)			48.5%	24.8%	78.2%	49.5%	29.7%	
Second living/dining room	253	253	121	56	211	132	78	217
%V	9.6%	9.9%	11.7%	11.7%	10.7%	14.3%	7.4%	11.3%
%H (All HH)		100.0%	47.8%	22.1%	83.4%	52.2%	30.8%	85.8%
%H (TV HH)			47.8%	22.1%	83.4%	52.2%	30.8%	
Study/office	33	33	15	6	23	11	12	30
%V	1.2%	1.3%	1.5%	1.3%	1.2%	1.2%	1.1%	1.6%
%H (All HH)		100.0%	45.5%	18.2%	69.7%	33.3%	36.4%	90.9%
%H (TV HH)			45.5%	18.2%	69.7%	33.3%	36.4%	
TV room	16	16	8	2	14	9	6	15
%V	0.6%	0.6%	0.8%	0.4%	0.7%	1.0%	0.6%	0.8%
%H (All HH)		100.0%	50.0%	12.5%	87.5%	56.3%	37.5%	93.8%
%H (TV HH)			50.0%	12.5%	87.5%	56.3%	37.5%	
Conservatory	57	57	31	9	47	29	19	52
%V	2.2%	2.2%	3.0%	1.9%	2.4%	3.1%	1.8%	2.7%
%H (All HH)		100.0%	54.4%	15.8%	82.5%	50.9%	33.3%	91.2%
%H (TV HH)			54.4%	15.8%	82.5%	50.9%	33.3%	
Attic or loft room	3	3	2	1	3	3	0	3
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			66.7%	33.3%	100.0%	100.0%	0.0%	
No specific location	2	2	2	0	2	2	0	2
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	15	15	6	5	13	9	3	14
%V	0.6%	0.6%	0.6%	1.0%	0.7%	1.0%	0.3%	0.7%
%H (All HH)		100.0%	40.0%	33.3%	86.7%	60.0%	20.0%	93.3%
%H (TV HH)			40.0%	33.3%	86.7%	60.0%	20.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands West

Household level data

Table 14.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2560	1034	479	1977	925	1052	1924
%H (All HH)		96.9%	39.1%	18.1%	74.8%	35.0%	39.8%	72.8%
%H (TV HH)			40.4%	18.7%	77.2%	36.1%	41.1%	
Any DSAT provider	1034	1034	1034	22	643	643	0	881
%V	39.1%	40.4%	100.0%	4.6%	32.5%	69.5%	0.0%	45.8%
%H (All HH)			100.0%	2.1%	62.2%	62.2%	0.0%	85.2%
%H (TV HH)			100.0%	2.1%	62.2%	62.2%	0.0%	
Sky with subcription	832	832	832	11	532	532	0	734
%V	31.5%	32.5%	80.5%	2.3%	26.9%	57.5%	0.0%	38.1%
%H (All HH)			100.0%	1.3%	63.9%	63.9%	0.0%	88.2%
%H (TV HH)			100.0%	1.3%	63.9%	63.9%	0.0%	
Sky without subscription	81	81	81	5	35	35	0	51
%V	3.1%	3.2%	7.8%	1.0%	1.8%	3.8%	0.0%	2.7%
%H (All HH)			100.0%	6.2%	43.2%	43.2%	0.0%	63.0%
%H (TV HH)			100.0%	6.2%	43.2%	43.2%	0.0%	
Freesat	113	113	113	6	74	74	0	89
%V	4.3%	4.4%	10.9%	1.3%	3.7%	8.0%	0.0%	4.6%
%H (All HH)			100.0%	5.3%	65.5%	65.5%	0.0%	78.8%
%H (TV HH)			100.0%	5.3%	65.5%	65.5%	0.0%	
Other satellite provider	30	30	30	1	17	17	0	27
%V	1.1%	1.2%	2.9%	0.2%	0.9%	1.8%	0.0%	1.4%
%H (All HH)			100.0%	3.3%	56.7%	56.7%	0.0%	90.0%
%H (TV HH)			100.0%	3.3%	56.7%	56.7%	0.0%	
DCAB	479	479	22	479	298	298	0	420
%V	18.1%	18.7%	2.1%	100.0%	15.1%	32.2%	0.0%	21.8%
%H (All HH)			4.6%	100.0%	62.2%	62.2%	0.0%	87.7%
%H (TV HH)			4.6%	100.0%	62.2%	62.2%	0.0%	
DTT	1977	1977	643	298	1977	925	1052	1382
%V	74.8%	77.2%	62.2%	62.2%	100.0%	100.0%	100.0%	71.8%
%H (All HH)		100.0%	32.5%	15.1%	100.0%	46.8%	53.2%	69.9%
%H (TV HH)			32.5%	15.1%	100.0%	46.8%	53.2%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands West

Household level data

Table 14.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2560	1034	479	1977	925	1052	1924
%H (All HH)		96.9%	39.1%	18.1%	74.8%	35.0%	39.8%	72.8%
%H (TV HH)			40.4%	18.7%	77.2%	36.1%	41.1%	
PVR	1501	1501	839	357	1085	763	322	1301
%V	56.8%	58.6%	81.1%	74.5%	54.9%	82.5%	30.6%	67.6%
%H (All HH)		100.0%	55.9%	23.8%	72.3%	50.8%	21.5%	86.7%
%H (TV HH)			55.9%	23.8%	72.3%	50.8%	21.5%	
DVDR	111	111	47	24	81	41	40	96
%V	4.2%	4.3%	4.5%	5.0%	4.1%	4.4%	3.8%	5.0%
%H (All HH)		100.0%	42.3%	21.6%	73.0%	36.9%	36.0%	86.5%
%H (TV HH)			42.3%	21.6%	73.0%	36.9%	36.0%	
VCR	81	81	27	11	72	29	43	42
%V	3.1%	3.2%	2.6%	2.3%	3.6%	3.1%	4.1%	2.2%
%H (All HH)		100.0%	33.3%	13.6%	88.9%	35.8%	53.1%	51.9%
%H (TV HH)			33.3%	13.6%	88.9%	35.8%	53.1%	
Any recorder	1578	1578	857	365	1151	778	373	1339
%V	59.7%	61.6%	82.9%	76.2%	58.2%	84.1%	35.5%	69.6%
%H (All HH)		100.0%	54.3%	23.1%	72.9%	49.3%	23.6%	84.9%
%H (TV HH)			54.3%	23.1%	72.9%	49.3%	23.6%	
Receives HDTV (via STB or built-in reception)	1394	1394	667	350	1042	650	393	1200
%V	52.8%	54.5%	64.5%	73.1%	52.7%	70.3%	37.4%	62.4%
%H (All HH)		100.0%	47.8%	25.1%	74.7%	46.6%	28.2%	86.1%
%H (TV HH)			47.8%	25.1%	74.7%	46.6%	28.2%	
DVD/Blu-ray player or recorder	2017	2017	863	399	1560	786	773	1578
%V	76.3%	78.8%	83.5%	83.3%	78.9%	85.0%	73.5%	82.0%
%H (All HH)		100.0%	42.8%	19.8%	77.3%	39.0%	38.3%	78.2%
%H (TV HH)			42.8%	19.8%	77.3%	39.0%	38.3%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2642	2560	1034	479	1977	925	1052	1924
%H (All HH)		96.9%	39.1%	18.1%	74.8%	35.0%	39.8%	72.8%
%H (TV HH)			40.4%	18.7%	77.2%	36.1%	41.1%	
Has broadband internet	1924	1880	881	420	1382	797	585	1924
%V	72.8%	73.4%	85.2%	87.7%	69.9%	86.2%	55.6%	100.0%
%H (All HH)		97.7%	45.8%	21.8%	71.8%	41.4%	30.4%	100.0%
%H (TV HH)			46.9%	22.3%	73.5%	42.4%	31.1%	
Number of computers (PCs and laptops)								
0	617	585	128	55	512	111	401	34
%V	23.4%	22.9%	12.4%	11.5%	25.9%	12.0%	38.1%	1.8%
%H (All HH)		94.8%	20.7%	8.9%	83.0%	18.0%	65.0%	5.5%
%H (TV HH)			21.9%	9.4%	87.5%	19.0%	68.5%	
1	895	865	355	154	668	313	354	789
%V	33.9%	33.8%	34.3%	32.2%	33.8%	33.8%	33.7%	41.0%
%H (All HH)		96.6%	39.7%	17.2%	74.6%	35.0%	39.6%	88.2%
%H (TV HH)			41.0%	17.8%	77.2%	36.2%	40.9%	
2	531	524	247	123	383	226	156	510
%V	20.1%	20.5%	23.9%	25.7%	19.4%	24.4%	14.8%	26.5%
%H (All HH)		98.7%	46.5%	23.2%	72.1%	42.6%	29.4%	96.0%
%H (TV HH)			47.1%	23.5%	73.1%	43.1%	29.8%	
3	303	298	148	74	209	130	80	300
%V	11.5%	11.6%	14.3%	15.4%	10.6%	14.1%	7.6%	15.6%
%H (All HH)		98.3%	48.8%	24.4%	69.0%	42.9%	26.4%	99.0%
%H (TV HH)			49.7%	24.8%	70.1%	43.6%	26.8%	
4	141	138	71	34	98	65	33	140
%V	5.3%	5.4%	6.9%	7.1%	5.0%	7.0%	3.1%	7.3%
%H (All HH)		97.9%	50.4%	24.1%	69.5%	46.1%	23.4%	99.3%
%H (TV HH)			51.4%	24.6%	71.0%	47.1%	23.9%	
5+	154	150	85	39	107	79	28	150
%V	5.8%	5.9%	8.2%	8.1%	5.4%	8.5%	2.7%	7.8%
%H (All HH)		97.4%	55.2%	25.3%	69.5%	51.3%	18.2%	97.4%
%H (TV HH)			56.7%	26.0%	71.3%	52.7%	18.7%	

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

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5054	2241	1037	4041	2227	1814	4048
%H		44.3%	20.5%	80.0%	44.1%	35.9%	80.1%
Under 20"	801	334	157	692	373	319	646
%V	15.8%	14.9%	15.1%	17.1%	16.7%	17.6%	16.0%
%H		41.7%	19.6%	86.4%	46.6%	39.8%	80.6%
20" - 29"	1210	471	239	1005	496	509	917
%V	23.9%	21.0%	23.0%	24.9%	22.3%	28.1%	22.7%
%H		38.9%	19.8%	83.1%	41.0%	42.1%	75.8%
30" - 39"	1627	703	328	1291	686	606	1270
%V	32.2%	31.4%	31.6%	31.9%	30.8%	33.4%	31.4%
%H		43.2%	20.2%	79.3%	42.2%	37.2%	78.1%
40" and over	1247	663	283	918	607	312	1093
