



BARB Establishment Survey Annual Data Report Volume 2: BBC Areas

January 2011 to December 2011

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
January - December 2011

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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 January - December 2011

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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BBC London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5086	4821	4475	1897	826	2896	1111	1786
%H (All HH)		94.8%	88.0%	37.3%	16.2%	56.9%	21.8%	35.1%
%H (TV HH)			92.8%	39.3%	17.1%	60.1%	23.0%	37.0%
AB	1460	1397	1338	595	263	842	350	492
%V	28.7%	29.0%	29.9%	31.4%	31.8%	29.1%	31.5%	27.5%
%H (All HH)		95.7%	91.6%	40.8%	18.0%	57.7%	24.0%	33.7%
%H (TV HH)			95.8%	42.6%	18.8%	60.3%	25.1%	35.2%
C1	1573	1489	1397	562	269	940	365	575
%V	30.9%	30.9%	31.2%	29.6%	32.6%	32.5%	32.9%	32.2%
%H (All HH)		94.7%	88.8%	35.7%	17.1%	59.8%	23.2%	36.6%
%H (TV HH)			93.8%	37.7%	18.1%	63.1%	24.5%	38.6%
C2	780	748	705	316	150	453	207	246
%V	15.3%	15.5%	15.8%	16.7%	18.2%	15.6%	18.6%	13.8%
%H (All HH)		95.9%	90.4%	40.5%	19.2%	58.1%	26.5%	31.5%
%H (TV HH)			94.3%	42.2%	20.1%	60.6%	27.7%	32.9%
D	672	622	559	256	81	336	111	225
%V	13.2%	12.9%	12.5%	13.5%	9.8%	11.6%	10.0%	12.6%
%H (All HH)		92.6%	83.2%	38.1%	12.1%	50.0%	16.5%	33.5%
%H (TV HH)			89.9%	41.2%	13.0%	54.0%	17.8%	36.2%
E	601	565	475	169	62	325	78	246
%V	11.8%	11.7%	10.6%	8.9%	7.5%	11.2%	7.0%	13.8%
%H (All HH)		94.0%	79.0%	28.1%	10.3%	54.1%	13.0%	40.9%
%H (TV HH)			84.1%	29.9%	11.0%	57.5%	13.8%	43.5%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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BBC London

Household level data

Table 1.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5086	4821	4475	1897	826	2896	1111	1786
%H (All HH)		94.8%	88.0%	37.3%	16.2%	56.9%	21.8%	35.1%
%H (TV HH)			92.8%	39.3%	17.1%	60.1%	23.0%	37.0%
Under 25	200	159	146	54	30	89	25	65
%V	3.9%	3.3%	3.3%	2.8%	3.6%	3.1%	2.3%	3.6%
%H (All HH)		79.5%	73.0%	27.0%	15.0%	44.5%	12.5%	32.5%
%H (TV HH)			91.8%	34.0%	18.9%	56.0%	15.7%	40.9%
25 - 34	989	895	849	416	163	454	178	276
%V	19.4%	18.6%	19.0%	21.9%	19.7%	15.7%	16.0%	15.5%
%H (All HH)		90.5%	85.8%	42.1%	16.5%	45.9%	18.0%	27.9%
%H (TV HH)			94.9%	46.5%	18.2%	50.7%	19.9%	30.8%
35 - 44	1052	1007	966	476	201	580	283	297
%V	20.7%	20.9%	21.6%	25.1%	24.3%	20.0%	25.5%	16.6%
%H (All HH)		95.7%	91.8%	45.2%	19.1%	55.1%	26.9%	28.2%
%H (TV HH)			95.9%	47.3%	20.0%	57.6%	28.1%	29.5%
45 - 54	1030	993	945	432	204	609	291	319
%V	20.3%	20.6%	21.1%	22.8%	24.7%	21.0%	26.2%	17.9%
%H (All HH)		96.4%	91.7%	41.9%	19.8%	59.1%	28.3%	31.0%
%H (TV HH)			95.2%	43.5%	20.5%	61.3%	29.3%	32.1%
55 - 64	726	702	656	268	119	464	191	272
%V	14.3%	14.6%	14.7%	14.1%	14.4%	16.0%	17.2%	15.2%
%H (All HH)		96.7%	90.4%	36.9%	16.4%	63.9%	26.3%	37.5%
%H (TV HH)			93.4%	38.2%	17.0%	66.1%	27.2%	38.7%
65 +	1090	1066	913	252	109	701	144	557
%V	21.4%	22.1%	20.4%	13.3%	13.2%	24.2%	13.0%	31.2%
%H (All HH)		97.8%	83.8%	23.1%	10.0%	64.3%	13.2%	51.1%
%H (TV HH)			85.6%	23.6%	10.2%	65.8%	13.5%	52.3%

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
January - December 2011

BBC London
Household level data
Table 1.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5086	4821	4475	1897	826	2896	1111	1786
%H (All HH)		94.8%	88.0%	37.3%	16.2%	56.9%	21.8%	35.1%
%H (TV HH)			92.8%	39.3%	17.1%	60.1%	23.0%	37.0%
1	1909	1760	1521	412	230	1073	190	883
%V	37.5%	36.5%	34.0%	21.7%	27.8%	37.1%	17.1%	49.4%
%H (All HH)		92.2%	79.7%	21.6%	12.0%	56.2%	10.0%	46.3%
%H (TV HH)			86.4%	23.4%	13.1%	61.0%	10.8%	50.2%
2	1300	1252	1194	513	229	774	315	459
%V	25.6%	26.0%	26.7%	27.0%	27.7%	26.7%	28.4%	25.7%
%H (All HH)		96.3%	91.8%	39.5%	17.6%	59.5%	24.2%	35.3%
%H (TV HH)			95.4%	41.0%	18.3%	61.8%	25.2%	36.7%
3	765	738	713	357	153	435	226	210
%V	15.0%	15.3%	15.9%	18.8%	18.5%	15.0%	20.3%	11.8%
%H (All HH)		96.5%	93.2%	46.7%	20.0%	56.9%	29.5%	27.5%
%H (TV HH)			96.6%	48.4%	20.7%	58.9%	30.6%	28.5%
4	714	695	678	379	144	409	246	162
%V	14.0%	14.4%	15.2%	20.0%	17.4%	14.1%	22.1%	9.1%
%H (All HH)		97.3%	95.0%	53.1%	20.2%	57.3%	34.5%	22.7%
%H (TV HH)			97.6%	54.5%	20.7%	58.8%	35.4%	23.3%
5+	399	375	368	237	70	205	134	72
%V	7.8%	7.8%	8.2%	12.5%	8.5%	7.1%	12.1%	4.0%
%H (All HH)		94.0%	92.2%	59.4%	17.5%	51.4%	33.6%	18.0%
%H (TV HH)			98.1%	63.2%	18.7%	54.7%	35.7%	19.2%
Average HH size	2.33	2.34	2.40	2.80	2.54	2.30	2.88	1.94

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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BBC London

Household level data

Table 1.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5086	4821	4475	1897	826	2896	1111	1786
%H (All HH)		94.8%	88.0%	37.3%	16.2%	56.9%	21.8%	35.1%
%H (TV HH)			92.8%	39.3%	17.1%	60.1%	23.0%	37.0%
Without	3795	3572	3261	1219	577	2209	726	1483
%V	74.6%	74.1%	72.9%	64.3%	69.9%	76.3%	65.3%	83.0%
%H (All HH)		94.1%	85.9%	32.1%	15.2%	58.2%	19.1%	39.1%
%H (TV HH)			91.3%	34.1%	16.2%	61.8%	20.3%	41.5%
With	1291	1248	1213	678	249	687	385	302
%V	25.4%	25.9%	27.1%	35.7%	30.1%	23.7%	34.7%	16.9%
%H (All HH)		96.7%	94.0%	52.5%	19.3%	53.2%	29.8%	23.4%
%H (TV HH)			97.2%	54.3%	20.0%	55.0%	30.8%	24.2%
0 - 3	547	521	507	291	100	271	146	125
%V	10.8%	10.8%	11.3%	15.3%	12.1%	9.4%	13.1%	7.0%
%H (All HH)		95.2%	92.7%	53.2%	18.3%	49.5%	26.7%	22.9%
%H (TV HH)			97.3%	55.9%	19.2%	52.0%	28.0%	24.0%
4 - 9	644	625	608	345	121	338	191	147
%V	12.7%	13.0%	13.6%	18.2%	14.6%	11.7%	17.2%	8.2%
%H (All HH)		97.0%	94.4%	53.6%	18.8%	52.5%	29.7%	22.8%
%H (TV HH)			97.3%	55.2%	19.4%	54.1%	30.6%	23.5%
10 - 15	555	544	530	308	112	312	193	119
%V	10.9%	11.3%	11.8%	16.2%	13.6%	10.8%	17.4%	6.7%
%H (All HH)		98.0%	95.5%	55.5%	20.2%	56.2%	34.8%	21.4%
%H (TV HH)			97.4%	56.6%	20.6%	57.4%	35.5%	21.9%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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BBC London

Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5086	4821	4475	1897	826	2896	1111	1786
%H (All HH)		94.8%	88.0%	37.3%	16.2%	56.9%	21.8%	35.1%
%H (TV HH)			92.8%	39.3%	17.1%	60.1%	23.0%	37.0%
1	2273	2273	1995	727	334	1120	188	932
%V	44.7%	47.1%	44.6%	38.3%	40.4%	38.7%	16.9%	52.2%
%H (All HH)		100.0%	87.8%	32.0%	14.7%	49.3%	8.3%	41.0%
%H (TV HH)			87.8%	32.0%	14.7%	49.3%	8.3%	41.0%
2	1509	1509	1451	623	271	982	407	576
%V	29.7%	31.3%	32.4%	32.8%	32.8%	33.9%	36.6%	32.3%
%H (All HH)		100.0%	96.2%	41.3%	18.0%	65.1%	27.0%	38.2%
%H (TV HH)			96.2%	41.3%	18.0%	65.1%	27.0%	38.2%
3	649	649	640	328	130	483	293	190
%V	12.8%	13.5%	14.3%	17.3%	15.7%	16.7%	26.4%	10.6%
%H (All HH)		100.0%	98.6%	50.5%	20.0%	74.4%	45.1%	29.3%
%H (TV HH)			98.6%	50.5%	20.0%	74.4%	45.1%	29.3%
4	261	261	260	139	67	209	149	60
%V	5.1%	5.4%	5.8%	7.3%	8.1%	7.2%	13.4%	3.4%
%H (All HH)		100.0%	99.6%	53.3%	25.7%	80.1%	57.1%	23.0%
%H (TV HH)			99.6%	53.3%	25.7%	80.1%	57.1%	23.0%
5+	129	129	129	81	23	103	75	27
%V	2.5%	2.7%	2.9%	4.3%	2.8%	3.6%	6.8%	1.5%
%H (All HH)		100.0%	100.0%	62.8%	17.8%	79.8%	58.1%	20.9%
%H (TV HH)			100.0%	62.8%	17.8%	79.8%	58.1%	20.9%

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
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BBC London

Household level data

Table 1.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5086	4821	4475	1897	826	2896	1111	1786
%H (All HH)		94.8%	88.0%	37.3%	16.2%	56.9%	21.8%	35.1%
%H (TV HH)			92.8%	39.3%	17.1%	60.1%	23.0%	37.0%
Under 20"	1594	1594	1486	601	282	1126	507	618
%V	31.3%	33.1%	33.2%	31.7%	34.1%	38.9%	45.6%	34.6%
%H (All HH)		100.0%	93.2%	37.7%	17.7%	70.6%	31.8%	38.8%
%H (TV HH)			93.2%	37.7%	17.7%	70.6%	31.8%	38.8%
20" - 29"	2042	2042	1852	729	349	1317	524	793
%V	40.1%	42.4%	41.4%	38.4%	42.3%	45.5%	47.2%	44.4%
%H (All HH)		100.0%	90.7%	35.7%	17.1%	64.5%	25.7%	38.8%
%H (TV HH)			90.7%	35.7%	17.1%	64.5%	25.7%	38.8%
30" - 39"	2223	2223	2160	958	417	1440	637	803
%V	43.7%	46.1%	48.3%	50.5%	50.5%	49.7%	57.3%	45.0%
%H (All HH)		100.0%	97.2%	43.1%	18.8%	64.8%	28.7%	36.1%
%H (TV HH)			97.2%	43.1%	18.8%	64.8%	28.7%	36.1%
40" and over	1451	1451	1435	838	288	849	516	333
%V	28.5%	30.1%	32.1%	44.2%	34.9%	29.3%	46.4%	18.6%
%H (All HH)		100.0%	98.9%	57.8%	19.8%	58.5%	35.6%	22.9%
%H (TV HH)			98.9%	57.8%	19.8%	58.5%	35.6%	22.9%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5086	4821	4475	1897	826	2896	1111	1786
%H (All HH)		94.8%	88.0%	37.3%	16.2%	56.9%	21.8%	35.1%
%H (TV HH)			92.8%	39.3%	17.1%	60.1%	23.0%	37.0%
Main living room	4734	4734	4407	1875	817	2852	1102	1750
%V	93.1%	98.2%	98.5%	98.8%	98.9%	98.5%	99.2%	98.0%
%H (All HH)		100.0%	93.1%	39.6%	17.3%	60.2%	23.3%	37.0%
%H (TV HH)			93.1%	39.6%	17.3%	60.2%	23.3%	37.0%
Kitchen	568	568	554	257	92	432	223	209
%V	11.2%	11.8%	12.4%	13.5%	11.1%	14.9%	20.1%	11.7%
%H (All HH)		100.0%	97.5%	45.2%	16.2%	76.1%	39.3%	36.8%
%H (TV HH)			97.5%	45.2%	16.2%	76.1%	39.3%	36.8%
Adult's bedroom	1997	1997	1939	938	402	1381	753	629
%V	39.3%	41.4%	43.3%	49.4%	48.7%	47.7%	67.8%	35.2%
%H (All HH)		100.0%	97.1%	47.0%	20.1%	69.2%	37.7%	31.5%
%H (TV HH)			97.1%	47.0%	20.1%	69.2%	37.7%	31.5%
Child's bedroom	295	295	292	165	71	211	149	62
%V	5.8%	6.1%	6.5%	8.7%	8.6%	7.3%	13.4%	3.5%
%H (All HH)		100.0%	99.0%	55.9%	24.1%	71.5%	50.5%	21.0%
%H (TV HH)			99.0%	55.9%	24.1%	71.5%	50.5%	21.0%
Other bedroom	200	200	194	100	36	150	88	62
%V	3.9%	4.1%	4.3%	5.3%	4.4%	5.2%	7.9%	3.5%
%H (All HH)		100.0%	97.0%	50.0%	18.0%	75.0%	44.0%	31.0%
%H (TV HH)			97.0%	50.0%	18.0%	75.0%	44.0%	31.0%
Second living/dining room	363	363	353	166	71	268	147	122
%V	7.1%	7.5%	7.9%	8.8%	8.6%	9.3%	13.2%	6.8%
%H (All HH)		100.0%	97.2%	45.7%	19.6%	73.8%	40.5%	33.6%
%H (TV HH)			97.2%	45.7%	19.6%	73.8%	40.5%	33.6%
Study/office	79	79	78	39	13	62	34	27
%V	1.6%	1.6%	1.7%	2.1%	1.6%	2.1%	3.1%	1.5%
%H (All HH)		100.0%	98.7%	49.4%	16.5%	78.5%	43.0%	34.2%
%H (TV HH)			98.7%	49.4%	16.5%	78.5%	43.0%	34.2%
TV room	47	47	45	24	10	30	18	12
%V	0.9%	1.0%	1.0%	1.3%	1.2%	1.0%	1.6%	0.7%
%H (All HH)		100.0%	95.7%	51.1%	21.3%	63.8%	38.3%	25.5%
%H (TV HH)			95.7%	51.1%	21.3%	63.8%	38.3%	25.5%
No specific location	12	12	12	3	3	9	3	7
%V	0.2%	0.2%	0.3%	0.2%	0.4%	0.3%	0.3%	0.4%
%H (All HH)		100.0%	100.0%	25.0%	25.0%	75.0%	25.0%	58.3%
%H (TV HH)			100.0%	25.0%	25.0%	75.0%	25.0%	58.3%
Other	47	47	47	31	5	36	24	12
%V	0.9%	1.0%	1.1%	1.6%	0.6%	1.2%	2.2%	0.7%
%H (All HH)		100.0%	100.0%	66.0%	10.6%	76.6%	51.1%	25.5%
%H (TV HH)			100.0%	66.0%	10.6%	76.6%	51.1%	25.5%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC London
Household level data
Table 1.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5086	4821	4475	1897	826	2896	1111	1786
%H (All HH)		94.8%	88.0%	37.3%	16.2%	56.9%	21.8%	35.1%
%H (TV HH)			92.8%	39.3%	17.1%	60.1%	23.0%	37.0%
PVR	2275	2275	2273	1424	428	1268	817	451
%V	44.7%	47.2%	50.8%	75.1%	51.8%	43.8%	73.5%	25.3%
%H (All HH)		100.0%	99.9%	62.6%	18.8%	55.7%	35.9%	19.8%
%H (TV HH)			99.9%	62.6%	18.8%	55.7%	35.9%	19.8%
DVDR	630	630	611	268	115	436	202	234
%V	12.4%	13.1%	13.7%	14.1%	13.9%	15.1%	18.2%	13.1%
%H (All HH)		100.0%	97.0%	42.5%	18.3%	69.2%	32.1%	37.1%
%H (TV HH)			97.0%	42.5%	18.3%	69.2%	32.1%	37.1%
VCR	804	804	735	249	119	552	180	372
%V	15.8%	16.7%	16.4%	13.1%	14.4%	19.1%	16.2%	20.8%
%H (All HH)		100.0%	91.4%	31.0%	14.8%	68.7%	22.4%	46.3%
%H (TV HH)			91.4%	31.0%	14.8%	68.7%	22.4%	46.3%
Any recorder	2940	2940	2858	1537	530	1733	909	824
%V	57.8%	61.0%	63.9%	81.0%	64.2%	59.8%	81.8%	46.1%
%H (All HH)		100.0%	97.2%	52.3%	18.0%	58.9%	30.9%	28.0%
%H (TV HH)			97.2%	52.3%	18.0%	58.9%	30.9%	28.0%

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
January - December 2011

BBC London
Household level data
Table 1.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5086	4821	4475	1897	826	2896	1111	1786
%H (All HH)		94.8%	88.0%	37.3%	16.2%	56.9%	21.8%	35.1%
%H (TV HH)			92.8%	39.3%	17.1%	60.1%	23.0%	37.0%
Receives HDTV (via STB or built-in reception)	1768	1768	1768	914	491	1045	651	395
%V	34.8%	36.7%	39.5%	48.2%	59.4%	36.1%	58.6%	22.1%
%H (All HH)		100.0%	100.0%	51.7%	27.8%	59.1%	36.8%	22.3%
%H (TV HH)			100.0%	51.7%	27.8%	59.1%	36.8%	22.3%
DVD/Blu-ray player or recorder	3832	3832	3677	1611	703	2400	1003	1397
%V	75.3%	79.5%	82.2%	84.9%	85.1%	82.9%	90.3%	78.2%
%H (All HH)		100.0%	96.0%	42.0%	18.3%	62.6%	26.2%	36.5%
%H (TV HH)			96.0%	42.0%	18.3%	62.6%	26.2%	36.5%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5086	4821	4475	1897	826	2896	1111	1786
%H (All HH)		94.8%	88.0%	37.3%	16.2%	56.9%	21.8%	35.1%
%H (TV HH)			92.8%	39.3%	17.1%	60.1%	23.0%	37.0%
Has PC or Laptop	3994	3802	3650	1684	746	2285	1029	1256
%V	78.5%	78.9%	81.6%	88.8%	90.3%	78.9%	92.6%	70.3%
%H (All HH)		95.2%	91.4%	42.2%	18.7%	57.2%	25.8%	31.4%
%H (TV HH)			96.0%	44.3%	19.6%	60.1%	27.1%	33.0%
Has broadband internet	3779	3605	3480	1640	733	2152	1009	1143
%V	74.3%	74.8%	77.8%	86.5%	88.7%	74.3%	90.8%	64.0%
%H (All HH)		95.4%	92.1%	43.4%	19.4%	56.9%	26.7%	30.2%
%H (TV HH)			96.5%	45.5%	20.3%	59.7%	28.0%	31.7%

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
January - December 2011

BBC London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8989	8564	3962	1661	5931	2888	3043
%H		95.3%	44.1%	18.5%	66.0%	32.1%	33.9%
Under 20"	2140	2018	845	391	1551	746	806
%V	23.8%	23.6%	21.3%	23.5%	26.2%	25.8%	26.5%
%H		94.3%	39.5%	18.3%	72.5%	34.9%	37.7%
20" - 29"	2508	2306	941	435	1675	722	953
%V	27.9%	26.9%	23.8%	26.2%	28.2%	25.0%	31.3%
%H		91.9%	37.5%	17.3%	66.8%	28.8%	38.0%
30" - 39"	2529	2463	1132	482	1653	783	871
%V	28.1%	28.8%	28.6%	29.0%	27.9%	27.1%	28.6%
%H		97.4%	44.8%	19.1%	65.4%	31.0%	34.4%
40" and over	1611	1594	952	326	944	594	350
%V	17.9%	18.6%	24.0%	19.6%	15.9%	20.6%	11.5%
%H		98.9%	59.1%	20.2%	58.6%	36.9%	21.7%
Don't know	202	184	92	28	107	43	64
%V	2.2%	2.1%	2.3%	1.7%	1.8%	1.5%	2.1%
%H		91.1%	45.5%	13.9%	53.0%	21.3%	31.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC London
Set level data
Table 1.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8989	8564	3962	1661	5931	2888	3043
%H		95.3%	44.1%	18.5%	66.0%	32.1%	33.9%
Main living room	4776	4448	1896	823	2880	1116	1764
%V	53.1%	51.9%	47.9%	49.5%	48.6%	38.6%	58.0%
%H		93.1%	39.7%	17.2%	60.3%	23.4%	36.9%
Kitchen	571	558	260	93	433	223	210
%V	6.4%	6.5%	6.6%	5.6%	7.3%	7.7%	6.9%
%H		97.7%	45.5%	16.3%	75.8%	39.1%	36.8%
Adult's bedroom	2485	2422	1216	508	1764	1025	739
%V	27.6%	28.3%	30.7%	30.6%	29.7%	35.5%	24.3%
%H		97.5%	48.9%	20.4%	71.0%	41.2%	29.7%
Child's bedroom	361	358	200	89	265	188	77
%V	4.0%	4.2%	5.0%	5.4%	4.5%	6.5%	2.5%
%H		99.2%	55.4%	24.7%	73.4%	52.1%	21.3%
Other bedroom	239	233	123	42	178	104	73
%V	2.7%	2.7%	3.1%	2.5%	3.0%	3.6%	2.4%
%H		97.5%	51.5%	17.6%	74.5%	43.5%	30.5%
Second living/dining room	369	359	169	73	273	150	123
%V	4.1%	4.2%	4.3%	4.4%	4.6%	5.2%	4.0%
%H		97.3%	45.8%	19.8%	74.0%	40.7%	33.3%
Study/office	80	78	39	13	62	35	28
%V	0.9%	0.9%	1.0%	0.8%	1.0%	1.2%	0.9%
%H		97.5%	48.8%	16.3%	77.5%	43.8%	35.0%
TV room	48	46	25	11	30	19	12
%V	0.5%	0.5%	0.6%	0.7%	0.5%	0.7%	0.4%
%H		95.8%	52.1%	22.9%	62.5%	39.6%	25.0%
No specific location	13	13	3	4	10	3	7
%V	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%
%H		100.0%	23.1%	30.8%	76.9%	23.1%	53.8%
Other	49	49	32	6	36	25	12
%V	0.5%	0.6%	0.8%	0.4%	0.6%	0.9%	0.4%
%H		100.0%	65.3%	12.2%	73.5%	51.0%	24.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8989	8564	3962	1661	5931	2888	3043
%H		95.3%	44.1%	18.5%	66.0%	32.1%	33.9%
PVR	2857	2855	1898	519	1574	1090	484
%V	31.8%	33.3%	47.9%	31.2%	26.5%	37.7%	15.9%
%H		99.9%	66.4%	18.2%	55.1%	38.2%	16.9%
DVDR	718	700	320	130	505	247	258
%V	8.0%	8.2%	8.1%	7.8%	8.5%	8.6%	8.5%
%H		97.5%	44.6%	18.1%	70.3%	34.4%	35.9%
VCR	914	839	290	140	626	212	414
%V	10.2%	9.8%	7.3%	8.4%	10.6%	7.3%	13.6%
%H		91.8%	31.7%	15.3%	68.5%	23.2%	45.3%
Any recorder	3794	3706	2131	671	2241	1286	955
%V	42.2%	43.3%	53.8%	40.4%	37.8%	44.5%	31.4%
%H		97.7%	56.2%	17.7%	59.1%	33.9%	25.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8989	8564	3962	1661	5931	2888	3043
%H		95.3%	44.1%	18.5%	66.0%	32.1%	33.9%
Receives HDTV (via STB or built-in reception)	2248	2248	1202	626	1354	885	469
%V	25.0%	26.2%	30.3%	37.7%	22.8%	30.6%	15.4%
%H		100.0%	53.5%	27.8%	60.2%	39.4%	20.9%
DVD/Blu-ray player or recorder	5405	5239	2460	1063	3561	1784	1777
%V	60.1%	61.2%	62.1%	64.0%	60.0%	61.8%	58.4%
%H		96.9%	45.5%	19.7%	65.9%	33.0%	32.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4819	4473	1897	826	2895	1111	1784
%H		92.8%	39.4%	17.1%	60.1%	23.1%	37.0%
Under 20"	244	174	31	23	132	12	121
%V	5.1%	3.9%	1.6%	2.8%	4.6%	1.1%	6.8%
%H		71.3%	12.7%	9.4%	54.1%	4.9%	49.6%
20" - 29"	1221	1038	292	167	729	148	580
%V	25.3%	23.2%	15.4%	20.2%	25.2%	13.3%	32.5%
%H		85.0%	23.9%	13.7%	59.7%	12.1%	47.5%
30" - 39"	1842	1782	722	343	1171	445	726
%V	38.2%	39.8%	38.1%	41.5%	40.4%	40.1%	40.7%
%H		96.7%	39.2%	18.6%	63.6%	24.2%	39.4%
40" and over	1394	1378	805	276	810	490	320
%V	28.9%	30.8%	42.4%	33.4%	28.0%	44.1%	17.9%
%H		98.9%	57.7%	19.8%	58.1%	35.2%	23.0%
Don't know	118	101	48	17	54	17	37
%V	2.4%	2.3%	2.5%	2.1%	1.9%	1.5%	2.1%
%H		85.6%	40.7%	14.4%	45.8%	14.4%	31.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4819	4473	1897	826	2895	1111	1784
%H		92.8%	39.4%	17.1%	60.1%	23.1%	37.0%
PVR	2210	2208	1397	415	1217	792	425
%V	45.9%	49.4%	73.6%	50.2%	42.0%	71.3%	23.8%
%H		99.9%	63.2%	18.8%	55.1%	35.8%	19.2%
DVDR	544	527	221	100	370	162	209
%V	11.3%	11.8%	11.6%	12.1%	12.8%	14.6%	11.7%
%H		96.9%	40.6%	18.4%	68.0%	29.8%	38.4%
VCR	662	597	188	98	449	133	315
%V	13.7%	13.3%	9.9%	11.9%	15.5%	12.0%	17.7%
%H		90.2%	28.4%	14.8%	67.8%	20.1%	47.6%
Any recorder	2830	2754	1502	511	1650	878	772
%V	58.7%	61.6%	79.2%	61.9%	57.0%	79.0%	43.3%
%H		97.3%	53.1%	18.1%	58.3%	31.0%	27.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4819	4473	1897	826	2895	1111	1784
%H		92.8%	39.4%	17.1%	60.1%	23.1%	37.0%
Receives HDTV (via STB or built-in reception)	1696	1696	876	477	987	615	372
%V	35.2%	37.9%	46.2%	57.7%	34.1%	55.4%	20.9%
%H		100.0%	51.7%	28.1%	58.2%	36.3%	21.9%
DVD/Blu-ray player or recorder	3665	3516	1530	672	2284	942	1342
%V	76.1%	78.6%	80.7%	81.4%	78.9%	84.8%	75.2%
%H		95.9%	41.7%	18.3%	62.3%	25.7%	36.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011
BBC London
Set level data
Table 1.18: Other Sets (non-Main Set) Screen Size
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4170	4090	2065	835	3036	1777	1259
%H		98.1%	49.5%	20.0%	72.8%	42.6%	30.2%
Under 20"	1896	1843	814	367	1419	734	685
%V	45.5%	45.1%	39.4%	44.0%	46.7%	41.3%	54.4%
%H		97.2%	42.9%	19.4%	74.8%	38.7%	36.1%
20" - 29"	1287	1268	649	268	947	574	373
%V	30.9%	31.0%	31.4%	32.1%	31.2%	32.3%	29.6%
%H		98.5%	50.4%	20.8%	73.6%	44.6%	29.0%
30" - 39"	687	680	409	139	483	338	145
%V	16.5%	16.6%	19.8%	16.6%	15.9%	19.0%	11.5%
%H		99.0%	59.5%	20.2%	70.3%	49.2%	21.1%
40" and over	216	216	148	50	134	104	30
%V	5.2%	5.3%	7.2%	6.0%	4.4%	5.9%	2.4%
%H		100.0%	68.5%	23.1%	62.0%	48.1%	13.9%
Don't know	84	82	45	11	54	27	27
%V	2.0%	2.0%	2.2%	1.3%	1.8%	1.5%	2.1%
%H		97.6%	53.6%	13.1%	64.3%	32.1%	32.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC London

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4170	4090	2065	835	3036	1777	1259
%H		98.1%	49.5%	20.0%	72.8%	42.6%	30.2%
PVR	647	647	501	104	357	298	59
%V	15.5%	15.8%	24.3%	12.5%	11.8%	16.8%	4.7%
%H		100.0%	77.4%	16.1%	55.2%	46.1%	9.1%
DVDR	174	174	98	30	134	85	49
%V	4.2%	4.3%	4.7%	3.6%	4.4%	4.8%	3.9%
%H		100.0%	56.3%	17.2%	77.0%	48.9%	28.2%
VCR	252	241	102	42	178	79	99
%V	6.0%	5.9%	4.9%	5.0%	5.9%	4.4%	7.9%
%H		95.6%	40.5%	16.7%	70.6%	31.3%	39.3%
Any recorder	964	952	629	160	591	408	183
%V	23.1%	23.3%	30.5%	19.2%	19.5%	23.0%	14.5%
%H		98.8%	65.2%	16.6%	61.3%	42.3%	19.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4170	4090	2065	835	3036	1777	1259
%H		98.1%	49.5%	20.0%	72.8%	42.6%	30.2%
Receives HDTV (via STB or built-in reception)	552	552	326	149	366	270	97
%V	13.2%	13.5%	15.8%	17.8%	12.1%	15.2%	7.7%
%H		100.0%	59.1%	27.0%	66.3%	48.9%	17.6%
DVD/Blu-ray player or recorder	1741	1723	929	391	1277	842	435
%V	41.8%	42.1%	45.0%	46.8%	42.1%	47.4%	34.6%
%H		99.0%	53.4%	22.5%	73.3%	48.4%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC London
Individual level data
Table 1.21: Age of Children
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11831	11297	10760	5314	2096	6673	3204	3469
%H		95.5%	90.9%	44.9%	17.7%	56.4%	27.1%	29.3%
Total Children	2272	2186	2128	1223	427	1187	679	508
%V	19.2%	19.4%	19.8%	23.0%	20.4%	17.8%	21.2%	14.6%
%H		96.2%	93.7%	53.8%	18.8%	52.2%	29.9%	22.4%
0 - 3	663	625	609	351	119	325	174	151
%V	5.6%	5.5%	5.7%	6.6%	5.7%	4.9%	5.4%	4.4%
%H		94.3%	91.9%	52.9%	17.9%	49.0%	26.2%	22.8%
4 - 15	1609	1561	1519	872	308	862	505	357
%V	13.6%	13.8%	14.1%	16.4%	14.7%	12.9%	15.8%	10.3%
%H		97.0%	94.4%	54.2%	19.1%	53.6%	31.4%	22.2%
4 - 9	858	829	806	455	159	446	249	198
%V	7.3%	7.3%	7.5%	8.6%	7.6%	6.7%	7.8%	5.7%
%H		96.6%	93.9%	53.0%	18.5%	52.0%	29.0%	23.1%
10 - 15	751	732	713	417	150	416	257	159
%V	6.3%	6.5%	6.6%	7.8%	7.2%	6.2%	8.0%	4.6%
%H		97.5%	94.9%	55.5%	20.0%	55.4%	34.2%	21.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11831	11297	10760	5314	2096	6673	3204	3469
%H		95.5%	90.9%	44.9%	17.7%	56.4%	27.1%	29.3%
Total Adults (16+)	9560	9112	8631	4091	1669	5486	2524	2962
%V	80.8%	80.7%	80.2%	77.0%	79.6%	82.2%	78.8%	85.4%
%H		95.3%	90.3%	42.8%	17.5%	57.4%	26.4%	31.0%
16 - 19	527	512	499	289	97	324	201	122
%V	4.5%	4.5%	4.6%	5.4%	4.6%	4.9%	6.3%	3.5%
%H		97.2%	94.7%	54.8%	18.4%	61.5%	38.1%	23.1%
20 - 24	773	680	652	324	140	412	217	195
%V	6.5%	6.0%	6.1%	6.1%	6.7%	6.2%	6.8%	5.6%
%H		88.0%	84.3%	41.9%	18.1%	53.3%	28.1%	25.2%
25 - 34	2039	1869	1787	916	356	980	444	536
%V	17.2%	16.5%	16.6%	17.2%	17.0%	14.7%	13.9%	15.5%
%H		91.7%	87.6%	44.9%	17.5%	48.1%	21.8%	26.3%
35 - 44	1853	1786	1724	891	369	1011	528	483
%V	15.7%	15.8%	16.0%	16.8%	17.6%	15.2%	16.5%	13.9%
%H		96.4%	93.0%	48.1%	19.9%	54.6%	28.5%	26.1%
45 - 54	1658	1610	1551	745	335	1000	513	487
%V	14.0%	14.3%	14.4%	14.0%	16.0%	15.0%	16.0%	14.0%
%H		97.1%	93.5%	44.9%	20.2%	60.3%	30.9%	29.4%
55 - 64	1157	1130	1071	480	199	747	347	400
%V	9.8%	10.0%	10.0%	9.0%	9.5%	11.2%	10.8%	11.5%
%H		97.7%	92.6%	41.5%	17.2%	64.6%	30.0%	34.6%
65+	1552	1524	1347	447	171	1013	275	738
%V	13.1%	13.5%	12.5%	8.4%	8.2%	15.2%	8.6%	21.3%
%H		98.2%	86.8%	28.8%	11.0%	65.3%	17.7%	47.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9560	9112	8631	4091	1669	5486	2524	2962
%H		95.3%	90.3%	42.8%	17.5%	57.4%	26.4%	31.0%
AB	2919	2820	2728	1322	543	1710	815	895
%V	30.5%	30.9%	31.6%	32.3%	32.5%	31.2%	32.3%	30.2%
%H		96.6%	93.5%	45.3%	18.6%	58.6%	27.9%	30.7%
C1	2937	2772	2645	1196	544	1749	823	925
%V	30.7%	30.4%	30.6%	29.2%	32.6%	31.9%	32.6%	31.2%
%H		94.4%	90.1%	40.7%	18.5%	59.6%	28.0%	31.5%
C2	1619	1562	1493	746	314	955	501	454
%V	16.9%	17.1%	17.3%	18.2%	18.8%	17.4%	19.8%	15.3%
%H		96.5%	92.2%	46.1%	19.4%	59.0%	30.9%	28.0%
D	1286	1202	1109	570	176	633	259	374
%V	13.5%	13.2%	12.8%	13.9%	10.5%	11.5%	10.3%	12.6%
%H		93.5%	86.2%	44.3%	13.7%	49.2%	20.1%	29.1%
E	799	755	657	258	91	440	126	314
%V	8.4%	8.3%	7.6%	6.3%	5.5%	8.0%	5.0%	10.6%
%H		94.5%	82.2%	32.3%	11.4%	55.1%	15.8%	39.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9560	9112	8631	4091	1669	5486	2524	2962
%H		95.3%	90.3%	42.8%	17.5%	57.4%	26.4%	31.0%
Working full time	4659	4458	4308	2116	932	2653	1347	1306
%V	48.7%	48.9%	49.9%	51.7%	55.8%	48.4%	53.4%	44.1%
%H		95.7%	92.5%	45.4%	20.0%	56.9%	28.9%	28.0%
Working part time	991	951	907	434	189	585	292	293
%V	10.4%	10.4%	10.5%	10.6%	11.3%	10.7%	11.6%	9.9%
%H		96.0%	91.5%	43.8%	19.1%	59.0%	29.5%	29.6%
Not working	3909	3703	3416	1541	548	2248	886	1363
%V	40.9%	40.6%	39.6%	37.7%	32.8%	41.0%	35.1%	46.0%
%H		94.7%	87.4%	39.4%	14.0%	57.5%	22.7%	34.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4711	4447	4227	2062	840	2642	1268	1374
%H		94.4%	89.7%	43.8%	17.8%	56.1%	26.9%	29.2%
16 - 19	276	269	263	158	52	168	108	60
%V	5.9%	6.0%	6.2%	7.7%	6.2%	6.4%	8.5%	4.4%
%H		97.5%	95.3%	57.2%	18.8%	60.9%	39.1%	21.7%
20 - 24	384	325	312	154	68	195	101	94
%V	8.2%	7.3%	7.4%	7.5%	8.1%	7.4%	8.0%	6.8%
%H		84.6%	81.3%	40.1%	17.7%	50.8%	26.3%	24.5%
25 - 34	1028	933	883	452	175	488	222	266
%V	21.8%	21.0%	20.9%	21.9%	20.8%	18.5%	17.5%	19.4%
%H		90.8%	85.9%	44.0%	17.0%	47.5%	21.6%	25.9%
35 - 44	951	912	881	450	196	510	265	245
%V	20.2%	20.5%	20.8%	21.8%	23.3%	19.3%	20.9%	17.8%
%H		95.9%	92.6%	47.3%	20.6%	53.6%	27.9%	25.8%
45 - 54	824	791	765	378	165	481	249	231
%V	17.5%	17.8%	18.1%	18.3%	19.6%	18.2%	19.6%	16.8%
%H		96.0%	92.8%	45.9%	20.0%	58.4%	30.2%	28.0%
55 - 64	561	548	519	237	97	365	177	188
%V	11.9%	12.3%	12.3%	11.5%	11.5%	13.8%	14.0%	13.7%
%H		97.7%	92.5%	42.2%	17.3%	65.1%	31.6%	33.5%
65+	687	670	605	234	88	436	146	289
%V	14.6%	15.1%	14.3%	11.3%	10.5%	16.5%	11.5%	21.0%
%H		97.5%	88.1%	34.1%	12.8%	63.5%	21.3%	42.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4711	4447	4227	2062	840	2642	1268	1374
%H		94.4%	89.7%	43.8%	17.8%	56.1%	26.9%	29.2%
AB	1486	1427	1376	682	281	846	414	431
%V	31.5%	32.1%	32.6%	33.1%	33.5%	32.0%	32.6%	31.4%
%H		96.0%	92.6%	45.9%	18.9%	56.9%	27.9%	29.0%
C1	1361	1270	1222	588	260	790	405	385
%V	28.9%	28.6%	28.9%	28.5%	31.0%	29.9%	31.9%	28.0%
%H		93.3%	89.8%	43.2%	19.1%	58.0%	29.8%	28.3%
C2	890	856	816	397	173	526	268	258
%V	18.9%	19.2%	19.3%	19.3%	20.6%	19.9%	21.1%	18.8%
%H		96.2%	91.7%	44.6%	19.4%	59.1%	30.1%	29.0%
D	641	593	549	292	86	308	130	178
%V	13.6%	13.3%	13.0%	14.2%	10.2%	11.7%	10.3%	13.0%
%H		92.5%	85.6%	45.6%	13.4%	48.0%	20.3%	27.8%
E	331	302	264	104	41	173	51	122
%V	7.0%	6.8%	6.2%	5.0%	4.9%	6.5%	4.0%	8.9%
%H		91.2%	79.8%	31.4%	12.4%	52.3%	15.4%	36.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4711	4447	4227	2062	840	2642	1268	1374
%H		94.4%	89.7%	43.8%	17.8%	56.1%	26.9%	29.2%
Working full time	2895	2760	2670	1344	577	1617	838	778
%V	61.5%	62.1%	63.2%	65.2%	68.7%	61.2%	66.1%	56.6%
%H		95.3%	92.2%	46.4%	19.9%	55.9%	28.9%	26.9%
Working part time	255	241	221	107	43	144	70	73
%V	5.4%	5.4%	5.2%	5.2%	5.1%	5.5%	5.5%	5.3%
%H		94.5%	86.7%	42.0%	16.9%	56.5%	27.5%	28.6%
Not working	1560	1447	1337	610	220	882	360	522
%V	33.1%	32.5%	31.6%	29.6%	26.2%	33.4%	28.4%	38.0%
%H		92.8%	85.7%	39.1%	14.1%	56.5%	23.1%	33.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4849	4664	4404	2029	828	2844	1256	1588
%H		96.2%	90.8%	41.8%	17.1%	58.7%	25.9%	32.7%
16 - 19	252	243	236	131	45	156	94	62
%V	5.2%	5.2%	5.4%	6.5%	5.4%	5.5%	7.5%	3.9%
%H		96.4%	93.7%	52.0%	17.9%	61.9%	37.3%	24.6%
20 - 24	389	355	340	170	72	217	115	101
%V	8.0%	7.6%	7.7%	8.4%	8.7%	7.6%	9.2%	6.4%
%H		91.3%	87.4%	43.7%	18.5%	55.8%	29.6%	26.0%
25 - 34	1011	936	904	463	181	492	223	270
%V	20.8%	20.1%	20.5%	22.8%	21.9%	17.3%	17.8%	17.0%
%H		92.6%	89.4%	45.8%	17.9%	48.7%	22.1%	26.7%
35 - 44	902	875	843	441	174	501	263	238
%V	18.6%	18.8%	19.1%	21.7%	21.0%	17.6%	20.9%	15.0%
%H		97.0%	93.5%	48.9%	19.3%	55.5%	29.2%	26.4%
45 - 54	835	819	786	367	170	519	263	256
%V	17.2%	17.6%	17.8%	18.1%	20.5%	18.2%	20.9%	16.1%
%H		98.1%	94.1%	44.0%	20.4%	62.2%	31.5%	30.7%
55 - 64	595	582	553	243	103	382	170	212
%V	12.3%	12.5%	12.6%	12.0%	12.4%	13.4%	13.5%	13.4%
%H		97.8%	92.9%	40.8%	17.3%	64.2%	28.6%	35.6%
65+	865	854	743	213	84	578	129	449
%V	17.8%	18.3%	16.9%	10.5%	10.1%	20.3%	10.3%	28.3%
%H		98.7%	85.9%	24.6%	9.7%	66.8%	14.9%	51.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4849	4664	4404	2029	828	2844	1256	1588
%H		96.2%	90.8%	41.8%	17.1%	58.7%	25.9%	32.7%
AB	1433	1393	1351	640	263	864	401	463
%V	29.6%	29.9%	30.7%	31.5%	31.8%	30.4%	31.9%	29.2%
%H		97.2%	94.3%	44.7%	18.4%	60.3%	28.0%	32.3%
C1	1576	1503	1423	608	285	958	418	540
%V	32.5%	32.2%	32.3%	30.0%	34.4%	33.7%	33.3%	34.0%
%H		95.4%	90.3%	38.6%	18.1%	60.8%	26.5%	34.3%
C2	728	706	676	349	141	429	233	196
%V	15.0%	15.1%	15.3%	17.2%	17.0%	15.1%	18.6%	12.3%
%H		97.0%	92.9%	47.9%	19.4%	58.9%	32.0%	26.9%
D	645	609	560	278	90	325	129	196
%V	13.3%	13.1%	12.7%	13.7%	10.9%	11.4%	10.3%	12.3%
%H		94.4%	86.8%	43.1%	14.0%	50.4%	20.0%	30.4%
E	467	454	393	154	50	267	75	192
%V	9.6%	9.7%	8.9%	7.6%	6.0%	9.4%	6.0%	12.1%
%H		97.2%	84.2%	33.0%	10.7%	57.2%	16.1%	41.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4849	4664	4404	2029	828	2844	1256	1588
%H		96.2%	90.8%	41.8%	17.1%	58.7%	25.9%	32.7%
Working full time	1763	1698	1639	772	355	1036	508	528
%V	36.4%	36.4%	37.2%	38.0%	42.9%	36.4%	40.4%	33.2%
%H		96.3%	93.0%	43.8%	20.1%	58.8%	28.8%	29.9%
Working part time	736	710	686	327	145	442	222	220
%V	15.2%	15.2%	15.6%	16.1%	17.5%	15.5%	17.7%	13.9%
%H		96.5%	93.2%	44.4%	19.7%	60.1%	30.2%	29.9%
Not working	2349	2256	2079	931	328	1366	526	840
%V	48.4%	48.4%	47.2%	45.9%	39.6%	48.0%	41.9%	52.9%
%H		96.0%	88.5%	39.6%	14.0%	58.2%	22.4%	35.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	927	897	832	456	78	537	237	301
%H (All HH)		96.8%	89.8%	49.2%	8.4%	57.9%	25.6%	32.5%
%H (TV HH)			92.8%	50.8%	8.7%	59.9%	26.4%	33.6%
AB	234	228	212	124	16	139	65	74
%V	25.2%	25.4%	25.5%	27.2%	20.5%	25.9%	27.4%	24.6%
%H (All HH)		97.4%	90.6%	53.0%	6.8%	59.4%	27.8%	31.6%
%H (TV HH)			93.0%	54.4%	7.0%	61.0%	28.5%	32.5%
C1	278	267	249	142	27	160	80	79
%V	30.0%	29.8%	29.9%	31.1%	34.6%	29.8%	33.8%	26.2%
%H (All HH)		96.0%	89.6%	51.1%	9.7%	57.6%	28.8%	28.4%
%H (TV HH)			93.3%	53.2%	10.1%	59.9%	30.0%	29.6%
C2	195	190	178	95	19	118	53	65
%V	21.0%	21.2%	21.4%	20.8%	24.4%	22.0%	22.4%	21.6%
%H (All HH)		97.4%	91.3%	48.7%	9.7%	60.5%	27.2%	33.3%
%H (TV HH)			93.7%	50.0%	10.0%	62.1%	27.9%	34.2%
D	113	109	101	51	11	61	22	39
%V	12.2%	12.2%	12.1%	11.2%	14.1%	11.4%	9.3%	13.0%
%H (All HH)		96.5%	89.4%	45.1%	9.7%	54.0%	19.5%	34.5%
%H (TV HH)			92.7%	46.8%	10.1%	56.0%	20.2%	35.8%
E	106	102	92	44	5	60	17	43
%V	11.4%	11.4%	11.1%	9.6%	6.4%	11.2%	7.2%	14.3%
%H (All HH)		96.2%	86.8%	41.5%	4.7%	56.6%	16.0%	40.6%
%H (TV HH)			90.2%	43.1%	4.9%	58.8%	16.7%	42.2%

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
January - December 2011

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	927	897	832	456	78	537	237	301
%H (All HH)		96.8%	89.8%	49.2%	8.4%	57.9%	25.6%	32.5%
%H (TV HH)			92.8%	50.8%	8.7%	59.9%	26.4%	33.6%
Under 25	30	23	21	10	0	13	2	11
%V	3.2%	2.6%	2.5%	2.2%	0.0%	2.4%	0.8%	3.7%
%H (All HH)		76.7%	70.0%	33.3%	0.0%	43.3%	6.7%	36.7%
%H (TV HH)			91.3%	43.5%	0.0%	56.5%	8.7%	47.8%
25 - 34	116	110	106	69	14	56	34	23
%V	12.5%	12.3%	12.7%	15.1%	17.9%	10.4%	14.3%	7.6%
%H (All HH)		94.8%	91.4%	59.5%	12.1%	48.3%	29.3%	19.8%
%H (TV HH)			96.4%	62.7%	12.7%	50.9%	30.9%	20.9%
35 - 44	156	152	148	86	27	81	45	36
%V	16.8%	16.9%	17.8%	18.9%	34.6%	15.1%	19.0%	12.0%
%H (All HH)		97.4%	94.9%	55.1%	17.3%	51.9%	28.8%	23.1%
%H (TV HH)			97.4%	56.6%	17.8%	53.3%	29.6%	23.7%
45 - 54	172	167	163	105	15	104	59	45
%V	18.6%	18.6%	19.6%	23.0%	19.2%	19.4%	24.9%	15.0%
%H (All HH)		97.1%	94.8%	61.0%	8.7%	60.5%	34.3%	26.2%
%H (TV HH)			97.6%	62.9%	9.0%	62.3%	35.3%	26.9%
55 - 64	174	169	158	89	12	105	48	57
%V	18.8%	18.8%	19.0%	19.5%	15.4%	19.6%	20.3%	18.9%
%H (All HH)		97.1%	90.8%	51.1%	6.9%	60.3%	27.6%	32.8%
%H (TV HH)			93.5%	52.7%	7.1%	62.1%	28.4%	33.7%
65 +	279	276	236	98	11	178	49	129
%V	30.1%	30.8%	28.4%	21.5%	14.1%	33.1%	20.7%	42.9%
%H (All HH)		98.9%	84.6%	35.1%	3.9%	63.8%	17.6%	46.2%
%H (TV HH)			85.5%	35.5%	4.0%	64.5%	17.8%	46.7%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	927	897	832	456	78	537	237	301
%H (All HH)		96.8%	89.8%	49.2%	8.4%	57.9%	25.6%	32.5%
%H (TV HH)			92.8%	50.8%	8.7%	59.9%	26.4%	33.6%
1	313	297	251	107	15	170	40	130
%V	33.8%	33.1%	30.2%	23.5%	19.2%	31.7%	16.9%	43.2%
%H (All HH)		94.9%	80.2%	34.2%	4.8%	54.3%	12.8%	41.5%
%H (TV HH)			84.5%	36.0%	5.1%	57.2%	13.5%	43.8%
2	310	305	293	154	26	202	89	113
%V	33.4%	34.0%	35.2%	33.8%	33.3%	37.6%	37.6%	37.5%
%H (All HH)		98.4%	94.5%	49.7%	8.4%	65.2%	28.7%	36.5%
%H (TV HH)			96.1%	50.5%	8.5%	66.2%	29.2%	37.0%
3	132	130	127	82	13	76	44	31
%V	14.2%	14.5%	15.3%	18.0%	16.7%	14.2%	18.6%	10.3%
%H (All HH)		98.5%	96.2%	62.1%	9.8%	57.6%	33.3%	23.5%
%H (TV HH)			97.7%	63.1%	10.0%	58.5%	33.8%	23.8%
4	115	113	111	81	13	61	43	19
%V	12.4%	12.6%	13.3%	17.8%	16.7%	11.4%	18.1%	6.3%
%H (All HH)		98.3%	96.5%	70.4%	11.3%	53.0%	37.4%	16.5%
%H (TV HH)			98.2%	71.7%	11.5%	54.0%	38.1%	16.8%
5+	58	52	50	32	11	28	20	8
%V	6.3%	5.8%	6.0%	7.0%	14.1%	5.2%	8.4%	2.7%
%H (All HH)		89.7%	86.2%	55.2%	19.0%	48.3%	34.5%	13.8%
%H (TV HH)			96.2%	61.5%	21.2%	53.8%	38.5%	15.4%
Average HH size	2.26	2.25	2.31	2.53	2.75	2.22	2.64	1.89

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
January - December 2011

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	927	897	832	456	78	537	237	301
%H (All HH)		96.8%	89.8%	49.2%	8.4%	57.9%	25.6%	32.5%
%H (TV HH)			92.8%	50.8%	8.7%	59.9%	26.4%	33.6%
Without	709	683	624	317	52	425	169	256
%V	76.5%	76.1%	75.0%	69.5%	66.7%	79.1%	71.3%	85.0%
%H (All HH)		96.3%	88.0%	44.7%	7.3%	59.9%	23.8%	36.1%
%H (TV HH)			91.4%	46.4%	7.6%	62.2%	24.7%	37.5%
With	218	214	208	139	27	112	68	45
%V	23.5%	23.9%	25.0%	30.5%	34.6%	20.9%	28.7%	15.0%
%H (All HH)		98.2%	95.4%	63.8%	12.4%	51.4%	31.2%	20.6%
%H (TV HH)			97.2%	65.0%	12.6%	52.3%	31.8%	21.0%
0 - 3	83	82	80	50	13	39	22	17
%V	9.0%	9.1%	9.6%	11.0%	16.7%	7.3%	9.3%	5.6%
%H (All HH)		98.8%	96.4%	60.2%	15.7%	47.0%	26.5%	20.5%
%H (TV HH)			97.6%	61.0%	15.9%	47.6%	26.8%	20.7%
4 - 9	108	106	103	70	16	55	36	19
%V	11.7%	11.8%	12.4%	15.4%	20.5%	10.2%	15.2%	6.3%
%H (All HH)		98.1%	95.4%	64.8%	14.8%	50.9%	33.3%	17.6%
%H (TV HH)			97.2%	66.0%	15.1%	51.9%	34.0%	17.9%
10 - 15	109	108	106	72	13	59	37	22
%V	11.8%	12.0%	12.7%	15.8%	16.7%	11.0%	15.6%	7.3%
%H (All HH)		99.1%	97.2%	66.1%	11.9%	54.1%	33.9%	20.2%
%H (TV HH)			98.1%	66.7%	12.0%	54.6%	34.3%	20.4%

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	927	897	832	456	78	537	237	301
%H (All HH)		96.8%	89.8%	49.2%	8.4%	57.9%	25.6%	32.5%
%H (TV HH)			92.8%	50.8%	8.7%	59.9%	26.4%	33.6%
1	338	338	294	143	23	165	37	128
%V	36.5%	37.7%	35.3%	31.4%	29.5%	30.7%	15.6%	42.5%
%H (All HH)		100.0%	87.0%	42.3%	6.8%	48.8%	10.9%	37.9%
%H (TV HH)			87.0%	42.3%	6.8%	48.8%	10.9%	37.9%
2	310	310	293	155	29	195	84	111
%V	33.4%	34.6%	35.2%	34.0%	37.2%	36.3%	35.4%	36.9%
%H (All HH)		100.0%	94.5%	50.0%	9.4%	62.9%	27.1%	35.8%
%H (TV HH)			94.5%	50.0%	9.4%	62.9%	27.1%	35.8%
3	154	154	150	96	16	103	64	39
%V	16.6%	17.2%	18.0%	21.1%	20.5%	19.2%	27.0%	13.0%
%H (All HH)		100.0%	97.4%	62.3%	10.4%	66.9%	41.6%	25.3%
%H (TV HH)			97.4%	62.3%	10.4%	66.9%	41.6%	25.3%
4	58	58	58	39	6	44	31	14
%V	6.3%	6.5%	7.0%	8.6%	7.7%	8.2%	13.1%	4.7%
%H (All HH)		100.0%	100.0%	67.2%	10.3%	75.9%	53.4%	24.1%
%H (TV HH)			100.0%	67.2%	10.3%	75.9%	53.4%	24.1%
5+	37	37	37	23	4	31	21	10
%V	4.0%	4.1%	4.4%	5.0%	5.1%	5.8%	8.9%	3.3%
%H (All HH)		100.0%	100.0%	62.2%	10.8%	83.8%	56.8%	27.0%
%H (TV HH)			100.0%	62.2%	10.8%	83.8%	56.8%	27.0%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	927	897	832	456	78	537	237	301
%H (All HH)		96.8%	89.8%	49.2%	8.4%	57.9%	25.6%	32.5%
%H (TV HH)			92.8%	50.8%	8.7%	59.9%	26.4%	33.6%
Under 20"	373	373	353	192	38	259	134	125
%V	40.2%	41.6%	42.4%	42.1%	48.7%	48.2%	56.5%	41.5%
%H (All HH)		100.0%	94.6%	51.5%	10.2%	69.4%	35.9%	33.5%
%H (TV HH)			94.6%	51.5%	10.2%	69.4%	35.9%	33.5%
20" - 29"	425	425	381	193	30	264	106	158
%V	45.8%	47.4%	45.8%	42.3%	38.5%	49.2%	44.7%	52.5%
%H (All HH)		100.0%	89.6%	45.4%	7.1%	62.1%	24.9%	37.2%
%H (TV HH)			89.6%	45.4%	7.1%	62.1%	24.9%	37.2%
30" - 39"	435	435	422	246	45	280	147	134
%V	46.9%	48.5%	50.7%	53.9%	57.7%	52.1%	62.0%	44.5%
%H (All HH)		100.0%	97.0%	56.6%	10.3%	64.4%	33.8%	30.8%
%H (TV HH)			97.0%	56.6%	10.3%	64.4%	33.8%	30.8%
40" and over	253	253	252	175	25	149	96	53
%V	27.3%	28.2%	30.3%	38.4%	32.1%	27.7%	40.5%	17.6%
%H (All HH)		100.0%	99.6%	69.2%	9.9%	58.9%	37.9%	20.9%
%H (TV HH)			99.6%	69.2%	9.9%	58.9%	37.9%	20.9%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

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

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	927	897	832	456	78	537	237	301
%H (All HH)		96.8%	89.8%	49.2%	8.4%	57.9%	25.6%	32.5%
%H (TV HH)			92.8%	50.8%	8.7%	59.9%	26.4%	33.6%
Main living room	887	887	824	453	78	531	235	296
%V	95.7%	98.9%	99.0%	99.3%	100.0%	98.9%	99.2%	98.3%
%H (All HH)		100.0%	92.9%	51.1%	8.8%	59.9%	26.5%	33.4%
%H (TV HH)			92.9%	51.1%	8.8%	59.9%	26.5%	33.4%
Kitchen	123	123	122	69	9	96	52	44
%V	13.3%	13.7%	14.7%	15.1%	11.5%	17.9%	21.9%	14.6%
%H (All HH)		100.0%	99.2%	56.1%	7.3%	78.0%	42.3%	35.8%
%H (TV HH)			99.2%	56.1%	7.3%	78.0%	42.3%	35.8%
Adult's bedroom	432	432	416	248	43	288	161	127
%V	46.6%	48.2%	50.0%	54.4%	55.1%	53.6%	67.9%	42.2%
%H (All HH)		100.0%	96.3%	57.4%	10.0%	66.7%	37.3%	29.4%
%H (TV HH)			96.3%	57.4%	10.0%	66.7%	37.3%	29.4%
Child's bedroom	78	78	77	49	11	56	38	18
%V	8.4%	8.7%	9.3%	10.7%	14.1%	10.4%	16.0%	6.0%
%H (All HH)		100.0%	98.7%	62.8%	14.1%	71.8%	48.7%	23.1%
%H (TV HH)			98.7%	62.8%	14.1%	71.8%	48.7%	23.1%
Other bedroom	38	38	37	26	1	24	14	10
%V	4.1%	4.2%	4.4%	5.7%	1.3%	4.5%	5.9%	3.3%
%H (All HH)		100.0%	97.4%	68.4%	2.6%	63.2%	36.8%	26.3%
%H (TV HH)			97.4%	68.4%	2.6%	63.2%	36.8%	26.3%
Second living/dining room	102	102	98	57	8	71	38	33
%V	11.0%	11.4%	11.8%	12.5%	10.3%	13.2%	16.0%	11.0%
%H (All HH)		100.0%	96.1%	55.9%	7.8%	69.6%	37.3%	32.4%
%H (TV HH)			96.1%	55.9%	7.8%	69.6%	37.3%	32.4%
Study/office	25	25	24	15	3	16	9	7
%V	2.7%	2.8%	2.9%	3.3%	3.8%	3.0%	3.8%	2.3%
%H (All HH)		100.0%	96.0%	60.0%	12.0%	64.0%	36.0%	28.0%
%H (TV HH)			96.0%	60.0%	12.0%	64.0%	36.0%	28.0%
TV room	12	12	11	8	0	8	5	3
%V	1.3%	1.3%	1.3%	1.8%	0.0%	1.5%	2.1%	1.0%
%H (All HH)		100.0%	91.7%	66.7%	0.0%	66.7%	41.7%	25.0%
%H (TV HH)			91.7%	66.7%	0.0%	66.7%	41.7%	25.0%
No specific location	2	2	2	2	0	1	1	0
%V	0.2%	0.2%	0.2%	0.4%	0.0%	0.2%	0.4%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	50.0%	50.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	50.0%	50.0%	0.0%
Other	3	3	3	2	0	3	2	1
%V	0.3%	0.3%	0.4%	0.4%	0.0%	0.6%	0.8%	0.3%
%H (All HH)		100.0%	100.0%	66.7%	0.0%	100.0%	66.7%	33.3%
%H (TV HH)			100.0%	66.7%	0.0%	100.0%	66.7%	33.3%

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
January - December 2011

BBC South East

Household level data

Table 2.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	927	897	832	456	78	537	237	301
%H (All HH)		96.8%	89.8%	49.2%	8.4%	57.9%	25.6%	32.5%
%H (TV HH)			92.8%	50.8%	8.7%	59.9%	26.4%	33.6%
PVR	470	470	469	330	48	274	180	95
%V	50.7%	52.4%	56.4%	72.4%	61.5%	51.0%	75.9%	31.6%
%H (All HH)		100.0%	99.8%	70.2%	10.2%	58.3%	38.3%	20.2%
%H (TV HH)			99.8%	70.2%	10.2%	58.3%	38.3%	20.2%
DVDR	122	122	116	64	11	81	39	42
%V	13.2%	13.6%	13.9%	14.0%	14.1%	15.1%	16.5%	14.0%
%H (All HH)		100.0%	95.1%	52.5%	9.0%	66.4%	32.0%	34.4%
%H (TV HH)			95.1%	52.5%	9.0%	66.4%	32.0%	34.4%
VCR	185	185	161	75	16	118	46	72
%V	20.0%	20.6%	19.4%	16.4%	20.5%	22.0%	19.4%	23.9%
%H (All HH)		100.0%	87.0%	40.5%	8.6%	63.8%	24.9%	38.9%
%H (TV HH)			87.0%	40.5%	8.6%	63.8%	24.9%	38.9%
Any recorder	610	610	584	371	57	361	202	160
%V	65.8%	68.0%	70.2%	81.4%	73.1%	67.2%	85.2%	53.2%
%H (All HH)		100.0%	95.7%	60.8%	9.3%	59.2%	33.1%	26.2%
%H (TV HH)			95.7%	60.8%	9.3%	59.2%	33.1%	26.2%

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
January - December 2011

BBC South East

Household level data

Table 2.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	927	897	832	456	78	537	237	301
%H (All HH)		96.8%	89.8%	49.2%	8.4%	57.9%	25.6%	32.5%
%H (TV HH)			92.8%	50.8%	8.7%	59.9%	26.4%	33.6%
Receives HDTV (via STB or built-in reception)	308	308	308	207	50	189	135	54
%V	33.2%	34.3%	37.0%	45.4%	64.1%	35.2%	57.0%	17.9%
%H (All HH)		100.0%	100.0%	67.2%	16.2%	61.4%	43.8%	17.5%
%H (TV HH)			100.0%	67.2%	16.2%	61.4%	43.8%	17.5%
DVD/Blu-ray player or recorder	754	754	722	408	72	464	219	245
%V	81.3%	84.1%	86.8%	89.5%	92.3%	86.4%	92.4%	81.4%
%H (All HH)		100.0%	95.8%	54.1%	9.5%	61.5%	29.0%	32.5%
%H (TV HH)			95.8%	54.1%	9.5%	61.5%	29.0%	32.5%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	927	897	832	456	78	537	237	301
%H (All HH)		96.8%	89.8%	49.2%	8.4%	57.9%	25.6%	32.5%
%H (TV HH)			92.8%	50.8%	8.7%	59.9%	26.4%	33.6%
Has PC or Laptop	724	699	670	400	71	413	211	202
%V	78.1%	77.9%	80.5%	87.7%	91.0%	76.9%	89.0%	67.1%
%H (All HH)		96.5%	92.5%	55.2%	9.8%	57.0%	29.1%	27.9%
%H (TV HH)			95.9%	57.2%	10.2%	59.1%	30.2%	28.9%
Has broadband internet	673	651	626	382	70	381	203	178
%V	72.6%	72.6%	75.2%	83.8%	89.7%	70.9%	85.7%	59.1%
%H (All HH)		96.7%	93.0%	56.8%	10.4%	56.6%	30.2%	26.4%
%H (TV HH)			96.2%	58.7%	10.8%	58.5%	31.2%	27.3%

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
January - December 2011

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1846	1757	1022	176	1202	633	569
%H		95.2%	55.4%	9.5%	65.1%	34.3%	30.8%
Under 20"	543	520	288	58	388	212	176
%V	29.4%	29.6%	28.2%	33.0%	32.3%	33.5%	30.9%
%H		95.8%	53.0%	10.7%	71.5%	39.0%	32.4%
20" - 29"	511	462	238	38	318	131	187
%V	27.7%	26.3%	23.3%	21.6%	26.5%	20.7%	32.9%
%H		90.4%	46.6%	7.4%	62.2%	25.6%	36.6%
30" - 39"	500	486	294	53	321	178	143
%V	27.1%	27.7%	28.8%	30.1%	26.7%	28.1%	25.1%
%H		97.2%	58.8%	10.6%	64.2%	35.6%	28.6%
40" and over	281	280	198	27	169	111	58
%V	15.2%	15.9%	19.4%	15.3%	14.1%	17.5%	10.2%
%H		99.6%	70.5%	9.6%	60.1%	39.5%	20.6%
Don't know	11	10	4	0	7	1	6
%V	0.6%	0.6%	0.4%	0.0%	0.6%	0.2%	1.1%
%H		90.9%	36.4%	0.0%	63.6%	9.1%	54.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1846	1757	1022	176	1202	633	569
%H		95.2%	55.4%	9.5%	65.1%	34.3%	30.8%
Main living room	890	827	453	79	533	236	297
%V	48.2%	47.1%	44.3%	44.9%	44.3%	37.3%	52.2%
%H		92.9%	50.9%	8.9%	59.9%	26.5%	33.4%
Kitchen	125	123	71	9	97	54	44
%V	6.8%	7.0%	6.9%	5.1%	8.1%	8.5%	7.7%
%H		98.4%	56.8%	7.2%	77.6%	43.2%	35.2%
Adult's bedroom	538	521	317	60	366	217	149
%V	29.1%	29.7%	31.0%	34.1%	30.4%	34.3%	26.2%
%H		96.8%	58.9%	11.2%	68.0%	40.3%	27.7%
Child's bedroom	105	104	66	16	77	54	24
%V	5.7%	5.9%	6.5%	9.1%	6.4%	8.5%	4.2%
%H		99.0%	62.9%	15.2%	73.3%	51.4%	22.9%
Other bedroom	41	40	28	2	27	17	10
%V	2.2%	2.3%	2.7%	1.1%	2.2%	2.7%	1.8%
%H		97.6%	68.3%	4.9%	65.9%	41.5%	24.4%
Second living/dining room	105	101	60	8	73	39	34
%V	5.7%	5.7%	5.9%	4.5%	6.1%	6.2%	6.0%
%H		96.2%	57.1%	7.6%	69.5%	37.1%	32.4%
Study/office	26	25	16	3	17	10	7
%V	1.4%	1.4%	1.6%	1.7%	1.4%	1.6%	1.2%
%H		96.2%	61.5%	11.5%	65.4%	38.5%	26.9%
TV room	12	11	8	0	8	5	3
%V	0.7%	0.6%	0.8%	0.0%	0.7%	0.8%	0.5%
%H		91.7%	66.7%	0.0%	66.7%	41.7%	25.0%
No specific location	2	2	2	0	1	1	0
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%
%H		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%
Other	3	3	2	0	3	2	1
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.3%	0.2%
%H		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1846	1757	1022	176	1202	633	569
%H		95.2%	55.4%	9.5%	65.1%	34.3%	30.8%
PVR	589	589	428	62	337	232	104
%V	31.9%	33.5%	41.9%	35.2%	28.0%	36.7%	18.3%
%H		100.0%	72.7%	10.5%	57.2%	39.4%	17.7%
DVDR	136	130	74	12	87	42	44
%V	7.4%	7.4%	7.2%	6.8%	7.2%	6.6%	7.7%
%H		95.6%	54.4%	8.8%	64.0%	30.9%	32.4%
VCR	212	184	84	19	136	54	82
%V	11.5%	10.5%	8.2%	10.8%	11.3%	8.5%	14.4%
%H		86.8%	39.6%	9.0%	64.2%	25.5%	38.7%
Any recorder	800	771	503	79	472	278	194
%V	43.3%	43.9%	49.2%	44.9%	39.3%	43.9%	34.1%
%H		96.4%	62.9%	9.9%	59.0%	34.8%	24.3%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1846	1757	1022	176	1202	633	569
%H		95.2%	55.4%	9.5%	65.1%	34.3%	30.8%
Receives HDTV (via STB or built-in reception)	393	393	260	70	241	173	68
%V	21.3%	22.4%	25.4%	39.8%	20.0%	27.3%	12.0%
%H		100.0%	66.2%	17.8%	61.3%	44.0%	17.3%
DVD/Blu-ray player or recorder	1142	1108	667	114	742	409	333
%V	61.9%	63.1%	65.3%	64.8%	61.7%	64.6%	58.5%
%H		97.0%	58.4%	10.0%	65.0%	35.8%	29.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South East
Set level data
Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	897	832	456	78	537	237	301
%H		92.8%	50.8%	8.7%	59.9%	26.4%	33.6%
Under 20"	27	18	5	1	13	1	11
%V	3.0%	2.2%	1.1%	1.3%	2.4%	0.4%	3.7%
%H		66.7%	18.5%	3.7%	48.1%	3.7%	40.7%
20" - 29"	255	215	86	17	144	32	112
%V	28.4%	25.8%	18.9%	21.8%	26.8%	13.5%	37.2%
%H		84.3%	33.7%	6.7%	56.5%	12.5%	43.9%
30" - 39"	366	352	194	38	235	113	122
%V	40.8%	42.3%	42.5%	48.7%	43.8%	47.7%	40.5%
%H		96.2%	53.0%	10.4%	64.2%	30.9%	33.3%
40" and over	241	241	169	23	140	90	50
%V	26.9%	29.0%	37.1%	29.5%	26.1%	38.0%	16.6%
%H		100.0%	70.1%	9.5%	58.1%	37.3%	20.7%
Don't know	8	7	3	0	5	1	5
%V	0.9%	0.8%	0.7%	0.0%	0.9%	0.4%	1.7%
%H		87.5%	37.5%	0.0%	62.5%	12.5%	62.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	897	832	456	78	537	237	301
%H		92.8%	50.8%	8.7%	59.9%	26.4%	33.6%
PVR	455	455	322	45	262	172	90
%V	50.7%	54.7%	70.6%	57.7%	48.8%	72.6%	29.9%
%H		100.0%	70.8%	9.9%	57.6%	37.8%	19.8%
DVDR	104	99	53	10	67	31	36
%V	11.6%	11.9%	11.6%	12.8%	12.5%	13.1%	12.0%
%H		95.2%	51.0%	9.6%	64.4%	29.8%	34.6%
VCR	148	125	56	13	94	37	57
%V	16.5%	15.0%	12.3%	16.7%	17.5%	15.6%	18.9%
%H		84.5%	37.8%	8.8%	63.5%	25.0%	38.5%
Any recorder	589	565	361	56	346	194	152
%V	65.7%	67.9%	79.2%	71.8%	64.4%	81.9%	50.5%
%H		95.9%	61.3%	9.5%	58.7%	32.9%	25.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	897	832	456	78	537	237	301
%H		92.8%	50.8%	8.7%	59.9%	26.4%	33.6%
Receives HDTV (via STB or built-in reception)	296	296	200	48	179	128	51
%V	33.0%	35.6%	43.9%	61.5%	33.3%	54.0%	16.9%
%H		100.0%	67.6%	16.2%	60.5%	43.2%	17.2%
DVD/Blu-ray player or recorder	718	688	389	68	442	208	234
%V	80.0%	82.7%	85.3%	87.2%	82.3%	87.8%	77.7%
%H		95.8%	54.2%	9.5%	61.6%	29.0%	32.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Set level data