%V	24.7%	29.6%	27.3%	22.7%	27.3%	17.2%	27.0%
%H		53.2%	22.7%	73.6%	48.7%	25.0%	87.7%
Don't know	100	38	15	88	40	48	59
%V	2.0%	1.7%	1.4%	2.2%	1.8%	2.6%	1.5%
%H		38.0%	15.0%	88.0%	40.0%	48.0%	59.0%
Not Asked	69	32	15	47	25	20	63
%V	1.4%	1.4%	1.4%	1.2%	1.1%	1.1%	1.6%
%H		46.4%	21.7%	68.1%	36.2%	29.0%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5054	2241	1037	4041	2227	1814	4048
%H		44.3%	20.5%	80.0%	44.1%	35.9%	80.1%
Main living room	2536	1026	479	1961	919	1042	1863
%V	50.2%	45.8%	46.2%	48.5%	41.3%	57.4%	46.0%
%H		40.5%	18.9%	77.3%	36.2%	41.1%	73.5%
Kitchen	327	157	59	278	162	116	276
%V	6.5%	7.0%	5.7%	6.9%	7.3%	6.4%	6.8%
%H		48.0%	18.0%	85.0%	49.5%	35.5%	84.4%
Adult's bedroom	1317	636	285	1100	689	411	1118
%V	26.1%	28.4%	27.5%	27.2%	30.9%	22.7%	27.6%
%H		48.3%	21.6%	83.5%	52.3%	31.2%	84.9%
Child's bedroom	306	145	91	250	176	74	283
%V	6.1%	6.5%	8.8%	6.2%	7.9%	4.1%	7.0%
%H		47.4%	29.7%	81.7%	57.5%	24.2%	92.5%
Other bedroom	117	59	29	91	59	32	108
%V	2.3%	2.6%	2.8%	2.3%	2.6%	1.8%	2.7%
%H		50.4%	24.8%	77.8%	50.4%	27.4%	92.3%
Second living/dining room	256	122	57	212	133	79	220
%V	5.1%	5.4%	5.5%	5.2%	6.0%	4.4%	5.4%
%H		47.7%	22.3%	82.8%	52.0%	30.9%	85.9%
Study/office	33	15	6	23	11	12	31
%V	0.7%	0.7%	0.6%	0.6%	0.5%	0.7%	0.8%
%H		45.5%	18.2%	69.7%	33.3%	36.4%	93.9%
TV room	16	8	2	14	9	6	15
%V	0.3%	0.4%	0.2%	0.3%	0.4%	0.3%	0.4%
%H		50.0%	12.5%	87.5%	56.3%	37.5%	93.8%
Conservatory	57	31	9	47	29	19	52
%V	1.1%	1.4%	0.9%	1.2%	1.3%	1.0%	1.3%
%H		54.4%	15.8%	82.5%	50.9%	33.3%	91.2%
Attic or loft room	3	2	1	3	3	0	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	33.3%	100.0%	100.0%	0.0%	100.0%
No specific location	2	2	0	2	2	0	2
%V	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	15	6	5	13	9	4	14
%V	0.3%	0.3%	0.5%	0.3%	0.4%	0.2%	0.3%
%H		40.0%	33.3%	86.7%	60.0%	26.7%	93.3%
Not Asked	69	32	15	47	25	20	63
%V	1.4%	1.4%	1.4%	1.2%	1.1%	1.1%	1.6%
%H		46.4%	21.7%	68.1%	36.2%	29.0%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5054	2241	1037	4041	2227	1814	4048
%H		44.3%	20.5%	80.0%	44.1%	35.9%	80.1%
PVR	1944	1133	473	1352	991	362	1723
%V	38.5%	50.6%	45.6%	33.5%	44.5%	20.0%	42.6%
%H		58.3%	24.3%	69.5%	51.0%	18.6%	88.6%
DVDR	122	53	27	86	44	42	106
%V	2.4%	2.4%	2.6%	2.1%	2.0%	2.3%	2.6%
%H		43.4%	22.1%	70.5%	36.1%	34.4%	86.9%
VCR	85	29	13	76	31	45	45
%V	1.7%	1.3%	1.3%	1.9%	1.4%	2.5%	1.1%
%H		34.1%	15.3%	89.4%	36.5%	52.9%	52.9%
Any recorder	2045	1163	487	1439	1019	420	1783
%V	40.5%	51.9%	47.0%	35.6%	45.8%	23.2%	44.0%
%H		56.9%	23.8%	70.4%	49.8%	20.5%	87.2%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5054	2241	1037	4041	2227	1814	4048
%H		44.3%	20.5%	80.0%	44.1%	35.9%	80.1%
Receives HDTV (via STB or built-in reception)	1957	938	523	1468	943	525	1731
%V	38.7%	41.9%	50.4%	36.3%	42.3%	28.9%	42.8%
%H		47.9%	26.7%	75.0%	48.2%	26.8%	88.5%
DVD/Blu-ray player or recorder	2966	1338	626	2360	1324	1036	2434
%V	58.7%	59.7%	60.4%	58.4%	59.5%	57.1%	60.1%
%H		45.1%	21.1%	79.6%	44.6%	34.9%	82.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands West

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2557	1034	478	1977	924	1052	1878
%H		40.4%	18.7%	77.3%	36.1%	41.1%	73.4%
Under 20"	49	8	4	40	4	36	25
%V	1.9%	0.8%	0.8%	2.0%	0.4%	3.4%	1.3%
%H		16.3%	8.2%	81.6%	8.2%	73.5%	51.0%
20" - 29"	395	98	55	323	79	244	218
%V	15.4%	9.5%	11.5%	16.3%	8.5%	23.2%	11.6%
%H		24.8%	13.9%	81.8%	20.0%	61.8%	55.2%
30" - 39"	1030	381	180	816	343	473	720
%V	40.3%	36.8%	37.7%	41.3%	37.1%	45.0%	38.3%
%H		37.0%	17.5%	79.2%	33.3%	45.9%	69.9%
40" and over	1031	535	233	755	484	271	890
%V	40.3%	51.7%	48.7%	38.2%	52.4%	25.8%	47.4%
%H		51.9%	22.6%	73.2%	46.9%	26.3%	86.3%
Don't know	48	12	6	43	13	30	22
%V	1.9%	1.2%	1.3%	2.2%	1.4%	2.9%	1.2%
%H		25.0%	12.5%	89.6%	27.1%	62.5%	45.8%
Not Asked	4	0	0	0	1	0	3
%V	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%
%H		0.0%	0.0%	0.0%	25.0%	0.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2557	1034	478	1977	924	1052	1878
%H		40.4%	18.7%	77.3%	36.1%	41.1%	73.4%
PVR	1467	821	351	1053	743	311	1272
%V	57.4%	79.4%	73.4%	53.3%	80.4%	29.6%	67.7%
%H		56.0%	23.9%	71.8%	50.6%	21.2%	86.7%
DVDR	96	41	19	70	34	35	81
%V	3.8%	4.0%	4.0%	3.5%	3.7%	3.3%	4.3%
%H		42.7%	19.8%	72.9%	35.4%	36.5%	84.4%
VCR	67	21	8	59	21	37	32
%V	2.6%	2.0%	1.7%	3.0%	2.3%	3.5%	1.7%
%H		31.3%	11.9%	88.1%	31.3%	55.2%	47.8%
Any recorder	1541	841	357	1117	758	359	1309
%V	60.3%	81.3%	74.7%	56.5%	82.0%	34.1%	69.7%
%H		54.6%	23.2%	72.5%	49.2%	23.3%	84.9%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2557	1034	478	1977	924	1052	1878
%H		40.4%	18.7%	77.3%	36.1%	41.1%	73.4%
Receives HDTV (via STB or built-in reception)	1340	646	338	995	623	372	1153
%V	52.4%	62.5%	70.7%	50.3%	67.4%	35.4%	61.4%
%H		48.2%	25.2%	74.3%	46.5%	27.8%	86.0%
DVD/Blu-ray player or recorder	1919	820	379	1476	739	738	1501
%V	75.0%	79.3%	79.3%	74.7%	80.0%	70.2%	79.9%
%H		42.7%	19.7%	76.9%	38.5%	38.5%	78.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands West

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2497	1207	559	2064	1303	761	2170
%H		48.3%	22.4%	82.7%	52.2%	30.5%	86.9%
Under 20"	752	326	153	652	369	284	621
%V	30.1%	27.0%	27.4%	31.6%	28.3%	37.3%	28.6%
%H		43.4%	20.3%	86.7%	49.1%	37.8%	82.6%
20" - 29"	815	374	183	682	417	265	699
%V	32.6%	31.0%	32.7%	33.0%	32.0%	34.8%	32.2%
%H		45.9%	22.5%	83.7%	51.2%	32.5%	85.8%
30" - 39"	596	322	148	476	343	133	550
%V	23.9%	26.7%	26.5%	23.1%	26.3%	17.5%	25.3%
%H		54.0%	24.8%	79.9%	57.6%	22.3%	92.3%
40" and over	216	128	50	163	122	41	203
%V	8.7%	10.6%	8.9%	7.9%	9.4%	5.4%	9.4%
%H		59.3%	23.1%	75.5%	56.5%	19.0%	94.0%
Don't know	52	25	9	45	26	19	37
%V	2.1%	2.1%	1.6%	2.2%	2.0%	2.5%	1.7%
%H		48.1%	17.3%	86.5%	50.0%	36.5%	71.2%
Not Asked	66	32	16	46	26	19	60
%V	2.6%	2.7%	2.9%	2.2%	2.0%	2.5%	2.8%
%H		48.5%	24.2%	69.7%	39.4%	28.8%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands West

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2497	1207	559	2064	1303	761	2170
%H		48.3%	22.4%	82.7%	52.2%	30.5%	86.9%
PVR	477	311	122	299	248	51	452
%V	19.1%	25.8%	21.8%	14.5%	19.0%	6.7%	20.8%
%H		65.2%	25.6%	62.7%	52.0%	10.7%	94.8%
DVDR	27	13	8	17	10	7	25
%V	1.1%	1.1%	1.4%	0.8%	0.8%	0.9%	1.2%
%H		48.1%	29.6%	63.0%	37.0%	25.9%	92.6%
VCR	18	7	4	17	10	7	13
%V	0.7%	0.6%	0.7%	0.8%	0.8%	0.9%	0.6%
%H		38.9%	22.2%	94.4%	55.6%	38.9%	72.2%
Any recorder	504	322	130	322	261	61	473
%V	20.2%	26.7%	23.3%	15.6%	20.0%	8.0%	21.8%
%H		63.9%	25.8%	63.9%	51.8%	12.1%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2497	1207	559	2064	1303	761	2170
%H		48.3%	22.4%	82.7%	52.2%	30.5%	86.9%
Receives HDTV (via STB or built-in reception)	617	293	185	473	320	153	578
%V	24.7%	24.3%	33.1%	22.9%	24.6%	20.1%	26.6%
%H		47.5%	30.0%	76.7%	51.9%	24.8%	93.7%
DVD/Blu-ray player or recorder	1048	518	247	884	585	298	933
%V	42.0%	42.9%	44.2%	42.8%	44.9%	39.2%	43.0%
%H		49.4%	23.6%	84.4%	55.8%	28.4%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6284	6118	2788	1291	4580	2508	2072	5127
%H		97.4%	44.4%	20.5%	72.9%	39.9%	33.0%	81.6%
Total Children	1242	1220	606	306	840	528	312	1100
%V	19.8%	19.9%	21.7%	23.7%	18.3%	21.1%	15.1%	21.5%
%H		98.2%	48.8%	24.6%	67.6%	42.5%	25.1%	88.6%
0 - 3	331	323	155	80	225	137	87	272
%V	5.3%	5.3%	5.6%	6.2%	4.9%	5.5%	4.2%	5.3%
%H		97.6%	46.8%	24.2%	68.0%	41.4%	26.3%	82.2%
4 - 15	911	897	451	226	616	391	225	828
%V	14.5%	14.7%	16.2%	17.5%	13.4%	15.6%	10.9%	16.1%
%H		98.5%	49.5%	24.8%	67.6%	42.9%	24.7%	90.9%
4 - 9	472	465	237	111	317	201	116	416
%V	7.5%	7.6%	8.5%	8.6%	6.9%	8.0%	5.6%	8.1%
%H		98.5%	50.2%	23.5%	67.2%	42.6%	24.6%	88.1%
10 - 15	439	432	213	115	299	190	109	412
%V	7.0%	7.1%	7.6%	8.9%	6.5%	7.6%	5.3%	8.0%
%H		98.4%	48.5%	26.2%	68.1%	43.3%	24.8%	93.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6284	6118	2788	1291	4580	2508	2072	5127
%H		97.4%	44.4%	20.5%	72.9%	39.9%	33.0%	81.6%
Total Adults (16+)	5042	4898	2182	985	3740	1980	1760	4027
%V	80.2%	80.1%	78.3%	76.3%	81.7%	78.9%	84.9%	78.5%
%H		97.1%	43.3%	19.5%	74.2%	39.3%	34.9%	79.9%
16 - 19	306	295	149	67	221	140	81	281
%V	4.9%	4.8%	5.3%	5.2%	4.8%	5.6%	3.9%	5.5%
%H		96.4%	48.7%	21.9%	72.2%	45.8%	26.5%	91.8%
20 - 24	394	363	178	78	276	167	109	342
%V	6.3%	5.9%	6.4%	6.0%	6.0%	6.7%	5.3%	6.7%
%H		92.1%	45.2%	19.8%	70.1%	42.4%	27.7%	86.8%
25 - 34	816	792	388	186	540	321	220	713
%V	13.0%	12.9%	13.9%	14.4%	11.8%	12.8%	10.6%	13.9%
%H		97.1%	47.5%	22.8%	66.2%	39.3%	27.0%	87.4%
35 - 44	801	784	399	187	546	345	200	723
%V	12.7%	12.8%	14.3%	14.5%	11.9%	13.8%	9.7%	14.1%
%H		97.9%	49.8%	23.3%	68.2%	43.1%	25.0%	90.3%
45 - 54	898	876	419	188	676	395	280	787
%V	14.3%	14.3%	15.0%	14.6%	14.8%	15.7%	13.5%	15.4%
%H		97.6%	46.7%	20.9%	75.3%	44.0%	31.2%	87.6%
55 - 64	719	702	304	138	562	299	264	591
%V	11.4%	11.5%	10.9%	10.7%	12.3%	11.9%	12.7%	11.5%
%H		97.6%	42.3%	19.2%	78.2%	41.6%	36.7%	82.2%
65+	1108	1086	344	141	918	312	606	588
%V	17.6%	17.8%	12.3%	10.9%	20.0%	12.4%	29.2%	11.5%
%H		98.0%	31.0%	12.7%	82.9%	28.2%	54.7%	53.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5042	4898	2182	985	3740	1980	1760	4027
%H		97.1%	43.3%	19.5%	74.2%	39.3%	34.9%	79.9%
AB	1248	1228	598	220	897	482	415	1146
%V	24.8%	25.1%	27.4%	22.3%	24.0%	24.3%	23.6%	28.5%
%H		98.4%	47.9%	17.6%	71.9%	38.6%	33.3%	91.8%
C1	1290	1252	536	301	974	549	426	1129
%V	25.6%	25.6%	24.6%	30.6%	26.0%	27.7%	24.2%	28.0%
%H		97.1%	41.6%	23.3%	75.5%	42.6%	33.0%	87.5%
C2	1216	1195	543	264	912	513	399	1002
%V	24.1%	24.4%	24.9%	26.8%	24.4%	25.9%	22.7%	24.9%
%H		98.3%	44.7%	21.7%	75.0%	42.2%	32.8%	82.4%
D	814	784	362	146	597	313	283	560
%V	16.1%	16.0%	16.6%	14.8%	16.0%	15.8%	16.1%	13.9%
%H		96.3%	44.5%	17.9%	73.3%	38.5%	34.8%	68.8%
E	473	439	143	54	360	123	237	189
%V	9.4%	9.0%	6.6%	5.5%	9.6%	6.2%	13.5%	4.7%
%H		92.8%	30.2%	11.4%	76.1%	26.0%	50.1%	40.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5042	4898	2182	985	3740	1980	1760	4027
%H		97.1%	43.3%	19.5%	74.2%	39.3%	34.9%	79.9%
Working full time	2238	2200	1074	506	1622	988	634	2028
%V	44.4%	44.9%	49.2%	51.4%	43.4%	49.9%	36.0%	50.4%
%H		98.3%	48.0%	22.6%	72.5%	44.1%	28.3%	90.6%
Working part time	565	553	265	128	401	237	164	513
%V	11.2%	11.3%	12.1%	13.0%	10.7%	12.0%	9.3%	12.7%
%H		97.9%	46.9%	22.7%	71.0%	41.9%	29.0%	90.8%
Not working	2239	2145	843	351	1716	754	962	1486
%V	44.4%	43.8%	38.6%	35.6%	45.9%	38.1%	54.7%	36.9%
%H		95.8%	37.7%	15.7%	76.6%	33.7%	43.0%	66.4%
Housewife/Houseperson	2642	2560	1034	479	1977	925	1052	1924
%V	52.4%	52.3%	47.4%	48.6%	52.9%	46.7%	59.8%	47.8%
%H		96.9%	39.1%	18.1%	74.8%	35.0%	39.8%	72.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2477	2393	1096	478	1814	984	831	2009
%H		96.6%	44.2%	19.3%	73.2%	39.7%	33.5%	81.1%
16 - 19	151	145	66	38	110	68	43	139
%V	6.1%	6.1%	6.0%	7.9%	6.1%	6.9%	5.2%	6.9%
%H		96.0%	43.7%	25.2%	72.8%	45.0%	28.5%	92.1%
20 - 24	205	186	94	36	140	84	56	181
%V	8.3%	7.8%	8.6%	7.5%	7.7%	8.5%	6.7%	9.0%
%H		90.7%	45.9%	17.6%	68.3%	41.0%	27.3%	88.3%
25 - 34	402	387	198	91	265	164	101	356
%V	16.2%	16.2%	18.1%	19.0%	14.6%	16.7%	12.2%	17.7%
%H		96.3%	49.3%	22.6%	65.9%	40.8%	25.1%	88.6%
35 - 44	399	391	204	88	271	172	99	358
%V	16.1%	16.3%	18.6%	18.4%	14.9%	17.5%	11.9%	17.8%
%H		98.0%	51.1%	22.1%	67.9%	43.1%	24.8%	89.7%
45 - 54	446	430	205	92	329	190	139	379
%V	18.0%	18.0%	18.7%	19.2%	18.1%	19.3%	16.7%	18.9%
%H		96.4%	46.0%	20.6%	73.8%	42.6%	31.2%	85.0%
55 - 64	357	346	148	68	278	146	133	288
%V	14.4%	14.5%	13.5%	14.2%	15.3%	14.8%	16.0%	14.3%
%H		96.9%	41.5%	19.0%	77.9%	40.9%	37.3%	80.7%
65+	517	507	182	66	420	160	260	307
%V	20.9%	21.2%	16.6%	13.8%	23.2%	16.3%	31.3%	15.3%
%H		98.1%	35.2%	12.8%	81.2%	30.9%	50.3%	59.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2477	2393	1096	478	1814	984	831	2009
%H		96.6%	44.2%	19.3%	73.2%	39.7%	33.5%	81.1%
AB	624	613	301	113	448	246	201	579
%V	25.2%	25.6%	27.5%	23.6%	24.7%	25.0%	24.2%	28.8%
%H		98.2%	48.2%	18.1%	71.8%	39.4%	32.2%	92.8%
C1	605	583	261	134	455	264	191	536
%V	24.4%	24.4%	23.8%	28.0%	25.1%	26.8%	23.0%	26.7%
%H		96.4%	43.1%	22.1%	75.2%	43.6%	31.6%	88.6%
C2	652	639	290	140	482	269	213	533
%V	26.3%	26.7%	26.5%	29.3%	26.6%	27.3%	25.6%	26.5%
%H		98.0%	44.5%	21.5%	73.9%	41.3%	32.7%	81.7%
D	398	383	181	70	286	152	134	275
%V	16.1%	16.0%	16.5%	14.6%	15.8%	15.4%	16.1%	13.7%
%H		96.2%	45.5%	17.6%	71.9%	38.2%	33.7%	69.1%
E	198	176	62	21	145	53	91	86
%V	8.0%	7.4%	5.7%	4.4%	8.0%	5.4%	11.0%	4.3%
%H		88.9%	31.3%	10.6%	73.2%	26.8%	46.0%	43.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2477	2393	1096	478	1814	984	831	2009
%H		96.6%	44.2%	19.3%	73.2%	39.7%	33.5%	81.1%
Working full time	1430	1404	704	317	1025	634	392	1295
%V	57.7%	58.7%	64.2%	66.3%	56.5%	64.4%	47.2%	64.5%
%H		98.2%	49.2%	22.2%	71.7%	44.3%	27.4%	90.6%
Working part time	115	111	51	19	77	38	39	94
%V	4.6%	4.6%	4.7%	4.0%	4.2%	3.9%	4.7%	4.7%
%H		96.5%	44.3%	16.5%	67.0%	33.0%	33.9%	81.7%
Not working	932	878	340	142	712	313	400	621
%V	37.6%	36.7%	31.0%	29.7%	39.3%	31.8%	48.1%	30.9%