Table 2.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	950	925	566	97	665	396	269
%H		97.4%	59.6%	10.2%	70.0%	41.7%	28.3%
Under 20"	517	502	283	56	375	211	165
%V	54.4%	54.3%	50.0%	57.7%	56.4%	53.3%	61.3%
%H		97.1%	54.7%	10.8%	72.5%	40.8%	31.9%
20" - 29"	255	247	153	21	174	99	74
%V	26.8%	26.7%	27.0%	21.6%	26.2%	25.0%	27.5%
%H		96.9%	60.0%	8.2%	68.2%	38.8%	29.0%
30" - 39"	134	134	100	15	86	65	21
%V	14.1%	14.5%	17.7%	15.5%	12.9%	16.4%	7.8%
%H		100.0%	74.6%	11.2%	64.2%	48.5%	15.7%
40" and over	39	39	29	4	29	21	8
%V	4.1%	4.2%	5.1%	4.1%	4.4%	5.3%	3.0%
%H		100.0%	74.4%	10.3%	74.4%	53.8%	20.5%
Don't know	3	3	1	0	1	0	1
%V	0.3%	0.3%	0.2%	0.0%	0.2%	0.0%	0.4%
%H		100.0%	33.3%	0.0%	33.3%	0.0%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	950	925	566	97	665	396	269
%H		97.4%	59.6%	10.2%	70.0%	41.7%	28.3%
PVR	134	134	106	17	75	61	14
%V	14.1%	14.5%	18.7%	17.5%	11.3%	15.4%	5.2%
%H		100.0%	79.1%	12.7%	56.0%	45.5%	10.4%
DVDR	32	31	21	2	20	12	8
%V	3.4%	3.4%	3.7%	2.1%	3.0%	3.0%	3.0%
%H		96.9%	65.6%	6.3%	62.5%	37.5%	25.0%
VCR	64	58	28	6	42	18	24
%V	6.7%	6.3%	4.9%	6.2%	6.3%	4.5%	8.9%
%H		90.6%	43.8%	9.4%	65.6%	28.1%	37.5%
Any recorder	211	205	142	23	126	83	43
%V	22.2%	22.2%	25.1%	23.7%	18.9%	21.0%	16.0%
%H		97.2%	67.3%	10.9%	59.7%	39.3%	20.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	950	925	566	97	665	396	269
%H		97.4%	59.6%	10.2%	70.0%	41.7%	28.3%
Receives HDTV (via STB or built-in reception)	96	96	60	22	62	45	17
%V	10.1%	10.4%	10.6%	22.7%	9.3%	11.4%	6.3%
%H		100.0%	62.5%	22.9%	64.6%	46.9%	17.7%
DVD/Blu-ray player or recorder	423	420	279	46	300	201	99
%V	44.5%	45.4%	49.3%	47.4%	45.1%	50.8%	36.8%
%H		99.3%	66.0%	10.9%	70.9%	47.5%	23.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2091	2019	1923	1153	216	1191	624	567
%H		96.6%	92.0%	55.1%	10.3%	57.0%	29.8%	27.1%
Total Children	382	376	367	244	51	192	117	75
%V	18.3%	18.6%	19.1%	21.2%	23.6%	16.1%	18.8%	13.2%
%H		98.4%	96.1%	63.9%	13.4%	50.3%	30.6%	19.6%
0 - 3	99	98	96	60	17	44	24	20
%V	4.7%	4.9%	5.0%	5.2%	7.9%	3.7%	3.8%	3.5%
%H		99.0%	97.0%	60.6%	17.2%	44.4%	24.2%	20.2%
4 - 15	283	278	271	185	34	148	93	54
%V	13.5%	13.8%	14.1%	16.0%	15.7%	12.4%	14.9%	9.5%
%H		98.2%	95.8%	65.4%	12.0%	52.3%	32.9%	19.1%
4 - 9	142	138	133	91	18	71	45	26
%V	6.8%	6.8%	6.9%	7.9%	8.3%	6.0%	7.2%	4.6%
%H		97.2%	93.7%	64.1%	12.7%	50.0%	31.7%	18.3%
10 - 15	142	140	137	94	16	77	48	28
%V	6.8%	6.9%	7.1%	8.2%	7.4%	6.5%	7.7%	4.9%
%H		98.6%	96.5%	66.2%	11.3%	54.2%	33.8%	19.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2091	2019	1923	1153	216	1191	624	567
%H		96.6%	92.0%	55.1%	10.3%	57.0%	29.8%	27.1%
Total Adults (16+)	1709	1643	1557	908	165	1000	507	493
%V	81.7%	81.4%	81.0%	78.8%	76.4%	84.0%	81.3%	86.9%
%H		96.1%	91.1%	53.1%	9.7%	58.5%	29.7%	28.8%
16 - 19	99	89	87	57	15	58	42	16
%V	4.7%	4.4%	4.5%	4.9%	6.9%	4.9%	6.7%	2.8%
%H		89.9%	87.9%	57.6%	15.2%	58.6%	42.4%	16.2%
20 - 24	131	109	101	67	12	59	35	24
%V	6.3%	5.4%	5.3%	5.8%	5.6%	5.0%	5.6%	4.2%
%H		83.2%	77.1%	51.1%	9.2%	45.0%	26.7%	18.3%
25 - 34	227	217	212	139	27	121	75	46
%V	10.9%	10.7%	11.0%	12.1%	12.5%	10.2%	12.0%	8.1%
%H		95.6%	93.4%	61.2%	11.9%	53.3%	33.0%	20.3%
35 - 44	275	266	260	164	46	141	88	53
%V	13.2%	13.2%	13.5%	14.2%	21.3%	11.8%	14.1%	9.3%
%H		96.7%	94.5%	59.6%	16.7%	51.3%	32.0%	19.3%
45 - 54	285	279	273	177	25	171	98	73
%V	13.6%	13.8%	14.2%	15.4%	11.6%	14.4%	15.7%	12.9%
%H		97.9%	95.8%	62.1%	8.8%	60.0%	34.4%	25.6%
55 - 64	277	271	256	144	24	170	80	90
%V	13.2%	13.4%	13.3%	12.5%	11.1%	14.3%	12.8%	15.9%
%H		97.8%	92.4%	52.0%	8.7%	61.4%	28.9%	32.5%
65+	416	412	367	161	16	279	88	191
%V	19.9%	20.4%	19.1%	14.0%	7.4%	23.4%	14.1%	33.7%
%H		99.0%	88.2%	38.7%	3.8%	67.1%	21.2%	45.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1709	1643	1557	908	165	1000	507	493
%H		96.1%	91.1%	53.1%	9.7%	58.5%	29.7%	28.8%
AB	444	435	413	249	36	276	141	135
%V	26.0%	26.5%	26.5%	27.4%	21.8%	27.6%	27.8%	27.4%
%H		98.0%	93.0%	56.1%	8.1%	62.2%	31.8%	30.4%
C1	527	490	467	280	58	293	167	126
%V	30.8%	29.8%	30.0%	30.8%	35.2%	29.3%	32.9%	25.6%
%H		93.0%	88.6%	53.1%	11.0%	55.6%	31.7%	23.9%
C2	395	387	370	215	40	245	126	119
%V	23.1%	23.6%	23.8%	23.7%	24.2%	24.5%	24.9%	24.1%
%H		98.0%	93.7%	54.4%	10.1%	62.0%	31.9%	30.1%
D	199	192	179	99	25	106	49	57
%V	11.6%	11.7%	11.5%	10.9%	15.2%	10.6%	9.7%	11.6%
%H		96.5%	89.9%	49.7%	12.6%	53.3%	24.6%	28.6%
E	144	139	127	66	6	80	25	56
%V	8.4%	8.5%	8.2%	7.3%	3.6%	8.0%	4.9%	11.4%
%H		96.5%	88.2%	45.8%	4.2%	55.6%	17.4%	38.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1709	1643	1557	908	165	1000	507	493
%H		96.1%	91.1%	53.1%	9.7%	58.5%	29.7%	28.8%
Working full time	705	690	669	417	93	403	241	162
%V	41.3%	42.0%	43.0%	45.9%	56.4%	40.3%	47.5%	32.9%
%H		97.9%	94.9%	59.1%	13.2%	57.2%	34.2%	23.0%
Working part time	196	193	189	119	18	112	59	53
%V	11.5%	11.7%	12.1%	13.1%	10.9%	11.2%	11.6%	10.8%
%H		98.5%	96.4%	60.7%	9.2%	57.1%	30.1%	27.0%
Not working	808	761	699	372	54	484	207	278
%V	47.3%	46.3%	44.9%	41.0%	32.7%	48.4%	40.8%	56.4%
%H		94.2%	86.5%	46.0%	6.7%	59.9%	25.6%	34.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	819	784	746	442	80	470	242	228
%H		95.7%	91.1%	54.0%	9.8%	57.4%	29.5%	27.8%
16 - 19	46	40	39	26	7	25	18	7
%V	5.6%	5.1%	5.2%	5.9%	8.8%	5.3%	7.4%	3.1%
%H		87.0%	84.8%	56.5%	15.2%	54.3%	39.1%	15.2%
20 - 24	63	55	52	34	7	30	19	11
%V	7.7%	7.0%	7.0%	7.7%	8.8%	6.4%	7.9%	4.8%
%H		87.3%	82.5%	54.0%	11.1%	47.6%	30.2%	17.5%
25 - 34	114	108	108	68	14	60	36	25
%V	13.9%	13.8%	14.5%	15.4%	17.5%	12.8%	14.9%	11.0%
%H		94.7%	94.7%	59.6%	12.3%	52.6%	31.6%	21.9%
35 - 44	126	122	119	78	21	64	42	22
%V	15.4%	15.6%	16.0%	17.6%	26.3%	13.6%	17.4%	9.6%
%H		96.8%	94.4%	61.9%	16.7%	50.8%	33.3%	17.5%
45 - 54	135	131	129	80	11	82	44	38
%V	16.5%	16.7%	17.3%	18.1%	13.8%	17.4%	18.2%	16.7%
%H		97.0%	95.6%	59.3%	8.1%	60.7%	32.6%	28.1%
55 - 64	134	130	122	67	12	82	38	44
%V	16.4%	16.6%	16.4%	15.2%	15.0%	17.4%	15.7%	19.3%
%H		97.0%	91.0%	50.0%	9.0%	61.2%	28.4%	32.8%
65+	201	198	177	88	8	126	45	81
%V	24.5%	25.3%	23.7%	19.9%	10.0%	26.8%	18.6%	35.5%
%H		98.5%	88.1%	43.8%	4.0%	62.7%	22.4%	40.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	819	784	746	442	80	470	242	228
%H		95.7%	91.1%	54.0%	9.8%	57.4%	29.5%	27.8%
AB	229	224	211	127	21	135	69	66
%V	28.0%	28.6%	28.3%	28.7%	26.3%	28.7%	28.5%	28.9%
%H		97.8%	92.1%	55.5%	9.2%	59.0%	30.1%	28.8%
C1	229	212	206	130	25	124	74	50
%V	28.0%	27.0%	27.6%	29.4%	31.3%	26.4%	30.6%	21.9%
%H		92.6%	90.0%	56.8%	10.9%	54.1%	32.3%	21.8%
C2	203	197	188	107	21	125	64	61
%V	24.8%	25.1%	25.2%	24.2%	26.3%	26.6%	26.4%	26.8%
%H		97.0%	92.6%	52.7%	10.3%	61.6%	31.5%	30.0%
D	96	92	87	48	12	51	24	27
%V	11.7%	11.7%	11.7%	10.9%	15.0%	10.9%	9.9%	11.8%
%H		95.8%	90.6%	50.0%	12.5%	53.1%	25.0%	28.1%
E	62	59	54	30	1	34	10	24
%V	7.6%	7.5%	7.2%	6.8%	1.3%	7.2%	4.1%	10.5%
%H		95.2%	87.1%	48.4%	1.6%	54.8%	16.1%	38.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	819	784	746	442	80	470	242	228
%H		95.7%	91.1%	54.0%	9.8%	57.4%	29.5%	27.8%
Working full time	449	439	428	268	59	254	150	104
%V	54.8%	56.0%	57.4%	60.6%	73.8%	54.0%	62.0%	45.6%
%H		97.8%	95.3%	59.7%	13.1%	56.6%	33.4%	23.2%
Working part time	38	35	34	18	2	23	8	15
%V	4.6%	4.5%	4.6%	4.1%	2.5%	4.9%	3.3%	6.6%
%H		92.1%	89.5%	47.4%	5.3%	60.5%	21.1%	39.5%
Not working	333	310	284	156	19	193	84	109
%V	40.7%	39.5%	38.1%	35.3%	23.8%	41.1%	34.7%	47.8%
%H		93.1%	85.3%	46.8%	5.7%	58.0%	25.2%	32.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	890	859	811	466	85	530	265	265
%H		96.5%	91.1%	52.4%	9.6%	59.6%	29.8%	29.8%
16 - 19	52	48	48	31	8	32	23	9
%V	5.8%	5.6%	5.9%	6.7%	9.4%	6.0%	8.7%	3.4%
%H		92.3%	92.3%	59.6%	15.4%	61.5%	44.2%	17.3%
20 - 24	69	54	49	33	5	29	16	13
%V	7.8%	6.3%	6.0%	7.1%	5.9%	5.5%	6.0%	4.9%
%H		78.3%	71.0%	47.8%	7.2%	42.0%	23.2%	18.8%
25 - 34	113	109	105	71	13	61	39	22
%V	12.7%	12.7%	12.9%	15.2%	15.3%	11.5%	14.7%	8.3%
%H		96.5%	92.9%	62.8%	11.5%	54.0%	34.5%	19.5%
35 - 44	149	144	141	87	25	77	46	30
%V	16.7%	16.8%	17.4%	18.7%	29.4%	14.5%	17.4%	11.3%
%H		96.6%	94.6%	58.4%	16.8%	51.7%	30.9%	20.1%
45 - 54	149	148	144	96	14	89	54	35
%V	16.7%	17.2%	17.8%	20.6%	16.5%	16.8%	20.4%	13.2%
%H		99.3%	96.6%	64.4%	9.4%	59.7%	36.2%	23.5%
55 - 64	143	141	134	76	11	88	42	46
%V	16.1%	16.4%	16.5%	16.3%	12.9%	16.6%	15.8%	17.4%
%H		98.6%	93.7%	53.1%	7.7%	61.5%	29.4%	32.2%
65+	215	214	190	72	9	154	44	110
%V	24.2%	24.9%	23.4%	15.5%	10.6%	29.1%	16.6%	41.5%
%H		99.5%	88.4%	33.5%	4.2%	71.6%	20.5%	51.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	890	859	811	466	85	530	265	265
%H		96.5%	91.1%	52.4%	9.6%	59.6%	29.8%	29.8%
AB	215	211	203	122	15	141	71	69
%V	24.2%	24.6%	25.0%	26.2%	17.6%	26.6%	26.8%	26.0%
%H		98.1%	94.4%	56.7%	7.0%	65.6%	33.0%	32.1%
C1	299	278	260	150	33	169	92	76
%V	33.6%	32.4%	32.1%	32.2%	38.8%	31.9%	34.7%	28.7%
%H		93.0%	87.0%	50.2%	11.0%	56.5%	30.8%	25.4%
C2	192	190	183	107	19	120	62	58
%V	21.6%	22.1%	22.6%	23.0%	22.4%	22.6%	23.4%	21.9%
%H		99.0%	95.3%	55.7%	9.9%	62.5%	32.3%	30.2%
D	103	101	92	50	13	55	25	30
%V	11.6%	11.8%	11.3%	10.7%	15.3%	10.4%	9.4%	11.3%
%H		98.1%	89.3%	48.5%	12.6%	53.4%	24.3%	29.1%
E	82	80	73	36	5	46	14	32
%V	9.2%	9.3%	9.0%	7.7%	5.9%	8.7%	5.3%	12.1%
%H		97.6%	89.0%	43.9%	6.1%	56.1%	17.1%	39.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	890	859	811	466	85	530	265	265
%H		96.5%	91.1%	52.4%	9.6%	59.6%	29.8%	29.8%
Working full time	257	251	241	150	34	149	91	58
%V	28.9%	29.2%	29.7%	32.2%	40.0%	28.1%	34.3%	21.9%
%H		97.7%	93.8%	58.4%	13.2%	58.0%	35.4%	22.6%
Working part time	158	158	155	102	17	89	51	39
%V	17.8%	18.4%	19.1%	21.9%	20.0%	16.8%	19.2%	14.7%
%H		100.0%	98.1%	64.6%	10.8%	56.3%	32.3%	24.7%
Not working	475	450	415	215	34	292	123	169
%V	53.4%	52.4%	51.2%	46.1%	40.0%	55.1%	46.4%	63.8%
%H		94.7%	87.4%	45.3%	7.2%	61.5%	25.9%	35.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3549	3440	3324	1345	625	2632	1229	1403
%H (All HH)		96.9%	93.7%	37.9%	17.6%	74.2%	34.6%	39.5%
%H (TV HH)			96.6%	39.1%	18.2%	76.5%	35.7%	40.8%
AB	740	725	710	327	120	553	282	271
%V	20.9%	21.1%	21.4%	24.3%	19.2%	21.0%	22.9%	19.3%
%H (All HH)		98.0%	95.9%	44.2%	16.2%	74.7%	38.1%	36.6%
%H (TV HH)			97.9%	45.1%	16.6%	76.3%	38.9%	37.4%
C1	917	881	856	354	169	676	329	347
%V	25.8%	25.6%	25.8%	26.3%	27.0%	25.7%	26.8%	24.7%
%H (All HH)		96.1%	93.3%	38.6%	18.4%	73.7%	35.9%	37.8%
%H (TV HH)			97.2%	40.2%	19.2%	76.7%	37.3%	39.4%
C2	737	720	706	291	154	569	298	271
%V	20.8%	20.9%	21.2%	21.6%	24.6%	21.6%	24.2%	19.3%
%H (All HH)		97.7%	95.8%	39.5%	20.9%	77.2%	40.4%	36.8%
%H (TV HH)			98.1%	40.4%	21.4%	79.0%	41.4%	37.6%
D	641	622	600	245	118	467	217	250
%V	18.1%	18.1%	18.1%	18.2%	18.9%	17.7%	17.7%	17.8%
%H (All HH)		97.0%	93.6%	38.2%	18.4%	72.9%	33.9%	39.0%
%H (TV HH)			96.5%	39.4%	19.0%	75.1%	34.9%	40.2%
E	516	492	451	128	64	366	104	262
%V	14.5%	14.3%	13.6%	9.5%	10.2%	13.9%	8.5%	18.7%
%H (All HH)		95.3%	87.4%	24.8%	12.4%	70.9%	20.2%	50.8%
%H (TV HH)			91.7%	26.0%	13.0%	74.4%	21.1%	53.3%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3549	3440	3324	1345	625	2632	1229	1403
%V (All HH)		96.9%	93.7%	37.9%	17.6%	74.2%	34.6%	39.5%
%H (TV HH)			96.6%	39.1%	18.2%	76.5%	35.7%	40.8%
Under 25	173	154	146	46	32	113	43	70
%V	4.9%	4.5%	4.4%	3.4%	5.1%	4.3%	3.5%	5.0%
%H (All HH)		89.0%	84.4%	26.6%	18.5%	65.3%	24.9%	40.5%
%H (TV HH)			94.8%	29.9%	20.8%	73.4%	27.9%	45.5%
25 - 34	510	482	469	247	95	327	192	135
%V	14.4%	14.0%	14.1%	18.4%	15.2%	12.4%	15.6%	9.6%
%H (All HH)		94.5%	92.0%	48.4%	18.6%	64.1%	37.6%	26.5%
%H (TV HH)			97.3%	51.2%	19.7%	67.8%	39.8%	28.0%
35 - 44	624	604	598	301	145	448	284	165
%V	17.6%	17.6%	18.0%	22.4%	23.2%	17.0%	23.1%	11.8%
%H (All HH)		96.8%	95.8%	48.2%	23.2%	71.8%	45.5%	26.4%
%H (TV HH)			99.0%	49.8%	24.0%	74.2%	47.0%	27.3%
45 - 54	687	670	657	299	146	516	291	224
%V	19.4%	19.5%	19.8%	22.2%	23.4%	19.6%	23.7%	16.0%
%H (All HH)		97.5%	95.6%	43.5%	21.3%	75.1%	42.4%	32.6%
%H (TV HH)			98.1%	44.6%	21.8%	77.0%	43.4%	33.4%
55 - 64	595	582	569	233	103	463	222	241
%V	16.8%	16.9%	17.1%	17.3%	16.5%	17.6%	18.1%	17.2%
%H (All HH)		97.8%	95.6%	39.2%	17.3%	77.8%	37.3%	40.5%
%H (TV HH)			97.8%	40.0%	17.7%	79.6%	38.1%	41.4%
65 +	960	947	885	219	104	766	198	568
%V	27.0%	27.5%	26.6%	16.3%	16.6%	29.1%	16.1%	40.5%
%H (All HH)		98.6%	92.2%	22.8%	10.8%	79.8%	20.6%	59.2%
%H (TV HH)			93.5%	23.1%	11.0%	80.9%	20.9%	60.0%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3549	3440	3324	1345	625	2632	1229	1403
%H (All HH)		96.9%	93.7%	37.9%	17.6%	74.2%	34.6%	39.5%
%H (TV HH)			96.6%	39.1%	18.2%	76.5%	35.7%	40.8%
1	1202	1139	1064	268	152	882	231	651
%V	33.9%	33.1%	32.0%	19.9%	24.3%	33.5%	18.8%	46.4%
%H (All HH)		94.8%	88.5%	22.3%	12.6%	73.4%	19.2%	54.2%
%H (TV HH)			93.4%	23.5%	13.3%	77.4%	20.3%	57.2%
2	1088	1070	1046	437	180	830	390	439
%V	30.7%	31.1%	31.5%	32.5%	28.8%	31.5%	31.7%	31.3%
%H (All HH)		98.3%	96.1%	40.2%	16.5%	76.3%	35.8%	40.3%
%H (TV HH)			97.8%	40.8%	16.8%	77.6%	36.4%	41.0%
3	546	533	526	258	121	397	240	158
%V	15.4%	15.5%	15.8%	19.2%	19.4%	15.1%	19.5%	11.3%
%H (All HH)		97.6%	96.3%	47.3%	22.2%	72.7%	44.0%	28.9%
%H (TV HH)			98.7%	48.4%	22.7%	74.5%	45.0%	29.6%
4	455	448	444	239	115	347	245	102
%V	12.8%	13.0%	13.4%	17.8%	18.4%	13.2%	19.9%	7.3%
%H (All HH)		98.5%	97.6%	52.5%	25.3%	76.3%	53.8%	22.4%
%H (TV HH)			99.1%	53.3%	25.7%	77.5%	54.7%	22.8%
5+	257	249	244	144	56	175	122	53
%V	7.2%	7.2%	7.3%	10.7%	9.0%	6.6%	9.9%	3.8%
%H (All HH)		96.9%	94.9%	56.0%	21.8%	68.1%	47.5%	20.6%
%H (TV HH)			98.0%	57.8%	22.5%	70.3%	49.0%	21.3%
Average HH size	2.33	2.35	2.37	2.74	2.63	2.32	2.76	1.93

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3549	3440	3324	1345	625	2632	1229	1403
%H (All HH)		96.9%	93.7%	37.9%	17.6%	74.2%	34.6%	39.5%
%H (TV HH)			96.6%	39.1%	18.2%	76.5%	35.7%	40.8%
Without	2649	2559	2457	883	427	1991	815	1176
%V	74.6%	74.4%	73.9%	65.7%	68.3%	75.6%	66.3%	83.8%
%H (All HH)		96.6%	92.8%	33.3%	16.1%	75.2%	30.8%	44.4%
%H (TV HH)			96.0%	34.5%	16.7%	77.8%	31.8%	46.0%
With	901	880	867	462	197	641	414	227
%V	25.4%	25.6%	26.1%	34.3%	31.5%	24.4%	33.7%	16.2%
%H (All HH)		97.7%	96.2%	51.3%	21.9%	71.1%	45.9%	25.2%
%H (TV HH)			98.5%	52.5%	22.4%	72.8%	47.0%	25.8%
0 - 3	355	344	337	184	73	233	146	87
%V	10.0%	10.0%	10.1%	13.7%	11.7%	8.9%	11.9%	6.2%
%H (All HH)		96.9%	94.9%	51.8%	20.6%	65.6%	41.1%	24.5%
%H (TV HH)			98.0%	53.5%	21.2%	67.7%	42.4%	25.3%
4 - 9	445	436	430	236	98	316	212	104
%V	12.5%	12.7%	12.9%	17.5%	15.7%	12.0%	17.2%	7.4%
%H (All HH)		98.0%	96.6%	53.0%	22.0%	71.0%	47.6%	23.4%
%H (TV HH)			98.6%	54.1%	22.5%	72.5%	48.6%	23.9%
10 - 15	428	419	415	228	91	323	217	106
%V	12.1%	12.2%	12.5%	17.0%	14.6%	12.3%	17.7%	7.6%
%H (All HH)		97.9%	97.0%	53.3%	21.3%	75.5%	50.7%	24.8%
%H (TV HH)			99.0%	54.4%	21.7%	77.1%	51.8%	25.3%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3549	3440	3324	1345	625	2632	1229	1403
%H (All HH)		96.9%	93.7%	37.9%	17.6%	74.2%	34.6%	39.5%
%H (TV HH)			96.6%	39.1%	18.2%	76.5%	35.7%	40.8%
1	1398	1398	1310	433	209	943	269	673
%V	39.4%	40.6%	39.4%	32.2%	33.4%	35.8%	21.9%	48.0%
%H (All HH)		100.0%	93.7%	31.0%	14.9%	67.5%	19.2%	48.1%
%H (TV HH)			93.7%	31.0%	14.9%	67.5%	19.2%	48.1%
2	1156	1156	1137	451	231	920	443	477
%V	32.6%	33.6%	34.2%	33.5%	37.0%	35.0%	36.0%	34.0%
%H (All HH)		100.0%	98.4%	39.0%	20.0%	79.6%	38.3%	41.3%
%H (TV HH)			98.4%	39.0%	20.0%	79.6%	38.3%	41.3%
3	554	554	546	266	111	476	294	182
%V	15.6%	16.1%	16.4%	19.8%	17.8%	18.1%	23.9%	13.0%
%H (All HH)		100.0%	98.6%	48.0%	20.0%	85.9%	53.1%	32.9%
%H (TV HH)			98.6%	48.0%	20.0%	85.9%	53.1%	32.9%
4	223	223	222	126	50	197	146	51
%V	6.3%	6.5%	6.7%	9.4%	8.0%	7.5%	11.9%	3.6%
%H (All HH)		100.0%	99.6%	56.5%	22.4%	88.3%	65.5%	22.9%
%H (TV HH)			99.6%	56.5%	22.4%	88.3%	65.5%	22.9%
5+	109	109	108	69	24	96	77	19
%V	3.1%	3.2%	3.2%	5.1%	3.8%	3.6%	6.3%	1.4%
%H (All HH)		100.0%	99.1%	63.3%	22.0%	88.1%	70.6%	17.4%
%H (TV HH)			99.1%	63.3%	22.0%	88.1%	70.6%	17.4%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3549	3440	3324	1345	625	2632	1229	1403
%H (All HH)		96.9%	93.7%	37.9%	17.6%	74.2%	34.6%	39.5%
%H (TV HH)			96.6%	39.1%	18.2%	76.5%	35.7%	40.8%
Under 20"	1206	1206	1176	480	227	1005	517	488
%V	34.0%	35.1%	35.4%	35.7%	36.3%	38.2%	42.1%	34.8%
%H (All HH)		100.0%	97.5%	39.8%	18.8%	83.3%	42.9%	40.5%
%H (TV HH)			97.5%	39.8%	18.8%	83.3%	42.9%	40.5%
20" - 29"	1585	1585	1513	571	277	1253	561	692
%V	44.7%	46.1%	45.5%	42.5%	44.3%	47.6%	45.6%	49.3%
%H (All HH)		100.0%	95.5%	36.0%	17.5%	79.1%	35.4%	43.7%
%H (TV HH)			95.5%	36.0%	17.5%	79.1%	35.4%	43.7%
30" - 39"	1722	1722	1695	748	327	1349	700	649
%V	48.5%	50.1%	51.0%	55.6%	52.3%	51.3%	57.0%	46.3%
%H (All HH)		100.0%	98.4%	43.4%	19.0%	78.3%	40.7%	37.7%
%H (TV HH)			98.4%	43.4%	19.0%	78.3%	40.7%	37.7%
40" and over	1026	1026	1022	568	234	788	542	246
%V	28.9%	29.8%	30.7%	42.2%	37.4%	29.9%	44.1%	17.5%
%H (All HH)		100.0%	99.6%	55.4%	22.8%	76.8%	52.8%	24.0%
%H (TV HH)			99.6%	55.4%	22.8%	76.8%	52.8%	24.0%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3549	3440	3324	1345	625	2632	1229	1403
%H (All HH)		96.9%	93.7%	37.9%	17.6%	74.2%	34.6%	39.5%
%H (TV HH)			96.6%	39.1%	18.2%	76.5%	35.7%	40.8%
Main living room	3410	3410	3297	1340	622	2609	1225	1384
%V	96.1%	99.1%	99.2%	99.6%	99.5%	99.1%	99.7%	98.6%
%H (All HH)		100.0%	96.7%	39.3%	18.2%	76.5%	35.9%	40.6%
%H (TV HH)			96.7%	39.3%	18.2%	76.5%	35.9%	40.6%
Kitchen	448	448	444	209	71	392	221	171
%V	12.6%	13.0%	13.4%	15.5%	11.4%	14.9%	18.0%	12.2%
%H (All HH)		100.0%	99.1%	46.7%	15.8%	87.5%	49.3%	38.2%
%H (TV HH)			99.1%	46.7%	15.8%	87.5%	49.3%	38.2%
Adult's bedroom	1521	1521	1502	698	325	1261	747	513
%V	42.9%	44.2%	45.2%	51.9%	52.0%	47.9%	60.8%	36.6%
%H (All HH)		100.0%	98.8%	45.9%	21.4%	82.9%	49.1%	33.7%
%H (TV HH)			98.8%	45.9%	21.4%	82.9%	49.1%	33.7%
Child's bedroom	334	334	332	180	82	287	207	80
%V	9.4%	9.7%	10.0%	13.4%	13.1%	10.9%	16.8%	5.7%
%H (All HH)		100.0%	99.4%	53.9%	24.6%	85.9%	62.0%	24.0%
%H (TV HH)			99.4%	53.9%	24.6%	85.9%	62.0%	24.0%
Other bedroom	146	146	145	71	30	131	82	48
%V	4.1%	4.2%	4.4%	5.3%	4.8%	5.0%	6.7%	3.4%
%H (All HH)		100.0%	99.3%	48.6%	20.5%	89.7%	56.2%	32.9%
%H (TV HH)			99.3%	48.6%	20.5%	89.7%	56.2%	32.9%
Second living/dining room	396	396	390	193	76	328	197	132
%V	11.2%	11.5%	11.7%	14.3%	12.2%	12.5%	16.0%	9.4%
%H (All HH)		100.0%	98.5%	48.7%	19.2%	82.8%	49.7%	33.3%
%H (TV HH)			98.5%	48.7%	19.2%	82.8%	49.7%	33.3%
Study/office	75	75	74	39	10	66	39	27
%V	2.1%	2.2%	2.2%	2.9%	1.6%	2.5%	3.2%	1.9%
%H (All HH)		100.0%	98.7%	52.0%	13.3%	88.0%	52.0%	36.0%
%H (TV HH)			98.7%	52.0%	13.3%	88.0%	52.0%	36.0%
TV room	28	28	27	15	5	23	16	7
%V	0.8%	0.8%	0.8%	1.1%	0.8%	0.9%	1.3%	0.5%
%H (All HH)		100.0%	96.4%	53.6%	17.9%	82.1%	57.1%	25.0%
%H (TV HH)			96.4%	53.6%	17.9%	82.1%	57.1%	25.0%
No specific location	5	5	5	5	1	4	3	0
%V	0.1%	0.1%	0.2%	0.4%	0.2%	0.2%	0.2%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	20.0%	80.0%	60.0%	0.0%
%H (TV HH)			100.0%	100.0%	20.0%	80.0%	60.0%	0.0%
Other	32	32	32	16	7	26	17	9
%V	0.9%	0.9%	1.0%	1.2%	1.1%	1.0%	1.4%	0.6%
%H (All HH)		100.0%	100.0%	50.0%	21.9%	81.3%	53.1%	28.1%
%H (TV HH)			100.0%	50.0%	21.9%	81.3%	53.1%	28.1%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Household level data

Table 3.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3549	3440	3324	1345	625	2632	1229	1403
%H (All HH)		96.9%	93.7%	37.9%	17.6%	74.2%	34.6%	39.5%
%H (TV HH)			96.6%	39.1%	18.2%	76.5%	35.7%	40.8%
PVR	1624	1624	1623	1017	312	1217	885	332
%V	45.8%	47.2%	48.8%	75.6%	49.9%	46.2%	72.0%	23.7%
%H (All HH)		100.0%	99.9%	62.6%	19.2%	74.9%	54.5%	20.4%
%H (TV HH)			99.9%	62.6%	19.2%	74.9%	54.5%	20.4%
DVDR	522	522	510	216	117	424	233	191
%V	14.7%	15.2%	15.3%	16.1%	18.7%	16.1%	19.0%	13.6%
%H (All HH)		100.0%	97.7%	41.4%	22.4%	81.2%	44.6%	36.6%
%H (TV HH)			97.7%	41.4%	22.4%	81.2%	44.6%	36.6%
VCR	574	574	544	183	97	451	177	274
%V	16.2%	16.7%	16.4%	13.6%	15.5%	17.1%	14.4%	19.5%
%H (All HH)		100.0%	94.8%	31.9%	16.9%	78.6%	30.8%	47.7%
%H (TV HH)			94.8%	31.9%	16.9%	78.6%	30.8%	47.7%
Any recorder	2147	2147	2111	1120	401	1636	1003	633
%V	60.5%	62.4%	63.5%	83.3%	64.2%	62.2%	81.6%	45.1%
%H (All HH)		100.0%	98.3%	52.2%	18.7%	76.2%	46.7%	29.5%
%H (TV HH)			98.3%	52.2%	18.7%	76.2%	46.7%	29.5%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands
Household level data
Table 3.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3549	3440	3324	1345	625	2632	1229	1403
%H (All HH)		96.9%	93.7%	37.9%	17.6%	74.2%	34.6%	39.5%
%H (TV HH)			96.6%	39.1%	18.2%	76.5%	35.7%	40.8%
Receives HDTV (via STB or built-in reception)	1284	1284	1284	675	364	998	718	280
%V	36.2%	37.3%	38.6%	50.2%	58.2%	37.9%	58.4%	20.0%
%H (All HH)		100.0%	100.0%	52.6%	28.3%	77.7%	55.9%	21.8%
%H (TV HH)			100.0%	52.6%	28.3%	77.7%	55.9%	21.8%
DVD/Blu-ray player or recorder	2676	2676	2615	1115	525	2092	1074	1018
%V	75.4%	77.8%	78.7%	82.9%	84.0%	79.5%	87.4%	72.6%
%H (All HH)		100.0%	97.7%	41.7%	19.6%	78.2%	40.1%	38.0%
%H (TV HH)			97.7%	41.7%	19.6%	78.2%	40.1%	38.0%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3549	3440	3324	1345	625	2632	1229	1403
%H (All HH)		96.9%	93.7%	37.9%	17.6%	74.2%	34.6%	39.5%
%H (TV HH)			96.6%	39.1%	18.2%	76.5%	35.7%	40.8%
Has PC or Laptop	2577	2522	2483	1161	526	1920	1083	838
%V	72.6%	73.3%	74.7%	86.3%	84.2%	72.9%	88.1%	59.7%
%H (All HH)		97.9%	96.4%	45.1%	20.4%	74.5%	42.0%	32.5%
%H (TV HH)			98.5%	46.0%	20.9%	76.1%	42.9%	33.2%
Has broadband internet	2370	2314	2284	1103	517	1744	1038	706
%V	66.8%	67.3%	68.7%	82.0%	82.7%	66.3%	84.5%	50.3%
%H (All HH)		97.6%	96.4%	46.5%	21.8%	73.6%	43.8%	29.8%
%H (TV HH)			98.7%	47.7%	22.3%	75.4%	44.9%	30.5%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6856	6703	3018	1333	5521	3043	2478
%H		97.8%	44.0%	19.4%	80.5%	44.4%	36.1%
Under 20"	1640	1600	693	314	1381	765	616
%V	23.9%	23.9%	23.0%	23.6%	25.0%	25.1%	24.9%
%H		97.6%	42.3%	19.1%	84.2%	46.6%	37.6%
20" - 29"	2001	1924	765	355	1616	779	837
%V	29.2%	28.7%	25.3%	26.6%	29.3%	25.6%	33.8%
%H		96.2%	38.2%	17.7%	80.8%	38.9%	41.8%
30" - 39"	1982	1955	891	388	1570	856	714
%V	28.9%	29.2%	29.5%	29.1%	28.4%	28.1%	28.8%
%H		98.6%	45.0%	19.6%	79.2%	43.2%	36.0%
40" and over	1136	1132	639	259	877	610	267
%V	16.6%	16.9%	21.2%	19.4%	15.9%	20.0%	10.8%
%H		99.6%	56.3%	22.8%	77.2%	53.7%	23.5%
Don't know	96	92	30	18	77	33	44
%V	1.4%	1.4%	1.0%	1.4%	1.4%	1.1%	1.8%
%H		95.8%	31.3%	18.8%	80.2%	34.4%	45.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6856	6703	3018	1333	5521	3043	2478
%H		97.8%	44.0%	19.4%	80.5%	44.4%	36.1%
Main living room	3442	3329	1353	628	2635	1240	1395
%V	50.2%	49.7%	44.8%	47.1%	47.7%	40.7%	56.3%
%H		96.7%	39.3%	18.2%	76.6%	36.0%	40.5%
Kitchen	450	446	211	72	394	223	171
%V	6.6%	6.7%	7.0%	5.4%	7.1%	7.3%	6.9%
%H		99.1%	46.9%	16.0%	87.6%	49.6%	38.0%
Adult's bedroom	1810	1786	856	388	1509	927	583
%V	26.4%	26.6%	28.4%	29.1%	27.3%	30.5%	23.5%
%H		98.7%	47.3%	21.4%	83.4%	51.2%	32.2%
Child's bedroom	438	436	241	109	378	281	98
%V	6.4%	6.5%	8.0%	8.2%	6.8%	9.2%	4.0%
%H		99.5%	55.0%	24.9%	86.3%	64.2%	22.4%
Other bedroom	170	168	85	33	150	96	54
%V	2.5%	2.5%	2.8%	2.5%	2.7%	3.2%	2.2%
%H		98.8%	50.0%	19.4%	88.2%	56.5%	31.8%
Second living/dining room	402	397	196	77	334	200	134
%V	5.9%	5.9%	6.5%	5.8%	6.0%	6.6%	5.4%
%H		98.8%	48.8%	19.2%	83.1%	49.8%	33.3%
Study/office	77	75	39	11	67	40	27
%V	1.1%	1.1%	1.3%	0.8%	1.2%	1.3%	1.1%
%H		97.4%	50.6%	14.3%	87.0%	51.9%	35.1%
TV room	28	28	15	6	23	16	7
%V	0.4%	0.4%	0.5%	0.5%	0.4%	0.5%	0.3%
%H		100.0%	53.6%	21.4%	82.1%	57.1%	25.0%
No specific location	5	5	5	1	4	3	0
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.0%
%H		100.0%	100.0%	20.0%	80.0%	60.0%	0.0%
Other	33	33	17	7	27	18	9
%V	0.5%	0.5%	0.6%	0.5%	0.5%	0.6%	0.4%
%H		100.0%	51.5%	21.2%	81.8%	54.5%	27.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6856	6703	3018	1333	5521	3043	2478
%H		97.8%	44.0%	19.4%	80.5%	44.4%	36.1%
PVR	2061	2060	1373	378	1536	1170	366
%V	30.1%	30.7%	45.5%	28.4%	27.8%	38.4%	14.8%
%H		100.0%	66.6%	18.3%	74.5%	56.8%	17.8%
DVDR	606	593	254	141	497	280	217
%V	8.8%	8.8%	8.4%	10.6%	9.0%	9.2%	8.8%
%H		97.9%	41.9%	23.3%	82.0%	46.2%	35.8%
VCR	654	623	215	115	519	214	305
%V	9.5%	9.3%	7.1%	8.6%	9.4%	7.0%	12.3%
%H		95.3%	32.9%	17.6%	79.4%	32.7%	46.6%
Any recorder	2833	2794	1585	526	2172	1419	753
%V	41.3%	41.7%	52.5%	39.5%	39.3%	46.6%	30.4%
%H		98.6%	55.9%	18.6%	76.7%	50.1%	26.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6856	6703	3018	1333	5521	3043	2478
%H		97.8%	44.0%	19.4%	80.5%	44.4%	36.1%
Receives HDTV (via STB or built-in reception)	1704	1704	901	492	1354	988	366
%V	24.9%	25.4%	29.9%	36.9%	24.5%	32.5%	14.8%
%H		100.0%	52.9%	28.9%	79.5%	58.0%	21.5%
DVD/Blu-ray player or recorder	3944	3878	1778	804	3194	1819	1375
%V	57.5%	57.9%	58.9%	60.3%	57.9%	59.8%	55.5%
%H		98.3%	45.1%	20.4%	81.0%	46.1%	34.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3437	3323	1344	625	2631	1229	1402
%H		96.7%	39.1%	18.2%	76.5%	35.8%	40.8%
Under 20"	105	90	8	13	78	9	69
%V	3.1%	2.7%	0.6%	2.1%	3.0%	0.7%	4.9%
%H		85.7%	7.6%	12.4%	74.3%	8.6%	65.7%
20" - 29"	882	816	208	124	664	176	488
%V	25.7%	24.6%	15.5%	19.8%	25.2%	14.3%	34.8%
%H		92.5%	23.6%	14.1%	75.3%	20.0%	55.3%
30" - 39"	1421	1395	566	259	1103	515	589
%V	41.3%	42.0%	42.1%	41.4%	41.9%	41.9%	42.0%
%H		98.2%	39.8%	18.2%	77.6%	36.2%	41.4%
40" and over	985	981	549	222	754	518	236
%V	28.7%	29.5%	40.8%	35.5%	28.7%	42.1%	16.8%
%H		99.6%	55.7%	22.5%	76.5%	52.6%	24.0%
Don't know	44	41	13	7	32	11	21
%V	1.3%	1.2%	1.0%	1.1%	1.2%	0.9%	1.5%
%H		93.2%	29.5%	15.9%	72.7%	25.0%	47.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3437	3323	1344	625	2631	1229	1402
%H		96.7%	39.1%	18.2%	76.5%	35.8%	40.8%
PVR	1565	1564	996	298	1161	854	307
%V	45.5%	47.1%	74.1%	47.7%	44.1%	69.5%	21.9%
%H		99.9%	63.6%	19.0%	74.2%	54.6%	19.6%
DVDR	442	431	175	99	355	188	167
%V	12.9%	13.0%	13.0%	15.8%	13.5%	15.3%	11.9%
%H		97.5%	39.6%	22.4%	80.3%	42.5%	37.8%
VCR	471	444	134	76	367	126	241
%V	13.7%	13.4%	10.0%	12.2%	13.9%	10.3%	17.2%
%H		94.3%	28.5%	16.1%	77.9%	26.8%	51.2%
Any recorder	2063	2028	1094	380	1561	967	595
%V	60.0%	61.0%	81.4%	60.8%	59.3%	78.7%	42.4%
%H		98.3%	53.0%	18.4%	75.7%	46.9%	28.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3437	3323	1344	625	2631	1229	1402
%H		96.7%	39.1%	18.2%	76.5%	35.8%	40.8%
Receives HDTV (via STB or built-in reception)	1229	1229	649	351	948	686	262
%V	35.8%	37.0%	48.3%	56.2%	36.0%	55.8%	18.7%
%H		100.0%	52.8%	28.6%	77.1%	55.8%	21.3%
DVD/Blu-ray player or recorder	2530	2471	1046	493	1967	996	971
%V	73.6%	74.4%	77.8%	78.9%	74.8%	81.0%	69.3%
%H		97.7%	41.3%	19.5%	77.7%	39.4%	38.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Set level data

Table 3.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3419	3380	1674	708	2891	1815	1076
%H		98.9%	49.0%	20.7%	84.6%	53.1%	31.5%
Under 20"	1535	1510	685	301	1303	756	547
%V	44.9%	44.7%	40.9%	42.5%	45.1%	41.7%	50.8%
%H		98.4%	44.6%	19.6%	84.9%	49.3%	35.6%
20" - 29"	1120	1108	557	230	952	603	349
%V	32.8%	32.8%	33.3%	32.5%	32.9%	33.2%	32.4%
%H		98.9%	49.7%	20.5%	85.0%	53.8%	31.2%
30" - 39"	561	561	325	129	467	341	126
%V	16.4%	16.6%	19.4%	18.2%	16.2%	18.8%	11.7%
%H		100.0%	57.9%	23.0%	83.2%	60.8%	22.5%
40" and over	151	150	90	37	124	93	31
%V	4.4%	4.4%	5.4%	5.2%	4.3%	5.1%	2.9%
%H		99.3%	59.6%	24.5%	82.1%	61.6%	20.5%
Don't know	52	51	16	11	45	22	23
%V	1.5%	1.5%	1.0%	1.6%	1.6%	1.2%	2.1%
%H		98.1%	30.8%	21.2%	86.5%	42.3%	44.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3419	3380	1674	708	2891	1815	1076
%H		98.9%	49.0%	20.7%	84.6%	53.1%	31.5%
PVR	496	496	378	79	375	316	59
%V	14.5%	14.7%	22.6%	11.2%	13.0%	17.4%	5.5%
%H		100.0%	76.2%	15.9%	75.6%	63.7%	11.9%
DVDR	165	163	80	42	141	91	50
%V	4.8%	4.8%	4.8%	5.9%	4.9%	5.0%	4.6%
%H		98.8%	48.5%	25.5%	85.5%	55.2%	30.3%
VCR	183	179	81	39	152	87	64
%V	5.4%	5.3%	4.8%	5.5%	5.3%	4.8%	5.9%
%H		97.8%	44.3%	21.3%	83.1%	47.5%	35.0%
Any recorder	770	766	491	146	611	452	158
%V	22.5%	22.7%	29.3%	20.6%	21.1%	24.9%	14.7%
%H		99.5%	63.8%	19.0%	79.4%	58.7%	20.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3419	3380	1674	708	2891	1815	1076
%H		98.9%	49.0%	20.7%	84.6%	53.1%	31.5%
Receives HDTV (via STB or built-in reception)	475	475	253	141	406	302	104
%V	13.9%	14.1%	15.1%	19.9%	14.0%	16.6%	9.7%
%H		100.0%	53.3%	29.7%	85.5%	63.6%	21.9%
DVD/Blu-ray player or recorder	1414	1407	732	312	1227	823	404
%V	41.4%	41.6%	43.7%	44.1%	42.4%	45.3%	37.5%
%H		99.5%	51.8%	22.1%	86.8%	58.2%	28.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8277	8068	7877	3684	1646	6093	3388	2705
%H		97.5%	95.2%	44.5%	19.9%	73.6%	40.9%	32.7%
Total Children	1608	1570	1546	848	345	1125	736	389
%V	19.4%	19.5%	19.6%	23.0%	21.0%	18.5%	21.7%	14.4%
%H		97.6%	96.1%	52.7%	21.5%	70.0%	45.8%	24.2%
0 - 3	426	411	402	222	91	275	175	99
%V	5.1%	5.1%	5.1%	6.0%	5.5%	4.5%	5.2%	3.7%
%H		96.5%	94.4%	52.1%	21.4%	64.6%	41.1%	23.2%
4 - 15	1182	1158	1144	626	254	850	561	289
%V	14.3%	14.4%	14.5%	17.0%	15.4%	14.0%	16.6%	10.7%
%H		98.0%	96.8%	53.0%	21.5%	71.9%	47.5%	24.5%
4 - 9	596	584	576	316	126	419	276	143
%V	7.2%	7.2%	7.3%	8.6%	7.7%	6.9%	8.1%	5.3%
%H		98.0%	96.6%	53.0%	21.1%	70.3%	46.3%	24.0%
10 - 15	586	574	568	310	128	432	286	146
%V	7.1%	7.1%	7.2%	8.4%	7.8%	7.1%	8.4%	5.4%
%H		98.0%	96.9%	52.9%	21.8%	73.7%	48.8%	24.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8277	8068	7877	3684	1646	6093	3388	2705
%H		97.5%	95.2%	44.5%	19.9%	73.6%	40.9%	32.7%
Total Adults (16+)	6668	6498	6331	2837	1301	4968	2652	2316
%V	80.6%	80.5%	80.4%	77.0%	79.0%	81.5%	78.3%	85.6%
%H		97.5%	94.9%	42.5%	19.5%	74.5%	39.8%	34.7%
16 - 19	409	401	394	202	99	307	203	104
%V	4.9%	5.0%	5.0%	5.5%	6.0%	5.0%	6.0%	3.8%
%H		98.0%	96.3%	49.4%	24.2%	75.1%	49.6%	25.4%
20 - 24	543	509	493	226	122	380	221	160
%V	6.6%	6.3%	6.3%	6.1%	7.4%	6.2%	6.5%	5.9%
%H		93.7%	90.8%	41.6%	22.5%	70.0%	40.7%	29.5%
25 - 34	1056	1010	990	528	224	697	441	256
%V	12.8%	12.5%	12.6%	14.3%	13.6%	11.4%	13.0%	9.5%
%H		95.6%	93.8%	50.0%	21.2%	66.0%	41.8%	24.2%
35 - 44	1101	1071	1058	545	253	792	510	283
%V	13.3%	13.3%	13.4%	14.8%	15.4%	13.0%	15.1%	10.5%
%H		97.3%	96.1%	49.5%	23.0%	71.9%	46.3%	25.7%
45 - 54	1152	1128	1109	520	254	874	515	359
%V	13.9%	14.0%	14.1%	14.1%	15.4%	14.3%	15.2%	13.3%
%H		97.9%	96.3%	45.1%	22.0%	75.9%	44.7%	31.2%
55 - 64	1005	989	971	437	178	779	407	372
%V	12.1%	12.3%	12.3%	11.9%	10.8%	12.8%	12.0%	13.8%
%H		98.4%	96.6%	43.5%	17.7%	77.5%	40.5%	37.0%
65+	1402	1389	1316	377	170	1138	355	783
%V	16.9%	17.2%	16.7%	10.2%	10.3%	18.7%	10.5%	28.9%
%H		99.1%	93.9%	26.9%	12.1%	81.2%	25.3%	55.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6668	6498	6331	2837	1301	4968	2652	2316
%H		97.5%	94.9%	42.5%	19.5%	74.5%	39.8%	34.7%
AB	1488	1463	1437	700	257	1120	619	501
%V	22.3%	22.5%	22.7%	24.7%	19.8%	22.5%	23.3%	21.6%
%H		98.3%	96.6%	47.0%	17.3%	75.3%	41.6%	33.7%
C1	1745	1684	1647	744	363	1296	716	580
%V	26.2%	25.9%	26.0%	26.2%	27.9%	26.1%	27.0%	25.0%
%H		96.5%	94.4%	42.6%	20.8%	74.3%	41.0%	33.2%
C2	1480	1454	1430	640	339	1146	672	474
%V	22.2%	22.4%	22.6%	22.6%	26.1%	23.1%	25.3%	20.5%
%H		98.2%	96.6%	43.2%	22.9%	77.4%	45.4%	32.0%
D	1240	1208	1174	546	245	883	467	417
%V	18.6%	18.6%	18.5%	19.2%	18.8%	17.8%	17.6%	18.0%
%H		97.4%	94.7%	44.0%	19.8%	71.2%	37.7%	33.6%
E	716	688	642	207	96	522	178	344
%V	10.7%	10.6%	10.1%	7.3%	7.4%	10.5%	6.7%	14.9%
%H		96.1%	89.7%	28.9%	13.4%	72.9%	24.9%	48.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6668	6498	6331	2837	1301	4968	2652	2316
%H		97.5%	94.9%	42.5%	19.5%	74.5%	39.8%	34.7%
Working full time	2865	2796	2758	1383	650	2093	1316	777
%V	43.0%	43.0%	43.6%	48.7%	50.0%	42.1%	49.6%	33.5%
%H		97.6%	96.3%	48.3%	22.7%	73.1%	45.9%	27.1%
Working part time	721	711	701	343	142	547	318	229
%V	10.8%	10.9%	11.1%	12.1%	10.9%	11.0%	12.0%	9.9%
%H		98.6%	97.2%	47.6%	19.7%	75.9%	44.1%	31.8%
Not working	3083	2991	2872	1111	508	2328	1018	1310
%V	46.2%	46.0%	45.4%	39.2%	39.0%	46.9%	38.4%	56.6%
%H		97.0%	93.2%	36.0%	16.5%	75.5%	33.0%	42.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3243	3146	3074	1417	642	2406	1327	1079
%H		97.0%	94.8%	43.7%	19.8%	74.2%	40.9%	33.3%
16 - 19	207	201	198	101	52	159	108	51
%V	6.4%	6.4%	6.4%	7.1%	8.1%	6.6%	8.1%	4.7%
%H		97.1%	95.7%	48.8%	25.1%	76.8%	52.2%	24.6%
20 - 24	273	257	248	117	62	192	115	78
%V	8.4%	8.2%	8.1%	8.3%	9.7%	8.0%	8.7%	7.2%
%H		94.1%	90.8%	42.9%	22.7%	70.3%	42.1%	28.6%
25 - 34	527	503	496	258	117	349	218	131
%V	16.3%	16.0%	16.1%	18.2%	18.2%	14.5%	16.4%	12.1%
%H		95.4%	94.1%	49.0%	22.2%	66.2%	41.4%	24.9%
35 - 44	542	524	517	267	116	391	247	144
%V	16.7%	16.7%	16.8%	18.8%	18.1%	16.3%	18.6%	13.3%
%H		96.7%	95.4%	49.3%	21.4%	72.1%	45.6%	26.6%
45 - 54	562	547	537	247	123	420	242	179
%V	17.3%	17.4%	17.5%	17.4%	19.2%	17.5%	18.2%	16.6%
%H		97.3%	95.6%	44.0%	21.9%	74.7%	43.1%	31.9%
55 - 64	500	489	483	229	84	386	209	178
%V	15.4%	15.5%	15.7%	16.2%	13.1%	16.0%	15.7%	16.5%
%H		97.8%	96.6%	45.8%	16.8%	77.2%	41.8%	35.6%
65+	631	625	595	198	86	509	189	319
%V	19.5%	19.9%	19.4%	14.0%	13.4%	21.2%	14.2%	29.6%
%H		99.0%	94.3%	31.4%	13.6%	80.7%	30.0%	50.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3243	3146	3074	1417	642	2406	1327	1079
%H		97.0%	94.8%	43.7%	19.8%	74.2%	40.9%	33.3%
AB	744	731	720	355	130	563	317	246
%V	22.9%	23.2%	23.4%	25.1%	20.2%	23.4%	23.9%	22.8%
%H		98.3%	96.8%	47.7%	17.5%	75.7%	42.6%	33.1%
C1	817	790	777	362	177	608	351	257
%V	25.2%	25.1%	25.3%	25.5%	27.6%	25.3%	26.5%	23.8%
%H		96.7%	95.1%	44.3%	21.7%	74.4%	43.0%	31.5%
C2	797	777	762	340	175	611	351	260
%V	24.6%	24.7%	24.8%	24.0%	27.3%	25.4%	26.5%	24.1%
%H		97.5%	95.6%	42.7%	22.0%	76.7%	44.0%	32.6%
D	586	567	553	264	118	408	221	187
%V	18.1%	18.0%	18.0%	18.6%	18.4%	17.0%	16.7%	17.3%
%H		96.8%	94.4%	45.1%	20.1%	69.6%	37.7%	31.9%
E	299	280	263	96	41	215	86	129
%V	9.2%	8.9%	8.6%	6.8%	6.4%	8.9%	6.5%	12.0%
%H		93.6%	88.0%	32.1%	13.7%	71.9%	28.8%	43.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3243	3146	3074	1417	642	2406	1327	1079
%H		97.0%	94.8%	43.7%	19.8%	74.2%	40.9%	33.3%
Working full time	1802	1756	1732	872	398	1315	822	494
%V	55.6%	55.8%	56.3%	61.5%	62.0%	54.7%	61.9%	45.8%
%H		97.4%	96.1%	48.4%	22.1%	73.0%	45.6%	27.4%
Working part time	152	147	146	70	24	110	55	55
%V	4.7%	4.7%	4.7%	4.9%	3.7%	4.6%	4.1%	5.1%
%H		96.7%	96.1%	46.1%	15.8%	72.4%	36.2%	36.2%
Not working	1289	1243	1196	475	220	980	450	531
%V	39.7%	39.5%	38.9%	33.5%	34.3%	40.7%	33.9%	49.2%
%H		96.4%	92.8%	36.9%	17.1%	76.0%	34.9%	41.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3426	3352	3257	1419	659	2562	1325	1237
%H		97.8%	95.1%	41.4%	19.2%	74.8%	38.7%	36.1%
16 - 19	202	200	196	101	47	149	95	53
%V	5.9%	6.0%	6.0%	7.1%	7.1%	5.8%	7.2%	4.3%
%H		99.0%	97.0%	50.0%	23.3%	73.8%	47.0%	26.2%
20 - 24	270	252	245	109	60	188	106	82
%V	7.9%	7.5%	7.5%	7.7%	9.1%	7.3%	8.0%	6.6%
%H		93.3%	90.7%	40.4%	22.2%	69.6%	39.3%	30.4%
25 - 34	529	507	494	270	107	348	223	125
%V	15.4%	15.1%	15.2%	19.0%	16.2%	13.6%	16.8%	10.1%
%H		95.8%	93.4%	51.0%	20.2%	65.8%	42.2%	23.6%
35 - 44	558	547	541	279	137	402	263	139
%V	16.3%	16.3%	16.6%	19.7%	20.8%	15.7%	19.8%	11.2%
%H		98.0%	97.0%	50.0%	24.6%	72.0%	47.1%	24.9%
45 - 54	590	581	572	274	131	454	273	180
%V	17.2%	17.3%	17.6%	19.3%	19.9%	17.7%	20.6%	14.6%
%H		98.5%	96.9%	46.4%	22.2%	76.9%	46.3%	30.5%
55 - 64	506	501	489	208	94	393	199	194
%V	14.8%	14.9%	15.0%	14.7%	14.3%	15.3%	15.0%	15.7%
%H		99.0%	96.6%	41.1%	18.6%	77.7%	39.3%	38.3%
65+	771	764	721	179	84	629	165	464
%V	22.5%	22.8%	22.1%	12.6%	12.7%	24.6%	12.5%	37.5%
%H		99.1%	93.5%	23.2%	10.9%	81.6%	21.4%	60.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3426	3352	3257	1419	659	2562	1325	1237
%H		97.8%	95.1%	41.4%	19.2%	74.8%	38.7%	36.1%
AB	744	732	717	345	127	557	302	256
%V	21.7%	21.8%	22.0%	24.3%	19.3%	21.7%	22.8%	20.7%
%H		98.4%	96.4%	46.4%	17.1%	74.9%	40.6%	34.4%
C1	928	894	871	382	185	688	365	323
%V	27.1%	26.7%	26.7%	26.9%	28.1%	26.9%	27.5%	26.1%
%H		96.3%	93.9%	41.2%	19.9%	74.1%	39.3%	34.8%
C2	683	677	668	300	165	535	321	214
%V	19.9%	20.2%	20.5%	21.1%	25.0%	20.9%	24.2%	17.3%
%H		99.1%	97.8%	43.9%	24.2%	78.3%	47.0%	31.3%
D	654	641	621	281	127	476	246	230
%V	19.1%	19.1%	19.1%	19.8%	19.3%	18.6%	18.6%	18.6%
%H		98.0%	95.0%	43.0%	19.4%	72.8%	37.6%	35.2%
E	417	408	380	111	55	307	92	215
%V	12.2%	12.2%	11.7%	7.8%	8.3%	12.0%	6.9%	17.4%
%H		97.8%	91.1%	26.6%	13.2%	73.6%	22.1%	51.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3426	3352	3257	1419	659	2562	1325	1237
%H		97.8%	95.1%	41.4%	19.2%	74.8%	38.7%	36.1%
Working full time	1062	1040	1026	511	252	778	495	283
%V	31.0%	31.0%	31.5%	36.0%	38.2%	30.4%	37.4%	22.9%
%H		97.9%	96.6%	48.1%	23.7%	73.3%	46.6%	26.6%
Working part time	569	564	555	273	118	437	262	174
%V	16.6%	16.8%	17.0%	19.2%	17.9%	17.1%	19.8%	14.1%
%H		99.1%	97.5%	48.0%	20.7%	76.8%	46.0%	30.6%
Not working	1795	1748	1676	636	289	1348	568	780
%V	52.4%	52.1%	51.5%	44.8%	43.9%	52.6%	42.9%	63.1%
%H		97.4%	93.4%	35.4%	16.1%	75.1%	31.6%	43.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1934	1881	1806	863	237	1350	624	727
%H (All HH)		97.3%	93.4%	44.6%	12.3%	69.8%	32.3%	37.6%
%H (TV HH)			96.0%	45.9%	12.6%	71.8%	33.2%	38.6%
AB	441	428	419	201	61	300	140	160
%V	22.8%	22.8%	23.2%	23.3%	25.7%	22.2%	22.4%	22.0%
%H (All HH)		97.1%	95.0%	45.6%	13.8%	68.0%	31.7%	36.3%
%H (TV HH)			97.9%	47.0%	14.3%	70.1%	32.7%	37.4%
C1	549	533	515	249	69	391	188	203
%V	28.4%	28.3%	28.5%	28.9%	29.1%	29.0%	30.1%	27.9%
%H (All HH)		97.1%	93.8%	45.4%	12.6%	71.2%	34.2%	37.0%
%H (TV HH)			96.6%	46.7%	12.9%	73.4%	35.3%	38.1%
C2	408	401	390	203	45	298	147	150
%V	21.1%	21.3%	21.6%	23.5%	19.0%	22.1%	23.6%	20.6%
%H (All HH)		98.3%	95.6%	49.8%	11.0%	73.0%	36.0%	36.8%
%H (TV HH)			97.3%	50.6%	11.2%	74.3%	36.7%	37.4%
D	315	306	291	148	37	210	102	108
%V	16.3%	16.3%	16.1%	17.1%	15.6%	15.6%	16.3%	14.9%
%H (All HH)		97.1%	92.4%	47.0%	11.7%	66.7%	32.4%	34.3%
%H (TV HH)			95.1%	48.4%	12.1%	68.6%	33.3%	35.3%
E	222	213	192	62	25	152	47	105
%V	11.5%	11.3%	10.6%	7.2%	10.5%	11.3%	7.5%	14.4%
%H (All HH)		95.9%	86.5%	27.9%	11.3%	68.5%	21.2%	47.3%
%H (TV HH)			90.1%	29.1%	11.7%	71.4%	22.1%	49.3%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1934	1881	1806	863	237	1350	624	727
%H (All HH)		97.3%	93.4%	44.6%	12.3%	69.8%	32.3%	37.6%
%H (TV HH)			96.0%	45.9%	12.6%	71.8%	33.2%	38.6%
Under 25	76	70	64	33	11	42	21	21
%V	3.9%	3.7%	3.5%	3.8%	4.6%	3.1%	3.4%	2.9%
%H (All HH)		92.1%	84.2%	43.4%	14.5%	55.3%	27.6%	27.6%
%H (TV HH)			91.4%	47.1%	15.7%	60.0%	30.0%	30.0%
25 - 34	276	260	246	124	41	165	80	84
%V	14.3%	13.8%	13.6%	14.4%	17.3%	12.2%	12.8%	11.6%
%H (All HH)		94.2%	89.1%	44.9%	14.9%	59.8%	29.0%	30.4%
%H (TV HH)			94.6%	47.7%	15.8%	63.5%	30.8%	32.3%
35 - 44	350	338	332	191	50	229	133	96
%V	18.1%	18.0%	18.4%	22.1%	21.1%	17.0%	21.3%	13.2%
%H (All HH)		96.6%	94.9%	54.6%	14.3%	65.4%	38.0%	27.4%
%H (TV HH)			98.2%	56.5%	14.8%	67.8%	39.3%	28.4%
45 - 54	366	356	349	179	54	258	138	120
%V	18.9%	18.9%	19.3%	20.7%	22.8%	19.1%	22.1%	16.5%
%H (All HH)		97.3%	95.4%	48.9%	14.8%	70.5%	37.7%	32.8%
%H (TV HH)			98.0%	50.3%	15.2%	72.5%	38.8%	33.7%
55 - 64	334	331	324	166	44	245	125	120
%V	17.3%	17.6%	17.9%	19.2%	18.6%	18.1%	20.0%	16.5%
%H (All HH)		99.1%	97.0%	49.7%	13.2%	73.4%	37.4%	35.9%
%H (TV HH)			97.9%	50.2%	13.3%	74.0%	37.8%	36.3%
65 +	533	525	492	170	37	411	126	286
%V	27.6%	27.9%	27.2%	19.7%	15.6%	30.4%	20.2%	39.3%
%H (All HH)		98.5%	92.3%	31.9%	6.9%	77.1%	23.6%	53.7%
%H (TV HH)			93.7%	32.4%	7.0%	78.3%	24.0%	54.5%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Household level data

Table 4.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1934	1881	1806	863	237	1350	624	727
%H (All HH)		97.3%	93.4%	44.6%	12.3%	69.8%	32.3%	37.6%
%H (TV HH)			96.0%	45.9%	12.6%	71.8%	33.2%	38.6%
1	633	605	555	191	63	420	115	305
%V	32.7%	32.2%	30.7%	22.1%	26.6%	31.1%	18.4%	42.0%
%H (All HH)		95.6%	87.7%	30.2%	10.0%	66.4%	18.2%	48.2%
%H (TV HH)			91.7%	31.6%	10.4%	69.4%	19.0%	50.4%
2	650	642	629	309	79	482	235	247
%V	33.6%	34.1%	34.8%	35.8%	33.3%	35.7%	37.7%	34.0%
%H (All HH)		98.8%	96.8%	47.5%	12.2%	74.2%	36.2%	38.0%
%H (TV HH)			98.0%	48.1%	12.3%	75.1%	36.6%	38.5%
3	266	259	252	139	39	185	108	77
%V	13.8%	13.8%	14.0%	16.1%	16.5%	13.7%	17.3%	10.6%
%H (All HH)		97.4%	94.7%	52.3%	14.7%	69.5%	40.6%	28.9%
%H (TV HH)			97.3%	53.7%	15.1%	71.4%	41.7%	29.7%
4	244	241	239	138	35	171	102	69
%V	12.6%	12.8%	13.2%	16.0%	14.8%	12.7%	16.3%	9.5%
%H (All HH)		98.8%	98.0%	56.6%	14.3%	70.1%	41.8%	28.3%
%H (TV HH)			99.2%	57.3%	14.5%	71.0%	42.3%	28.6%
5+	142	135	131	87	21	93	64	29
%V	7.3%	7.2%	7.3%	10.1%	8.9%	6.9%	10.3%	4.0%
%H (All HH)		95.1%	92.3%	61.3%	14.8%	65.5%	45.1%	20.4%
%H (TV HH)			97.0%	64.4%	15.6%	68.9%	47.4%	21.5%
Average HH size	2.32	2.32	2.35	2.61	2.49	2.31	2.66	2.02

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC East
Household level data
Table 4.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1934	1881	1806	863	237	1350	624	727
%H (All HH)		97.3%	93.4%	44.6%	12.3%	69.8%	32.3%	37.6%
%H (TV HH)			96.0%	45.9%	12.6%	71.8%	33.2%	38.6%
Without	1454	1410	1345	602	168	1023	433	590
%V	75.2%	75.0%	74.5%	69.8%	70.9%	75.8%	69.4%	81.2%
%H (All HH)		97.0%	92.5%	41.4%	11.6%	70.4%	29.8%	40.6%
%H (TV HH)			95.4%	42.7%	11.9%	72.6%	30.7%	41.8%
With	481	471	462	261	69	327	191	136
%V	24.9%	25.0%	25.6%	30.2%	29.1%	24.2%	30.6%	18.7%
%H (All HH)		97.9%	96.0%	54.3%	14.3%	68.0%	39.7%	28.3%
%H (TV HH)			98.1%	55.4%	14.6%	69.4%	40.6%	28.9%
0 - 3	187	183	178	99	26	119	63	56
%V	9.7%	9.7%	9.9%	11.5%	11.0%	8.8%	10.1%	7.7%
%H (All HH)		97.9%	95.2%	52.9%	13.9%	63.6%	33.7%	29.9%
%H (TV HH)			97.3%	54.1%	14.2%	65.0%	34.4%	30.6%
4 - 9	251	245	238	136	34	169	97	71
%V	13.0%	13.0%	13.2%	15.8%	14.3%	12.5%	15.5%	9.8%
%H (All HH)		97.6%	94.8%	54.2%	13.5%	67.3%	38.6%	28.3%
%H (TV HH)			97.1%	55.5%	13.9%	69.0%	39.6%	29.0%
10 - 15	234	230	228	136	38	166	109	56
%V	12.1%	12.2%	12.6%	15.8%	16.0%	12.3%	17.5%	7.7%
%H (All HH)		98.3%	97.4%	58.1%	16.2%	70.9%	46.6%	23.9%
%H (TV HH)			99.1%	59.1%	16.5%	72.2%	47.4%	24.3%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1934	1881	1806	863	237	1350	624	727
%H (All HH)		97.3%	93.4%	44.6%	12.3%	69.8%	32.3%	37.6%
%H (TV HH)			96.0%	45.9%	12.6%	71.8%	33.2%	38.6%
1	755	755	703	267	103	465	132	333
%V	39.0%	40.1%	38.9%	30.9%	43.5%	34.4%	21.2%	45.8%
%H (All HH)		100.0%	93.1%	35.4%	13.6%	61.6%	17.5%	44.1%
%H (TV HH)			93.1%	35.4%	13.6%	61.6%	17.5%	44.1%
2	647	647	633	315	67	485	230	255
%V	33.5%	34.4%	35.0%	36.5%	28.3%	35.9%	36.9%	35.1%
%H (All HH)		100.0%	97.8%	48.7%	10.4%	75.0%	35.5%	39.4%
%H (TV HH)			97.8%	48.7%	10.4%	75.0%	35.5%	39.4%
3	285	285	277	157	38	227	137	90
%V	14.7%	15.2%	15.3%	18.2%	16.0%	16.8%	22.0%	12.4%
%H (All HH)		100.0%	97.2%	55.1%	13.3%	79.6%	48.1%	31.6%
%H (TV HH)			97.2%	55.1%	13.3%	79.6%	48.1%	31.6%
4	123	123	122	72	22	107	74	34
%V	6.4%	6.5%	6.8%	8.3%	9.3%	7.9%	11.9%	4.7%
%H (All HH)		100.0%	99.2%	58.5%	17.9%	87.0%	60.2%	27.6%
%H (TV HH)			99.2%	58.5%	17.9%	87.0%	60.2%	27.6%
5+	72	72	72	52	7	66	51	15
%V	3.7%	3.8%	4.0%	6.0%	3.0%	4.9%	8.2%	2.1%
%H (All HH)		100.0%	100.0%	72.2%	9.7%	91.7%	70.8%	20.8%
%H (TV HH)			100.0%	72.2%	9.7%	91.7%	70.8%	20.8%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Household level data

Table 4.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1934	1881	1806	863	237	1350	624	727
%H (All HH)		97.3%	93.4%	44.6%	12.3%	69.8%	32.3%	37.6%
%H (TV HH)			96.0%	45.9%	12.6%	71.8%	33.2%	38.6%
Under 20"	763	763	735	365	86	608	314	294
%V	39.5%	40.6%	40.7%	42.3%	36.3%	45.0%	50.3%	40.4%
%H (All HH)		100.0%	96.3%	47.8%	11.3%	79.7%	41.2%	38.5%
%H (TV HH)			96.3%	47.8%	11.3%	79.7%	41.2%	38.5%
20" - 29"	854	854	810	352	106	641	276	365
%V	44.2%	45.4%	44.9%	40.8%	44.7%	47.5%	44.2%	50.2%
%H (All HH)		100.0%	94.8%	41.2%	12.4%	75.1%	32.3%	42.7%
%H (TV HH)			94.8%	41.2%	12.4%	75.1%	32.3%	42.7%
30" - 39"	928	928	912	481	118	690	366	324
%V	48.0%	49.3%	50.5%	55.7%	49.8%	51.1%	58.7%	44.6%
%H (All HH)		100.0%	98.3%	51.8%	12.7%	74.4%	39.4%	34.9%
%H (TV HH)			98.3%	51.8%	12.7%	74.4%	39.4%	34.9%
40" and over	516	516	513	331	75	366	247	119
%V	26.7%	27.4%	28.4%	38.4%	31.6%	27.1%	39.6%	16.4%
%H (All HH)		100.0%	99.4%	64.1%	14.5%	70.9%	47.9%	23.1%
%H (TV HH)			99.4%	64.1%	14.5%	70.9%	47.9%	23.1%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1934	1881	1806	863	237	1350	624	727
%H (All HH)		97.3%	93.4%	44.6%	12.3%	69.8%	32.3%	37.6%
%H (TV HH)			96.0%	45.9%	12.6%	71.8%	33.2%	38.6%
Main living room	1849	1849	1780	852	236	1329	617	713
%V	95.6%	98.3%	98.6%	98.7%	99.6%	98.4%	98.9%	98.1%
%H (All HH)		100.0%	96.3%	46.1%	12.8%	71.9%	33.4%	38.6%
%H (TV HH)			96.3%	46.1%	12.8%	71.9%	33.4%	38.6%
Kitchen	274	274	270	145	28	235	134	101
%V	14.2%	14.6%	15.0%	16.8%	11.8%	17.4%	21.5%	13.9%
%H (All HH)		100.0%	98.5%	52.9%	10.2%	85.8%	48.9%	36.9%
%H (TV HH)			98.5%	52.9%	10.2%	85.8%	48.9%	36.9%
Adult's bedroom	835	835	815	456	107	653	383	270
%V	43.2%	44.4%	45.1%	52.8%	45.1%	48.4%	61.4%	37.1%
%H (All HH)		100.0%	97.6%	54.6%	12.8%	78.2%	45.9%	32.3%
%H (TV HH)			97.6%	54.6%	12.8%	78.2%	45.9%	32.3%
Child's bedroom	171	171	168	105	24	142	99	44
%V	8.8%	9.1%	9.3%	12.2%	10.1%	10.5%	15.9%	6.1%
%H (All HH)		100.0%	98.2%	61.4%	14.0%	83.0%	57.9%	25.7%
%H (TV HH)			98.2%	61.4%	14.0%	83.0%	57.9%	25.7%
Other bedroom	100	100	98	62	9	81	51	30
%V	5.2%	5.3%	5.4%	7.2%	3.8%	6.0%	8.2%	4.1%
%H (All HH)		100.0%	98.0%	62.0%	9.0%	81.0%	51.0%	30.0%
%H (TV HH)			98.0%	62.0%	9.0%	81.0%	51.0%	30.0%
Second living/dining room	192	192	187	93	23	155	78	77
%V	9.9%	10.2%	10.4%	10.8%	9.7%	11.5%	12.5%	10.6%
%H (All HH)		100.0%	97.4%	48.4%	12.0%	80.7%	40.6%	40.1%
%H (TV HH)			97.4%	48.4%	12.0%	80.7%	40.6%	40.1%
Study/office	58	58	58	37	7	50	34	16
%V	3.0%	3.1%	3.2%	4.3%	3.0%	3.7%	5.4%	2.2%
%H (All HH)		100.0%	100.0%	63.8%	12.1%	86.2%	58.6%	27.6%
%H (TV HH)			100.0%	63.8%	12.1%	86.2%	58.6%	27.6%
TV room	13	13	13	8	1	10	7	3
%V	0.7%	0.7%	0.7%	0.9%	0.4%	0.7%	1.1%	0.4%
%H (All HH)		100.0%	100.0%	61.5%	7.7%	76.9%	53.8%	23.1%
%H (TV HH)			100.0%	61.5%	7.7%	76.9%	53.8%	23.1%
No specific location	8	8	8	7	1	6	6	0
%V	0.4%	0.4%	0.4%	0.8%	0.4%	0.4%	1.0%	0.0%
%H (All HH)		100.0%	100.0%	87.5%	12.5%	75.0%	75.0%	0.0%
%H (TV HH)			100.0%	87.5%	12.5%	75.0%	75.0%	0.0%
Other	27	27	26	18	1	23	15	7
%V	1.4%	1.4%	1.4%	2.1%	0.4%	1.7%	2.4%	1.0%
%H (All HH)		100.0%	96.3%	66.7%	3.7%	85.2%	55.6%	25.9%
%H (TV HH)			96.3%	66.7%	3.7%	85.2%	55.6%	25.9%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC East
Household level data
Table 4.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1934	1881	1806	863	237	1350	624	727
%H (All HH)		97.3%	93.4%	44.6%	12.3%	69.8%	32.3%	37.6%
%H (TV HH)			96.0%	45.9%	12.6%	71.8%	33.2%	38.6%
PVR	909	909	909	633	118	634	461	173
%V	47.0%	48.3%	50.3%	73.3%	49.8%	47.0%	73.9%	23.8%
%H (All HH)		100.0%	100.0%	69.6%	13.0%	69.7%	50.7%	19.0%
%H (TV HH)			100.0%	69.6%	13.0%	69.7%	50.7%	19.0%
DVDR	328	328	322	195	34	244	148	96
%V	17.0%	17.4%	17.8%	22.6%	14.3%	18.1%	23.7%	13.2%
%H (All HH)		100.0%	98.2%	59.5%	10.4%	74.4%	45.1%	29.3%
%H (TV HH)			98.2%	59.5%	10.4%	74.4%	45.1%	29.3%
VCR	286	286	274	116	37	213	89	124
%V	14.8%	15.2%	15.2%	13.4%	15.6%	15.8%	14.3%	17.1%
%H (All HH)		100.0%	95.8%	40.6%	12.9%	74.5%	31.1%	43.4%
%H (TV HH)			95.8%	40.6%	12.9%	74.5%	31.1%	43.4%
Any recorder	1146	1146	1131	695	145	809	502	308
%V	59.3%	60.9%	62.6%	80.5%	61.2%	59.9%	80.4%	42.4%
%H (All HH)		100.0%	98.7%	60.6%	12.7%	70.6%	43.8%	26.9%
%H (TV HH)			98.7%	60.6%	12.7%	70.6%	43.8%	26.9%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Household level data

Table 4.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1934	1881	1806	863	237	1350	624	727
%H (All HH)		97.3%	93.4%	44.6%	12.3%	69.8%	32.3%	37.6%
%H (TV HH)			96.0%	45.9%	12.6%	71.8%	33.2%	38.6%
Receives HDTV (via STB or built-in reception)	696	696	696	420	128	501	341	160
%V	36.0%	37.0%	38.5%	48.7%	54.0%	37.1%	54.6%	22.0%
%H (All HH)		100.0%	100.0%	60.3%	18.4%	72.0%	49.0%	23.0%
%H (TV HH)			100.0%	60.3%	18.4%	72.0%	49.0%	23.0%
DVD/Blu-ray player or recorder	1376	1376	1340	713	190	989	533	456
%V	71.1%	73.2%	74.2%	82.6%	80.2%	73.3%	85.4%	62.7%
%H (All HH)		100.0%	97.4%	51.8%	13.8%	71.9%	38.7%	33.1%
%H (TV HH)			97.4%	51.8%	13.8%	71.9%	38.7%	33.1%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1934	1881	1806	863	237	1350	624	727
%H (All HH)		97.3%	93.4%	44.6%	12.3%	69.8%	32.3%	37.6%
%H (TV HH)			96.0%	45.9%	12.6%	71.8%	33.2%	38.6%
Has PC or Laptop	1488	1447	1418	746	206	1037	551	486
%V	76.9%	76.9%	78.5%	86.4%	86.9%	76.8%	88.3%	66.9%
%H (All HH)		97.2%	95.3%	50.1%	13.8%	69.7%	37.0%	32.7%
%H (TV HH)			98.0%	51.6%	14.2%	71.7%	38.1%	33.6%
Has broadband internet	1388	1353	1330	710	201	967	527	439
%V	71.8%	71.9%	73.6%	82.3%	84.8%	71.6%	84.5%	60.4%
%H (All HH)		97.5%	95.8%	51.2%	14.5%	69.7%	38.0%	31.6%
%H (TV HH)			98.3%	52.5%	14.9%	71.5%	39.0%	32.4%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3783	3676	1942	475	2900	1573	1327
%H		97.2%	51.3%	12.6%	76.7%	41.6%	35.1%
Under 20"	1074	1037	530	123	879	480	399
%V	28.4%	28.2%	27.3%	25.9%	30.3%	30.5%	30.1%
%H		96.6%	49.3%	11.5%	81.8%	44.7%	37.2%
20" - 29"	1046	1000	466	134	794	371	423
%V	27.7%	27.2%	24.0%	28.2%	27.4%	23.6%	31.9%
%H		95.6%	44.6%	12.8%	75.9%	35.5%	40.4%
30" - 39"	1058	1042	562	135	791	431	360
%V	28.0%	28.3%	28.9%	28.4%	27.3%	27.4%	27.1%
%H		98.5%	53.1%	12.8%	74.8%	40.7%	34.0%
40" and over	567	564	369	83	406	279	128
%V	15.0%	15.3%	19.0%	17.5%	14.0%	17.7%	9.6%
%H		99.5%	65.1%	14.6%	71.6%	49.2%	22.6%
Don't know	38	33	15	0	30	12	18
%V	1.0%	0.9%	0.8%	0.0%	1.0%	0.8%	1.4%
%H		86.8%	39.5%	0.0%	78.9%	31.6%	47.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3783	3676	1942	475	2900	1573	1327
%H		97.2%	51.3%	12.6%	76.7%	41.6%	35.1%
Main living room	1861	1791	857	237	1336	618	718
%V	49.2%	48.7%	44.1%	49.9%	46.1%	39.3%	54.1%
%H		96.2%	46.1%	12.7%	71.8%	33.2%	38.6%
Kitchen	274	271	146	28	236	135	101
%V	7.2%	7.4%	7.5%	5.9%	8.1%	8.6%	7.6%
%H		98.9%	53.3%	10.2%	86.1%	49.3%	36.9%
Adult's bedroom	1012	991	567	133	805	490	315
%V	26.8%	27.0%	29.2%	28.0%	27.8%	31.2%	23.7%
%H		97.9%	56.0%	13.1%	79.5%	48.4%	31.1%
Child's bedroom	220	216	135	32	183	129	55
%V	5.8%	5.9%	7.0%	6.7%	6.3%	8.2%	4.1%
%H		98.2%	61.4%	14.5%	83.2%	58.6%	25.0%
Other bedroom	114	112	72	10	95	60	34
%V	3.0%	3.0%	3.7%	2.1%	3.3%	3.8%	2.6%
%H		98.2%	63.2%	8.8%	83.3%	52.6%	29.8%
Second living/dining room	194	189	94	23	157	79	78
%V	5.1%	5.1%	4.8%	4.8%	5.4%	5.0%	5.9%
%H		97.4%	48.5%	11.9%	80.9%	40.7%	40.2%
Study/office	60	60	39	8	50	34	16
%V	1.6%	1.6%	2.0%	1.7%	1.7%	2.2%	1.2%
%H		100.0%	65.0%	13.3%	83.3%	56.7%	26.7%
TV room	13	13	8	1	10	7	3
%V	0.3%	0.4%	0.4%	0.2%	0.3%	0.4%	0.2%
%H		100.0%	61.5%	7.7%	76.9%	53.8%	23.1%
No specific location	8	8	7	1	6	6	0
%V	0.2%	0.2%	0.4%	0.2%	0.2%	0.4%	0.0%
%H		100.0%	87.5%	12.5%	75.0%	75.0%	0.0%
Other	28	27	18	1	23	15	7
%V	0.7%	0.7%	0.9%	0.2%	0.8%	1.0%	0.5%
%H		96.4%	64.3%	3.6%	82.1%	53.6%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3783	3676	1942	475	2900	1573	1327
%H		97.2%	51.3%	12.6%	76.7%	41.6%	35.1%
PVR	1180	1180	866	139	823	625	198
%V	31.2%	32.1%	44.6%	29.3%	28.4%	39.7%	14.9%
%H		100.0%	73.4%	11.8%	69.7%	53.0%	16.8%
DVDR	383	375	240	37	291	187	104
%V	10.1%	10.2%	12.4%	7.8%	10.0%	11.9%	7.8%
%H		97.9%	62.7%	9.7%	76.0%	48.8%	27.2%
VCR	321	308	134	43	242	107	135
%V	8.5%	8.4%	6.9%	9.1%	8.3%	6.8%	10.2%
%H		96.0%	41.7%	13.4%	75.4%	33.3%	42.1%
Any recorder	1522	1506	983	183	1081	716	365
%V	40.2%	41.0%	50.6%	38.5%	37.3%	45.5%	27.5%
%H		98.9%	64.6%	12.0%	71.0%	47.0%	24.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3783	3676	1942	475	2900	1573	1327
%H		97.2%	51.3%	12.6%	76.7%	41.6%	35.1%
Receives HDTV (via STB or built-in reception)	926	926	580	160	677	478	200
%V	24.5%	25.2%	29.9%	33.7%	23.3%	30.4%	15.1%
%H		100.0%	62.6%	17.3%	73.1%	51.6%	21.6%
DVD/Blu-ray player or recorder	1994	1955	1094	278	1492	875	617
%V	52.7%	53.2%	56.3%	58.5%	51.4%	55.6%	46.5%
%H		98.0%	54.9%	13.9%	74.8%	43.9%	30.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1881	1806	863	237	1350	624	727
%H		96.0%	45.9%	12.6%	71.8%	33.2%	38.6%
Under 20"	78	68	14	11	53	11	43
%V	4.1%	3.8%	1.6%	4.6%	3.9%	1.8%	5.9%
%H		87.2%	17.9%	14.1%	67.9%	14.1%	55.1%
20" - 29"	512	469	153	56	359	92	267
%V	27.2%	26.0%	17.7%	23.6%	26.6%	14.7%	36.7%
%H		91.6%	29.9%	10.9%	70.1%	18.0%	52.1%
30" - 39"	769	755	369	98	570	278	293
%V	40.9%	41.8%	42.8%	41.4%	42.2%	44.6%	40.3%
%H		98.2%	48.0%	12.7%	74.1%	36.2%	38.1%
40" and over	503	500	322	72	354	238	116
%V	26.7%	27.7%	37.3%	30.4%	26.2%	38.1%	16.0%
%H		99.4%	64.0%	14.3%	70.4%	47.3%	23.1%
Don't know	18	14	5	0	13	5	9
%V	1.0%	0.8%	0.6%	0.0%	1.0%	0.8%	1.2%
%H		77.8%	27.8%	0.0%	72.2%	27.8%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC East
Set level data
Table 4.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1881	1806	863	237	1350	624	727
%H		96.0%	45.9%	12.6%	71.8%	33.2%	38.6%
PVR	881	881	621	111	612	449	163
%V	46.8%	48.8%	72.0%	46.8%	45.3%	72.0%	22.4%
%H		100.0%	70.5%	12.6%	69.5%	51.0%	18.5%
DVDR	281	276	170	25	207	123	84
%V	14.9%	15.3%	19.7%	10.5%	15.3%	19.7%	11.6%
%H		98.2%	60.5%	8.9%	73.7%	43.8%	29.9%
VCR	235	226	92	30	176	70	106
%V	12.5%	12.5%	10.7%	12.7%	13.0%	11.2%	14.6%
%H		96.2%	39.1%	12.8%	74.9%	29.8%	45.1%
Any recorder	1106	1094	683	137	780	490	289
%V	58.8%	60.6%	79.1%	57.8%	57.8%	78.5%	39.8%
%H		98.9%	61.8%	12.4%	70.5%	44.3%	26.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1881	1806	863	237	1350	624	727
%H		96.0%	45.9%	12.6%	71.8%	33.2%	38.6%
Receives HDTV (via STB or built-in reception)	669	669	407	123	478	327	151
%V	35.6%	37.0%	47.2%	51.9%	35.4%	52.4%	20.8%
%H		100.0%	60.8%	18.4%	71.4%	48.9%	22.6%
DVD/Blu-ray player or recorder	1288	1255	666	178	919	490	428
%V	68.5%	69.5%	77.2%	75.1%	68.1%	78.5%	58.9%
%H		97.4%	51.7%	13.8%	71.4%	38.0%	33.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Set level data