%H		94.2%	36.5%	15.2%	76.4%	33.6%	42.9%	66.6%
Housewife/Houseperson	573	540	191	84	422	162	260	343
%V	23.1%	22.6%	17.4%	17.6%	23.3%	16.5%	31.3%	17.1%
%H		94.2%	33.3%	14.7%	73.6%	28.3%	45.4%	59.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2565	2505	1086	507	1925	996	929	2017
%H		97.7%	42.3%	19.8%	75.0%	38.8%	36.2%	78.6%
16 - 19	155	150	84	29	111	72	39	142
%V	6.0%	6.0%	7.7%	5.7%	5.8%	7.2%	4.2%	7.0%
%H		96.8%	54.2%	18.7%	71.6%	46.5%	25.2%	91.6%
20 - 24	189	177	84	42	136	83	53	161
%V	7.4%	7.1%	7.7%	8.3%	7.1%	8.3%	5.7%	8.0%
%H		93.7%	44.4%	22.2%	72.0%	43.9%	28.0%	85.2%
25 - 34	414	404	191	95	275	157	118	357
%V	16.1%	16.1%	17.6%	18.7%	14.3%	15.8%	12.7%	17.7%
%H		97.6%	46.1%	22.9%	66.4%	37.9%	28.5%	86.2%
35 - 44	402	393	195	99	275	173	101	365
%V	15.7%	15.7%	18.0%	19.5%	14.3%	17.4%	10.9%	18.1%
%H		97.8%	48.5%	24.6%	68.4%	43.0%	25.1%	90.8%
45 - 54	452	446	215	96	346	205	141	408
%V	17.6%	17.8%	19.8%	18.9%	18.0%	20.6%	15.2%	20.2%
%H		98.7%	47.6%	21.2%	76.5%	45.4%	31.2%	90.3%
55 - 64	362	356	156	70	284	153	131	303
%V	14.1%	14.2%	14.4%	13.8%	14.8%	15.4%	14.1%	15.0%
%H		98.3%	43.1%	19.3%	78.5%	42.3%	36.2%	83.7%
65+	591	579	162	74	498	152	346	281
%V	23.0%	23.1%	14.9%	14.6%	25.9%	15.3%	37.2%	13.9%
%H		98.0%	27.4%	12.5%	84.3%	25.7%	58.5%	47.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2565	2505	1086	507	1925	996	929	2017
%H		97.7%	42.3%	19.8%	75.0%	38.8%	36.2%	78.6%
AB	624	615	297	107	450	236	214	567
%V	24.3%	24.6%	27.3%	21.1%	23.4%	23.7%	23.0%	28.1%
%H		98.6%	47.6%	17.1%	72.1%	37.8%	34.3%	90.9%
C1	686	669	275	167	519	285	234	593
%V	26.7%	26.7%	25.3%	32.9%	27.0%	28.6%	25.2%	29.4%
%H		97.5%	40.1%	24.3%	75.7%	41.5%	34.1%	86.4%
C2	564	556	253	124	430	244	186	469
%V	22.0%	22.2%	23.3%	24.5%	22.3%	24.5%	20.0%	23.3%
%H		98.6%	44.9%	22.0%	76.2%	43.3%	33.0%	83.2%
D	416	402	181	76	311	162	149	285
%V	16.2%	16.0%	16.7%	15.0%	16.2%	16.3%	16.0%	14.1%
%H		96.6%	43.5%	18.3%	74.8%	38.9%	35.8%	68.5%
E	275	263	81	34	215	69	146	104
%V	10.7%	10.5%	7.5%	6.7%	11.2%	6.9%	15.7%	5.2%
%H		95.6%	29.5%	12.4%	78.2%	25.1%	53.1%	37.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2565	2505	1086	507	1925	996	929	2017
%H		97.7%	42.3%	19.8%	75.0%	38.8%	36.2%	78.6%
Working full time	808	796	370	189	597	355	242	733
%V	31.5%	31.8%	34.1%	37.3%	31.0%	35.6%	26.0%	36.3%
%H		98.5%	45.8%	23.4%	73.9%	43.9%	30.0%	90.7%
Working part time	450	442	213	109	324	200	124	419
%V	17.5%	17.6%	19.6%	21.5%	16.8%	20.1%	13.3%	20.8%
%H		98.2%	47.3%	24.2%	72.0%	44.4%	27.6%	93.1%
Not working	1308	1266	503	209	1004	441	563	865
%V	51.0%	50.5%	46.3%	41.2%	52.2%	44.3%	60.6%	42.9%
%H		96.8%	38.5%	16.0%	76.8%	33.7%	43.0%	66.1%
Housewife/Houseperson	2069	2020	843	394	1555	763	792	1582
%V	80.7%	80.6%	77.6%	77.7%	80.8%	76.6%	85.3%	78.4%
%H		97.6%	40.7%	19.0%	75.2%	36.9%	38.3%	76.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 15.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	957	912	335	210	693	332	361	719
%H (All HH)		95.3%	35.0%	21.9%	72.4%	34.7%	37.7%	75.1%
%H (TV HH)			36.7%	23.0%	76.0%	36.4%	39.6%	
AB	225	218	91	47	172	91	80	207
%V	23.5%	23.9%	27.2%	22.4%	24.8%	27.4%	22.2%	28.8%
%H (All HH)		96.9%	40.4%	20.9%	76.4%	40.4%	35.6%	92.0%
%H (TV HH)			41.7%	21.6%	78.9%	41.7%	36.7%	
C1	246	232	79	51	175	78	96	206
%V	25.7%	25.4%	23.6%	24.3%	25.3%	23.5%	26.6%	28.7%
%H (All HH)		94.3%	32.1%	20.7%	71.1%	31.7%	39.0%	83.7%
%H (TV HH)			34.1%	22.0%	75.4%	33.6%	41.4%	
C2	191	189	73	50	148	82	66	150
%V	20.0%	20.7%	21.8%	23.8%	21.4%	24.7%	18.3%	20.9%
%H (All HH)		99.0%	38.2%	26.2%	77.5%	42.9%	34.6%	78.5%
%H (TV HH)			38.6%	26.5%	78.3%	43.4%	34.9%	
D	160	152	56	39	107	51	56	103
%V	16.7%	16.7%	16.7%	18.6%	15.4%	15.4%	15.5%	14.3%
%H (All HH)		95.0%	35.0%	24.4%	66.9%	31.9%	35.0%	64.4%
%H (TV HH)			36.8%	25.7%	70.4%	33.6%	36.8%	
E	135	122	35	24	91	29	62	53
%V	14.1%	13.4%	10.4%	11.4%	13.1%	8.7%	17.2%	7.4%
%H (All HH)		90.4%	25.9%	17.8%	67.4%	21.5%	45.9%	39.3%
%H (TV HH)			28.7%	19.7%	74.6%	23.8%	50.8%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	957	912	335	210	693	332	361	719
%H (All HH)		95.3%	35.0%	21.9%	72.4%	34.7%	37.7%	75.1%
%H (TV HH)			36.7%	23.0%	76.0%	36.4%	39.6%	
Under 25	64	55	17	9	38	13	25	49
%V	6.7%	6.0%	5.1%	4.3%	5.5%	3.9%	6.9%	6.8%
%H (All HH)		85.9%	26.6%	14.1%	59.4%	20.3%	39.1%	76.6%
%H (TV HH)			30.9%	16.4%	69.1%	23.6%	45.5%	
25 - 34	158	146	67	38	97	57	40	139
%V	16.5%	16.0%	20.0%	18.1%	14.0%	17.2%	11.1%	19.3%
%H (All HH)		92.4%	42.4%	24.1%	61.4%	36.1%	25.3%	88.0%
%H (TV HH)			45.9%	26.0%	66.4%	39.0%	27.4%	
35 - 44	157	149	64	47	104	67	37	145
%V	16.4%	16.3%	19.1%	22.4%	15.0%	20.2%	10.2%	20.2%
%H (All HH)		94.9%	40.8%	29.9%	66.2%	42.7%	23.6%	92.4%
%H (TV HH)			43.0%	31.5%	69.8%	45.0%	24.8%	
45 - 54	180	175	75	47	129	79	50	158
%V	18.8%	19.2%	22.4%	22.4%	18.6%	23.8%	13.9%	22.0%
%H (All HH)		97.2%	41.7%	26.1%	71.7%	43.9%	27.8%	87.8%
%H (TV HH)			42.9%	26.9%	73.7%	45.1%	28.6%	
55 - 64	151	147	54	34	119	58	61	122
%V	15.8%	16.1%	16.1%	16.2%	17.2%	17.5%	16.9%	17.0%
%H (All HH)		97.4%	35.8%	22.5%	78.8%	38.4%	40.4%	80.8%
%H (TV HH)			36.7%	23.1%	81.0%	39.5%	41.5%	
65 +	247	240	58	36	205	57	148	107
%V	25.8%	26.3%	17.3%	17.1%	29.6%	17.2%	41.0%	14.9%
%H (All HH)		97.2%	23.5%	14.6%	83.0%	23.1%	59.9%	43.3%
%H (TV HH)			24.2%	15.0%	85.4%	23.8%	61.7%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	957	912	335	210	693	332	361	719
%H (All HH)		95.3%	35.0%	21.9%	72.4%	34.7%	37.7%	75.1%
%H (TV HH)			36.7%	23.0%	76.0%	36.4%	39.6%	
1	288	260	57	41	207	50	156	139
%V	30.1%	28.5%	17.0%	19.5%	29.9%	15.1%	43.2%	19.3%
%H (All HH)		90.3%	19.8%	14.2%	71.9%	17.4%	54.2%	48.3%
%H (TV HH)			21.9%	15.8%	79.6%	19.2%	60.0%	
2	325	317	114	73	254	125	129	263
%V	34.0%	34.8%	34.0%	34.8%	36.7%	37.7%	35.7%	36.6%
%H (All HH)		97.5%	35.1%	22.5%	78.2%	38.5%	39.7%	80.9%
%H (TV HH)			36.0%	23.0%	80.1%	39.4%	40.7%	
3	159	156	75	43	107	69	38	141
%V	16.6%	17.1%	22.4%	20.5%	15.4%	20.8%	10.5%	19.6%
%H (All HH)		98.1%	47.2%	27.0%	67.3%	43.4%	23.9%	88.7%
%H (TV HH)			48.1%	27.6%	68.6%	44.2%	24.4%	
4	124	121	62	34	87	62	25	118
%V	13.0%	13.3%	18.5%	16.2%	12.6%	18.7%	6.9%	16.4%
%H (All HH)		97.6%	50.0%	27.4%	70.2%	50.0%	20.2%	95.2%
%H (TV HH)			51.2%	28.1%	71.9%	51.2%	20.7%	
5+	60	59	27	19	38	26	13	57
%V	6.3%	6.5%	8.1%	9.0%	5.5%	7.8%	3.6%	7.9%
%H (All HH)		98.3%	45.0%	31.7%	63.3%	43.3%	21.7%	95.0%
%H (TV HH)			45.8%	32.2%	64.4%	44.1%	22.0%	
Average HH size	2.34	2.37	2.71	2.65	2.30	2.70	1.93	2.61

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	957	912	335	210	693	332	361	719
%H (All HH)		95.3%	35.0%	21.9%	72.4%	34.7%	37.7%	75.1%
%H (TV HH)			36.7%	23.0%	76.0%	36.4%	39.6%	
Without	708	668	214	141	522	215	307	494
%V	74.0%	73.2%	63.9%	67.1%	75.3%	64.8%	85.0%	68.7%
%H (All HH)		94.4%	30.2%	19.9%	73.7%	30.4%	43.4%	69.8%
%H (TV HH)			32.0%	21.1%	78.1%	32.2%	46.0%	
With	249	244	122	69	171	117	54	225
%V	26.0%	26.8%	36.4%	32.9%	24.7%	35.2%	15.0%	31.3%
%H (All HH)		98.0%	49.0%	27.7%	68.7%	47.0%	21.7%	90.4%
%H (TV HH)			50.0%	28.3%	70.1%	48.0%	22.1%	
0 - 3	100	97	53	23	64	43	21	85
%V	10.4%	10.6%	15.8%	11.0%	9.2%	13.0%	5.8%	11.8%
%H (All HH)		97.0%	53.0%	23.0%	64.0%	43.0%	21.0%	85.0%
%H (TV HH)			54.6%	23.7%	66.0%	44.3%	21.6%	
4 - 9	123	120	60	32	88	58	29	110
%V	12.9%	13.2%	17.9%	15.2%	12.7%	17.5%	8.0%	15.3%
%H (All HH)		97.6%	48.8%	26.0%	71.5%	47.2%	23.6%	89.4%
%H (TV HH)			50.0%	26.7%	73.3%	48.3%	24.2%	
10 - 15	112	110	52	35	77	54	23	106
%V	11.7%	12.1%	15.5%	16.7%	11.1%	16.3%	6.4%	14.7%
%H (All HH)		98.2%	46.4%	31.3%	68.8%	48.2%	20.5%	94.6%
%H (TV HH)			47.3%	31.8%	70.0%	49.1%	20.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	957	912	335	210	693	332	361	719
%H (All HH)		95.3%	35.0%	21.9%	72.4%	34.7%	37.7%	75.1%
%H (TV HH)			36.7%	23.0%	76.0%	36.4%	39.6%	
1	392	392	113	80	261	74	187	251
%V	41.0%	43.0%	33.7%	38.1%	37.7%	22.3%	51.8%	34.9%
%H (All HH)		100.0%	28.8%	20.4%	66.6%	18.9%	47.7%	64.0%
%H (TV HH)			28.8%	20.4%	66.6%	18.9%	47.7%	
2	301	301	116	70	240	124	115	239
%V	31.5%	33.0%	34.6%	33.3%	34.6%	37.3%	31.9%	33.2%
%H (All HH)		100.0%	38.5%	23.3%	79.7%	41.2%	38.2%	79.4%
%H (TV HH)			38.5%	23.3%	79.7%	41.2%	38.2%	
3	142	142	65	35	123	79	44	127
%V	14.8%	15.6%	19.4%	16.7%	17.7%	23.8%	12.2%	17.7%
%H (All HH)		100.0%	45.8%	24.6%	86.6%	55.6%	31.0%	89.4%
%H (TV HH)			45.8%	24.6%	86.6%	55.6%	31.0%	
4	53	53	27	18	46	37	9	49
%V	5.5%	5.8%	8.1%	8.6%	6.6%	11.1%	2.5%	6.8%
%H (All HH)		100.0%	50.9%	34.0%	86.8%	69.8%	17.0%	92.5%
%H (TV HH)			50.9%	34.0%	86.8%	69.8%	17.0%	
5+	25	25	14	7	23	18	5	25
%V	2.6%	2.7%	4.2%	3.3%	3.3%	5.4%	1.4%	3.5%
%H (All HH)		100.0%	56.0%	28.0%	92.0%	72.0%	20.0%	100.0%
%H (TV HH)			56.0%	28.0%	92.0%	72.0%	20.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	957	912	335	210	693	332	361	719
%H (All HH)		95.3%	35.0%	21.9%	72.4%	34.7%	37.7%	75.1%
%H (TV HH)			36.7%	23.0%	76.0%	36.4%	39.6%	
Under 20"	221	221	83	52	191	107	84	179
%V	23.1%	24.2%	24.8%	24.8%	27.6%	32.2%	23.3%	24.9%
%H (All HH)		100.0%	37.6%	23.5%	86.4%	48.4%	38.0%	81.0%
%H (TV HH)			37.6%	23.5%	86.4%	48.4%	38.0%	
20" - 29"	350	350	131	69	286	137	149	260
%V	36.6%	38.4%	39.1%	32.9%	41.3%	41.3%	41.3%	36.2%
%H (All HH)		100.0%	37.4%	19.7%	81.7%	39.1%	42.6%	74.3%
%H (TV HH)			37.4%	19.7%	81.7%	39.1%	42.6%	
30" - 39"	480	480	170	124	376	191	186	373
%V	50.2%	52.6%	50.7%	59.0%	54.3%	57.5%	51.5%	51.9%
%H (All HH)		100.0%	35.4%	25.8%	78.3%	39.8%	38.8%	77.7%
%H (TV HH)			35.4%	25.8%	78.3%	39.8%	38.8%	
40" and over	350	350	176	93	255	171	85	309
%V	36.6%	38.4%	52.5%	44.3%	36.8%	51.5%	23.5%	43.0%
%H (All HH)		100.0%	50.3%	26.6%	72.9%	48.9%	24.3%	88.3%
%H (TV HH)			50.3%	26.6%	72.9%	48.9%	24.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	957	912	335	210	693	332	361	719
%H (All HH)		95.3%	35.0%	21.9%	72.4%	34.7%	37.7%	75.1%
%H (TV HH)			36.7%	23.0%	76.0%	36.4%	39.6%	
Main living room	895	895	333	208	680	330	350	680
%V	93.5%	98.1%	99.4%	99.0%	98.1%	99.4%	97.0%	94.6%
%H (All HH)		100.0%	37.2%	23.2%	76.0%	36.9%	39.1%	76.0%
%H (TV HH)			37.2%	23.2%	76.0%	36.9%	39.1%	
Kitchen	102	102	43	21	95	56	39	81
%V	10.7%	11.2%	12.8%	10.0%	13.7%	16.9%	10.8%	11.3%
%H (All HH)		100.0%	42.2%	20.6%	93.1%	54.9%	38.2%	79.4%
%H (TV HH)			42.2%	20.6%	93.1%	54.9%	38.2%	
Adult's bedroom	364	364	155	97	304	189	115	313
%V	38.0%	39.9%	46.3%	46.2%	43.9%	56.9%	31.9%	43.5%
%H (All HH)		100.0%	42.6%	26.6%	83.5%	51.9%	31.6%	86.0%
%H (TV HH)			42.6%	26.6%	83.5%	51.9%	31.6%	
Child's bedroom	85	85	47	23	69	53	16	79
%V	8.9%	9.3%	14.0%	11.0%	10.0%	16.0%	4.4%	11.0%
%H (All HH)		100.0%	55.3%	27.1%	81.2%	62.4%	18.8%	92.9%
%H (TV HH)			55.3%	27.1%	81.2%	62.4%	18.8%	
Other bedroom	53	53	24	15	46	32	14	47
%V	5.5%	5.8%	7.2%	7.1%	6.6%	9.6%	3.9%	6.5%
%H (All HH)		100.0%	45.3%	28.3%	86.8%	60.4%	26.4%	88.7%
%H (TV HH)			45.3%	28.3%	86.8%	60.4%	26.4%	
Second living/dining room	91	91	36	26	77	45	32	75
%V	9.5%	10.0%	10.7%	12.4%	11.1%	13.6%	8.9%	10.4%
%H (All HH)		100.0%	39.6%	28.6%	84.6%	49.5%	35.2%	82.4%
%H (TV HH)			39.6%	28.6%	84.6%	49.5%	35.2%	
Study/office	13	13	5	3	11	7	5	13
%V	1.4%	1.4%	1.5%	1.4%	1.6%	2.1%	1.4%	1.8%
%H (All HH)		100.0%	38.5%	23.1%	84.6%	53.8%	38.5%	100.0%
%H (TV HH)			38.5%	23.1%	84.6%	53.8%	38.5%	
TV room	7	7	4	2	5	4	2	7
%V	0.7%	0.8%	1.2%	1.0%	0.7%	1.2%	0.6%	1.0%
%H (All HH)		100.0%	57.1%	28.6%	71.4%	57.1%	28.6%	100.0%
%H (TV HH)			57.1%	28.6%	71.4%	57.1%	28.6%	
Conservatory	25	25	13	8	22	17	5	23
%V	2.6%	2.7%	3.9%	3.8%	3.2%	5.1%	1.4%	3.2%
%H (All HH)		100.0%	52.0%	32.0%	88.0%	68.0%	20.0%	92.0%
%H (TV HH)			52.0%	32.0%	88.0%	68.0%	20.0%	
Attic or loft room	2	2	0	0	2	1	1	1
%V	0.2%	0.2%	0.0%	0.0%	0.3%	0.3%	0.3%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	50.0%	50.0%	50.0%
%H (TV HH)			0.0%	0.0%	100.0%	50.0%	50.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	10	10	4	3	9	5	3	9
%V	1.0%	1.1%	1.2%	1.4%	1.3%	1.5%	0.8%	1.3%
%H (All HH)		100.0%	40.0%	30.0%	90.0%	50.0%	30.0%	90.0%
%H (TV HH)			40.0%	30.0%	90.0%	50.0%	30.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands East

Household level data

Table 15.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	957	912	335	210	693	332	361	719
%H (All HH)		95.3%	35.0%	21.9%	72.4%	34.7%	37.7%	75.1%
%H (TV HH)			36.7%	23.0%	76.0%	36.4%	39.6%	
Any DSAT provider	335	335	335	9	209	209	0	290
%V	35.0%	36.7%	100.0%	4.3%	30.2%	63.0%	0.0%	40.3%
%H (All HH)			100.0%	2.7%	62.4%	62.4%	0.0%	86.6%
%H (TV HH)			100.0%	2.7%	62.4%	62.4%	0.0%	
Sky with subcription	269	269	269	5	170	170	0	238
%V	28.1%	29.5%	80.3%	2.4%	24.5%	51.2%	0.0%	33.1%
%H (All HH)			100.0%	1.9%	63.2%	63.2%	0.0%	88.5%
%H (TV HH)			100.0%	1.9%	63.2%	63.2%	0.0%	
Sky without subcription	19	19	19	2	12	12	0	15
%V	2.0%	2.1%	5.7%	1.0%	1.7%	3.6%	0.0%	2.1%
%H (All HH)			100.0%	10.5%	63.2%	63.2%	0.0%	78.9%
%H (TV HH)			100.0%	10.5%	63.2%	63.2%	0.0%	
Freesat	42	42	42	2	27	27	0	34
%V	4.4%	4.6%	12.5%	1.0%	3.9%	8.1%	0.0%	4.7%