Table 4.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1902	1870	1078	238	1549	949	600
%H		98.3%	56.7%	12.5%	81.4%	49.9%	31.5%
Under 20"	995	969	516	112	825	469	356
%V	52.3%	51.8%	47.9%	47.1%	53.3%	49.4%	59.3%
%H		97.4%	51.9%	11.3%	82.9%	47.1%	35.8%
20" - 29"	534	530	313	78	435	279	156
%V	28.1%	28.3%	29.0%	32.8%	28.1%	29.4%	26.0%
%H		99.3%	58.6%	14.6%	81.5%	52.2%	29.2%
30" - 39"	289	287	194	38	221	153	67
%V	15.2%	15.3%	18.0%	16.0%	14.3%	16.1%	11.2%
%H		99.3%	67.1%	13.1%	76.5%	52.9%	23.2%
40" and over	64	64	46	10	52	40	12
%V	3.4%	3.4%	4.3%	4.2%	3.4%	4.2%	2.0%
%H		100.0%	71.9%	15.6%	81.3%	62.5%	18.8%
Don't know	19	19	10	0	17	7	9
%V	1.0%	1.0%	0.9%	0.0%	1.1%	0.7%	1.5%
%H		100.0%	52.6%	0.0%	89.5%	36.8%	47.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1902	1870	1078	238	1549	949	600
%H		98.3%	56.7%	12.5%	81.4%	49.9%	31.5%
PVR	299	299	245	28	211	176	34
%V	15.7%	16.0%	22.7%	11.8%	13.6%	18.5%	5.7%
%H		100.0%	81.9%	9.4%	70.6%	58.9%	11.4%
DVDR	102	99	70	12	84	64	20
%V	5.4%	5.3%	6.5%	5.0%	5.4%	6.7%	3.3%
%H		97.1%	68.6%	11.8%	82.4%	62.7%	19.6%
VCR	86	83	42	14	66	37	29
%V	4.5%	4.4%	3.9%	5.9%	4.3%	3.9%	4.8%
%H		96.5%	48.8%	16.3%	76.7%	43.0%	33.7%
Any recorder	416	412	300	46	301	226	76
%V	21.9%	22.0%	27.8%	19.3%	19.4%	23.8%	12.7%
%H		99.0%	72.1%	11.1%	72.4%	54.3%	18.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1902	1870	1078	238	1549	949	600
%H		98.3%	56.7%	12.5%	81.4%	49.9%	31.5%
Receives HDTV (via STB or built-in reception)	256	256	173	37	199	150	49
%V	13.5%	13.7%	16.0%	15.5%	12.8%	15.8%	8.2%
%H		100.0%	67.6%	14.5%	77.7%	58.6%	19.1%
DVD/Blu-ray player or recorder	706	700	428	100	574	385	189
%V	37.1%	37.4%	39.7%	42.0%	37.1%	40.6%	31.5%
%H		99.2%	60.6%	14.2%	81.3%	54.5%	26.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4484	4365	4242	2253	589	3125	1661	1464
%H		97.3%	94.6%	50.2%	13.1%	69.7%	37.0%	32.6%
Total Children	865	846	829	480	122	586	346	240
%V	19.3%	19.4%	19.5%	21.3%	20.7%	18.8%	20.8%	16.4%
%H		97.8%	95.8%	55.5%	14.1%	67.7%	40.0%	27.7%
0 - 3	220	215	210	115	30	142	73	69
%V	4.9%	4.9%	5.0%	5.1%	5.1%	4.5%	4.4%	4.7%
%H		97.7%	95.5%	52.3%	13.6%	64.5%	33.2%	31.4%
4 - 15	645	631	619	366	92	443	273	171
%V	14.4%	14.5%	14.6%	16.2%	15.6%	14.2%	16.4%	11.7%
%H		97.8%	96.0%	56.7%	14.3%	68.7%	42.3%	26.5%
4 - 9	336	327	317	185	45	220	128	93
%V	7.5%	7.5%	7.5%	8.2%	7.6%	7.0%	7.7%	6.4%
%H		97.3%	94.3%	55.1%	13.4%	65.5%	38.1%	27.7%
10 - 15	309	304	302	181	48	223	145	78
%V	6.9%	7.0%	7.1%	8.0%	8.1%	7.1%	8.7%	5.3%
%H		98.4%	97.7%	58.6%	15.5%	72.2%	46.9%	25.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4484	4365	4242	2253	589	3125	1661	1464
%H		97.3%	94.6%	50.2%	13.1%	69.7%	37.0%	32.6%
Total Adults (16+)	3619	3519	3413	1773	467	2540	1315	1224
%V	80.7%	80.6%	80.5%	78.7%	79.3%	81.3%	79.2%	83.6%
%H		97.2%	94.3%	49.0%	12.9%	70.2%	36.3%	33.8%
16 - 19	202	198	197	120	30	146	95	51
%V	4.5%	4.5%	4.6%	5.3%	5.1%	4.7%	5.7%	3.5%
%H		98.0%	97.5%	59.4%	14.9%	72.3%	47.0%	25.2%
20 - 24	266	248	236	134	40	163	96	67
%V	5.9%	5.7%	5.6%	5.9%	6.8%	5.2%	5.8%	4.6%
%H		93.2%	88.7%	50.4%	15.0%	61.3%	36.1%	25.2%
25 - 34	565	531	507	270	95	337	186	152
%V	12.6%	12.2%	12.0%	12.0%	16.1%	10.8%	11.2%	10.4%
%H		94.0%	89.7%	47.8%	16.8%	59.6%	32.9%	26.9%
35 - 44	623	603	592	355	84	411	246	165
%V	13.9%	13.8%	14.0%	15.8%	14.3%	13.2%	14.8%	11.3%
%H		96.8%	95.0%	57.0%	13.5%	66.0%	39.5%	26.5%
45 - 54	620	608	599	324	91	446	253	194
%V	13.8%	13.9%	14.1%	14.4%	15.4%	14.3%	15.2%	13.3%
%H		98.1%	96.6%	52.3%	14.7%	71.9%	40.8%	31.3%
55 - 64	555	550	539	283	71	415	220	195
%V	12.4%	12.6%	12.7%	12.6%	12.1%	13.3%	13.2%	13.3%
%H		99.1%	97.1%	51.0%	12.8%	74.8%	39.6%	35.1%
65+	789	780	742	287	57	621	220	401
%V	17.6%	17.9%	17.5%	12.7%	9.7%	19.9%	13.2%	27.4%
%H		98.9%	94.0%	36.4%	7.2%	78.7%	27.9%	50.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3619	3519	3413	1773	467	2540	1315	1224
%H		97.2%	94.3%	49.0%	12.9%	70.2%	36.3%	33.8%
AB	878	857	841	426	123	610	311	299
%V	24.3%	24.4%	24.6%	24.0%	26.3%	24.0%	23.7%	24.4%
%H		97.6%	95.8%	48.5%	14.0%	69.5%	35.4%	34.1%
C1	1031	988	963	507	142	721	389	332
%V	28.5%	28.1%	28.2%	28.6%	30.4%	28.4%	29.6%	27.1%
%H		95.8%	93.4%	49.2%	13.8%	69.9%	37.7%	32.2%
C2	822	811	795	443	92	600	324	276
%V	22.7%	23.0%	23.3%	25.0%	19.7%	23.6%	24.6%	22.5%
%H		98.7%	96.7%	53.9%	11.2%	73.0%	39.4%	33.6%
D	596	582	557	308	75	402	220	182
%V	16.5%	16.5%	16.3%	17.4%	16.1%	15.8%	16.7%	14.9%
%H		97.7%	93.5%	51.7%	12.6%	67.4%	36.9%	30.5%
E	292	280	258	89	35	207	71	136
%V	8.1%	8.0%	7.6%	5.0%	7.5%	8.1%	5.4%	11.1%
%H		95.9%	88.4%	30.5%	12.0%	70.9%	24.3%	46.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3619	3519	3413	1773	467	2540	1315	1224
%H		97.2%	94.3%	49.0%	12.9%	70.2%	36.3%	33.8%
Working full time	1627	1580	1541	854	249	1091	620	471
%V	45.0%	44.9%	45.2%	48.2%	53.3%	43.0%	47.1%	38.5%
%H		97.1%	94.7%	52.5%	15.3%	67.1%	38.1%	28.9%
Working part time	434	425	416	236	64	302	178	124
%V	12.0%	12.1%	12.2%	13.3%	13.7%	11.9%	13.5%	10.1%
%H		97.9%	95.9%	54.4%	14.7%	69.6%	41.0%	28.6%
Not working	1559	1514	1456	684	153	1146	517	629
%V	43.1%	43.0%	42.7%	38.6%	32.8%	45.1%	39.3%	51.4%
%H		97.1%	93.4%	43.9%	9.8%	73.5%	33.2%	40.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1782	1726	1681	907	239	1231	668	563
%H		96.9%	94.3%	50.9%	13.4%	69.1%	37.5%	31.6%
16 - 19	96	95	95	61	17	66	48	19
%V	5.4%	5.5%	5.7%	6.7%	7.1%	5.4%	7.2%	3.4%
%H		99.0%	99.0%	63.5%	17.7%	68.8%	50.0%	19.8%
20 - 24	142	134	131	79	19	90	54	35
%V	8.0%	7.8%	7.8%	8.7%	7.9%	7.3%	8.1%	6.2%
%H		94.4%	92.3%	55.6%	13.4%	63.4%	38.0%	24.6%
25 - 34	287	267	256	140	50	167	96	71
%V	16.1%	15.5%	15.2%	15.4%	20.9%	13.6%	14.4%	12.6%
%H		93.0%	89.2%	48.8%	17.4%	58.2%	33.4%	24.7%
35 - 44	312	300	292	178	40	204	122	82
%V	17.5%	17.4%	17.4%	19.6%	16.7%	16.6%	18.3%	14.6%
%H		96.2%	93.6%	57.1%	12.8%	65.4%	39.1%	26.3%
45 - 54	302	296	292	154	49	216	121	95
%V	16.9%	17.1%	17.4%	17.0%	20.5%	17.5%	18.1%	16.9%
%H		98.0%	96.7%	51.0%	16.2%	71.5%	40.1%	31.5%
55 - 64	270	267	261	137	35	199	105	93
%V	15.2%	15.5%	15.5%	15.1%	14.6%	16.2%	15.7%	16.5%
%H		98.9%	96.7%	50.7%	13.0%	73.7%	38.9%	34.4%
65+	373	369	354	159	29	289	121	168
%V	20.9%	21.4%	21.1%	17.5%	12.1%	23.5%	18.1%	29.8%
%H		98.9%	94.9%	42.6%	7.8%	77.5%	32.4%	45.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1782	1726	1681	907	239	1231	668	563
%H		96.9%	94.3%	50.9%	13.4%	69.1%	37.5%	31.6%
AB	445	434	426	223	64	309	164	144
%V	25.0%	25.1%	25.3%	24.6%	26.8%	25.1%	24.6%	25.6%
%H		97.5%	95.7%	50.1%	14.4%	69.4%	36.9%	32.4%
C1	475	454	445	247	71	322	187	135
%V	26.7%	26.3%	26.5%	27.2%	29.7%	26.2%	28.0%	24.0%
%H		95.6%	93.7%	52.0%	14.9%	67.8%	39.4%	28.4%
C2	440	433	424	238	44	319	168	151
%V	24.7%	25.1%	25.2%	26.2%	18.4%	25.9%	25.1%	26.8%
%H		98.4%	96.4%	54.1%	10.0%	72.5%	38.2%	34.3%
D	302	293	281	159	41	201	115	86
%V	16.9%	17.0%	16.7%	17.5%	17.2%	16.3%	17.2%	15.3%
%H		97.0%	93.0%	52.6%	13.6%	66.6%	38.1%	28.5%
E	120	112	105	40	19	81	33	48
%V	6.7%	6.5%	6.2%	4.4%	7.9%	6.6%	4.9%	8.5%
%H		93.3%	87.5%	33.3%	15.8%	67.5%	27.5%	40.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1782	1726	1681	907	239	1231	668	563
%H		96.9%	94.3%	50.9%	13.4%	69.1%	37.5%	31.6%
Working full time	1041	1007	988	563	151	704	408	296
%V	58.4%	58.3%	58.8%	62.1%	63.2%	57.2%	61.1%	52.6%
%H		96.7%	94.9%	54.1%	14.5%	67.6%	39.2%	28.4%
Working part time	95	90	85	52	14	57	37	20
%V	5.3%	5.2%	5.1%	5.7%	5.9%	4.6%	5.5%	3.6%
%H		94.7%	89.5%	54.7%	14.7%	60.0%	38.9%	21.1%
Not working	646	629	608	292	73	470	222	247
%V	36.3%	36.4%	36.2%	32.2%	30.5%	38.2%	33.2%	43.9%
%H		97.4%	94.1%	45.2%	11.3%	72.8%	34.4%	38.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1838	1793	1732	866	228	1309	648	661
%H		97.6%	94.2%	47.1%	12.4%	71.2%	35.3%	36.0%
16 - 19	107	103	102	59	13	79	47	32
%V	5.8%	5.7%	5.9%	6.8%	5.7%	6.0%	7.3%	4.8%
%H		96.3%	95.3%	55.1%	12.1%	73.8%	43.9%	29.9%
20 - 24	123	114	105	55	21	73	42	32
%V	6.7%	6.4%	6.1%	6.4%	9.2%	5.6%	6.5%	4.8%
%H		92.7%	85.4%	44.7%	17.1%	59.3%	34.1%	26.0%
25 - 34	278	265	251	130	44	170	89	81
%V	15.1%	14.8%	14.5%	15.0%	19.3%	13.0%	13.7%	12.3%
%H		95.3%	90.3%	46.8%	15.8%	61.2%	32.0%	29.1%
35 - 44	312	304	300	177	44	207	124	83
%V	17.0%	17.0%	17.3%	20.4%	19.3%	15.8%	19.1%	12.6%
%H		97.4%	96.2%	56.7%	14.1%	66.3%	39.7%	26.6%
45 - 54	318	312	307	170	42	231	132	99
%V	17.3%	17.4%	17.7%	19.6%	18.4%	17.6%	20.4%	15.0%
%H		98.1%	96.5%	53.5%	13.2%	72.6%	41.5%	31.1%
55 - 64	285	283	279	147	36	216	115	101
%V	15.5%	15.8%	16.1%	17.0%	15.8%	16.5%	17.7%	15.3%
%H		99.3%	97.9%	51.6%	12.6%	75.8%	40.4%	35.4%
65+	416	412	388	129	27	332	99	233
%V	22.6%	23.0%	22.4%	14.9%	11.8%	25.4%	15.3%	35.2%
%H		99.0%	93.3%	31.0%	6.5%	79.8%	23.8%	56.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1838	1793	1732	866	228	1309	648	661
%H		97.6%	94.2%	47.1%	12.4%	71.2%	35.3%	36.0%
AB	433	423	414	203	59	302	147	155
%V	23.6%	23.6%	23.9%	23.4%	25.9%	23.1%	22.7%	23.4%
%H		97.7%	95.6%	46.9%	13.6%	69.7%	33.9%	35.8%
C1	556	534	519	261	71	399	202	197
%V	30.3%	29.8%	30.0%	30.1%	31.1%	30.5%	31.2%	29.8%
%H		96.0%	93.3%	46.9%	12.8%	71.8%	36.3%	35.4%
C2	382	378	371	205	48	280	156	125
%V	20.8%	21.1%	21.4%	23.7%	21.1%	21.4%	24.1%	18.9%
%H		99.0%	97.1%	53.7%	12.6%	73.3%	40.8%	32.7%
D	294	289	276	149	34	201	105	96
%V	16.0%	16.1%	15.9%	17.2%	14.9%	15.4%	16.2%	14.5%
%H		98.3%	93.9%	50.7%	11.6%	68.4%	35.7%	32.7%
E	172	168	153	49	16	126	38	89
%V	9.4%	9.4%	8.8%	5.7%	7.0%	9.6%	5.9%	13.5%
%H		97.7%	89.0%	28.5%	9.3%	73.3%	22.1%	51.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1838	1793	1732	866	228	1309	648	661
%H		97.6%	94.2%	47.1%	12.4%	71.2%	35.3%	36.0%
Working full time	586	573	554	291	98	387	212	175
%V	31.9%	32.0%	32.0%	33.6%	43.0%	29.6%	32.7%	26.5%
%H		97.8%	94.5%	49.7%	16.7%	66.0%	36.2%	29.9%
Working part time	339	334	331	184	50	245	141	104
%V	18.4%	18.6%	19.1%	21.2%	21.9%	18.7%	21.8%	15.7%
%H		98.5%	97.6%	54.3%	14.7%	72.3%	41.6%	30.7%
Not working	913	886	848	391	80	676	294	382
%V	49.7%	49.4%	49.0%	45.2%	35.1%	51.6%	45.4%	57.8%
%H		97.0%	92.9%	42.8%	8.8%	74.0%	32.2%	41.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1028	988	987	381	151	786	326	460
%H (All HH)		96.1%	96.0%	37.1%	14.7%	76.5%	31.7%	44.7%
%H (TV HH)			99.9%	38.6%	15.3%	79.6%	33.0%	46.6%
AB	276	269	269	110	43	211	95	117
%V	26.8%	27.2%	27.3%	28.9%	28.5%	26.8%	29.1%	25.4%
%H (All HH)		97.5%	97.5%	39.9%	15.6%	76.4%	34.4%	42.4%
%H (TV HH)			100.0%	40.9%	16.0%	78.4%	35.3%	43.5%
C1	291	275	274	109	45	214	91	123
%V	28.3%	27.8%	27.8%	28.6%	29.8%	27.2%	27.9%	26.7%
%H (All HH)		94.5%	94.2%	37.5%	15.5%	73.5%	31.3%	42.3%
%H (TV HH)			99.6%	39.6%	16.4%	77.8%	33.1%	44.7%
C2	214	208	208	87	35	169	82	87
%V	20.8%	21.1%	21.1%	22.8%	23.2%	21.5%	25.2%	18.9%
%H (All HH)		97.2%	97.2%	40.7%	16.4%	79.0%	38.3%	40.7%
%H (TV HH)			100.0%	41.8%	16.8%	81.3%	39.4%	41.8%
D	150	145	145	54	20	117	45	72
%V	14.6%	14.7%	14.7%	14.2%	13.2%	14.9%	13.8%	15.7%
%H (All HH)		96.7%	96.7%	36.0%	13.3%	78.0%	30.0%	48.0%
%H (TV HH)			100.0%	37.2%	13.8%	80.7%	31.0%	49.7%
E	97	91	91	21	9	75	14	61
%V	9.4%	9.2%	9.2%	5.5%	6.0%	9.5%	4.3%	13.3%
%H (All HH)		93.8%	93.8%	21.6%	9.3%	77.3%	14.4%	62.9%
%H (TV HH)			100.0%	23.1%	9.9%	82.4%	15.4%	67.0%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1028	988	987	381	151	786	326	460
%H (All HH)		96.1%	96.0%	37.1%	14.7%	76.5%	31.7%	44.7%
%H (TV HH)			99.9%	38.6%	15.3%	79.6%	33.0%	46.6%
Under 25	49	42	42	11	8	31	7	24
%V	4.8%	4.3%	4.3%	2.9%	5.3%	3.9%	2.1%	5.2%
%H (All HH)		85.7%	85.7%	22.4%	16.3%	63.3%	14.3%	49.0%
%H (TV HH)			100.0%	26.2%	19.0%	73.8%	16.7%	57.1%
25 - 34	144	137	137	62	26	95	46	49
%V	14.0%	13.9%	13.9%	16.3%	17.2%	12.1%	14.1%	10.7%
%H (All HH)		95.1%	95.1%	43.1%	18.1%	66.0%	31.9%	34.0%
%H (TV HH)			100.0%	45.3%	19.0%	69.3%	33.6%	35.8%
35 - 44	173	164	164	71	35	127	68	59
%V	16.8%	16.6%	16.6%	18.6%	23.2%	16.2%	20.9%	12.8%
%H (All HH)		94.8%	94.8%	41.0%	20.2%	73.4%	39.3%	34.1%
%H (TV HH)			100.0%	43.3%	21.3%	77.4%	41.5%	36.0%
45 - 54	206	197	196	89	35	157	84	72
%V	20.0%	19.9%	19.9%	23.4%	23.2%	20.0%	25.8%	15.7%
%H (All HH)		95.6%	95.1%	43.2%	17.0%	76.2%	40.8%	35.0%
%H (TV HH)			99.5%	45.2%	17.8%	79.7%	42.6%	36.5%
55 - 64	169	164	164	71	21	133	60	73
%V	16.4%	16.6%	16.6%	18.6%	13.9%	16.9%	18.4%	15.9%
%H (All HH)		97.0%	97.0%	42.0%	12.4%	78.7%	35.5%	43.2%
%H (TV HH)			100.0%	43.3%	12.8%	81.1%	36.6%	44.5%
65 +	287	284	283	77	25	244	62	182
%V	27.9%	28.7%	28.7%	20.2%	16.6%	31.0%	19.0%	39.6%
%H (All HH)		99.0%	98.6%	26.8%	8.7%	85.0%	21.6%	63.4%
%H (TV HH)			99.6%	27.1%	8.8%	85.9%	21.8%	64.1%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1028	988	987	381	151	786	326	460
%H (All HH)		96.1%	96.0%	37.1%	14.7%	76.5%	31.7%	44.7%
%H (TV HH)			99.9%	38.6%	15.3%	79.6%	33.0%	46.6%
1	347	326	324	90	36	257	58	199
%V	33.8%	33.0%	32.8%	23.6%	23.8%	32.7%	17.8%	43.3%
%H (All HH)		93.9%	93.4%	25.9%	10.4%	74.1%	16.7%	57.3%
%H (TV HH)			99.4%	27.6%	11.0%	78.8%	17.8%	61.0%
2	349	342	342	137	50	277	120	157
%V	33.9%	34.6%	34.7%	36.0%	33.1%	35.2%	36.8%	34.1%
%H (All HH)		98.0%	98.0%	39.3%	14.3%	79.4%	34.4%	45.0%
%H (TV HH)			100.0%	40.1%	14.6%	81.0%	35.1%	45.9%
3	153	148	148	68	31	115	66	49
%V	14.9%	15.0%	15.0%	17.8%	20.5%	14.6%	20.2%	10.7%
%H (All HH)		96.7%	96.7%	44.4%	20.3%	75.2%	43.1%	32.0%
%H (TV HH)			100.0%	45.9%	20.9%	77.7%	44.6%	33.1%
4	118	116	116	54	25	94	57	37
%V	11.5%	11.7%	11.8%	14.2%	16.6%	12.0%	17.5%	8.0%
%H (All HH)		98.3%	98.3%	45.8%	21.2%	79.7%	48.3%	31.4%
%H (TV HH)			100.0%	46.6%	21.6%	81.0%	49.1%	31.9%
5+	60	57	57	31	8	44	26	18
%V	5.8%	5.8%	5.8%	8.1%	5.3%	5.6%	8.0%	3.9%
%H (All HH)		95.0%	95.0%	51.7%	13.3%	73.3%	43.3%	30.0%
%H (TV HH)			100.0%	54.4%	14.0%	77.2%	45.6%	31.6%
Average HH size	2.24	2.25	2.25	2.50	2.47	2.24	2.63	1.97

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1028	988	987	381	151	786	326	460
%H (All HH)		96.1%	96.0%	37.1%	14.7%	76.5%	31.7%	44.7%
%H (TV HH)			99.9%	38.6%	15.3%	79.6%	33.0%	46.6%
Without	800	766	764	275	110	610	226	384
%V	77.8%	77.5%	77.4%	72.2%	72.8%	77.6%	69.3%	83.5%
%H (All HH)		95.8%	95.5%	34.4%	13.8%	76.3%	28.3%	48.0%
%H (TV HH)			99.7%	35.9%	14.4%	79.6%	29.5%	50.1%
With	228	223	223	106	41	177	101	76
%V	22.2%	22.6%	22.6%	27.8%	27.2%	22.5%	31.0%	16.5%
%H (All HH)		97.8%	97.8%	46.5%	18.0%	77.6%	44.3%	33.3%
%H (TV HH)			100.0%	47.5%	18.4%	79.4%	45.3%	34.1%
0 - 3	82	79	79	32	15	60	28	31
%V	8.0%	8.0%	8.0%	8.4%	9.9%	7.6%	8.6%	6.7%
%H (All HH)		96.3%	96.3%	39.0%	18.3%	73.2%	34.1%	37.8%
%H (TV HH)			100.0%	40.5%	19.0%	75.9%	35.4%	39.2%
4 - 9	107	105	105	52	18	80	45	35
%V	10.4%	10.6%	10.6%	13.6%	11.9%	10.2%	13.8%	7.6%
%H (All HH)		98.1%	98.1%	48.6%	16.8%	74.8%	42.1%	32.7%
%H (TV HH)			100.0%	49.5%	17.1%	76.2%	42.9%	33.3%
10 - 15	116	115	115	60	20	94	59	36
%V	11.3%	11.6%	11.7%	15.7%	13.2%	12.0%	18.1%	7.8%
%H (All HH)		99.1%	99.1%	51.7%	17.2%	81.0%	50.9%	31.0%
%H (TV HH)			100.0%	52.2%	17.4%	81.7%	51.3%	31.3%

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

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1028	988	987	381	151	786	326	460
%H (All HH)		96.1%	96.0%	37.1%	14.7%	76.5%	31.7%	44.7%
%H (TV HH)			99.9%	38.6%	15.3%	79.6%	33.0%	46.6%
1	403	403	402	111	61	289	58	231
%V	39.2%	40.8%	40.7%	29.1%	40.4%	36.8%	17.8%	50.2%
%H (All HH)		100.0%	99.8%	27.5%	15.1%	71.7%	14.4%	57.3%
%H (TV HH)			99.8%	27.5%	15.1%	71.7%	14.4%	57.3%
2	342	342	341	144	56	280	135	145
%V	33.3%	34.6%	34.5%	37.8%	37.1%	35.6%	41.4%	31.5%
%H (All HH)		100.0%	99.7%	42.1%	16.4%	81.9%	39.5%	42.4%
%H (TV HH)			99.7%	42.1%	16.4%	81.9%	39.5%	42.4%
3	160	160	160	75	22	141	78	63
%V	15.6%	16.2%	16.2%	19.7%	14.6%	17.9%	23.9%	13.7%
%H (All HH)		100.0%	100.0%	46.9%	13.8%	88.1%	48.8%	39.4%
%H (TV HH)			100.0%	46.9%	13.8%	88.1%	48.8%	39.4%
4	59	59	59	33	11	53	38	15
%V	5.7%	6.0%	6.0%	8.7%	7.3%	6.7%	11.7%	3.3%
%H (All HH)		100.0%	100.0%	55.9%	18.6%	89.8%	64.4%	25.4%
%H (TV HH)			100.0%	55.9%	18.6%	89.8%	64.4%	25.4%
5+	25	25	25	17	1	23	17	6
%V	2.4%	2.5%	2.5%	4.5%	0.7%	2.9%	5.2%	1.3%
%H (All HH)		100.0%	100.0%	68.0%	4.0%	92.0%	68.0%	24.0%
%H (TV HH)			100.0%	68.0%	4.0%	92.0%	68.0%	24.0%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1028	988	987	381	151	786	326	460
%H (All HH)		96.1%	96.0%	37.1%	14.7%	76.5%	31.7%	44.7%
%H (TV HH)			99.9%	38.6%	15.3%	79.6%	33.0%	46.6%
Under 20"	392	392	391	163	56	337	163	174
%V	38.1%	39.7%	39.6%	42.8%	37.1%	42.9%	50.0%	37.8%
%H (All HH)		100.0%	99.7%	41.6%	14.3%	86.0%	41.6%	44.4%
%H (TV HH)			99.7%	41.6%	14.3%	86.0%	41.6%	44.4%
20" - 29"	452	452	451	165	54	378	144	234
%V	44.0%	45.7%	45.7%	43.3%	35.8%	48.1%	44.2%	50.9%
%H (All HH)		100.0%	99.8%	36.5%	11.9%	83.6%	31.9%	51.8%
%H (TV HH)			99.8%	36.5%	11.9%	83.6%	31.9%	51.8%
30" - 39"	510	510	509	212	86	409	196	213
%V	49.6%	51.6%	51.6%	55.6%	57.0%	52.0%	60.1%	46.3%
%H (All HH)		100.0%	99.8%	41.6%	16.9%	80.2%	38.4%	41.8%
%H (TV HH)			99.8%	41.6%	16.9%	80.2%	38.4%	41.8%
40" and over	265	265	265	154	49	201	135	65
%V	25.8%	26.8%	26.8%	40.4%	32.5%	25.6%	41.4%	14.1%
%H (All HH)		100.0%	100.0%	58.1%	18.5%	75.8%	50.9%	24.5%
%H (TV HH)			100.0%	58.1%	18.5%	75.8%	50.9%	24.5%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1028	988	987	381	151	786	326	460
%H (All HH)		96.1%	96.0%	37.1%	14.7%	76.5%	31.7%	44.7%
%H (TV HH)			99.9%	38.6%	15.3%	79.6%	33.0%	46.6%
Main living room	972	972	970	376	150	772	323	449
%V	94.6%	98.4%	98.3%	98.7%	99.3%	98.2%	99.1%	97.6%
%H (All HH)		100.0%	99.8%	38.7%	15.4%	79.4%	33.2%	46.2%
%H (TV HH)			99.8%	38.7%	15.4%	79.4%	33.2%	46.2%
Kitchen	136	136	136	64	10	120	58	62
%V	13.2%	13.8%	13.8%	16.8%	6.6%	15.3%	17.8%	13.5%
%H (All HH)		100.0%	100.0%	47.1%	7.4%	88.2%	42.6%	45.6%
%H (TV HH)			100.0%	47.1%	7.4%	88.2%	42.6%	45.6%
Adult's bedroom	439	439	439	206	72	376	212	165
%V	42.7%	44.4%	44.5%	54.1%	47.7%	47.8%	65.0%	35.9%
%H (All HH)		100.0%	100.0%	46.9%	16.4%	85.6%	48.3%	37.6%
%H (TV HH)			100.0%	46.9%	16.4%	85.6%	48.3%	37.6%
Child's bedroom	87	87	87	46	15	75	49	27
%V	8.5%	8.8%	8.8%	12.1%	9.9%	9.5%	15.0%	5.9%
%H (All HH)		100.0%	100.0%	52.9%	17.2%	86.2%	56.3%	31.0%
%H (TV HH)			100.0%	52.9%	17.2%	86.2%	56.3%	31.0%
Other bedroom	51	51	51	31	4	46	30	17
%V	5.0%	5.2%	5.2%	8.1%	2.6%	5.9%	9.2%	3.7%
%H (All HH)		100.0%	100.0%	60.8%	7.8%	90.2%	58.8%	33.3%
%H (TV HH)			100.0%	60.8%	7.8%	90.2%	58.8%	33.3%
Second living/dining room	110	110	109	53	15	94	51	43
%V	10.7%	11.1%	11.0%	13.9%	9.9%	12.0%	15.6%	9.3%
%H (All HH)		100.0%	99.1%	48.2%	13.6%	85.5%	46.4%	39.1%
%H (TV HH)			99.1%	48.2%	13.6%	85.5%	46.4%	39.1%
Study/office	26	26	26	14	3	22	12	9
%V	2.5%	2.6%	2.6%	3.7%	2.0%	2.8%	3.7%	2.0%
%H (All HH)		100.0%	100.0%	53.8%	11.5%	84.6%	46.2%	34.6%
%H (TV HH)			100.0%	53.8%	11.5%	84.6%	46.2%	34.6%
TV room	6	6	6	3	0	6	3	3
%V	0.6%	0.6%	0.6%	0.8%	0.0%	0.8%	0.9%	0.7%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
No specific location	1	1	1	0	0	0	0	0
%V	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	2	2	2	1	0	2	1	1
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Household level data

Table 5.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1028	988	987	381	151	786	326	460
%H (All HH)		96.1%	96.0%	37.1%	14.7%	76.5%	31.7%	44.7%
%H (TV HH)			99.9%	38.6%	15.3%	79.6%	33.0%	46.6%
PVR	486	486	486	284	81	357	234	123
%V	47.3%	49.2%	49.2%	74.5%	53.6%	45.4%	71.8%	26.7%
%H (All HH)		100.0%	100.0%	58.4%	16.7%	73.5%	48.1%	25.3%
%H (TV HH)			100.0%	58.4%	16.7%	73.5%	48.1%	25.3%
DVDR	127	127	127	53	25	101	51	50
%V	12.4%	12.9%	12.9%	13.9%	16.6%	12.8%	15.6%	10.9%
%H (All HH)		100.0%	100.0%	41.7%	19.7%	79.5%	40.2%	39.4%
%H (TV HH)			100.0%	41.7%	19.7%	79.5%	40.2%	39.4%
VCR	111	111	111	35	26	82	32	51
%V	10.8%	11.2%	11.2%	9.2%	17.2%	10.4%	9.8%	11.1%
%H (All HH)		100.0%	100.0%	31.5%	23.4%	73.9%	28.8%	45.9%
%H (TV HH)			100.0%	31.5%	23.4%	73.9%	28.8%	45.9%
Any recorder	587	587	587	309	103	438	260	178
%V	57.1%	59.4%	59.5%	81.1%	68.2%	55.7%	79.8%	38.7%
%H (All HH)		100.0%	100.0%	52.6%	17.5%	74.6%	44.3%	30.3%
%H (TV HH)			100.0%	52.6%	17.5%	74.6%	44.3%	30.3%

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

DATA PERIOD: ANNUAL
January - December 2011

BBC West
Household level data
Table 5.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1028	988	987	381	151	786	326	460
%H (All HH)		96.1%	96.0%	37.1%	14.7%	76.5%	31.7%	44.7%
%H (TV HH)			99.9%	38.6%	15.3%	79.6%	33.0%	46.6%
Receives HDTV (via STB or built-in reception)	339	339	339	180	86	243	167	76
%V	33.0%	34.3%	34.3%	47.2%	57.0%	30.9%	51.2%	16.5%
%H (All HH)		100.0%	100.0%	53.1%	25.4%	71.7%	49.3%	22.4%
%H (TV HH)			100.0%	53.1%	25.4%	71.7%	49.3%	22.4%
DVD/Blu-ray player or recorder	809	809	809	334	131	644	296	349
%V	78.7%	81.9%	82.0%	87.7%	86.8%	81.9%	90.8%	75.9%
%H (All HH)		100.0%	100.0%	41.3%	16.2%	79.6%	36.6%	43.1%
%H (TV HH)			100.0%	41.3%	16.2%	79.6%	36.6%	43.1%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1028	988	987	381	151	786	326	460
%H (All HH)		96.1%	96.0%	37.1%	14.7%	76.5%	31.7%	44.7%
%H (TV HH)			99.9%	38.6%	15.3%	79.6%	33.0%	46.6%
Has PC or Laptop	790	760	759	331	136	589	293	297
%V	76.8%	76.9%	76.9%	86.9%	90.1%	74.9%	89.9%	64.6%
%H (All HH)		96.2%	96.1%	41.9%	17.2%	74.6%	37.1%	37.6%
%H (TV HH)			99.9%	43.6%	17.9%	77.5%	38.6%	39.1%
Has broadband internet	750	723	723	319	131	561	285	276
%V	73.0%	73.2%	73.3%	83.7%	86.8%	71.4%	87.4%	60.0%
%H (All HH)		96.4%	96.4%	42.5%	17.5%	74.8%	38.0%	36.8%
%H (TV HH)			100.0%	44.1%	18.1%	77.6%	39.4%	38.2%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1934	1932	851	289	1607	804	803
%H		99.9%	44.0%	14.9%	83.1%	41.6%	41.5%
Under 20"	514	513	218	70	451	224	227
%V	26.6%	26.6%	25.6%	24.2%	28.1%	27.9%	28.3%
%H		99.8%	42.4%	13.6%	87.7%	43.6%	44.2%
20" - 29"	543	542	209	65	462	191	270
%V	28.1%	28.1%	24.6%	22.5%	28.7%	23.8%	33.6%
%H		99.8%	38.5%	12.0%	85.1%	35.2%	49.7%
30" - 39"	583	582	254	101	470	240	230
%V	30.1%	30.1%	29.8%	34.9%	29.2%	29.9%	28.6%
%H		99.8%	43.6%	17.3%	80.6%	41.2%	39.5%
40" and over	286	286	168	52	217	147	71
%V	14.8%	14.8%	19.7%	18.0%	13.5%	18.3%	8.8%
%H		100.0%	58.7%	18.2%	75.9%	51.4%	24.8%
Don't know	9	9	2	2	7	2	5
%V	0.5%	0.5%	0.2%	0.7%	0.4%	0.2%	0.6%
%H		100.0%	22.2%	22.2%	77.8%	22.2%	55.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1934	1932	851	289	1607	804	803
%H		99.9%	44.0%	14.9%	83.1%	41.6%	41.5%
Main living room	975	973	377	151	774	324	450
%V	50.4%	50.4%	44.3%	52.2%	48.2%	40.3%	56.0%
%H		99.8%	38.7%	15.5%	79.4%	33.2%	46.2%
Kitchen	136	136	64	10	120	58	62
%V	7.0%	7.0%	7.5%	3.5%	7.5%	7.2%	7.7%
%H		100.0%	47.1%	7.4%	88.2%	42.6%	45.6%
Adult's bedroom	503	503	238	86	433	250	183
%V	26.0%	26.0%	28.0%	29.8%	26.9%	31.1%	22.8%
%H		100.0%	47.3%	17.1%	86.1%	49.7%	36.4%
Child's bedroom	114	114	61	20	100	66	34
%V	5.9%	5.9%	7.2%	6.9%	6.2%	8.2%	4.2%
%H		100.0%	53.5%	17.5%	87.7%	57.9%	29.8%
Other bedroom	60	60	39	4	56	38	18
%V	3.1%	3.1%	4.6%	1.4%	3.5%	4.7%	2.2%
%H		100.0%	65.0%	6.7%	93.3%	63.3%	30.0%
Second living/dining room	111	110	54	15	95	52	43
%V	5.7%	5.7%	6.3%	5.2%	5.9%	6.5%	5.4%
%H		99.1%	48.6%	13.5%	85.6%	46.8%	38.7%
Study/office	26	26	14	3	22	12	9
%V	1.3%	1.3%	1.6%	1.0%	1.4%	1.5%	1.1%
%H		100.0%	53.8%	11.5%	84.6%	46.2%	34.6%
TV room	6	6	3	0	6	3	3
%V	0.3%	0.3%	0.4%	0.0%	0.4%	0.4%	0.4%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
No specific location	1	1	0	0	0	0	0
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1934	1932	851	289	1607	804	803
%H		99.9%	44.0%	14.9%	83.1%	41.6%	41.5%
PVR	583	583	357	91	427	289	138
%V	30.1%	30.2%	42.0%	31.5%	26.6%	35.9%	17.2%
%H		100.0%	61.2%	15.6%	73.2%	49.6%	23.7%
DVDR	135	135	56	26	107	54	53
%V	7.0%	7.0%	6.6%	9.0%	6.7%	6.7%	6.6%
%H		100.0%	41.5%	19.3%	79.3%	40.0%	39.3%
VCR	120	120	38	29	88	34	54
%V	6.2%	6.2%	4.5%	10.0%	5.5%	4.2%	6.7%
%H		100.0%	31.7%	24.2%	73.3%	28.3%	45.0%
Any recorder	716	716	394	120	535	329	206
%V	37.0%	37.1%	46.3%	41.5%	33.3%	40.9%	25.7%
%H		100.0%	55.0%	16.8%	74.7%	45.9%	28.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1934	1932	851	289	1607	804	803
%H		99.9%	44.0%	14.9%	83.1%	41.6%	41.5%
Receives HDTV (via STB or built-in reception)	400	400	209	101	288	195	93
%V	20.7%	20.7%	24.6%	34.9%	17.9%	24.3%	11.6%
%H		100.0%	52.3%	25.3%	72.0%	48.8%	23.3%
DVD/Blu-ray player or recorder	1196	1195	539	193	979	509	470
%V	61.8%	61.9%	63.3%	66.8%	60.9%	63.3%	58.5%
%H		99.9%	45.1%	16.1%	81.9%	42.6%	39.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC West

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	987	986	381	151	786	326	459
%H		99.9%	38.6%	15.3%	79.6%	33.0%	46.5%
Under 20"	42	42	7	6	33	5	28
%V	4.3%	4.3%	1.8%	4.0%	4.2%	1.5%	6.1%
%H		100.0%	16.7%	14.3%	78.6%	11.9%	66.7%
20" - 29"	264	263	60	25	220	43	177
%V	26.7%	26.7%	15.7%	16.6%	28.0%	13.2%	38.6%
%H		99.6%	22.7%	9.5%	83.3%	16.3%	67.0%
30" - 39"	428	427	166	75	340	152	189
%V	43.4%	43.3%	43.6%	49.7%	43.3%	46.6%	41.2%
%H		99.8%	38.8%	17.5%	79.4%	35.5%	44.2%
40" and over	251	251	146	44	190	127	63
%V	25.4%	25.5%	38.3%	29.1%	24.2%	39.0%	13.7%
%H		100.0%	58.2%	17.5%	75.7%	50.6%	25.1%
Don't know	3	3	1	0	2	0	2
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.0%	0.4%
%H		100.0%	33.3%	0.0%	66.7%	0.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	987	986	381	151	786	326	459
%H		99.9%	38.6%	15.3%	79.6%	33.0%	46.5%
PVR	473	473	279	77	345	226	119
%V	47.9%	48.0%	73.2%	51.0%	43.9%	69.3%	25.9%
%H		100.0%	59.0%	16.3%	72.9%	47.8%	25.2%
DVDR	116	116	48	23	90	46	44
%V	11.8%	11.8%	12.6%	15.2%	11.5%	14.1%	9.6%
%H		100.0%	41.4%	19.8%	77.6%	39.7%	37.9%
VCR	93	93	27	24	66	23	44
%V	9.4%	9.4%	7.1%	15.9%	8.4%	7.1%	9.6%
%H		100.0%	29.0%	25.8%	71.0%	24.7%	47.3%
Any recorder	574	574	303	99	425	251	174
%V	58.2%	58.2%	79.5%	65.6%	54.1%	77.0%	37.9%
%H		100.0%	52.8%	17.2%	74.0%	43.7%	30.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	987	986	381	151	786	326	459
%H		99.9%	38.6%	15.3%	79.6%	33.0%	46.5%
Receives HDTV (via STB or built-in reception)	325	325	173	83	230	160	70
%V	32.9%	33.0%	45.4%	55.0%	29.3%	49.1%	15.3%
%H		100.0%	53.2%	25.5%	70.8%	49.2%	21.5%
DVD/Blu-ray player or recorder	769	768	313	127	608	275	333
%V	77.9%	77.9%	82.2%	84.1%	77.4%	84.4%	72.5%
%H		99.9%	40.7%	16.5%	79.1%	35.8%	43.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	947	946	470	138	821	478	344
%H		99.9%	49.6%	14.6%	86.7%	50.5%	36.3%
Under 20"	472	471	211	64	418	219	198
%V	49.8%	49.8%	44.9%	46.4%	50.9%	45.8%	57.6%
%H		99.8%	44.7%	13.6%	88.6%	46.4%	41.9%
20" - 29"	279	279	149	40	241	149	93
%V	29.5%	29.5%	31.7%	29.0%	29.4%	31.2%	27.0%
%H		100.0%	53.4%	14.3%	86.4%	53.4%	33.3%
30" - 39"	155	155	87	26	130	88	42
%V	16.4%	16.4%	18.5%	18.8%	15.8%	18.4%	12.2%
%H		100.0%	56.1%	16.8%	83.9%	56.8%	27.1%
40" and over	35	35	21	8	27	20	7
%V	3.7%	3.7%	4.5%	5.8%	3.3%	4.2%	2.0%
%H		100.0%	60.0%	22.9%	77.1%	57.1%	20.0%
Don't know	6	6	1	1	5	1	3
%V	0.6%	0.6%	0.2%	0.7%	0.6%	0.2%	0.9%
%H		100.0%	16.7%	16.7%	83.3%	16.7%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	947	946	470	138	821	478	344
%H		99.9%	49.6%	14.6%	86.7%	50.5%	36.3%
PVR	110	110	78	14	82	63	19
%V	11.6%	11.6%	16.6%	10.1%	10.0%	13.2%	5.5%
%H		100.0%	70.9%	12.7%	74.5%	57.3%	17.3%
DVDR	19	19	8	2	17	8	9
%V	2.0%	2.0%	1.7%	1.4%	2.1%	1.7%	2.6%
%H		100.0%	42.1%	10.5%	89.5%	42.1%	47.4%
VCR	27	27	11	6	22	11	10
%V	2.9%	2.9%	2.3%	4.3%	2.7%	2.3%	2.9%
%H		100.0%	40.7%	22.2%	81.5%	40.7%	37.0%
Any recorder	143	143	90	21	110	78	32
%V	15.1%	15.1%	19.1%	15.2%	13.4%	16.3%	9.3%
%H		100.0%	62.9%	14.7%	76.9%	54.5%	22.4%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	947	946	470	138	821	478	344
%H		99.9%	49.6%	14.6%	86.7%	50.5%	36.3%
Receives HDTV (via STB or built-in reception)	75	75	36	18	58	35	23
%V	7.9%	7.9%	7.7%	13.0%	7.1%	7.3%	6.7%
%H		100.0%	48.0%	24.0%	77.3%	46.7%	30.7%
DVD/Blu-ray player or recorder	427	427	226	66	371	234	137
%V	45.1%	45.1%	48.1%	47.8%	45.2%	49.0%	39.8%
%H		100.0%	52.9%	15.5%	86.9%	54.8%	32.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2298	2221	2219	950	373	1765	860	905
%H		96.6%	96.6%	41.3%	16.2%	76.8%	37.4%	39.4%
Total Children	384	373	373	179	66	293	165	128
%V	16.7%	16.8%	16.8%	18.8%	17.7%	16.6%	19.2%	14.1%
%H		97.1%	97.1%	46.6%	17.2%	76.3%	43.0%	33.3%
0 - 3	96	92	92	35	19	70	32	38
%V	4.2%	4.1%	4.1%	3.7%	5.1%	4.0%	3.7%	4.2%
%H		95.8%	95.8%	36.5%	19.8%	72.9%	33.3%	39.6%
4 - 15	287	281	281	144	47	223	132	90
%V	12.5%	12.7%	12.7%	15.2%	12.6%	12.6%	15.3%	9.9%
%H		97.9%	97.9%	50.2%	16.4%	77.7%	46.0%	31.4%
4 - 9	141	137	137	70	22	103	59	44
%V	6.1%	6.2%	6.2%	7.4%	5.9%	5.8%	6.9%	4.9%
%H		97.2%	97.2%	49.6%	15.6%	73.0%	41.8%	31.2%
10 - 15	147	145	145	74	25	119	73	46
%V	6.4%	6.5%	6.5%	7.8%	6.7%	6.7%	8.5%	5.1%
%H		98.6%	98.6%	50.3%	17.0%	81.0%	49.7%	31.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2298	2221	2219	950	373	1765	860	905
%H		96.6%	96.6%	41.3%	16.2%	76.8%	37.4%	39.4%
Total Adults (16+)	1914	1847	1846	771	307	1473	695	777
%V	83.3%	83.2%	83.2%	81.2%	82.3%	83.5%	80.8%	85.9%
%H		96.5%	96.4%	40.3%	16.0%	77.0%	36.3%	40.6%
16 - 19	112	111	111	56	17	86	47	39
%V	4.9%	5.0%	5.0%	5.9%	4.6%	4.9%	5.5%	4.3%
%H		99.1%	99.1%	50.0%	15.2%	76.8%	42.0%	34.8%
20 - 24	162	142	142	56	28	110	51	59
%V	7.0%	6.4%	6.4%	5.9%	7.5%	6.2%	5.9%	6.5%
%H		87.7%	87.7%	34.6%	17.3%	67.9%	31.5%	36.4%
25 - 34	281	271	271	124	62	197	111	86
%V	12.2%	12.2%	12.2%	13.1%	16.6%	11.2%	12.9%	9.5%
%H		96.4%	96.4%	44.1%	22.1%	70.1%	39.5%	30.6%
35 - 44	300	286	286	125	60	218	115	103
%V	13.1%	12.9%	12.9%	13.2%	16.1%	12.4%	13.4%	11.4%
%H		95.3%	95.3%	41.7%	20.0%	72.7%	38.3%	34.3%
45 - 54	355	343	342	162	58	274	153	121
%V	15.4%	15.4%	15.4%	17.1%	15.5%	15.5%	17.8%	13.4%
%H		96.6%	96.3%	45.6%	16.3%	77.2%	43.1%	34.1%
55 - 64	285	278	278	123	43	227	112	114
%V	12.4%	12.5%	12.5%	12.9%	11.5%	12.9%	13.0%	12.6%
%H		97.5%	97.5%	43.2%	15.1%	79.6%	39.3%	40.0%
65+	420	417	416	124	40	361	105	256
%V	18.3%	18.8%	18.7%	13.1%	10.7%	20.5%	12.2%	28.3%
%H		99.3%	99.0%	29.5%	9.5%	86.0%	25.0%	61.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1914	1847	1846	771	307	1473	695	777
%H		96.5%	96.4%	40.3%	16.0%	77.0%	36.3%	40.6%
AB	542	531	531	222	93	419	202	217
%V	28.3%	28.7%	28.8%	28.8%	30.3%	28.4%	29.1%	27.9%
%H		98.0%	98.0%	41.0%	17.2%	77.3%	37.3%	40.0%
C1	544	514	513	220	92	401	194	207
%V	28.4%	27.8%	27.8%	28.5%	30.0%	27.2%	27.9%	26.6%
%H		94.5%	94.3%	40.4%	16.9%	73.7%	35.7%	38.1%
C2	418	406	406	177	72	333	175	158
%V	21.8%	22.0%	22.0%	23.0%	23.5%	22.6%	25.2%	20.3%
%H		97.1%	97.1%	42.3%	17.2%	79.7%	41.9%	37.8%
D	285	277	277	117	39	226	105	121
%V	14.9%	15.0%	15.0%	15.2%	12.7%	15.3%	15.1%	15.6%
%H		97.2%	97.2%	41.1%	13.7%	79.3%	36.8%	42.5%
E	126	119	119	33	10	94	19	75
%V	6.6%	6.4%	6.4%	4.3%	3.3%	6.4%	2.7%	9.7%
%H		94.4%	94.4%	26.2%	7.9%	74.6%	15.1%	59.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC West

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1914	1847	1846	771	307	1473	695	777
%H		96.5%	96.4%	40.3%	16.0%	77.0%	36.3%	40.6%
Working full time	856	830	830	382	164	633	346	287
%V	44.7%	44.9%	45.0%	49.5%	53.4%	43.0%	49.8%	36.9%
%H		97.0%	97.0%	44.6%	19.2%	73.9%	40.4%	33.5%
Working part time	243	236	236	106	41	190	99	91
%V	12.7%	12.8%	12.8%	13.7%	13.4%	12.9%	14.2%	11.7%
%H		97.1%	97.1%	43.6%	16.9%	78.2%	40.7%	37.4%
Not working	815	781	780	283	102	650	251	399
%V	42.6%	42.3%	42.3%	36.7%	33.2%	44.1%	36.1%	51.4%
%H		95.8%	95.7%	34.7%	12.5%	79.8%	30.8%	49.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	947	907	907	405	157	703	355	349
%H		95.8%	95.8%	42.8%	16.6%	74.2%	37.5%	36.9%
16 - 19	56	55	55	27	8	43	24	19
%V	5.9%	6.1%	6.1%	6.7%	5.1%	6.1%	6.8%	5.4%
%H		98.2%	98.2%	48.2%	14.3%	76.8%	42.9%	33.9%
20 - 24	84	73	73	37	14	55	32	23
%V	8.9%	8.0%	8.0%	9.1%	8.9%	7.8%	9.0%	6.6%
%H		86.9%	86.9%	44.0%	16.7%	65.5%	38.1%	27.4%
25 - 34	148	142	142	65	35	102	60	42
%V	15.6%	15.7%	15.7%	16.0%	22.3%	14.5%	16.9%	12.0%
%H		95.9%	95.9%	43.9%	23.6%	68.9%	40.5%	28.4%
35 - 44	144	134	134	58	26	99	49	50
%V	15.2%	14.8%	14.8%	14.3%	16.6%	14.1%	13.8%	14.3%
%H		93.1%	93.1%	40.3%	18.1%	68.8%	34.0%	34.7%
45 - 54	176	170	170	78	30	135	74	61
%V	18.6%	18.7%	18.7%	19.3%	19.1%	19.2%	20.8%	17.5%
%H		96.6%	96.6%	44.3%	17.0%	76.7%	42.0%	34.7%
55 - 64	141	135	135	64	24	105	56	49
%V	14.9%	14.9%	14.9%	15.8%	15.3%	14.9%	15.8%	14.0%
%H		95.7%	95.7%	45.4%	17.0%	74.5%	39.7%	34.8%
65+	199	197	197	75	20	164	59	104
%V	21.0%	21.7%	21.7%	18.5%	12.7%	23.3%	16.6%	29.8%
%H		99.0%	99.0%	37.7%	10.1%	82.4%	29.6%	52.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	947	907	907	405	157	703	355	349
%H		95.8%	95.8%	42.8%	16.6%	74.2%	37.5%	36.9%
AB	272	267	267	119	46	208	106	102
%V	28.7%	29.4%	29.4%	29.4%	29.3%	29.6%	29.9%	29.2%
%H		98.2%	98.2%	43.8%	16.9%	76.5%	39.0%	37.5%
C1	259	243	243	113	49	180	97	83
%V	27.3%	26.8%	26.8%	27.9%	31.2%	25.6%	27.3%	23.8%
%H		93.8%	93.8%	43.6%	18.9%	69.5%	37.5%	32.0%
C2	228	220	220	96	39	176	90	87
%V	24.1%	24.3%	24.3%	23.7%	24.8%	25.0%	25.4%	24.9%
%H		96.5%	96.5%	42.1%	17.1%	77.2%	39.5%	38.2%
D	131	127	127	61	19	100	52	48
%V	13.8%	14.0%	14.0%	15.1%	12.1%	14.2%	14.6%	13.8%
%H		96.9%	96.9%	46.6%	14.5%	76.3%	39.7%	36.6%
E	56	50	50	17	4	39	10	30
%V	5.9%	5.5%	5.5%	4.2%	2.5%	5.5%	2.8%	8.6%
%H		89.3%	89.3%	30.4%	7.1%	69.6%	17.9%	53.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	947	907	907	405	157	703	355	349
%H		95.8%	95.8%	42.8%	16.6%	74.2%	37.5%	36.9%
Working full time	547	530	530	250	105	402	224	177
%V	57.8%	58.4%	58.4%	61.7%	66.9%	57.2%	63.1%	50.7%
%H		96.9%	96.9%	45.7%	19.2%	73.5%	41.0%	32.4%
Working part time	45	43	43	20	5	34	16	17
%V	4.8%	4.7%	4.7%	4.9%	3.2%	4.8%	4.5%	4.9%
%H		95.6%	95.6%	44.4%	11.1%	75.6%	35.6%	37.8%
Not working	355	334	334	135	47	268	114	154
%V	37.5%	36.8%	36.8%	33.3%	29.9%	38.1%	32.1%	44.1%
%H		94.1%	94.1%	38.0%	13.2%	75.5%	32.1%	43.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	967	941	939	365	150	769	341	429
%H		97.3%	97.1%	37.7%	15.5%	79.5%	35.3%	44.4%
16 - 19	57	56	56	29	9	43	24	19
%V	5.9%	6.0%	6.0%	7.9%	6.0%	5.6%	7.0%	4.4%
%H		98.2%	98.2%	50.9%	15.8%	75.4%	42.1%	33.3%
20 - 24	78	68	68	19	13	55	19	36
%V	8.1%	7.2%	7.2%	5.2%	8.7%	7.2%	5.6%	8.4%
%H		87.2%	87.2%	24.4%	16.7%	70.5%	24.4%	46.2%
25 - 34	133	129	129	59	27	95	51	44
%V	13.8%	13.7%	13.7%	16.2%	18.0%	12.4%	15.0%	10.3%
%H		97.0%	97.0%	44.4%	20.3%	71.4%	38.3%	33.1%
35 - 44	156	152	152	67	33	119	66	53
%V	16.1%	16.2%	16.2%	18.4%	22.0%	15.5%	19.4%	12.4%
%H		97.4%	97.4%	42.9%	21.2%	76.3%	42.3%	34.0%
45 - 54	179	172	172	84	27	139	79	60
%V	18.5%	18.3%	18.3%	23.0%	18.0%	18.1%	23.2%	14.0%
%H		96.1%	96.1%	46.9%	15.1%	77.7%	44.1%	33.5%
55 - 64	144	143	143	59	20	122	56	66
%V	14.9%	15.2%	15.2%	16.2%	13.3%	15.9%	16.4%	15.4%
%H		99.3%	99.3%	41.0%	13.9%	84.7%	38.9%	45.8%
65+	221	220	219	49	20	197	46	151
%V	22.9%	23.4%	23.3%	13.4%	13.3%	25.6%	13.5%	35.2%
%H		99.5%	99.1%	22.2%	9.0%	89.1%	20.8%	68.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	967	941	939	365	150	769	341	429
%H		97.3%	97.1%	37.7%	15.5%	79.5%	35.3%	44.4%
AB	270	264	264	103	47	211	96	115
%V	27.9%	28.1%	28.1%	28.2%	31.3%	27.4%	28.2%	26.8%
%H		97.8%	97.8%	38.1%	17.4%	78.1%	35.6%	42.6%
C1	285	271	270	108	42	221	97	124
%V	29.5%	28.8%	28.8%	29.6%	28.0%	28.7%	28.4%	28.9%
%H		95.1%	94.7%	37.9%	14.7%	77.5%	34.0%	43.5%
C2	189	186	186	81	34	157	85	72
%V	19.5%	19.8%	19.8%	22.2%	22.7%	20.4%	24.9%	16.8%
%H		98.4%	98.4%	42.9%	18.0%	83.1%	45.0%	38.1%
D	154	151	150	57	21	126	52	73
%V	15.9%	16.0%	16.0%	15.6%	14.0%	16.4%	15.2%	17.0%
%H		98.1%	97.4%	37.0%	13.6%	81.8%	33.8%	47.4%
E	69	69	69	17	7	55	10	45
%V	7.1%	7.3%	7.3%	4.7%	4.7%	7.2%	2.9%	10.5%
%H		100.0%	100.0%	24.6%	10.1%	79.7%	14.5%	65.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	967	941	939	365	150	769	341	429
%H		97.3%	97.1%	37.7%	15.5%	79.5%	35.3%	44.4%
Working full time	309	301	300	132	59	231	121	109
%V	32.0%	32.0%	31.9%	36.2%	39.3%	30.0%	35.5%	25.4%
%H		97.4%	97.1%	42.7%	19.1%	74.8%	39.2%	35.3%
Working part time	199	193	193	86	36	156	82	74
%V	20.6%	20.5%	20.6%	23.6%	24.0%	20.3%	24.0%	17.2%
%H		97.0%	97.0%	43.2%	18.1%	78.4%	41.2%	37.2%
Not working	460	447	446	148	55	383	137	246
%V	47.6%	47.5%	47.5%	40.5%	36.7%	49.8%	40.2%	57.3%
%H		97.2%	97.0%	32.2%	12.0%	83.3%	29.8%	53.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC South West

Household level data

Table 6.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	867	838	835	358	69	656	244	411
%H (All HH)		96.7%	96.3%	41.3%	8.0%	75.7%	28.1%	47.4%
%H (TV HH)			99.6%	42.7%	8.2%	78.3%	29.1%	49.0%
AB	225	219	218	101	11	171	65	106
%V	26.0%	26.1%	26.1%	28.2%	15.9%	26.1%	26.6%	25.8%
%H (All HH)		97.3%	96.9%	44.9%	4.9%	76.0%	28.9%	47.1%
%H (TV HH)			99.5%	46.1%	5.0%	78.1%	29.7%	48.4%
C1	271	264	264	112	28	205	80	125
%V	31.3%	31.5%	31.6%	31.3%	40.6%	31.3%	32.8%	30.4%
%H (All HH)		97.4%	97.4%	41.3%	10.3%	75.6%	29.5%	46.1%
%H (TV HH)			100.0%	42.4%	10.6%	77.7%	30.3%	47.3%
C2	186	179	178	87	15	137	59	78
%V	21.5%	21.4%	21.3%	24.3%	21.7%	20.9%	24.2%	19.0%
%H (All HH)		96.2%	95.7%	46.8%	8.1%	73.7%	31.7%	41.9%
%H (TV HH)			99.4%	48.6%	8.4%	76.5%	33.0%	43.6%
D	102	97	96	34	11	76	24	52
%V	11.8%	11.6%	11.5%	9.5%	15.9%	11.6%	9.8%	12.7%
%H (All HH)		95.1%	94.1%	33.3%	10.8%	74.5%	23.5%	51.0%
%H (TV HH)			99.0%	35.1%	11.3%	78.4%	24.7%	53.6%
E	84	79	79	23	5	67	16	51
%V	9.7%	9.4%	9.5%	6.4%	7.2%	10.2%	6.6%	12.4%
%H (All HH)		94.0%	94.0%	27.4%	6.0%	79.8%	19.0%	60.7%
%H (TV HH)			100.0%	29.1%	6.3%	84.8%	20.3%	64.6%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	867	838	835	358	69	656	244	411
%H (All HH)		96.7%	96.3%	41.3%	8.0%	75.7%	28.1%	47.4%
%H (TV HH)			99.6%	42.7%	8.2%	78.3%	29.1%	49.0%
Under 25	35	30	30	10	4	23	6	17
%V	4.0%	3.6%	3.6%	2.8%	5.8%	3.5%	2.5%	4.1%
%H (All HH)		85.7%	85.7%	28.6%	11.4%	65.7%	17.1%	48.6%
%H (TV HH)			100.0%	33.3%	13.3%	76.7%	20.0%	56.7%
25 - 34	109	103	103	56	13	63	28	35
%V	12.6%	12.3%	12.3%	15.6%	18.8%	9.6%	11.5%	8.5%
%H (All HH)		94.5%	94.5%	51.4%	11.9%	57.8%	25.7%	32.1%
%H (TV HH)			100.0%	54.4%	12.6%	61.2%	27.2%	34.0%
35 - 44	142	136	136	73	16	99	50	49
%V	16.4%	16.2%	16.3%	20.4%	23.2%	15.1%	20.5%	11.9%
%H (All HH)		95.8%	95.8%	51.4%	11.3%	69.7%	35.2%	34.5%
%H (TV HH)			100.0%	53.7%	11.8%	72.8%	36.8%	36.0%
45 - 54	145	139	139	62	18	109	50	59
%V	16.7%	16.6%	16.6%	17.3%	26.1%	16.6%	20.5%	14.4%
%H (All HH)		95.9%	95.9%	42.8%	12.4%	75.2%	34.5%	40.7%
%H (TV HH)			100.0%	44.6%	12.9%	78.4%	36.0%	42.4%
55 - 64	171	167	166	74	9	137	54	83
%V	19.7%	19.9%	19.9%	20.7%	13.0%	20.9%	22.1%	20.2%
%H (All HH)		97.7%	97.1%	43.3%	5.3%	80.1%	31.6%	48.5%
%H (TV HH)			99.4%	44.3%	5.4%	82.0%	32.3%	49.7%
65 +	266	263	261	83	10	225	56	169
%V	30.7%	31.4%	31.3%	23.2%	14.5%	34.3%	23.0%	41.1%
%H (All HH)		98.9%	98.1%	31.2%	3.8%	84.6%	21.1%	63.5%
%H (TV HH)			99.2%	31.6%	3.8%	85.6%	21.3%	64.3%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	867	838	835	358	69	656	244	411
%H (All HH)		96.7%	96.3%	41.3%	8.0%	75.7%	28.1%	47.4%
%H (TV HH)			99.6%	42.7%	8.2%	78.3%	29.1%	49.0%
1	297	282	280	74	15	228	37	191
%V	34.3%	33.7%	33.5%	20.7%	21.7%	34.8%	15.2%	46.5%
%H (All HH)		94.9%	94.3%	24.9%	5.1%	76.8%	12.5%	64.3%
%H (TV HH)			99.3%	26.2%	5.3%	80.9%	13.1%	67.7%
2	298	291	290	135	23	229	97	132
%V	34.4%	34.7%	34.7%	37.7%	33.3%	34.9%	39.8%	32.1%
%H (All HH)		97.7%	97.3%	45.3%	7.7%	76.8%	32.6%	44.3%
%H (TV HH)			99.7%	46.4%	7.9%	78.7%	33.3%	45.4%
3	117	115	115	69	14	85	51	34
%V	13.5%	13.7%	13.8%	19.3%	20.3%	13.0%	20.9%	8.3%
%H (All HH)		98.3%	98.3%	59.0%	12.0%	72.6%	43.6%	29.1%
%H (TV HH)			100.0%	60.0%	12.2%	73.9%	44.3%	29.6%
4	100	98	98	54	10	75	39	36
%V	11.5%	11.7%	11.7%	15.1%	14.5%	11.4%	16.0%	8.8%
%H (All HH)		98.0%	98.0%	54.0%	10.0%	75.0%	39.0%	36.0%
%H (TV HH)			100.0%	55.1%	10.2%	76.5%	39.8%	36.7%
5+	56	52	52	26	8	39	20	19
%V	6.5%	6.2%	6.2%	7.3%	11.6%	5.9%	8.2%	4.6%
%H (All HH)		92.9%	92.9%	46.4%	14.3%	69.6%	35.7%	33.9%
%H (TV HH)			100.0%	50.0%	15.4%	75.0%	38.5%	36.5%
Average HH size	2.24	2.25	2.25	2.52	2.70	2.22	2.66	1.95

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	867	838	835	358	69	656	244	411
%H (All HH)		96.7%	96.3%	41.3%	8.0%	75.7%	28.1%	47.4%
%H (TV HH)			99.6%	42.7%	8.2%	78.3%	29.1%	49.0%
Without	672	651	648	253	48	521	173	348
%V	77.5%	77.7%	77.6%	70.7%	69.6%	79.4%	70.9%	84.7%
%H (All HH)		96.9%	96.4%	37.6%	7.1%	77.5%	25.7%	51.8%
%H (TV HH)			99.5%	38.9%	7.4%	80.0%	26.6%	53.5%
With	195	187	187	105	21	135	71	63
%V	22.5%	22.3%	22.4%	29.3%	30.4%	20.6%	29.1%	15.3%
%H (All HH)		95.9%	95.9%	53.8%	10.8%	69.2%	36.4%	32.3%
%H (TV HH)			100.0%	56.1%	11.2%	72.2%	38.0%	33.7%
0 - 3	74	70	70	37	8	47	21	26
%V	8.5%	8.4%	8.4%	10.3%	11.6%	7.2%	8.6%	6.3%
%H (All HH)		94.6%	94.6%	50.0%	10.8%	63.5%	28.4%	35.1%
%H (TV HH)			100.0%	52.9%	11.4%	67.1%	30.0%	37.1%
4 - 9	102	96	96	53	10	65	32	33
%V	11.8%	11.5%	11.5%	14.8%	14.5%	9.9%	13.1%	8.0%
%H (All HH)		94.1%	94.1%	52.0%	9.8%	63.7%	31.4%	32.4%
%H (TV HH)			100.0%	55.2%	10.4%	67.7%	33.3%	34.4%
10 - 15	95	92	92	55	11	73	44	29
%V	11.0%	11.0%	11.0%	15.4%	15.9%	11.1%	18.0%	7.1%
%H (All HH)		96.8%	96.8%	57.9%	11.6%	76.8%	46.3%	30.5%
%H (TV HH)			100.0%	59.8%	12.0%	79.3%	47.8%	31.5%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	867	838	835	358	69	656	244	411
%H (All HH)		96.7%	96.3%	41.3%	8.0%	75.7%	28.1%	47.4%
%H (TV HH)			99.6%	42.7%	8.2%	78.3%	29.1%	49.0%
1	349	349	348	112	27	242	32	210
%V	40.3%	41.6%	41.7%	31.3%	39.1%	36.9%	13.1%	51.1%
%H (All HH)		100.0%	99.7%	32.1%	7.7%	69.3%	9.2%	60.2%
%H (TV HH)			99.7%	32.1%	7.7%	69.3%	9.2%	60.2%
2	272	272	271	125	19	218	90	128
%V	31.4%	32.5%	32.5%	34.9%	27.5%	33.2%	36.9%	31.1%
%H (All HH)		100.0%	99.6%	46.0%	7.0%	80.1%	33.1%	47.1%
%H (TV HH)			99.6%	46.0%	7.0%	80.1%	33.1%	47.1%
3	136	136	136	73	12	120	69	51
%V	15.7%	16.2%	16.3%	20.4%	17.4%	18.3%	28.3%	12.4%
%H (All HH)		100.0%	100.0%	53.7%	8.8%	88.2%	50.7%	37.5%
%H (TV HH)			100.0%	53.7%	8.8%	88.2%	50.7%	37.5%
4	57	57	57	36	8	53	39	14
%V	6.6%	6.8%	6.8%	10.1%	11.6%	8.1%	16.0%	3.4%
%H (All HH)		100.0%	100.0%	63.2%	14.0%	93.0%	68.4%	24.6%
%H (TV HH)			100.0%	63.2%	14.0%	93.0%	68.4%	24.6%
5+	24	24	24	12	3	23	15	8
%V	2.8%	2.9%	2.9%	3.4%	4.3%	3.5%	6.1%	1.9%
%H (All HH)		100.0%	100.0%	50.0%	12.5%	95.8%	62.5%	33.3%
%H (TV HH)			100.0%	50.0%	12.5%	95.8%	62.5%	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

DATA PERIOD: ANNUAL
January - December 2011

BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	867	838	835	358	69	656	244	411
%H (All HH)		96.7%	96.3%	41.3%	8.0%	75.7%	28.1%	47.4%
%H (TV HH)			99.6%	42.7%	8.2%	78.3%	29.1%	49.0%
Under 20"	328	328	327	146	24	288	130	158
%V	37.8%	39.1%	39.2%	40.8%	34.8%	43.9%	53.3%	38.4%
%H (All HH)		100.0%	99.7%	44.5%	7.3%	87.8%	39.6%	48.2%
%H (TV HH)			99.7%	44.5%	7.3%	87.8%	39.6%	48.2%
20" - 29"	423	423	420	158	30	356	122	234
%V	48.8%	50.5%	50.3%	44.1%	43.5%	54.3%	50.0%	56.9%
%H (All HH)		100.0%	99.3%	37.4%	7.1%	84.2%	28.8%	55.3%
%H (TV HH)			99.3%	37.4%	7.1%	84.2%	28.8%	55.3%
30" - 39"	410	410	409	203	38	322	151	171
%V	47.3%	48.9%	49.0%	56.7%	55.1%	49.1%	61.9%	41.6%
%H (All HH)		100.0%	99.8%	49.5%	9.3%	78.5%	36.8%	41.7%
%H (TV HH)			99.8%	49.5%	9.3%	78.5%	36.8%	41.7%
40" and over	200	200	200	128	27	139	92	47
%V	23.1%	23.9%	24.0%	35.8%	39.1%	21.2%	37.7%	11.4%
%H (All HH)		100.0%	100.0%	64.0%	13.5%	69.5%	46.0%	23.5%
%H (TV HH)			100.0%	64.0%	13.5%	69.5%	46.0%	23.5%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	867	838	835	358	69	656	244	411
%H (All HH)		96.7%	96.3%	41.3%	8.0%	75.7%	28.1%	47.4%
%H (TV HH)			99.6%	42.7%	8.2%	78.3%	29.1%	49.0%
Main living room	830	830	827	357	69	648	243	405
%V	95.7%	99.0%	99.0%	99.7%	100.0%	98.8%	99.6%	98.5%
%H (All HH)		100.0%	99.6%	43.0%	8.3%	78.1%	29.3%	48.8%
%H (TV HH)			99.6%	43.0%	8.3%	78.1%	29.3%	48.8%
Kitchen	112	112	112	55	3	103	49	54
%V	12.9%	13.4%	13.4%	15.4%	4.3%	15.7%	20.1%	13.1%
%H (All HH)		100.0%	100.0%	49.1%	2.7%	92.0%	43.8%	48.2%
%H (TV HH)			100.0%	49.1%	2.7%	92.0%	43.8%	48.2%
Adult's bedroom	369	369	367	191	38	309	167	142
%V	42.6%	44.0%	44.0%	53.4%	55.1%	47.1%	68.4%	34.5%
%H (All HH)		100.0%	99.5%	51.8%	10.3%	83.7%	45.3%	38.5%
%H (TV HH)			99.5%	51.8%	10.3%	83.7%	45.3%	38.5%
Child's bedroom	70	70	70	43	9	60	41	19
%V	8.1%	8.4%	8.4%	12.0%	13.0%	9.1%	16.8%	4.6%
%H (All HH)		100.0%	100.0%	61.4%	12.9%	85.7%	58.6%	27.1%
%H (TV HH)			100.0%	61.4%	12.9%	85.7%	58.6%	27.1%
Other bedroom	35	35	34	18	5	32	20	12
%V	4.0%	4.2%	4.1%	5.0%	7.2%	4.9%	8.2%	2.9%
%H (All HH)		100.0%	97.1%	51.4%	14.3%	91.4%	57.1%	34.3%
%H (TV HH)			97.1%	51.4%	14.3%	91.4%	57.1%	34.3%
Second living/dining room	92	92	92	46	4	80	38	42
%V	10.6%	11.0%	11.0%	12.8%	5.8%	12.2%	15.6%	10.2%
%H (All HH)		100.0%	100.0%	50.0%	4.3%	87.0%	41.3%	45.7%
%H (TV HH)			100.0%	50.0%	4.3%	87.0%	41.3%	45.7%
Study/office	15	15	15	10	1	14	9	5
%V	1.7%	1.8%	1.8%	2.8%	1.4%	2.1%	3.7%	1.2%
%H (All HH)		100.0%	100.0%	66.7%	6.7%	93.3%	60.0%	33.3%
%H (TV HH)			100.0%	66.7%	6.7%	93.3%	60.0%	33.3%
TV room	6	6	6	2	1	6	3	3
%V	0.7%	0.7%	0.7%	0.6%	1.4%	0.9%	1.2%	0.7%
%H (All HH)		100.0%	100.0%	33.3%	16.7%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	33.3%	16.7%	100.0%	50.0%	50.0%
No specific location	1	1	1	0	0	1	0	1
%V	0.1%	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Other	9	9	9	3	3	9	7	2
%V	1.0%	1.1%	1.1%	0.8%	4.3%	1.4%	2.9%	0.5%
%H (All HH)		100.0%	100.0%	33.3%	33.3%	100.0%	77.8%	22.2%
%H (TV HH)			100.0%	33.3%	33.3%	100.0%	77.8%	22.2%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South West