%H (All HH)			100.0%	4.8%	64.3%	64.3%	0.0%	81.0%
%H (TV HH)			100.0%	4.8%	64.3%	64.3%	0.0%	
Other satellite provider	12	12	12	1	4	4	0	9
%V	1.3%	1.3%	3.6%	0.5%	0.6%	1.2%	0.0%	1.3%
%H (All HH)			100.0%	8.3%	33.3%	33.3%	0.0%	75.0%
%H (TV HH)			100.0%	8.3%	33.3%	33.3%	0.0%	
DCAB	210	210	9	210	127	127	0	180
%V	21.9%	23.0%	2.7%	100.0%	18.3%	38.3%	0.0%	25.0%
%H (All HH)			4.3%	100.0%	60.5%	60.5%	0.0%	85.7%
%H (TV HH)			4.3%	100.0%	60.5%	60.5%	0.0%	
DTT	693	693	209	127	693	332	361	511
%V	72.4%	76.0%	62.4%	60.5%	100.0%	100.0%	100.0%	71.1%
%H (All HH)		100.0%	30.2%	18.3%	100.0%	47.9%	52.1%	73.7%
%H (TV HH)			30.2%	18.3%	100.0%	47.9%	52.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	957	912	335	210	693	332	361	719
%H (All HH)		95.3%	35.0%	21.9%	72.4%	34.7%	37.7%	75.1%
%H (TV HH)			36.7%	23.0%	76.0%	36.4%	39.6%	
PVR	559	559	286	153	405	278	127	489
%V	58.4%	61.3%	85.4%	72.9%	58.4%	83.7%	35.2%	68.0%
%H (All HH)		100.0%	51.2%	27.4%	72.5%	49.7%	22.7%	87.5%
%H (TV HH)			51.2%	27.4%	72.5%	49.7%	22.7%	
DVDR	44	44	15	9	34	14	20	34
%V	4.6%	4.8%	4.5%	4.3%	4.9%	4.2%	5.5%	4.7%
%H (All HH)		100.0%	34.1%	20.5%	77.3%	31.8%	45.5%	77.3%
%H (TV HH)			34.1%	20.5%	77.3%	31.8%	45.5%	
VCR	24	24	7	8	17	7	10	16
%V	2.5%	2.6%	2.1%	3.8%	2.5%	2.1%	2.8%	2.2%
%H (All HH)		100.0%	29.2%	33.3%	70.8%	29.2%	41.7%	66.7%
%H (TV HH)			29.2%	33.3%	70.8%	29.2%	41.7%	
Any recorder	586	586	289	158	428	282	145	502
%V	61.2%	64.3%	86.3%	75.2%	61.8%	84.9%	40.2%	69.8%
%H (All HH)		100.0%	49.3%	27.0%	73.0%	48.1%	24.7%	85.7%
%H (TV HH)			49.3%	27.0%	73.0%	48.1%	24.7%	
Receives HDTV (via STB or built-in reception)	516	516	226	158	386	248	138	441
%V	53.9%	56.6%	67.5%	75.2%	55.7%	74.7%	38.2%	61.3%
%H (All HH)		100.0%	43.8%	30.6%	74.8%	48.1%	26.7%	85.5%
%H (TV HH)			43.8%	30.6%	74.8%	48.1%	26.7%	
DVD/Blu-ray player or recorder	694	694	277	169	537	285	252	566
%V	72.5%	76.1%	82.7%	80.5%	77.5%	85.8%	69.8%	78.7%
%H (All HH)		100.0%	39.9%	24.4%	77.4%	41.1%	36.3%	81.6%
%H (TV HH)			39.9%	24.4%	77.4%	41.1%	36.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	957	912	335	210	693	332	361	719
%V (All HH)		95.3%	35.0%	21.9%	72.4%	34.7%	37.7%	75.1%
%H (TV HH)			36.7%	23.0%	76.0%	36.4%	39.6%	
Has broadband internet	719	691	290	180	511	294	217	719
%V	75.1%	75.8%	86.6%	85.7%	73.7%	88.6%	60.1%	100.0%
%H (All HH)		96.1%	40.3%	25.0%	71.1%	40.9%	30.2%	100.0%
%H (TV HH)			42.0%	26.0%	74.0%	42.5%	31.4%	
Number of computers (PCs and laptops)								
0	208	195	41	27	159	33	126	11
%V	21.7%	21.4%	12.2%	12.9%	22.9%	9.9%	34.9%	1.5%
%H (All HH)		93.8%	19.7%	13.0%	76.4%	15.9%	60.6%	5.3%
%H (TV HH)			21.0%	13.8%	81.5%	16.9%	64.6%	
1	310	292	104	68	218	103	115	278
%V	32.4%	32.0%	31.0%	32.4%	31.5%	31.0%	31.9%	38.7%
%H (All HH)		94.2%	33.5%	21.9%	70.3%	33.2%	37.1%	89.7%
%H (TV HH)			35.6%	23.3%	74.7%	35.3%	39.4%	
2	210	203	86	55	156	94	62	205
%V	21.9%	22.3%	25.7%	26.2%	22.5%	28.3%	17.2%	28.5%
%H (All HH)		96.7%	41.0%	26.2%	74.3%	44.8%	29.5%	97.6%
%H (TV HH)			42.4%	27.1%	76.8%	46.3%	30.5%	
3	115	110	55	26	81	51	29	113
%V	12.0%	12.1%	16.4%	12.4%	11.7%	15.4%	8.0%	15.7%
%H (All HH)		95.7%	47.8%	22.6%	70.4%	44.3%	25.2%	98.3%
%H (TV HH)			50.0%	23.6%	73.6%	46.4%	26.4%	
4	55	55	24	14	39	24	15	54
%V	5.7%	6.0%	7.2%	6.7%	5.6%	7.2%	4.2%	7.5%
%H (All HH)		100.0%	43.6%	25.5%	70.9%	43.6%	27.3%	98.2%
%H (TV HH)			43.6%	25.5%	70.9%	43.6%	27.3%	
5+	58	57	24	19	40	26	14	58
%V	6.1%	6.3%	7.2%	9.0%	5.8%	7.8%	3.9%	8.1%
%H (All HH)		98.3%	41.4%	32.8%	69.0%	44.8%	24.1%	100.0%
%H (TV HH)			42.1%	33.3%	70.2%	45.6%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1766	724	435	1417	804	613	1441
%H		41.0%	24.6%	80.2%	45.5%	34.7%	81.6%
Under 20"	273	105	64	241	137	105	227
%V	15.5%	14.5%	14.7%	17.0%	17.0%	17.1%	15.8%
%H		38.5%	23.4%	88.3%	50.2%	38.5%	83.2%
20" - 29"	446	177	92	367	191	176	342
%V	25.3%	24.4%	21.1%	25.9%	23.8%	28.7%	23.7%
%H		39.7%	20.6%	82.3%	42.8%	39.5%	76.7%
30" - 39"	567	208	153	451	242	209	450
%V	32.1%	28.7%	35.2%	31.8%	30.1%	34.1%	31.2%
%H		36.7%	27.0%	79.5%	42.7%	36.9%	79.4%
40" and over	403	206	111	296	203	93	361
%V	22.8%	28.5%	25.5%	20.9%	25.2%	15.2%	25.1%
%H		51.1%	27.5%	73.4%	50.4%	23.1%	89.6%
Don't know	49	19	11	40	21	20	36
%V	2.8%	2.6%	2.5%	2.8%	2.6%	3.3%	2.5%
%H		38.8%	22.4%	81.6%	42.9%	40.8%	73.5%
Not Asked	28	9	4	22	10	10	25
%V	1.6%	1.2%	0.9%	1.6%	1.2%	1.6%	1.7%
%H		32.1%	14.3%	78.6%	35.7%	35.7%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1766	724	435	1417	804	613	1441
%H		41.0%	24.6%	80.2%	45.5%	34.7%	81.6%
Main living room	900	336	208	683	331	352	684
%V	51.0%	46.4%	47.8%	48.2%	41.2%	57.4%	47.5%
%H		37.3%	23.1%	75.9%	36.8%	39.1%	76.0%
Kitchen	102	44	21	96	56	39	82
%V	5.8%	6.1%	4.8%	6.8%	7.0%	6.4%	5.7%
%H		43.1%	20.6%	94.1%	54.9%	38.2%	80.4%
Adult's bedroom	411	182	109	342	217	125	356
%V	23.3%	25.1%	25.1%	24.1%	27.0%	20.4%	24.7%
%H		44.3%	26.5%	83.2%	52.8%	30.4%	86.6%
Child's bedroom	111	61	32	90	70	20	104
%V	6.3%	8.4%	7.4%	6.4%	8.7%	3.3%	7.2%
%H		55.0%	28.8%	81.1%	63.1%	18.0%	93.7%
Other bedroom	63	30	20	56	40	16	58
%V	3.6%	4.1%	4.6%	4.0%	5.0%	2.6%	4.0%
%H		47.6%	31.7%	88.9%	63.5%	25.4%	92.1%
Second living/dining room	93	37	26	78	46	32	76
%V	5.3%	5.1%	6.0%	5.5%	5.7%	5.2%	5.3%
%H		39.8%	28.0%	83.9%	49.5%	34.4%	81.7%
Study/office	13	5	3	12	7	5	13
%V	0.7%	0.7%	0.7%	0.8%	0.9%	0.8%	0.9%
%H		38.5%	23.1%	92.3%	53.8%	38.5%	100.0%
TV room	7	4	2	5	4	2	7
%V	0.4%	0.6%	0.5%	0.4%	0.5%	0.3%	0.5%
%H		57.1%	28.6%	71.4%	57.1%	28.6%	100.0%
Conservatory	25	13	8	23	17	5	23
%V	1.4%	1.8%	1.8%	1.6%	2.1%	0.8%	1.6%
%H		52.0%	32.0%	92.0%	68.0%	20.0%	92.0%
Attic or loft room	2	0	0	2	1	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	50.0%	50.0%	50.0%
No specific location	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	10	4	3	9	5	3	9
%V	0.6%	0.6%	0.7%	0.6%	0.6%	0.5%	0.6%
%H		40.0%	30.0%	90.0%	50.0%	30.0%	90.0%
Not Asked	28	9	4	22	10	10	25
%V	1.6%	1.2%	0.9%	1.6%	1.2%	1.6%	1.7%
%H		32.1%	14.3%	78.6%	35.7%	35.7%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands East

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1766	724	435	1417	804	613	1441
%H		41.0%	24.6%	80.2%	45.5%	34.7%	81.6%
PVR	742	399	207	536	389	147	660
%V	42.0%	55.1%	47.6%	37.8%	48.4%	24.0%	45.8%
%H		53.8%	27.9%	72.2%	52.4%	19.8%	88.9%
DVDR	49	17	11	38	16	21	38
%V	2.8%	2.3%	2.5%	2.7%	2.0%	3.4%	2.6%
%H		34.7%	22.4%	77.6%	32.7%	42.9%	77.6%
VCR	25	7	8	18	7	11	16
%V	1.4%	1.0%	1.8%	1.3%	0.9%	1.8%	1.1%