Household level data

Table 6.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	867	838	835	358	69	656	244	411
%H (All HH)		96.7%	96.3%	41.3%	8.0%	75.7%	28.1%	47.4%
%H (TV HH)			99.6%	42.7%	8.2%	78.3%	29.1%	49.0%
PVR	452	452	452	272	36	331	184	147
%V	52.1%	53.9%	54.1%	76.0%	52.2%	50.5%	75.4%	35.8%
%H (All HH)		100.0%	100.0%	60.2%	8.0%	73.2%	40.7%	32.5%
%H (TV HH)			100.0%	60.2%	8.0%	73.2%	40.7%	32.5%
DVDR	90	90	90	41	9	74	33	41
%V	10.4%	10.7%	10.8%	11.5%	13.0%	11.3%	13.5%	10.0%
%H (All HH)		100.0%	100.0%	45.6%	10.0%	82.2%	36.7%	45.6%
%H (TV HH)			100.0%	45.6%	10.0%	82.2%	36.7%	45.6%
VCR	76	76	74	32	10	60	28	32
%V	8.8%	9.1%	8.9%	8.9%	14.5%	9.1%	11.5%	7.8%
%H (All HH)		100.0%	97.4%	42.1%	13.2%	78.9%	36.8%	42.1%
%H (TV HH)			97.4%	42.1%	13.2%	78.9%	36.8%	42.1%
Any recorder	521	521	519	289	44	388	199	189
%V	60.1%	62.2%	62.2%	80.7%	63.8%	59.1%	81.6%	46.0%
%H (All HH)		100.0%	99.6%	55.5%	8.4%	74.5%	38.2%	36.3%
%H (TV HH)			99.6%	55.5%	8.4%	74.5%	38.2%	36.3%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South West
Household level data
Table 6.9: Other TV equipment

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	867	838	835	358	69	656	244	411
%H (All HH)		96.7%	96.3%	41.3%	8.0%	75.7%	28.1%	47.4%
%H (TV HH)			99.6%	42.7%	8.2%	78.3%	29.1%	49.0%
 Receives HDTV (via STB or built-in reception)	 233	 233	 233	 145	 37	 159	 106	 53
%V	26.9%	27.8%	27.9%	40.5%	53.6%	24.2%	43.4%	12.9%
%H (All HH)		100.0%	100.0%	62.2%	15.9%	68.2%	45.5%	22.7%
%H (TV HH)			100.0%	62.2%	15.9%	68.2%	45.5%	22.7%
 DVD/Blu-ray player or recorder	 696	 696	 694	 311	 63	 543	 219	 324
%V	80.3%	83.1%	83.1%	86.9%	91.3%	82.8%	89.8%	78.8%
%H (All HH)		100.0%	99.7%	44.7%	9.1%	78.0%	31.5%	46.6%
%H (TV HH)			99.7%	44.7%	9.1%	78.0%	31.5%	46.6%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	867	838	835	358	69	656	244	411
%H (All HH)		96.7%	96.3%	41.3%	8.0%	75.7%	28.1%	47.4%
%H (TV HH)			99.6%	42.7%	8.2%	78.3%	29.1%	49.0%
Has PC or Laptop	666	643	642	309	63	492	219	274
%V	76.8%	76.7%	76.9%	86.3%	91.3%	75.0%	89.8%	66.7%
%H (All HH)		96.5%	96.4%	46.4%	9.5%	73.9%	32.9%	41.1%
%H (TV HH)			99.8%	48.1%	9.8%	76.5%	34.1%	42.6%
Has broadband internet	626	606	605	296	61	460	208	252
%V	72.2%	72.3%	72.5%	82.7%	88.4%	70.1%	85.2%	61.3%
%H (All HH)		96.8%	96.6%	47.3%	9.7%	73.5%	33.2%	40.3%
%H (TV HH)			99.8%	48.8%	10.1%	75.9%	34.3%	41.6%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1662	1657	795	154	1376	659	718
%H		99.7%	47.8%	9.3%	82.8%	39.7%	43.2%
Under 20"	444	443	205	37	398	196	202
%V	26.7%	26.7%	25.8%	24.0%	28.9%	29.7%	28.1%
%H		99.8%	46.2%	8.3%	89.6%	44.1%	45.5%
20" - 29"	524	521	206	39	447	169	279
%V	31.5%	31.4%	25.9%	25.3%	32.5%	25.6%	38.9%
%H		99.4%	39.3%	7.4%	85.3%	32.3%	53.2%
30" - 39"	464	462	237	46	369	186	183
%V	27.9%	27.9%	29.8%	29.9%	26.8%	28.2%	25.5%
%H		99.6%	51.1%	9.9%	79.5%	40.1%	39.4%
40" and over	223	222	144	29	155	103	51
%V	13.4%	13.4%	18.1%	18.8%	11.3%	15.6%	7.1%
%H		99.6%	64.6%	13.0%	69.5%	46.2%	22.9%
Don't know	8	8	3	3	7	5	2
%V	0.5%	0.5%	0.4%	1.9%	0.5%	0.8%	0.3%
%H		100.0%	37.5%	37.5%	87.5%	62.5%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South West

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1662	1657	795	154	1376	659	718
%H		99.7%	47.8%	9.3%	82.8%	39.7%	43.2%
Main living room	835	832	360	69	652	246	406
%V	50.2%	50.2%	45.3%	44.8%	47.4%	37.3%	56.5%
%H		99.6%	43.1%	8.3%	78.1%	29.5%	48.6%
Kitchen	112	112	55	3	103	49	54
%V	6.7%	6.8%	6.9%	1.9%	7.5%	7.4%	7.5%
%H		100.0%	49.1%	2.7%	92.0%	43.8%	48.2%
Adult's bedroom	462	460	242	57	395	229	166
%V	27.8%	27.8%	30.4%	37.0%	28.7%	34.7%	23.1%
%H		99.6%	52.4%	12.3%	85.5%	49.6%	35.9%
Child's bedroom	87	87	54	10	76	51	24
%V	5.2%	5.3%	6.8%	6.5%	5.5%	7.7%	3.3%
%H		100.0%	62.1%	11.5%	87.4%	58.6%	27.6%
Other bedroom	40	40	21	5	37	23	14
%V	2.4%	2.4%	2.6%	3.2%	2.7%	3.5%	1.9%
%H		100.0%	52.5%	12.5%	92.5%	57.5%	35.0%
Second living/dining room	94	94	47	4	82	39	43
%V	5.7%	5.7%	5.9%	2.6%	6.0%	5.9%	6.0%
%H		100.0%	50.0%	4.3%	87.2%	41.5%	45.7%
Study/office	15	15	10	1	14	9	5
%V	0.9%	0.9%	1.3%	0.6%	1.0%	1.4%	0.7%
%H		100.0%	66.7%	6.7%	93.3%	60.0%	33.3%
TV room	6	6	2	1	6	3	3
%V	0.4%	0.4%	0.3%	0.6%	0.4%	0.5%	0.4%
%H		100.0%	33.3%	16.7%	100.0%	50.0%	50.0%
No specific location	1	1	0	0	1	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Other	10	10	4	4	10	8	2
%V	0.6%	0.6%	0.5%	2.6%	0.7%	1.2%	0.3%
%H		100.0%	40.0%	40.0%	100.0%	80.0%	20.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1662	1657	795	154	1376	659	718
%H		99.7%	47.8%	9.3%	82.8%	39.7%	43.2%
PVR	554	554	349	46	401	237	164
%V	33.3%	33.4%	43.9%	29.9%	29.1%	36.0%	22.8%
%H		100.0%	63.0%	8.3%	72.4%	42.8%	29.6%
DVDR	102	102	47	9	85	38	46
%V	6.1%	6.2%	5.9%	5.8%	6.2%	5.8%	6.4%
%H		100.0%	46.1%	8.8%	83.3%	37.3%	45.1%
VCR	81	79	34	11	65	30	35
%V	4.9%	4.8%	4.3%	7.1%	4.7%	4.6%	4.9%
%H		97.5%	42.0%	13.6%	80.2%	37.0%	43.2%
Any recorder	650	649	378	57	484	266	218
%V	39.1%	39.2%	47.5%	37.0%	35.2%	40.4%	30.4%
%H		99.8%	58.2%	8.8%	74.5%	40.9%	33.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1662	1657	795	154	1376	659	718
%H		99.7%	47.8%	9.3%	82.8%	39.7%	43.2%
Receives HDTV (via STB or built-in reception)	285	285	178	47	194	133	62
%V	17.1%	17.2%	22.4%	30.5%	14.1%	20.2%	8.6%
%H		100.0%	62.5%	16.5%	68.1%	46.7%	21.8%
DVD/Blu-ray player or recorder	1004	1001	482	101	808	384	424
%V	60.4%	60.4%	60.6%	65.6%	58.7%	58.3%	59.1%
%H		99.7%	48.0%	10.1%	80.5%	38.2%	42.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South West

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	838	835	358	69	656	244	411
%H		99.6%	42.7%	8.2%	78.3%	29.1%	49.0%
Under 20"	45	45	9	1	40	5	35
%V	5.4%	5.4%	2.5%	1.4%	6.1%	2.0%	8.5%
%H		100.0%	20.0%	2.2%	88.9%	11.1%	77.8%
20" - 29"	253	252	62	13	213	35	177
%V	30.2%	30.2%	17.3%	18.8%	32.5%	14.3%	43.1%
%H		99.6%	24.5%	5.1%	84.2%	13.8%	70.0%
30" - 39"	350	349	167	30	274	119	155
%V	41.8%	41.8%	46.6%	43.5%	41.8%	48.8%	37.7%
%H		99.7%	47.7%	8.6%	78.3%	34.0%	44.3%
40" and over	187	187	120	26	127	84	43
%V	22.3%	22.4%	33.5%	37.7%	19.4%	34.4%	10.5%
%H		100.0%	64.2%	13.9%	67.9%	44.9%	23.0%
Don't know	3	3	1	0	2	0	2
%V	0.4%	0.4%	0.3%	0.0%	0.3%	0.0%	0.5%
%H		100.0%	33.3%	0.0%	66.7%	0.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	838	835	358	69	656	244	411
%H		99.6%	42.7%	8.2%	78.3%	29.1%	49.0%
PVR	437	437	265	36	317	178	139
%V	52.1%	52.3%	74.0%	52.2%	48.3%	73.0%	33.8%
%H		100.0%	60.6%	8.2%	72.5%	40.7%	31.8%
DVDR	79	79	35	8	66	29	37
%V	9.4%	9.5%	9.8%	11.6%	10.1%	11.9%	9.0%
%H		100.0%	44.3%	10.1%	83.5%	36.7%	46.8%
VCR	63	62	27	7	50	22	28
%V	7.5%	7.4%	7.5%	10.1%	7.6%	9.0%	6.8%
%H		98.4%	42.9%	11.1%	79.4%	34.9%	44.4%
Any recorder	504	502	281	43	373	193	181
%V	60.1%	60.1%	78.5%	62.3%	56.9%	79.1%	44.0%
%H		99.6%	55.8%	8.5%	74.0%	38.3%	35.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	838	835	358	69	656	244	411
%H		99.6%	42.7%	8.2%	78.3%	29.1%	49.0%
Receives HDTV (via STB or built-in reception)	226	226	141	37	153	103	50
%V	27.0%	27.1%	39.4%	53.6%	23.3%	42.2%	12.2%
%H		100.0%	62.4%	16.4%	67.7%	45.6%	22.1%
DVD/Blu-ray player or recorder	653	651	293	59	504	202	302
%V	77.9%	78.0%	81.8%	85.5%	76.8%	82.8%	73.5%
%H		99.7%	44.9%	9.0%	77.2%	30.9%	46.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC South West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	824	822	437	85	721	414	306
%H		99.8%	53.0%	10.3%	87.5%	50.2%	37.1%
Under 20"	399	398	196	36	358	191	168
%V	48.4%	48.4%	44.9%	42.4%	49.7%	46.1%	54.9%
%H		99.7%	49.1%	9.0%	89.7%	47.9%	42.1%
20" - 29"	271	270	144	26	235	133	101
%V	32.9%	32.8%	33.0%	30.6%	32.6%	32.1%	33.0%
%H		99.6%	53.1%	9.6%	86.7%	49.1%	37.3%
30" - 39"	113	113	70	16	95	67	28
%V	13.7%	13.7%	16.0%	18.8%	13.2%	16.2%	9.2%
%H		100.0%	61.9%	14.2%	84.1%	59.3%	24.8%
40" and over	35	35	24	3	28	19	9
%V	4.2%	4.3%	5.5%	3.5%	3.9%	4.6%	2.9%
%H		100.0%	68.6%	8.6%	80.0%	54.3%	25.7%
Don't know	6	6	2	3	5	5	1
%V	0.7%	0.7%	0.5%	3.5%	0.7%	1.2%	0.3%
%H		100.0%	33.3%	50.0%	83.3%	83.3%	16.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	824	822	437	85	721	414	306
%H		99.8%	53.0%	10.3%	87.5%	50.2%	37.1%
PVR	117	117	84	10	83	59	24
%V	14.2%	14.2%	19.2%	11.8%	11.5%	14.3%	7.8%
%H		100.0%	71.8%	8.5%	70.9%	50.4%	20.5%
DVDR	23	23	12	2	19	10	10
%V	2.8%	2.8%	2.7%	2.4%	2.6%	2.4%	3.3%
%H		100.0%	52.2%	8.7%	82.6%	43.5%	43.5%
VCR	17	17	7	4	15	8	7
%V	2.1%	2.1%	1.6%	4.7%	2.1%	1.9%	2.3%
%H		100.0%	41.2%	23.5%	88.2%	47.1%	41.2%
Any recorder	146	146	96	14	111	73	37
%V	17.7%	17.8%	22.0%	16.5%	15.4%	17.6%	12.1%
%H		100.0%	65.8%	9.6%	76.0%	50.0%	25.3%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	824	822	437	85	721	414	306
%H		99.8%	53.0%	10.3%	87.5%	50.2%	37.1%
Receives HDTV (via STB or built-in reception)	59	59	38	10	42	30	11
%V	7.2%	7.2%	8.7%	11.8%	5.8%	7.2%	3.6%
%H		100.0%	64.4%	16.9%	71.2%	50.8%	18.6%
DVD/Blu-ray player or recorder	351	350	189	42	304	182	122
%V	42.6%	42.6%	43.2%	49.4%	42.2%	44.0%	39.9%
%H		99.7%	53.8%	12.0%	86.6%	51.9%	34.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC South West

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1946	1884	1880	903	187	1453	650	804
%H		96.8%	96.6%	46.4%	9.6%	74.7%	33.4%	41.3%
Total Children	343	327	327	180	34	237	120	117
%V	17.6%	17.4%	17.4%	19.9%	18.2%	16.3%	18.5%	14.6%
%H		95.3%	95.3%	52.5%	9.9%	69.1%	35.0%	34.1%
0 - 3	86	82	82	41	8	56	24	33
%V	4.4%	4.4%	4.4%	4.5%	4.3%	3.9%	3.7%	4.1%
%H		95.3%	95.3%	47.7%	9.3%	65.1%	27.9%	38.4%
4 - 15	257	245	245	139	25	181	96	85
%V	13.2%	13.0%	13.0%	15.4%	13.4%	12.5%	14.8%	10.6%
%H		95.3%	95.3%	54.1%	9.7%	70.4%	37.4%	33.1%
4 - 9	138	129	129	71	12	88	42	46
%V	7.1%	6.8%	6.9%	7.9%	6.4%	6.1%	6.5%	5.7%
%H		93.5%	93.5%	51.4%	8.7%	63.8%	30.4%	33.3%
10 - 15	119	116	116	68	13	93	55	38
%V	6.1%	6.2%	6.2%	7.5%	7.0%	6.4%	8.5%	4.7%
%H		97.5%	97.5%	57.1%	10.9%	78.2%	46.2%	31.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC South West

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1946	1884	1880	903	187	1453	650	804
%H		96.8%	96.6%	46.4%	9.6%	74.7%	33.4%	41.3%
Total Adults (16+)	1604	1557	1553	723	154	1216	530	687
%V	82.4%	82.6%	82.6%	80.1%	82.4%	83.7%	81.5%	85.4%
%H		97.1%	96.8%	45.1%	9.6%	75.8%	33.0%	42.8%
16 - 19	89	87	87	40	15	71	38	34
%V	4.6%	4.6%	4.6%	4.4%	8.0%	4.9%	5.8%	4.2%
%H		97.8%	97.8%	44.9%	16.9%	79.8%	42.7%	38.2%
20 - 24	118	112	112	43	22	87	39	48
%V	6.1%	5.9%	6.0%	4.8%	11.8%	6.0%	6.0%	6.0%
%H		94.9%	94.9%	36.4%	18.6%	73.7%	33.1%	40.7%
25 - 34	212	203	203	113	28	129	65	64
%V	10.9%	10.8%	10.8%	12.5%	15.0%	8.9%	10.0%	8.0%
%H		95.8%	95.8%	53.3%	13.2%	60.8%	30.7%	30.2%
35 - 44	259	248	248	139	27	178	94	84
%V	13.3%	13.2%	13.2%	15.4%	14.4%	12.3%	14.5%	10.4%
%H		95.8%	95.8%	53.7%	10.4%	68.7%	36.3%	32.4%
45 - 54	254	246	246	123	28	195	98	96
%V	13.1%	13.1%	13.1%	13.6%	15.0%	13.4%	15.1%	11.9%
%H		96.9%	96.9%	48.4%	11.0%	76.8%	38.6%	37.8%
55 - 64	268	263	262	121	18	216	92	124
%V	13.8%	14.0%	13.9%	13.4%	9.6%	14.9%	14.2%	15.4%
%H		98.1%	97.8%	45.1%	6.7%	80.6%	34.3%	46.3%
65+	403	398	396	145	16	340	103	237
%V	20.7%	21.1%	21.1%	16.1%	8.6%	23.4%	15.8%	29.5%
%H		98.8%	98.3%	36.0%	4.0%	84.4%	25.6%	58.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC South West

Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1604	1557	1553	723	154	1216	530	687
%H		97.1%	96.8%	45.1%	9.6%	75.8%	33.0%	42.8%
AB	424	412	411	204	26	318	137	181
%V	26.4%	26.5%	26.5%	28.2%	16.9%	26.2%	25.8%	26.3%
%H		97.2%	96.9%	48.1%	6.1%	75.0%	32.3%	42.7%
C1	511	502	501	226	67	388	177	211
%V	31.9%	32.2%	32.3%	31.3%	43.5%	31.9%	33.4%	30.7%
%H		98.2%	98.0%	44.2%	13.1%	75.9%	34.6%	41.3%
C2	372	359	358	185	29	282	134	148
%V	23.2%	23.1%	23.1%	25.6%	18.8%	23.2%	25.3%	21.5%
%H		96.5%	96.2%	49.7%	7.8%	75.8%	36.0%	39.8%
D	185	177	175	69	23	138	51	87
%V	11.5%	11.4%	11.3%	9.5%	14.9%	11.3%	9.6%	12.7%
%H		95.7%	94.6%	37.3%	12.4%	74.6%	27.6%	47.0%
E	112	107	107	38	9	91	31	60
%V	7.0%	6.9%	6.9%	5.3%	5.8%	7.5%	5.8%	8.7%
%H		95.5%	95.5%	33.9%	8.0%	81.3%	27.7%	53.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC South West
Individual level data
Table 6.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1604	1557	1553	723	154	1216	530	687
%H		97.1%	96.8%	45.1%	9.6%	75.8%	33.0%	42.8%
Working full time	643	622	621	340	68	458	241	217
%V	40.1%	39.9%	40.0%	47.0%	44.2%	37.7%	45.5%	31.6%
%H		96.7%	96.6%	52.9%	10.6%	71.2%	37.5%	33.7%
Working part time	200	194	194	86	22	155	67	88
%V	12.5%	12.5%	12.5%	11.9%	14.3%	12.7%	12.6%	12.8%
%H		97.0%	97.0%	43.0%	11.0%	77.5%	33.5%	44.0%
Not working	761	741	738	297	63	604	222	382
%V	47.4%	47.6%	47.5%	41.1%	40.9%	49.7%	41.9%	55.6%
%H		97.4%	97.0%	39.0%	8.3%	79.4%	29.2%	50.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC South West

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	783	757	755	369	76	585	270	315
%H		96.7%	96.4%	47.1%	9.7%	74.7%	34.5%	40.2%
16 - 19	47	46	46	22	7	39	22	17
%V	6.0%	6.1%	6.1%	6.0%	9.2%	6.7%	8.1%	5.4%
%H		97.9%	97.9%	46.8%	14.9%	83.0%	46.8%	36.2%
20 - 24	64	60	60	25	12	46	23	24
%V	8.2%	7.9%	7.9%	6.8%	15.8%	7.9%	8.5%	7.6%
%H		93.8%	93.8%	39.1%	18.8%	71.9%	35.9%	37.5%
25 - 34	108	103	103	55	15	67	33	35
%V	13.8%	13.6%	13.6%	14.9%	19.7%	11.5%	12.2%	11.1%
%H		95.4%	95.4%	50.9%	13.9%	62.0%	30.6%	32.4%
35 - 44	128	121	121	69	12	85	45	41
%V	16.3%	16.0%	16.0%	18.7%	15.8%	14.5%	16.7%	13.0%
%H		94.5%	94.5%	53.9%	9.4%	66.4%	35.2%	32.0%
45 - 54	125	122	122	63	12	98	50	48
%V	16.0%	16.1%	16.2%	17.1%	15.8%	16.8%	18.5%	15.2%
%H		97.6%	97.6%	50.4%	9.6%	78.4%	40.0%	38.4%
55 - 64	125	121	121	56	11	99	45	54
%V	16.0%	16.0%	16.0%	15.2%	14.5%	16.9%	16.7%	17.1%
%H		96.8%	96.8%	44.8%	8.8%	79.2%	36.0%	43.2%
65+	186	183	182	79	6	150	53	97
%V	23.8%	24.2%	24.1%	21.4%	7.9%	25.6%	19.6%	30.8%
%H		98.4%	97.8%	42.5%	3.2%	80.6%	28.5%	52.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		783	757	755	369	76	585	270	315
%H			96.7%	96.4%	47.1%	9.7%	74.7%	34.5%	40.2%
AB		215	209	209	107	13	161	72	89
	%V	27.5%	27.6%	27.7%	29.0%	17.1%	27.5%	26.7%	28.3%
	%H		97.2%	97.2%	49.8%	6.0%	74.9%	33.5%	41.4%
C1		233	228	228	109	31	174	84	89
	%V	29.8%	30.1%	30.2%	29.5%	40.8%	29.7%	31.1%	28.3%
	%H		97.9%	97.9%	46.8%	13.3%	74.7%	36.1%	38.2%
C2		197	190	189	99	15	147	70	77
	%V	25.2%	25.1%	25.0%	26.8%	19.7%	25.1%	25.9%	24.4%
	%H		96.4%	95.9%	50.3%	7.6%	74.6%	35.5%	39.1%
D		89	84	84	35	12	66	28	39
	%V	11.4%	11.1%	11.1%	9.5%	15.8%	11.3%	10.4%	12.4%
	%H		94.4%	94.4%	39.3%	13.5%	74.2%	31.5%	43.8%
E		48	45	45	19	5	37	16	21
	%V	6.1%	5.9%	6.0%	5.1%	6.6%	6.3%	5.9%	6.7%
	%H		93.8%	93.8%	39.6%	10.4%	77.1%	33.3%	43.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC South West

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	783	757	755	369	76	585	270	315
%H		96.7%	96.4%	47.1%	9.7%	74.7%	34.5%	40.2%
Working full time	412	398	398	216	43	298	156	142
%V	52.6%	52.6%	52.7%	58.5%	56.6%	50.9%	57.8%	45.1%
%H		96.6%	96.6%	52.4%	10.4%	72.3%	37.9%	34.5%
Working part time	48	46	46	19	6	39	17	22
%V	6.1%	6.1%	6.1%	5.1%	7.9%	6.7%	6.3%	7.0%
%H		95.8%	95.8%	39.6%	12.5%	81.3%	35.4%	45.8%
Not working	323	312	311	134	27	249	97	151
%V	41.3%	41.2%	41.2%	36.3%	35.5%	42.6%	35.9%	47.9%
%H		96.6%	96.3%	41.5%	8.4%	77.1%	30.0%	46.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	821	800	799	354	78	631	260	371
%H		97.4%	97.3%	43.1%	9.5%	76.9%	31.7%	45.2%
16 - 19	42	41	41	17	7	32	16	16
%V	5.1%	5.1%	5.1%	4.8%	9.0%	5.1%	6.2%	4.3%
%H		97.6%	97.6%	40.5%	16.7%	76.2%	38.1%	38.1%
20 - 24	55	52	52	18	10	41	16	24
%V	6.7%	6.5%	6.5%	5.1%	12.8%	6.5%	6.2%	6.5%
%H		94.5%	94.5%	32.7%	18.2%	74.5%	29.1%	43.6%
25 - 34	104	100	99	57	13	62	32	29
%V	12.7%	12.5%	12.4%	16.1%	16.7%	9.8%	12.3%	7.8%
%H		96.2%	95.2%	54.8%	12.5%	59.6%	30.8%	27.9%
35 - 44	131	127	127	70	15	93	49	44
%V	16.0%	15.9%	15.9%	19.8%	19.2%	14.7%	18.8%	11.9%
%H		96.9%	96.9%	53.4%	11.5%	71.0%	37.4%	33.6%
45 - 54	129	124	124	60	16	97	48	48
%V	15.7%	15.5%	15.5%	16.9%	20.5%	15.4%	18.5%	12.9%
%H		96.1%	96.1%	46.5%	12.4%	75.2%	37.2%	37.2%
55 - 64	144	142	141	65	6	117	47	70
%V	17.5%	17.8%	17.6%	18.4%	7.7%	18.5%	18.1%	18.9%
%H		98.6%	97.9%	45.1%	4.2%	81.3%	32.6%	48.6%
65+	217	215	214	66	9	190	51	139
%V	26.4%	26.9%	26.8%	18.6%	11.5%	30.1%	19.6%	37.5%
%H		99.1%	98.6%	30.4%	4.1%	87.6%	23.5%	64.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	821	800	799	354	78	631	260	371
%H		97.4%	97.3%	43.1%	9.5%	76.9%	31.7%	45.2%
AB	209	203	203	97	13	157	65	93
%V	25.5%	25.4%	25.4%	27.4%	16.7%	24.9%	25.0%	25.1%
%H		97.1%	97.1%	46.4%	6.2%	75.1%	31.1%	44.5%
C1	278	274	274	117	36	214	92	122
%V	33.9%	34.3%	34.3%	33.1%	46.2%	33.9%	35.4%	32.9%
%H		98.6%	98.6%	42.1%	12.9%	77.0%	33.1%	43.9%
C2	175	170	169	86	14	135	64	71
%V	21.3%	21.3%	21.2%	24.3%	17.9%	21.4%	24.6%	19.1%
%H		97.1%	96.6%	49.1%	8.0%	77.1%	36.6%	40.6%
D	95	92	92	34	11	71	23	48
%V	11.6%	11.5%	11.5%	9.6%	14.1%	11.3%	8.8%	12.9%
%H		96.8%	96.8%	35.8%	11.6%	74.7%	24.2%	50.5%
E	64	62	62	19	4	53	15	38
%V	7.8%	7.8%	7.8%	5.4%	5.1%	8.4%	5.8%	10.2%
%H		96.9%	96.9%	29.7%	6.3%	82.8%	23.4%	59.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	821	800	799	354	78	631	260	371
%H		97.4%	97.3%	43.1%	9.5%	76.9%	31.7%	45.2%
Working full time	232	224	223	124	25	160	85	75
%V	28.3%	28.0%	27.9%	35.0%	32.1%	25.4%	32.7%	20.2%
%H		96.6%	96.1%	53.4%	10.8%	69.0%	36.6%	32.3%
Working part time	152	148	148	67	16	116	50	66
%V	18.5%	18.5%	18.5%	18.9%	20.5%	18.4%	19.2%	17.8%
%H		97.4%	97.4%	44.1%	10.5%	76.3%	32.9%	43.4%
Not working	438	428	428	163	36	355	124	231
%V	53.3%	53.5%	53.6%	46.0%	46.2%	56.3%	47.7%	62.3%
%H		97.7%	97.7%	37.2%	8.2%	81.1%	28.3%	52.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
January - December 2011

BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2179	2109	2020	886	288	1438	582	855
%H (All HH)		96.8%	92.7%	40.7%	13.2%	66.0%	26.7%	39.2%
%H (TV HH)			95.8%	42.0%	13.7%	68.2%	27.6%	40.5%
AB	667	654	640	283	92	442	175	267
%V	30.6%	31.0%	31.7%	31.9%	31.9%	30.7%	30.1%	31.2%
%H (All HH)		98.1%	96.0%	42.4%	13.8%	66.3%	26.2%	40.0%
%H (TV HH)			97.9%	43.3%	14.1%	67.6%	26.8%	40.8%
C1	644	621	596	279	91	414	184	230
%V	29.6%	29.4%	29.5%	31.5%	31.6%	28.8%	31.6%	26.9%
%H (All HH)		96.4%	92.5%	43.3%	14.1%	64.3%	28.6%	35.7%
%H (TV HH)			96.0%	44.9%	14.7%	66.7%	29.6%	37.0%
C2	441	426	414	192	55	306	136	170
%V	20.2%	20.2%	20.5%	21.7%	19.1%	21.3%	23.4%	19.9%
%H (All HH)		96.6%	93.9%	43.5%	12.5%	69.4%	30.8%	38.5%
%H (TV HH)			97.2%	45.1%	12.9%	71.8%	31.9%	39.9%
D	229	222	205	90	31	142	59	83
%V	10.5%	10.5%	10.1%	10.2%	10.8%	9.9%	10.1%	9.7%
%H (All HH)		96.9%	89.5%	39.3%	13.5%	62.0%	25.8%	36.2%
%H (TV HH)			92.3%	40.5%	14.0%	64.0%	26.6%	37.4%
E	197	187	165	42	20	134	29	104
%V	9.0%	8.9%	8.2%	4.7%	6.9%	9.3%	5.0%	12.2%
%H (All HH)		94.9%	83.8%	21.3%	10.2%	68.0%	14.7%	52.8%
%H (TV HH)			88.2%	22.5%	10.7%	71.7%	15.5%	55.6%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2179	2109	2020	886	288	1438	582	855
%H (All HH)		96.8%	92.7%	40.7%	13.2%	66.0%	26.7%	39.2%
%H (TV HH)			95.8%	42.0%	13.7%	68.2%	27.6%	40.5%
Under 25	82	70	66	27	8	42	12	30
%V	3.8%	3.3%	3.3%	3.0%	2.8%	2.9%	2.1%	3.5%
%H (All HH)		85.4%	80.5%	32.9%	9.8%	51.2%	14.6%	36.6%
%H (TV HH)			94.3%	38.6%	11.4%	60.0%	17.1%	42.9%
25 - 34	329	313	309	151	60	178	79	99
%V	15.1%	14.8%	15.3%	17.0%	20.8%	12.4%	13.6%	11.6%
%H (All HH)		95.1%	93.9%	45.9%	18.2%	54.1%	24.0%	30.1%
%H (TV HH)			98.7%	48.2%	19.2%	56.9%	25.2%	31.6%
35 - 44	397	384	376	194	72	248	137	112
%V	18.2%	18.2%	18.6%	21.9%	25.0%	17.2%	23.5%	13.1%
%H (All HH)		96.7%	94.7%	48.9%	18.1%	62.5%	34.5%	28.2%
%H (TV HH)			97.9%	50.5%	18.8%	64.6%	35.7%	29.2%
45 - 54	428	421	409	206	60	294	147	147
%V	19.6%	20.0%	20.2%	23.3%	20.8%	20.4%	25.3%	17.2%
%H (All HH)		98.4%	95.6%	48.1%	14.0%	68.7%	34.3%	34.3%
%H (TV HH)			97.1%	48.9%	14.3%	69.8%	34.9%	34.9%
55 - 64	346	334	324	138	41	243	97	146
%V	15.9%	15.8%	16.0%	15.6%	14.2%	16.9%	16.7%	17.1%
%H (All HH)		96.5%	93.6%	39.9%	11.8%	70.2%	28.0%	42.2%
%H (TV HH)			97.0%	41.3%	12.3%	72.8%	29.0%	43.7%
65 +	596	588	535	168	47	433	111	322
%V	27.4%	27.9%	26.5%	19.0%	16.3%	30.1%	19.1%	37.7%
%H (All HH)		98.7%	89.8%	28.2%	7.9%	72.7%	18.6%	54.0%
%H (TV HH)			91.0%	28.6%	8.0%	73.6%	18.9%	54.8%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2179	2109	2020	886	288	1438	582	855
%H (All HH)		96.8%	92.7%	40.7%	13.2%	66.0%	26.7%	39.2%
%H (TV HH)			95.8%	42.0%	13.7%	68.2%	27.6%	40.5%
1	724	684	623	193	61	462	96	366
%V	33.2%	32.4%	30.8%	21.8%	21.2%	32.1%	16.5%	42.8%
%H (All HH)		94.5%	86.0%	26.7%	8.4%	63.8%	13.3%	50.6%
%H (TV HH)			91.1%	28.2%	8.9%	67.5%	14.0%	53.5%
2	690	674	656	289	99	477	204	273
%V	31.7%	32.0%	32.5%	32.6%	34.4%	33.2%	35.1%	31.9%
%H (All HH)		97.7%	95.1%	41.9%	14.3%	69.1%	29.6%	39.6%
%H (TV HH)			97.3%	42.9%	14.7%	70.8%	30.3%	40.5%
3	319	313	308	158	53	217	117	100
%V	14.6%	14.8%	15.2%	17.8%	18.4%	15.1%	20.1%	11.7%
%H (All HH)		98.1%	96.6%	49.5%	16.6%	68.0%	36.7%	31.3%
%H (TV HH)			98.4%	50.5%	16.9%	69.3%	37.4%	31.9%
4	302	298	295	162	50	195	109	86
%V	13.9%	14.1%	14.6%	18.3%	17.4%	13.6%	18.7%	10.1%
%H (All HH)		98.7%	97.7%	53.6%	16.6%	64.6%	36.1%	28.5%
%H (TV HH)			99.0%	54.4%	16.8%	65.4%	36.6%	28.9%
5+	143	140	138	84	26	87	58	30
%V	6.6%	6.6%	6.8%	9.5%	9.0%	6.1%	10.0%	3.5%
%H (All HH)		97.9%	96.5%	58.7%	18.2%	60.8%	40.6%	21.0%
%H (TV HH)			98.6%	60.0%	18.6%	62.1%	41.4%	21.4%
Average HH size	2.32	2.34	2.37	2.66	2.62	2.31	2.75	2.01

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2179	2109	2020	886	288	1438	582	855
%H (All HH)		96.8%	92.7%	40.7%	13.2%	66.0%	26.7%	39.2%
%H (TV HH)			95.8%	42.0%	13.7%	68.2%	27.6%	40.5%
Without	1621	1561	1480	596	196	1087	393	694
%V	74.4%	74.0%	73.3%	67.3%	68.1%	75.6%	67.5%	81.2%
%H (All HH)		96.3%	91.3%	36.8%	12.1%	67.1%	24.2%	42.8%
%H (TV HH)			94.8%	38.2%	12.6%	69.6%	25.2%	44.5%
With	558	548	540	290	93	351	190	161
%V	25.6%	26.0%	26.7%	32.7%	32.3%	24.4%	32.6%	18.8%
%H (All HH)		98.2%	96.8%	52.0%	16.7%	62.9%	34.1%	28.9%
%H (TV HH)			98.5%	52.9%	17.0%	64.1%	34.7%	29.4%
0 - 3	215	211	208	104	33	127	56	72
%V	9.9%	10.0%	10.3%	11.7%	11.5%	8.8%	9.6%	8.4%
%H (All HH)		98.1%	96.7%	48.4%	15.3%	59.1%	26.0%	33.5%
%H (TV HH)			98.6%	49.3%	15.6%	60.2%	26.5%	34.1%
4 - 9	275	269	265	153	48	161	93	68
%V	12.6%	12.8%	13.1%	17.3%	16.7%	11.2%	16.0%	8.0%
%H (All HH)		97.8%	96.4%	55.6%	17.5%	58.5%	33.8%	24.7%
%H (TV HH)			98.5%	56.9%	17.8%	59.9%	34.6%	25.3%
10 - 15	262	260	255	143	44	176	105	71
%V	12.0%	12.3%	12.6%	16.1%	15.3%	12.2%	18.0%	8.3%
%H (All HH)		99.2%	97.3%	54.6%	16.8%	67.2%	40.1%	27.1%
%H (TV HH)			98.1%	55.0%	16.9%	67.7%	40.4%	27.3%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2179	2109	2020	886	288	1438	582	855
%H (All HH)		96.8%	92.7%	40.7%	13.2%	66.0%	26.7%	39.2%
%H (TV HH)			95.8%	42.0%	13.7%	68.2%	27.6%	40.5%
1	860	860	791	262	112	504	89	416
%V	39.5%	40.8%	39.2%	29.6%	38.9%	35.0%	15.3%	48.7%
%H (All HH)		100.0%	92.0%	30.5%	13.0%	58.6%	10.3%	48.4%
%H (TV HH)			92.0%	30.5%	13.0%	58.6%	10.3%	48.4%
2	701	701	684	323	91	495	222	274
%V	32.2%	33.2%	33.9%	36.5%	31.6%	34.4%	38.1%	32.0%
%H (All HH)		100.0%	97.6%	46.1%	13.0%	70.6%	31.7%	39.1%
%H (TV HH)			97.6%	46.1%	13.0%	70.6%	31.7%	39.1%
3	331	331	328	166	51	262	147	115
%V	15.2%	15.7%	16.2%	18.7%	17.7%	18.2%	25.3%	13.5%
%H (All HH)		100.0%	99.1%	50.2%	15.4%	79.2%	44.4%	34.7%
%H (TV HH)			99.1%	50.2%	15.4%	79.2%	44.4%	34.7%
4	134	134	133	80	23	104	71	33
%V	6.1%	6.4%	6.6%	9.0%	8.0%	7.2%	12.2%	3.9%
%H (All HH)		100.0%	99.3%	59.7%	17.2%	77.6%	53.0%	24.6%
%H (TV HH)			99.3%	59.7%	17.2%	77.6%	53.0%	24.6%
5+	84	84	84	55	12	72	54	18
%V	3.9%	4.0%	4.2%	6.2%	4.2%	5.0%	9.3%	2.1%
%H (All HH)		100.0%	100.0%	65.5%	14.3%	85.7%	64.3%	21.4%
%H (TV HH)			100.0%	65.5%	14.3%	85.7%	64.3%	21.4%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2179	2109	2020	886	288	1438	582	855
%H (All HH)		96.8%	92.7%	40.7%	13.2%	66.0%	26.7%	39.2%
%H (TV HH)			95.8%	42.0%	13.7%	68.2%	27.6%	40.5%
Under 20"	833	833	804	354	106	642	295	347
%V	38.2%	39.5%	39.8%	40.0%	36.8%	44.6%	50.7%	40.6%
%H (All HH)		100.0%	96.5%	42.5%	12.7%	77.1%	35.4%	41.7%
%H (TV HH)			96.5%	42.5%	12.7%	77.1%	35.4%	41.7%
20" - 29"	1026	1026	971	391	133	742	287	455
%V	47.1%	48.6%	48.1%	44.1%	46.2%	51.6%	49.3%	53.2%
%H (All HH)		100.0%	94.6%	38.1%	13.0%	72.3%	28.0%	44.3%
%H (TV HH)			94.6%	38.1%	13.0%	72.3%	28.0%	44.3%
30" - 39"	1019	1019	1001	477	155	717	343	374
%V	46.8%	48.3%	49.6%	53.8%	53.8%	49.9%	58.9%	43.7%
%H (All HH)		100.0%	98.2%	46.8%	15.2%	70.4%	33.7%	36.7%
%H (TV HH)			98.2%	46.8%	15.2%	70.4%	33.7%	36.7%
40" and over	582	582	580	374	92	372	252	120
%V	26.7%	27.6%	28.7%	42.2%	31.9%	25.9%	43.3%	14.0%
%H (All HH)		100.0%	99.7%	64.3%	15.8%	63.9%	43.3%	20.6%
%H (TV HH)			99.7%	64.3%	15.8%	63.9%	43.3%	20.6%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2179	2109	2020	886	288	1438	582	855
%H (All HH)		96.8%	92.7%	40.7%	13.2%	66.0%	26.7%	39.2%
%H (TV HH)			95.8%	42.0%	13.7%	68.2%	27.6%	40.5%
Main living room	2082	2082	1995	876	287	1420	578	842
%V	95.5%	98.7%	98.8%	98.9%	99.7%	98.7%	99.3%	98.5%
%H (All HH)		100.0%	95.8%	42.1%	13.8%	68.2%	27.8%	40.4%
%H (TV HH)			95.8%	42.1%	13.8%	68.2%	27.8%	40.4%
Kitchen	276	276	271	144	23	225	121	105
%V	12.7%	13.1%	13.4%	16.3%	8.0%	15.6%	20.8%	12.3%
%H (All HH)		100.0%	98.2%	52.2%	8.3%	81.5%	43.8%	38.0%
%H (TV HH)			98.2%	52.2%	8.3%	81.5%	43.8%	38.0%
Adult's bedroom	963	963	947	485	136	718	383	335
%V	44.2%	45.7%	46.9%	54.7%	47.2%	49.9%	65.8%	39.2%
%H (All HH)		100.0%	98.3%	50.4%	14.1%	74.6%	39.8%	34.8%
%H (TV HH)			98.3%	50.4%	14.1%	74.6%	39.8%	34.8%
Child's bedroom	179	179	179	99	35	132	84	48
%V	8.2%	8.5%	8.9%	11.2%	12.2%	9.2%	14.4%	5.6%
%H (All HH)		100.0%	100.0%	55.3%	19.6%	73.7%	46.9%	26.8%
%H (TV HH)			100.0%	55.3%	19.6%	73.7%	46.9%	26.8%
Other bedroom	116	116	115	63	18	85	50	36
%V	5.3%	5.5%	5.7%	7.1%	6.3%	5.9%	8.6%	4.2%
%H (All HH)		100.0%	99.1%	54.3%	15.5%	73.3%	43.1%	31.0%
%H (TV HH)			99.1%	54.3%	15.5%	73.3%	43.1%	31.0%
Second living/dining room	218	218	214	114	34	170	102	68
%V	10.0%	10.3%	10.6%	12.9%	11.8%	11.8%	17.5%	8.0%
%H (All HH)		100.0%	98.2%	52.3%	15.6%	78.0%	46.8%	31.2%
%H (TV HH)			98.2%	52.3%	15.6%	78.0%	46.8%	31.2%
Study/office	62	62	61	32	6	52	30	23
%V	2.8%	2.9%	3.0%	3.6%	2.1%	3.6%	5.2%	2.7%
%H (All HH)		100.0%	98.4%	51.6%	9.7%	83.9%	48.4%	37.1%
%H (TV HH)			98.4%	51.6%	9.7%	83.9%	48.4%	37.1%
TV room	25	25	25	17	2	21	14	6
%V	1.1%	1.2%	1.2%	1.9%	0.7%	1.5%	2.4%	0.7%
%H (All HH)		100.0%	100.0%	68.0%	8.0%	84.0%	56.0%	24.0%
%H (TV HH)			100.0%	68.0%	8.0%	84.0%	56.0%	24.0%
No specific location	3	3	3	2	0	2	1	1
%V	0.1%	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	100.0%	66.7%	0.0%	66.7%	33.3%	33.3%
%H (TV HH)			100.0%	66.7%	0.0%	66.7%	33.3%	33.3%
Other	14	14	14	8	1	10	5	5
%V	0.6%	0.7%	0.7%	0.9%	0.3%	0.7%	0.9%	0.6%
%H (All HH)		100.0%	100.0%	57.1%	7.1%	71.4%	35.7%	35.7%
%H (TV HH)			100.0%	57.1%	7.1%	71.4%	35.7%	35.7%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Household level data

Table 7.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2179	2109	2020	886	288	1438	582	855
%H (All HH)		96.8%	92.7%	40.7%	13.2%	66.0%	26.7%	39.2%
%H (TV HH)			95.8%	42.0%	13.7%	68.2%	27.6%	40.5%
PVR	1076	1076	1076	687	149	683	431	251
%V	49.4%	51.0%	53.3%	77.5%	51.7%	47.5%	74.1%	29.4%
%H (All HH)		100.0%	100.0%	63.8%	13.8%	63.5%	40.1%	23.3%
%H (TV HH)			100.0%	63.8%	13.8%	63.5%	40.1%	23.3%
DVDR	337	337	332	143	44	235	87	148
%V	15.5%	16.0%	16.4%	16.1%	15.3%	16.3%	14.9%	17.3%
%H (All HH)		100.0%	98.5%	42.4%	13.1%	69.7%	25.8%	43.9%
%H (TV HH)			98.5%	42.4%	13.1%	69.7%	25.8%	43.9%
VCR	375	375	349	109	45	283	85	198
%V	17.2%	17.8%	17.3%	12.3%	15.6%	19.7%	14.6%	23.2%
%H (All HH)		100.0%	93.1%	29.1%	12.0%	75.5%	22.7%	52.8%
%H (TV HH)			93.1%	29.1%	12.0%	75.5%	22.7%	52.8%
Any recorder	1439	1439	1410	756	193	956	483	473
%V	66.0%	68.2%	69.8%	85.3%	67.0%	66.5%	83.0%	55.3%
%H (All HH)		100.0%	98.0%	52.5%	13.4%	66.4%	33.6%	32.9%
%H (TV HH)			98.0%	52.5%	13.4%	66.4%	33.6%	32.9%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South
Household level data
Table 7.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2179	2109	2020	886	288	1438	582	855
%H (All HH)		96.8%	92.7%	40.7%	13.2%	66.0%	26.7%	39.2%
%H (TV HH)			95.8%	42.0%	13.7%	68.2%	27.6%	40.5%
Receives HDTV (via STB or built-in reception)	774	774	774	478	173	471	336	135
%V	35.5%	36.7%	38.3%	54.0%	60.1%	32.8%	57.7%	15.8%
%H (All HH)		100.0%	100.0%	61.8%	22.4%	60.9%	43.4%	17.4%
%H (TV HH)			100.0%	61.8%	22.4%	60.9%	43.4%	17.4%
DVD/Blu-ray player or recorder	1710	1710	1667	765	249	1177	516	662
%V	78.5%	81.1%	82.5%	86.3%	86.5%	81.8%	88.7%	77.4%
%H (All HH)		100.0%	97.5%	44.7%	14.6%	68.8%	30.2%	38.7%
%H (TV HH)			97.5%	44.7%	14.6%	68.8%	30.2%	38.7%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2179	2109	2020	886	288	1438	582	855
%H (All HH)		96.8%	92.7%	40.7%	13.2%	66.0%	26.7%	39.2%
%H (TV HH)			95.8%	42.0%	13.7%	68.2%	27.6%	40.5%
Has PC or Laptop	1728	1673	1641	793	264	1127	533	595
%V	79.3%	79.3%	81.2%	89.5%	91.7%	78.4%	91.6%	69.6%
%H (All HH)		96.8%	95.0%	45.9%	15.3%	65.2%	30.8%	34.4%
%H (TV HH)			98.1%	47.4%	15.8%	67.4%	31.9%	35.6%
Has broadband internet	1632	1582	1553	767	256	1063	522	540
%V	74.9%	75.0%	76.9%	86.6%	88.9%	73.9%	89.7%	63.2%
%H (All HH)		96.9%	95.2%	47.0%	15.7%	65.1%	32.0%	33.1%
%H (TV HH)			98.2%	48.5%	16.2%	67.2%	33.0%	34.1%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4254	4139	2034	600	3095	1559	1536
%H		97.3%	47.8%	14.1%	72.8%	36.6%	36.1%
Under 20"	1141	1109	510	145	899	441	458
%V	26.8%	26.8%	25.1%	24.2%	29.0%	28.3%	29.8%
%H		97.2%	44.7%	12.7%	78.8%	38.7%	40.1%
20" - 29"	1266	1205	517	165	922	387	535
%V	29.8%	29.1%	25.4%	27.5%	29.8%	24.8%	34.8%
%H		95.2%	40.8%	13.0%	72.8%	30.6%	42.3%
30" - 39"	1181	1162	576	183	842	431	411
%V	27.8%	28.1%	28.3%	30.5%	27.2%	27.6%	26.8%
%H		98.4%	48.8%	15.5%	71.3%	36.5%	34.8%
40" and over	656	654	428	106	425	297	128
%V	15.4%	15.8%	21.0%	17.7%	13.7%	19.1%	8.3%
%H		99.7%	65.2%	16.2%	64.8%	45.3%	19.5%
Don't know	9	9	3	1	7	2	5
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%	0.3%
%H		100.0%	33.3%	11.1%	77.8%	22.2%	55.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4254	4139	2034	600	3095	1559	1536
%H		97.3%	47.8%	14.1%	72.8%	36.6%	36.1%
Main living room	2095	2008	885	289	1429	586	843
%V	49.2%	48.5%	43.5%	48.2%	46.2%	37.6%	54.9%
%H		95.8%	42.2%	13.8%	68.2%	28.0%	40.2%
Kitchen	277	272	144	23	227	121	106
%V	6.5%	6.6%	7.1%	3.8%	7.3%	7.8%	6.9%
%H		98.2%	52.0%	8.3%	81.9%	43.7%	38.3%
Adult's bedroom	1174	1156	611	180	894	516	378
%V	27.6%	27.9%	30.0%	30.0%	28.9%	33.1%	24.6%
%H		98.5%	52.0%	15.3%	76.1%	44.0%	32.2%
Child's bedroom	237	237	134	47	179	119	60
%V	5.6%	5.7%	6.6%	7.8%	5.8%	7.6%	3.9%
%H		100.0%	56.5%	19.8%	75.5%	50.2%	25.3%
Other bedroom	145	144	84	19	107	64	43
%V	3.4%	3.5%	4.1%	3.2%	3.5%	4.1%	2.8%
%H		99.3%	57.9%	13.1%	73.8%	44.1%	29.7%
Second living/dining room	220	216	115	34	172	102	70
%V	5.2%	5.2%	5.7%	5.7%	5.6%	6.5%	4.6%
%H		98.2%	52.3%	15.5%	78.2%	46.4%	31.8%
Study/office	64	64	34	6	54	31	23
%V	1.5%	1.5%	1.7%	1.0%	1.7%	2.0%	1.5%
%H		100.0%	53.1%	9.4%	84.4%	48.4%	35.9%
TV room	25	25	17	2	21	14	6
%V	0.6%	0.6%	0.8%	0.3%	0.7%	0.9%	0.4%
%H		100.0%	68.0%	8.0%	84.0%	56.0%	24.0%
No specific location	3	3	2	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%
Other	15	15	8	1	12	5	7
%V	0.4%	0.4%	0.4%	0.2%	0.4%	0.3%	0.5%
%H		100.0%	53.3%	6.7%	80.0%	33.3%	46.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4254	4139	2034	600	3095	1559	1536
%H		97.3%	47.8%	14.1%	72.8%	36.6%	36.1%
PVR	1403	1403	952	185	873	591	282
%V	33.0%	33.9%	46.8%	30.8%	28.2%	37.9%	18.4%
%H		100.0%	67.9%	13.2%	62.2%	42.1%	20.1%
DVDR	398	392	174	58	272	106	166
%V	9.4%	9.5%	8.6%	9.7%	8.8%	6.8%	10.8%
%H		98.5%	43.7%	14.6%	68.3%	26.6%	41.7%
VCR	416	388	124	49	316	98	218
%V	9.8%	9.4%	6.1%	8.2%	10.2%	6.3%	14.2%
%H		93.3%	29.8%	11.8%	76.0%	23.6%	52.4%
Any recorder	1915	1884	1090	253	1260	699	561
%V	45.0%	45.5%	53.6%	42.2%	40.7%	44.8%	36.5%
%H		98.4%	56.9%	13.2%	65.8%	36.5%	29.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4254	4139	2034	600	3095	1559	1536
%H		97.3%	47.8%	14.1%	72.8%	36.6%	36.1%
Receives HDTV (via STB or built-in reception)	1028	1028	649	222	632	458	174
%V	24.2%	24.8%	31.9%	37.0%	20.4%	29.4%	11.3%
%H		100.0%	63.1%	21.6%	61.5%	44.6%	16.9%
DVD/Blu-ray player or recorder	2510	2465	1196	394	1804	905	899
%V	59.0%	59.6%	58.8%	65.7%	58.3%	58.1%	58.5%
%H		98.2%	47.6%	15.7%	71.9%	36.1%	35.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2108	2019	885	288	1438	582	855
%H		95.8%	42.0%	13.7%	68.2%	27.6%	40.6%
Under 20"	92	77	12	6	66	7	59
%V	4.4%	3.8%	1.4%	2.1%	4.6%	1.2%	6.9%
%H		83.7%	13.0%	6.5%	71.7%	7.6%	64.1%
20" - 29"	606	554	155	68	428	96	332
%V	28.7%	27.4%	17.5%	23.6%	29.8%	16.5%	38.8%
%H		91.4%	25.6%	11.2%	70.6%	15.8%	54.8%
30" - 39"	846	828	359	126	589	241	348
%V	40.1%	41.0%	40.6%	43.8%	41.0%	41.4%	40.7%
%H		97.9%	42.4%	14.9%	69.6%	28.5%	41.1%
40" and over	560	557	359	88	352	238	115
%V	26.6%	27.6%	40.6%	30.6%	24.5%	40.9%	13.5%
%H		99.5%	64.1%	15.7%	62.9%	42.5%	20.5%
Don't know	3	3	0	0	3	0	2
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.2%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South
Set level data
Table 7.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2108	2019	885	288	1438	582	855
%H		95.8%	42.0%	13.7%	68.2%	27.6%	40.6%
PVR	1049	1049	672	146	659	417	243
%V	49.8%	52.0%	75.9%	50.7%	45.8%	71.6%	28.4%
%H		100.0%	64.1%	13.9%	62.8%	39.8%	23.2%
DVDR	278	273	112	38	194	69	125
%V	13.2%	13.5%	12.7%	13.2%	13.5%	11.9%	14.6%
%H		98.2%	40.3%	13.7%	69.8%	24.8%	45.0%
VCR	309	283	81	37	230	62	167
%V	14.7%	14.0%	9.2%	12.8%	16.0%	10.7%	19.5%
%H		91.6%	26.2%	12.0%	74.4%	20.1%	54.0%
Any recorder	1386	1357	737	188	911	467	444
%V	65.7%	67.2%	83.3%	65.3%	63.4%	80.2%	51.9%
%H		97.9%	53.2%	13.6%	65.7%	33.7%	32.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2108	2019	885	288	1438	582	855
%H		95.8%	42.0%	13.7%	68.2%	27.6%	40.6%
Receives HDTV (via STB or built-in reception)	736	736	457	166	441	317	124
%V	34.9%	36.5%	51.6%	57.6%	30.7%	54.5%	14.5%
%H		100.0%	62.1%	22.6%	59.9%	43.1%	16.8%
DVD/Blu-ray player or recorder	1637	1594	724	239	1123	481	642
%V	77.7%	78.9%	81.8%	83.0%	78.1%	82.6%	75.1%
%H		97.4%	44.2%	14.6%	68.6%	29.4%	39.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2145	2120	1149	312	1657	976	681
%H		98.8%	53.6%	14.5%	77.2%	45.5%	31.7%
Under 20"	1049	1032	498	139	833	434	399
%V	48.9%	48.7%	43.3%	44.6%	50.3%	44.5%	58.6%
%H		98.4%	47.5%	13.3%	79.4%	41.4%	38.0%
20" - 29"	659	651	362	97	494	291	203
%V	30.7%	30.7%	31.5%	31.1%	29.8%	29.8%	29.8%
%H		98.8%	54.9%	14.7%	75.0%	44.2%	30.8%
30" - 39"	335	334	217	58	253	191	63
%V	15.6%	15.8%	18.9%	18.6%	15.3%	19.6%	9.3%
%H		99.7%	64.8%	17.3%	75.5%	57.0%	18.8%
40" and over	97	97	69	18	72	59	13
%V	4.5%	4.6%	6.0%	5.8%	4.3%	6.0%	1.9%
%H		100.0%	71.1%	18.6%	74.2%	60.8%	13.4%
Don't know	6	6	3	1	5	2	3
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.4%
%H		100.0%	50.0%	16.7%	83.3%	33.3%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2145	2120	1149	312	1657	976	681
%H		98.8%	53.6%	14.5%	77.2%	45.5%	31.7%
PVR	355	355	280	40	214	174	40
%V	16.6%	16.7%	24.4%	12.8%	12.9%	17.8%	5.9%
%H		100.0%	78.9%	11.3%	60.3%	49.0%	11.3%
DVDR	119	119	62	20	78	37	41
%V	5.5%	5.6%	5.4%	6.4%	4.7%	3.8%	6.0%
%H		100.0%	52.1%	16.8%	65.5%	31.1%	34.5%
VCR	107	105	43	12	86	36	50
%V	5.0%	5.0%	3.7%	3.8%	5.2%	3.7%	7.3%
%H		98.1%	40.2%	11.2%	80.4%	33.6%	46.7%
Any recorder	530	528	354	66	349	232	117
%V	24.7%	24.9%	30.8%	21.2%	21.1%	23.8%	17.2%
%H		99.6%	66.8%	12.5%	65.8%	43.8%	22.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2145	2120	1149	312	1657	976	681
%H		98.8%	53.6%	14.5%	77.2%	45.5%	31.7%
Receives HDTV (via STB or built-in reception)	292	292	192	56	191	141	50
%V	13.6%	13.8%	16.7%	17.9%	11.5%	14.4%	7.3%
%H		100.0%	65.8%	19.2%	65.4%	48.3%	17.1%
DVD/Blu-ray player or recorder	873	870	472	156	681	424	257
%V	40.7%	41.0%	41.1%	50.0%	41.1%	43.4%	37.7%
%H		99.7%	54.1%	17.9%	78.0%	48.6%	29.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5050	4925	4791	2353	756	3321	1603	1718
%H		97.5%	94.9%	46.6%	15.0%	65.8%	31.7%	34.0%
Total Children	973	957	945	520	160	607	333	273
%V	19.3%	19.4%	19.7%	22.1%	21.2%	18.3%	20.8%	15.9%
%H		98.4%	97.1%	53.4%	16.4%	62.4%	34.2%	28.1%
0 - 3	266	262	259	130	40	159	70	89
%V	5.3%	5.3%	5.4%	5.5%	5.3%	4.8%	4.4%	5.2%
%H		98.5%	97.4%	48.9%	15.0%	59.8%	26.3%	33.5%
4 - 15	707	694	686	389	119	448	264	185
%V	14.0%	14.1%	14.3%	16.5%	15.7%	13.5%	16.5%	10.8%
%H		98.2%	97.0%	55.0%	16.8%	63.4%	37.3%	26.2%
4 - 9	360	350	346	199	65	213	127	86
%V	7.1%	7.1%	7.2%	8.5%	8.6%	6.4%	7.9%	5.0%
%H		97.2%	96.1%	55.3%	18.1%	59.2%	35.3%	23.9%
10 - 15	347	345	340	190	54	235	137	98
%V	6.9%	7.0%	7.1%	8.1%	7.1%	7.1%	8.5%	5.7%
%H		99.4%	98.0%	54.8%	15.6%	67.7%	39.5%	28.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5050	4925	4791	2353	756	3321	1603	1718
%H		97.5%	94.9%	46.6%	15.0%	65.8%	31.7%	34.0%
Total Adults (16+)	4077	3968	3846	1833	596	2714	1270	1444
%V	80.7%	80.6%	80.3%	77.9%	78.8%	81.7%	79.2%	84.1%
%H		97.3%	94.3%	45.0%	14.6%	66.6%	31.2%	35.4%
16 - 19	230	224	219	115	45	150	90	60
%V	4.6%	4.5%	4.6%	4.9%	6.0%	4.5%	5.6%	3.5%
%H		97.4%	95.2%	50.0%	19.6%	65.2%	39.1%	26.1%
20 - 24	295	276	267	133	53	181	97	84
%V	5.8%	5.6%	5.6%	5.7%	7.0%	5.5%	6.1%	4.9%
%H		93.6%	90.5%	45.1%	18.0%	61.4%	32.9%	28.5%
25 - 34	651	619	613	317	120	362	181	181
%V	12.9%	12.6%	12.8%	13.5%	15.9%	10.9%	11.3%	10.5%
%H		95.1%	94.2%	48.7%	18.4%	55.6%	27.8%	27.8%
35 - 44	718	699	687	373	121	446	247	199
%V	14.2%	14.2%	14.3%	15.9%	16.0%	13.4%	15.4%	11.6%
%H		97.4%	95.7%	51.9%	16.9%	62.1%	34.4%	27.7%
45 - 54	737	727	712	369	106	518	275	243
%V	14.6%	14.8%	14.9%	15.7%	14.0%	15.6%	17.2%	14.1%
%H		98.6%	96.6%	50.1%	14.4%	70.3%	37.3%	33.0%
55 - 64	578	564	551	250	76	412	183	229
%V	11.4%	11.5%	11.5%	10.6%	10.1%	12.4%	11.4%	13.3%
%H		97.6%	95.3%	43.3%	13.1%	71.3%	31.7%	39.6%
65+	868	859	797	276	75	646	197	449
%V	17.2%	17.4%	16.6%	11.7%	9.9%	19.5%	12.3%	26.1%
%H		99.0%	91.8%	31.8%	8.6%	74.4%	22.7%	51.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4077	3968	3846	1833	596	2714	1270	1444
%H		97.3%	94.3%	45.0%	14.6%	66.6%	31.2%	35.4%
AB	1335	1315	1293	616	191	887	392	494
%V	32.7%	33.1%	33.6%	33.6%	32.0%	32.7%	30.9%	34.2%
%H		98.5%	96.9%	46.1%	14.3%	66.4%	29.4%	37.0%
C1	1193	1151	1112	555	189	769	389	380
%V	29.3%	29.0%	28.9%	30.3%	31.7%	28.3%	30.6%	26.3%
%H		96.5%	93.2%	46.5%	15.8%	64.5%	32.6%	31.9%
C2	867	847	829	413	118	619	316	302
%V	21.3%	21.3%	21.6%	22.5%	19.8%	22.8%	24.9%	20.9%
%H		97.7%	95.6%	47.6%	13.6%	71.4%	36.4%	34.8%
D	430	415	396	186	69	268	128	141
%V	10.5%	10.5%	10.3%	10.1%	11.6%	9.9%	10.1%	9.8%
%H		96.5%	92.1%	43.3%	16.0%	62.3%	29.8%	32.8%
E	252	240	217	62	28	171	45	127
%V	6.2%	6.0%	5.6%	3.4%	4.7%	6.3%	3.5%	8.8%
%H		95.2%	86.1%	24.6%	11.1%	67.9%	17.9%	50.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Individual level data

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4077	3968	3846	1833	596	2714	1270	1444
%H		97.3%	94.3%	45.0%	14.6%	66.6%	31.2%	35.4%
Working full time	1946	1898	1871	977	310	1268	670	598
%V	47.7%	47.8%	48.6%	53.3%	52.0%	46.7%	52.8%	41.4%
%H		97.5%	96.1%	50.2%	15.9%	65.2%	34.4%	30.7%
Working part time	500	490	477	225	85	342	174	169
%V	12.3%	12.3%	12.4%	12.3%	14.3%	12.6%	13.7%	11.7%
%H		98.0%	95.4%	45.0%	17.0%	68.4%	34.8%	33.8%
Not working	1631	1580	1498	631	202	1104	427	678
%V	40.0%	39.8%	38.9%	34.4%	33.9%	40.7%	33.6%	47.0%
%H		96.9%	91.8%	38.7%	12.4%	67.7%	26.2%	41.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1975	1913	1867	924	295	1293	628	665
%H		96.9%	94.5%	46.8%	14.9%	65.5%	31.8%	33.7%
16 - 19	121	118	115	61	23	78	46	32
%V	6.1%	6.2%	6.2%	6.6%	7.8%	6.0%	7.3%	4.8%
%H		97.5%	95.0%	50.4%	19.0%	64.5%	38.0%	26.4%
20 - 24	151	141	138	74	29	94	56	38
%V	7.6%	7.4%	7.4%	8.0%	9.8%	7.3%	8.9%	5.7%
%H		93.4%	91.4%	49.0%	19.2%	62.3%	37.1%	25.2%
25 - 34	324	305	303	156	58	179	86	94
%V	16.4%	15.9%	16.2%	16.9%	19.7%	13.8%	13.7%	14.1%
%H		94.1%	93.5%	48.1%	17.9%	55.2%	26.5%	29.0%
35 - 44	353	343	340	192	56	213	119	94
%V	17.9%	17.9%	18.2%	20.8%	19.0%	16.5%	18.9%	14.1%
%H		97.2%	96.3%	54.4%	15.9%	60.3%	33.7%	26.6%
45 - 54	368	360	355	179	53	260	136	124
%V	18.6%	18.8%	19.0%	19.4%	18.0%	20.1%	21.7%	18.6%
%H		97.8%	96.5%	48.6%	14.4%	70.7%	37.0%	33.7%
55 - 64	285	277	268	131	39	197	96	101
%V	14.4%	14.5%	14.4%	14.2%	13.2%	15.2%	15.3%	15.2%
%H		97.2%	94.0%	46.0%	13.7%	69.1%	33.7%	35.4%
65+	374	369	348	131	37	272	90	182
%V	18.9%	19.3%	18.6%	14.2%	12.5%	21.0%	14.3%	27.4%
%H		98.7%	93.0%	35.0%	9.9%	72.7%	24.1%	48.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1975	1913	1867	924	295	1293	628	665
%H		96.9%	94.5%	46.8%	14.9%	65.5%	31.8%	33.7%
AB	663	654	645	314	103	432	199	233
%V	33.6%	34.2%	34.5%	34.0%	34.9%	33.4%	31.7%	35.0%
%H		98.6%	97.3%	47.4%	15.5%	65.2%	30.0%	35.1%
C1	560	540	524	275	94	356	191	165
%V	28.4%	28.2%	28.1%	29.8%	31.9%	27.5%	30.4%	24.8%
%H		96.4%	93.6%	49.1%	16.8%	63.6%	34.1%	29.5%
C2	459	445	434	218	57	323	161	162
%V	23.2%	23.3%	23.2%	23.6%	19.3%	25.0%	25.6%	24.4%
%H		96.9%	94.6%	47.5%	12.4%	70.4%	35.1%	35.3%
D	203	194	187	92	32	122	59	63
%V	10.3%	10.1%	10.0%	10.0%	10.8%	9.4%	9.4%	9.5%
%H		95.6%	92.1%	45.3%	15.8%	60.1%	29.1%	31.0%
E	91	81	77	25	10	60	18	43
%V	4.6%	4.2%	4.1%	2.7%	3.4%	4.6%	2.9%	6.5%
%H		89.0%	84.6%	27.5%	11.0%	65.9%	19.8%	47.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1975	1913	1867	924	295	1293	628	665
%H		96.9%	94.5%	46.8%	14.9%	65.5%	31.8%	33.7%
Working full time	1218	1189	1176	629	189	794	425	368
%V	61.7%	62.2%	63.0%	68.1%	64.1%	61.4%	67.7%	55.3%
%H		97.6%	96.6%	51.6%	15.5%	65.2%	34.9%	30.2%
Working part time	101	96	91	35	18	67	29	37
%V	5.1%	5.0%	4.9%	3.8%	6.1%	5.2%	4.6%	5.6%
%H		95.0%	90.1%	34.7%	17.8%	66.3%	28.7%	36.6%
Not working	655	628	600	260	88	432	173	259
%V	33.2%	32.8%	32.1%	28.1%	29.8%	33.4%	27.5%	38.9%
%H		95.9%	91.6%	39.7%	13.4%	66.0%	26.4%	39.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2102	2055	1979	909	301	1421	642	779
%H		97.8%	94.1%	43.2%	14.3%	67.6%	30.5%	37.1%
16 - 19	109	106	104	54	22	72	44	28
%V	5.2%	5.2%	5.3%	5.9%	7.3%	5.1%	6.9%	3.6%
%H		97.2%	95.4%	49.5%	20.2%	66.1%	40.4%	25.7%
20 - 24	144	135	129	59	24	86	41	46
%V	6.9%	6.6%	6.5%	6.5%	8.0%	6.1%	6.4%	5.9%
%H		93.8%	89.6%	41.0%	16.7%	59.7%	28.5%	31.9%
25 - 34	328	313	310	161	62	183	95	88
%V	15.6%	15.2%	15.7%	17.7%	20.6%	12.9%	14.8%	11.3%
%H		95.4%	94.5%	49.1%	18.9%	55.8%	29.0%	26.8%
35 - 44	365	356	348	180	65	233	129	104
%V	17.4%	17.3%	17.6%	19.8%	21.6%	16.4%	20.1%	13.4%
%H		97.5%	95.3%	49.3%	17.8%	63.8%	35.3%	28.5%
45 - 54	370	366	357	190	52	259	140	119
%V	17.6%	17.8%	18.0%	20.9%	17.3%	18.2%	21.8%	15.3%
%H		98.9%	96.5%	51.4%	14.1%	70.0%	37.8%	32.2%
55 - 64	293	287	282	119	37	215	88	128
%V	13.9%	14.0%	14.2%	13.1%	12.3%	15.1%	13.7%	16.4%
%H		98.0%	96.2%	40.6%	12.6%	73.4%	30.0%	43.7%
65+	494	490	449	146	38	374	107	267
%V	23.5%	23.8%	22.7%	16.1%	12.6%	26.3%	16.7%	34.3%
%H		99.2%	90.9%	29.6%	7.7%	75.7%	21.7%	54.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2102	2055	1979	909	301	1421	642	779
%H		97.8%	94.1%	43.2%	14.3%	67.6%	30.5%	37.1%
AB	672	661	648	302	87	455	194	261
%V	32.0%	32.2%	32.7%	33.2%	28.9%	32.0%	30.2%	33.5%
%H		98.4%	96.4%	44.9%	12.9%	67.7%	28.9%	38.8%
C1	633	612	588	281	95	414	199	215
%V	30.1%	29.8%	29.7%	30.9%	31.6%	29.1%	31.0%	27.6%
%H		96.7%	92.9%	44.4%	15.0%	65.4%	31.4%	34.0%
C2	409	402	394	195	62	295	155	140
%V	19.5%	19.6%	19.9%	21.5%	20.6%	20.8%	24.1%	18.0%
%H		98.3%	96.3%	47.7%	15.2%	72.1%	37.9%	34.2%
D	227	221	209	94	38	146	69	78
%V	10.8%	10.8%	10.6%	10.3%	12.6%	10.3%	10.7%	10.0%
%H		97.4%	92.1%	41.4%	16.7%	64.3%	30.4%	34.4%
E	162	159	140	37	19	111	27	84
%V	7.7%	7.7%	7.1%	4.1%	6.3%	7.8%	4.2%	10.8%
%H		98.1%	86.4%	22.8%	11.7%	68.5%	16.7%	51.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2102	2055	1979	909	301	1421	642	779
%H		97.8%	94.1%	43.2%	14.3%	67.6%	30.5%	37.1%
Working full time	728	709	695	349	121	474	245	230
%V	34.6%	34.5%	35.1%	38.4%	40.2%	33.4%	38.2%	29.5%
%H		97.4%	95.5%	47.9%	16.6%	65.1%	33.7%	31.6%
Working part time	399	393	385	190	67	275	144	131
%V	19.0%	19.1%	19.5%	20.9%	22.3%	19.4%	22.4%	16.8%
%H		98.5%	96.5%	47.6%	16.8%	68.9%	36.1%	32.8%
Not working	976	952	898	371	113	672	254	418
%V	46.4%	46.3%	45.4%	40.8%	37.5%	47.3%	39.6%	53.7%
%H		97.5%	92.0%	38.0%	11.6%	68.9%	26.0%	42.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 8.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2606	2524	2431	1077	326	1887	837	1050
%H (All HH)		96.9%	93.3%	41.3%	12.5%	72.4%	32.1%	40.3%
%H (TV HH)			96.3%	42.7%	12.9%	74.8%	33.2%	41.6%
AB	525	516	501	247	68	368	177	191
%V	20.1%	20.4%	20.6%	22.9%	20.9%	19.5%	21.1%	18.2%
%H (All HH)		98.3%	95.4%	47.0%	13.0%	70.1%	33.7%	36.4%
%H (TV HH)			97.1%	47.9%	13.2%	71.3%	34.3%	37.0%
C1	694	654	635	296	104	479	236	243
%V	26.6%	25.9%	26.1%	27.5%	31.9%	25.4%	28.2%	23.1%
%H (All HH)		94.2%	91.5%	42.7%	15.0%	69.0%	34.0%	35.0%
%H (TV HH)			97.1%	45.3%	15.9%	73.2%	36.1%	37.2%
C2	518	508	496	244	65	396	206	189
%V	19.9%	20.1%	20.4%	22.7%	19.9%	21.0%	24.6%	18.0%
%H (All HH)		98.1%	95.8%	47.1%	12.5%	76.4%	39.8%	36.5%
%H (TV HH)			97.6%	48.0%	12.8%	78.0%	40.6%	37.2%
D	454	444	428	188	46	341	144	197
%V	17.4%	17.6%	17.6%	17.5%	14.1%	18.1%	17.2%	18.8%
%H (All HH)		97.8%	94.3%	41.4%	10.1%	75.1%	31.7%	43.4%
%H (TV HH)			96.4%	42.3%	10.4%	76.8%	32.4%	44.4%
E	415	403	372	101	43	303	74	230
%V	15.9%	16.0%	15.3%	9.4%	13.2%	16.1%	8.8%	21.9%
%H (All HH)		97.1%	89.6%	24.3%	10.4%	73.0%	17.8%	55.4%
%H (TV HH)			92.3%	25.1%	10.7%	75.2%	18.4%	57.1%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2606	2524	2431	1077	326	1887	837	1050
%H (All HH)		96.9%	93.3%	41.3%	12.5%	72.4%	32.1%	40.3%
%H (TV HH)			96.3%	42.7%	12.9%	74.8%	33.2%	41.6%
Under 25	157	128	124	46	22	90	32	57
%V	6.0%	5.1%	5.1%	4.3%	6.7%	4.8%	3.8%	5.4%
%H (All HH)		81.5%	79.0%	29.3%	14.0%	57.3%	20.4%	36.3%
%H (TV HH)			96.9%	35.9%	17.2%	70.3%	25.0%	44.5%
25 - 34	413	393	385	223	53	262	150	113
%V	15.8%	15.6%	15.8%	20.7%	16.3%	13.9%	17.9%	10.8%
%H (All HH)		95.2%	93.2%	54.0%	12.8%	63.4%	36.3%	27.4%
%H (TV HH)			98.0%	56.7%	13.5%	66.7%	38.2%	28.8%
35 - 44	459	452	440	251	77	311	192	120
%V	17.6%	17.9%	18.1%	23.3%	23.6%	16.5%	22.9%	11.4%
%H (All HH)		98.5%	95.9%	54.7%	16.8%	67.8%	41.8%	26.1%
%H (TV HH)			97.3%	55.5%	17.0%	68.8%	42.5%	26.5%
45 - 54	490	483	476	222	76	379	196	183
%V	18.8%	19.1%	19.6%	20.6%	23.3%	20.1%	23.4%	17.4%
%H (All HH)		98.6%	97.1%	45.3%	15.5%	77.3%	40.0%	37.3%
%H (TV HH)			98.6%	46.0%	15.7%	78.5%	40.6%	37.9%
55 - 64	415	406	394	174	48	318	143	174
%V	15.9%	16.1%	16.2%	16.2%	14.7%	16.9%	17.1%	16.6%
%H (All HH)		97.8%	94.9%	41.9%	11.6%	76.6%	34.5%	41.9%
%H (TV HH)			97.0%	42.9%	11.8%	78.3%	35.2%	42.9%
65 +	672	663	613	161	51	527	124	403
%V	25.8%	26.3%	25.2%	14.9%	15.6%	27.9%	14.8%	38.4%
%H (All HH)		98.7%	91.2%	24.0%	7.6%	78.4%	18.5%	60.0%
%H (TV HH)			92.5%	24.3%	7.7%	79.5%	18.7%	60.8%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2606	2524	2431	1077	326	1887	837	1050
%H (All HH)		96.9%	93.3%	41.3%	12.5%	72.4%	32.1%	40.3%
%H (TV HH)			96.3%	42.7%	12.9%	74.8%	33.2%	41.6%
1	879	826	764	192	85	619	131	488
%V	33.7%	32.7%	31.4%	17.8%	26.1%	32.8%	15.7%	46.5%
%H (All HH)		94.0%	86.9%	21.8%	9.7%	70.4%	14.9%	55.5%
%H (TV HH)			92.5%	23.2%	10.3%	74.9%	15.9%	59.1%
2	834	822	806	364	102	638	290	348
%V	32.0%	32.6%	33.2%	33.8%	31.3%	33.8%	34.6%	33.1%
%H (All HH)		98.6%	96.6%	43.6%	12.2%	76.5%	34.8%	41.7%
%H (TV HH)			98.1%	44.3%	12.4%	77.6%	35.3%	42.3%
3	392	385	378	223	61	277	178	100
%V	15.0%	15.3%	15.5%	20.7%	18.7%	14.7%	21.3%	9.5%
%H (All HH)		98.2%	96.4%	56.9%	15.6%	70.7%	45.4%	25.5%
%H (TV HH)			98.2%	57.9%	15.8%	71.9%	46.2%	26.0%
4	338	333	330	197	54	246	163	83
%V	13.0%	13.2%	13.6%	18.3%	16.6%	13.0%	19.5%	7.9%
%H (All HH)		98.5%	97.6%	58.3%	16.0%	72.8%	48.2%	24.6%
%H (TV HH)			99.1%	59.2%	16.2%	73.9%	48.9%	24.9%
5+	162	157	153	101	24	107	75	32
%V	6.2%	6.2%	6.3%	9.4%	7.4%	5.7%	9.0%	3.0%
%H (All HH)		96.9%	94.4%	62.3%	14.8%	66.0%	46.3%	19.8%
%H (TV HH)			97.5%	64.3%	15.3%	68.2%	47.8%	20.4%
Average HH size	2.29	2.30	2.33	2.72	2.50	2.27	2.75	1.89