%H		28.0%	32.0%	72.0%	28.0%	44.0%	64.0%
Any recorder	777	405	215	566	398	168	679
%V	44.0%	55.9%	49.4%	39.9%	49.5%	27.4%	47.1%
%H		52.1%	27.7%	72.8%	51.2%	21.6%	87.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1766	724	435	1417	804	613	1441
%H		41.0%	24.6%	80.2%	45.5%	34.7%	81.6%
Receives HDTV (via STB or built-in reception)	735	331	233	563	381	183	642
%V	41.6%	45.7%	53.6%	39.7%	47.4%	29.9%	44.6%
%H		45.0%	31.7%	76.6%	51.8%	24.9%	87.3%
DVD/Blu-ray player or recorder	996	412	261	803	468	334	841
%V	56.4%	56.9%	60.0%	56.7%	58.2%	54.5%	58.4%
%H		41.4%	26.2%	80.6%	47.0%	33.5%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	911	335	210	693	332	361	690
%H		36.8%	23.1%	76.1%	36.4%	39.6%	75.7%
Under 20"	22	3	3	16	2	14	12
%V	2.4%	0.9%	1.4%	2.3%	0.6%	3.9%	1.7%
%H		13.6%	13.6%	72.7%	9.1%	63.6%	54.5%
20" - 29"	156	35	24	123	30	93	88
%V	17.1%	10.4%	11.4%	17.7%	9.0%	25.8%	12.8%
%H		22.4%	15.4%	78.8%	19.2%	59.6%	56.4%
30" - 39"	374	120	88	293	129	164	278
%V	41.1%	35.8%	41.9%	42.3%	38.9%	45.4%	40.3%
%H		32.1%	23.5%	78.3%	34.5%	43.9%	74.3%
40" and over	337	171	90	247	165	81	298
%V	37.0%	51.0%	42.9%	35.6%	49.7%	22.4%	43.2%
%H		50.7%	26.7%	73.3%	49.0%	24.0%	88.4%
Don't know	21	7	5	14	5	9	13
%V	2.3%	2.1%	2.4%	2.0%	1.5%	2.5%	1.9%
%H		33.3%	23.8%	66.7%	23.8%	42.9%	61.9%
Not Asked	1	0	0	0	1	0	1
%V	0.1%	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	100.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	911	335	210	693	332	361	690
%H		36.8%	23.1%	76.1%	36.4%	39.6%	75.7%
PVR	547	282	150	395	274	121	479
%V	60.0%	84.2%	71.4%	57.0%	82.5%	33.5%	69.4%
%H		51.6%	27.4%	72.2%	50.1%	22.1%	87.6%
DVDR	37	12	7	28	10	18	28
%V	4.1%	3.6%	3.3%	4.0%	3.0%	5.0%	4.1%
%H		32.4%	18.9%	75.7%	27.0%	48.6%	75.7%
VCR	20	6	7	13	5	8	13
%V	2.2%	1.8%	3.3%	1.9%	1.5%	2.2%	1.9%
%H		30.0%	35.0%	65.0%	25.0%	40.0%	65.0%
Any recorder	573	286	155	417	278	139	492
%V	62.9%	85.4%	73.8%	60.2%	83.7%	38.5%	71.3%
%H		49.9%	27.1%	72.8%	48.5%	24.3%	85.9%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	911	335	210	693	332	361	690
%H		36.8%	23.1%	76.1%	36.4%	39.6%	75.7%
Receives HDTV (via STB or built-in reception)	497	220	154	369	241	128	427
%V	54.6%	65.7%	73.3%	53.2%	72.6%	35.5%	61.9%
%H		44.3%	31.0%	74.2%	48.5%	25.8%	85.9%
DVD/Blu-ray player or recorder	648	257	155	498	259	240	526
%V	71.1%	76.7%	73.8%	71.9%	78.0%	66.5%	76.2%
%H		39.7%	23.9%	76.9%	40.0%	37.0%	81.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	855	390	225	724	472	252	750
%H		45.6%	26.3%	84.7%	55.2%	29.5%	87.7%
Under 20"	251	102	62	225	134	91	215
%V	29.4%	26.2%	27.6%	31.1%	28.4%	36.1%	28.7%
%H		40.6%	24.7%	89.6%	53.4%	36.3%	85.7%
20" - 29"	290	142	67	244	160	84	253
%V	33.9%	36.4%	29.8%	33.7%	33.9%	33.3%	33.7%
%H		49.0%	23.1%	84.1%	55.2%	29.0%	87.2%
30" - 39"	193	88	65	158	113	44	172
%V	22.6%	22.6%	28.9%	21.8%	23.9%	17.5%	22.9%
%H		45.6%	33.7%	81.9%	58.5%	22.8%	89.1%
40" and over	66	35	21	50	38	12	63
%V	7.7%	9.0%	9.3%	6.9%	8.1%	4.8%	8.4%
%H		53.0%	31.8%	75.8%	57.6%	18.2%	95.5%
Don't know	28	13	5	27	16	11	23
%V	3.3%	3.3%	2.2%	3.7%	3.4%	4.4%	3.1%
%H		46.4%	17.9%	96.4%	57.1%	39.3%	82.1%
Not Asked	27	10	5	20	11	10	24
%V	3.2%	2.6%	2.2%	2.8%	2.3%	4.0%	3.2%
%H		37.0%	18.5%	74.1%	40.7%	37.0%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	855	390	225	724	472	252	750
%H		45.6%	26.3%	84.7%	55.2%	29.5%	87.7%
PVR	195	116	57	140	115	26	181
%V	22.8%	29.7%	25.3%	19.3%	24.4%	10.3%	24.1%
%H		59.5%	29.2%	71.8%	59.0%	13.3%	92.8%
DVDR	12	5	4	9	6	3	10
%V	1.4%	1.3%	1.8%	1.2%	1.3%	1.2%	1.3%
%H		41.7%	33.3%	75.0%	50.0%	25.0%	83.3%
VCR	5	1	1	5	2	3	3
%V	0.6%	0.3%	0.4%	0.7%	0.4%	1.2%	0.4%
%H		20.0%	20.0%	100.0%	40.0%	60.0%	60.0%
Any recorder	204	119	60	150	120	29	187
%V	23.9%	30.5%	26.7%	20.7%	25.4%	11.5%	24.9%
%H		58.3%	29.4%	73.5%	58.8%	14.2%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	855	390	225	724	472	252	750
%H		45.6%	26.3%	84.7%	55.2%	29.5%	87.7%
Receives HDTV (via STB or built-in reception)	238	110	79	195	140	55	215
%V	27.8%	28.2%	35.1%	26.9%	29.7%	21.8%	28.7%
%H		46.2%	33.2%	81.9%	58.8%	23.1%	90.3%
DVD/Blu-ray player or recorder	347	155	105	305	210	95	315
%V	40.6%	39.7%	46.7%	42.1%	44.5%	37.7%	42.0%
%H		44.7%	30.3%	87.9%	60.5%	27.4%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2244	2165	907	557	1590	895	696	1875
%H		96.5%	40.4%	24.8%	70.9%	39.9%	31.0%	83.6%
Total Children	432	420	213	113	294	198	96	389
%V	19.3%	19.4%	23.5%	20.3%	18.5%	22.1%	13.8%	20.7%
%H		97.2%	49.3%	26.2%	68.1%	45.8%	22.2%	90.0%
0 - 3	120	117	64	26	77	50	27	101
%V	5.3%	5.4%	7.1%	4.7%	4.8%	5.6%	3.9%	5.4%
%H		97.5%	53.3%	21.7%	64.2%	41.7%	22.5%	84.2%
4 - 15	312	304	150	87	217	148	68	288
%V	13.9%	14.0%	16.5%	15.6%	13.6%	16.5%	9.8%	15.4%
%H		97.4%	48.1%	27.9%	69.6%	47.4%	21.8%	92.3%
4 - 9	167	162	83	42	117	78	38	151
%V	7.4%	7.5%	9.2%	7.5%	7.4%	8.7%	5.5%	8.1%
%H		97.0%	49.7%	25.1%	70.1%	46.7%	22.8%	90.4%
10 - 15	145	142	67	45	100	70	30	137
%V	6.5%	6.6%	7.4%	8.1%	6.3%	7.8%	4.3%	7.3%
%H		97.9%	46.2%	31.0%	69.0%	48.3%	20.7%	94.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2244	2165	907	557	1590	895	696	1875
%H		96.5%	40.4%	24.8%	70.9%	39.9%	31.0%	83.6%
Total Adults (16+)	1812	1745	693	444	1297	697	600	1485
%V	80.7%	80.6%	76.4%	79.7%	81.6%	77.9%	86.2%	79.2%
%H		96.3%	38.2%	24.5%	71.6%	38.5%	33.1%	82.0%
16 - 19	105	102	45	28	76	46	30	99
%V	4.7%	4.7%	5.0%	5.0%	4.8%	5.1%	4.3%	5.3%
%H		97.1%	42.9%	26.7%	72.4%	43.8%	28.6%	94.3%
20 - 24	173	158	52	44	108	54	54	150
%V	7.7%	7.3%	5.7%	7.9%	6.8%	6.0%	7.8%	8.0%
%H		91.3%	30.1%	25.4%	62.4%	31.2%	31.2%	86.7%
25 - 34	323	305	145	84	196	123	73	293
%V	14.4%	14.1%	16.0%	15.1%	12.3%	13.7%	10.5%	15.6%
%H		94.4%	44.9%	26.0%	60.7%	38.1%	22.6%	90.7%
35 - 44	281	270	121	81	187	121	66	260
%V	12.5%	12.5%	13.3%	14.5%	11.8%	13.5%	9.5%	13.9%
%H		96.1%	43.1%	28.8%	66.5%	43.1%	23.5%	92.5%
45 - 54	309	301	136	87	223	146	77	279
%V	13.8%	13.9%	15.0%	15.6%	14.0%	16.3%	11.1%	14.9%
%H		97.4%	44.0%	28.2%	72.2%	47.2%	24.9%	90.3%
55 - 64	250	245	93	61	196	103	94	211
%V	11.1%	11.3%	10.3%	11.0%	12.3%	11.5%	13.5%	11.3%
%H		98.0%	37.2%	24.4%	78.4%	41.2%	37.6%	84.4%
65+	371	363	101	59	310	103	207	194
%V	16.5%	16.8%	11.1%	10.6%	19.5%	11.5%	29.7%	10.3%
%H		97.8%	27.2%	15.9%	83.6%	27.8%	55.8%	52.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1812	1745	693	444	1297	697	600	1485
%H		96.3%	38.2%	24.5%	71.6%	38.5%	33.1%	82.0%
AB	458	447	204	99	344	196	148	432
%V	25.3%	25.6%	29.4%	22.3%	26.5%	28.1%	24.7%	29.1%
%H		97.6%	44.5%	21.6%	75.1%	42.8%	32.3%	94.3%
C1	473	451	165	108	336	171	165	420
%V	26.1%	25.8%	23.8%	24.3%	25.9%	24.5%	27.5%	28.3%
%H		95.3%	34.9%	22.8%	71.0%	36.2%	34.9%	88.8%
C2	388	381	150	113	293	173	120	324
%V	21.4%	21.8%	21.6%	25.5%	22.6%	24.8%	20.0%	21.8%
%H		98.2%	38.7%	29.1%	75.5%	44.6%	30.9%	83.5%
D	305	291	121	84	196	109	88	223
%V	16.8%	16.7%	17.5%	18.9%	15.1%	15.6%	14.7%	15.0%
%H		95.4%	39.7%	27.5%	64.3%	35.7%	28.9%	73.1%
E	189	174	54	39	128	49	79	87
%V	10.4%	10.0%	7.8%	8.8%	9.9%	7.0%	13.2%	5.9%
%H		92.1%	28.6%	20.6%	67.7%	25.9%	41.8%	46.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1812	1745	693	444	1297	697	600	1485
%H		96.3%	38.2%	24.5%	71.6%	38.5%	33.1%	82.0%
Working full time	798	775	343	233	543	345	199	747
%V	44.0%	44.4%	49.5%	52.5%	41.9%	49.5%	33.2%	50.3%
%H		97.1%	43.0%	29.2%	68.0%	43.2%	24.9%	93.6%
Working part time	186	181	81	41	138	79	59	166
%V	10.3%	10.4%	11.7%	9.2%	10.6%	11.3%	9.8%	11.2%
%H		97.3%	43.5%	22.0%	74.2%	42.5%	31.7%	89.2%
Not working	828	788	270	169	616	273	343	572
%V	45.7%	45.2%	39.0%	38.1%	47.5%	39.2%	57.2%	38.5%
%H		95.2%	32.6%	20.4%	74.4%	33.0%	41.4%	69.1%
Housewife/Houseperson	957	912	335	210	693	332	361	719
%V	52.8%	52.3%	48.3%	47.3%	53.4%	47.6%	60.2%	48.4%
%H		95.3%	35.0%	21.9%	72.4%	34.7%	37.7%	75.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	874	838	341	227	611	348	263	738
%H		95.9%	39.0%	26.0%	69.9%	39.8%	30.1%	84.4%
16 - 19	53	52	22	18	38	25	13	51
%V	6.1%	6.2%	6.5%	7.9%	6.2%	7.2%	4.9%	6.9%
%H		98.1%	41.5%	34.0%	71.7%	47.2%	24.5%	96.2%
20 - 24	75	69	20	22	46	25	21	67
%V	8.6%	8.2%	5.9%	9.7%	7.5%	7.2%	8.0%	9.1%
%H		92.0%	26.7%	29.3%	61.3%	33.3%	28.0%	89.3%
25 - 34	162	152	72	45	96	62	34	149
%V	18.5%	18.1%	21.1%	19.8%	15.7%	17.8%	12.9%	20.2%
%H		93.8%	44.4%	27.8%	59.3%	38.3%	21.0%	92.0%
35 - 44	138	131	59	37	91	58	33	126
%V	15.8%	15.6%	17.3%	16.3%	14.9%	16.7%	12.5%	17.1%
%H		94.9%	42.8%	26.8%	65.9%	42.0%	23.9%	91.3%
45 - 54	151	147	66	44	106	71	35	138
%V	17.3%	17.5%	19.4%	19.4%	17.3%	20.4%	13.3%	18.7%
%H		97.4%	43.7%	29.1%	70.2%	47.0%	23.2%	91.4%
55 - 64	126	123	47	32	98	53	45	105
%V	14.4%	14.7%	13.8%	14.1%	16.0%	15.2%	17.1%	14.2%
%H		97.6%	37.3%	25.4%	77.8%	42.1%	35.7%	83.3%
65+	167	164	54	29	136	54	82	102
%V	19.1%	19.6%	15.8%	12.8%	22.3%	15.5%	31.2%	13.8%
%H		98.2%	32.3%	17.4%	81.4%	32.3%	49.1%	61.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	874	838	341	227	611	348	263	738
%H		95.9%	39.0%	26.0%	69.9%	39.8%	30.1%	84.4%
AB	235	229	107	54	173	102	71	223
%V	26.9%	27.3%	31.4%	23.8%	28.3%	29.3%	27.0%	30.2%
%H		97.4%	45.5%	23.0%	73.6%	43.4%	30.2%	94.9%
C1	213	203	77	52	147	80	67	194
%V	24.4%	24.2%	22.6%	22.9%	24.1%	23.0%	25.5%	26.3%
%H		95.3%	36.2%	24.4%	69.0%	37.6%	31.5%	91.1%
C2	205	200	78	62	152	91	61	172
%V	23.5%	23.9%	22.9%	27.3%	24.9%	26.1%	23.2%	23.3%
%H		97.6%	38.0%	30.2%	74.1%	44.4%	29.8%	83.9%
D	145	138	59	42	90	53	37	109
%V	16.6%	16.5%	17.3%	18.5%	14.7%	15.2%	14.1%	14.8%
%H		95.2%	40.7%	29.0%	62.1%	36.6%	25.5%	75.2%
E	76	68	21	18	49	21	28	39
%V	8.7%	8.1%	6.2%	7.9%	8.0%	6.0%	10.6%	5.3%
%H		89.5%	27.6%	23.7%	64.5%	27.6%	36.8%	51.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	874	838	341	227	611	348	263	738
%H		95.9%	39.0%	26.0%	69.9%	39.8%	30.1%	84.4%
Working full time	486	469	210	141	330	212	118	454
%V	55.6%	56.0%	61.6%	62.1%	54.0%	60.9%	44.9%	61.5%
%H		96.5%	43.2%	29.0%	67.9%	43.6%	24.3%	93.4%
Working part time	41	39	15	11	29	17	12	38
%V	4.7%	4.7%	4.4%	4.8%	4.7%	4.9%	4.6%	5.1%
%H		95.1%	36.6%	26.8%	70.7%	41.5%	29.3%	92.7%
Not working	347	329	116	75	252	119	134	247
%V	39.7%	39.3%	34.0%	33.0%	41.2%	34.2%	51.0%	33.5%
%H		94.8%	33.4%	21.6%	72.6%	34.3%	38.6%	71.2%
Housewife/Houseperson	187	170	55	36	125	51	74	124
%V	21.4%	20.3%	16.1%	15.9%	20.5%	14.7%	28.1%	16.8%
%H		90.9%	29.4%	19.3%	66.8%	27.3%	39.6%	66.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	939	907	353	217	686	349	337	747
%H		96.6%	37.6%	23.1%	73.1%	37.2%	35.9%	79.6%
16 - 19	51	50	23	10	38	22	17	48
%V	5.4%	5.5%	6.5%	4.6%	5.5%	6.3%	5.0%	6.4%
%H		98.0%	45.1%	19.6%	74.5%	43.1%	33.3%	94.1%
20 - 24	98	89	32	22	62	29	33	83
%V	10.4%	9.8%	9.1%	10.1%	9.0%	8.3%	9.8%	11.1%
%H		90.8%	32.7%	22.4%	63.3%	29.6%	33.7%	84.7%
25 - 34	161	153	73	40	100	61	39	144
%V	17.1%	16.9%	20.7%	18.4%	14.6%	17.5%	11.6%	19.3%
%H		95.0%	45.3%	24.8%	62.1%	37.9%	24.2%	89.4%
35 - 44	143	139	61	44	96	63	33	134
%V	15.2%	15.3%	17.3%	20.3%	14.0%	18.1%	9.8%	17.9%
%H		97.2%	42.7%	30.8%	67.1%	44.1%	23.1%	93.7%
45 - 54	158	155	69	43	117	75	42	142
%V	16.8%	17.1%	19.5%	19.8%	17.1%	21.5%	12.5%	19.0%
%H		98.1%	43.7%	27.2%	74.1%	47.5%	26.6%	89.9%
55 - 64	124	122	46	29	99	50	49	105
%V	13.2%	13.5%	13.0%	13.4%	14.4%	14.3%	14.5%	14.1%
%H		98.4%	37.1%	23.4%	79.8%	40.3%	39.5%	84.7%
65+	204	200	47	30	174	49	125	92
%V	21.7%	22.1%	13.3%	13.8%	25.4%	14.0%	37.1%	12.3%
%H		98.0%	23.0%	14.7%	85.3%	24.0%	61.3%	45.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	939	907	353	217	686	349	337	747
%H		96.6%	37.6%	23.1%	73.1%	37.2%	35.9%	79.6%
AB	223	218	97	46	171	94	77	209
%V	23.7%	24.0%	27.5%	21.2%	24.9%	26.9%	22.8%	28.0%
%H		97.8%	43.5%	20.6%	76.7%	42.2%	34.5%	93.7%
C1	260	248	89	57	189	90	98	225
%V	27.7%	27.3%	25.2%	26.3%	27.6%	25.8%	29.1%	30.1%
%H		95.4%	34.2%	21.9%	72.7%	34.6%	37.7%	86.5%
C2	182	181	72	51	141	82	59	152
%V	19.4%	20.0%	20.4%	23.5%	20.6%	23.5%	17.5%	20.3%
%H		99.5%	39.6%	28.0%	77.5%	45.1%	32.4%	83.5%
D	160	154	61	42	107	55	51	114
%V	17.0%	17.0%	17.3%	19.4%	15.6%	15.8%	15.1%	15.3%
%H		96.3%	38.1%	26.3%	66.9%	34.4%	31.9%	71.3%
E	113	106	33	22	79	27	52	48
%V	12.0%	11.7%	9.3%	10.1%	11.5%	7.7%	15.4%	6.4%
%H		93.8%	29.2%	19.5%	69.9%	23.9%	46.0%	42.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	939	907	353	217	686	349	337	747
%H		96.6%	37.6%	23.1%	73.1%	37.2%	35.9%	79.6%
Working full time	312	306	133	92	214	133	81	293
%V	33.2%	33.7%	37.7%	42.4%	31.2%	38.1%	24.0%	39.2%
%H		98.1%	42.6%	29.5%	68.6%	42.6%	26.0%	93.9%
Working part time	145	142	66	30	109	62	46	129
%V	15.4%	15.7%	18.7%	13.8%	15.9%	17.8%	13.6%	17.3%
%H		97.9%	45.5%	20.7%	75.2%	42.8%	31.7%	89.0%
Not working	481	459	154	94	363	154	209	326
%V	51.2%	50.6%	43.6%	43.3%	52.9%	44.1%	62.0%	43.6%
%H		95.4%	32.0%	19.5%	75.5%	32.0%	43.5%	67.8%
Housewife/Houseperson	770	742	281	174	568	281	287	595
%V	82.0%	81.8%	79.6%	80.2%	82.8%	80.5%	85.2%	79.7%
%H		96.4%	36.5%	22.6%	73.8%	36.5%	37.3%	77.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total