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2606	2524	2431	1077	326	1887	837	1050
%H (All HH)		96.9%	93.3%	41.3%	12.5%	72.4%	32.1%	40.3%
%H (TV HH)			96.3%	42.7%	12.9%	74.8%	33.2%	41.6%
Without	1958	1883	1801	697	229	1447	556	891
%V	75.1%	74.6%	74.1%	64.7%	70.2%	76.7%	66.4%	84.9%
%H (All HH)		96.2%	92.0%	35.6%	11.7%	73.9%	28.4%	45.5%
%H (TV HH)			95.6%	37.0%	12.2%	76.8%	29.5%	47.3%
With	648	641	630	379	97	440	280	159
%V	24.9%	25.4%	25.9%	35.2%	29.8%	23.3%	33.5%	15.1%
%H (All HH)		98.9%	97.2%	58.5%	15.0%	67.9%	43.2%	24.5%
%H (TV HH)			98.3%	59.1%	15.1%	68.6%	43.7%	24.8%
0 - 3	252	246	244	149	37	158	99	59
%V	9.7%	9.7%	10.0%	13.8%	11.3%	8.4%	11.8%	5.6%
%H (All HH)		97.6%	96.8%	59.1%	14.7%	62.7%	39.3%	23.4%
%H (TV HH)			99.2%	60.6%	15.0%	64.2%	40.2%	24.0%
4 - 9	314	311	306	194	43	203	130	72
%V	12.0%	12.3%	12.6%	18.0%	13.2%	10.8%	15.5%	6.9%
%H (All HH)		99.0%	97.5%	61.8%	13.7%	64.6%	41.4%	22.9%
%H (TV HH)			98.4%	62.4%	13.8%	65.3%	41.8%	23.2%
10 - 15	313	312	305	182	51	230	154	76
%V	12.0%	12.4%	12.5%	16.9%	15.6%	12.2%	18.4%	7.2%
%H (All HH)		99.7%	97.4%	58.1%	16.3%	73.5%	49.2%	24.3%
%H (TV HH)			97.8%	58.3%	16.3%	73.7%	49.4%	24.4%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2606	2524	2431	1077	326	1887	837	1050
%H (All HH)		96.9%	93.3%	41.3%	12.5%	72.4%	32.1%	40.3%
%H (TV HH)			96.3%	42.7%	12.9%	74.8%	33.2%	41.6%
1	947	947	879	316	99	611	143	468
%V	36.3%	37.5%	36.2%	29.3%	30.4%	32.4%	17.1%	44.6%
%H (All HH)		100.0%	92.8%	33.4%	10.5%	64.5%	15.1%	49.4%
%H (TV HH)			92.8%	33.4%	10.5%	64.5%	15.1%	49.4%
2	829	829	810	359	104	634	278	357
%V	31.8%	32.8%	33.3%	33.3%	31.9%	33.6%	33.2%	34.0%
%H (All HH)		100.0%	97.7%	43.3%	12.5%	76.5%	33.5%	43.1%
%H (TV HH)			97.7%	43.3%	12.5%	76.5%	33.5%	43.1%
3	428	428	422	208	71	361	215	146
%V	16.4%	17.0%	17.4%	19.3%	21.8%	19.1%	25.7%	13.9%
%H (All HH)		100.0%	98.6%	48.6%	16.6%	84.3%	50.2%	34.1%
%H (TV HH)			98.6%	48.6%	16.6%	84.3%	50.2%	34.1%
4	195	195	194	110	36	173	122	51
%V	7.5%	7.7%	8.0%	10.2%	11.0%	9.2%	14.6%	4.9%
%H (All HH)		100.0%	99.5%	56.4%	18.5%	88.7%	62.6%	26.2%
%H (TV HH)			99.5%	56.4%	18.5%	88.7%	62.6%	26.2%
5+	126	126	126	84	17	108	80	28
%V	4.8%	5.0%	5.2%	7.8%	5.2%	5.7%	9.6%	2.7%
%H (All HH)		100.0%	100.0%	66.7%	13.5%	85.7%	63.5%	22.2%
%H (TV HH)			100.0%	66.7%	13.5%	85.7%	63.5%	22.2%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2606	2524	2431	1077	326	1887	837	1050
%H (All HH)		96.9%	93.3%	41.3%	12.5%	72.4%	32.1%	40.3%
%H (TV HH)			96.3%	42.7%	12.9%	74.8%	33.2%	41.6%
Under 20"	998	998	973	440	131	816	406	410
%V	38.3%	39.5%	40.0%	40.9%	40.2%	43.2%	48.5%	39.0%
%H (All HH)		100.0%	97.5%	44.1%	13.1%	81.8%	40.7%	41.1%
%H (TV HH)			97.5%	44.1%	13.1%	81.8%	40.7%	41.1%
20" - 29"	1191	1191	1132	463	166	906	390	516
%V	45.7%	47.2%	46.6%	43.0%	50.9%	48.0%	46.6%	49.1%
%H (All HH)		100.0%	95.0%	38.9%	13.9%	76.1%	32.7%	43.3%
%H (TV HH)			95.0%	38.9%	13.9%	76.1%	32.7%	43.3%
30" - 39"	1266	1266	1246	585	170	990	483	507
%V	48.6%	50.2%	51.3%	54.3%	52.1%	52.5%	57.7%	48.3%
%H (All HH)		100.0%	98.4%	46.2%	13.4%	78.2%	38.2%	40.0%
%H (TV HH)			98.4%	46.2%	13.4%	78.2%	38.2%	40.0%
40" and over	818	818	813	500	112	628	417	211
%V	31.4%	32.4%	33.4%	46.4%	34.4%	33.3%	49.8%	20.1%
%H (All HH)		100.0%	99.4%	61.1%	13.7%	76.8%	51.0%	25.8%
%H (TV HH)			99.4%	61.1%	13.7%	76.8%	51.0%	25.8%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2606	2524	2431	1077	326	1887	837	1050
%H (All HH)		96.9%	93.3%	41.3%	12.5%	72.4%	32.1%	40.3%
%H (TV HH)			96.3%	42.7%	12.9%	74.8%	33.2%	41.6%
Main living room	2501	2501	2412	1068	326	1874	835	1040
%V	96.0%	99.1%	99.2%	99.2%	100.0%	99.3%	99.8%	99.0%
%H (All HH)		100.0%	96.4%	42.7%	13.0%	74.9%	33.4%	41.6%
%H (TV HH)			96.4%	42.7%	13.0%	74.9%	33.4%	41.6%
Kitchen	365	365	359	186	44	304	169	134
%V	14.0%	14.5%	14.8%	17.3%	13.5%	16.1%	20.2%	12.8%
%H (All HH)		100.0%	98.4%	51.0%	12.1%	83.3%	46.3%	36.7%
%H (TV HH)			98.4%	51.0%	12.1%	83.3%	46.3%	36.7%
Adult's bedroom	1198	1198	1177	584	177	978	548	430
%V	46.0%	47.5%	48.4%	54.2%	54.3%	51.8%	65.5%	41.0%
%H (All HH)		100.0%	98.2%	48.7%	14.8%	81.6%	45.7%	35.9%
%H (TV HH)			98.2%	48.7%	14.8%	81.6%	45.7%	35.9%
Child's bedroom	283	283	283	167	51	236	169	67
%V	10.9%	11.2%	11.6%	15.5%	15.6%	12.5%	20.2%	6.4%
%H (All HH)		100.0%	100.0%	59.0%	18.0%	83.4%	59.7%	23.7%
%H (TV HH)			100.0%	59.0%	18.0%	83.4%	59.7%	23.7%
Other bedroom	159	159	158	85	24	142	89	53
%V	6.1%	6.3%	6.5%	7.9%	7.4%	7.5%	10.6%	5.0%
%H (All HH)		100.0%	99.4%	53.5%	15.1%	89.3%	56.0%	33.3%
%H (TV HH)			99.4%	53.5%	15.1%	89.3%	56.0%	33.3%
Second living/dining room	324	324	321	172	43	265	153	111
%V	12.4%	12.8%	13.2%	16.0%	13.2%	14.0%	18.3%	10.6%
%H (All HH)		100.0%	99.1%	53.1%	13.3%	81.8%	47.2%	34.3%
%H (TV HH)			99.1%	53.1%	13.3%	81.8%	47.2%	34.3%
Study/office	40	40	39	16	9	33	17	16
%V	1.5%	1.6%	1.6%	1.5%	2.8%	1.7%	2.0%	1.5%
%H (All HH)		100.0%	97.5%	40.0%	22.5%	82.5%	42.5%	40.0%
%H (TV HH)			97.5%	40.0%	22.5%	82.5%	42.5%	40.0%
TV room	11	11	10	7	2	8	7	1
%V	0.4%	0.4%	0.4%	0.6%	0.6%	0.4%	0.8%	0.1%
%H (All HH)		100.0%	90.9%	63.6%	18.2%	72.7%	63.6%	9.1%
%H (TV HH)			90.9%	63.6%	18.2%	72.7%	63.6%	9.1%
No specific location	12	12	12	5	2	11	6	5
%V	0.5%	0.5%	0.5%	0.5%	0.6%	0.6%	0.7%	0.5%
%H (All HH)		100.0%	100.0%	41.7%	16.7%	91.7%	50.0%	41.7%
%H (TV HH)			100.0%	41.7%	16.7%	91.7%	50.0%	41.7%
Other	60	60	60	34	11	54	37	17
%V	2.3%	2.4%	2.5%	3.2%	3.4%	2.9%	4.4%	1.6%
%H (All HH)		100.0%	100.0%	56.7%	18.3%	90.0%	61.7%	28.3%
%H (TV HH)			100.0%	56.7%	18.3%	90.0%	61.7%	28.3%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2606	2524	2431	1077	326	1887	837	1050
%H (All HH)		96.9%	93.3%	41.3%	12.5%	72.4%	32.1%	40.3%
%H (TV HH)			96.3%	42.7%	12.9%	74.8%	33.2%	41.6%
PVR	1235	1235	1234	826	165	889	632	258
%V	47.4%	48.9%	50.8%	76.7%	50.6%	47.1%	75.5%	24.6%
%H (All HH)		100.0%	99.9%	66.9%	13.4%	72.0%	51.2%	20.9%
%H (TV HH)			99.9%	66.9%	13.4%	72.0%	51.2%	20.9%
DVDR	345	345	338	167	50	257	134	123
%V	13.2%	13.7%	13.9%	15.5%	15.3%	13.6%	16.0%	11.7%
%H (All HH)		100.0%	98.0%	48.4%	14.5%	74.5%	38.8%	35.7%
%H (TV HH)			98.0%	48.4%	14.5%	74.5%	38.8%	35.7%
VCR	500	500	479	166	69	380	134	246
%V	19.2%	19.8%	19.7%	15.4%	21.2%	20.1%	16.0%	23.4%
%H (All HH)		100.0%	95.8%	33.2%	13.8%	76.0%	26.8%	49.2%
%H (TV HH)			95.8%	33.2%	13.8%	76.0%	26.8%	49.2%
Any recorder	1644	1644	1619	909	217	1214	705	509
%V	63.1%	65.1%	66.6%	84.4%	66.6%	64.3%	84.2%	48.5%
%H (All HH)		100.0%	98.5%	55.3%	13.2%	73.8%	42.9%	31.0%
%H (TV HH)			98.5%	55.3%	13.2%	73.8%	42.9%	31.0%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2606	2524	2431	1077	326	1887	837	1050
%H (All HH)		96.9%	93.3%	41.3%	12.5%	72.4%	32.1%	40.3%
%H (TV HH)			96.3%	42.7%	12.9%	74.8%	33.2%	41.6%
Receives HDTV (via STB or built-in reception)	891	891	891	542	176	651	461	189
%V	34.2%	35.3%	36.7%	50.3%	54.0%	34.5%	55.1%	18.0%
%H (All HH)		100.0%	100.0%	60.8%	19.8%	73.1%	51.7%	21.2%
%H (TV HH)			100.0%	60.8%	19.8%	73.1%	51.7%	21.2%
DVD/Blu-ray player or recorder	2074	2074	2030	930	285	1584	749	835
%V	79.6%	82.2%	83.5%	86.4%	87.4%	83.9%	89.5%	79.5%
%H (All HH)		100.0%	97.9%	44.8%	13.7%	76.4%	36.1%	40.3%
%H (TV HH)			97.9%	44.8%	13.7%	76.4%	36.1%	40.3%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2606	2524	2431	1077	326	1887	837	1050
%H (All HH)		96.9%	93.3%	41.3%	12.5%	72.4%	32.1%	40.3%
%H (TV HH)			96.3%	42.7%	12.9%	74.8%	33.2%	41.6%
Has PC or Laptop	1872	1819	1783	927	281	1334	737	596
%V	71.8%	72.1%	73.3%	86.1%	86.2%	70.7%	88.1%	56.8%
%H (All HH)		97.2%	95.2%	49.5%	15.0%	71.3%	39.4%	31.8%
%H (TV HH)			98.0%	51.0%	15.4%	73.3%	40.5%	32.8%
Has broadband internet	1748	1702	1675	892	274	1245	717	528
%V	67.1%	67.4%	68.9%	82.8%	84.0%	66.0%	85.7%	50.3%
%H (All HH)		97.4%	95.8%	51.0%	15.7%	71.2%	41.0%	30.2%
%H (TV HH)			98.4%	52.4%	16.1%	73.1%	42.1%	31.0%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5347	5223	2559	756	4236	2266	1969
%H		97.7%	47.9%	14.1%	79.2%	42.4%	36.8%
Under 20"	1422	1391	664	200	1177	638	539
%V	26.6%	26.6%	25.9%	26.5%	27.8%	28.2%	27.4%
%H		97.8%	46.7%	14.1%	82.8%	44.9%	37.9%
20" - 29"	1519	1454	619	219	1182	549	633
%V	28.4%	27.8%	24.2%	29.0%	27.9%	24.2%	32.1%
%H		95.7%	40.8%	14.4%	77.8%	36.1%	41.7%
30" - 39"	1464	1442	699	209	1155	598	557
%V	27.4%	27.6%	27.3%	27.6%	27.3%	26.4%	28.3%
%H		98.5%	47.7%	14.3%	78.9%	40.8%	38.0%
40" and over	903	898	566	121	693	471	222
%V	16.9%	17.2%	22.1%	16.0%	16.4%	20.8%	11.3%
%H		99.4%	62.7%	13.4%	76.7%	52.2%	24.6%
Don't know	39	37	12	7	29	11	18
%V	0.7%	0.7%	0.5%	0.9%	0.7%	0.5%	0.9%
%H		94.9%	30.8%	17.9%	74.4%	28.2%	46.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT +	DTT only
	HH	HH	HH	HH	HH	Cab/DSat HH	HH
Total Sets	5347	5223	2559	756	4236	2266	1969
%H		97.7%	47.9%	14.1%	79.2%	42.4%	36.8%
Main living room	2523	2434	1078	330	1893	845	1047
%V	47.2%	46.6%	42.1%	43.7%	44.7%	37.3%	53.2%
%H		96.5%	42.7%	13.1%	75.0%	33.5%	41.5%
Kitchen	366	360	186	44	304	170	134
%V	6.8%	6.9%	7.3%	5.8%	7.2%	7.5%	6.8%
%H		98.4%	50.8%	12.0%	83.1%	46.4%	36.6%
Adult's bedroom	1436	1413	731	211	1178	689	489
%V	26.9%	27.1%	28.6%	27.9%	27.8%	30.4%	24.8%
%H		98.4%	50.9%	14.7%	82.0%	48.0%	34.1%
Child's bedroom	375	374	224	68	311	227	84
%V	7.0%	7.2%	8.8%	9.0%	7.3%	10.0%	4.3%
%H		99.7%	59.7%	18.1%	82.9%	60.5%	22.4%
Other bedroom	190	189	99	33	170	107	64
%V	3.6%	3.6%	3.9%	4.4%	4.0%	4.7%	3.3%
%H		99.5%	52.1%	17.4%	89.5%	56.3%	33.7%
Second living/dining room	331	328	176	45	271	159	112
%V	6.2%	6.3%	6.9%	6.0%	6.4%	7.0%	5.7%
%H		99.1%	53.2%	13.6%	81.9%	48.0%	33.8%
Study/office	40	40	16	9	34	18	16
%V	0.7%	0.8%	0.6%	1.2%	0.8%	0.8%	0.8%
%H		100.0%	40.0%	22.5%	85.0%	45.0%	40.0%
TV room	11	10	7	2	8	7	1
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%	0.1%
%H		90.9%	63.6%	18.2%	72.7%	63.6%	9.1%
No specific location	13	13	6	2	11	6	5
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%
%H		100.0%	46.2%	15.4%	84.6%	46.2%	38.5%
Other	62	62	36	11	55	38	17
%V	1.2%	1.2%	1.4%	1.5%	1.3%	1.7%	0.9%
%H		100.0%	58.1%	17.7%	88.7%	61.3%	27.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5347	5223	2559	756	4236	2266	1969
%H		97.7%	47.9%	14.1%	79.2%	42.4%	36.8%
PVR	1576	1575	1101	211	1121	832	289
%V	29.5%	30.2%	43.0%	27.9%	26.5%	36.7%	14.7%
%H		99.9%	69.9%	13.4%	71.1%	52.8%	18.3%
DVDR	387	380	192	55	288	153	135
%V	7.2%	7.3%	7.5%	7.3%	6.8%	6.8%	6.9%
%H		98.2%	49.6%	14.2%	74.4%	39.5%	34.9%
VCR	568	546	195	84	430	162	269
%V	10.6%	10.5%	7.6%	11.1%	10.2%	7.1%	13.7%
%H		96.1%	34.3%	14.8%	75.7%	28.5%	47.4%
Any recorder	2165	2137	1271	299	1586	992	594
%V	40.5%	40.9%	49.7%	39.6%	37.4%	43.8%	30.2%
%H		98.7%	58.7%	13.8%	73.3%	45.8%	27.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5347	5223	2559	756	4236	2266	1969
%H		97.7%	47.9%	14.1%	79.2%	42.4%	36.8%
Receives HDTV (via STB or built-in reception)	1159	1159	701	241	851	610	240
%V	21.7%	22.2%	27.4%	31.9%	20.1%	26.9%	12.2%
%H		100.0%	60.5%	20.8%	73.4%	52.6%	20.7%
DVD/Blu-ray player or recorder	3103	3055	1507	474	2442	1331	1111
%V	58.0%	58.5%	58.9%	62.7%	57.6%	58.7%	56.4%
%H		98.5%	48.6%	15.3%	78.7%	42.9%	35.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011
BBC Yorkshire and Lincolnshire
Set level data
Table 8.15: Main Set Screen Size
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2523	2431	1077	326	1887	837	1050
%H		96.4%	42.7%	12.9%	74.8%	33.2%	41.6%
Under 20"	72	60	11	9	48	7	41
%V	2.9%	2.5%	1.0%	2.8%	2.5%	0.8%	3.9%
%H		83.3%	15.3%	12.5%	66.7%	9.7%	56.9%
20" - 29"	640	587	162	76	450	98	351
%V	25.4%	24.1%	15.0%	23.3%	23.8%	11.7%	33.4%
%H		91.7%	25.3%	11.9%	70.3%	15.3%	54.8%
30" - 39"	1014	994	425	132	775	327	448
%V	40.2%	40.9%	39.5%	40.5%	41.1%	39.1%	42.7%
%H		98.0%	41.9%	13.0%	76.4%	32.2%	44.2%
40" and over	779	775	474	106	602	400	202
%V	30.9%	31.9%	44.0%	32.5%	31.9%	47.8%	19.2%
%H		99.5%	60.8%	13.6%	77.3%	51.3%	25.9%
Don't know	18	15	4	4	12	4	8
%V	0.7%	0.6%	0.4%	1.2%	0.6%	0.5%	0.8%
%H		83.3%	22.2%	22.2%	66.7%	22.2%	44.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2523	2431	1077	326	1887	837	1050
%H		96.4%	42.7%	12.9%	74.8%	33.2%	41.6%
PVR	1184	1183	801	156	844	605	239
%V	46.9%	48.7%	74.4%	47.9%	44.7%	72.3%	22.8%
%H		99.9%	67.7%	13.2%	71.3%	51.1%	20.2%
DVDR	279	273	133	39	204	101	102
%V	11.1%	11.2%	12.3%	12.0%	10.8%	12.1%	9.7%
%H		97.8%	47.7%	14.0%	73.1%	36.2%	36.6%
VCR	411	391	124	54	310	95	215
%V	16.3%	16.1%	11.5%	16.6%	16.4%	11.4%	20.5%
%H		95.1%	30.2%	13.1%	75.4%	23.1%	52.3%
Any recorder	1566	1542	883	204	1145	675	470
%V	62.1%	63.4%	82.0%	62.6%	60.7%	80.6%	44.8%
%H		98.5%	56.4%	13.0%	73.1%	43.1%	30.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2523	2431	1077	326	1887	837	1050
%H		96.4%	42.7%	12.9%	74.8%	33.2%	41.6%
Receives HDTV (via STB or built-in reception)	841	841	511	168	605	429	176
%V	33.3%	34.6%	47.4%	51.5%	32.1%	51.3%	16.8%
%H		100.0%	60.8%	20.0%	71.9%	51.0%	20.9%
DVD/Blu-ray player or recorder	1942	1901	866	265	1476	688	788
%V	77.0%	78.2%	80.4%	81.3%	78.2%	82.2%	75.0%
%H		97.9%	44.6%	13.6%	76.0%	35.4%	40.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2825	2791	1483	430	2349	1430	919
%H		98.8%	52.5%	15.2%	83.2%	50.6%	32.5%
Under 20"	1350	1331	653	191	1129	630	498
%V	47.8%	47.7%	44.0%	44.4%	48.1%	44.1%	54.2%
%H		98.6%	48.4%	14.1%	83.6%	46.7%	36.9%
20" - 29"	879	867	457	143	732	451	281
%V	31.1%	31.1%	30.8%	33.3%	31.2%	31.5%	30.6%
%H		98.6%	52.0%	16.3%	83.3%	51.3%	32.0%
30" - 39"	450	448	273	78	380	271	109
%V	15.9%	16.1%	18.4%	18.1%	16.2%	19.0%	11.9%
%H		99.6%	60.7%	17.3%	84.4%	60.2%	24.2%
40" and over	124	124	92	14	91	71	20
%V	4.4%	4.4%	6.2%	3.3%	3.9%	5.0%	2.2%
%H		100.0%	74.2%	11.3%	73.4%	57.3%	16.1%
Don't know	22	22	8	3	17	7	11
%V	0.8%	0.8%	0.5%	0.7%	0.7%	0.5%	1.2%
%H		100.0%	36.4%	13.6%	77.3%	31.8%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2825	2791	1483	430	2349	1430	919
%H		98.8%	52.5%	15.2%	83.2%	50.6%	32.5%
PVR	393	392	300	55	277	227	50
%V	13.9%	14.0%	20.2%	12.8%	11.8%	15.9%	5.4%
%H		99.7%	76.3%	14.0%	70.5%	57.8%	12.7%
DVDR	109	107	59	16	84	51	33
%V	3.9%	3.8%	4.0%	3.7%	3.6%	3.6%	3.6%
%H		98.2%	54.1%	14.7%	77.1%	46.8%	30.3%
VCR	157	155	72	30	120	66	54
%V	5.6%	5.6%	4.9%	7.0%	5.1%	4.6%	5.9%
%H		98.7%	45.9%	19.1%	76.4%	42.0%	34.4%
Any recorder	599	595	388	95	441	316	124
%V	21.2%	21.3%	26.2%	22.1%	18.8%	22.1%	13.5%
%H		99.3%	64.8%	15.9%	73.6%	52.8%	20.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2825	2791	1483	430	2349	1430	919
%H		98.8%	52.5%	15.2%	83.2%	50.6%	32.5%
Receives HDTV (via STB or built-in reception)	318	318	190	73	246	181	64
%V	11.3%	11.4%	12.8%	17.0%	10.5%	12.7%	7.0%
%H		100.0%	59.7%	23.0%	77.4%	56.9%	20.1%
DVD/Blu-ray player or recorder	1162	1154	641	209	966	643	323
%V	41.1%	41.3%	43.2%	48.6%	41.1%	45.0%	35.1%
%H		99.3%	55.2%	18.0%	83.1%	55.3%	27.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5957	5812	5661	2933	815	4284	2304	1980
%H		97.6%	95.0%	49.2%	13.7%	71.9%	38.7%	33.2%
Total Children	1126	1113	1095	673	165	761	493	267
%V	18.9%	19.2%	19.3%	22.9%	20.2%	17.8%	21.4%	13.5%
%H		98.8%	97.2%	59.8%	14.7%	67.6%	43.8%	23.7%
0 - 3	301	294	292	179	44	193	121	72
%V	5.1%	5.1%	5.2%	6.1%	5.4%	4.5%	5.3%	3.6%
%H		97.7%	97.0%	59.5%	14.6%	64.1%	40.2%	23.9%
4 - 15	825	819	802	495	121	568	372	196
%V	13.8%	14.1%	14.2%	16.9%	14.8%	13.3%	16.1%	9.9%
%H		99.3%	97.2%	60.0%	14.7%	68.8%	45.1%	23.8%
4 - 9	411	405	398	253	51	266	168	98
%V	6.9%	7.0%	7.0%	8.6%	6.3%	6.2%	7.3%	4.9%
%H		98.5%	96.8%	61.6%	12.4%	64.7%	40.9%	23.8%
10 - 15	414	414	404	241	70	302	204	98
%V	6.9%	7.1%	7.1%	8.2%	8.6%	7.0%	8.9%	4.9%
%H		100.0%	97.6%	58.2%	16.9%	72.9%	49.3%	23.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5957	5812	5661	2933	815	4284	2304	1980
%H		97.6%	95.0%	49.2%	13.7%	71.9%	38.7%	33.2%
Total Adults (16+)	4831	4699	4566	2260	650	3523	1810	1713
%V	81.1%	80.8%	80.7%	77.1%	79.8%	82.2%	78.6%	86.5%
%H		97.3%	94.5%	46.8%	13.5%	72.9%	37.5%	35.5%
16 - 19	336	314	311	170	53	240	148	92
%V	5.6%	5.4%	5.5%	5.8%	6.5%	5.6%	6.4%	4.6%
%H		93.5%	92.6%	50.6%	15.8%	71.4%	44.0%	27.4%
20 - 24	395	356	346	172	60	264	141	123
%V	6.6%	6.1%	6.1%	5.9%	7.4%	6.2%	6.1%	6.2%
%H		90.1%	87.6%	43.5%	15.2%	66.8%	35.7%	31.1%
25 - 34	807	775	756	452	113	521	318	203
%V	13.5%	13.3%	13.4%	15.4%	13.9%	12.2%	13.8%	10.3%
%H		96.0%	93.7%	56.0%	14.0%	64.6%	39.4%	25.2%
35 - 44	796	787	770	458	119	560	356	205
%V	13.4%	13.5%	13.6%	15.6%	14.6%	13.1%	15.5%	10.4%
%H		98.9%	96.7%	57.5%	14.9%	70.4%	44.7%	25.8%
45 - 54	841	832	819	420	136	633	357	275
%V	14.1%	14.3%	14.5%	14.3%	16.7%	14.8%	15.5%	13.9%
%H		98.9%	97.4%	49.9%	16.2%	75.3%	42.4%	32.7%
55 - 64	679	668	655	302	88	530	261	269
%V	11.4%	11.5%	11.6%	10.3%	10.8%	12.4%	11.3%	13.6%
%H		98.4%	96.5%	44.5%	13.0%	78.1%	38.4%	39.6%
65+	978	967	910	285	82	775	229	546
%V	16.4%	16.6%	16.1%	9.7%	10.1%	18.1%	9.9%	27.6%
%H		98.9%	93.0%	29.1%	8.4%	79.2%	23.4%	55.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4831	4699	4566	2260	650	3523	1810	1713
%H		97.3%	94.5%	46.8%	13.5%	72.9%	37.5%	35.5%
AB	1030	1017	992	534	136	719	384	335
%V	21.3%	21.6%	21.7%	23.6%	20.9%	20.4%	21.2%	19.6%
%H		98.7%	96.3%	51.8%	13.2%	69.8%	37.3%	32.5%
C1	1319	1251	1226	619	207	944	524	420
%V	27.3%	26.6%	26.9%	27.4%	31.8%	26.8%	29.0%	24.5%
%H		94.8%	92.9%	46.9%	15.7%	71.6%	39.7%	31.8%
C2	1042	1027	1008	535	141	813	473	340
%V	21.6%	21.9%	22.1%	23.7%	21.7%	23.1%	26.1%	19.8%
%H		98.6%	96.7%	51.3%	13.5%	78.0%	45.4%	32.6%
D	858	841	812	404	103	627	308	318
%V	17.8%	17.9%	17.8%	17.9%	15.8%	17.8%	17.0%	18.6%
%H		98.0%	94.6%	47.1%	12.0%	73.1%	35.9%	37.1%
E	582	564	529	167	63	421	121	300
%V	12.0%	12.0%	11.6%	7.4%	9.7%	12.0%	6.7%	17.5%
%H		96.9%	90.9%	28.7%	10.8%	72.3%	20.8%	51.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4831	4699	4566	2260	650	3523	1810	1713
%H		97.3%	94.5%	46.8%	13.5%	72.9%	37.5%	35.5%
Working full time	2064	2032	1994	1147	299	1498	915	583
%V	42.7%	43.2%	43.7%	50.8%	46.0%	42.5%	50.6%	34.0%
%H		98.4%	96.6%	55.6%	14.5%	72.6%	44.3%	28.2%
Working part time	513	502	490	251	89	376	217	159
%V	10.6%	10.7%	10.7%	11.1%	13.7%	10.7%	12.0%	9.3%
%H		97.9%	95.5%	48.9%	17.3%	73.3%	42.3%	31.0%
Not working	2255	2166	2082	862	263	1650	679	971
%V	46.7%	46.1%	45.6%	38.1%	40.5%	46.8%	37.5%	56.7%
%H		96.1%	92.3%	38.2%	11.7%	73.2%	30.1%	43.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2384	2309	2237	1145	331	1708	918	791
%H		96.9%	93.8%	48.0%	13.9%	71.6%	38.5%	33.2%
16 - 19	169	163	162	93	28	124	82	43
%V	7.1%	7.1%	7.2%	8.1%	8.5%	7.3%	8.9%	5.4%
%H		96.4%	95.9%	55.0%	16.6%	73.4%	48.5%	25.4%
20 - 24	200	181	173	83	36	129	71	58
%V	8.4%	7.8%	7.7%	7.2%	10.9%	7.6%	7.7%	7.3%
%H		90.5%	86.5%	41.5%	18.0%	64.5%	35.5%	29.0%
25 - 34	413	387	375	219	61	261	159	102
%V	17.3%	16.8%	16.8%	19.1%	18.4%	15.3%	17.3%	12.9%
%H		93.7%	90.8%	53.0%	14.8%	63.2%	38.5%	24.7%
35 - 44	404	399	392	238	55	285	180	105
%V	16.9%	17.3%	17.5%	20.8%	16.6%	16.7%	19.6%	13.3%
%H		98.8%	97.0%	58.9%	13.6%	70.5%	44.6%	26.0%
45 - 54	419	414	406	214	69	306	177	129
%V	17.6%	17.9%	18.1%	18.7%	20.8%	17.9%	19.3%	16.3%
%H		98.8%	96.9%	51.1%	16.5%	73.0%	42.2%	30.8%
55 - 64	334	327	318	149	45	255	128	127
%V	14.0%	14.2%	14.2%	13.0%	13.6%	14.9%	13.9%	16.1%
%H		97.9%	95.2%	44.6%	13.5%	76.3%	38.3%	38.0%
65+	445	439	411	149	37	347	121	227
%V	18.7%	19.0%	18.4%	13.0%	11.2%	20.3%	13.2%	28.7%
%H		98.7%	92.4%	33.5%	8.3%	78.0%	27.2%	51.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		2384	2309	2237	1145	331	1708	918	791
	%H		96.9%	93.8%	48.0%	13.9%	71.6%	38.5%	33.2%
AB		529	520	505	273	70	364	195	169
	%V	22.2%	22.5%	22.6%	23.8%	21.1%	21.3%	21.2%	21.4%
	%H		98.3%	95.5%	51.6%	13.2%	68.8%	36.9%	31.9%
C1		607	574	564	298	103	431	257	174
	%V	25.5%	24.9%	25.2%	26.0%	31.1%	25.2%	28.0%	22.0%
	%H		94.6%	92.9%	49.1%	17.0%	71.0%	42.3%	28.7%
C2		575	564	550	292	78	442	256	185
	%V	24.1%	24.4%	24.6%	25.5%	23.6%	25.9%	27.9%	23.4%
	%H		98.1%	95.7%	50.8%	13.6%	76.9%	44.5%	32.2%
D		435	423	407	213	49	309	158	151
	%V	18.2%	18.3%	18.2%	18.6%	14.8%	18.1%	17.2%	19.1%
	%H		97.2%	93.6%	49.0%	11.3%	71.0%	36.3%	34.7%
E		239	228	212	69	31	163	51	112
	%V	10.0%	9.9%	9.5%	6.0%	9.4%	9.5%	5.6%	14.2%
	%H		95.4%	88.7%	28.9%	13.0%	68.2%	21.3%	46.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2384	2309	2237	1145	331	1708	918	791
%H		96.9%	93.8%	48.0%	13.9%	71.6%	38.5%	33.2%
Working full time	1299	1271	1248	724	187	934	576	357
%V	54.5%	55.0%	55.8%	63.2%	56.5%	54.7%	62.7%	45.1%
%H		97.8%	96.1%	55.7%	14.4%	71.9%	44.3%	27.5%
Working part time	119	113	108	47	21	81	38	43
%V	5.0%	4.9%	4.8%	4.1%	6.3%	4.7%	4.1%	5.4%
%H		95.0%	90.8%	39.5%	17.6%	68.1%	31.9%	36.1%
Not working	966	924	881	374	122	693	303	390
%V	40.5%	40.0%	39.4%	32.7%	36.9%	40.6%	33.0%	49.3%
%H		95.7%	91.2%	38.7%	12.6%	71.7%	31.4%	40.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2447	2390	2329	1115	319	1815	893	922
%H		97.7%	95.2%	45.6%	13.0%	74.2%	36.5%	37.7%
16 - 19	167	151	149	77	25	116	67	49
%V	6.8%	6.3%	6.4%	6.9%	7.8%	6.4%	7.5%	5.3%
%H		90.4%	89.2%	46.1%	15.0%	69.5%	40.1%	29.3%
20 - 24	195	175	172	88	24	134	70	65
%V	8.0%	7.3%	7.4%	7.9%	7.5%	7.4%	7.8%	7.0%
%H		89.7%	88.2%	45.1%	12.3%	68.7%	35.9%	33.3%
25 - 34	394	388	381	232	52	259	159	101
%V	16.1%	16.2%	16.4%	20.8%	16.3%	14.3%	17.8%	11.0%
%H		98.5%	96.7%	58.9%	13.2%	65.7%	40.4%	25.6%
35 - 44	391	388	378	221	63	275	175	100
%V	16.0%	16.2%	16.2%	19.8%	19.7%	15.2%	19.6%	10.8%
%H		99.2%	96.7%	56.5%	16.1%	70.3%	44.8%	25.6%
45 - 54	421	419	413	206	67	327	181	146
%V	17.2%	17.5%	17.7%	18.5%	21.0%	18.0%	20.3%	15.8%
%H		99.5%	98.1%	48.9%	15.9%	77.7%	43.0%	34.7%
55 - 64	345	341	337	154	42	275	133	142
%V	14.1%	14.3%	14.5%	13.8%	13.2%	15.2%	14.9%	15.4%
%H		98.8%	97.7%	44.6%	12.2%	79.7%	38.6%	41.2%
65+	533	528	499	137	45	428	109	319
%V	21.8%	22.1%	21.4%	12.3%	14.1%	23.6%	12.2%	34.6%
%H		99.1%	93.6%	25.7%	8.4%	80.3%	20.5%	59.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2447	2390	2329	1115	319	1815	893	922
%H		97.7%	95.2%	45.6%	13.0%	74.2%	36.5%	37.7%
AB	502	497	487	261	66	355	189	166
%V	20.5%	20.8%	20.9%	23.4%	20.7%	19.6%	21.2%	18.0%
%H		99.0%	97.0%	52.0%	13.1%	70.7%	37.6%	33.1%
C1	712	676	662	321	104	514	267	246
%V	29.1%	28.3%	28.4%	28.8%	32.6%	28.3%	29.9%	26.7%
%H		94.9%	93.0%	45.1%	14.6%	72.2%	37.5%	34.6%
C2	467	462	458	243	64	371	217	155
%V	19.1%	19.3%	19.7%	21.8%	20.1%	20.4%	24.3%	16.8%
%H		98.9%	98.1%	52.0%	13.7%	79.4%	46.5%	33.2%
D	423	418	405	191	53	318	150	168
%V	17.3%	17.5%	17.4%	17.1%	16.6%	17.5%	16.8%	18.2%
%H		98.8%	95.7%	45.2%	12.5%	75.2%	35.5%	39.7%
E	343	337	317	98	32	258	70	188
%V	14.0%	14.1%	13.6%	8.8%	10.0%	14.2%	7.8%	20.4%
%H		98.3%	92.4%	28.6%	9.3%	75.2%	20.4%	54.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2447	2390	2329	1115	319	1815	893	922
%H		97.7%	95.2%	45.6%	13.0%	74.2%	36.5%	37.7%
Working full time	764	761	746	423	112	564	338	226
%V	31.2%	31.8%	32.0%	37.9%	35.1%	31.1%	37.8%	24.5%
%H		99.6%	97.6%	55.4%	14.7%	73.8%	44.2%	29.6%
Working part time	394	388	382	204	67	294	179	116
%V	16.1%	16.2%	16.4%	18.3%	21.0%	16.2%	20.0%	12.6%
%H		98.5%	97.0%	51.8%	17.0%	74.6%	45.4%	29.4%
Not working	1289	1241	1201	488	140	957	376	581
%V	52.7%	51.9%	51.6%	43.8%	43.9%	52.7%	42.1%	63.0%
%H		96.3%	93.2%	37.9%	10.9%	74.2%	29.2%	45.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
January - December 2011

BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1505	1478	1416	599	186	1088	443	645
%H (All HH)		98.2%	94.1%	39.8%	12.4%	72.3%	29.4%	42.9%
%H (TV HH)			95.8%	40.5%	12.6%	73.6%	30.0%	43.6%
AB	301	296	288	135	35	224	101	123
%V	20.0%	20.0%	20.3%	22.5%	18.8%	20.6%	22.8%	19.1%
%H (All HH)		98.3%	95.7%	44.9%	11.6%	74.4%	33.6%	40.9%
%H (TV HH)			97.3%	45.6%	11.8%	75.7%	34.1%	41.6%
C1	362	354	342	163	55	258	130	128
%V	24.1%	24.0%	24.2%	27.2%	29.6%	23.7%	29.3%	19.8%
%H (All HH)		97.8%	94.5%	45.0%	15.2%	71.3%	35.9%	35.4%
%H (TV HH)			96.6%	46.0%	15.5%	72.9%	36.7%	36.2%
C2	298	293	289	135	35	215	94	120
%V	19.8%	19.8%	20.4%	22.5%	18.8%	19.8%	21.2%	18.6%
%H (All HH)		98.3%	97.0%	45.3%	11.7%	72.1%	31.5%	40.3%
%H (TV HH)			98.6%	46.1%	11.9%	73.4%	32.1%	41.0%
D	263	262	254	107	29	194	74	120
%V	17.5%	17.7%	17.9%	17.9%	15.6%	17.8%	16.7%	18.6%
%H (All HH)		99.6%	96.6%	40.7%	11.0%	73.8%	28.1%	45.6%
%H (TV HH)			96.9%	40.8%	11.1%	74.0%	28.2%	45.8%
E	281	272	243	60	31	197	43	153
%V	18.7%	18.4%	17.2%	10.0%	16.7%	18.1%	9.7%	23.7%
%H (All HH)		96.8%	86.5%	21.4%	11.0%	70.1%	15.3%	54.4%
%H (TV HH)			89.3%	22.1%	11.4%	72.4%	15.8%	56.3%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2011

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1505	1478	1416	599	186	1088	443	645
%V (All HH)		98.2%	94.1%	39.8%	12.4%	72.3%	29.4%	42.9%
%H (TV HH)			95.8%	40.5%	12.6%	73.6%	30.0%	43.6%
Under 25	60	56	53	21	8	39	15	25
%V	4.0%	3.8%	3.7%	3.5%	4.3%	3.6%	3.4%	3.9%
%H (All HH)		93.3%	88.3%	35.0%	13.3%	65.0%	25.0%	41.7%
%H (TV HH)			94.6%	37.5%	14.3%	69.6%	26.8%	44.6%
25 - 34	212	204	200	99	40	136	73	63
%V	14.1%	13.8%	14.1%	16.5%	21.5%	12.5%	16.5%	9.8%
%H (All HH)		96.2%	94.3%	46.7%	18.9%	64.2%	34.4%	29.7%
%H (TV HH)			98.0%	48.5%	19.6%	66.7%	35.8%	30.9%
35 - 44	254	252	247	132	30	184	98	86
%V	16.9%	17.1%	17.4%	22.0%	16.1%	16.9%	22.1%	13.3%
%H (All HH)		99.2%	97.2%	52.0%	11.8%	72.4%	38.6%	33.9%
%H (TV HH)			98.0%	52.4%	11.9%	73.0%	38.9%	34.1%
45 - 54	294	285	280	137	37	212	101	111
%V	19.5%	19.3%	19.8%	22.9%	19.9%	19.5%	22.8%	17.2%
%H (All HH)		96.9%	95.2%	46.6%	12.6%	72.1%	34.4%	37.8%
%H (TV HH)			98.2%	48.1%	13.0%	74.4%	35.4%	38.9%
55 - 64	276	274	267	117	34	207	86	121
%V	18.3%	18.5%	18.9%	19.5%	18.3%	19.0%	19.4%	18.8%
%H (All HH)		99.3%	96.7%	42.4%	12.3%	75.0%	31.2%	43.8%
%H (TV HH)			97.4%	42.7%	12.4%	75.5%	31.4%	44.2%
65 +	410	406	368	94	36	309	70	239
%V	27.2%	27.5%	26.0%	15.7%	19.4%	28.4%	15.8%	37.1%
%H (All HH)		99.0%	89.8%	22.9%	8.8%	75.4%	17.1%	58.3%
%H (TV HH)			90.6%	23.2%	8.9%	76.1%	17.2%	58.9%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1505	1478	1416	599	186	1088	443	645
%H (All HH)		98.2%	94.1%	39.8%	12.4%	72.3%	29.4%	42.9%
%H (TV HH)			95.8%	40.5%	12.6%	73.6%	30.0%	43.6%
1	525	507	461	126	54	369	86	284
%V	34.9%	34.3%	32.6%	21.0%	29.0%	33.9%	19.4%	44.0%
%H (All HH)		96.6%	87.8%	24.0%	10.3%	70.3%	16.4%	54.1%
%H (TV HH)			90.9%	24.9%	10.7%	72.8%	17.0%	56.0%
2	481	476	468	192	53	360	136	224
%V	32.0%	32.2%	33.1%	32.1%	28.5%	33.1%	30.7%	34.7%
%H (All HH)		99.0%	97.3%	39.9%	11.0%	74.8%	28.3%	46.6%
%H (TV HH)			98.3%	40.3%	11.1%	75.6%	28.6%	47.1%
3	246	245	239	133	40	175	103	72
%V	16.3%	16.6%	16.9%	22.2%	21.5%	16.1%	23.3%	11.2%
%H (All HH)		99.6%	97.2%	54.1%	16.3%	71.1%	41.9%	29.3%
%H (TV HH)			97.6%	54.3%	16.3%	71.4%	42.0%	29.4%
4	179	178	177	105	26	136	90	46
%V	11.9%	12.0%	12.5%	17.5%	14.0%	12.5%	20.3%	7.1%
%H (All HH)		99.4%	98.9%	58.7%	14.5%	76.0%	50.3%	25.7%
%H (TV HH)			99.4%	59.0%	14.6%	76.4%	50.6%	25.8%
5+	74	72	72	44	12	48	30	19
%V	4.9%	4.9%	5.1%	7.3%	6.5%	4.4%	6.8%	2.9%
%H (All HH)		97.3%	97.3%	59.5%	16.2%	64.9%	40.5%	25.7%
%H (TV HH)			100.0%	61.1%	16.7%	66.7%	41.7%	26.4%
Average HH size	2.22	2.23	2.26	2.61	2.43	2.22	2.67	1.91

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1505	1478	1416	599	186	1088	443	645
%H (All HH)		98.2%	94.1%	39.8%	12.4%	72.3%	29.4%	42.9%
%H (TV HH)			95.8%	40.5%	12.6%	73.6%	30.0%	43.6%
Without	1149	1122	1067	402	134	839	297	543
%V	76.3%	75.9%	75.4%	67.1%	72.0%	77.1%	67.0%	84.2%
%H (All HH)		97.7%	92.9%	35.0%	11.7%	73.0%	25.8%	47.3%
%H (TV HH)			95.1%	35.8%	11.9%	74.8%	26.5%	48.4%
With	356	356	349	197	52	249	146	103
%V	23.7%	24.1%	24.6%	32.9%	28.0%	22.9%	33.0%	16.0%
%H (All HH)		100.0%	98.0%	55.3%	14.6%	69.9%	41.0%	28.9%
%H (TV HH)			98.0%	55.3%	14.6%	69.9%	41.0%	28.9%
0 - 3	133	133	130	69	20	90	49	41
%V	8.8%	9.0%	9.2%	11.5%	10.8%	8.3%	11.1%	6.4%
%H (All HH)		100.0%	97.7%	51.9%	15.0%	67.7%	36.8%	30.8%
%H (TV HH)			97.7%	51.9%	15.0%	67.7%	36.8%	30.8%
4 - 9	173	172	169	98	23	121	72	49
%V	11.5%	11.6%	11.9%	16.4%	12.4%	11.1%	16.3%	7.6%
%H (All HH)		99.4%	97.7%	56.6%	13.3%	69.9%	41.6%	28.3%
%H (TV HH)			98.3%	57.0%	13.4%	70.3%	41.9%	28.5%
10 - 15	172	172	170	104	25	126	82	44
%V	11.4%	11.6%	12.0%	17.4%	13.4%	11.6%	18.5%	6.8%
%H (All HH)		100.0%	98.8%	60.5%	14.5%	73.3%	47.7%	25.6%
%H (TV HH)			98.8%	60.5%	14.5%	73.3%	47.7%	25.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2011

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1505	1478	1416	599	186	1088	443	645
%H (All HH)		98.2%	94.1%	39.8%	12.4%	72.3%	29.4%	42.9%
%H (TV HH)			95.8%	40.5%	12.6%	73.6%	30.0%	43.6%
1	530	530	492	170	51	334	63	271
%V	35.2%	35.9%	34.7%	28.4%	27.4%	30.7%	14.2%	42.0%
%H (All HH)		100.0%	92.8%	32.1%	9.6%	63.0%	11.9%	51.1%
%H (TV HH)			92.8%	32.1%	9.6%	63.0%	11.9%	51.1%
2	510	510	490	183	66	391	147	244
%V	33.9%	34.5%	34.6%	30.6%	35.5%	35.9%	33.2%	37.8%
%H (All HH)		100.0%	96.1%	35.9%	12.9%	76.7%	28.8%	47.8%
%H (TV HH)			96.1%	35.9%	12.9%	76.7%	28.8%	47.8%
3	239	239	236	120	39	192	109	83
%V	15.9%	16.2%	16.7%	20.0%	21.0%	17.6%	24.6%	12.9%
%H (All HH)		100.0%	98.7%	50.2%	16.3%	80.3%	45.6%	34.7%
%H (TV HH)			98.7%	50.2%	16.3%	80.3%	45.6%	34.7%
4	125	125	124	70	20	106	71	35
%V	8.3%	8.5%	8.8%	11.7%	10.8%	9.7%	16.0%	5.4%
%H (All HH)		100.0%	99.2%	56.0%	16.0%	84.8%	56.8%	28.0%
%H (TV HH)			99.2%	56.0%	16.0%	84.8%	56.8%	28.0%
5+	74	74	74	56	10	64	53	11
%V	4.9%	5.0%	5.2%	9.3%	5.4%	5.9%	12.0%	1.7%
%H (All HH)		100.0%	100.0%	75.7%	13.5%	86.5%	71.6%	14.9%
%H (TV HH)			100.0%	75.7%	13.5%	86.5%	71.6%	14.9%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1505	1478	1416	599	186	1088	443	645
%H (All HH)		98.2%	94.1%	39.8%	12.4%	72.3%	29.4%	42.9%
%H (TV HH)			95.8%	40.5%	12.6%	73.6%	30.0%	43.6%
Under 20"	577	577	547	244	67	445	203	242
%V	38.3%	39.0%	38.6%	40.7%	36.0%	40.9%	45.8%	37.5%
%H (All HH)		100.0%	94.8%	42.3%	11.6%	77.1%	35.2%	41.9%
%H (TV HH)			94.8%	42.3%	11.6%	77.1%	35.2%	41.9%
20" - 29"	686	686	650	263	77	528	210	318
%V	45.6%	46.4%	45.9%	43.9%	41.4%	48.5%	47.4%	49.3%
%H (All HH)		100.0%	94.8%	38.3%	11.2%	77.0%	30.6%	46.4%
%H (TV HH)			94.8%	38.3%	11.2%	77.0%	30.6%	46.4%
30" - 39"	740	740	725	337	98	564	265	299
%V	49.2%	50.1%	51.2%	56.3%	52.7%	51.8%	59.8%	46.4%
%H (All HH)		100.0%	98.0%	45.5%	13.2%	76.2%	35.8%	40.4%
%H (TV HH)			98.0%	45.5%	13.2%	76.2%	35.8%	40.4%
40" and over	511	511	510	278	92	387	239	147
%V	34.0%	34.6%	36.0%	46.4%	49.5%	35.6%	54.0%	22.8%
%H (All HH)		100.0%	99.8%	54.4%	18.0%	75.7%	46.8%	28.8%
%H (TV HH)			99.8%	54.4%	18.0%	75.7%	46.8%	28.8%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1505	1478	1416	599	186	1088	443	645
%H (All HH)		98.2%	94.1%	39.8%	12.4%	72.3%	29.4%	42.9%
%H (TV HH)			95.8%	40.5%	12.6%	73.6%	30.0%	43.6%
Main living room	1470	1470	1409	598	185	1083	442	640
%V	97.7%	99.5%	99.5%	99.8%	99.5%	99.5%	99.8%	99.2%
%H (All HH)		100.0%	95.9%	40.7%	12.6%	73.7%	30.1%	43.5%
%H (TV HH)			95.9%	40.7%	12.6%	73.7%	30.1%	43.5%
Kitchen	207	207	201	106	22	171	94	77
%V	13.8%	14.0%	14.2%	17.7%	11.8%	15.7%	21.2%	11.9%
%H (All HH)		100.0%	97.1%	51.2%	10.6%	82.6%	45.4%	37.2%
%H (TV HH)			97.1%	51.2%	10.6%	82.6%	45.4%	37.2%
Adult's bedroom	732	732	717	343	107	584	307	277
%V	48.6%	49.5%	50.6%	57.3%	57.5%	53.7%	69.3%	42.9%
%H (All HH)		100.0%	98.0%	46.9%	14.6%	79.8%	41.9%	37.8%
%H (TV HH)			98.0%	46.9%	14.6%	79.8%	41.9%	37.8%
Child's bedroom	159	159	159	97	27	128	90	37
%V	10.6%	10.8%	11.2%	16.2%	14.5%	11.8%	20.3%	5.7%
%H (All HH)		100.0%	100.0%	61.0%	17.0%	80.5%	56.6%	23.3%
%H (TV HH)			100.0%	61.0%	17.0%	80.5%	56.6%	23.3%
Other bedroom	97	97	96	50	15	82	51	31
%V	6.4%	6.6%	6.8%	8.3%	8.1%	7.5%	11.5%	4.8%
%H (All HH)		100.0%	99.0%	51.5%	15.5%	84.5%	52.6%	32.0%
%H (TV HH)			99.0%	51.5%	15.5%	84.5%	52.6%	32.0%
Second living/dining room	171	171	167	91	23	139	83	56
%V	11.4%	11.6%	11.8%	15.2%	12.4%	12.8%	18.7%	8.7%
%H (All HH)		100.0%	97.7%	53.2%	13.5%	81.3%	48.5%	32.7%
%H (TV HH)			97.7%	53.2%	13.5%	81.3%	48.5%	32.7%
Study/office	31	31	31	16	5	27	15	12
%V	2.1%	2.1%	2.2%	2.7%	2.7%	2.5%	3.4%	1.9%
%H (All HH)		100.0%	100.0%	51.6%	16.1%	87.1%	48.4%	38.7%
%H (TV HH)			100.0%	51.6%	16.1%	87.1%	48.4%	38.7%
TV room	9	9	9	5	0	8	4	4
%V	0.6%	0.6%	0.6%	0.8%	0.0%	0.7%	0.9%	0.6%
%H (All HH)		100.0%	100.0%	55.6%	0.0%	88.9%	44.4%	44.4%
%H (TV HH)			100.0%	55.6%	0.0%	88.9%	44.4%	44.4%
No specific location	4	4	4	3	0	4	3	1
%V	0.3%	0.3%	0.3%	0.5%	0.0%	0.4%	0.7%	0.2%
%H (All HH)		100.0%	100.0%	75.0%	0.0%	100.0%	75.0%	25.0%
%H (TV HH)			100.0%	75.0%	0.0%	100.0%	75.0%	25.0%
Other	29	29	29	17	5	24	16	8
%V	1.9%	2.0%	2.0%	2.8%	2.7%	2.2%	3.6%	1.2%
%H (All HH)		100.0%	100.0%	58.6%	17.2%	82.8%	55.2%	27.6%
%H (TV HH)			100.0%	58.6%	17.2%	82.8%	55.2%	27.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC North East & Cumbria

Household level data

Table 9.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1505	1478	1416	599	186	1088	443	645
%H (All HH)		98.2%	94.1%	39.8%	12.4%	72.3%	29.4%	42.9%
%H (TV HH)			95.8%	40.5%	12.6%	73.6%	30.0%	43.6%
PVR	701	701	701	454	98	495	335	159
%V	46.6%	47.4%	49.5%	75.8%	52.7%	45.5%	75.6%	24.7%
%H (All HH)		100.0%	100.0%	64.8%	14.0%	70.6%	47.8%	22.7%
%H (TV HH)			100.0%	64.8%	14.0%	70.6%	47.8%	22.7%
DVDR	227	227	222	98	31	181	83	98
%V	15.1%	15.4%	15.7%	16.4%	16.7%	16.6%	18.7%	15.2%
%H (All HH)		100.0%	97.8%	43.2%	13.7%	79.7%	36.6%	43.2%
%H (TV HH)			97.8%	43.2%	13.7%	79.7%	36.6%	43.2%
VCR	239	239	229	76	28	188	60	128
%V	15.9%	16.2%	16.2%	12.7%	15.1%	17.3%	13.5%	19.8%
%H (All HH)		100.0%	95.8%	31.8%	11.7%	78.7%	25.1%	53.6%
%H (TV HH)			95.8%	31.8%	11.7%	78.7%	25.1%	53.6%
Any recorder	943	943	928	503	126	683	371	312
%V	62.7%	63.8%	65.5%	84.0%	67.7%	62.8%	83.7%	48.4%
%H (All HH)		100.0%	98.4%	53.3%	13.4%	72.4%	39.3%	33.1%
%H (TV HH)			98.4%	53.3%	13.4%	72.4%	39.3%	33.1%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC North East & Cumbria

Household level data

Table 9.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1505	1478	1416	599	186	1088	443	645
%H (All HH)		98.2%	94.1%	39.8%	12.4%	72.3%	29.4%	42.9%
%H (TV HH)			95.8%	40.5%	12.6%	73.6%	30.0%	43.6%
Receives HDTV (via STB or built-in reception)	481	481	481	281	106	347	246	100
%V	32.0%	32.5%	34.0%	46.9%	57.0%	31.9%	55.5%	15.5%
%H (All HH)		100.0%	100.0%	58.4%	22.0%	72.1%	51.1%	20.8%
%H (TV HH)			100.0%	58.4%	22.0%	72.1%	51.1%	20.8%
DVD/Blu-ray player or recorder	1184	1184	1161	512	165	891	393	498
%V	78.7%	80.1%	82.0%	85.5%	88.7%	81.9%	88.7%	77.2%
%H (All HH)		100.0%	98.1%	43.2%	13.9%	75.3%	33.2%	42.1%
%H (TV HH)			98.1%	43.2%	13.9%	75.3%	33.2%	42.1%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC North East & Cumbria

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1505	1478	1416	599	186	1088	443	645
%H (All HH)		98.2%	94.1%	39.8%	12.4%	72.3%	29.4%	42.9%
%H (TV HH)			95.8%	40.5%	12.6%	73.6%	30.0%	43.6%
Has PC or Laptop	1027	1008	996	497	153	742	385	357
%V	68.2%	68.2%	70.3%	83.0%	82.3%	68.2%	86.9%	55.3%
%H (All HH)		98.1%	97.0%	48.4%	14.9%	72.2%	37.5%	34.8%
%H (TV HH)			98.8%	49.3%	15.2%	73.6%	38.2%	35.4%
Has broadband internet	931	917	909	470	150	668	367	300
%V	61.9%	62.0%	64.2%	78.5%	80.6%	61.4%	82.8%	46.5%
%H (All HH)		98.5%	97.6%	50.5%	16.1%	71.8%	39.4%	32.2%
%H (TV HH)			99.1%	51.3%	16.4%	72.8%	40.0%	32.7%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC North East & Cumbria

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3167	3077	1481	432	2466	1255	1211
%H		97.2%	46.8%	13.6%	77.9%	39.6%	38.2%
Under 20"	790	756	366	94	613	309	304
%V	24.9%	24.6%	24.7%	21.8%	24.9%	24.6%	25.1%
%H		95.7%	46.3%	11.9%	77.6%	39.1%	38.5%
20" - 29"	884	846	363	98	702	304	398
%V	27.9%	27.5%	24.5%	22.7%	28.5%	24.2%	32.9%
%H		95.7%	41.1%	11.1%	79.4%	34.4%	45.0%
30" - 39"	872	856	414	124	672	340	332
%V	27.5%	27.8%	28.0%	28.7%	27.3%	27.1%	27.4%
%H		98.2%	47.5%	14.2%	77.1%	39.0%	38.1%
40" and over	589	588	326	110	453	291	163
%V	18.6%	19.1%	22.0%	25.5%	18.4%	23.2%	13.5%
%H		99.8%	55.3%	18.7%	76.9%	49.4%	27.7%
Don't know	32	31	12	6	25	11	13
%V	1.0%	1.0%	0.8%	1.4%	1.0%	0.9%	1.1%
%H		96.9%	37.5%	18.8%	78.1%	34.4%	40.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3167	3077	1481	432	2466	1255	1211
%H		97.2%	46.8%	13.6%	77.9%	39.6%	38.2%
Main living room	1479	1418	600	186	1089	444	645
%V	46.7%	46.1%	40.5%	43.1%	44.2%	35.4%	53.3%
%H		95.9%	40.6%	12.6%	73.6%	30.0%	43.6%
Kitchen	207	201	106	22	171	94	77
%V	6.5%	6.5%	7.2%	5.1%	6.9%	7.5%	6.4%
%H		97.1%	51.2%	10.6%	82.6%	45.4%	37.2%
Adult's bedroom	905	888	447	139	733	413	320
%V	28.6%	28.9%	30.2%	32.2%	29.7%	32.9%	26.4%
%H		98.1%	49.4%	15.4%	81.0%	45.6%	35.4%
Child's bedroom	215	215	131	35	171	119	52
%V	6.8%	7.0%	8.8%	8.1%	6.9%	9.5%	4.3%
%H		100.0%	60.9%	16.3%	79.5%	55.3%	24.2%
Other bedroom	110	109	62	15	94	61	32
%V	3.5%	3.5%	4.2%	3.5%	3.8%	4.9%	2.6%
%H		99.1%	56.4%	13.6%	85.5%	55.5%	29.1%
Second living/dining room	175	171	93	24	143	85	58
%V	5.5%	5.6%	6.3%	5.6%	5.8%	6.8%	4.8%
%H		97.7%	53.1%	13.7%	81.7%	48.6%	33.1%
Study/office	32	32	16	5	28	15	13
%V	1.0%	1.0%	1.1%	1.2%	1.1%	1.2%	1.1%
%H		100.0%	50.0%	15.6%	87.5%	46.9%	40.6%
TV room	9	9	5	0	8	4	4
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.3%	0.3%
%H		100.0%	55.6%	0.0%	88.9%	44.4%	44.4%
No specific location	4	4	3	0	4	3	1
%V	0.1%	0.1%	0.2%	0.0%	0.2%	0.2%	0.1%
%H		100.0%	75.0%	0.0%	100.0%	75.0%	25.0%
Other	31	30	18	5	25	18	8
%V	1.0%	1.0%	1.2%	1.2%	1.0%	1.4%	0.7%
%H		96.8%	58.1%	16.1%	80.6%	58.1%	25.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC North East & Cumbria

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3167	3077	1481	432	2466	1255	1211
%H		97.2%	46.8%	13.6%	77.9%	39.6%	38.2%
PVR	863	863	588	112	590	414	177
%V	27.2%	28.0%	39.7%	25.9%	23.9%	33.0%	14.6%
%H		100.0%	68.1%	13.0%	68.4%	48.0%	20.5%
DVDR	266	261	122	36	214	104	111
%V	8.4%	8.5%	8.2%	8.3%	8.7%	8.3%	9.2%
%H		98.1%	45.9%	13.5%	80.5%	39.1%	41.7%
VCR	280	268	95	31	221	74	148
%V	8.8%	8.7%	6.4%	7.2%	9.0%	5.9%	12.2%
%H		95.7%	33.9%	11.1%	78.9%	26.4%	52.9%
Any recorder	1221	1205	696	155	874	499	375
%V	38.6%	39.2%	47.0%	35.9%	35.4%	39.8%	31.0%
%H		98.7%	57.0%	12.7%	71.6%	40.9%	30.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3167	3077	1481	432	2466	1255	1211
%H		97.2%	46.8%	13.6%	77.9%	39.6%	38.2%
Receives HDTV (via STB or built-in reception)	611	611	364	133	442	317	125
%V	19.3%	19.9%	24.6%	30.8%	17.9%	25.3%	10.3%
%H		100.0%	59.6%	21.8%	72.3%	51.9%	20.5%
DVD/Blu-ray player or recorder	1826	1800	864	272	1428	736	692
%V	57.7%	58.5%	58.3%	63.0%	57.9%	58.6%	57.1%
%H		98.6%	47.3%	14.9%	78.2%	40.3%	37.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC North East & Cumbria

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1477	1415	599	185	1088	443	645
%H		95.8%	40.6%	12.5%	73.7%	30.0%	43.7%
Under 20"	50	38	4	2	34	2	32
%V	3.4%	2.7%	0.7%	1.1%	3.1%	0.5%	5.0%
%H		76.0%	8.0%	4.0%	68.0%	4.0%	64.0%
20" - 29"	370	338	97	28	268	53	215
%V	25.1%	23.9%	16.2%	15.1%	24.6%	12.0%	33.3%
%H		91.4%	26.2%	7.6%	72.4%	14.3%	58.1%
30" - 39"	555	540	229	63	410	158	252
%V	37.6%	38.2%	38.2%	34.1%	37.7%	35.7%	39.1%
%H		97.3%	41.3%	11.4%	73.9%	28.5%	45.4%
40" and over	492	491	267	89	371	229	142
%V	33.3%	34.7%	44.6%	48.1%	34.1%	51.7%	22.0%
%H		99.8%	54.3%	18.1%	75.4%	46.5%	28.9%
Don't know	10	9	2	3	5	1	4
%V	0.7%	0.6%	0.3%	1.6%	0.5%	0.2%	0.6%
%H		90.0%	20.0%	30.0%	50.0%	10.0%	40.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1477	1415	599	185	1088	443	645
%H		95.8%	40.6%	12.5%	73.7%	30.0%	43.7%
PVR	685	685	450	95	479	329	150
%V	46.4%	48.4%	75.1%	51.4%	44.0%	74.3%	23.3%
%H		100.0%	65.7%	13.9%	69.9%	48.0%	21.9%
DVDR	191	187	77	23	153	63	90
%V	12.9%	13.2%	12.9%	12.4%	14.1%	14.2%	14.0%
%H		97.9%	40.3%	12.0%	80.1%	33.0%	47.1%
VCR	192	183	53	20	155	43	111
%V	13.0%	12.9%	8.8%	10.8%	14.2%	9.7%	17.2%
%H		95.3%	27.6%	10.4%	80.7%	22.4%	57.8%
Any recorder	912	898	493	118	661	363	298
%V	61.7%	63.5%	82.3%	63.8%	60.8%	81.9%	46.2%
%H		98.5%	54.1%	12.9%	72.5%	39.8%	32.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1477	1415	599	185	1088	443	645
%H		95.8%	40.6%	12.5%	73.7%	30.0%	43.7%
Receives HDTV (via STB or built-in reception)	465	465	274	102	333	237	95
%V	31.5%	32.9%	45.7%	55.1%	30.6%	53.5%	14.7%
%H		100.0%	58.9%	21.9%	71.6%	51.0%	20.4%
DVD/Blu-ray player or recorder	1109	1086	474	151	833	359	474
%V	75.1%	76.7%	79.1%	81.6%	76.6%	81.0%	73.5%
%H		97.9%	42.7%	13.6%	75.1%	32.4%	42.7%

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1690	1662	882	247	1378	812	566
%H		98.3%	52.2%	14.6%	81.5%	48.0%	33.5%
Under 20"	740	718	362	92	579	307	272
%V	43.8%	43.2%	41.0%	37.2%	42.0%	37.8%	48.1%
%H		97.0%	48.9%	12.4%	78.2%	41.5%	36.8%
20" - 29"	514	508	266	70	435	252	183
%V	30.4%	30.6%	30.2%	28.3%	31.6%	31.0%	32.3%
%H		98.8%	51.8%	13.6%	84.6%	49.0%	35.6%
30" - 39"	317	317	185	61	262	182	80
%V	18.8%	19.1%	21.0%	24.7%	19.0%	22.4%	14.1%
%H		100.0%	58.4%	19.2%	82.6%	57.4%	25.2%
40" and over	97	97	59	21	82	61	21
%V	5.7%	5.8%	6.7%	8.5%	6.0%	7.5%	3.7%
%H		100.0%	60.8%	21.6%	84.5%	62.9%	21.6%
Don't know	23	23	11	3	20	10	9
%V	1.4%	1.4%	1.2%	1.2%	1.5%	1.2%	1.6%
%H		100.0%	47.8%	13.0%	87.0%	43.5%	39.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1690	1662	882	247	1378	812	566
%H		98.3%	52.2%	14.6%	81.5%	48.0%	33.5%
PVR	178	178	138	18	112	85	27
%V	10.5%	10.7%	15.6%	7.3%	8.1%	10.5%	4.8%
%H		100.0%	77.5%	10.1%	62.9%	47.8%	15.2%
DVDR	75	75	45	13	62	41	21
%V	4.4%	4.5%	5.1%	5.3%	4.5%	5.0%	3.7%
%H		100.0%	60.0%	17.3%	82.7%	54.7%	28.0%
VCR	87	86	42	11	66	30	36
%V	5.1%	5.2%	4.8%	4.5%	4.8%	3.7%	6.4%
%H		98.9%	48.3%	12.6%	75.9%	34.5%	41.4%
Any recorder	309	307	203	37	213	136	77
%V	18.3%	18.5%	23.0%	15.0%	15.5%	16.7%	13.6%
%H		99.4%	65.7%	12.0%	68.9%	44.0%	24.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1690	1662	882	247	1378	812	566
%H		98.3%	52.2%	14.6%	81.5%	48.0%	33.5%
Receives HDTV (via STB or built-in reception)	146	146	90	30	110	80	30
%V	8.6%	8.8%	10.2%	12.1%	8.0%	9.9%	5.3%
%H		100.0%	61.6%	20.5%	75.3%	54.8%	20.5%
DVD/Blu-ray player or recorder	717	713	390	121	596	377	219
%V	42.4%	42.9%	44.2%	49.0%	43.3%	46.4%	38.7%
%H		99.4%	54.4%	16.9%	83.1%	52.6%	30.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC North East & Cumbria

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3343	3294	3206	1562	451	2418	1185	1234
%H		98.5%	95.9%	46.7%	13.5%	72.3%	35.4%	36.9%
Total Children	592	591	583	341	83	406	240	165
%V	17.7%	17.9%	18.2%	21.8%	18.4%	16.8%	20.3%	13.4%
%H		99.8%	98.5%	57.6%	14.0%	68.6%	40.5%	27.9%
0 - 3	152	152	149	82	22	101	55	46
%V	4.5%	4.6%	4.6%	5.2%	4.9%	4.2%	4.6%	3.7%
%H		100.0%	98.0%	53.9%	14.5%	66.4%	36.2%	30.3%
4 - 15	440	439	434	259	61	304	185	120
%V	13.2%	13.3%	13.5%	16.6%	13.5%	12.6%	15.6%	9.7%
%H		99.8%	98.6%	58.9%	13.9%	69.1%	42.0%	27.3%
4 - 9	221	220	217	124	30	147	83	64
%V	6.6%	6.7%	6.8%	7.9%	6.7%	6.1%	7.0%	5.2%
%H		99.5%	98.2%	56.1%	13.6%	66.5%	37.6%	29.0%
10 - 15	219	219	217	135	31	157	102	56
%V	6.6%	6.6%	6.8%	8.6%	6.9%	6.5%	8.6%	4.5%
%H		100.0%	99.1%	61.6%	14.2%	71.7%	46.6%	25.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3343	3294	3206	1562	451	2418	1185	1234
%H		98.5%	95.9%	46.7%	13.5%	72.3%	35.4%	36.9%
Total Adults (16+)	2751	2703	2623	1221	368	2013	944	1068
%V	82.3%	82.1%	81.8%	78.2%	81.6%	83.3%	79.7%	86.5%
%H		98.3%	95.3%	44.4%	13.4%	73.2%	34.3%	38.8%
16 - 19	186	174	172	90	32	141	90	51
%V	5.6%	5.3%	5.4%	5.8%	7.1%	5.8%	7.6%	4.1%
%H		93.5%	92.5%	48.4%	17.2%	75.8%	48.4%	27.4%
20 - 24	198	192	186	87	38	142	76	65
%V	5.9%	5.8%	5.8%	5.6%	8.4%	5.9%	6.4%	5.3%
%H		97.0%	93.9%	43.9%	19.2%	71.7%	38.4%	32.8%
25 - 34	419	409	403	226	66	275	157	118
%V	12.5%	12.4%	12.6%	14.5%	14.6%	11.4%	13.2%	9.6%
%H		97.6%	96.2%	53.9%	15.8%	65.6%	37.5%	28.2%
35 - 44	429	426	419	235	55	303	171	133
%V	12.8%	12.9%	13.1%	15.0%	12.2%	12.5%	14.4%	10.8%
%H		99.3%	97.7%	54.8%	12.8%	70.6%	39.9%	31.0%
45 - 54	486	477	470	239	61	357	181	176
%V	14.5%	14.5%	14.7%	15.3%	13.5%	14.8%	15.3%	14.3%
%H		98.1%	96.7%	49.2%	12.6%	73.5%	37.2%	36.2%
55 - 64	434	432	422	190	61	329	149	180
%V	13.0%	13.1%	13.2%	12.2%	13.5%	13.6%	12.6%	14.6%
%H		99.5%	97.2%	43.8%	14.1%	75.8%	34.3%	41.5%
65+	597	593	551	153	54	465	120	345
%V	17.9%	18.0%	17.2%	9.8%	12.0%	19.2%	10.1%	28.0%
%H		99.3%	92.3%	25.6%	9.0%	77.9%	20.1%	57.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC North East & Cumbria

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2751	2703	2623	1221	368	2013	944	1068
%H		98.3%	95.3%	44.4%	13.4%	73.2%	34.3%	38.8%
AB	596	588	574	289	70	447	220	226
%V	21.7%	21.8%	21.9%	23.7%	19.0%	22.2%	23.3%	21.2%
%H		98.7%	96.3%	48.5%	11.7%	75.0%	36.9%	37.9%
C1	705	681	665	335	124	505	287	217
%V	25.6%	25.2%	25.4%	27.4%	33.7%	25.1%	30.4%	20.3%
%H		96.6%	94.3%	47.5%	17.6%	71.6%	40.7%	30.8%
C2	589	585	579	295	76	434	220	214
%V	21.4%	21.6%	22.1%	24.2%	20.7%	21.6%	23.3%	20.0%
%H		99.3%	98.3%	50.1%	12.9%	73.7%	37.4%	36.3%
D	478	476	467	209	56	353	147	206
%V	17.4%	17.6%	17.8%	17.1%	15.2%	17.5%	15.6%	19.3%
%H		99.6%	97.7%	43.7%	11.7%	73.8%	30.8%	43.1%
E	382	373	338	92	42	274	69	205
%V	13.9%	13.8%	12.9%	7.5%	11.4%	13.6%	7.3%	19.2%
%H		97.6%	88.5%	24.1%	11.0%	71.7%	18.1%	53.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011
BBC North East & Cumbria
Individual level data
Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2751	2703	2623	1221	368	2013	944	1068
%H		98.3%	95.3%	44.4%	13.4%	73.2%	34.3%	38.8%
Working full time	1101	1087	1076	605	157	784	452	332
%V	40.0%	40.2%	41.0%	49.5%	42.7%	38.9%	47.9%	31.1%
%H		98.7%	97.7%	55.0%	14.3%	71.2%	41.1%	30.2%
Working part time	301	299	294	160	33	212	109	104
%V	10.9%	11.1%	11.2%	13.1%	9.0%	10.5%	11.5%	9.7%
%H		99.3%	97.7%	53.2%	11.0%	70.4%	36.2%	34.6%
Not working	1349	1317	1254	455	178	1016	384	632
%V	49.0%	48.7%	47.8%	37.3%	48.4%	50.5%	40.7%	59.2%
%H		97.6%	93.0%	33.7%	13.2%	75.3%	28.5%	46.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1340	1311	1278	620	185	967	477	490
%H		97.8%	95.4%	46.3%	13.8%	72.2%	35.6%	36.6%
16 - 19	92	87	86	49	17	72	51	20
%V	6.9%	6.6%	6.7%	7.9%	9.2%	7.4%	10.7%	4.1%
%H		94.6%	93.5%	53.3%	18.5%	78.3%	55.4%	21.7%
20 - 24	102	98	95	51	18	68	41	27
%V	7.6%	7.5%	7.4%	8.2%	9.7%	7.0%	8.6%	5.5%
%H		96.1%	93.1%	50.0%	17.6%	66.7%	40.2%	26.5%
25 - 34	218	210	205	119	36	138	83	55
%V	16.3%	16.0%	16.0%	19.2%	19.5%	14.3%	17.4%	11.2%
%H		96.3%	94.0%	54.6%	16.5%	63.3%	38.1%	25.2%
35 - 44	204	201	199	104	28	146	77	69
%V	15.2%	15.3%	15.6%	16.8%	15.1%	15.1%	16.1%	14.1%
%H		98.5%	97.5%	51.0%	13.7%	71.6%	37.7%	33.8%
45 - 54	243	237	234	124	29	174	90	85
%V	18.1%	18.1%	18.3%	20.0%	15.7%	18.0%	18.9%	17.3%
%H		97.5%	96.3%	51.0%	11.9%	71.6%	37.0%	35.0%
55 - 64	213	211	205	96	29	156	72	84
%V	15.9%	16.1%	16.0%	15.5%	15.7%	16.1%	15.1%	17.1%
%H		99.1%	96.2%	45.1%	13.6%	73.2%	33.8%	39.4%
65+	269	267	254	77	29	212	63	149
%V	20.1%	20.4%	19.9%	12.4%	15.7%	21.9%	13.2%	30.4%
%H		99.3%	94.4%	28.6%	10.8%	78.8%	23.4%	55.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1340	1311	1278	620	185	967	477	490
%H		97.8%	95.4%	46.3%	13.8%	72.2%	35.6%	36.6%
AB	299	295	289	151	36	222	115	107
%V	22.3%	22.5%	22.6%	24.4%	19.5%	23.0%	24.1%	21.8%
%H		98.7%	96.7%	50.5%	12.0%	74.2%	38.5%	35.8%
C1	319	305	299	162	61	224	141	83
%V	23.8%	23.3%	23.4%	26.1%	33.0%	23.2%	29.6%	16.9%
%H		95.6%	93.7%	50.8%	19.1%	70.2%	44.2%	26.0%
C2	331	326	322	165	43	237	119	117
%V	24.7%	24.9%	25.2%	26.6%	23.2%	24.5%	24.9%	23.9%
%H		98.5%	97.3%	49.8%	13.0%	71.6%	36.0%	35.3%
D	228	227	224	103	29	168	75	94
%V	17.0%	17.3%	17.5%	16.6%	15.7%	17.4%	15.7%	19.2%
%H		99.6%	98.2%	45.2%	12.7%	73.7%	32.9%	41.2%
E	163	158	144	39	16	115	27	89
%V	12.2%	12.1%	11.3%	6.3%	8.6%	11.9%	5.7%	18.2%
%H		96.9%	88.3%	23.9%	9.8%	70.6%	16.6%	54.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1340	1311	1278	620	185	967	477	490
%H		97.8%	95.4%	46.3%	13.8%	72.2%	35.6%	36.6%
Working full time	708	696	688	388	105	502	295	207
%V	52.8%	53.1%	53.8%	62.6%	56.8%	51.9%	61.8%	42.2%
%H		98.3%	97.2%	54.8%	14.8%	70.9%	41.7%	29.2%
Working part time	53	52	51	31	5	30	14	16
%V	4.0%	4.0%	4.0%	5.0%	2.7%	3.1%	2.9%	3.3%
%H		98.1%	96.2%	58.5%	9.4%	56.6%	26.4%	30.2%
Not working	578	562	538	202	75	435	168	267
%V	43.1%	42.9%	42.1%	32.6%	40.5%	45.0%	35.2%	54.5%
%H		97.2%	93.1%	34.9%	13.0%	75.3%	29.1%	46.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1411	1392	1345	600	183	1046	468	578
%H		98.7%	95.3%	42.5%	13.0%	74.1%	33.2%	41.0%
16 - 19	95	87	87	41	15	69	39	30
%V	6.7%	6.3%	6.5%	6.8%	8.2%	6.6%	8.3%	5.2%
%H		91.6%	91.6%	43.2%	15.8%	72.6%	41.1%	31.6%
20 - 24	96	93	91	36	20	73	35	38
%V	6.8%	6.7%	6.8%	6.0%	10.9%	7.0%	7.5%	6.6%
%H		96.9%	94.8%	37.5%	20.8%	76.0%	36.5%	39.6%
25 - 34	201	200	198	106	31	137	73	64
%V	14.2%	14.4%	14.7%	17.7%	16.9%	13.1%	15.6%	11.1%
%H		99.5%	98.5%	52.7%	15.4%	68.2%	36.3%	31.8%
35 - 44	225	225	219	131	28	157	94	64
%V	15.9%	16.2%	16.3%	21.8%	15.3%	15.0%	20.1%	11.1%
%H		100.0%	97.3%	58.2%	12.4%	69.8%	41.8%	28.4%
45 - 54	244	241	236	115	32	183	92	91
%V	17.3%	17.3%	17.5%	19.2%	17.5%	17.5%	19.7%	15.7%
%H		98.8%	96.7%	47.1%	13.1%	75.0%	37.7%	37.3%
55 - 64	222	221	217	94	32	173	77	96
%V	15.7%	15.9%	16.1%	15.7%	17.5%	16.5%	16.5%	16.6%
%H		99.5%	97.7%	42.3%	14.4%	77.9%	34.7%	43.2%
65+	329	325	297	77	25	253	57	196
%V	23.3%	23.3%	22.1%	12.8%	13.7%	24.2%	12.2%	33.9%
%H		98.8%	90.3%	23.4%	7.6%	76.9%	17.3%	59.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1411	1392	1345	600	183	1046	468	578
%H		98.7%	95.3%	42.5%	13.0%	74.1%	33.2%	41.0%
AB	297	293	286	138	34	224	105	119
%V	21.0%	21.0%	21.3%	23.0%	18.6%	21.4%	22.4%	20.6%
%H		98.7%	96.3%	46.5%	11.4%	75.4%	35.4%	40.1%
C1	387	377	366	173	63	281	147	135
%V	27.4%	27.1%	27.2%	28.8%	34.4%	26.9%	31.4%	23.4%
%H		97.4%	94.6%	44.7%	16.3%	72.6%	38.0%	34.9%
C2	258	258	256	130	33	197	101	96
%V	18.3%	18.5%	19.0%	21.7%	18.0%	18.8%	21.6%	16.6%
%H		100.0%	99.2%	50.4%	12.8%	76.4%	39.1%	37.2%
D	250	249	243	106	27	185	73	112
%V	17.7%	17.9%	18.1%	17.7%	14.8%	17.7%	15.6%	19.4%
%H		99.6%	97.2%	42.4%	10.8%	74.0%	29.2%	44.8%
E	219	215	194	53	26	159	42	116
%V	15.5%	15.4%	14.4%	8.8%	14.2%	15.2%	9.0%	20.1%
%H		98.2%	88.6%	24.2%	11.9%	72.6%	19.2%	53.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1411	1392	1345	600	183	1046	468	578
%H		98.7%	95.3%	42.5%	13.0%	74.1%	33.2%	41.0%
Working full time	393	391	387	217	52	282	157	125
%V	27.9%	28.1%	28.8%	36.2%	28.4%	27.0%	33.5%	21.6%
%H		99.5%	98.5%	55.2%	13.2%	71.8%	39.9%	31.8%
Working part time	248	247	242	130	28	183	95	87
%V	17.6%	17.7%	18.0%	21.7%	15.3%	17.5%	20.3%	15.1%
%H		99.6%	97.6%	52.4%	11.3%	73.8%	38.3%	35.1%
Not working	770	754	716	254	103	581	216	366
%V	54.6%	54.2%	53.2%	42.3%	56.3%	55.5%	46.2%	63.3%
%H		97.9%	93.0%	33.0%	13.4%	75.5%	28.1%	47.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2925	2851	2839	1137	469	2481	1232	1250
%H (All HH)		97.5%	97.1%	38.9%	16.0%	84.8%	42.1%	42.7%
%H (TV HH)			99.6%	39.9%	16.5%	87.0%	43.2%	43.8%
AB	600	588	585	280	86	503	280	223
%V	20.5%	20.6%	20.6%	24.6%	18.3%	20.3%	22.7%	17.8%
%H (All HH)		98.0%	97.5%	46.7%	14.3%	83.8%	46.7%	37.2%
%H (TV HH)			99.5%	47.6%	14.6%	85.5%	47.6%	37.9%
C1	783	759	757	324	136	653	352	301
%V	26.8%	26.6%	26.7%	28.5%	29.0%	26.3%	28.6%	24.1%
%H (All HH)		96.9%	96.7%	41.4%	17.4%	83.4%	45.0%	38.4%
%H (TV HH)			99.7%	42.7%	17.9%	86.0%	46.4%	39.7%
C2	575	563	562	226	110	508	278	230
%V	19.7%	19.7%	19.8%	19.9%	23.5%	20.5%	22.6%	18.4%
%H (All HH)		97.9%	97.7%	39.3%	19.1%	88.3%	48.3%	40.0%
%H (TV HH)			99.8%	40.1%	19.5%	90.2%	49.4%	40.9%
D	453	439	438	171	66	384	182	201
%V	15.5%	15.4%	15.4%	15.0%	14.1%	15.5%	14.8%	16.1%
%H (All HH)		96.9%	96.7%	37.7%	14.6%	84.8%	40.2%	44.4%
%H (TV HH)			99.8%	39.0%	15.0%	87.5%	41.5%	45.8%
E	514	501	496	135	71	433	139	294
%V	17.6%	17.6%	17.5%	11.9%	15.1%	17.5%	11.3%	23.5%
%H (All HH)		97.5%	96.5%	26.3%	13.8%	84.2%	27.0%	57.2%
%H (TV HH)			99.0%	26.9%	14.2%	86.4%	27.7%	58.7%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2925	2851	2839	1137	469	2481	1232	1250
%H (All HH)		97.5%	97.1%	38.9%	16.0%	84.8%	42.1%	42.7%
%H (TV HH)			99.6%	39.9%	16.5%	87.0%	43.2%	43.8%
Under 25	134	120	120	43	21	103	47	56
%V	4.6%	4.2%	4.2%	3.8%	4.5%	4.2%	3.8%	4.5%
%H (All HH)		89.6%	89.6%	32.1%	15.7%	76.9%	35.1%	41.8%
%H (TV HH)			100.0%	35.8%	17.5%	85.8%	39.2%	46.7%
25 - 34	419	400	399	205	70	325	199	126
%V	14.3%	14.0%	14.1%	18.0%	14.9%	13.1%	16.2%	10.1%
%H (All HH)		95.5%	95.2%	48.9%	16.7%	77.6%	47.5%	30.1%
%H (TV HH)			99.8%	51.3%	17.5%	81.3%	49.8%	31.5%
35 - 44	526	508	507	238	96	443	266	177
%V	18.0%	17.8%	17.9%	20.9%	20.5%	17.9%	21.6%	14.2%
%H (All HH)		96.6%	96.4%	45.2%	18.3%	84.2%	50.6%	33.7%
%H (TV HH)			99.8%	46.9%	18.9%	87.2%	52.4%	34.8%
45 - 54	569	561	557	253	117	487	295	191
%V	19.5%	19.7%	19.6%	22.3%	24.9%	19.6%	23.9%	15.3%
%H (All HH)		98.6%	97.9%	44.5%	20.6%	85.6%	51.8%	33.6%
%H (TV HH)			99.3%	45.1%	20.9%	86.8%	52.6%	34.0%
55 - 64	512	503	502	202	80	453	231	222
%V	17.5%	17.6%	17.7%	17.8%	17.1%	18.3%	18.8%	17.8%
%H (All HH)		98.2%	98.0%	39.5%	15.6%	88.5%	45.1%	43.4%
%H (TV HH)			99.8%	40.2%	15.9%	90.1%	45.9%	44.1%
65 +	765	757	753	196	84	671	194	477
%V	26.2%	26.6%	26.5%	17.2%	17.9%	27.0%	15.7%	38.2%
%H (All HH)		99.0%	98.4%	25.6%	11.0%	87.7%	25.4%	62.4%
%H (TV HH)			99.5%	25.9%	11.1%	88.6%	25.6%	63.0%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2925	2851	2839	1137	469	2481	1232	1250
%H (All HH)		97.5%	97.1%	38.9%	16.0%	84.8%	42.1%	42.7%
%H (TV HH)			99.6%	39.9%	16.5%	87.0%	43.2%	43.8%
1	1053	1010	1001	266	122	883	268	615
%V	36.0%	35.4%	35.3%	23.4%	26.0%	35.6%	21.8%	49.2%
%H (All HH)		95.9%	95.1%	25.3%	11.6%	83.9%	25.5%	58.4%
%H (TV HH)			99.1%	26.3%	12.1%	87.4%	26.5%	60.9%
2	855	840	838	350	130	730	367	363
%V	29.2%	29.5%	29.5%	30.8%	27.7%	29.4%	29.8%	29.0%
%H (All HH)		98.2%	98.0%	40.9%	15.2%	85.4%	42.9%	42.5%
%H (TV HH)			99.8%	41.7%	15.5%	86.9%	43.7%	43.2%
3	443	438	438	222	94	383	258	125
%V	15.1%	15.4%	15.4%	19.5%	20.0%	15.4%	20.9%	10.0%
%H (All HH)		98.9%	98.9%	50.1%	21.2%	86.5%	58.2%	28.2%
%H (TV HH)			100.0%	50.7%	21.5%	87.4%	58.9%	28.5%
4	371	363	363	185	80	315	214	101
%V	12.7%	12.7%	12.8%	16.3%	17.1%	12.7%	17.4%	8.1%
%H (All HH)		97.8%	97.8%	49.9%	21.6%	84.9%	57.7%	27.2%
%H (TV HH)			100.0%	51.0%	22.0%	86.8%	59.0%	27.8%
5+	203	200	199	114	43	170	125	46
%V	6.9%	7.0%	7.0%	10.0%	9.2%	6.9%	10.1%	3.7%
%H (All HH)		98.5%	98.0%	56.2%	21.2%	83.7%	61.6%	22.7%
%H (TV HH)			99.5%	57.0%	21.5%	85.0%	62.5%	23.0%
Average HH size	2.28	2.29	2.30	2.63	2.60	2.29	2.68	1.90

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2925	2851	2839	1137	469	2481	1232	1250
%H (All HH)		97.5%	97.1%	38.9%	16.0%	84.8%	42.1%	42.7%
%H (TV HH)			99.6%	39.9%	16.5%	87.0%	43.2%	43.8%
Without	2198	2134	2123	769	316	1866	818	1048
%V	75.1%	74.9%	74.8%	67.6%	67.4%	75.2%	66.4%	83.8%
%H (All HH)		97.1%	96.6%	35.0%	14.4%	84.9%	37.2%	47.7%
%H (TV HH)			99.5%	36.0%	14.8%	87.4%	38.3%	49.1%
With	727	716	716	368	153	615	414	201
%V	24.9%	25.1%	25.2%	32.4%	32.6%	24.8%	33.6%	16.1%
%H (All HH)		98.5%	98.5%	50.6%	21.0%	84.6%	56.9%	27.6%
%H (TV HH)			100.0%	51.4%	21.4%	85.9%	57.8%	28.1%
0 - 3	288	281	281	144	53	233	147	86
%V	9.8%	9.9%	9.9%	12.7%	11.3%	9.4%	11.9%	6.9%
%H (All HH)		97.6%	97.6%	50.0%	18.4%	80.9%	51.0%	29.9%
%H (TV HH)			100.0%	51.2%	18.9%	82.9%	52.3%	30.6%
4 - 9	354	350	350	182	75	302	206	96
%V	12.1%	12.3%	12.3%	16.0%	16.0%	12.2%	16.7%	7.7%
%H (All HH)		98.9%	98.9%	51.4%	21.2%	85.3%	58.2%	27.1%
%H (TV HH)			100.0%	52.0%	21.4%	86.3%	58.9%	27.4%
10 - 15	357	353	352	180	84	306	213	93
%V	12.2%	12.4%	12.4%	15.8%	17.9%	12.3%	17.3%	7.4%
%H (All HH)		98.9%	98.6%	50.4%	23.5%	85.7%	59.7%	26.1%
%H (TV HH)			99.7%	51.0%	23.8%	86.7%	60.3%	26.3%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2011

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2925	2851	2839	1137	469	2481	1232	1250
%H (All HH)		97.5%	97.1%	38.9%	16.0%	84.8%	42.1%	42.7%
%H (TV HH)			99.6%	39.9%	16.5%	87.0%	43.2%	43.8%
1	1094	1094	1084	318	142	880	255	625
%V	37.4%	38.4%	38.2%	28.0%	30.3%	35.5%	20.7%	50.0%
%H (All HH)		100.0%	99.1%	29.1%	13.0%	80.4%	23.3%	57.1%
%H (TV HH)			99.1%	29.1%	13.0%	80.4%	23.3%	57.1%
2	995	995	993	414	166	892	472	419
%V	34.0%	34.9%	35.0%	36.4%	35.4%	36.0%	38.3%	33.5%
%H (All HH)		100.0%	99.8%	41.6%	16.7%	89.6%	47.4%	42.1%
%H (TV HH)			99.8%	41.6%	16.7%	89.6%	47.4%	42.1%
3	446	446	446	220	91	412	272	140
%V	15.2%	15.6%	15.7%	19.3%	19.4%	16.6%	22.1%	11.2%
%H (All HH)		100.0%	100.0%	49.3%	20.4%	92.4%	61.0%	31.4%
%H (TV HH)			100.0%	49.3%	20.4%	92.4%	61.0%	31.4%
4	205	205	205	113	48	193	148	45
%V	7.0%	7.2%	7.2%	9.9%	10.2%	7.8%	12.0%	3.6%
%H (All HH)		100.0%	100.0%	55.1%	23.4%	94.1%	72.2%	22.0%
%H (TV HH)			100.0%	55.1%	23.4%	94.1%	72.2%	22.0%
5+	111	111	111	72	21	104	85	20
%V	3.8%	3.9%	3.9%	6.3%	4.5%	4.2%	6.9%	1.6%
%H (All HH)		100.0%	100.0%	64.9%	18.9%	93.7%	76.6%	18.0%
%H (TV HH)			100.0%	64.9%	18.9%	93.7%	76.6%	18.0%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2925	2851	2839	1137	469	2481	1232	1250
%H (All HH)		97.5%	97.1%	38.9%	16.0%	84.8%	42.1%	42.7%
%H (TV HH)			99.6%	39.9%	16.5%	87.0%	43.2%	43.8%
Under 20"	902	902	900	384	161	848	487	361
%V	30.8%	31.6%	31.7%	33.8%	34.3%	34.2%	39.5%	28.9%
%H (All HH)		100.0%	99.8%	42.6%	17.8%	94.0%	54.0%	40.0%
%H (TV HH)			99.8%	42.6%	17.8%	94.0%	54.0%	40.0%
20" - 29"	1266	1266	1257	477	204	1135	551	584
%V	43.3%	44.4%	44.3%	42.0%	43.5%	45.7%	44.7%	46.7%
%H (All HH)		100.0%	99.3%	37.7%	16.1%	89.7%	43.5%	46.1%
%H (TV HH)			99.3%	37.7%	16.1%	89.7%	43.5%	46.1%
30" - 39"	1555	1555	1554	667	274	1371	747	625
%V	53.2%	54.5%	54.7%	58.7%	58.4%	55.3%	60.6%	50.0%
%H (All HH)		100.0%	99.9%	42.9%	17.6%	88.2%	48.0%	40.2%
%H (TV HH)			99.9%	42.9%	17.6%	88.2%	48.0%	40.2%
40" and over	881	881	881	482	174	752	521	231
%V	30.1%	30.9%	31.0%	42.4%	37.1%	30.3%	42.3%	18.5%
%H (All HH)		100.0%	100.0%	54.7%	19.8%	85.4%	59.1%	26.2%
%H (TV HH)			100.0%	54.7%	19.8%	85.4%	59.1%	26.2%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2011

BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2925	2851	2839	1137	469	2481	1232	1250
%H (All HH)		97.5%	97.1%	38.9%	16.0%	84.8%	42.1%	42.7%
%H (TV HH)			99.6%	39.9%	16.5%	87.0%	43.2%	43.8%
Main living room	2826	2826	2813	1131	465	2458	1225	1233
%V	96.6%	99.1%	99.1%	99.5%	99.1%	99.1%	99.4%	98.6%
%H (All HH)		100.0%	99.5%	40.0%	16.5%	87.0%	43.3%	43.6%
%H (TV HH)			99.5%	40.0%	16.5%	87.0%	43.3%	43.6%
Kitchen	296	296	296	147	40	281	171	110
%V	10.1%	10.4%	10.4%	12.9%	8.5%	11.3%	13.9%	8.8%
%H (All HH)		100.0%	100.0%	49.7%	13.5%	94.9%	57.8%	37.2%
%H (TV HH)			100.0%	49.7%	13.5%	94.9%	57.8%	37.2%
Adult's bedroom	1362	1362	1360	640	272	1242	782	460
%V	46.6%	47.8%	47.9%	56.3%	58.0%	50.1%	63.5%	36.8%
%H (All HH)		100.0%	99.9%	47.0%	20.0%	91.2%	57.4%	33.8%
%H (TV HH)			99.9%	47.0%	20.0%	91.2%	57.4%	33.8%
Child's bedroom	317	317	317	182	75	295	232	63
%V	10.8%	11.1%	11.2%	16.0%	16.0%	11.9%	18.8%	5.0%
%H (All HH)		100.0%	100.0%	57.4%	23.7%	93.1%	73.2%	19.9%
%H (TV HH)			100.0%	57.4%	23.7%	93.1%	73.2%	19.9%
Other bedroom	111	111	111	56	20	104	69	34
%V	3.8%	3.9%	3.9%	4.9%	4.3%	4.2%	5.6%	2.7%
%H (All HH)		100.0%	100.0%	50.5%	18.0%	93.7%	62.2%	30.6%
%H (TV HH)			100.0%	50.5%	18.0%	93.7%	62.2%	30.6%
Second living/dining room	413	413	413	204	75	373	234	139
%V	14.1%	14.5%	14.5%	17.9%	16.0%	15.0%	19.0%	11.1%
%H (All HH)		100.0%	100.0%	49.4%	18.2%	90.3%	56.7%	33.7%
%H (TV HH)			100.0%	49.4%	18.2%	90.3%	56.7%	33.7%
Study/office	48	48	48	26	4	45	27	18
%V	1.6%	1.7%	1.7%	2.3%	0.9%	1.8%	2.2%	1.4%
%H (All HH)		100.0%	100.0%	54.2%	8.3%	93.8%	56.3%	37.5%
%H (TV HH)			100.0%	54.2%	8.3%	93.8%	56.3%	37.5%
TV room	17	17	17	12	2	15	12	4
%V	0.6%	0.6%	0.6%	1.1%	0.4%	0.6%	1.0%	0.3%
%H (All HH)		100.0%	100.0%	70.6%	11.8%	88.2%	70.6%	23.5%
%H (TV HH)			100.0%	70.6%	11.8%	88.2%	70.6%	23.5%
No specific location	6	6	6	3	0	5	2	3
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	83.3%	33.3%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	83.3%	33.3%	50.0%
Other	16	16	16	10	4	13	11	2
%V	0.5%	0.6%	0.6%	0.9%	0.9%	0.5%	0.9%	0.2%
%H (All HH)		100.0%	100.0%	62.5%	25.0%	81.3%	68.8%	12.5%
%H (TV HH)			100.0%	62.5%	25.0%	81.3%	68.8%	12.5%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Household level data

Table 10.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2925	2851	2839	1137	469	2481	1232	1250
%H (All HH)		97.5%	97.1%	38.9%	16.0%	84.8%	42.1%	42.7%
%H (TV HH)			99.6%	39.9%	16.5%	87.0%	43.2%	43.8%
PVR	1482	1482	1482	895	250	1244	896	349
%V	50.7%	52.0%	52.2%	78.7%	53.3%	50.1%	72.7%	27.9%
%H (All HH)		100.0%	100.0%	60.4%	16.9%	83.9%	60.5%	23.5%
%H (TV HH)			100.0%	60.4%	16.9%	83.9%	60.5%	23.5%
DVDR	250	250	250	100	43	224	115	109
%V	8.5%	8.8%	8.8%	8.8%	9.2%	9.0%	9.3%	8.7%
%H (All HH)		100.0%	100.0%	40.0%	17.2%	89.6%	46.0%	43.6%
%H (TV HH)			100.0%	40.0%	17.2%	89.6%	46.0%	43.6%
VCR	214	214	213	79	38	186	88	98
%V	7.3%	7.5%	7.5%	6.9%	8.1%	7.5%	7.1%	7.8%
%H (All HH)		100.0%	99.5%	36.9%	17.8%	86.9%	41.1%	45.8%
%H (TV HH)			99.5%	36.9%	17.8%	86.9%	41.1%	45.8%
Any recorder	1689	1689	1687	939	295	1426	958	468
%V	57.7%	59.2%	59.4%	82.6%	62.9%	57.5%	77.8%	37.4%
%H (All HH)		100.0%	99.9%	55.6%	17.5%	84.4%	56.7%	27.7%
%H (TV HH)			99.9%	55.6%	17.5%	84.4%	56.7%	27.7%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Household level data

Table 10.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2925	2851	2839	1137	469	2481	1232	1250
%H (All HH)		97.5%	97.1%	38.9%	16.0%	84.8%	42.1%	42.7%
%H (TV HH)			99.6%	39.9%	16.5%	87.0%	43.2%	43.8%
Receives HDTV (via STB or built-in reception)	1021	1021	1021	536	269	859	633	226
%V	34.9%	35.8%	36.0%	47.1%	57.4%	34.6%	51.4%	18.1%
%H (All HH)		100.0%	100.0%	52.5%	26.3%	84.1%	62.0%	22.1%
%H (TV HH)			100.0%	52.5%	26.3%	84.1%	62.0%	22.1%
DVD/Blu-ray player or recorder	2126	2126	2124	912	356	1850	980	869
%V	72.7%	74.6%	74.8%	80.2%	75.9%	74.6%	79.5%	69.5%
%H (All HH)		100.0%	99.9%	42.9%	16.7%	87.0%	46.1%	40.9%
%H (TV HH)			99.9%	42.9%	16.7%	87.0%	46.1%	40.9%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2925	2851	2839	1137	469	2481	1232	1250
%H (All HH)		97.5%	97.1%	38.9%	16.0%	84.8%	42.1%	42.7%
%H (TV HH)			99.6%	39.9%	16.5%	87.0%	43.2%	43.8%
Has PC or Laptop	2104	2061	2058	971	402	1765	1064	700
%V	71.9%	72.3%	72.5%	85.4%	85.7%	71.1%	86.4%	56.0%
%H (All HH)		98.0%	97.8%	46.2%	19.1%	83.9%	50.6%	33.3%
%H (TV HH)			99.9%	47.1%	19.5%	85.6%	51.6%	34.0%
Has broadband internet	1998	1960	1957	941	398	1676	1043	633
%V	68.3%	68.7%	68.9%	82.8%	84.9%	67.6%	84.7%	50.6%
%H (All HH)		98.1%	97.9%	47.1%	19.9%	83.9%	52.2%	31.7%
%H (TV HH)			99.8%	48.0%	20.3%	85.5%	53.2%	32.3%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5832	5817	2645	1049	5226	3056	2170
%H		99.7%	45.4%	18.0%	89.6%	52.4%	37.2%
Under 20"	1234	1231	549	227	1164	701	463
%V	21.2%	21.2%	20.8%	21.6%	22.3%	22.9%	21.3%
%H		99.8%	44.5%	18.4%	94.3%	56.8%	37.5%
20" - 29"	1641	1632	651	284	1480	770	710
%V	28.1%	28.1%	24.6%	27.1%	28.3%	25.2%	32.7%
%H		99.5%	39.7%	17.3%	90.2%	46.9%	43.3%
30" - 39"	1848	1846	832	326	1635	929	705
%V	31.7%	31.7%	31.5%	31.1%	31.3%	30.4%	32.5%
%H		99.9%	45.0%	17.6%	88.5%	50.3%	38.1%
40" and over	1025	1024	582	204	869	623	246
%V	17.6%	17.6%	22.0%	19.4%	16.6%	20.4%	11.3%
%H		99.9%	56.8%	19.9%	84.8%	60.8%	24.0%
Don't know	84	84	30	9	78	33	45
%V	1.4%	1.4%	1.1%	0.9%	1.5%	1.1%	2.1%
%H		100.0%	35.7%	10.7%	92.9%	39.3%	53.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5832	5817	2645	1049	5226	3056	2170
%H		99.7%	45.4%	18.0%	89.6%	52.4%	37.2%
Main living room	2843	2831	1140	465	2474	1232	1241
%V	48.7%	48.7%	43.1%	44.3%	47.3%	40.3%	57.2%
%H		99.6%	40.1%	16.4%	87.0%	43.3%	43.7%
Kitchen	296	296	147	40	281	171	110
%V	5.1%	5.1%	5.6%	3.8%	5.4%	5.6%	5.1%
%H		100.0%	49.7%	13.5%	94.9%	57.8%	37.2%
Adult's bedroom	1640	1638	792	332	1500	968	532
%V	28.1%	28.2%	29.9%	31.6%	28.7%	31.7%	24.5%
%H		99.9%	48.3%	20.2%	91.5%	59.0%	32.4%
Child's bedroom	417	417	240	102	393	313	80
%V	7.2%	7.2%	9.1%	9.7%	7.5%	10.2%	3.7%
%H		100.0%	57.6%	24.5%	94.2%	75.1%	19.2%
Other bedroom	122	122	63	23	115	78	36
%V	2.1%	2.1%	2.4%	2.2%	2.2%	2.6%	1.7%
%H		100.0%	51.6%	18.9%	94.3%	63.9%	29.5%
Second living/dining room	426	426	212	76	383	240	143
%V	7.3%	7.3%	8.0%	7.2%	7.3%	7.9%	6.6%
%H		100.0%	49.8%	17.8%	89.9%	56.3%	33.6%
Study/office	49	49	26	4	46	27	19
%V	0.8%	0.8%	1.0%	0.4%	0.9%	0.9%	0.9%
%H		100.0%	53.1%	8.2%	93.9%	55.1%	38.8%
TV room	17	17	12	2	15	12	4
%V	0.3%	0.3%	0.5%	0.2%	0.3%	0.4%	0.2%
%H		100.0%	70.6%	11.8%	88.2%	70.6%	23.5%
No specific location	6	6	3	0	5	2	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	50.0%	0.0%	83.3%	33.3%	50.0%
Other	16	16	10	4	13	11	2
%V	0.3%	0.3%	0.4%	0.4%	0.2%	0.4%	0.1%
%H		100.0%	62.5%	25.0%	81.3%	68.8%	12.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5832	5817	2645	1049	5226	3056	2170
%H		99.7%	45.4%	18.0%	89.6%	52.4%	37.2%
PVR	1961	1961	1259	329	1621	1228	393
%V	33.6%	33.7%	47.6%	31.4%	31.0%	40.2%	18.1%
%H		100.0%	64.2%	16.8%	82.7%	62.6%	20.0%
DVDR	285	285	118	50	257	138	119
%V	4.9%	4.9%	4.5%	4.8%	4.9%	4.5%	5.5%
%H		100.0%	41.4%	17.5%	90.2%	48.4%	41.8%
VCR	242	241	93	45	209	103	105
%V	4.1%	4.1%	3.5%	4.3%	4.0%	3.4%	4.8%
%H		99.6%	38.4%	18.6%	86.4%	42.6%	43.4%
Any recorder	2264	2263	1353	395	1887	1349	538
%V	38.8%	38.9%	51.2%	37.7%	36.1%	44.1%	24.8%
%H		100.0%	59.8%	17.4%	83.3%	59.6%	23.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5832	5817	2645	1049	5226	3056	2170
%H		99.7%	45.4%	18.0%	89.6%	52.4%	37.2%
Receives HDTV (via STB or built-in reception)	1420	1420	748	390	1196	898	298
%V	24.3%	24.4%	28.3%	37.2%	22.9%	29.4%	13.7%
%H		100.0%	52.7%	27.5%	84.2%	63.2%	21.0%
DVD/Blu-ray player or recorder	3381	3378	1571	616	3009	1791	1218
%V	58.0%	58.1%	59.4%	58.7%	57.6%	58.6%	56.1%
%H		99.9%	46.5%	18.2%	89.0%	53.0%	36.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2850	2838	1136	469	2481	1231	1250
%H		99.6%	39.9%	16.5%	87.1%	43.2%	43.9%
Under 20"	76	76	14	7	71	16	55
%V	2.7%	2.7%	1.2%	1.5%	2.9%	1.3%	4.4%
%H		100.0%	18.4%	9.2%	93.4%	21.1%	72.4%
20" - 29"	636	627	155	83	552	162	391
%V	22.3%	22.1%	13.6%	17.7%	22.2%	13.2%	31.3%
%H		98.6%	24.4%	13.1%	86.8%	25.5%	61.5%
30" - 39"	1249	1247	493	207	1099	543	556
%V	43.8%	43.9%	43.4%	44.1%	44.3%	44.1%	44.5%
%H		99.8%	39.5%	16.6%	88.0%	43.5%	44.5%
40" and over	850	850	463	168	726	501	225
%V	29.8%	30.0%	40.8%	35.8%	29.3%	40.7%	18.0%
%H		100.0%	54.5%	19.8%	85.4%	58.9%	26.5%
Don't know	39	38	11	4	32	10	22
%V	1.4%	1.3%	1.0%	0.9%	1.3%	0.8%	1.8%
%H		97.4%	28.2%	10.3%	82.1%	25.6%	56.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2850	2838	1136	469	2481	1231	1250
%H		99.6%	39.9%	16.5%	87.1%	43.2%	43.9%
PVR	1437	1437	875	242	1204	872	332
%V	50.4%	50.6%	77.0%	51.6%	48.5%	70.8%	26.6%
%H		100.0%	60.9%	16.8%	83.8%	60.7%	23.1%
DVDR	207	207	78	35	188	94	94
%V	7.3%	7.3%	6.9%	7.5%	7.6%	7.6%	7.5%
%H		100.0%	37.7%	16.9%	90.8%	45.4%	45.4%
VCR	171	170	59	33	147	67	80
%V	6.0%	6.0%	5.2%	7.0%	5.9%	5.4%	6.4%
%H		99.4%	34.5%	19.3%	86.0%	39.2%	46.8%
Any recorder	1633	1632	917	285	1374	931	443
%V	57.3%	57.5%	80.7%	60.8%	55.4%	75.6%	35.4%
%H		99.9%	56.2%	17.5%	84.1%	57.0%	27.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2850	2838	1136	469	2481	1231	1250
%H		99.6%	39.9%	16.5%	87.1%	43.2%	43.9%
Receives HDTV (via STB or built-in reception)	977	977	509	260	817	600	217
%V	34.3%	34.4%	44.8%	55.4%	32.9%	48.7%	17.4%
%H		100.0%	52.1%	26.6%	83.6%	61.4%	22.2%
DVD/Blu-ray player or recorder	1987	1984	846	331	1724	905	820
%V	69.7%	69.9%	74.5%	70.6%	69.5%	73.5%	65.6%
%H		99.8%	42.6%	16.7%	86.8%	45.5%	41.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Set level data

Table 10.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2982	2979	1508	581	2745	1825	920
%H		99.9%	50.6%	19.5%	92.1%	61.2%	30.9%
Under 20"	1158	1155	535	220	1093	685	408
%V	38.8%	38.8%	35.5%	37.9%	39.8%	37.5%	44.3%
%H		99.7%	46.2%	19.0%	94.4%	59.2%	35.2%
20" - 29"	1005	1005	496	201	928	608	320
%V	33.7%	33.7%	32.9%	34.6%	33.8%	33.3%	34.8%
%H		100.0%	49.4%	20.0%	92.3%	60.5%	31.8%
30" - 39"	599	599	339	119	536	387	149
%V	20.1%	20.1%	22.5%	20.5%	19.5%	21.2%	16.2%
%H		100.0%	56.6%	19.9%	89.5%	64.6%	24.9%
40" and over	174	174	119	36	143	122	21
%V	5.8%	5.8%	7.9%	6.2%	5.2%	6.7%	2.3%
%H		100.0%	68.4%	20.7%	82.2%	70.1%	12.1%
Don't know	46	46	19	5	45	23	22
%V	1.5%	1.5%	1.3%	0.9%	1.6%	1.3%	2.4%
%H		100.0%	41.3%	10.9%	97.8%	50.0%	47.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC North West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2982	2979	1508	581	2745	1825	920
%H		99.9%	50.6%	19.5%	92.1%	61.2%	30.9%
PVR	524	524	384	87	417	355	62
%V	17.6%	17.6%	25.5%	15.0%	15.2%	19.5%	6.7%
%H		100.0%	73.3%	16.6%	79.6%	67.7%	11.8%
DVDR	79	79	40	15	69	44	25
%V	2.6%	2.7%	2.7%	2.6%	2.5%	2.4%	2.7%
%H		100.0%	50.6%	19.0%	87.3%	55.7%	31.6%
VCR	71	71	34	12	62	36	26
%V	2.4%	2.4%	2.3%	2.1%	2.3%	2.0%	2.8%
%H		100.0%	47.9%	16.9%	87.3%	50.7%	36.6%
Any recorder	631	631	436	110	513	418	95
%V	21.2%	21.2%	28.9%	18.9%	18.7%	22.9%	10.3%
%H		100.0%	69.1%	17.4%	81.3%	66.2%	15.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2982	2979	1508	581	2745	1825	920
%H		99.9%	50.6%	19.5%	92.1%	61.2%	30.9%
Receives HDTV (via STB or built-in reception)	443	443	239	131	379	298	81
%V	14.9%	14.9%	15.8%	22.5%	13.8%	16.3%	8.8%
%H		100.0%	54.0%	29.6%	85.6%	67.3%	18.3%
DVD/Blu-ray player or recorder	1394	1394	725	285	1285	886	399
%V	46.7%	46.8%	48.1%	49.1%	46.8%	48.5%	43.4%
%H		100.0%	52.0%	20.4%	92.2%	63.6%	28.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6682	6540	6523	2992	1219	5676	3307	2369
%H		97.9%	97.6%	44.8%	18.2%	84.9%	49.5%	35.5%
Total Children	1277	1257	1256	658	265	1071	725	346
%V	19.1%	19.2%	19.3%	22.0%	21.7%	18.9%	21.9%	14.6%
%H		98.4%	98.4%	51.5%	20.8%	83.9%	56.8%	27.1%
0 - 3	344	336	336	174	62	276	173	103
%V	5.1%	5.1%	5.2%	5.8%	5.1%	4.9%	5.2%	4.3%
%H		97.7%	97.7%	50.6%	18.0%	80.2%	50.3%	29.9%
4 - 15	933	921	920	484	204	795	553	243
%V	14.0%	14.1%	14.1%	16.2%	16.7%	14.0%	16.7%	10.3%
%H		98.7%	98.6%	51.9%	21.9%	85.2%	59.3%	26.0%
4 - 9	466	459	459	242	97	396	272	123
%V	7.0%	7.0%	7.0%	8.1%	8.0%	7.0%	8.2%	5.2%
%H		98.5%	98.5%	51.9%	20.8%	85.0%	58.4%	26.4%
10 - 15	467	462	461	242	106	399	280	119
%V	7.0%	7.1%	7.1%	8.1%	8.7%	7.0%	8.5%	5.0%
%H		98.9%	98.7%	51.8%	22.7%	85.4%	60.0%	25.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6682	6540	6523	2992	1219	5676	3307	2369
%H		97.9%	97.6%	44.8%	18.2%	84.9%	49.5%	35.5%
Total Adults (16+)	5405	5284	5267	2334	953	4605	2582	2023
%V	80.9%	80.8%	80.7%	78.0%	78.2%	81.1%	78.1%	85.4%
%H		97.8%	97.4%	43.2%	17.6%	85.2%	47.8%	37.4%
16 - 19	328	321	321	156	75	286	192	95
%V	4.9%	4.9%	4.9%	5.2%	6.2%	5.0%	5.8%	4.0%
%H		97.9%	97.9%	47.6%	22.9%	87.2%	58.5%	29.0%
20 - 24	463	436	435	192	97	377	226	150
%V	6.9%	6.7%	6.7%	6.4%	8.0%	6.6%	6.8%	6.3%
%H		94.2%	94.0%	41.5%	21.0%	81.4%	48.8%	32.4%
25 - 34	855	825	823	441	157	683	451	232
%V	12.8%	12.6%	12.6%	14.7%	12.9%	12.0%	13.6%	9.8%
%H		96.5%	96.3%	51.6%	18.4%	79.9%	52.7%	27.1%
35 - 44	891	867	865	434	166	750	478	272
%V	13.3%	13.3%	13.3%	14.5%	13.6%	13.2%	14.5%	11.5%
%H		97.3%	97.1%	48.7%	18.6%	84.2%	53.6%	30.5%
45 - 54	950	937	932	446	199	812	516	296
%V	14.2%	14.3%	14.3%	14.9%	16.3%	14.3%	15.6%	12.5%
%H		98.6%	98.1%	46.9%	20.9%	85.5%	54.3%	31.2%
55 - 64	811	800	798	341	133	721	391	330
%V	12.1%	12.2%	12.2%	11.4%	10.9%	12.7%	11.8%	13.9%
%H		98.6%	98.4%	42.0%	16.4%	88.9%	48.2%	40.7%
65+	1106	1097	1092	324	127	976	328	648
%V	16.6%	16.8%	16.7%	10.8%	10.4%	17.2%	9.9%	27.4%
%H		99.2%	98.7%	29.3%	11.5%	88.2%	29.7%	58.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011
BBC North West
Individual level data
Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5405	5284	5267	2334	953	4605	2582	2023
%H		97.8%	97.4%	43.2%	17.6%	85.2%	47.8%	37.4%
AB	1176	1159	1157	582	180	997	594	402
%V	21.8%	21.9%	22.0%	24.9%	18.9%	21.7%	23.0%	19.9%
%H		98.6%	98.4%	49.5%	15.3%	84.8%	50.5%	34.2%
C1	1516	1469	1465	688	288	1259	755	504
%V	28.0%	27.8%	27.8%	29.5%	30.2%	27.3%	29.2%	24.9%
%H		96.9%	96.6%	45.4%	19.0%	83.0%	49.8%	33.2%
C2	1165	1146	1144	494	249	1040	629	411
%V	21.6%	21.7%	21.7%	21.2%	26.1%	22.6%	24.4%	20.3%
%H		98.4%	98.2%	42.4%	21.4%	89.3%	54.0%	35.3%
D	848	825	823	363	126	722	384	338
%V	15.7%	15.6%	15.6%	15.6%	13.2%	15.7%	14.9%	16.7%
%H		97.3%	97.1%	42.8%	14.9%	85.1%	45.3%	39.9%
E	700	684	678	207	111	587	220	367
%V	13.0%	12.9%	12.9%	8.9%	11.6%	12.7%	8.5%	18.1%
%H		97.7%	96.9%	29.6%	15.9%	83.9%	31.4%	52.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC North West

Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5405	5284	5267	2334	953	4605	2582	2023
%H		97.8%	97.4%	43.2%	17.6%	85.2%	47.8%	37.4%
Working full time	2324	2281	2276	1166	469	1970	1312	658
%V	43.0%	43.2%	43.2%	50.0%	49.2%	42.8%	50.8%	32.5%
%H		98.1%	97.9%	50.2%	20.2%	84.8%	56.5%	28.3%
Working part time	531	525	523	249	100	459	280	178
%V	9.8%	9.9%	9.9%	10.7%	10.5%	10.0%	10.8%	8.8%
%H		98.9%	98.5%	46.9%	18.8%	86.4%	52.7%	33.5%
Not working	2550	2478	2468	919	384	2176	989	1187
%V	47.2%	46.9%	46.9%	39.4%	40.3%	47.3%	38.3%	58.7%
%H		97.2%	96.8%	36.0%	15.1%	85.3%	38.8%	46.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2651	2580	2569	1182	462	2236	1291	945
%H		97.3%	96.9%	44.6%	17.4%	84.3%	48.7%	35.6%
16 - 19	175	172	172	85	41	155	105	50
%V	6.6%	6.7%	6.7%	7.2%	8.9%	6.9%	8.1%	5.3%
%H		98.3%	98.3%	48.6%	23.4%	88.6%	60.0%	28.6%
20 - 24	231	214	213	99	49	186	119	66
%V	8.7%	8.3%	8.3%	8.4%	10.6%	8.3%	9.2%	7.0%
%H		92.6%	92.2%	42.9%	21.2%	80.5%	51.5%	28.6%
25 - 34	436	421	420	226	77	347	228	119
%V	16.4%	16.3%	16.3%	19.1%	16.7%	15.5%	17.7%	12.6%
%H		96.6%	96.3%	51.8%	17.7%	79.6%	52.3%	27.3%
35 - 44	441	426	424	217	77	364	230	134
%V	16.6%	16.5%	16.5%	18.4%	16.7%	16.3%	17.8%	14.2%
%H		96.6%	96.1%	49.2%	17.5%	82.5%	52.2%	30.4%
45 - 54	468	460	457	215	98	396	248	148
%V	17.7%	17.8%	17.8%	18.2%	21.2%	17.7%	19.2%	15.7%
%H		98.3%	97.6%	45.9%	20.9%	84.6%	53.0%	31.6%
55 - 64	397	391	389	167	61	353	190	163
%V	15.0%	15.2%	15.1%	14.1%	13.2%	15.8%	14.7%	17.2%
%H		98.5%	98.0%	42.1%	15.4%	88.9%	47.9%	41.1%
65+	502	496	494	172	60	435	171	264
%V	18.9%	19.2%	19.2%	14.6%	13.0%	19.5%	13.2%	27.9%
%H		98.8%	98.4%	34.3%	12.0%	86.7%	34.1%	52.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		2651	2580	2569	1182	462	2236	1291	945
	%H		97.3%	96.9%	44.6%	17.4%	84.3%	48.7%	35.6%
AB		593	582	579	301	86	496	300	196
	%V	22.4%	22.6%	22.5%	25.5%	18.6%	22.2%	23.2%	20.7%
	%H		98.1%	97.6%	50.8%	14.5%	83.6%	50.6%	33.1%
C1		712	684	682	333	139	584	368	216
	%V	26.9%	26.5%	26.5%	28.2%	30.1%	26.1%	28.5%	22.9%
	%H		96.1%	95.8%	46.8%	19.5%	82.0%	51.7%	30.3%
C2		619	607	606	267	128	553	336	217
	%V	23.3%	23.5%	23.6%	22.6%	27.7%	24.7%	26.0%	23.0%
	%H		98.1%	97.9%	43.1%	20.7%	89.3%	54.3%	35.1%
D		411	400	399	183	62	344	188	156
	%V	15.5%	15.5%	15.5%	15.5%	13.4%	15.4%	14.6%	16.5%
	%H		97.3%	97.1%	44.5%	15.1%	83.7%	45.7%	38.0%
E		317	306	304	98	47	259	99	160
	%V	12.0%	11.9%	11.8%	8.3%	10.2%	11.6%	7.7%	16.9%
	%H		96.5%	95.9%	30.9%	14.8%	81.7%	31.2%	50.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2651	2580	2569	1182	462	2236	1291	945
%H		97.3%	96.9%	44.6%	17.4%	84.3%	48.7%	35.6%
Working full time	1418	1386	1381	727	273	1190	801	389
%V	53.5%	53.7%	53.8%	61.5%	59.1%	53.2%	62.0%	41.2%
%H		97.7%	97.4%	51.3%	19.3%	83.9%	56.5%	27.4%
Working part time	116	116	115	54	16	100	54	45
%V	4.4%	4.5%	4.5%	4.6%	3.5%	4.5%	4.2%	4.8%
%H		100.0%	99.1%	46.6%	13.8%	86.2%	46.6%	38.8%
Not working	1117	1078	1074	401	173	946	435	511
%V	42.1%	41.8%	41.8%	33.9%	37.4%	42.3%	33.7%	54.1%
%H		96.5%	96.2%	35.9%	15.5%	84.7%	38.9%	45.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2753	2704	2698	1152	492	2369	1291	1078
%H		98.2%	98.0%	41.8%	17.9%	86.1%	46.9%	39.2%
16 - 19	153	149	149	72	35	131	87	44
%V	5.6%	5.5%	5.5%	6.3%	7.1%	5.5%	6.7%	4.1%
%H		97.4%	97.4%	47.1%	22.9%	85.6%	56.9%	28.8%
20 - 24	232	222	222	93	48	191	107	84
%V	8.4%	8.2%	8.2%	8.1%	9.8%	8.1%	8.3%	7.8%
%H		95.7%	95.7%	40.1%	20.7%	82.3%	46.1%	36.2%
25 - 34	419	404	404	215	80	336	223	113
%V	15.2%	14.9%	15.0%	18.7%	16.3%	14.2%	17.3%	10.5%
%H		96.4%	96.4%	51.3%	19.1%	80.2%	53.2%	27.0%
35 - 44	450	441	440	217	89	386	248	138
%V	16.3%	16.3%	16.3%	18.8%	18.1%	16.3%	19.2%	12.8%
%H		98.0%	97.8%	48.2%	19.8%	85.8%	55.1%	30.7%
45 - 54	482	477	475	230	101	416	268	148
%V	17.5%	17.6%	17.6%	20.0%	20.5%	17.6%	20.8%	13.7%
%H		99.0%	98.5%	47.7%	21.0%	86.3%	55.6%	30.7%
55 - 64	413	409	409	173	72	368	201	167
%V	15.0%	15.1%	15.2%	15.0%	14.6%	15.5%	15.6%	15.5%
%H		99.0%	99.0%	41.9%	17.4%	89.1%	48.7%	40.4%
65+	604	601	598	151	66	541	157	383
%V	21.9%	22.2%	22.2%	13.1%	13.4%	22.8%	12.2%	35.5%
%H		99.5%	99.0%	25.0%	10.9%	89.6%	26.0%	63.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2753	2704	2698	1152	492	2369	1291	1078
%H		98.2%	98.0%	41.8%	17.9%	86.1%	46.9%	39.2%
AB	583	578	578	281	95	501	295	206
%V	21.2%	21.4%	21.4%	24.4%	19.3%	21.1%	22.9%	19.1%
%H		99.1%	99.1%	48.2%	16.3%	85.9%	50.6%	35.3%
C1	804	784	783	354	148	675	387	288
%V	29.2%	29.0%	29.0%	30.7%	30.1%	28.5%	30.0%	26.7%
%H		97.5%	97.4%	44.0%	18.4%	84.0%	48.1%	35.8%
C2	546	539	538	227	121	487	293	194
%V	19.8%	19.9%	19.9%	19.7%	24.6%	20.6%	22.7%	18.0%
%H		98.7%	98.5%	41.6%	22.2%	89.2%	53.7%	35.5%
D	436	425	424	181	64	378	196	182
%V	15.8%	15.7%	15.7%	15.7%	13.0%	16.0%	15.2%	16.9%
%H		97.5%	97.2%	41.5%	14.7%	86.7%	45.0%	41.7%
E	383	378	375	109	64	328	121	207
%V	13.9%	14.0%	13.9%	9.5%	13.0%	13.8%	9.4%	19.2%
%H		98.7%	97.9%	28.5%	16.7%	85.6%	31.6%	54.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2753	2704	2698	1152	492	2369	1291	1078
%H		98.2%	98.0%	41.8%	17.9%	86.1%	46.9%	39.2%
Working full time	906	895	895	440	196	780	511	269
%V	32.9%	33.1%	33.2%	38.2%	39.8%	32.9%	39.6%	25.0%
%H		98.8%	98.8%	48.6%	21.6%	86.1%	56.4%	29.7%
Working part time	414	409	409	194	84	359	226	133
%V	15.0%	15.1%	15.2%	16.8%	17.1%	15.2%	17.5%	12.3%
%H		98.8%	98.8%	46.9%	20.3%	86.7%	54.6%	32.1%
Not working	1433	1400	1394	518	211	1230	554	676
%V	52.1%	51.8%	51.7%	45.0%	42.9%	51.9%	42.9%	62.7%
%H		97.7%	97.3%	36.1%	14.7%	85.8%	38.7%	47.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
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BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2313	2267	983	375	1780	861	918
%H (All HH)		96.3%	94.3%	40.9%	15.6%	74.1%	35.8%	38.2%
%H (TV HH)			98.0%	42.5%	16.2%	77.0%	37.2%	39.7%
AB	503	490	484	218	84	370	188	182
%V	20.9%	21.2%	21.3%	22.2%	22.4%	20.8%	21.8%	19.8%
%H (All HH)		97.4%	96.2%	43.3%	16.7%	73.6%	37.4%	36.2%
%H (TV HH)			98.8%	44.5%	17.1%	75.5%	38.4%	37.1%
C1	659	619	610	283	108	474	252	222
%V	27.4%	26.8%	26.9%	28.8%	28.8%	26.6%	29.3%	24.2%
%H (All HH)		93.9%	92.6%	42.9%	16.4%	71.9%	38.2%	33.7%
%H (TV HH)			98.5%	45.7%	17.4%	76.6%	40.7%	35.9%
C2	447	436	432	208	82	345	197	147
%V	18.6%	18.8%	19.1%	21.2%	21.9%	19.4%	22.9%	16.0%
%H (All HH)		97.5%	96.6%	46.5%	18.3%	77.2%	44.1%	32.9%
%H (TV HH)			99.1%	47.7%	18.8%	79.1%	45.2%	33.7%
D	421	406	398	168	56	310	136	174
%V	17.5%	17.6%	17.6%	17.1%	14.9%	17.4%	15.8%	19.0%
%H (All HH)		96.4%	94.5%	39.9%	13.3%	73.6%	32.3%	41.3%
%H (TV HH)			98.0%	41.4%	13.8%	76.4%	33.5%	42.9%
E	373	362	344	107	46	281	88	193
%V	15.5%	15.7%	15.2%	10.9%	12.3%	15.8%	10.2%	21.0%
%H (All HH)		97.1%	92.2%	28.7%	12.3%	75.3%	23.6%	51.7%
%H (TV HH)			95.0%	29.6%	12.7%	77.6%	24.3%	53.3%

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2313	2267	983	375	1780	861	918
%H (All HH)		96.3%	94.3%	40.9%	15.6%	74.1%	35.8%	38.2%
%H (TV HH)			98.0%	42.5%	16.2%	77.0%	37.2%	39.7%
Under 25	119	96	93	39	17	69	31	38
%V	5.0%	4.2%	4.1%	4.0%	4.5%	3.9%	3.6%	4.1%
%H (All HH)		80.7%	78.2%	32.8%	14.3%	58.0%	26.1%	31.9%
%H (TV HH)			96.9%	40.6%	17.7%	71.9%	32.3%	39.6%
25 - 34	372	344	337	173	62	247	145	102
%V	15.5%	14.9%	14.9%	17.6%	16.5%	13.9%	16.8%	11.1%
%H (All HH)		92.5%	90.6%	46.5%	16.7%	66.4%	39.0%	27.4%
%H (TV HH)			98.0%	50.3%	18.0%	71.8%	42.2%	29.7%
35 - 44	412	397	393	215	64	297	179	119
%V	17.1%	17.2%	17.3%	21.9%	17.1%	16.7%	20.8%	13.0%
%H (All HH)		96.4%	95.4%	52.2%	15.5%	72.1%	43.4%	28.9%
%H (TV HH)			99.0%	54.2%	16.1%	74.8%	45.1%	30.0%
45 - 54	468	455	447	208	85	353	196	157
%V	19.5%	19.7%	19.7%	21.2%	22.7%	19.8%	22.8%	17.1%
%H (All HH)		97.2%	95.5%	44.4%	18.2%	75.4%	41.9%	33.5%
%H (TV HH)			98.2%	45.7%	18.7%	77.6%	43.1%	34.5%
55 - 64	409	402	396	164	73	311	152	158
%V	17.0%	17.4%	17.5%	16.7%	19.5%	17.5%	17.7%	17.2%
%H (All HH)		98.3%	96.8%	40.1%	17.8%	76.0%	37.2%	38.6%
%H (TV HH)			98.5%	40.8%	18.2%	77.4%	37.8%	39.3%
65 +	622	619	600	184	73	502	158	344
%V	25.9%	26.8%	26.5%	18.7%	19.5%	28.2%	18.4%	37.5%
%H (All HH)		99.5%	96.5%	29.6%	11.7%	80.7%	25.4%	55.3%
%H (TV HH)			96.9%	29.7%	11.8%	81.1%	25.5%	55.6%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2313	2267	983	375	1780	861	918
%H (All HH)		96.3%	94.3%	40.9%	15.6%	74.1%	35.8%	38.2%
%H (TV HH)			98.0%	42.5%	16.2%	77.0%	37.2%	39.7%
1	900	852	819	242	119	655	197	459
%V	37.5%	36.8%	36.1%	24.6%	31.7%	36.8%	22.9%	50.0%
%H (All HH)		94.7%	91.0%	26.9%	13.2%	72.8%	21.9%	51.0%
%H (TV HH)			96.1%	28.4%	14.0%	76.9%	23.1%	53.9%
2	778	760	753	342	131	594	310	283
%V	32.4%	32.9%	33.2%	34.8%	34.9%	33.4%	36.0%	30.8%
%H (All HH)		97.7%	96.8%	44.0%	16.8%	76.3%	39.8%	36.4%
%H (TV HH)			99.1%	45.0%	17.2%	78.2%	40.8%	37.2%
3	331	321	317	168	63	245	159	87
%V	13.8%	13.9%	14.0%	17.1%	16.8%	13.8%	18.5%	9.5%
%H (All HH)		97.0%	95.8%	50.8%	19.0%	74.0%	48.0%	26.3%
%H (TV HH)			98.8%	52.3%	19.6%	76.3%	49.5%	27.1%
4	292	283	282	172	47	212	144	67
%V	12.2%	12.2%	12.4%	17.5%	12.5%	11.9%	16.7%	7.3%
%H (All HH)		96.9%	96.6%	58.9%	16.1%	72.6%	49.3%	22.9%
%H (TV HH)			99.6%	60.8%	16.6%	74.9%	50.9%	23.7%
5+	101	96	95	59	15	74	51	23
%V	4.2%	4.2%	4.2%	6.0%	4.0%	4.2%	5.9%	2.5%
%H (All HH)		95.0%	94.1%	58.4%	14.9%	73.3%	50.5%	22.8%
%H (TV HH)			99.0%	61.5%	15.6%	77.1%	53.1%	24.0%
Average HH size	2.14	2.15	2.17	2.47	2.24	2.14	2.49	1.82

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2313	2267	983	375	1780	861	918
%H (All HH)		96.3%	94.3%	40.9%	15.6%	74.1%	35.8%	38.2%
%H (TV HH)			98.0%	42.5%	16.2%	77.0%	37.2%	39.7%
Without	1854	1773	1730	667	293	1373	597	776
%V	77.2%	76.7%	76.3%	67.9%	78.1%	77.1%	69.3%	84.5%
%H (All HH)		95.6%	93.3%	36.0%	15.8%	74.1%	32.2%	41.9%
%H (TV HH)			97.6%	37.6%	16.5%	77.4%	33.7%	43.8%
With	549	540	537	316	82	406	264	142
%V	22.8%	23.3%	23.7%	32.1%	21.9%	22.8%	30.7%	15.5%
%H (All HH)		98.4%	97.8%	57.6%	14.9%	74.0%	48.1%	25.9%
%H (TV HH)			99.4%	58.5%	15.2%	75.2%	48.9%	26.3%
0 - 3	197	191	190	111	31	135	87	48
%V	8.2%	8.3%	8.4%	11.3%	8.3%	7.6%	10.1%	5.2%
%H (All HH)		97.0%	96.4%	56.3%	15.7%	68.5%	44.2%	24.4%
%H (TV HH)			99.5%	58.1%	16.2%	70.7%	45.5%	25.1%
4 - 9	267	264	262	156	40	199	131	68
%V	11.1%	11.4%	11.6%	15.9%	10.7%	11.2%	15.2%	7.4%
%H (All HH)		98.9%	98.1%	58.4%	15.0%	74.5%	49.1%	25.5%
%H (TV HH)			99.2%	59.1%	15.2%	75.4%	49.6%	25.8%
10 - 15	263	261	259	153	38	208	138	69
%V	10.9%	11.3%	11.4%	15.6%	10.1%	11.7%	16.0%	7.5%
%H (All HH)		99.2%	98.5%	58.2%	14.4%	79.1%	52.5%	26.2%
%H (TV HH)			99.2%	58.6%	14.6%	79.7%	52.9%	26.4%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2313	2267	983	375	1780	861	918
%H (All HH)		96.3%	94.3%	40.9%	15.6%	74.1%	35.8%	38.2%
%H (TV HH)			98.0%	42.5%	16.2%	77.0%	37.2%	39.7%
1	882	882	846	280	129	600	164	436
%V	36.7%	38.1%	37.3%	28.5%	34.4%	33.7%	19.0%	47.5%
%H (All HH)		100.0%	95.9%	31.7%	14.6%	68.0%	18.6%	49.4%
%H (TV HH)			95.9%	31.7%	14.6%	68.0%	18.6%	49.4%
2	823	823	816	358	143	658	338	320
%V	34.2%	35.6%	36.0%	36.4%	38.1%	37.0%	39.3%	34.9%
%H (All HH)		100.0%	99.1%	43.5%	17.4%	80.0%	41.1%	38.9%
%H (TV HH)			99.1%	43.5%	17.4%	80.0%	41.1%	38.9%
3	375	375	373	195	64	321	204	117
%V	15.6%	16.2%	16.5%	19.8%	17.1%	18.0%	23.7%	12.7%
%H (All HH)		100.0%	99.5%	52.0%	17.1%	85.6%	54.4%	31.2%
%H (TV HH)			99.5%	52.0%	17.1%	85.6%	54.4%	31.2%
4	158	158	158	95	31	136	101	35
%V	6.6%	6.8%	7.0%	9.7%	8.3%	7.6%	11.7%	3.8%
%H (All HH)		100.0%	100.0%	60.1%	19.6%	86.1%	63.9%	22.2%
%H (TV HH)			100.0%	60.1%	19.6%	86.1%	63.9%	22.2%
5+	74	74	74	56	8	64	54	10
%V	3.1%	3.2%	3.3%	5.7%	2.1%	3.6%	6.3%	1.1%
%H (All HH)		100.0%	100.0%	75.7%	10.8%	86.5%	73.0%	13.5%
%H (TV HH)			100.0%	75.7%	10.8%	86.5%	73.0%	13.5%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2313	2267	983	375	1780	861	918
%H (All HH)		96.3%	94.3%	40.9%	15.6%	74.1%	35.8%	38.2%
%H (TV HH)			98.0%	42.5%	16.2%	77.0%	37.2%	39.7%
Under 20"	855	855	840	390	125	708	377	331
%V	35.6%	37.0%	37.1%	39.7%	33.3%	39.8%	43.8%	36.1%
%H (All HH)		100.0%	98.2%	45.6%	14.6%	82.8%	44.1%	38.7%
%H (TV HH)			98.2%	45.6%	14.6%	82.8%	44.1%	38.7%
20" - 29"	1033	1033	1008	414	160	822	383	438
%V	43.0%	44.7%	44.5%	42.1%	42.7%	46.2%	44.5%	47.7%
%H (All HH)		100.0%	97.6%	40.1%	15.5%	79.6%	37.1%	42.4%
%H (TV HH)			97.6%	40.1%	15.5%	79.6%	37.1%	42.4%
30" - 39"	1170	1170	1159	537	201	931	503	428
%V	48.7%	50.6%	51.1%	54.6%	53.6%	52.3%	58.4%	46.6%
%H (All HH)		100.0%	99.1%	45.9%	17.2%	79.6%	43.0%	36.6%
%H (TV HH)			99.1%	45.9%	17.2%	79.6%	43.0%	36.6%
40" and over	764	764	763	443	141	583	398	185
%V	31.8%	33.0%	33.7%	45.1%	37.6%	32.8%	46.2%	20.2%
%H (All HH)		100.0%	99.9%	58.0%	18.5%	76.3%	52.1%	24.2%
%H (TV HH)			99.9%	58.0%	18.5%	76.3%	52.1%	24.2%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2313	2267	983	375	1780	861	918
%H (All HH)		96.3%	94.3%	40.9%	15.6%	74.1%	35.8%	38.2%
%H (TV HH)			98.0%	42.5%	16.2%	77.0%	37.2%	39.7%
Main living room	2284	2284	2240	973	371	1761	855	906
%V	95.0%	98.7%	98.8%	99.0%	98.9%	98.9%	99.3%	98.7%
%H (All HH)		100.0%	98.1%	42.6%	16.2%	77.1%	37.4%	39.7%
%H (TV HH)			98.1%	42.6%	16.2%	77.1%	37.4%	39.7%
Kitchen	299	299	297	151	40	253	145	108
%V	12.4%	12.9%	13.1%	15.4%	10.7%	14.2%	16.8%	11.8%
%H (All HH)		100.0%	99.3%	50.5%	13.4%	84.6%	48.5%	36.1%
%H (TV HH)			99.3%	50.5%	13.4%	84.6%	48.5%	36.1%
Adult's bedroom	1117	1117	1111	560	201	930	570	360
%V	46.5%	48.3%	49.0%	57.0%	53.6%	52.2%	66.2%	39.2%
%H (All HH)		100.0%	99.5%	50.1%	18.0%	83.3%	51.0%	32.2%
%H (TV HH)			99.5%	50.1%	18.0%	83.3%	51.0%	32.2%
Child's bedroom	242	242	240	150	40	202	149	53
%V	10.1%	10.5%	10.6%	15.3%	10.7%	11.3%	17.3%	5.8%
%H (All HH)		100.0%	99.2%	62.0%	16.5%	83.5%	61.6%	21.9%
%H (TV HH)			99.2%	62.0%	16.5%	83.5%	61.6%	21.9%
Other bedroom	73	73	72	36	14	62	40	22
%V	3.0%	3.2%	3.2%	3.7%	3.7%	3.5%	4.6%	2.4%
%H (All HH)		100.0%	98.6%	49.3%	19.2%	84.9%	54.8%	30.1%
%H (TV HH)			98.6%	49.3%	19.2%	84.9%	54.8%	30.1%
Second living/dining room	198	198	198	112	29	160	103	57
%V	8.2%	8.6%	8.7%	11.4%	7.7%	9.0%	12.0%	6.2%
%H (All HH)		100.0%	100.0%	56.6%	14.6%	80.8%	52.0%	28.8%
%H (TV HH)			100.0%	56.6%	14.6%	80.8%	52.0%	28.8%
Study/office	46	46	45	22	7	38	21	17
%V	1.9%	2.0%	2.0%	2.2%	1.9%	2.1%	2.4%	1.9%
%H (All HH)		100.0%	97.8%	47.8%	15.2%	82.6%	45.7%	37.0%
%H (TV HH)			97.8%	47.8%	15.2%	82.6%	45.7%	37.0%
TV room	23	23	23	14	3	19	14	5
%V	1.0%	1.0%	1.0%	1.4%	0.8%	1.1%	1.6%	0.5%
%H (All HH)		100.0%	100.0%	60.9%	13.0%	82.6%	60.9%	21.7%
%H (TV HH)			100.0%	60.9%	13.0%	82.6%	60.9%	21.7%
No specific location	7	7	6	3	1	5	2	3
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	85.7%	42.9%	14.3%	71.4%	28.6%	42.9%
%H (TV HH)			85.7%	42.9%	14.3%	71.4%	28.6%	42.9%
Other	12	12	12	7	2	10	6	3
%V	0.5%	0.5%	0.5%	0.7%	0.5%	0.6%	0.7%	0.3%
%H (All HH)		100.0%	100.0%	58.3%	16.7%	83.3%	50.0%	25.0%
%H (TV HH)			100.0%	58.3%	16.7%	83.3%	50.0%	25.0%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Household level data

Table 11.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2313	2267	983	375	1780	861	918
%H (All HH)		96.3%	94.3%	40.9%	15.6%	74.1%	35.8%	38.2%
%H (TV HH)			98.0%	42.5%	16.2%	77.0%	37.2%	39.7%
PVR	1110	1110	1109	756	178	810	625	185
%V	46.2%	48.0%	48.9%	76.9%	47.5%	45.5%	72.6%	20.2%
%H (All HH)		100.0%	99.9%	68.1%	16.0%	73.0%	56.3%	16.7%
%H (TV HH)			99.9%	68.1%	16.0%	73.0%	56.3%	16.7%
DVDR	285	285	280	142	42	217	119	98
%V	11.9%	12.3%	12.4%	14.4%	11.2%	12.2%	13.8%	10.7%
%H (All HH)		100.0%	98.2%	49.8%	14.7%	76.1%	41.8%	34.4%
%H (TV HH)			98.2%	49.8%	14.7%	76.1%	41.8%	34.4%
VCR	311	311	301	108	65	237	106	131
%V	12.9%	13.4%	13.3%	11.0%	17.3%	13.3%	12.3%	14.3%
%H (All HH)		100.0%	96.8%	34.7%	20.9%	76.2%	34.1%	42.1%
%H (TV HH)			96.8%	34.7%	20.9%	76.2%	34.1%	42.1%
Any recorder	1413	1413	1400	821	235	1046	691	354
%V	58.8%	61.1%	61.8%	83.5%	62.7%	58.8%	80.3%	38.6%
%H (All HH)		100.0%	99.1%	58.1%	16.6%	74.0%	48.9%	25.1%
%H (TV HH)			99.1%	58.1%	16.6%	74.0%	48.9%	25.1%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Household level data

Table 11.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2313	2267	983	375	1780	861	918
%H (All HH)		96.3%	94.3%	40.9%	15.6%	74.1%	35.8%	38.2%
%H (TV HH)			98.0%	42.5%	16.2%	77.0%	37.2%	39.7%
Receives HDTV (via STB or built-in reception)	845	845	845	496	202	627	472	155
%V	35.2%	36.5%	37.3%	50.5%	53.9%	35.2%	54.8%	16.9%
%H (All HH)		100.0%	100.0%	58.7%	23.9%	74.2%	55.9%	18.3%
%H (TV HH)			100.0%	58.7%	23.9%	74.2%	55.9%	18.3%
DVD/Blu-ray player or recorder	1858	1858	1840	835	323	1453	762	692
%V	77.3%	80.3%	81.2%	84.9%	86.1%	81.6%	88.5%	75.4%
%H (All HH)		100.0%	99.0%	44.9%	17.4%	78.2%	41.0%	37.2%
%H (TV HH)			99.0%	44.9%	17.4%	78.2%	41.0%	37.2%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2313	2267	983	375	1780	861	918
%H (All HH)		96.3%	94.3%	40.9%	15.6%	74.1%	35.8%	38.2%
%H (TV HH)			98.0%	42.5%	16.2%	77.0%	37.2%	39.7%
Has PC or Laptop	1728	1654	1636	816	307	1250	726	524
%V	71.9%	71.5%	72.2%	83.0%	81.9%	70.2%	84.3%	57.1%
%H (All HH)		95.7%	94.7%	47.2%	17.8%	72.3%	42.0%	30.3%
%H (TV HH)			98.9%	49.3%	18.6%	75.6%	43.9%	31.7%
Has broadband internet	1609	1545	1530	778	294	1166	698	468
%V	67.0%	66.8%	67.5%	79.1%	78.4%	65.5%	81.1%	51.0%
%H (All HH)		96.0%	95.1%	48.4%	18.3%	72.5%	43.4%	29.1%
%H (TV HH)			99.0%	50.4%	19.0%	75.5%	45.2%	30.3%

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4675	4617	2253	774	3762	2142	1620
%H		98.8%	48.2%	16.6%	80.5%	45.8%	34.7%
Under 20"	1126	1109	545	165	940	534	406
%V	24.1%	24.0%	24.2%	21.3%	25.0%	24.9%	25.1%
%H		98.5%	48.4%	14.7%	83.5%	47.4%	36.1%
20" - 29"	1277	1252	532	207	1033	513	520
%V	27.3%	27.1%	23.6%	26.7%	27.5%	23.9%	32.1%
%H		98.0%	41.7%	16.2%	80.9%	40.2%	40.7%
30" - 39"	1372	1361	657	240	1099	624	475
%V	29.3%	29.5%	29.2%	31.0%	29.2%	29.1%	29.3%
%H		99.2%	47.9%	17.5%	80.1%	45.5%	34.6%
40" and over	852	851	506	152	654	456	199
%V	18.2%	18.4%	22.5%	19.6%	17.4%	21.3%	12.3%
%H		99.9%	59.4%	17.8%	76.8%	53.5%	23.4%
Don't know	47	44	14	10	35	15	21
%V	1.0%	1.0%	0.6%	1.3%	0.9%	0.7%	1.3%
%H		93.6%	29.8%	21.3%	74.5%	31.9%	44.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4675	4617	2253	774	3762	2142	1620
%H		98.8%	48.2%	16.6%	80.5%	45.8%	34.7%
Main living room	2306	2261	983	376	1776	864	912
%V	49.3%	49.0%	43.6%	48.6%	47.2%	40.3%	56.3%
%H		98.0%	42.6%	16.3%	77.0%	37.5%	39.5%
Kitchen	301	299	152	40	254	147	108
%V	6.4%	6.5%	6.7%	5.2%	6.8%	6.9%	6.7%
%H		99.3%	50.5%	13.3%	84.4%	48.8%	35.9%
Adult's bedroom	1381	1374	714	250	1166	741	425
%V	29.5%	29.8%	31.7%	32.3%	31.0%	34.6%	26.2%
%H		99.5%	51.7%	18.1%	84.4%	53.7%	30.8%
Child's bedroom	316	315	201	51	263	197	66
%V	6.8%	6.8%	8.9%	6.6%	7.0%	9.2%	4.1%
%H		99.7%	63.6%	16.1%	83.2%	62.3%	20.9%
Other bedroom	79	78	39	14	66	41	25
%V	1.7%	1.7%	1.7%	1.8%	1.8%	1.9%	1.5%
%H		98.7%	49.4%	17.7%	83.5%	51.9%	31.6%
Second living/dining room	202	201	115	29	164	106	57
%V	4.3%	4.4%	5.1%	3.7%	4.4%	4.9%	3.5%
%H		99.5%	56.9%	14.4%	81.2%	52.5%	28.2%
Study/office	47	46	23	7	38	21	17
%V	1.0%	1.0%	1.0%	0.9%	1.0%	1.0%	1.0%
%H		97.9%	48.9%	14.9%	80.9%	44.7%	36.2%
TV room	23	23	15	3	20	14	5
%V	0.5%	0.5%	0.7%	0.4%	0.5%	0.7%	0.3%
%H		100.0%	65.2%	13.0%	87.0%	60.9%	21.7%
No specific location	7	6	3	1	5	2	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%
%H		85.7%	42.9%	14.3%	71.4%	28.6%	42.9%
Other	13	13	8	2	10	7	3
%V	0.3%	0.3%	0.4%	0.3%	0.3%	0.3%	0.2%
%H		100.0%	61.5%	15.4%	76.9%	53.8%	23.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4675	4617	2253	774	3762	2142	1620
%H		98.8%	48.2%	16.6%	80.5%	45.8%	34.7%
PVR	1440	1440	1037	209	1037	829	208
%V	30.8%	31.2%	46.0%	27.0%	27.6%	38.7%	12.8%
%H		100.0%	72.0%	14.5%	72.0%	57.6%	14.4%
DVDR	345	339	181	49	267	155	112
%V	7.4%	7.3%	8.0%	6.3%	7.1%	7.2%	6.9%
%H		98.3%	52.5%	14.2%	77.4%	44.9%	32.5%
VCR	354	343	121	79	275	129	146
%V	7.6%	7.4%	5.4%	10.2%	7.3%	6.0%	9.0%
%H		96.9%	34.2%	22.3%	77.7%	36.4%	41.2%
Any recorder	1885	1870	1177	294	1390	974	416
%V	40.3%	40.5%	52.2%	38.0%	36.9%	45.5%	25.7%
%H		99.2%	62.4%	15.6%	73.7%	51.7%	22.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4675	4617	2253	774	3762	2142	1620
%H		98.8%	48.2%	16.6%	80.5%	45.8%	34.7%
Receives HDTV (via STB or built-in reception)	1095	1095	653	256	824	628	196
%V	23.4%	23.7%	29.0%	33.1%	21.9%	29.3%	12.1%
%H		100.0%	59.6%	23.4%	75.3%	57.4%	17.9%
DVD/Blu-ray player or recorder	2821	2800	1381	504	2273	1336	938
%V	60.3%	60.6%	61.3%	65.1%	60.4%	62.4%	57.9%
%H		99.3%	49.0%	17.9%	80.6%	47.4%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland
Set level data
Table 11.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2310	2264	982	374	1778	860	918
%H		98.0%	42.5%	16.2%	77.0%	37.2%	39.7%
Under 20"	88	79	19	9	59	8	52
%V	3.8%	3.5%	1.9%	2.4%	3.3%	0.9%	5.7%
%H		89.8%	21.6%	10.2%	67.0%	9.1%	59.1%
20" - 29"	543	520	154	70	411	114	297
%V	23.5%	23.0%	15.7%	18.7%	23.1%	13.3%	32.4%
%H		95.8%	28.4%	12.9%	75.7%	21.0%	54.7%
30" - 39"	921	911	380	154	734	354	380
%V	39.9%	40.2%	38.7%	41.2%	41.3%	41.2%	41.4%
%H		98.9%	41.3%	16.7%	79.7%	38.4%	41.3%
40" and over	737	735	425	137	560	381	179
%V	31.9%	32.5%	43.3%	36.6%	31.5%	44.3%	19.5%
%H		99.7%	57.7%	18.6%	76.0%	51.7%	24.3%
Don't know	22	19	6	4	14	4	10
%V	1.0%	0.8%	0.6%	1.1%	0.8%	0.5%	1.1%
%H		86.4%	27.3%	18.2%	63.6%	18.2%	45.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2310	2264	982	374	1778	860	918
%H		98.0%	42.5%	16.2%	77.0%	37.2%	39.7%
PVR	1075	1074	737	171	781	607	174
%V	46.5%	47.4%	75.1%	45.7%	43.9%	70.6%	19.0%
%H		99.9%	68.6%	15.9%	72.7%	56.5%	16.2%
DVDR	237	233	112	37	179	94	85
%V	10.3%	10.3%	11.4%	9.9%	10.1%	10.9%	9.3%
%H		98.3%	47.3%	15.6%	75.5%	39.7%	35.9%
VCR	260	250	80	56	196	82	115
%V	11.3%	11.0%	8.1%	15.0%	11.0%	9.5%	12.5%
%H		96.2%	30.8%	21.5%	75.4%	31.5%	44.2%
Any recorder	1355	1342	797	224	997	667	330
%V	58.7%	59.3%	81.2%	59.9%	56.1%	77.6%	35.9%
%H		99.0%	58.8%	16.5%	73.6%	49.2%	24.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2310	2264	982	374	1778	860	918
%H		98.0%	42.5%	16.2%	77.0%	37.2%	39.7%
Receives HDTV (via STB or built-in reception)	812	812	474	197	602	455	148
%V	35.2%	35.9%	48.3%	52.7%	33.9%	52.9%	16.1%
%H		100.0%	58.4%	24.3%	74.1%	56.0%	18.2%
DVD/Blu-ray player or recorder	1718	1701	767	296	1341	694	647
%V	74.4%	75.1%	78.1%	79.1%	75.4%	80.7%	70.5%
%H		99.0%	44.6%	17.2%	78.1%	40.4%	37.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2365	2353	1271	400	1983	1281	702
%H		99.5%	53.7%	16.9%	83.8%	54.2%	29.7%
Under 20"	1039	1030	526	156	881	527	354
%V	43.9%	43.8%	41.4%	39.0%	44.4%	41.1%	50.4%
%H		99.1%	50.6%	15.0%	84.8%	50.7%	34.1%
20" - 29"	734	732	378	137	622	399	223
%V	31.0%	31.1%	29.7%	34.3%	31.4%	31.1%	31.8%
%H		99.7%	51.5%	18.7%	84.7%	54.4%	30.4%
30" - 39"	451	450	277	86	365	271	95
%V	19.1%	19.1%	21.8%	21.5%	18.4%	21.2%	13.5%
%H		99.8%	61.4%	19.1%	80.9%	60.1%	21.1%
40" and over	116	116	81	15	94	75	20
%V	4.9%	4.9%	6.4%	3.8%	4.7%	5.9%	2.8%
%H		100.0%	69.8%	12.9%	81.0%	64.7%	17.2%
Don't know	25	25	9	6	21	10	11
%V	1.1%	1.1%	0.7%	1.5%	1.1%	0.8%	1.6%
%H		100.0%	36.0%	24.0%	84.0%	40.0%	44.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2365	2353	1271	400	1983	1281	702
%H		99.5%	53.7%	16.9%	83.8%	54.2%	29.7%
PVR	365	365	300	38	255	222	34
%V	15.4%	15.5%	23.6%	9.5%	12.9%	17.3%	4.8%
%H		100.0%	82.2%	10.4%	69.9%	60.8%	9.3%
DVDR	107	107	69	12	88	61	27
%V	4.5%	4.5%	5.4%	3.0%	4.4%	4.8%	3.8%
%H		100.0%	64.5%	11.2%	82.2%	57.0%	25.2%
VCR	94	92	41	23	79	47	31
%V	4.0%	3.9%	3.2%	5.8%	4.0%	3.7%	4.4%
%H		97.9%	43.6%	24.5%	84.0%	50.0%	33.0%
Any recorder	530	528	380	70	393	307	86
%V	22.4%	22.4%	29.9%	17.5%	19.8%	24.0%	12.3%
%H		99.6%	71.7%	13.2%	74.2%	57.9%	16.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2365	2353	1271	400	1983	1281	702
%H		99.5%	53.7%	16.9%	83.8%	54.2%	29.7%
Receives HDTV (via STB or built-in reception)	283	283	179	59	222	174	48
%V	12.0%	12.0%	14.1%	14.8%	11.2%	13.6%	6.8%
%H		100.0%	63.3%	20.8%	78.4%	61.5%	17.0%
DVD/Blu-ray player or recorder	1103	1099	614	207	932	642	291
%V	46.6%	46.7%	48.3%	51.8%	47.0%	50.1%	41.5%
%H		99.6%	55.7%	18.8%	84.5%	58.2%	26.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5153	4978	4910	2431	838	3814	2142	1672
%H		96.6%	95.3%	47.2%	16.3%	74.0%	41.6%	32.4%
Total Children	904	891	885	527	132	665	434	231
%V	17.5%	17.9%	18.0%	21.7%	15.8%	17.4%	20.3%	13.8%
%H		98.6%	97.9%	58.3%	14.6%	73.6%	48.0%	25.6%
0 - 3	230	224	221	130	35	155	97	57
%V	4.5%	4.5%	4.5%	5.3%	4.2%	4.1%	4.5%	3.4%
%H		97.4%	96.1%	56.5%	15.2%	67.4%	42.2%	24.8%
4 - 15	674	667	664	398	97	510	337	174
%V	13.1%	13.4%	13.5%	16.4%	11.6%	13.4%	15.7%	10.4%
%H		99.0%	98.5%	59.1%	14.4%	75.7%	50.0%	25.8%
4 - 9	339	335	334	199	49	248	159	88
%V	6.6%	6.7%	6.8%	8.2%	5.8%	6.5%	7.4%	5.3%
%H		98.8%	98.5%	58.7%	14.5%	73.2%	46.9%	26.0%
10 - 15	334	332	330	199	48	263	177	86
%V	6.5%	6.7%	6.7%	8.2%	5.7%	6.9%	8.3%	5.1%
%H		99.4%	98.8%	59.6%	14.4%	78.7%	53.0%	25.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5153	4978	4910	2431	838	3814	2142	1672
%H		96.6%	95.3%	47.2%	16.3%	74.0%	41.6%	32.4%
Total Adults (16+)	4249	4087	4024	1904	706	3149	1708	1441
%V	82.5%	82.1%	82.0%	78.3%	84.2%	82.6%	79.7%	86.2%
%H		96.2%	94.7%	44.8%	16.6%	74.1%	40.2%	33.9%
16 - 19	230	214	212	117	34	171	107	64
%V	4.5%	4.3%	4.3%	4.8%	4.1%	4.5%	5.0%	3.8%
%H		93.0%	92.2%	50.9%	14.8%	74.3%	46.5%	27.8%
20 - 24	359	308	301	149	64	231	139	92
%V	7.0%	6.2%	6.1%	6.1%	7.6%	6.1%	6.5%	5.5%
%H		85.8%	83.8%	41.5%	17.8%	64.3%	38.7%	25.6%
25 - 34	675	632	622	322	132	453	283	170
%V	13.1%	12.7%	12.7%	13.2%	15.8%	11.9%	13.2%	10.2%
%H		93.6%	92.1%	47.7%	19.6%	67.1%	41.9%	25.2%
35 - 44	692	670	665	379	110	498	314	184
%V	13.4%	13.5%	13.5%	15.6%	13.1%	13.1%	14.7%	11.0%
%H		96.8%	96.1%	54.8%	15.9%	72.0%	45.4%	26.6%
45 - 54	777	759	750	373	136	594	347	246
%V	15.1%	15.2%	15.3%	15.3%	16.2%	15.6%	16.2%	14.7%
%H		97.7%	96.5%	48.0%	17.5%	76.4%	44.7%	31.7%
55 - 64	653	645	637	285	119	500	266	234
%V	12.7%	13.0%	13.0%	11.7%	14.2%	13.1%	12.4%	14.0%
%H		98.8%	97.5%	43.6%	18.2%	76.6%	40.7%	35.8%
65+	863	859	837	278	111	702	251	451
%V	16.7%	17.3%	17.0%	11.4%	13.2%	18.4%	11.7%	27.0%
%H		99.5%	97.0%	32.2%	12.9%	81.3%	29.1%	52.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4249	4087	4024	1904	706	3149	1708	1441
%H		96.2%	94.7%	44.8%	16.6%	74.1%	40.2%	33.9%
AB	966	941	931	446	167	712	391	320
%V	22.7%	23.0%	23.1%	23.4%	23.7%	22.6%	22.9%	22.2%
%H		97.4%	96.4%	46.2%	17.3%	73.7%	40.5%	33.1%
C1	1199	1113	1100	565	201	849	507	343
%V	28.2%	27.2%	27.3%	29.7%	28.5%	27.0%	29.7%	23.8%
%H		92.8%	91.7%	47.1%	16.8%	70.8%	42.3%	28.6%
C2	866	851	846	423	164	676	408	268
%V	20.4%	20.8%	21.0%	22.2%	23.2%	21.5%	23.9%	18.6%
%H		98.3%	97.7%	48.8%	18.9%	78.1%	47.1%	30.9%
D	736	710	698	322	109	542	273	269
%V	17.3%	17.4%	17.3%	16.9%	15.4%	17.2%	16.0%	18.7%
%H		96.5%	94.8%	43.8%	14.8%	73.6%	37.1%	36.5%
E	483	471	450	148	66	370	129	241
%V	11.4%	11.5%	11.2%	7.8%	9.3%	11.7%	7.6%	16.7%
%H		97.5%	93.2%	30.6%	13.7%	76.6%	26.7%	49.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4249	4087	4024	1904	706	3149	1708	1441
%H		96.2%	94.7%	44.8%	16.6%	74.1%	40.2%	33.9%
Working full time	1896	1842	1829	984	347	1383	874	509
%V	44.6%	45.1%	45.5%	51.7%	49.2%	43.9%	51.2%	35.3%
%H		97.2%	96.5%	51.9%	18.3%	72.9%	46.1%	26.8%
Working part time	411	401	397	214	64	304	183	121
%V	9.7%	9.8%	9.9%	11.2%	9.1%	9.7%	10.7%	8.4%
%H		97.6%	96.6%	52.1%	15.6%	74.0%	44.5%	29.4%
Not working	1942	1843	1798	706	295	1462	651	811
%V	45.7%	45.1%	44.7%	37.1%	41.8%	46.4%	38.1%	56.3%
%H		94.9%	92.6%	36.4%	15.2%	75.3%	33.5%	41.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2039	1955	1924	949	342	1490	843	647
%H		95.9%	94.4%	46.5%	16.8%	73.1%	41.3%	31.7%
16 - 19	122	115	115	62	19	91	57	34
%V	6.0%	5.9%	6.0%	6.5%	5.6%	6.1%	6.8%	5.3%
%H		94.3%	94.3%	50.8%	15.6%	74.6%	46.7%	27.9%
20 - 24	177	157	153	81	30	119	76	44
%V	8.7%	8.0%	8.0%	8.5%	8.8%	8.0%	9.0%	6.8%
%H		88.7%	86.4%	45.8%	16.9%	67.2%	42.9%	24.9%
25 - 34	340	316	310	159	71	221	140	81
%V	16.7%	16.2%	16.1%	16.8%	20.8%	14.8%	16.6%	12.5%
%H		92.9%	91.2%	46.8%	20.9%	65.0%	41.2%	23.8%
35 - 44	332	318	314	177	55	234	147	87
%V	16.3%	16.3%	16.3%	18.7%	16.1%	15.7%	17.4%	13.4%
%H		95.8%	94.6%	53.3%	16.6%	70.5%	44.3%	26.2%
45 - 54	373	363	359	184	59	282	163	119
%V	18.3%	18.6%	18.7%	19.4%	17.3%	18.9%	19.3%	18.4%
%H		97.3%	96.2%	49.3%	15.8%	75.6%	43.7%	31.9%
55 - 64	317	310	306	142	55	240	132	109
%V	15.5%	15.9%	15.9%	15.0%	16.1%	16.1%	15.7%	16.8%
%H		97.8%	96.5%	44.8%	17.4%	75.7%	41.6%	34.4%
65+	378	377	368	144	53	301	128	173
%V	18.5%	19.3%	19.1%	15.2%	15.5%	20.2%	15.2%	26.7%
%H		99.7%	97.4%	38.1%	14.0%	79.6%	33.9%	45.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2039	1955	1924	949	342	1490	843	647
%H		95.9%	94.4%	46.5%	16.8%	73.1%	41.3%	31.7%
AB	482	467	461	227	89	345	199	146
%V	23.6%	23.9%	24.0%	23.9%	26.0%	23.2%	23.6%	22.6%
%H		96.9%	95.6%	47.1%	18.5%	71.6%	41.3%	30.3%
C1	531	495	489	272	85	378	242	136
%V	26.0%	25.3%	25.4%	28.7%	24.9%	25.4%	28.7%	21.0%
%H		93.2%	92.1%	51.2%	16.0%	71.2%	45.6%	25.6%
C2	480	471	467	234	91	371	224	147
%V	23.5%	24.1%	24.3%	24.7%	26.6%	24.9%	26.6%	22.7%
%H		98.1%	97.3%	48.8%	19.0%	77.3%	46.7%	30.6%
D	350	333	327	157	51	246	126	120
%V	17.2%	17.0%	17.0%	16.5%	14.9%	16.5%	14.9%	18.5%
%H		95.1%	93.4%	44.9%	14.6%	70.3%	36.0%	34.3%
E	196	189	181	60	27	150	52	97
%V	9.6%	9.7%	9.4%	6.3%	7.9%	10.1%	6.2%	15.0%
%H		96.4%	92.3%	30.6%	13.8%	76.5%	26.5%	49.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2039	1955	1924	949	342	1490	843	647
%H		95.9%	94.4%	46.5%	16.8%	73.1%	41.3%	31.7%
Working full time	1142	1104	1095	603	203	814	519	295
%V	56.0%	56.5%	56.9%	63.5%	59.4%	54.6%	61.6%	45.6%
%H		96.7%	95.9%	52.8%	17.8%	71.3%	45.4%	25.8%
Working part time	69	65	64	33	9	50	28	22
%V	3.4%	3.3%	3.3%	3.5%	2.6%	3.4%	3.3%	3.4%
%H		94.2%	92.8%	47.8%	13.0%	72.5%	40.6%	31.9%
Not working	828	785	766	314	130	626	296	330
%V	40.6%	40.2%	39.8%	33.1%	38.0%	42.0%	35.1%	51.0%
%H		94.8%	92.5%	37.9%	15.7%	75.6%	35.7%	39.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2210	2132	2100	954	364	1659	865	794
%H		96.5%	95.0%	43.2%	16.5%	75.1%	39.1%	35.9%
16 - 19	108	99	98	54	15	80	51	29
%V	4.9%	4.6%	4.7%	5.7%	4.1%	4.8%	5.9%	3.7%
%H		91.7%	90.7%	50.0%	13.9%	74.1%	47.2%	26.9%
20 - 24	182	151	148	68	34	111	63	48
%V	8.2%	7.1%	7.0%	7.1%	9.3%	6.7%	7.3%	6.0%
%H		83.0%	81.3%	37.4%	18.7%	61.0%	34.6%	26.4%
25 - 34	335	317	312	163	61	232	143	89
%V	15.2%	14.9%	14.9%	17.1%	16.8%	14.0%	16.5%	11.2%
%H		94.6%	93.1%	48.7%	18.2%	69.3%	42.7%	26.6%
35 - 44	360	352	351	202	55	264	166	97
%V	16.3%	16.5%	16.7%	21.2%	15.1%	15.9%	19.2%	12.2%
%H		97.8%	97.5%	56.1%	15.3%	73.3%	46.1%	26.9%
45 - 54	404	397	392	189	77	312	184	127
%V	18.3%	18.6%	18.7%	19.8%	21.2%	18.8%	21.3%	16.0%
%H		98.3%	97.0%	46.8%	19.1%	77.2%	45.5%	31.4%
55 - 64	336	335	331	143	64	260	135	125
%V	15.2%	15.7%	15.8%	15.0%	17.6%	15.7%	15.6%	15.7%
%H		99.7%	98.5%	42.6%	19.0%	77.4%	40.2%	37.2%
65+	484	482	469	134	58	401	123	278
%V	21.9%	22.6%	22.3%	14.0%	15.9%	24.2%	14.2%	35.0%
%H		99.6%	96.9%	27.7%	12.0%	82.9%	25.4%	57.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2210	2132	2100	954	364	1659	865	794
%H		96.5%	95.0%	43.2%	16.5%	75.1%	39.1%	35.9%
AB	484	474	470	219	78	367	193	174
%V	21.9%	22.2%	22.4%	23.0%	21.4%	22.1%	22.3%	21.9%
%H		97.9%	97.1%	45.2%	16.1%	75.8%	39.9%	36.0%
C1	667	618	611	292	116	471	265	206
%V	30.2%	29.0%	29.1%	30.6%	31.9%	28.4%	30.6%	25.9%
%H		92.7%	91.6%	43.8%	17.4%	70.6%	39.7%	30.9%
C2	386	381	379	190	73	305	184	121
%V	17.5%	17.9%	18.0%	19.9%	20.1%	18.4%	21.3%	15.2%
%H		98.7%	98.2%	49.2%	18.9%	79.0%	47.7%	31.3%
D	386	377	372	165	58	296	147	149
%V	17.5%	17.7%	17.7%	17.3%	15.9%	17.8%	17.0%	18.8%
%H		97.7%	96.4%	42.7%	15.0%	76.7%	38.1%	38.6%
E	287	282	269	89	39	220	77	144
%V	13.0%	13.2%	12.8%	9.3%	10.7%	13.3%	8.9%	18.1%
%H		98.3%	93.7%	31.0%	13.6%	76.7%	26.8%	50.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2210	2132	2100	954	364	1659	865	794
%H		96.5%	95.0%	43.2%	16.5%	75.1%	39.1%	35.9%
Working full time	755	738	734	382	143	569	355	214
%V	34.2%	34.6%	35.0%	40.0%	39.3%	34.3%	41.0%	27.0%
%H		97.7%	97.2%	50.6%	18.9%	75.4%	47.0%	28.3%
Working part time	342	336	334	181	56	254	155	99
%V	15.5%	15.8%	15.9%	19.0%	15.4%	15.3%	17.9%	12.5%
%H		98.2%	97.7%	52.9%	16.4%	74.3%	45.3%	28.9%
Not working	1113	1058	1032	392	165	836	355	481
%V	50.4%	49.6%	49.1%	41.1%	45.3%	50.4%	41.0%	60.6%
%H		95.1%	92.7%	35.2%	14.8%	75.1%	31.9%	43.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
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BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	701	613	335	57	381	161	220
%H (All HH)		97.4%	85.1%	46.5%	7.9%	52.9%	22.4%	30.6%
%H (TV HH)			87.4%	47.8%	8.1%	54.4%	23.0%	31.4%
AB	126	124	114	63	13	69	30	38
%V	17.5%	17.7%	18.6%	18.8%	22.8%	18.1%	18.6%	17.3%
%H (All HH)		98.4%	90.5%	50.0%	10.3%	54.8%	23.8%	30.2%
%H (TV HH)			91.9%	50.8%	10.5%	55.6%	24.2%	30.6%
C1	174	169	153	87	15	98	48	51
%V	24.2%	24.1%	25.0%	26.0%	26.3%	25.7%	29.8%	23.2%
%H (All HH)		97.1%	87.9%	50.0%	8.6%	56.3%	27.6%	29.3%
%H (TV HH)			90.5%	51.5%	8.9%	58.0%	28.4%	30.2%
C2	146	142	128	72	9	85	38	47
%V	20.3%	20.3%	20.9%	21.5%	15.8%	22.3%	23.6%	21.4%
%H (All HH)		97.3%	87.7%	49.3%	6.2%	58.2%	26.0%	32.2%
%H (TV HH)			90.1%	50.7%	6.3%	59.9%	26.8%	33.1%
D	133	128	112	63	10	67	28	39
%V	18.5%	18.3%	18.3%	18.8%	17.5%	17.6%	17.4%	17.7%
%H (All HH)		96.2%	84.2%	47.4%	7.5%	50.4%	21.1%	29.3%
%H (TV HH)			87.5%	49.2%	7.8%	52.3%	21.9%	30.5%
E	141	137	106	49	11	63	18	45
%V	19.6%	19.5%	17.3%	14.6%	19.3%	16.5%	11.2%	20.5%
%H (All HH)		97.2%	75.2%	34.8%	7.8%	44.7%	12.8%	31.9%
%H (TV HH)			77.4%	35.8%	8.0%	46.0%	13.1%	32.8%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	701	613	335	57	381	161	220
%H (All HH)		97.4%	85.1%	46.5%	7.9%	52.9%	22.4%	30.6%
%H (TV HH)			87.4%	47.8%	8.1%	54.4%	23.0%	31.4%
Under 25	32	30	26	14	4	13	5	8
%V	4.4%	4.3%	4.2%	4.2%	7.0%	3.4%	3.1%	3.6%
%H (All HH)		93.8%	81.3%	43.8%	12.5%	40.6%	15.6%	25.0%
%H (TV HH)			86.7%	46.7%	13.3%	43.3%	16.7%	26.7%
25 - 34	117	113	107	66	13	58	29	28
%V	16.3%	16.1%	17.5%	19.7%	22.8%	15.2%	18.0%	12.7%
%H (All HH)		96.6%	91.5%	56.4%	11.1%	49.6%	24.8%	23.9%
%H (TV HH)			94.7%	58.4%	11.5%	51.3%	25.7%	24.8%
35 - 44	140	137	128	81	11	75	38	36
%V	19.4%	19.5%	20.9%	24.2%	19.3%	19.7%	23.6%	16.4%
%H (All HH)		97.9%	91.4%	57.9%	7.9%	53.6%	27.1%	25.7%
%H (TV HH)			93.4%	59.1%	8.0%	54.7%	27.7%	26.3%
45 - 54	147	144	133	74	12	88	41	47
%V	20.4%	20.5%	21.7%	22.1%	21.1%	23.1%	25.5%	21.4%
%H (All HH)		98.0%	90.5%	50.3%	8.2%	59.9%	27.9%	32.0%
%H (TV HH)			92.4%	51.4%	8.3%	61.1%	28.5%	32.6%
55 - 64	113	111	97	48	9	64	23	40
%V	15.7%	15.8%	15.8%	14.3%	15.8%	16.8%	14.3%	18.2%
%H (All HH)		98.2%	85.8%	42.5%	8.0%	56.6%	20.4%	35.4%
%H (TV HH)			87.4%	43.2%	8.1%	57.7%	20.7%	36.0%
65 +	169	166	122	52	9	84	24	61
%V	23.5%	23.7%	19.9%	15.5%	15.8%	22.0%	14.9%	27.7%
%H (All HH)		98.2%	72.2%	30.8%	5.3%	49.7%	14.2%	36.1%
%H (TV HH)			73.5%	31.3%	5.4%	50.6%	14.5%	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

DATA PERIOD: ANNUAL
January - December 2011

BBC Ulster
Household level data
Table 12.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	701	613	335	57	381	161	220
%H (All HH)		97.4%	85.1%	46.5%	7.9%	52.9%	22.4%	30.6%
%H (TV HH)			87.4%	47.8%	8.1%	54.4%	23.0%	31.4%
1	220	209	157	59	17	102	21	81
%V	30.6%	29.8%	25.6%	17.6%	29.8%	26.8%	13.0%	36.8%
%H (All HH)		95.0%	71.4%	26.8%	7.7%	46.4%	9.5%	36.8%
%H (TV HH)			75.1%	28.2%	8.1%	48.8%	10.0%	38.8%
2	209	206	184	96	18	115	46	70
%V	29.0%	29.4%	30.0%	28.7%	31.6%	30.2%	28.6%	31.8%
%H (All HH)		98.6%	88.0%	45.9%	8.6%	55.0%	22.0%	33.5%
%H (TV HH)			89.3%	46.6%	8.7%	55.8%	22.3%	34.0%
3	110	110	102	66	9	60	33	28
%V	15.3%	15.7%	16.6%	19.7%	15.8%	15.7%	20.5%	12.7%
%H (All HH)		100.0%	92.7%	60.0%	8.2%	54.5%	30.0%	25.5%
%H (TV HH)			92.7%	60.0%	8.2%	54.5%	30.0%	25.5%
4	112	110	106	72	9	64	39	26
%V	15.6%	15.7%	17.3%	21.5%	15.8%	16.8%	24.2%	11.8%
%H (All HH)		98.2%	94.6%	64.3%	8.0%	57.1%	34.8%	23.2%
%H (TV HH)			96.4%	65.5%	8.2%	58.2%	35.5%	23.6%
5+	68	67	63	41	5	39	23	17
%V	9.4%	9.6%	10.3%	12.2%	8.8%	10.2%	14.3%	7.7%
%H (All HH)		98.5%	92.6%	60.3%	7.4%	57.4%	33.8%	25.0%
%H (TV HH)			94.0%	61.2%	7.5%	58.2%	34.3%	25.4%
Average HH size	2.49	2.51	2.61	2.89	2.47	2.59	3.04	2.26

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	701	613	335	57	381	161	220
%H (All HH)		97.4%	85.1%	46.5%	7.9%	52.9%	22.4%	30.6%
%H (TV HH)			87.4%	47.8%	8.1%	54.4%	23.0%	31.4%
Without	507	491	415	201	40	266	94	172
%V	70.4%	70.0%	67.7%	60.0%	70.2%	69.8%	58.4%	78.2%
%H (All HH)		96.8%	81.9%	39.6%	7.9%	52.5%	18.5%	33.9%
%H (TV HH)			84.5%	40.9%	8.1%	54.2%	19.1%	35.0%
With	213	210	198	134	17	115	67	48
%V	29.6%	30.0%	32.3%	40.0%	29.8%	30.2%	41.6%	21.8%
%H (All HH)		98.6%	93.0%	62.9%	8.0%	54.0%	31.5%	22.5%
%H (TV HH)			94.3%	63.8%	8.1%	54.8%	31.9%	22.9%
0 - 3	83	82	78	56	6	43	26	18
%V	11.5%	11.7%	12.7%	16.7%	10.5%	11.3%	16.1%	8.2%
%H (All HH)		98.8%	94.0%	67.5%	7.2%	51.8%	31.3%	21.7%
%H (TV HH)			95.1%	68.3%	7.3%	52.4%	31.7%	22.0%
4 - 9	102	100	95	66	8	54	33	22
%V	14.2%	14.3%	15.5%	19.7%	14.0%	14.2%	20.5%	10.0%
%H (All HH)		98.0%	93.1%	64.7%	7.8%	52.9%	32.4%	21.6%
%H (TV HH)			95.0%	66.0%	8.0%	54.0%	33.0%	22.0%
10 - 15	106	105	97	63	10	60	34	25
%V	14.7%	15.0%	15.8%	18.8%	17.5%	15.7%	21.1%	11.4%
%H (All HH)		99.1%	91.5%	59.4%	9.4%	56.6%	32.1%	23.6%
%H (TV HH)			92.4%	60.0%	9.5%	57.1%	32.4%	23.8%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	701	613	335	57	381	161	220
%H (All HH)		97.4%	85.1%	46.5%	7.9%	52.9%	22.4%	30.6%
%H (TV HH)			87.4%	47.8%	8.1%	54.4%	23.0%	31.4%
1	239	239	188	86	21	99	20	79
%V	33.2%	34.1%	30.7%	25.7%	36.8%	26.0%	12.4%	35.9%
%H (All HH)		100.0%	78.7%	36.0%	8.8%	41.4%	8.4%	33.1%
%H (TV HH)			78.7%	36.0%	8.8%	41.4%	8.4%	33.1%
2	251	251	222	119	19	138	54	84
%V	34.9%	35.8%	36.2%	35.5%	33.3%	36.2%	33.5%	38.2%
%H (All HH)		100.0%	88.4%	47.4%	7.6%	55.0%	21.5%	33.5%
%H (TV HH)			88.4%	47.4%	7.6%	55.0%	21.5%	33.5%
3	115	115	109	66	10	74	40	34
%V	16.0%	16.4%	17.8%	19.7%	17.5%	19.4%	24.8%	15.5%
%H (All HH)		100.0%	94.8%	57.4%	8.7%	64.3%	34.8%	29.6%
%H (TV HH)			94.8%	57.4%	8.7%	64.3%	34.8%	29.6%
4	57	57	56	36	4	41	26	15
%V	7.9%	8.1%	9.1%	10.7%	7.0%	10.8%	16.1%	6.8%
%H (All HH)		100.0%	98.2%	63.2%	7.0%	71.9%	45.6%	26.3%
%H (TV HH)			98.2%	63.2%	7.0%	71.9%	45.6%	26.3%
5+	39	39	38	28	3	29	21	8
%V	5.4%	5.6%	6.2%	8.4%	5.3%	7.6%	13.0%	3.6%
%H (All HH)		100.0%	97.4%	71.8%	7.7%	74.4%	53.8%	20.5%
%H (TV HH)			97.4%	71.8%	7.7%	74.4%	53.8%	20.5%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	701	613	335	57	381	161	220
%H (All HH)		97.4%	85.1%	46.5%	7.9%	52.9%	22.4%	30.6%
%H (TV HH)			87.4%	47.8%	8.1%	54.4%	23.0%	31.4%
Under 20"	238	238	208	115	19	144	70	74
%V	33.1%	34.0%	33.9%	34.3%	33.3%	37.8%	43.5%	33.6%
%H (All HH)		100.0%	87.4%	48.3%	8.0%	60.5%	29.4%	31.1%
%H (TV HH)			87.4%	48.3%	8.0%	60.5%	29.4%	31.1%
20" - 29"	364	364	304	156	24	208	84	124
%V	50.6%	51.9%	49.6%	46.6%	42.1%	54.6%	52.2%	56.4%
%H (All HH)		100.0%	83.5%	42.9%	6.6%	57.1%	23.1%	34.1%
%H (TV HH)			83.5%	42.9%	6.6%	57.1%	23.1%	34.1%
30" - 39"	349	349	326	187	29	207	96	111
%V	48.5%	49.8%	53.2%	55.8%	50.9%	54.3%	59.6%	50.5%
%H (All HH)		100.0%	93.4%	53.6%	8.3%	59.3%	27.5%	31.8%
%H (TV HH)			93.4%	53.6%	8.3%	59.3%	27.5%	31.8%
40" and over	234	234	230	156	23	137	85	52
%V	32.5%	33.4%	37.5%	46.6%	40.4%	36.0%	52.8%	23.6%
%H (All HH)		100.0%	98.3%	66.7%	9.8%	58.5%	36.3%	22.2%
%H (TV HH)			98.3%	66.7%	9.8%	58.5%	36.3%	22.2%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2011

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	701	613	335	57	381	161	220
%H (All HH)		97.4%	85.1%	46.5%	7.9%	52.9%	22.4%	30.6%
%H (TV HH)			87.4%	47.8%	8.1%	54.4%	23.0%	31.4%
Main living room	691	691	605	332	57	375	159	216
%V	96.0%	98.6%	98.7%	99.1%	100.0%	98.4%	98.8%	98.2%
%H (All HH)		100.0%	87.6%	48.0%	8.2%	54.3%	23.0%	31.3%
%H (TV HH)			87.6%	48.0%	8.2%	54.3%	23.0%	31.3%
Kitchen	190	190	172	99	9	124	60	64
%V	26.4%	27.1%	28.1%	29.6%	15.8%	32.5%	37.3%	29.1%
%H (All HH)		100.0%	90.5%	52.1%	4.7%	65.3%	31.6%	33.7%
%H (TV HH)			90.5%	52.1%	4.7%	65.3%	31.6%	33.7%
Adult's bedroom	300	300	281	169	27	188	101	87
%V	41.7%	42.8%	45.8%	50.4%	47.4%	49.3%	62.7%	39.5%
%H (All HH)		100.0%	93.7%	56.3%	9.0%	62.7%	33.7%	29.0%
%H (TV HH)			93.7%	56.3%	9.0%	62.7%	33.7%	29.0%
Child's bedroom	66	66	63	43	6	45	31	14
%V	9.2%	9.4%	10.3%	12.8%	10.5%	11.8%	19.3%	6.4%
%H (All HH)		100.0%	95.5%	65.2%	9.1%	68.2%	47.0%	21.2%
%H (TV HH)			95.5%	65.2%	9.1%	68.2%	47.0%	21.2%
Other bedroom	20	20	19	12	2	13	7	5
%V	2.8%	2.9%	3.1%	3.6%	3.5%	3.4%	4.3%	2.3%
%H (All HH)		100.0%	95.0%	60.0%	10.0%	65.0%	35.0%	25.0%
%H (TV HH)			95.0%	60.0%	10.0%	65.0%	35.0%	25.0%
Second living/dining room	124	124	117	74	8	80	44	36
%V	17.2%	17.7%	19.1%	22.1%	14.0%	21.0%	27.3%	16.4%
%H (All HH)		100.0%	94.4%	59.7%	6.5%	64.5%	35.5%	29.0%
%H (TV HH)			94.4%	59.7%	6.5%	64.5%	35.5%	29.0%
Study/office	10	10	10	6	1	6	4	2
%V	1.4%	1.4%	1.6%	1.8%	1.8%	1.6%	2.5%	0.9%
%H (All HH)		100.0%	100.0%	60.0%	10.0%	60.0%	40.0%	20.0%
%H (TV HH)			100.0%	60.0%	10.0%	60.0%	40.0%	20.0%
TV room	9	9	9	6	1	6	3	3
%V	1.3%	1.3%	1.5%	1.8%	1.8%	1.6%	1.9%	1.4%
%H (All HH)		100.0%	100.0%	66.7%	11.1%	66.7%	33.3%	33.3%
%H (TV HH)			100.0%	66.7%	11.1%	66.7%	33.3%	33.3%
No specific location	2	2	2	1	0	2	1	1
%V	0.3%	0.3%	0.3%	0.3%	0.0%	0.5%	0.6%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	2	2	2	1	0	1	0	1
%V	0.3%	0.3%	0.3%	0.3%	0.0%	0.3%	0.0%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	50.0%	0.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	50.0%	0.0%	50.0%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Ulster
Household level data
Table 12.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	701	613	335	57	381	161	220
%H (All HH)		97.4%	85.1%	46.5%	7.9%	52.9%	22.4%	30.6%
%H (TV HH)			87.4%	47.8%	8.1%	54.4%	23.0%	31.4%
PVR	283	283	283	230	26	143	114	29
%V	39.3%	40.4%	46.2%	68.7%	45.6%	37.5%	70.8%	13.2%
%H (All HH)		100.0%	100.0%	81.3%	9.2%	50.5%	40.3%	10.2%
%H (TV HH)			100.0%	81.3%	9.2%	50.5%	40.3%	10.2%
DVDR	93	93	85	51	7	58	31	27
%V	12.9%	13.3%	13.9%	15.2%	12.3%	15.2%	19.3%	12.3%
%H (All HH)		100.0%	91.4%	54.8%	7.5%	62.4%	33.3%	29.0%
%H (TV HH)			91.4%	54.8%	7.5%	62.4%	33.3%	29.0%
VCR	93	93	77	39	7	50	19	31
%V	12.9%	13.3%	12.6%	11.6%	12.3%	13.1%	11.8%	14.1%
%H (All HH)		100.0%	82.8%	41.9%	7.5%	53.8%	20.4%	33.3%
%H (TV HH)			82.8%	41.9%	7.5%	53.8%	20.4%	33.3%
Any recorder	383	383	362	258	33	200	127	73
%V	53.2%	54.6%	59.1%	77.0%	57.9%	52.5%	78.9%	33.2%
%H (All HH)		100.0%	94.5%	67.4%	8.6%	52.2%	33.2%	19.1%
%H (TV HH)			94.5%	67.4%	8.6%	52.2%	33.2%	19.1%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Ulster

Household level data

Table 12.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	701	613	335	57	381	161	220
%H (All HH)		97.4%	85.1%	46.5%	7.9%	52.9%	22.4%	30.6%
%H (TV HH)			87.4%	47.8%	8.1%	54.4%	23.0%	31.4%
Receives HDTV (via STB or built-in reception)	155	155	155	113	26	81	63	19
%V	21.5%	22.1%	25.3%	33.7%	45.6%	21.3%	39.1%	8.6%
%H (All HH)		100.0%	100.0%	72.9%	16.8%	52.3%	40.6%	12.3%
%H (TV HH)			100.0%	72.9%	16.8%	52.3%	40.6%	12.3%
DVD/Blu-ray player or recorder	539	539	494	282	45	310	143	167
%V	74.9%	76.9%	80.6%	84.2%	78.9%	81.4%	88.8%	75.9%
%H (All HH)		100.0%	91.7%	52.3%	8.3%	57.5%	26.5%	31.0%
%H (TV HH)			91.7%	52.3%	8.3%	57.5%	26.5%	31.0%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Ulster

Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	701	613	335	57	381	161	220
%H (All HH)		97.4%	85.1%	46.5%	7.9%	52.9%	22.4%	30.6%
%H (TV HH)			87.4%	47.8%	8.1%	54.4%	23.0%	31.4%
Has PC or Laptop	486	478	449	271	48	269	138	131
%V	67.5%	68.2%	73.2%	80.9%	84.2%	70.6%	85.7%	59.5%
%H (All HH)		98.4%	92.4%	55.8%	9.9%	55.3%	28.4%	27.0%
%H (TV HH)			93.9%	56.7%	10.0%	56.3%	28.9%	27.4%
Has broadband internet	453	445	422	259	46	250	132	118
%V	62.9%	63.5%	68.8%	77.3%	80.7%	65.6%	82.0%	53.6%
%H (All HH)		98.2%	93.2%	57.2%	10.2%	55.2%	29.1%	26.0%
%H (TV HH)			94.8%	58.2%	10.3%	56.2%	29.7%	26.5%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1527	1388	815	122	921	465	455
%H		90.9%	53.4%	8.0%	60.3%	30.5%	29.8%
Under 20"	326	291	164	27	206	105	101
%V	21.3%	21.0%	20.1%	22.1%	22.4%	22.6%	22.2%
%H		89.3%	50.3%	8.3%	63.2%	32.2%	31.0%
20" - 29"	515	441	237	33	305	134	172
%V	33.7%	31.8%	29.1%	27.0%	33.1%	28.8%	37.8%
%H		85.6%	46.0%	6.4%	59.2%	26.0%	33.4%
30" - 39"	418	394	233	36	254	128	126
%V	27.4%	28.4%	28.6%	29.5%	27.6%	27.5%	27.7%
%H		94.3%	55.7%	8.6%	60.8%	30.6%	30.1%
40" and over	259	255	177	25	151	97	54
%V	17.0%	18.4%	21.7%	20.5%	16.4%	20.9%	11.9%
%H		98.5%	68.3%	9.7%	58.3%	37.5%	20.8%
Don't know	8	7	5	1	3	1	2
%V	0.5%	0.5%	0.6%	0.8%	0.3%	0.2%	0.4%
%H		87.5%	62.5%	12.5%	37.5%	12.5%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1527	1388	815	122	921	465	455
%H		90.9%	53.4%	8.0%	60.3%	30.5%	29.8%
Main living room	699	611	335	58	379	161	218
%V	45.8%	44.0%	41.1%	47.5%	41.2%	34.6%	47.9%
%H		87.4%	47.9%	8.3%	54.2%	23.0%	31.2%
Kitchen	191	172	99	9	124	60	64
%V	12.5%	12.4%	12.1%	7.4%	13.5%	12.9%	14.1%
%H		90.1%	51.8%	4.7%	64.9%	31.4%	33.5%
Adult's bedroom	382	362	222	35	249	142	107
%V	25.0%	26.1%	27.2%	28.7%	27.0%	30.5%	23.5%
%H		94.8%	58.1%	9.2%	65.2%	37.2%	28.0%
Child's bedroom	85	82	57	7	60	42	18
%V	5.6%	5.9%	7.0%	5.7%	6.5%	9.0%	4.0%
%H		96.5%	67.1%	8.2%	70.6%	49.4%	21.2%
Other bedroom	22	21	13	2	14	8	6
%V	1.4%	1.5%	1.6%	1.6%	1.5%	1.7%	1.3%
%H		95.5%	59.1%	9.1%	63.6%	36.4%	27.3%
Second living/dining room	126	118	75	8	81	45	36
%V	8.3%	8.5%	9.2%	6.6%	8.8%	9.7%	7.9%
%H		93.7%	59.5%	6.3%	64.3%	35.7%	28.6%
Study/office	10	10	6	1	6	4	2
%V	0.7%	0.7%	0.7%	0.8%	0.7%	0.9%	0.4%
%H		100.0%	60.0%	10.0%	60.0%	40.0%	20.0%
TV room	9	9	6	1	6	3	3
%V	0.6%	0.6%	0.7%	0.8%	0.7%	0.6%	0.7%
%H		100.0%	66.7%	11.1%	66.7%	33.3%	33.3%
No specific location	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	2	2	1	0	1	0	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%
%H		100.0%	50.0%	0.0%	50.0%	0.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1527	1388	815	122	921	465	455
%H		90.9%	53.4%	8.0%	60.3%	30.5%	29.8%
PVR	379	379	319	31	184	152	32
%V	24.8%	27.3%	39.1%	25.4%	20.0%	32.7%	7.0%
%H		100.0%	84.2%	8.2%	48.5%	40.1%	8.4%
DVDR	117	108	68	9	77	46	31
%V	7.7%	7.8%	8.3%	7.4%	8.4%	9.9%	6.8%
%H		92.3%	58.1%	7.7%	65.8%	39.3%	26.5%
VCR	103	86	44	7	57	22	35
%V	6.7%	6.2%	5.4%	5.7%	6.2%	4.7%	7.7%
%H		83.5%	42.7%	6.8%	55.3%	21.4%	34.0%
Any recorder	522	498	373	41	272	186	86
%V	34.2%	35.9%	45.8%	33.6%	29.5%	40.0%	18.9%
%H		95.4%	71.5%	7.9%	52.1%	35.6%	16.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1527	1388	815	122	921	465	455
%H		90.9%	53.4%	8.0%	60.3%	30.5%	29.8%
Receives HDTV (via STB or built-in reception)	206	206	152	32	109	84	25
%V	13.5%	14.8%	18.7%	26.2%	11.8%	18.1%	5.5%
%H		100.0%	73.8%	15.5%	52.9%	40.8%	12.1%
DVD/Blu-ray player or recorder	793	741	450	66	486	260	226
%V	51.9%	53.4%	55.2%	54.1%	52.8%	55.9%	49.7%
%H		93.4%	56.7%	8.3%	61.3%	32.8%	28.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Ulster
Set level data
Table 12.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	700	612	335	57	381	161	220
%H		87.4%	47.9%	8.1%	54.4%	23.0%	31.4%
Under 20"	19	11	2	1	8	1	7
%V	2.7%	1.8%	0.6%	1.8%	2.1%	0.6%	3.2%
%H		57.9%	10.5%	5.3%	42.1%	5.3%	36.8%
20" - 29"	186	132	49	12	87	17	70
%V	26.6%	21.6%	14.6%	21.1%	22.8%	10.6%	31.8%
%H		71.0%	26.3%	6.5%	46.8%	9.1%	37.6%
30" - 39"	271	250	134	23	158	65	93
%V	38.7%	40.8%	40.0%	40.4%	41.5%	40.4%	42.3%
%H		92.3%	49.4%	8.5%	58.3%	24.0%	34.3%
40" and over	221	217	147	22	127	79	48
%V	31.6%	35.5%	43.9%	38.6%	33.3%	49.1%	21.8%
%H		98.2%	66.5%	10.0%	57.5%	35.7%	21.7%
Don't know	3	2	2	0	1	0	1
%V	0.4%	0.3%	0.6%	0.0%	0.3%	0.0%	0.5%
%H		66.7%	66.7%	0.0%	33.3%	0.0%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	700	612	335	57	381	161	220
%H		87.4%	47.9%	8.1%	54.4%	23.0%	31.4%
PVR	274	274	224	25	135	108	27
%V	39.1%	44.8%	66.9%	43.9%	35.4%	67.1%	12.3%
%H		100.0%	81.8%	9.1%	49.3%	39.4%	9.9%
DVDR	76	69	41	6	45	24	22
%V	10.9%	11.3%	12.2%	10.5%	11.8%	14.9%	10.0%
%H		90.8%	53.9%	7.9%	59.2%	31.6%	28.9%
VCR	75	60	29	5	38	12	26
%V	10.7%	9.8%	8.7%	8.8%	10.0%	7.5%	11.8%
%H		80.0%	38.7%	6.7%	50.7%	16.0%	34.7%
Any recorder	363	343	249	31	185	121	64
%V	51.9%	56.0%	74.3%	54.4%	48.6%	75.2%	29.1%
%H		94.5%	68.6%	8.5%	51.0%	33.3%	17.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	700	612	335	57	381	161	220
%H		87.4%	47.9%	8.1%	54.4%	23.0%	31.4%
Receives HDTV (via STB or built-in reception)	149	149	109	25	76	60	17
%V	21.3%	24.3%	32.5%	43.9%	19.9%	37.3%	7.7%
%H		100.0%	73.2%	16.8%	51.0%	40.3%	11.4%
DVD/Blu-ray player or recorder	504	463	264	43	289	132	157
%V	72.0%	75.7%	78.8%	75.4%	75.9%	82.0%	71.4%
%H		91.9%	52.4%	8.5%	57.3%	26.2%	31.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	827	776	481	64	540	304	236
%H		93.8%	58.2%	7.7%	65.3%	36.8%	28.5%
Under 20"	307	281	162	27	198	105	94
%V	37.1%	36.2%	33.7%	42.2%	36.7%	34.5%	39.8%
%H		91.5%	52.8%	8.8%	64.5%	34.2%	30.6%
20" - 29"	329	309	188	21	218	117	101
%V	39.8%	39.8%	39.1%	32.8%	40.4%	38.5%	42.8%
%H		93.9%	57.1%	6.4%	66.3%	35.6%	30.7%
30" - 39"	147	144	99	13	96	63	33
%V	17.8%	18.6%	20.6%	20.3%	17.8%	20.7%	14.0%
%H		98.0%	67.3%	8.8%	65.3%	42.9%	22.4%
40" and over	38	38	29	2	24	18	6
%V	4.6%	4.9%	6.0%	3.1%	4.4%	5.9%	2.5%
%H		100.0%	76.3%	5.3%	63.2%	47.4%	15.8%
Don't know	5	5	3	1	3	1	1
%V	0.6%	0.6%	0.6%	1.6%	0.6%	0.3%	0.4%
%H		100.0%	60.0%	20.0%	60.0%	20.0%	20.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Ulster

Set level data

Table 12.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	827	776	481	64	540	304	236
%H		93.8%	58.2%	7.7%	65.3%	36.8%	28.5%
PVR	105	105	95	6	49	43	6
%V	12.7%	13.5%	19.8%	9.4%	9.1%	14.1%	2.5%
%H		100.0%	90.5%	5.7%	46.7%	41.0%	5.7%
DVDR	41	39	27	3	31	22	9
%V	5.0%	5.0%	5.6%	4.7%	5.7%	7.2%	3.8%
%H		95.1%	65.9%	7.3%	75.6%	53.7%	22.0%
VCR	28	27	16	2	18	9	9
%V	3.4%	3.5%	3.3%	3.1%	3.3%	3.0%	3.8%
%H		96.4%	57.1%	7.1%	64.3%	32.1%	32.1%
Any recorder	159	155	125	10	87	65	22
%V	19.2%	20.0%	26.0%	15.6%	16.1%	21.4%	9.3%
%H		97.5%	78.6%	6.3%	54.7%	40.9%	13.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	827	776	481	64	540	304	236
%H		93.8%	58.2%	7.7%	65.3%	36.8%	28.5%
Receives HDTV (via STB or built-in reception)	57	57	43	6	33	25	8
%V	6.9%	7.3%	8.9%	9.4%	6.1%	8.2%	3.4%
%H		100.0%	75.4%	10.5%	57.9%	43.9%	14.0%
DVD/Blu-ray player or recorder	289	278	186	24	197	128	69
%V	34.9%	35.8%	38.7%	37.5%	36.5%	42.1%	29.2%
%H		96.2%	64.4%	8.3%	68.2%	44.3%	23.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1791	1758	1602	966	142	986	489	497
%H		98.2%	89.4%	53.9%	7.9%	55.1%	27.3%	27.7%
Total Children	385	380	359	244	30	212	125	87
%V	21.5%	21.6%	22.4%	25.3%	21.1%	21.5%	25.6%	17.5%
%H		98.7%	93.2%	63.4%	7.8%	55.1%	32.5%	22.6%
0 - 3	103	102	98	70	7	54	32	22
%V	5.8%	5.8%	6.1%	7.2%	4.9%	5.5%	6.5%	4.4%
%H		99.0%	95.1%	68.0%	6.8%	52.4%	31.1%	21.4%
4 - 15	282	278	261	174	23	158	93	65
%V	15.7%	15.8%	16.3%	18.0%	16.2%	16.0%	19.0%	13.1%
%H		98.6%	92.6%	61.7%	8.2%	56.0%	33.0%	23.0%
4 - 9	139	137	129	91	9	75	45	30
%V	7.8%	7.8%	8.1%	9.4%	6.3%	7.6%	9.2%	6.0%
%H		98.6%	92.8%	65.5%	6.5%	54.0%	32.4%	21.6%
10 - 15	144	142	131	83	13	83	48	35
%V	8.0%	8.1%	8.2%	8.6%	9.2%	8.4%	9.8%	7.0%
%H		98.6%	91.0%	57.6%	9.0%	57.6%	33.3%	24.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1791	1758	1602	966	142	986	489	497
%H		98.2%	89.4%	53.9%	7.9%	55.1%	27.3%	27.7%
Total Adults (16+)	1406	1378	1244	722	112	774	364	410
%V	78.5%	78.4%	77.7%	74.7%	78.9%	78.5%	74.4%	82.5%
%H		98.0%	88.5%	51.4%	8.0%	55.0%	25.9%	29.2%
16 - 19	102	101	96	64	8	59	34	26
%V	5.7%	5.7%	6.0%	6.6%	5.6%	6.0%	7.0%	5.2%
%H		99.0%	94.1%	62.7%	7.8%	57.8%	33.3%	25.5%
20 - 24	114	111	101	59	10	61	30	31
%V	6.4%	6.3%	6.3%	6.1%	7.0%	6.2%	6.1%	6.2%
%H		97.4%	88.6%	51.8%	8.8%	53.5%	26.3%	27.2%
25 - 34	251	244	230	144	28	124	66	59
%V	14.0%	13.9%	14.4%	14.9%	19.7%	12.6%	13.5%	11.9%
%H		97.2%	91.6%	57.4%	11.2%	49.4%	26.3%	23.5%
35 - 44	245	239	224	146	18	132	71	61
%V	13.7%	13.6%	14.0%	15.1%	12.7%	13.4%	14.5%	12.3%
%H		97.6%	91.4%	59.6%	7.3%	53.9%	29.0%	24.9%
45 - 54	246	241	226	132	19	148	74	75
%V	13.7%	13.7%	14.1%	13.7%	13.4%	15.0%	15.1%	15.1%
%H		98.0%	91.9%	53.7%	7.7%	60.2%	30.1%	30.5%
55 - 64	193	191	171	89	15	116	48	67
%V	10.8%	10.9%	10.7%	9.2%	10.6%	11.8%	9.8%	13.5%
%H		99.0%	88.6%	46.1%	7.8%	60.1%	24.9%	34.7%
65+	255	251	195	89	15	133	41	92
%V	14.2%	14.3%	12.2%	9.2%	10.6%	13.5%	8.4%	18.5%
%H		98.4%	76.5%	34.9%	5.9%	52.2%	16.1%	36.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Ulster

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1406	1378	1244	722	112	774	364	410
%H		98.0%	88.5%	51.4%	8.0%	55.0%	25.9%	29.2%
AB	276	274	255	148	28	150	71	79
%V	19.6%	19.9%	20.5%	20.5%	25.0%	19.4%	19.5%	19.3%
%H		99.3%	92.4%	53.6%	10.1%	54.3%	25.7%	28.6%
C1	358	352	327	195	31	216	114	101
%V	25.5%	25.5%	26.3%	27.0%	27.7%	27.9%	31.3%	24.6%
%H		98.3%	91.3%	54.5%	8.7%	60.3%	31.8%	28.2%
C2	311	306	278	162	18	186	87	99
%V	22.1%	22.2%	22.3%	22.4%	16.1%	24.0%	23.9%	24.1%
%H		98.4%	89.4%	52.1%	5.8%	59.8%	28.0%	31.8%
D	262	253	227	138	19	131	62	69
%V	18.6%	18.4%	18.2%	19.1%	17.0%	16.9%	17.0%	16.8%
%H		96.6%	86.6%	52.7%	7.3%	50.0%	23.7%	26.3%
E	198	193	156	79	15	91	30	61
%V	14.1%	14.0%	12.5%	10.9%	13.4%	11.8%	8.2%	14.9%
%H		97.5%	78.8%	39.9%	7.6%	46.0%	15.2%	30.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Ulster

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1406	1378	1244	722	112	774	364	410
%H		98.0%	88.5%	51.4%	8.0%	55.0%	25.9%	29.2%
Working full time	612	599	562	345	53	339	175	164
%V	43.5%	43.5%	45.2%	47.8%	47.3%	43.8%	48.1%	40.0%
%H		97.9%	91.8%	56.4%	8.7%	55.4%	28.6%	26.8%
Working part time	146	144	134	82	12	87	47	41
%V	10.4%	10.4%	10.8%	11.4%	10.7%	11.2%	12.9%	10.0%
%H		98.6%	91.8%	56.2%	8.2%	59.6%	32.2%	28.1%
Not working	647	635	547	295	47	348	142	206
%V	46.0%	46.1%	44.0%	40.9%	42.0%	45.0%	39.0%	50.2%
%H		98.1%	84.5%	45.6%	7.3%	53.8%	21.9%	31.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	683	666	609	359	54	376	180	196
%H		97.5%	89.2%	52.6%	7.9%	55.1%	26.4%	28.7%
16 - 19	53	53	50	33	3	32	18	14
%V	7.8%	8.0%	8.2%	9.2%	5.6%	8.5%	10.0%	7.1%
%H		100.0%	94.3%	62.3%	5.7%	60.4%	34.0%	26.4%
20 - 24	57	55	51	28	5	32	15	17
%V	8.3%	8.3%	8.4%	7.8%	9.3%	8.5%	8.3%	8.7%
%H		96.5%	89.5%	49.1%	8.8%	56.1%	26.3%	29.8%
25 - 34	125	121	115	72	15	62	34	28
%V	18.3%	18.2%	18.9%	20.1%	27.8%	16.5%	18.9%	14.3%
%H		96.8%	92.0%	57.6%	12.0%	49.6%	27.2%	22.4%
35 - 44	121	116	109	70	8	64	33	30
%V	17.7%	17.4%	17.9%	19.5%	14.8%	17.0%	18.3%	15.3%
%H		95.9%	90.1%	57.9%	6.6%	52.9%	27.3%	24.8%
45 - 54	120	117	111	65	8	72	35	37
%V	17.6%	17.6%	18.2%	18.1%	14.8%	19.1%	19.4%	18.9%
%H		97.5%	92.5%	54.2%	6.7%	60.0%	29.2%	30.8%
55 - 64	95	94	84	45	7	56	24	31
%V	13.9%	14.1%	13.8%	12.5%	13.0%	14.9%	13.3%	15.8%
%H		98.9%	88.4%	47.4%	7.4%	58.9%	25.3%	32.6%
65+	113	110	90	45	7	59	21	38
%V	16.5%	16.5%	14.8%	12.5%	13.0%	15.7%	11.7%	19.4%
%H		97.3%	79.6%	39.8%	6.2%	52.2%	18.6%	33.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	683	666	609	359	54	376	180	196
%H		97.5%	89.2%	52.6%	7.9%	55.1%	26.4%	28.7%
AB	134	132	124	73	14	72	35	37
%V	19.6%	19.8%	20.4%	20.3%	25.9%	19.1%	19.4%	18.9%
%H		98.5%	92.5%	54.5%	10.4%	53.7%	26.1%	27.6%
C1	169	166	157	96	14	104	57	48
%V	24.7%	24.9%	25.8%	26.7%	25.9%	27.7%	31.7%	24.5%
%H		98.2%	92.9%	56.8%	8.3%	61.5%	33.7%	28.4%
C2	169	165	150	87	10	99	45	54
%V	24.7%	24.8%	24.6%	24.2%	18.5%	26.3%	25.0%	27.6%
%H		97.6%	88.8%	51.5%	5.9%	58.6%	26.6%	32.0%
D	124	119	108	67	9	61	30	32
%V	18.2%	17.9%	17.7%	18.7%	16.7%	16.2%	16.7%	16.3%
%H		96.0%	87.1%	54.0%	7.3%	49.2%	24.2%	25.8%
E	87	84	69	36	7	39	13	26
%V	12.7%	12.6%	11.3%	10.0%	13.0%	10.4%	7.2%	13.3%
%H		96.6%	79.3%	41.4%	8.0%	44.8%	14.9%	29.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	683	666	609	359	54	376	180	196
%H		97.5%	89.2%	52.6%	7.9%	55.1%	26.4%	28.7%
Working full time	379	369	348	214	31	213	110	103
%V	55.5%	55.4%	57.1%	59.6%	57.4%	56.6%	61.1%	52.6%
%H		97.4%	91.8%	56.5%	8.2%	56.2%	29.0%	27.2%
Working part time	30	30	27	16	3	17	10	8
%V	4.4%	4.5%	4.4%	4.5%	5.6%	4.5%	5.6%	4.1%
%H		100.0%	90.0%	53.3%	10.0%	56.7%	33.3%	26.7%
Not working	274	268	233	129	20	145	61	85
%V	40.1%	40.2%	38.3%	35.9%	37.0%	38.6%	33.9%	43.4%
%H		97.8%	85.0%	47.1%	7.3%	52.9%	22.3%	31.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	723	712	635	363	58	398	184	214
%H		98.5%	87.8%	50.2%	8.0%	55.0%	25.4%	29.6%
16 - 19	49	48	47	31	5	28	16	12
%V	6.8%	6.7%	7.4%	8.5%	8.6%	7.0%	8.7%	5.6%
%H		98.0%	95.9%	63.3%	10.2%	57.1%	32.7%	24.5%
20 - 24	58	56	51	30	5	29	15	14
%V	8.0%	7.9%	8.0%	8.3%	8.6%	7.3%	8.2%	6.5%
%H		96.6%	87.9%	51.7%	8.6%	50.0%	25.9%	24.1%
25 - 34	126	123	115	72	13	63	32	30
%V	17.4%	17.3%	18.1%	19.8%	22.4%	15.8%	17.4%	14.0%
%H		97.6%	91.3%	57.1%	10.3%	50.0%	25.4%	23.8%
35 - 44	124	123	115	76	9	69	38	31
%V	17.2%	17.3%	18.1%	20.9%	15.5%	17.3%	20.7%	14.5%
%H		99.2%	92.7%	61.3%	7.3%	55.6%	30.6%	25.0%
45 - 54	126	124	115	67	11	76	39	37
%V	17.4%	17.4%	18.1%	18.5%	19.0%	19.1%	21.2%	17.3%
%H		98.4%	91.3%	53.2%	8.7%	60.3%	31.0%	29.4%
55 - 64	98	97	87	44	8	60	24	36
%V	13.6%	13.6%	13.7%	12.1%	13.8%	15.1%	13.0%	16.8%
%H		99.0%	88.8%	44.9%	8.2%	61.2%	24.5%	36.7%
65+	141	141	105	43	8	74	20	54
%V	19.5%	19.8%	16.5%	11.8%	13.8%	18.6%	10.9%	25.2%
%H		100.0%	74.5%	30.5%	5.7%	52.5%	14.2%	38.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	723	712	635	363	58	398	184	214
%H		98.5%	87.8%	50.2%	8.0%	55.0%	25.4%	29.6%
AB	142	141	131	75	14	78	36	42
%V	19.6%	19.8%	20.6%	20.7%	24.1%	19.6%	19.6%	19.6%
%H		99.3%	92.3%	52.8%	9.9%	54.9%	25.4%	29.6%
C1	189	186	170	98	17	111	58	54
%V	26.1%	26.1%	26.8%	27.0%	29.3%	27.9%	31.5%	25.2%
%H		98.4%	89.9%	51.9%	9.0%	58.7%	30.7%	28.6%
C2	142	140	128	75	8	87	42	45
%V	19.6%	19.7%	20.2%	20.7%	13.8%	21.9%	22.8%	21.0%
%H		98.6%	90.1%	52.8%	5.6%	61.3%	29.6%	31.7%
D	138	134	119	71	10	70	32	38
%V	19.1%	18.8%	18.7%	19.6%	17.2%	17.6%	17.4%	17.8%
%H		97.1%	86.2%	51.4%	7.2%	50.7%	23.2%	27.5%
E	111	110	87	44	8	52	17	35
%V	15.4%	15.4%	13.7%	12.1%	13.8%	13.1%	9.2%	16.4%
%H		99.1%	78.4%	39.6%	7.2%	46.8%	15.3%	31.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	723	712	635	363	58	398	184	214
%H		98.5%	87.8%	50.2%	8.0%	55.0%	25.4%	29.6%
Working full time	234	230	214	131	22	126	65	60
%V	32.4%	32.3%	33.7%	36.1%	37.9%	31.7%	35.3%	28.0%
%H		98.3%	91.5%	56.0%	9.4%	53.8%	27.8%	25.6%
Working part time	116	114	107	66	9	70	37	33
%V	16.0%	16.0%	16.9%	18.2%	15.5%	17.6%	20.1%	15.4%
%H		98.3%	92.2%	56.9%	7.8%	60.3%	31.9%	28.4%
Not working	373	367	314	166	27	202	81	121
%V	51.6%	51.5%	49.4%	45.7%	46.6%	50.8%	44.0%	56.5%
%H		98.4%	84.2%	44.5%	7.2%	54.2%	21.7%	32.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1342	1298	1296	732	114	1005	549	456
%H (All HH)		96.7%	96.6%	54.5%	8.5%	74.9%	40.9%	34.0%
%H (TV HH)			99.8%	56.4%	8.8%	77.4%	42.3%	35.1%
AB	251	245	245	139	24	186	103	82
%V	18.7%	18.9%	18.9%	19.0%	21.1%	18.5%	18.8%	18.0%
%H (All HH)		97.6%	97.6%	55.4%	9.6%	74.1%	41.0%	32.7%
%H (TV HH)			100.0%	56.7%	9.8%	75.9%	42.0%	33.5%
C1	351	334	333	183	34	258	140	118
%V	26.2%	25.7%	25.7%	25.0%	29.8%	25.7%	25.5%	25.9%
%H (All HH)		95.2%	94.9%	52.1%	9.7%	73.5%	39.9%	33.6%
%H (TV HH)			99.7%	54.8%	10.2%	77.2%	41.9%	35.3%
C2	305	300	300	186	26	235	146	89
%V	22.7%	23.1%	23.1%	25.4%	22.8%	23.4%	26.6%	19.5%
%H (All HH)		98.4%	98.4%	61.0%	8.5%	77.0%	47.9%	29.2%
%H (TV HH)			100.0%	62.0%	8.7%	78.3%	48.7%	29.7%
D	240	232	232	134	18	183	103	80
%V	17.9%	17.9%	17.9%	18.3%	15.8%	18.2%	18.8%	17.5%
%H (All HH)		96.7%	96.7%	55.8%	7.5%	76.3%	42.9%	33.3%
%H (TV HH)			100.0%	57.8%	7.8%	78.9%	44.4%	34.5%
E	195	186	186	89	12	142	56	86
%V	14.5%	14.3%	14.4%	12.2%	10.5%	14.1%	10.2%	18.9%
%H (All HH)		95.4%	95.4%	45.6%	6.2%	72.8%	28.7%	44.1%
%H (TV HH)			100.0%	47.8%	6.5%	76.3%	30.1%	46.2%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1342	1298	1296	732	114	1005	549	456
%H (All HH)		96.7%	96.6%	54.5%	8.5%	74.9%	40.9%	34.0%
%H (TV HH)			99.8%	56.4%	8.8%	77.4%	42.3%	35.1%
Under 25	79	65	65	32	8	49	23	26
%V	5.9%	5.0%	5.0%	4.4%	7.0%	4.9%	4.2%	5.7%
%H (All HH)		82.3%	82.3%	40.5%	10.1%	62.0%	29.1%	32.9%
%H (TV HH)			100.0%	49.2%	12.3%	75.4%	35.4%	40.0%
25 - 34	191	179	178	114	16	120	71	49
%V	14.2%	13.8%	13.7%	15.6%	14.0%	11.9%	12.9%	10.7%
%H (All HH)		93.7%	93.2%	59.7%	8.4%	62.8%	37.2%	25.7%
%H (TV HH)			99.4%	63.7%	8.9%	67.0%	39.7%	27.4%
35 - 44	218	213	213	137	24	161	107	54
%V	16.2%	16.4%	16.4%	18.7%	21.1%	16.0%	19.5%	11.8%
%H (All HH)		97.7%	97.7%	62.8%	11.0%	73.9%	49.1%	24.8%
%H (TV HH)			100.0%	64.3%	11.3%	75.6%	50.2%	25.4%
45 - 54	248	244	244	146	24	196	120	76
%V	18.5%	18.8%	18.8%	19.9%	21.1%	19.5%	21.9%	16.7%
%H (All HH)		98.4%	98.4%	58.9%	9.7%	79.0%	48.4%	30.6%
%H (TV HH)			100.0%	59.8%	9.8%	80.3%	49.2%	31.1%
55 - 64	232	226	226	133	17	175	98	77
%V	17.3%	17.4%	17.4%	18.2%	14.9%	17.4%	17.9%	16.9%
%H (All HH)		97.4%	97.4%	57.3%	7.3%	75.4%	42.2%	33.2%
%H (TV HH)			100.0%	58.8%	7.5%	77.4%	43.4%	34.1%
65 +	375	371	370	170	26	304	129	175
%V	27.9%	28.6%	28.5%	23.2%	22.8%	30.2%	23.5%	38.4%
%H (All HH)		98.9%	98.7%	45.3%	6.9%	81.1%	34.4%	46.7%
%H (TV HH)			99.7%	45.8%	7.0%	81.9%	34.8%	47.2%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1342	1298	1296	732	114	1005	549	456
%H (All HH)		96.7%	96.6%	54.5%	8.5%	74.9%	40.9%	34.0%
%H (TV HH)			99.8%	56.4%	8.8%	77.4%	42.3%	35.1%
1	433	407	406	169	31	318	111	207
%V	32.3%	31.4%	31.3%	23.1%	27.2%	31.6%	20.2%	45.4%
%H (All HH)		94.0%	93.8%	39.0%	7.2%	73.4%	25.6%	47.8%
%H (TV HH)			99.8%	41.5%	7.6%	78.1%	27.3%	50.9%
2	486	476	475	279	42	370	213	157
%V	36.2%	36.7%	36.7%	38.1%	36.8%	36.8%	38.8%	34.4%
%H (All HH)		97.9%	97.7%	57.4%	8.6%	76.1%	43.8%	32.3%
%H (TV HH)			99.8%	58.6%	8.8%	77.7%	44.7%	33.0%
3	201	196	196	131	18	151	104	47
%V	15.0%	15.1%	15.1%	17.9%	15.8%	15.0%	18.9%	10.3%
%H (All HH)		97.5%	97.5%	65.2%	9.0%	75.1%	51.7%	23.4%
%H (TV HH)			100.0%	66.8%	9.2%	77.0%	53.1%	24.0%
4	158	155	155	111	16	117	87	30
%V	11.8%	11.9%	12.0%	15.2%	14.0%	11.6%	15.8%	6.6%
%H (All HH)		98.1%	98.1%	70.3%	10.1%	74.1%	55.1%	19.0%
%H (TV HH)			100.0%	71.6%	10.3%	75.5%	56.1%	19.4%
5+	65	63	63	42	7	48	33	15
%V	4.8%	4.9%	4.9%	5.7%	6.1%	4.8%	6.0%	3.3%
%H (All HH)		96.9%	96.9%	64.6%	10.8%	73.8%	50.8%	23.1%
%H (TV HH)			100.0%	66.7%	11.1%	76.2%	52.4%	23.8%
Average HH size	2.22	2.24	2.24	2.44	2.36	2.23	2.51	1.89

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1342	1298	1296	732	114	1005	549	456
%H (All HH)		96.7%	96.6%	54.5%	8.5%	74.9%	40.9%	34.0%
%H (TV HH)			99.8%	56.4%	8.8%	77.4%	42.3%	35.1%
Without	1015	975	973	512	86	767	388	379
%V	75.6%	75.1%	75.1%	69.9%	75.4%	76.3%	70.7%	83.1%
%H (All HH)		96.1%	95.9%	50.4%	8.5%	75.6%	38.2%	37.3%
%H (TV HH)			99.8%	52.5%	8.8%	78.7%	39.8%	38.9%
With	327	323	322	220	27	238	161	77
%V	24.4%	24.9%	24.8%	30.1%	23.7%	23.7%	29.3%	16.9%
%H (All HH)		98.8%	98.5%	67.3%	8.3%	72.8%	49.2%	23.5%
%H (TV HH)			99.7%	68.1%	8.4%	73.7%	49.8%	23.8%
0 - 3	117	115	115	77	10	81	52	28
%V	8.7%	8.9%	8.9%	10.5%	8.8%	8.1%	9.5%	6.1%
%H (All HH)		98.3%	98.3%	65.8%	8.5%	69.2%	44.4%	23.9%
%H (TV HH)			100.0%	67.0%	8.7%	70.4%	45.2%	24.3%
4 - 9	155	152	152	106	11	109	74	35
%V	11.5%	11.7%	11.7%	14.5%	9.6%	10.8%	13.5%	7.7%
%H (All HH)		98.1%	98.1%	68.4%	7.1%	70.3%	47.7%	22.6%
%H (TV HH)			100.0%	69.7%	7.2%	71.7%	48.7%	23.0%
10 - 15	158	157	157	110	14	123	88	35
%V	11.8%	12.1%	12.1%	15.0%	12.3%	12.2%	16.0%	7.7%
%H (All HH)		99.4%	99.4%	69.6%	8.9%	77.8%	55.7%	22.2%
%H (TV HH)			100.0%	70.1%	8.9%	78.3%	56.1%	22.3%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1342	1298	1296	732	114	1005	549	456
%H (All HH)		96.7%	96.6%	54.5%	8.5%	74.9%	40.9%	34.0%
%H (TV HH)			99.8%	56.4%	8.8%	77.4%	42.3%	35.1%
1	514	514	512	241	44	341	114	227
%V	38.3%	39.6%	39.5%	32.9%	38.6%	33.9%	20.8%	49.8%
%H (All HH)		100.0%	99.6%	46.9%	8.6%	66.3%	22.2%	44.2%
%H (TV HH)			99.6%	46.9%	8.6%	66.3%	22.2%	44.2%
2	464	464	463	268	38	375	216	159
%V	34.6%	35.7%	35.7%	36.6%	33.3%	37.3%	39.3%	34.9%
%H (All HH)		100.0%	99.8%	57.8%	8.2%	80.8%	46.6%	34.3%
%H (TV HH)			99.8%	57.8%	8.2%	80.8%	46.6%	34.3%
3	205	205	205	136	22	183	133	49
%V	15.3%	15.8%	15.8%	18.6%	19.3%	18.2%	24.2%	10.7%
%H (All HH)		100.0%	100.0%	66.3%	10.7%	89.3%	64.9%	23.9%
%H (TV HH)			100.0%	66.3%	10.7%	89.3%	64.9%	23.9%
4	78	78	78	57	7	72	57	15
%V	5.8%	6.0%	6.0%	7.8%	6.1%	7.2%	10.4%	3.3%
%H (All HH)		100.0%	100.0%	73.1%	9.0%	92.3%	73.1%	19.2%
%H (TV HH)			100.0%	73.1%	9.0%	92.3%	73.1%	19.2%
5+	38	38	38	30	3	35	29	6
%V	2.8%	2.9%	2.9%	4.1%	2.6%	3.5%	5.3%	1.3%
%H (All HH)		100.0%	100.0%	78.9%	7.9%	92.1%	76.3%	15.8%
%H (TV HH)			100.0%	78.9%	7.9%	92.1%	76.3%	15.8%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1342	1298	1296	732	114	1005	549	456
%H (All HH)		96.7%	96.6%	54.5%	8.5%	74.9%	40.9%	34.0%
%H (TV HH)			99.8%	56.4%	8.8%	77.4%	42.3%	35.1%
Under 20"	434	434	434	261	33	380	238	142
%V	32.3%	33.4%	33.5%	35.7%	28.9%	37.8%	43.4%	31.1%
%H (All HH)		100.0%	100.0%	60.1%	7.6%	87.6%	54.8%	32.7%
%H (TV HH)			100.0%	60.1%	7.6%	87.6%	54.8%	32.7%
20" - 29"	636	636	634	339	55	520	277	243
%V	47.4%	49.0%	48.9%	46.3%	48.2%	51.7%	50.5%	53.3%
%H (All HH)		100.0%	99.7%	53.3%	8.6%	81.8%	43.6%	38.2%
%H (TV HH)			99.7%	53.3%	8.6%	81.8%	43.6%	38.2%
30" - 39"	653	653	653	393	62	508	306	201
%V	48.7%	50.3%	50.4%	53.7%	54.4%	50.5%	55.7%	44.1%
%H (All HH)		100.0%	100.0%	60.2%	9.5%	77.8%	46.9%	30.8%
%H (TV HH)			100.0%	60.2%	9.5%	77.8%	46.9%	30.8%
40" and over	371	371	371	270	33	284	212	72
%V	27.6%	28.6%	28.6%	36.9%	28.9%	28.3%	38.6%	15.8%
%H (All HH)		100.0%	100.0%	72.8%	8.9%	76.5%	57.1%	19.4%
%H (TV HH)			100.0%	72.8%	8.9%	76.5%	57.1%	19.4%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1342	1298	1296	732	114	1005	549	456
%H (All HH)		96.7%	96.6%	54.5%	8.5%	74.9%	40.9%	34.0%
%H (TV HH)			99.8%	56.4%	8.8%	77.4%	42.3%	35.1%
Main living room	1285	1285	1283	727	114	994	546	448
%V	95.8%	99.0%	99.0%	99.3%	100.0%	98.9%	99.5%	98.2%
%H (All HH)		100.0%	99.8%	56.6%	8.9%	77.4%	42.5%	34.9%
%H (TV HH)			99.8%	56.6%	8.9%	77.4%	42.5%	34.9%
Kitchen	190	190	190	125	10	169	112	57
%V	14.2%	14.6%	14.7%	17.1%	8.8%	16.8%	20.4%	12.5%
%H (All HH)		100.0%	100.0%	65.8%	5.3%	88.9%	58.9%	30.0%
%H (TV HH)			100.0%	65.8%	5.3%	88.9%	58.9%	30.0%
Adult's bedroom	560	560	560	358	55	480	328	152
%V	41.7%	43.1%	43.2%	48.9%	48.2%	47.8%	59.7%	33.3%
%H (All HH)		100.0%	100.0%	63.9%	9.8%	85.7%	58.6%	27.1%
%H (TV HH)			100.0%	63.9%	9.8%	85.7%	58.6%	27.1%
Child's bedroom	129	129	129	93	10	113	87	26
%V	9.6%	9.9%	10.0%	12.7%	8.8%	11.2%	15.8%	5.7%
%H (All HH)		100.0%	100.0%	72.1%	7.8%	87.6%	67.4%	20.2%
%H (TV HH)			100.0%	72.1%	7.8%	87.6%	67.4%	20.2%
Other bedroom	35	35	35	24	4	31	23	8
%V	2.6%	2.7%	2.7%	3.3%	3.5%	3.1%	4.2%	1.8%
%H (All HH)		100.0%	100.0%	68.6%	11.4%	88.6%	65.7%	22.9%
%H (TV HH)			100.0%	68.6%	11.4%	88.6%	65.7%	22.9%
Second living/dining room	186	186	186	118	18	158	107	51
%V	13.9%	14.3%	14.4%	16.1%	15.8%	15.7%	19.5%	11.2%
%H (All HH)		100.0%	100.0%	63.4%	9.7%	84.9%	57.5%	27.4%
%H (TV HH)			100.0%	63.4%	9.7%	84.9%	57.5%	27.4%
Study/office	19	19	19	12	1	16	10	6
%V	1.4%	1.5%	1.5%	1.6%	0.9%	1.6%	1.8%	1.3%
%H (All HH)		100.0%	100.0%	63.2%	5.3%	84.2%	52.6%	31.6%
%H (TV HH)			100.0%	63.2%	5.3%	84.2%	52.6%	31.6%
TV room	5	5	5	3	1	4	3	1
%V	0.4%	0.4%	0.4%	0.4%	0.9%	0.4%	0.5%	0.2%
%H (All HH)		100.0%	100.0%	60.0%	20.0%	80.0%	60.0%	20.0%
%H (TV HH)			100.0%	60.0%	20.0%	80.0%	60.0%	20.0%
No specific location	2	2	2	1	0	2	1	1
%V	0.1%	0.2%	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	4	4	4	3	0	4	3	1
%V	0.3%	0.3%	0.3%	0.4%	0.0%	0.4%	0.5%	0.2%
%H (All HH)		100.0%	100.0%	75.0%	0.0%	100.0%	75.0%	25.0%
%H (TV HH)			100.0%	75.0%	0.0%	100.0%	75.0%	25.0%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Household level data

Table 13.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1342	1298	1296	732	114	1005	549	456
%H (All HH)		96.7%	96.6%	54.5%	8.5%	74.9%	40.9%	34.0%
%H (TV HH)			99.8%	56.4%	8.8%	77.4%	42.3%	35.1%
PVR	658	658	658	506	52	483	377	105
%V	49.0%	50.7%	50.8%	69.1%	45.6%	48.1%	68.7%	23.0%
%H (All HH)		100.0%	100.0%	76.9%	7.9%	73.4%	57.3%	16.0%
%H (TV HH)			100.0%	76.9%	7.9%	73.4%	57.3%	16.0%
DVDR	166	166	166	104	11	131	78	53
%V	12.4%	12.8%	12.8%	14.2%	9.6%	13.0%	14.2%	11.6%
%H (All HH)		100.0%	100.0%	62.7%	6.6%	78.9%	47.0%	31.9%
%H (TV HH)			100.0%	62.7%	6.6%	78.9%	47.0%	31.9%
VCR	105	105	105	59	8	86	47	39
%V	7.8%	8.1%	8.1%	8.1%	7.0%	8.6%	8.6%	8.6%
%H (All HH)		100.0%	100.0%	56.2%	7.6%	81.9%	44.8%	37.1%
%H (TV HH)			100.0%	56.2%	7.6%	81.9%	44.8%	37.1%
Any recorder	780	780	780	554	62	586	415	170
%V	58.1%	60.1%	60.2%	75.7%	54.4%	58.3%	75.6%	37.3%
%H (All HH)		100.0%	100.0%	71.0%	7.9%	75.1%	53.2%	21.8%
%H (TV HH)			100.0%	71.0%	7.9%	75.1%	53.2%	21.8%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Household level data

Table 13.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1342	1298	1296	732	114	1005	549	456
%H (All HH)		96.7%	96.6%	54.5%	8.5%	74.9%	40.9%	34.0%
%H (TV HH)			99.8%	56.4%	8.8%	77.4%	42.3%	35.1%
Receives HDTV (via STB or built-in reception)	353	353	353	253	57	257	211	46
%V	26.3%	27.2%	27.2%	34.6%	50.0%	25.6%	38.4%	10.1%
%H (All HH)		100.0%	100.0%	71.7%	16.1%	72.8%	59.8%	13.0%
%H (TV HH)			100.0%	71.7%	16.1%	72.8%	59.8%	13.0%
DVD/Blu-ray player or recorder	999	999	998	595	95	762	449	313
%V	74.4%	77.0%	77.0%	81.3%	83.3%	75.8%	81.8%	68.6%
%H (All HH)		100.0%	99.9%	59.6%	9.5%	76.3%	44.9%	31.3%
%H (TV HH)			99.9%	59.6%	9.5%	76.3%	44.9%	31.3%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1342	1298	1296	732	114	1005	549	456
%H (All HH)		96.7%	96.6%	54.5%	8.5%	74.9%	40.9%	34.0%
%H (TV HH)			99.8%	56.4%	8.8%	77.4%	42.3%	35.1%
Has PC or Laptop	939	909	908	570	90	691	437	253
%V	70.0%	70.0%	70.1%	77.9%	78.9%	68.8%	79.6%	55.5%
%H (All HH)		96.8%	96.7%	60.7%	9.6%	73.6%	46.5%	26.9%
%H (TV HH)			99.9%	62.7%	9.9%	76.0%	48.1%	27.8%
Has broadband internet	873	846	846	538	88	642	416	225
%V	65.1%	65.2%	65.3%	73.5%	77.2%	63.9%	75.8%	49.3%
%H (All HH)		96.9%	96.9%	61.6%	10.1%	73.5%	47.7%	25.8%
%H (TV HH)			100.0%	63.6%	10.4%	75.9%	49.2%	26.6%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2571	2568	1573	229	2113	1329	784
%H		99.9%	61.2%	8.9%	82.2%	51.7%	30.5%
Under 20"	578	578	356	44	514	333	181
%V	22.5%	22.5%	22.6%	19.2%	24.3%	25.1%	23.1%
%H		100.0%	61.6%	7.6%	88.9%	57.6%	31.3%
20" - 29"	811	809	449	72	678	384	294
%V	31.5%	31.5%	28.5%	31.4%	32.1%	28.9%	37.5%
%H		99.8%	55.4%	8.9%	83.6%	47.3%	36.3%
30" - 39"	756	756	462	75	593	368	225
%V	29.4%	29.4%	29.4%	32.8%	28.1%	27.7%	28.7%
%H		100.0%	61.1%	9.9%	78.4%	48.7%	29.8%
40" and over	406	406	298	36	312	237	75
%V	15.8%	15.8%	18.9%	15.7%	14.8%	17.8%	9.6%
%H		100.0%	73.4%	8.9%	76.8%	58.4%	18.5%
Don't know	20	20	8	3	16	7	9
%V	0.8%	0.8%	0.5%	1.3%	0.8%	0.5%	1.1%
%H		100.0%	40.0%	15.0%	80.0%	35.0%	45.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2571	2568	1573	229	2113	1329	784
%H		99.9%	61.2%	8.9%	82.2%	51.7%	30.5%
Main living room	1293	1290	731	114	1001	550	451
%V	50.3%	50.2%	46.5%	49.8%	47.4%	41.4%	57.5%
%H		99.8%	56.5%	8.8%	77.4%	42.5%	34.9%
Kitchen	190	190	125	10	169	113	57
%V	7.4%	7.4%	7.9%	4.4%	8.0%	8.5%	7.3%
%H		100.0%	65.8%	5.3%	88.9%	59.5%	30.0%
Adult's bedroom	664	664	430	67	575	401	174
%V	25.8%	25.9%	27.3%	29.3%	27.2%	30.2%	22.2%
%H		100.0%	64.8%	10.1%	86.6%	60.4%	26.2%
Child's bedroom	163	163	118	13	145	112	33
%V	6.3%	6.3%	7.5%	5.7%	6.9%	8.4%	4.2%
%H		100.0%	72.4%	8.0%	89.0%	68.7%	20.2%
Other bedroom	40	40	27	4	35	26	9
%V	1.6%	1.6%	1.7%	1.7%	1.7%	2.0%	1.1%
%H		100.0%	67.5%	10.0%	87.5%	65.0%	22.5%
Second living/dining room	190	190	121	19	162	110	52
%V	7.4%	7.4%	7.7%	8.3%	7.7%	8.3%	6.6%
%H		100.0%	63.7%	10.0%	85.3%	57.9%	27.4%
Study/office	19	19	12	1	16	10	6
%V	0.7%	0.7%	0.8%	0.4%	0.8%	0.8%	0.8%
%H		100.0%	63.2%	5.3%	84.2%	52.6%	31.6%
TV room	5	5	3	1	4	3	1
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.2%	0.1%
%H		100.0%	60.0%	20.0%	80.0%	60.0%	20.0%
No specific location	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	4	4	3	0	4	3	1
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.1%
%H		100.0%	75.0%	0.0%	100.0%	75.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2571	2568	1573	229	2113	1329	784
%H		99.9%	61.2%	8.9%	82.2%	51.7%	30.5%
PVR	822	822	648	61	592	472	119
%V	32.0%	32.0%	41.2%	26.6%	28.0%	35.5%	15.2%
%H		100.0%	78.8%	7.4%	72.0%	57.4%	14.5%
DVDR	200	200	130	13	160	101	59
%V	7.8%	7.8%	8.3%	5.7%	7.6%	7.6%	7.5%
%H		100.0%	65.0%	6.5%	80.0%	50.5%	29.5%
VCR	115	115	66	10	95	54	41
%V	4.5%	4.5%	4.2%	4.4%	4.5%	4.1%	5.2%
%H		100.0%	57.4%	8.7%	82.6%	47.0%	35.7%
Any recorder	1001	1001	737	75	744	548	196
%V	38.9%	39.0%	46.9%	32.8%	35.2%	41.2%	25.0%
%H		100.0%	73.6%	7.5%	74.3%	54.7%	19.6%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2571	2568	1573	229	2113	1329	784
%H		99.9%	61.2%	8.9%	82.2%	51.7%	30.5%
Receives HDTV (via STB or built-in reception)	432	432	310	69	316	260	57
%V	16.8%	16.8%	19.7%	30.1%	15.0%	19.6%	7.3%
%H		100.0%	71.8%	16.0%	73.1%	60.2%	13.2%
DVD/Blu-ray player or recorder	1516	1515	947	150	1207	778	429
%V	59.0%	59.0%	60.2%	65.5%	57.1%	58.5%	54.7%
%H		99.9%	62.5%	9.9%	79.6%	51.3%	28.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1296	1294	731	114	1004	549	455
%H		99.8%	56.4%	8.8%	77.5%	42.4%	35.1%
Under 20"	35	35	10	2	28	6	23
%V	2.7%	2.7%	1.4%	1.8%	2.8%	1.1%	5.1%
%H		100.0%	28.6%	5.7%	80.0%	17.1%	65.7%
20" - 29"	356	355	152	27	282	106	176
%V	27.5%	27.4%	20.8%	23.7%	28.1%	19.3%	38.7%
%H		99.7%	42.7%	7.6%	79.2%	29.8%	49.4%
30" - 39"	536	536	307	49	413	232	181
%V	41.4%	41.4%	42.0%	43.0%	41.1%	42.3%	39.8%
%H		100.0%	57.3%	9.1%	77.1%	43.3%	33.8%
40" and over	357	357	259	32	272	204	69
%V	27.5%	27.6%	35.4%	28.1%	27.1%	37.2%	15.2%
%H		100.0%	72.5%	9.0%	76.2%	57.1%	19.3%
Don't know	11	11	3	2	8	2	6
%V	0.8%	0.9%	0.4%	1.8%	0.8%	0.4%	1.3%
%H		100.0%	27.3%	18.2%	72.7%	18.2%	54.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1296	1294	731	114	1004	549	455
%H		99.8%	56.4%	8.8%	77.5%	42.4%	35.1%
PVR	635	635	491	49	463	364	99
%V	49.0%	49.1%	67.2%	43.0%	46.1%	66.3%	21.8%
%H		100.0%	77.3%	7.7%	72.9%	57.3%	15.6%
DVDR	146	146	90	9	114	66	48
%V	11.3%	11.3%	12.3%	7.9%	11.4%	12.0%	10.5%
%H		100.0%	61.6%	6.2%	78.1%	45.2%	32.9%
VCR	81	81	44	6	65	34	31
%V	6.3%	6.3%	6.0%	5.3%	6.5%	6.2%	6.8%
%H		100.0%	54.3%	7.4%	80.2%	42.0%	38.3%
Any recorder	749	749	537	58	557	399	158
%V	57.8%	57.9%	73.5%	50.9%	55.5%	72.7%	34.7%
%H		100.0%	71.7%	7.7%	74.4%	53.3%	21.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1296	1294	731	114	1004	549	455
%H		99.8%	56.4%	8.8%	77.5%	42.4%	35.1%
Receives HDTV (via STB or built-in reception)	336	336	243	54	244	202	42
%V	25.9%	26.0%	33.2%	47.4%	24.3%	36.8%	9.2%
%H		100.0%	72.3%	16.1%	72.6%	60.1%	12.5%
DVD/Blu-ray player or recorder	936	936	557	90	709	415	294
%V	72.2%	72.3%	76.2%	78.9%	70.6%	75.6%	64.6%
%H		100.0%	59.5%	9.6%	75.7%	44.3%	31.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Set level data

Table 13.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1275	1274	841	115	1109	780	329
%H		99.9%	66.0%	9.0%	87.0%	61.2%	25.8%
Under 20"	543	543	346	42	486	327	159
%V	42.6%	42.6%	41.1%	36.5%	43.8%	41.9%	48.3%
%H		100.0%	63.7%	7.7%	89.5%	60.2%	29.3%
20" - 29"	455	454	297	45	396	278	118
%V	35.7%	35.6%	35.3%	39.1%	35.7%	35.6%	35.9%
%H		99.8%	65.3%	9.9%	87.0%	61.1%	25.9%
30" - 39"	220	220	154	25	180	136	44
%V	17.3%	17.3%	18.3%	21.7%	16.2%	17.4%	13.4%
%H		100.0%	70.0%	11.4%	81.8%	61.8%	20.0%
40" and over	48	48	39	3	40	33	6
%V	3.8%	3.8%	4.6%	2.6%	3.6%	4.2%	1.8%
%H		100.0%	81.3%	6.3%	83.3%	68.8%	12.5%
Don't know	9	9	5	1	8	5	3
%V	0.7%	0.7%	0.6%	0.9%	0.7%	0.6%	0.9%
%H		100.0%	55.6%	11.1%	88.9%	55.6%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1275	1274	841	115	1109	780	329
%H		99.9%	66.0%	9.0%	87.0%	61.2%	25.8%
PVR	187	187	157	12	128	109	20
%V	14.7%	14.7%	18.7%	10.4%	11.5%	14.0%	6.1%
%H		100.0%	84.0%	6.4%	68.4%	58.3%	10.7%
DVDR	54	54	40	3	46	35	12
%V	4.2%	4.2%	4.8%	2.6%	4.1%	4.5%	3.6%
%H		100.0%	74.1%	5.6%	85.2%	64.8%	22.2%
VCR	34	34	22	4	30	20	10
%V	2.7%	2.7%	2.6%	3.5%	2.7%	2.6%	3.0%
%H		100.0%	64.7%	11.8%	88.2%	58.8%	29.4%
Any recorder	252	252	200	17	187	149	38
%V	19.8%	19.8%	23.8%	14.8%	16.9%	19.1%	11.6%
%H		100.0%	79.4%	6.7%	74.2%	59.1%	15.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1275	1274	841	115	1109	780	329
%H		99.9%	66.0%	9.0%	87.0%	61.2%	25.8%
Receives HDTV (via STB or built-in reception)	96	96	67	15	72	58	15
%V	7.5%	7.5%	8.0%	13.0%	6.5%	7.4%	4.6%
%H		100.0%	69.8%	15.6%	75.0%	60.4%	15.6%
DVD/Blu-ray player or recorder	579	579	389	60	498	363	135
%V	45.4%	45.4%	46.3%	52.2%	44.9%	46.5%	41.0%
%H		100.0%	67.2%	10.4%	86.0%	62.7%	23.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2984	2906	2902	1787	269	2240	1376	863
%H		97.4%	97.3%	59.9%	9.0%	75.1%	46.1%	28.9%
Total Children	546	538	537	372	43	395	270	125
%V	18.3%	18.5%	18.5%	20.8%	16.0%	17.6%	19.6%	14.5%
%H		98.5%	98.4%	68.1%	7.9%	72.3%	49.5%	22.9%
0 - 3	139	136	136	92	11	94	61	33
%V	4.7%	4.7%	4.7%	5.1%	4.1%	4.2%	4.4%	3.8%
%H		97.8%	97.8%	66.2%	7.9%	67.6%	43.9%	23.7%
4 - 15	407	402	401	279	32	302	209	92
%V	13.6%	13.8%	13.8%	15.6%	11.9%	13.5%	15.2%	10.7%
%H		98.8%	98.5%	68.6%	7.9%	74.2%	51.4%	22.6%
4 - 9	202	199	198	137	14	143	96	47
%V	6.8%	6.8%	6.8%	7.7%	5.2%	6.4%	7.0%	5.4%
%H		98.5%	98.0%	67.8%	6.9%	70.8%	47.5%	23.3%
10 - 15	204	203	203	142	18	159	113	45
%V	6.8%	7.0%	7.0%	7.9%	6.7%	7.1%	8.2%	5.2%
%H		99.5%	99.5%	69.6%	8.8%	77.9%	55.4%	22.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2984	2906	2902	1787	269	2240	1376	863
%H		97.4%	97.3%	59.9%	9.0%	75.1%	46.1%	28.9%
Total Adults (16+)	2438	2368	2365	1415	225	1844	1106	738
%V	81.7%	81.5%	81.5%	79.2%	83.6%	82.3%	80.4%	85.5%
%H		97.1%	97.0%	58.0%	9.2%	75.6%	45.4%	30.3%
16 - 19	144	139	139	85	16	114	74	40
%V	4.8%	4.8%	4.8%	4.8%	5.9%	5.1%	5.4%	4.6%
%H		96.5%	96.5%	59.0%	11.1%	79.2%	51.4%	27.8%
20 - 24	213	190	190	109	26	147	91	56
%V	7.1%	6.5%	6.5%	6.1%	9.7%	6.6%	6.6%	6.5%
%H		89.2%	89.2%	51.2%	12.2%	69.0%	42.7%	26.3%
25 - 34	357	338	337	220	34	234	149	84
%V	12.0%	11.6%	11.6%	12.3%	12.6%	10.4%	10.8%	9.7%
%H		94.7%	94.4%	61.6%	9.5%	65.5%	41.7%	23.5%
35 - 44	373	365	365	244	38	275	190	86
%V	12.5%	12.6%	12.6%	13.7%	14.1%	12.3%	13.8%	10.0%
%H		97.9%	97.9%	65.4%	10.2%	73.7%	50.9%	23.1%
45 - 54	417	411	411	262	42	329	218	111
%V	14.0%	14.1%	14.2%	14.7%	15.6%	14.7%	15.8%	12.9%
%H		98.6%	98.6%	62.8%	10.1%	78.9%	52.3%	26.6%
55 - 64	384	377	376	230	30	295	176	119
%V	12.9%	13.0%	13.0%	12.9%	11.2%	13.2%	12.8%	13.8%
%H		98.2%	97.9%	59.9%	7.8%	76.8%	45.8%	31.0%
65+	552	547	546	266	39	451	209	242
%V	18.5%	18.8%	18.8%	14.9%	14.5%	20.1%	15.2%	28.0%
%H		99.1%	98.9%	48.2%	7.1%	81.7%	37.9%	43.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2438	2368	2365	1415	225	1844	1106	738
%H		97.1%	97.0%	58.0%	9.2%	75.6%	45.4%	30.3%
AB	483	473	472	278	48	360	211	149
%V	19.8%	20.0%	20.0%	19.6%	21.3%	19.5%	19.1%	20.2%
%H		97.9%	97.7%	57.6%	9.9%	74.5%	43.7%	30.8%
C1	659	628	627	359	70	489	288	201
%V	27.0%	26.5%	26.5%	25.4%	31.1%	26.5%	26.0%	27.2%
%H		95.3%	95.1%	54.5%	10.6%	74.2%	43.7%	30.5%
C2	596	589	588	383	53	468	313	155
%V	24.4%	24.9%	24.9%	27.1%	23.6%	25.4%	28.3%	21.0%
%H		98.8%	98.7%	64.3%	8.9%	78.5%	52.5%	26.0%
D	431	420	419	263	35	329	207	123
%V	17.7%	17.7%	17.7%	18.6%	15.6%	17.8%	18.7%	16.7%
%H		97.4%	97.2%	61.0%	8.1%	76.3%	48.0%	28.5%
E	268	258	258	132	18	199	88	111
%V	11.0%	10.9%	10.9%	9.3%	8.0%	10.8%	8.0%	15.0%
%H		96.3%	96.3%	49.3%	6.7%	74.3%	32.8%	41.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2438	2368	2365	1415	225	1844	1106	738
%H		97.1%	97.0%	58.0%	9.2%	75.6%	45.4%	30.3%
Working full time	1041	1014	1013	659	105	778	524	254
%V	42.7%	42.8%	42.8%	46.6%	46.7%	42.2%	47.4%	34.4%
%H		97.4%	97.3%	63.3%	10.1%	74.7%	50.3%	24.4%
Working part time	224	220	220	146	19	167	112	55
%V	9.2%	9.3%	9.3%	10.3%	8.4%	9.1%	10.1%	7.5%
%H		98.2%	98.2%	65.2%	8.5%	74.6%	50.0%	24.6%
Not working	1173	1134	1132	610	101	899	471	428
%V	48.1%	47.9%	47.9%	43.1%	44.9%	48.8%	42.6%	58.0%
%H		96.7%	96.5%	52.0%	8.6%	76.6%	40.2%	36.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1183	1141	1140	698	110	885	545	340
%H		96.4%	96.4%	59.0%	9.3%	74.8%	46.1%	28.7%
16 - 19	77	75	75	45	9	61	38	22
%V	6.5%	6.6%	6.6%	6.4%	8.2%	6.9%	7.0%	6.5%
%H		97.4%	97.4%	58.4%	11.7%	79.2%	49.4%	28.6%
20 - 24	104	92	92	53	11	71	44	28
%V	8.8%	8.1%	8.1%	7.6%	10.0%	8.0%	8.1%	8.2%
%H		88.5%	88.5%	51.0%	10.6%	68.3%	42.3%	26.9%
25 - 34	179	167	166	110	17	117	77	40
%V	15.1%	14.6%	14.6%	15.8%	15.5%	13.2%	14.1%	11.8%
%H		93.3%	92.7%	61.5%	9.5%	65.4%	43.0%	22.3%
35 - 44	181	176	176	118	19	133	92	41
%V	15.3%	15.4%	15.4%	16.9%	17.3%	15.0%	16.9%	12.1%
%H		97.2%	97.2%	65.2%	10.5%	73.5%	50.8%	22.7%
45 - 54	203	199	199	128	21	158	105	53
%V	17.2%	17.4%	17.5%	18.3%	19.1%	17.9%	19.3%	15.6%
%H		98.0%	98.0%	63.1%	10.3%	77.8%	51.7%	26.1%
55 - 64	188	184	183	110	15	144	85	60
%V	15.9%	16.1%	16.1%	15.8%	13.6%	16.3%	15.6%	17.6%
%H		97.9%	97.3%	58.5%	8.0%	76.6%	45.2%	31.9%
65+	252	249	248	134	18	201	104	97
%V	21.3%	21.8%	21.8%	19.2%	16.4%	22.7%	19.1%	28.5%
%H		98.8%	98.4%	53.2%	7.1%	79.8%	41.3%	38.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1183	1141	1140	698	110	885	545	340
%H		96.4%	96.4%	59.0%	9.3%	74.8%	46.1%	28.7%
AB	245	239	239	144	24	182	110	72
%V	20.7%	20.9%	21.0%	20.6%	21.8%	20.6%	20.2%	21.2%
%H		97.6%	97.6%	58.8%	9.8%	74.3%	44.9%	29.4%
C1	308	291	291	174	33	224	139	86
%V	26.0%	25.5%	25.5%	24.9%	30.0%	25.3%	25.5%	25.3%
%H		94.5%	94.5%	56.5%	10.7%	72.7%	45.1%	27.9%
C2	324	319	318	204	29	252	165	88
%V	27.4%	28.0%	27.9%	29.2%	26.4%	28.5%	30.3%	25.9%
%H		98.5%	98.1%	63.0%	9.0%	77.8%	50.9%	27.2%
D	205	197	196	125	16	154	97	56
%V	17.3%	17.3%	17.2%	17.9%	14.5%	17.4%	17.8%	16.5%
%H		96.1%	95.6%	61.0%	7.8%	75.1%	47.3%	27.3%
E	102	96	96	51	8	73	34	39
%V	8.6%	8.4%	8.4%	7.3%	7.3%	8.2%	6.2%	11.5%
%H		94.1%	94.1%	50.0%	7.8%	71.6%	33.3%	38.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1183	1141	1140	698	110	885	545	340
%H		96.4%	96.4%	59.0%	9.3%	74.8%	46.1%	28.7%
Working full time	625	607	606	399	63	464	315	149
%V	52.8%	53.2%	53.2%	57.2%	57.3%	52.4%	57.8%	43.8%
%H		97.1%	97.0%	63.8%	10.1%	74.2%	50.4%	23.8%
Working part time	47	45	45	29	3	35	22	13
%V	4.0%	3.9%	3.9%	4.2%	2.7%	4.0%	4.0%	3.8%
%H		95.7%	95.7%	61.7%	6.4%	74.5%	46.8%	27.7%
Not working	511	489	488	270	43	386	208	178
%V	43.2%	42.9%	42.8%	38.7%	39.1%	43.6%	38.2%	52.4%
%H		95.7%	95.5%	52.8%	8.4%	75.5%	40.7%	34.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1255	1227	1225	718	116	959	562	398
%H		97.8%	97.6%	57.2%	9.2%	76.4%	44.8%	31.7%
16 - 19	66	64	64	40	7	53	36	18
%V	5.3%	5.2%	5.2%	5.6%	6.0%	5.5%	6.4%	4.5%
%H		97.0%	97.0%	60.6%	10.6%	80.3%	54.5%	27.3%
20 - 24	109	98	98	55	15	75	47	28
%V	8.7%	8.0%	8.0%	7.7%	12.9%	7.8%	8.4%	7.0%
%H		89.9%	89.9%	50.5%	13.8%	68.8%	43.1%	25.7%
25 - 34	177	171	171	110	17	116	72	44
%V	14.1%	13.9%	14.0%	15.3%	14.7%	12.1%	12.8%	11.1%
%H		96.6%	96.6%	62.1%	9.6%	65.5%	40.7%	24.9%
35 - 44	192	189	189	126	19	143	98	45
%V	15.3%	15.4%	15.4%	17.5%	16.4%	14.9%	17.4%	11.3%
%H		98.4%	98.4%	65.6%	9.9%	74.5%	51.0%	23.4%
45 - 54	214	212	212	134	21	171	112	59
%V	17.1%	17.3%	17.3%	18.7%	18.1%	17.8%	19.9%	14.8%
%H		99.1%	99.1%	62.6%	9.8%	79.9%	52.3%	27.6%
55 - 64	196	193	193	120	15	151	91	59
%V	15.6%	15.7%	15.8%	16.7%	12.9%	15.7%	16.2%	14.8%
%H		98.5%	98.5%	61.2%	7.7%	77.0%	46.4%	30.1%
65+	300	299	298	133	21	250	105	145
%V	23.9%	24.4%	24.3%	18.5%	18.1%	26.1%	18.7%	36.4%
%H		99.7%	99.3%	44.3%	7.0%	83.3%	35.0%	48.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1255	1227	1225	718	116	959	562	398
%H		97.8%	97.6%	57.2%	9.2%	76.4%	44.8%	31.7%
AB	238	234	234	134	24	178	101	77
%V	19.0%	19.1%	19.1%	18.7%	20.7%	18.6%	18.0%	19.3%
%H		98.3%	98.3%	56.3%	10.1%	74.8%	42.4%	32.4%
C1	351	337	336	185	37	264	149	115
%V	28.0%	27.5%	27.4%	25.8%	31.9%	27.5%	26.5%	28.9%
%H		96.0%	95.7%	52.7%	10.5%	75.2%	42.5%	32.8%
C2	273	270	270	179	24	215	148	67
%V	21.8%	22.0%	22.0%	24.9%	20.7%	22.4%	26.3%	16.8%
%H		98.9%	98.9%	65.6%	8.8%	78.8%	54.2%	24.5%
D	227	223	223	138	19	176	109	67
%V	18.1%	18.2%	18.2%	19.2%	16.4%	18.4%	19.4%	16.8%
%H		98.2%	98.2%	60.8%	8.4%	77.5%	48.0%	29.5%
E	166	162	162	81	11	126	54	72
%V	13.2%	13.2%	13.2%	11.3%	9.5%	13.1%	9.6%	18.1%
%H		97.6%	97.6%	48.8%	6.6%	75.9%	32.5%	43.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1255	1227	1225	718	116	959	562	398
%H		97.8%	97.6%	57.2%	9.2%	76.4%	44.8%	31.7%
Working full time	416	407	407	260	42	314	208	106
%V	33.1%	33.2%	33.2%	36.2%	36.2%	32.7%	37.0%	26.6%
%H		97.8%	97.8%	62.5%	10.1%	75.5%	50.0%	25.5%
Working part time	176	174	174	118	16	132	90	42
%V	14.0%	14.2%	14.2%	16.4%	13.8%	13.8%	16.0%	10.6%
%H		98.9%	98.9%	67.0%	9.1%	75.0%	51.1%	23.9%
Not working	662	645	644	340	58	513	263	250
%V	52.7%	52.6%	52.6%	47.4%	50.0%	53.5%	46.8%	62.8%
%H		97.4%	97.3%	51.4%	8.8%	77.5%	39.7%	37.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Midlands West

Household level data

Table 14.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2589	2507	2424	1011	407	1920	883	1036
%H (All HH)		96.8%	93.6%	39.0%	15.7%	74.2%	34.1%	40.0%
%H (TV HH)			96.7%	40.3%	16.2%	76.6%	35.2%	41.3%
AB	514	502	493	234	73	387	196	190
%V	19.9%	20.0%	20.3%	23.1%	17.9%	20.2%	22.2%	18.3%
%H (All HH)		97.7%	95.9%	45.5%	14.2%	75.3%	38.1%	37.0%
%H (TV HH)			98.2%	46.6%	14.5%	77.1%	39.0%	37.8%
C1	654	628	610	262	107	478	227	251
%V	25.3%	25.0%	25.2%	25.9%	26.3%	24.9%	25.7%	24.2%
%H (All HH)		96.0%	93.3%	40.1%	16.4%	73.1%	34.7%	38.4%
%H (TV HH)			97.1%	41.7%	17.0%	76.1%	36.1%	40.0%
C2	547	534	524	224	104	421	218	203
%V	21.1%	21.3%	21.6%	22.2%	25.6%	21.9%	24.7%	19.6%
%H (All HH)		97.6%	95.8%	41.0%	19.0%	77.0%	39.9%	37.1%
%H (TV HH)			98.1%	41.9%	19.5%	78.8%	40.8%	38.0%
D	486	471	456	194	77	357	163	194
%V	18.8%	18.8%	18.8%	19.2%	18.9%	18.6%	18.5%	18.7%
%H (All HH)		96.9%	93.8%	39.9%	15.8%	73.5%	33.5%	39.9%
%H (TV HH)			96.8%	41.2%	16.3%	75.8%	34.6%	41.2%
E	389	371	340	97	47	277	79	198
%V	15.0%	14.8%	14.0%	9.6%	11.5%	14.4%	8.9%	19.1%
%H (All HH)		95.4%	87.4%	24.9%	12.1%	71.2%	20.3%	50.9%
%H (TV HH)			91.6%	26.1%	12.7%	74.7%	21.3%	53.4%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2589	2507	2424	1011	407	1920	883	1036
%H (All HH)		96.8%	93.6%	39.0%	15.7%	74.2%	34.1%	40.0%
%H (TV HH)			96.7%	40.3%	16.2%	76.6%	35.2%	41.3%
Under 25	122	109	103	32	20	80	29	51
%V	4.7%	4.3%	4.2%	3.2%	4.9%	4.2%	3.3%	4.9%
%H (All HH)		89.3%	84.4%	26.2%	16.4%	65.6%	23.8%	41.8%
%H (TV HH)			94.5%	29.4%	18.3%	73.4%	26.6%	46.8%
25 - 34	360	342	333	180	63	234	140	94
%V	13.9%	13.6%	13.7%	17.8%	15.5%	12.2%	15.9%	9.1%
%H (All HH)		95.0%	92.5%	50.0%	17.5%	65.0%	38.9%	26.1%
%H (TV HH)			97.4%	52.6%	18.4%	68.4%	40.9%	27.5%
35 - 44	449	431	428	222	92	324	202	121
%V	17.3%	17.2%	17.7%	22.0%	22.6%	16.9%	22.9%	11.7%
%H (All HH)		96.0%	95.3%	49.4%	20.5%	72.2%	45.0%	26.9%
%H (TV HH)			99.3%	51.5%	21.3%	75.2%	46.9%	28.1%
45 - 54	499	486	476	225	100	367	207	161
%V	19.3%	19.4%	19.6%	22.3%	24.6%	19.1%	23.4%	15.5%
%H (All HH)		97.4%	95.4%	45.1%	20.0%	73.5%	41.5%	32.3%
%H (TV HH)			97.9%	46.3%	20.6%	75.5%	42.6%	33.1%
55 - 64	439	429	419	179	66	343	163	180
%V	17.0%	17.1%	17.3%	17.7%	16.2%	17.9%	18.5%	17.4%
%H (All HH)		97.7%	95.4%	40.8%	15.0%	78.1%	37.1%	41.0%
%H (TV HH)			97.7%	41.7%	15.4%	80.0%	38.0%	42.0%
65 +	720	709	664	173	65	572	142	429
%V	27.8%	28.3%	27.4%	17.1%	16.0%	29.8%	16.1%	41.4%
%H (All HH)		98.5%	92.2%	24.0%	9.0%	79.4%	19.7%	59.6%
%H (TV HH)			93.7%	24.4%	9.2%	80.7%	20.0%	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

DATA PERIOD: ANNUAL

January - December 2011

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2589	2507	2424	1011	407	1920	883	1036
%H (All HH)		96.8%	93.6%	39.0%	15.7%	74.2%	34.1%	40.0%
%H (TV HH)			96.7%	40.3%	16.2%	76.6%	35.2%	41.3%
1	872	824	769	201	101	631	159	471
%V	33.7%	32.9%	31.7%	19.9%	24.8%	32.9%	18.0%	45.5%
%H (All HH)		94.5%	88.2%	23.1%	11.6%	72.4%	18.2%	54.0%
%H (TV HH)			93.3%	24.4%	12.3%	76.6%	19.3%	57.2%
2	790	777	762	329	109	610	280	330
%V	30.5%	31.0%	31.4%	32.5%	26.8%	31.8%	31.7%	31.9%
%H (All HH)		98.4%	96.5%	41.6%	13.8%	77.2%	35.4%	41.8%
%H (TV HH)			98.1%	42.3%	14.0%	78.5%	36.0%	42.5%
3	408	397	391	197	82	298	179	119
%V	15.8%	15.8%	16.1%	19.5%	20.1%	15.5%	20.3%	11.5%
%H (All HH)		97.3%	95.8%	48.3%	20.1%	73.0%	43.9%	29.2%
%H (TV HH)			98.5%	49.6%	20.7%	75.1%	45.1%	30.0%
4	326	321	318	173	76	249	172	76
%V	12.6%	12.8%	13.1%	17.1%	18.7%	13.0%	19.5%	7.3%
%H (All HH)		98.5%	97.5%	53.1%	23.3%	76.4%	52.8%	23.3%
%H (TV HH)			99.1%	53.9%	23.7%	77.6%	53.6%	23.7%
5+	193	188	184	111	39	133	93	39
%V	7.5%	7.5%	7.6%	11.0%	9.6%	6.9%	10.5%	3.8%
%H (All HH)		97.4%	95.3%	57.5%	20.2%	68.9%	48.2%	20.2%
%H (TV HH)			97.9%	59.0%	20.7%	70.7%	49.5%	20.7%
Average HH size	2.34	2.36	2.38	2.74	2.66	2.33	2.78	1.94

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2589	2507	2424	1011	407	1920	883	1036
%H (All HH)		96.8%	93.6%	39.0%	15.7%	74.2%	34.1%	40.0%
%H (TV HH)			96.7%	40.3%	16.2%	76.6%	35.2%	41.3%
Without	1918	1852	1780	660	275	1440	576	864
%V	74.1%	73.9%	73.4%	65.3%	67.6%	75.0%	65.2%	83.4%
%H (All HH)		96.6%	92.8%	34.4%	14.3%	75.1%	30.0%	45.0%
%H (TV HH)			96.1%	35.6%	14.8%	77.8%	31.1%	46.7%
With	671	654	644	351	132	480	307	173
%V	25.9%	26.1%	26.6%	34.7%	32.4%	25.0%	34.8%	16.7%
%H (All HH)		97.5%	96.0%	52.3%	19.7%	71.5%	45.8%	25.8%
%H (TV HH)			98.5%	53.7%	20.2%	73.4%	46.9%	26.5%
0 - 3	265	255	250	138	47	178	108	69
%V	10.2%	10.2%	10.3%	13.6%	11.5%	9.3%	12.2%	6.7%
%H (All HH)		96.2%	94.3%	52.1%	17.7%	67.2%	40.8%	26.0%
%H (TV HH)			98.0%	54.1%	18.4%	69.8%	42.4%	27.1%
4 - 9	330	324	319	179	63	238	158	80
%V	12.7%	12.9%	13.2%	17.7%	15.5%	12.4%	17.9%	7.7%
%H (All HH)		98.2%	96.7%	54.2%	19.1%	72.1%	47.9%	24.2%
%H (TV HH)			98.5%	55.2%	19.4%	73.5%	48.8%	24.7%
10 - 15	318	311	308	173	63	239	161	78
%V	12.3%	12.4%	12.7%	17.1%	15.5%	12.4%	18.2%	7.5%
%H (All HH)		97.8%	96.9%	54.4%	19.8%	75.2%	50.6%	24.5%
%H (TV HH)			99.0%	55.6%	20.3%	76.8%	51.8%	25.1%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2589	2507	2424	1011	407	1920	883	1036
%H (All HH)		96.8%	93.6%	39.0%	15.7%	74.2%	34.1%	40.0%
%H (TV HH)			96.7%	40.3%	16.2%	76.6%	35.2%	41.3%
1	1026	1026	963	331	145	687	195	492
%V	39.6%	40.9%	39.7%	32.7%	35.6%	35.8%	22.1%	47.5%
%H (All HH)		100.0%	93.9%	32.3%	14.1%	67.0%	19.0%	48.0%
%H (TV HH)			93.9%	32.3%	14.1%	67.0%	19.0%	48.0%
2	838	838	825	342	142	671	316	354
%V	32.4%	33.4%	34.0%	33.8%	34.9%	34.9%	35.8%	34.2%
%H (All HH)		100.0%	98.4%	40.8%	16.9%	80.1%	37.7%	42.2%
%H (TV HH)			98.4%	40.8%	16.9%	80.1%	37.7%	42.2%
3	410	410	403	200	71	356	217	139
%V	15.8%	16.4%	16.6%	19.8%	17.4%	18.5%	24.6%	13.4%
%H (All HH)		100.0%	98.3%	48.8%	17.3%	86.8%	52.9%	33.9%
%H (TV HH)			98.3%	48.8%	17.3%	86.8%	52.9%	33.9%
4	158	158	158	90	33	138	101	37
%V	6.1%	6.3%	6.5%	8.9%	8.1%	7.2%	11.4%	3.6%
%H (All HH)		100.0%	100.0%	57.0%	20.9%	87.3%	63.9%	23.4%
%H (TV HH)			100.0%	57.0%	20.9%	87.3%	63.9%	23.4%
5+	75	75	75	48	15	68	54	14
%V	2.9%	3.0%	3.1%	4.7%	3.7%	3.5%	6.1%	1.4%
%H (All HH)		100.0%	100.0%	64.0%	20.0%	90.7%	72.0%	18.7%
%H (TV HH)			100.0%	64.0%	20.0%	90.7%	72.0%	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

DATA PERIOD: ANNUAL

January - December 2011

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2589	2507	2424	1011	407	1920	883	1036
%V (All HH)		96.8%	93.6%	39.0%	15.7%	74.2%	34.1%	40.0%
%H (TV HH)			96.7%	40.3%	16.2%	76.6%	35.2%	41.3%
Under 20"	870	870	850	356	142	724	362	362
%V	33.6%	34.7%	35.1%	35.2%	34.9%	37.7%	41.0%	34.9%
%H (All HH)		100.0%	97.7%	40.9%	16.3%	83.2%	41.6%	41.6%
%H (TV HH)			97.7%	40.9%	16.3%	83.2%	41.6%	41.6%
20" - 29"	1159	1159	1104	426	178	923	406	517
%V	44.8%	46.2%	45.5%	42.1%	43.7%	48.1%	46.0%	49.9%
%H (All HH)		100.0%	95.3%	36.8%	15.4%	79.6%	35.0%	44.6%
%H (TV HH)			95.3%	36.8%	15.4%	79.6%	35.0%	44.6%
30" - 39"	1250	1250	1231	560	213	973	498	476
%V	48.3%	49.9%	50.8%	55.4%	52.3%	50.7%	56.4%	45.9%
%H (All HH)		100.0%	98.5%	44.8%	17.0%	77.8%	39.8%	38.1%
%H (TV HH)			98.5%	44.8%	17.0%	77.8%	39.8%	38.1%
40" and over	751	751	750	426	155	587	401	186
%V	29.0%	30.0%	30.9%	42.1%	38.1%	30.6%	45.4%	18.0%
%H (All HH)		100.0%	99.9%	56.7%	20.6%	78.2%	53.4%	24.8%
%H (TV HH)			99.9%	56.7%	20.6%	78.2%	53.4%	24.8%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2011

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2589	2507	2424	1011	407	1920	883	1036
%H (All HH)		96.8%	93.6%	39.0%	15.7%	74.2%	34.1%	40.0%
%H (TV HH)			96.7%	40.3%	16.2%	76.6%	35.2%	41.3%
Main living room	2487	2487	2405	1009	404	1904	881	1023
%V	96.1%	99.2%	99.2%	99.8%	99.3%	99.2%	99.8%	98.7%
%H (All HH)		100.0%	96.7%	40.6%	16.2%	76.6%	35.4%	41.1%
%H (TV HH)			96.7%	40.6%	16.2%	76.6%	35.4%	41.1%
Kitchen	340	340	338	159	46	298	163	135
%V	13.1%	13.6%	13.9%	15.7%	11.3%	15.5%	18.5%	13.0%
%H (All HH)		100.0%	99.4%	46.8%	13.5%	87.6%	47.9%	39.7%
%H (TV HH)			99.4%	46.8%	13.5%	87.6%	47.9%	39.7%
Adult's bedroom	1097	1097	1083	517	208	915	537	378
%V	42.4%	43.8%	44.7%	51.1%	51.1%	47.7%	60.8%	36.5%
%H (All HH)		100.0%	98.7%	47.1%	19.0%	83.4%	49.0%	34.5%
%H (TV HH)			98.7%	47.1%	19.0%	83.4%	49.0%	34.5%
Child's bedroom	241	241	239	135	52	208	149	59
%V	9.3%	9.6%	9.9%	13.4%	12.8%	10.8%	16.9%	5.7%
%H (All HH)		100.0%	99.2%	56.0%	21.6%	86.3%	61.8%	24.5%
%H (TV HH)			99.2%	56.0%	21.6%	86.3%	61.8%	24.5%
Other bedroom	87	87	86	39	17	80	47	33
%V	3.4%	3.5%	3.5%	3.9%	4.2%	4.2%	5.3%	3.2%
%H (All HH)		100.0%	98.9%	44.8%	19.5%	92.0%	54.0%	37.9%
%H (TV HH)			98.9%	44.8%	19.5%	92.0%	54.0%	37.9%
Second living/dining room	284	284	280	145	48	236	141	94
%V	11.0%	11.3%	11.6%	14.3%	11.8%	12.3%	16.0%	9.1%
%H (All HH)		100.0%	98.6%	51.1%	16.9%	83.1%	49.6%	33.1%
%H (TV HH)			98.6%	51.1%	16.9%	83.1%	49.6%	33.1%
Study/office	55	55	54	27	5	50	27	23
%V	2.1%	2.2%	2.2%	2.7%	1.2%	2.6%	3.1%	2.2%
%H (All HH)		100.0%	98.2%	49.1%	9.1%	90.9%	49.1%	41.8%
%H (TV HH)			98.2%	49.1%	9.1%	90.9%	49.1%	41.8%
TV room	20	20	20	12	4	16	12	5
%V	0.8%	0.8%	0.8%	1.2%	1.0%	0.8%	1.4%	0.5%
%H (All HH)		100.0%	100.0%	60.0%	20.0%	80.0%	60.0%	25.0%
%H (TV HH)			100.0%	60.0%	20.0%	80.0%	60.0%	25.0%
No specific location	4	4	4	4	1	3	3	0
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.2%	0.3%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	25.0%	75.0%	75.0%	0.0%
%H (TV HH)			100.0%	100.0%	25.0%	75.0%	75.0%	0.0%
Other	17	17	17	9	2	15	10	5
%V	0.7%	0.7%	0.7%	0.9%	0.5%	0.8%	1.1%	0.5%
%H (All HH)		100.0%	100.0%	52.9%	11.8%	88.2%	58.8%	29.4%
%H (TV HH)			100.0%	52.9%	11.8%	88.2%	58.8%	29.4%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Household level data

Table 14.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2589	2507	2424	1011	407	1920	883	1036
%H (All HH)		96.8%	93.6%	39.0%	15.7%	74.2%	34.1%	40.0%
%H (TV HH)			96.7%	40.3%	16.2%	76.6%	35.2%	41.3%
PVR	1167	1167	1166	757	198	879	644	235
%V	45.1%	46.5%	48.1%	74.9%	48.6%	45.8%	72.9%	22.7%
%H (All HH)		100.0%	99.9%	64.9%	17.0%	75.3%	55.2%	20.1%
%H (TV HH)			99.9%	64.9%	17.0%	75.3%	55.2%	20.1%
DVDR	299	299	292	132	53	245	131	114
%V	11.5%	11.9%	12.0%	13.1%	13.0%	12.8%	14.8%	11.0%
%H (All HH)		100.0%	97.7%	44.1%	17.7%	81.9%	43.8%	38.1%
%H (TV HH)			97.7%	44.1%	17.7%	81.9%	43.8%	38.1%
VCR	412	412	391	133	58	324	117	207
%V	15.9%	16.4%	16.1%	13.2%	14.3%	16.9%	13.3%	20.0%
%H (All HH)		100.0%	94.9%	32.3%	14.1%	78.6%	28.4%	50.2%
%H (TV HH)			94.9%	32.3%	14.1%	78.6%	28.4%	50.2%
Any recorder	1519	1519	1494	828	247	1158	712	446
%V	58.7%	60.6%	61.6%	81.9%	60.7%	60.3%	80.6%	43.1%
%H (All HH)		100.0%	98.4%	54.5%	16.3%	76.2%	46.9%	29.4%
%H (TV HH)			98.4%	54.5%	16.3%	76.2%	46.9%	29.4%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Household level data

Table 14.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2589	2507	2424	1011	407	1920	883	1036
%H (All HH)		96.8%	93.6%	39.0%	15.7%	74.2%	34.1%	40.0%
%H (TV HH)			96.7%	40.3%	16.2%	76.6%	35.2%	41.3%
Receives HDTV (via STB or built-in reception)	877	877	877	488	234	683	506	178
%V	33.9%	35.0%	36.2%	48.3%	57.5%	35.6%	57.3%	17.2%
%H (All HH)		100.0%	100.0%	55.6%	26.7%	77.9%	57.7%	20.3%
%H (TV HH)			100.0%	55.6%	26.7%	77.9%	57.7%	20.3%
DVD/Blu-ray player or recorder	1944	1944	1900	838	335	1525	772	753
%V	75.1%	77.5%	78.4%	82.9%	82.3%	79.4%	87.4%	72.7%
%H (All HH)		100.0%	97.7%	43.1%	17.2%	78.4%	39.7%	38.7%
%H (TV HH)			97.7%	43.1%	17.2%	78.4%	39.7%	38.7%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2589	2507	2424	1011	407	1920	883	1036
%H (All HH)		96.8%	93.6%	39.0%	15.7%	74.2%	34.1%	40.0%
%H (TV HH)			96.7%	40.3%	16.2%	76.6%	35.2%	41.3%
Has PC or Laptop	1842	1807	1781	860	337	1383	773	610
%V	71.1%	72.1%	73.5%	85.1%	82.8%	72.0%	87.5%	58.9%
%H (All HH)		98.1%	96.7%	46.7%	18.3%	75.1%	42.0%	33.1%
%H (TV HH)			98.6%	47.6%	18.6%	76.5%	42.8%	33.8%
Has broadband internet	1695	1655	1636	818	334	1251	740	510
%V	65.5%	66.0%	67.5%	80.9%	82.1%	65.2%	83.8%	49.2%
%H (All HH)		97.6%	96.5%	48.3%	19.7%	73.8%	43.7%	30.1%
%H (TV HH)			98.9%	49.4%	20.2%	75.6%	44.7%	30.8%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4971	4859	2240	858	4014	2176	1838
%H		97.7%	45.1%	17.3%	80.7%	43.8%	37.0%
Under 20"	1178	1151	519	196	990	541	449
%V	23.7%	23.7%	23.2%	22.8%	24.7%	24.9%	24.4%
%H		97.7%	44.1%	16.6%	84.0%	45.9%	38.1%
20" - 29"	1464	1405	565	224	1192	558	634
%V	29.5%	28.9%	25.2%	26.1%	29.7%	25.6%	34.5%
%H		96.0%	38.6%	15.3%	81.4%	38.1%	43.3%
30" - 39"	1435	1415	663	254	1130	608	521
%V	28.9%	29.1%	29.6%	29.6%	28.2%	27.9%	28.3%
%H		98.6%	46.2%	17.7%	78.7%	42.4%	36.3%
40" and over	823	822	474	170	648	447	200
%V	16.6%	16.9%	21.2%	19.8%	16.1%	20.5%	10.9%
%H		99.9%	57.6%	20.7%	78.7%	54.3%	24.3%
Don't know	71	66	20	13	55	22	33
%V	1.4%	1.4%	0.9%	1.5%	1.4%	1.0%	1.8%
%H		93.0%	28.2%	18.3%	77.5%	31.0%	46.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4971	4859	2240	858	4014	2176	1838
%H		97.7%	45.1%	17.3%	80.7%	43.8%	37.0%
Main living room	2514	2432	1021	410	1926	894	1032
%V	50.6%	50.1%	45.6%	47.8%	48.0%	41.1%	56.1%
%H		96.7%	40.6%	16.3%	76.6%	35.6%	41.1%
Kitchen	342	339	160	46	299	163	135
%V	6.9%	7.0%	7.1%	5.4%	7.4%	7.5%	7.3%
%H		99.1%	46.8%	13.5%	87.4%	47.7%	39.5%
Adult's bedroom	1314	1296	633	253	1102	668	434
%V	26.4%	26.7%	28.3%	29.5%	27.5%	30.7%	23.6%
%H		98.6%	48.2%	19.3%	83.9%	50.8%	33.0%
Child's bedroom	318	317	183	71	274	203	71
%V	6.4%	6.5%	8.2%	8.3%	6.8%	9.3%	3.9%
%H		99.7%	57.5%	22.3%	86.2%	63.8%	22.3%
Other bedroom	98	96	45	17	88	51	36
%V	2.0%	2.0%	2.0%	2.0%	2.2%	2.3%	2.0%
%H		98.0%	45.9%	17.3%	89.8%	52.0%	36.7%
Second living/dining room	289	285	147	48	240	144	97
%V	5.8%	5.9%	6.6%	5.6%	6.0%	6.6%	5.3%
%H		98.6%	50.9%	16.6%	83.0%	49.8%	33.6%
Study/office	55	54	27	5	50	27	23
%V	1.1%	1.1%	1.2%	0.6%	1.2%	1.2%	1.3%
%H		98.2%	49.1%	9.1%	90.9%	49.1%	41.8%
TV room	21	20	12	4	17	12	5
%V	0.4%	0.4%	0.5%	0.5%	0.4%	0.6%	0.3%
%H		95.2%	57.1%	19.0%	81.0%	57.1%	23.8%
No specific location	4	4	4	1	3	3	0
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.0%
%H		100.0%	100.0%	25.0%	75.0%	75.0%	0.0%
Other	17	17	10	2	16	11	5
%V	0.3%	0.3%	0.4%	0.2%	0.4%	0.5%	0.3%
%H		100.0%	58.8%	11.8%	94.1%	64.7%	29.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4971	4859	2240	858	4014	2176	1838
%H		97.7%	45.1%	17.3%	80.7%	43.8%	37.0%
PVR	1453	1452	1000	235	1088	834	254
%V	29.2%	29.9%	44.6%	27.4%	27.1%	38.3%	13.8%
%H		99.9%	68.8%	16.2%	74.9%	57.4%	17.5%
DVDR	343	336	156	59	286	155	130
%V	6.9%	6.9%	7.0%	6.9%	7.1%	7.1%	7.1%
%H		98.0%	45.5%	17.2%	83.4%	45.2%	37.9%
VCR	464	443	156	67	368	140	228
%V	9.3%	9.1%	7.0%	7.8%	9.2%	6.4%	12.4%
%H		95.5%	33.6%	14.4%	79.3%	30.2%	49.1%
Any recorder	1960	1934	1142	310	1507	983	525
%V	39.4%	39.8%	51.0%	36.1%	37.5%	45.2%	28.6%
%H		98.7%	58.3%	15.8%	76.9%	50.2%	26.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4971	4859	2240	858	4014	2176	1838
%H		97.7%	45.1%	17.3%	80.7%	43.8%	37.0%
Receives HDTV (via STB or built-in reception)	1139	1139	637	306	910	680	230
%V	22.9%	23.4%	28.4%	35.7%	22.7%	31.3%	12.5%
%H		100.0%	55.9%	26.9%	79.9%	59.7%	20.2%
DVD/Blu-ray player or recorder	2844	2796	1318	504	2315	1295	1020
%V	57.2%	57.5%	58.8%	58.7%	57.7%	59.5%	55.5%
%H		98.3%	46.3%	17.7%	81.4%	45.5%	35.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2504	2423	1011	407	1919	883	1036
%H		96.8%	40.4%	16.3%	76.6%	35.3%	41.4%
Under 20"	71	62	6	8	54	6	48
%V	2.8%	2.6%	0.6%	2.0%	2.8%	0.7%	4.6%
%H		87.3%	8.5%	11.3%	76.1%	8.5%	67.6%
20" - 29"	647	598	157	80	489	125	364
%V	25.8%	24.7%	15.5%	19.7%	25.5%	14.2%	35.1%
%H		92.4%	24.3%	12.4%	75.6%	19.3%	56.3%
30" - 39"	1032	1013	427	167	791	361	430
%V	41.2%	41.8%	42.2%	41.0%	41.2%	40.9%	41.5%
%H		98.2%	41.4%	16.2%	76.6%	35.0%	41.7%
40" and over	719	719	411	146	560	383	178
%V	28.7%	29.7%	40.7%	35.9%	29.2%	43.4%	17.2%
%H		100.0%	57.2%	20.3%	77.9%	53.3%	24.8%
Don't know	35	32	9	6	25	8	17
%V	1.4%	1.3%	0.9%	1.5%	1.3%	0.9%	1.6%
%H		91.4%	25.7%	17.1%	71.4%	22.9%	48.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2504	2423	1011	407	1919	883	1036
%H		96.8%	40.4%	16.3%	76.6%	35.3%	41.4%
PVR	1127	1126	742	191	839	623	216
%V	45.0%	46.5%	73.4%	46.9%	43.7%	70.6%	20.8%
%H		99.9%	65.8%	16.9%	74.4%	55.3%	19.2%
DVDR	249	243	106	46	201	104	97
%V	9.9%	10.0%	10.5%	11.3%	10.5%	11.8%	9.4%
%H		97.6%	42.6%	18.5%	80.7%	41.8%	39.0%
VCR	336	317	95	44	262	79	183
%V	13.4%	13.1%	9.4%	10.8%	13.7%	8.9%	17.7%
%H		94.3%	28.3%	13.1%	78.0%	23.5%	54.5%
Any recorder	1458	1435	807	236	1105	687	418
%V	58.2%	59.2%	79.8%	58.0%	57.6%	77.8%	40.3%
%H		98.4%	55.3%	16.2%	75.8%	47.1%	28.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2504	2423	1011	407	1919	883	1036
%H		96.8%	40.4%	16.3%	76.6%	35.3%	41.4%
Receives HDTV (via STB or built-in reception)	844	844	472	226	652	485	167
%V	33.7%	34.8%	46.7%	55.5%	34.0%	54.9%	16.1%
%H		100.0%	55.9%	26.8%	77.3%	57.5%	19.8%
DVD/Blu-ray player or recorder	1838	1795	786	314	1432	713	719
%V	73.4%	74.1%	77.7%	77.1%	74.6%	80.7%	69.4%
%H		97.7%	42.8%	17.1%	77.9%	38.8%	39.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Set level data

Table 14.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2467	2437	1230	451	2095	1293	802
%H		98.8%	49.9%	18.3%	84.9%	52.4%	32.5%
Under 20"	1107	1089	513	188	936	535	401
%V	44.9%	44.7%	41.7%	41.7%	44.7%	41.4%	50.0%
%H		98.4%	46.3%	17.0%	84.6%	48.3%	36.2%
20" - 29"	817	807	408	144	703	433	270
%V	33.1%	33.1%	33.2%	31.9%	33.6%	33.5%	33.7%
%H		98.8%	49.9%	17.6%	86.0%	53.0%	33.0%
30" - 39"	403	402	236	87	339	247	92
%V	16.3%	16.5%	19.2%	19.3%	16.2%	19.1%	11.5%
%H		99.8%	58.6%	21.6%	84.1%	61.3%	22.8%
40" and over	104	103	63	24	87	65	23
%V	4.2%	4.2%	5.1%	5.3%	4.2%	5.0%	2.9%
%H		99.0%	60.6%	23.1%	83.7%	62.5%	22.1%
Don't know	35	34	10	7	30	14	17
%V	1.4%	1.4%	0.8%	1.6%	1.4%	1.1%	2.1%
%H		97.1%	28.6%	20.0%	85.7%	40.0%	48.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Set level data

Table 14.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2467	2437	1230	451	2095	1293	802
%H		98.8%	49.9%	18.3%	84.9%	52.4%	32.5%
PVR	326	326	258	43	249	211	38
%V	13.2%	13.4%	21.0%	9.5%	11.9%	16.3%	4.7%
%H		100.0%	79.1%	13.2%	76.4%	64.7%	11.7%
DVDR	94	92	50	13	84	51	33
%V	3.8%	3.8%	4.1%	2.9%	4.0%	3.9%	4.1%
%H		97.9%	53.2%	13.8%	89.4%	54.3%	35.1%
VCR	129	125	60	24	106	60	45
%V	5.2%	5.1%	4.9%	5.3%	5.1%	4.6%	5.6%
%H		96.9%	46.5%	18.6%	82.2%	46.5%	34.9%
Any recorder	502	499	335	74	402	295	107
%V	20.3%	20.5%	27.2%	16.4%	19.2%	22.8%	13.3%
%H		99.4%	66.7%	14.7%	80.1%	58.8%	21.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2467	2437	1230	451	2095	1293	802
%H		98.8%	49.9%	18.3%	84.9%	52.4%	32.5%
Receives HDTV (via STB or built-in reception)	295	295	165	80	258	195	63
%V	12.0%	12.1%	13.4%	17.7%	12.3%	15.1%	7.9%
%H		100.0%	55.9%	27.1%	87.5%	66.1%	21.4%
DVD/Blu-ray player or recorder	1006	1000	531	190	883	581	302
%V	40.8%	41.0%	43.2%	42.1%	42.1%	44.9%	37.7%
%H		99.4%	52.8%	18.9%	87.8%	57.8%	30.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6059	5903	5766	2773	1082	4471	2459	2012
%H		97.4%	95.2%	45.8%	17.9%	73.8%	40.6%	33.2%
Total Children	1198	1167	1149	641	231	845	546	299
%V	19.8%	19.8%	19.9%	23.1%	21.3%	18.9%	22.2%	14.9%
%H		97.4%	95.9%	53.5%	19.3%	70.5%	45.6%	25.0%
0 - 3	316	304	296	165	60	207	129	78
%V	5.2%	5.1%	5.1%	6.0%	5.5%	4.6%	5.2%	3.9%
%H		96.2%	93.7%	52.2%	19.0%	65.5%	40.8%	24.7%
4 - 15	882	863	853	475	171	638	418	221
%V	14.6%	14.6%	14.8%	17.1%	15.8%	14.3%	17.0%	11.0%
%H		97.8%	96.7%	53.9%	19.4%	72.3%	47.4%	25.1%
4 - 9	443	433	427	239	81	315	203	112
%V	7.3%	7.3%	7.4%	8.6%	7.5%	7.0%	8.3%	5.6%
%H		97.7%	96.4%	54.0%	18.3%	71.1%	45.8%	25.3%
10 - 15	439	430	425	236	90	323	215	109
%V	7.2%	7.3%	7.4%	8.5%	8.3%	7.2%	8.7%	5.4%
%H		97.9%	96.8%	53.8%	20.5%	73.6%	49.0%	24.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6059	5903	5766	2773	1082	4471	2459	2012
%H		97.4%	95.2%	45.8%	17.9%	73.8%	40.6%	33.2%
Total Adults (16+)	4861	4737	4617	2132	851	3626	1913	1713
%V	80.2%	80.2%	80.1%	76.9%	78.7%	81.1%	77.8%	85.1%
%H		97.4%	95.0%	43.9%	17.5%	74.6%	39.4%	35.2%
16 - 19	287	282	277	148	66	214	143	71
%V	4.7%	4.8%	4.8%	5.3%	6.1%	4.8%	5.8%	3.5%
%H		98.3%	96.5%	51.6%	23.0%	74.6%	49.8%	24.7%
20 - 24	381	362	350	168	80	271	158	112
%V	6.3%	6.1%	6.1%	6.1%	7.4%	6.1%	6.4%	5.6%
%H		95.0%	91.9%	44.1%	21.0%	71.1%	41.5%	29.4%
25 - 34	761	729	716	389	154	506	321	184
%V	12.6%	12.3%	12.4%	14.0%	14.2%	11.3%	13.1%	9.1%
%H		95.8%	94.1%	51.1%	20.2%	66.5%	42.2%	24.2%
35 - 44	803	778	770	406	164	583	370	213
%V	13.3%	13.2%	13.4%	14.6%	15.2%	13.0%	15.0%	10.6%
%H		96.9%	95.9%	50.6%	20.4%	72.6%	46.1%	26.5%
45 - 54	837	819	805	389	174	628	368	260
%V	13.8%	13.9%	14.0%	14.0%	16.1%	14.0%	15.0%	12.9%
%H		97.8%	96.2%	46.5%	20.8%	75.0%	44.0%	31.1%
55 - 64	743	730	716	337	113	577	300	276
%V	12.3%	12.4%	12.4%	12.2%	10.4%	12.9%	12.2%	13.7%
%H		98.3%	96.4%	45.4%	15.2%	77.7%	40.4%	37.1%
65+	1048	1036	983	295	101	848	253	596
%V	17.3%	17.6%	17.0%	10.6%	9.3%	19.0%	10.3%	29.6%
%H		98.9%	93.8%	28.1%	9.6%	80.9%	24.1%	56.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		4861	4737	4617	2132	851	3626	1913	1713
%H			97.4%	95.0%	43.9%	17.5%	74.6%	39.4%	35.2%
AB		1028	1009	994	497	151	783	428	355
	%V	21.1%	21.3%	21.5%	23.3%	17.7%	21.6%	22.4%	20.7%
	%H		98.2%	96.7%	48.3%	14.7%	76.2%	41.6%	34.5%
C1		1240	1199	1172	547	231	921	501	420
	%V	25.5%	25.3%	25.4%	25.7%	27.1%	25.4%	26.2%	24.5%
	%H		96.7%	94.5%	44.1%	18.6%	74.3%	40.4%	33.9%
C2		1098	1080	1062	491	235	842	490	351
	%V	22.6%	22.8%	23.0%	23.0%	27.6%	23.2%	25.6%	20.5%
	%H		98.4%	96.7%	44.7%	21.4%	76.7%	44.6%	32.0%
D		947	922	898	438	162	678	356	323
	%V	19.5%	19.5%	19.4%	20.5%	19.0%	18.7%	18.6%	18.9%
	%H		97.4%	94.8%	46.3%	17.1%	71.6%	37.6%	34.1%
E		548	527	491	159	72	403	138	265
	%V	11.3%	11.1%	10.6%	7.5%	8.5%	11.1%	7.2%	15.5%
	%H		96.2%	89.6%	29.0%	13.1%	73.5%	25.2%	48.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4861	4737	4617	2132	851	3626	1913	1713
%H		97.4%	95.0%	43.9%	17.5%	74.6%	39.4%	35.2%
Working full time	2072	2019	1993	1023	430	1513	940	572
%V	42.6%	42.6%	43.2%	48.0%	50.5%	41.7%	49.1%	33.4%
%H		97.4%	96.2%	49.4%	20.8%	73.0%	45.4%	27.6%
Working part time	529	521	514	258	93	400	229	171
%V	10.9%	11.0%	11.1%	12.1%	10.9%	11.0%	12.0%	10.0%
%H		98.5%	97.2%	48.8%	17.6%	75.6%	43.3%	32.3%
Not working	2260	2197	2110	851	329	1713	744	969
%V	46.5%	46.4%	45.7%	39.9%	38.7%	47.2%	38.9%	56.6%
%H		97.2%	93.4%	37.7%	14.6%	75.8%	32.9%	42.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2370	2301	2247	1063	425	1760	958	802
%H		97.1%	94.8%	44.9%	17.9%	74.3%	40.4%	33.8%
16 - 19	150	146	144	76	37	116	80	36
%V	6.3%	6.3%	6.4%	7.1%	8.7%	6.6%	8.4%	4.5%
%H		97.3%	96.0%	50.7%	24.7%	77.3%	53.3%	24.0%
20 - 24	185	177	172	84	39	134	80	54
%V	7.8%	7.7%	7.7%	7.9%	9.2%	7.6%	8.4%	6.7%
%H		95.7%	93.0%	45.4%	21.1%	72.4%	43.2%	29.2%
25 - 34	381	365	361	187	83	255	157	97
%V	16.1%	15.9%	16.1%	17.6%	19.5%	14.5%	16.4%	12.1%
%H		95.8%	94.8%	49.1%	21.8%	66.9%	41.2%	25.5%
35 - 44	398	382	377	202	75	287	180	107
%V	16.8%	16.6%	16.8%	19.0%	17.6%	16.3%	18.8%	13.3%
%H		96.0%	94.7%	50.8%	18.8%	72.1%	45.2%	26.9%
45 - 54	412	401	392	182	86	304	172	132
%V	17.4%	17.4%	17.4%	17.1%	20.2%	17.3%	18.0%	16.5%
%H		97.3%	95.1%	44.2%	20.9%	73.8%	41.7%	32.0%
55 - 64	370	362	357	179	51	286	154	132
%V	15.6%	15.7%	15.9%	16.8%	12.0%	16.3%	16.1%	16.5%
%H		97.8%	96.5%	48.4%	13.8%	77.3%	41.6%	35.7%
65+	473	468	444	153	53	378	135	243
%V	20.0%	20.3%	19.8%	14.4%	12.5%	21.5%	14.1%	30.3%
%H		98.9%	93.9%	32.3%	11.2%	79.9%	28.5%	51.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2370	2301	2247	1063	425	1760	958	802
%H		97.1%	94.8%	44.9%	17.9%	74.3%	40.4%	33.8%
AB	516	506	499	251	78	394	220	174
%V	21.8%	22.0%	22.2%	23.6%	18.4%	22.4%	23.0%	21.7%
%H		98.1%	96.7%	48.6%	15.1%	76.4%	42.6%	33.7%
C1	582	565	555	267	113	435	248	187
%V	24.6%	24.6%	24.7%	25.1%	26.6%	24.7%	25.9%	23.3%
%H		97.1%	95.4%	45.9%	19.4%	74.7%	42.6%	32.1%
C2	592	579	566	260	121	448	254	193
%V	25.0%	25.2%	25.2%	24.5%	28.5%	25.5%	26.5%	24.1%
%H		97.8%	95.6%	43.9%	20.4%	75.7%	42.9%	32.6%
D	453	438	427	213	80	315	169	147
%V	19.1%	19.0%	19.0%	20.0%	18.8%	17.9%	17.6%	18.3%
%H		96.7%	94.3%	47.0%	17.7%	69.5%	37.3%	32.5%
E	228	214	200	72	32	167	67	100
%V	9.6%	9.3%	8.9%	6.8%	7.5%	9.5%	7.0%	12.5%
%H		93.9%	87.7%	31.6%	14.0%	73.2%	29.4%	43.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2370	2301	2247	1063	425	1760	958	802
%H		97.1%	94.8%	44.9%	17.9%	74.3%	40.4%	33.8%
Working full time	1315	1278	1261	650	266	956	591	365
%V	55.5%	55.5%	56.1%	61.1%	62.6%	54.3%	61.7%	45.5%
%H		97.2%	95.9%	49.4%	20.2%	72.7%	44.9%	27.8%
Working part time	108	104	104	50	14	79	38	41
%V	4.6%	4.5%	4.6%	4.7%	3.3%	4.5%	4.0%	5.1%
%H		96.3%	96.3%	46.3%	13.0%	73.1%	35.2%	38.0%
Not working	946	918	882	363	144	725	330	395
%V	39.9%	39.9%	39.3%	34.1%	33.9%	41.2%	34.4%	49.3%
%H		97.0%	93.2%	38.4%	15.2%	76.6%	34.9%	41.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2492	2436	2369	1069	427	1867	955	912
%H		97.8%	95.1%	42.9%	17.1%	74.9%	38.3%	36.6%
16 - 19	138	136	133	73	28	98	63	35
%V	5.5%	5.6%	5.6%	6.8%	6.6%	5.2%	6.6%	3.8%
%H		98.6%	96.4%	52.9%	20.3%	71.0%	45.7%	25.4%
20 - 24	196	185	179	84	41	137	78	58
%V	7.9%	7.6%	7.6%	7.9%	9.6%	7.3%	8.2%	6.4%
%H		94.4%	91.3%	42.9%	20.9%	69.9%	39.8%	29.6%
25 - 34	380	364	354	201	70	251	164	87
%V	15.2%	14.9%	14.9%	18.8%	16.4%	13.4%	17.2%	9.5%
%H		95.8%	93.2%	52.9%	18.4%	66.1%	43.2%	22.9%
35 - 44	406	396	392	204	89	296	190	106
%V	16.3%	16.3%	16.5%	19.1%	20.8%	15.9%	19.9%	11.6%
%H		97.5%	96.6%	50.2%	21.9%	72.9%	46.8%	26.1%
45 - 54	425	418	413	207	87	324	195	128
%V	17.1%	17.2%	17.4%	19.4%	20.4%	17.4%	20.4%	14.0%
%H		98.4%	97.2%	48.7%	20.5%	76.2%	45.9%	30.1%
55 - 64	373	368	359	158	62	291	147	144
%V	15.0%	15.1%	15.2%	14.8%	14.5%	15.6%	15.4%	15.8%
%H		98.7%	96.2%	42.4%	16.6%	78.0%	39.4%	38.6%
65+	574	568	539	142	48	470	117	353
%V	23.0%	23.3%	22.8%	13.3%	11.2%	25.2%	12.3%	38.7%
%H		99.0%	93.9%	24.7%	8.4%	81.9%	20.4%	61.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2492	2436	2369	1069	427	1867	955	912
%H		97.8%	95.1%	42.9%	17.1%	74.9%	38.3%	36.6%
AB	512	503	495	246	73	388	208	180
%V	20.5%	20.6%	20.9%	23.0%	17.1%	20.8%	21.8%	19.7%
%H		98.2%	96.7%	48.0%	14.3%	75.8%	40.6%	35.2%
C1	659	634	617	280	118	485	253	233
%V	26.4%	26.0%	26.0%	26.2%	27.6%	26.0%	26.5%	25.5%
%H		96.2%	93.6%	42.5%	17.9%	73.6%	38.4%	35.4%
C2	506	501	496	231	113	394	236	158
%V	20.3%	20.6%	20.9%	21.6%	26.5%	21.1%	24.7%	17.3%
%H		99.0%	98.0%	45.7%	22.3%	77.9%	46.6%	31.2%
D	494	484	471	225	82	363	187	176
%V	19.8%	19.9%	19.9%	21.0%	19.2%	19.4%	19.6%	19.3%
%H		98.0%	95.3%	45.5%	16.6%	73.5%	37.9%	35.6%
E	321	313	291	87	40	236	71	165
%V	12.9%	12.8%	12.3%	8.1%	9.4%	12.6%	7.4%	18.1%
%H		97.5%	90.7%	27.1%	12.5%	73.5%	22.1%	51.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2492	2436	2369	1069	427	1867	955	912
%H		97.8%	95.1%	42.9%	17.1%	74.9%	38.3%	36.6%
Working full time	757	741	732	373	164	556	350	207
%V	30.4%	30.4%	30.9%	34.9%	38.4%	29.8%	36.6%	22.7%
%H		97.9%	96.7%	49.3%	21.7%	73.4%	46.2%	27.3%
Working part time	421	416	410	208	78	322	191	130
%V	16.9%	17.1%	17.3%	19.5%	18.3%	17.2%	20.0%	14.3%
%H		98.8%	97.4%	49.4%	18.5%	76.5%	45.4%	30.9%
Not working	1314	1279	1228	488	185	988	414	574
%V	52.7%	52.5%	51.8%	45.7%	43.3%	52.9%	43.4%	62.9%
%H		97.3%	93.5%	37.1%	14.1%	75.2%	31.5%	43.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
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BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	960	933	900	334	217	712	346	366
%H (All HH)		97.2%	93.8%	34.8%	22.6%	74.2%	36.0%	38.1%
%H (TV HH)			96.5%	35.8%	23.3%	76.3%	37.1%	39.2%
AB	226	223	217	93	47	167	86	81
%V	23.5%	23.9%	24.1%	27.8%	21.7%	23.5%	24.9%	22.1%
%H (All HH)		98.7%	96.0%	41.2%	20.8%	73.9%	38.1%	35.8%
%H (TV HH)			97.3%	41.7%	21.1%	74.9%	38.6%	36.3%
C1	263	253	246	92	63	198	102	96
%V	27.4%	27.1%	27.3%	27.5%	29.0%	27.8%	29.5%	26.2%
%H (All HH)		96.2%	93.5%	35.0%	24.0%	75.3%	38.8%	36.5%
%H (TV HH)			97.2%	36.4%	24.9%	78.3%	40.3%	37.9%
C2	190	185	182	67	50	148	80	69
%V	19.8%	19.8%	20.2%	20.1%	23.0%	20.8%	23.1%	18.9%
%H (All HH)		97.4%	95.8%	35.3%	26.3%	77.9%	42.1%	36.3%
%H (TV HH)			98.4%	36.2%	27.0%	80.0%	43.2%	37.3%
D	155	151	144	51	41	110	54	56
%V	16.1%	16.2%	16.0%	15.3%	18.9%	15.4%	15.6%	15.3%
%H (All HH)		97.4%	92.9%	32.9%	26.5%	71.0%	34.8%	36.1%
%H (TV HH)			95.4%	33.8%	27.2%	72.8%	35.8%	37.1%
E	126	121	111	31	17	89	25	64
%V	13.1%	13.0%	12.3%	9.3%	7.8%	12.5%	7.2%	17.5%
%H (All HH)		96.0%	88.1%	24.6%	13.5%	70.6%	19.8%	50.8%
%H (TV HH)			91.7%	25.6%	14.0%	73.6%	20.7%	52.9%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	960	933	900	334	217	712	346	366
%H (All HH)		97.2%	93.8%	34.8%	22.6%	74.2%	36.0%	38.1%
%H (TV HH)			96.5%	35.8%	23.3%	76.3%	37.1%	39.2%
Under 25	52	45	43	14	11	33	14	19
%V	5.4%	4.8%	4.8%	4.2%	5.1%	4.6%	4.0%	5.2%
%H (All HH)		86.5%	82.7%	26.9%	21.2%	63.5%	26.9%	36.5%
%H (TV HH)			95.6%	31.1%	24.4%	73.3%	31.1%	42.2%
25 - 34	150	140	136	66	33	92	52	40
%V	15.6%	15.0%	15.1%	19.8%	15.2%	12.9%	15.0%	10.9%
%H (All HH)		93.3%	90.7%	44.0%	22.0%	61.3%	34.7%	26.7%
%H (TV HH)			97.1%	47.1%	23.6%	65.7%	37.1%	28.6%
35 - 44	176	173	170	79	52	125	81	44
%V	18.3%	18.5%	18.9%	23.7%	24.0%	17.6%	23.4%	12.0%
%H (All HH)		98.3%	96.6%	44.9%	29.5%	71.0%	46.0%	25.0%
%H (TV HH)			98.3%	45.7%	30.1%	72.3%	46.8%	25.4%
45 - 54	188	184	181	74	46	148	84	64
%V	19.6%	19.7%	20.1%	22.2%	21.2%	20.8%	24.3%	17.5%
%H (All HH)		97.9%	96.3%	39.4%	24.5%	78.7%	44.7%	34.0%
%H (TV HH)			98.4%	40.2%	25.0%	80.4%	45.7%	34.8%
55 - 64	155	153	150	55	37	120	59	61
%V	16.1%	16.4%	16.7%	16.5%	17.1%	16.9%	17.1%	16.7%
%H (All HH)		98.7%	96.8%	35.5%	23.9%	77.4%	38.1%	39.4%
%H (TV HH)			98.0%	35.9%	24.2%	78.4%	38.6%	39.9%
65 +	240	238	221	46	39	194	55	139
%V	25.0%	25.5%	24.6%	13.8%	18.0%	27.2%	15.9%	38.0%
%H (All HH)		99.2%	92.1%	19.2%	16.3%	80.8%	22.9%	57.9%
%H (TV HH)			92.9%	19.3%	16.4%	81.5%	23.1%	58.4%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	960	933	900	334	217	712	346	366
%H (All HH)		97.2%	93.8%	34.8%	22.6%	74.2%	36.0%	38.1%
%H (TV HH)			96.5%	35.8%	23.3%	76.3%	37.1%	39.2%
1	330	315	295	68	50	251	72	179
%V	34.4%	33.8%	32.8%	20.4%	23.0%	35.3%	20.8%	48.9%
%H (All HH)		95.5%	89.4%	20.6%	15.2%	76.1%	21.8%	54.2%
%H (TV HH)			93.7%	21.6%	15.9%	79.7%	22.9%	56.8%
2	299	293	285	108	71	220	110	110
%V	31.1%	31.4%	31.7%	32.3%	32.7%	30.9%	31.8%	30.1%
%H (All HH)		98.0%	95.3%	36.1%	23.7%	73.6%	36.8%	36.8%
%H (TV HH)			97.3%	36.9%	24.2%	75.1%	37.5%	37.5%
3	139	136	135	60	40	100	61	38
%V	14.5%	14.6%	15.0%	18.0%	18.4%	14.0%	17.6%	10.4%
%H (All HH)		97.8%	97.1%	43.2%	28.8%	71.9%	43.9%	27.3%
%H (TV HH)			99.3%	44.1%	29.4%	73.5%	44.9%	27.9%
4	129	127	126	65	39	98	73	25
%V	13.4%	13.6%	14.0%	19.5%	18.0%	13.8%	21.1%	6.8%
%H (All HH)		98.4%	97.7%	50.4%	30.2%	76.0%	56.6%	19.4%
%H (TV HH)			99.2%	51.2%	30.7%	77.2%	57.5%	19.7%
5+	63	62	61	33	17	43	29	14
%V	6.6%	6.6%	6.8%	9.9%	7.8%	6.0%	8.4%	3.8%
%H (All HH)		98.4%	96.8%	52.4%	27.0%	68.3%	46.0%	22.2%
%H (TV HH)			98.4%	53.2%	27.4%	69.4%	46.8%	22.6%
Average HH size	2.31	2.32	2.35	2.73	2.59	2.28	2.69	1.89

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	960	933	900	334	217	712	346	366
%H (All HH)		97.2%	93.8%	34.8%	22.6%	74.2%	36.0%	38.1%
%H (TV HH)			96.5%	35.8%	23.3%	76.3%	37.1%	39.2%
Without	730	707	677	223	152	550	239	312
%V	76.0%	75.8%	75.2%	66.8%	70.0%	77.2%	69.1%	85.2%
%H (All HH)		96.8%	92.7%	30.5%	20.8%	75.3%	32.7%	42.7%
%H (TV HH)			95.8%	31.5%	21.5%	77.8%	33.8%	44.1%
With	230	226	223	111	65	162	107	54
%V	24.0%	24.2%	24.8%	33.2%	30.0%	22.8%	30.9%	14.8%
%H (All HH)		98.3%	97.0%	48.3%	28.3%	70.4%	46.5%	23.5%
%H (TV HH)			98.7%	49.1%	28.8%	71.7%	47.3%	23.9%
0 - 3	91	88	87	46	26	56	38	18
%V	9.5%	9.4%	9.7%	13.8%	12.0%	7.9%	11.0%	4.9%
%H (All HH)		96.7%	95.6%	50.5%	28.6%	61.5%	41.8%	19.8%
%H (TV HH)			98.9%	52.3%	29.5%	63.6%	43.2%	20.5%
4 - 9	114	113	111	57	34	78	54	24
%V	11.9%	12.1%	12.3%	17.1%	15.7%	11.0%	15.6%	6.6%
%H (All HH)		99.1%	97.4%	50.0%	29.8%	68.4%	47.4%	21.1%
%H (TV HH)			98.2%	50.4%	30.1%	69.0%	47.8%	21.2%
10 - 15	110	108	107	54	29	83	55	28
%V	11.5%	11.6%	11.9%	16.2%	13.4%	11.7%	15.9%	7.7%
%H (All HH)		98.2%	97.3%	49.1%	26.4%	75.5%	50.0%	25.5%
%H (TV HH)			99.1%	50.0%	26.9%	76.9%	50.9%	25.9%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	960	933	900	334	217	712	346	366
%H (All HH)		97.2%	93.8%	34.8%	22.6%	74.2%	36.0%	38.1%
%H (TV HH)			96.5%	35.8%	23.3%	76.3%	37.1%	39.2%
1	372	372	347	102	64	255	74	181
%V	38.8%	39.9%	38.6%	30.5%	29.5%	35.8%	21.4%	49.5%
%H (All HH)		100.0%	93.3%	27.4%	17.2%	68.5%	19.9%	48.7%
%H (TV HH)			93.3%	27.4%	17.2%	68.5%	19.9%	48.7%
2	318	318	312	109	89	249	127	122
%V	33.1%	34.1%	34.7%	32.6%	41.0%	35.0%	36.7%	33.3%
%H (All HH)		100.0%	98.1%	34.3%	28.0%	78.3%	39.9%	38.4%
%H (TV HH)			98.1%	34.3%	28.0%	78.3%	39.9%	38.4%
3	144	144	143	65	40	121	77	43
%V	15.0%	15.4%	15.9%	19.5%	18.4%	17.0%	22.3%	11.7%
%H (All HH)		100.0%	99.3%	45.1%	27.8%	84.0%	53.5%	29.9%
%H (TV HH)			99.3%	45.1%	27.8%	84.0%	53.5%	29.9%
4	65	65	65	36	16	59	44	14
%V	6.8%	7.0%	7.2%	10.8%	7.4%	8.3%	12.7%	3.8%
%H (All HH)		100.0%	100.0%	55.4%	24.6%	90.8%	67.7%	21.5%
%H (TV HH)			100.0%	55.4%	24.6%	90.8%	67.7%	21.5%
5+	33	33	33	21	9	29	24	5
%V	3.4%	3.5%	3.7%	6.3%	4.1%	4.1%	6.9%	1.4%
%H (All HH)		100.0%	100.0%	63.6%	27.3%	87.9%	72.7%	15.2%
%H (TV HH)			100.0%	63.6%	27.3%	87.9%	72.7%	15.2%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	960	933	900	334	217	712	346	366
%H (All HH)		97.2%	93.8%	34.8%	22.6%	74.2%	36.0%	38.1%
%H (TV HH)			96.5%	35.8%	23.3%	76.3%	37.1%	39.2%
Under 20"	337	337	326	123	85	281	155	126
%V	35.1%	36.1%	36.2%	36.8%	39.2%	39.5%	44.8%	34.4%
%H (All HH)		100.0%	96.7%	36.5%	25.2%	83.4%	46.0%	37.4%
%H (TV HH)			96.7%	36.5%	25.2%	83.4%	46.0%	37.4%
20" - 29"	427	427	409	145	99	330	155	175
%V	44.5%	45.8%	45.4%	43.4%	45.6%	46.3%	44.8%	47.8%
%H (All HH)		100.0%	95.8%	34.0%	23.2%	77.3%	36.3%	41.0%
%H (TV HH)			95.8%	34.0%	23.2%	77.3%	36.3%	41.0%
30" - 39"	471	471	464	188	114	376	202	173
%V	49.1%	50.5%	51.6%	56.3%	52.5%	52.8%	58.4%	47.3%
%H (All HH)		100.0%	98.5%	39.9%	24.2%	79.8%	42.9%	36.7%
%H (TV HH)			98.5%	39.9%	24.2%	79.8%	42.9%	36.7%
40" and over	275	275	272	142	78	201	141	61
%V	28.6%	29.5%	30.2%	42.5%	35.9%	28.2%	40.8%	16.7%
%H (All HH)		100.0%	98.9%	51.6%	28.4%	73.1%	51.3%	22.2%
%H (TV HH)			98.9%	51.6%	28.4%	73.1%	51.3%	22.2%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	960	933	900	334	217	712	346	366
%H (All HH)		97.2%	93.8%	34.8%	22.6%	74.2%	36.0%	38.1%
%H (TV HH)			96.5%	35.8%	23.3%	76.3%	37.1%	39.2%
Main living room	924	924	892	331	217	705	344	361
%V	96.3%	99.0%	99.1%	99.1%	100.0%	99.0%	99.4%	98.6%
%H (All HH)		100.0%	96.5%	35.8%	23.5%	76.3%	37.2%	39.1%
%H (TV HH)			96.5%	35.8%	23.5%	76.3%	37.2%	39.1%
Kitchen	108	108	106	50	25	94	59	35
%V	11.3%	11.6%	11.8%	15.0%	11.5%	13.2%	17.1%	9.6%
%H (All HH)		100.0%	98.1%	46.3%	23.1%	87.0%	54.6%	32.4%
%H (TV HH)			98.1%	46.3%	23.1%	87.0%	54.6%	32.4%
Adult's bedroom	424	424	419	181	116	346	210	136
%V	44.2%	45.4%	46.6%	54.2%	53.5%	48.6%	60.7%	37.2%
%H (All HH)		100.0%	98.8%	42.7%	27.4%	81.6%	49.5%	32.1%
%H (TV HH)			98.8%	42.7%	27.4%	81.6%	49.5%	32.1%
Child's bedroom	93	93	93	45	29	80	58	22
%V	9.7%	10.0%	10.3%	13.5%	13.4%	11.2%	16.8%	6.0%
%H (All HH)		100.0%	100.0%	48.4%	31.2%	86.0%	62.4%	23.7%
%H (TV HH)			100.0%	48.4%	31.2%	86.0%	62.4%	23.7%
Other bedroom	59	59	59	31	13	51	35	16
%V	6.1%	6.3%	6.6%	9.3%	6.0%	7.2%	10.1%	4.4%
%H (All HH)		100.0%	100.0%	52.5%	22.0%	86.4%	59.3%	27.1%
%H (TV HH)			100.0%	52.5%	22.0%	86.4%	59.3%	27.1%
Second living/dining room	112	112	111	48	28	93	56	37
%V	11.7%	12.0%	12.3%	14.4%	12.9%	13.1%	16.2%	10.1%
%H (All HH)		100.0%	99.1%	42.9%	25.0%	83.0%	50.0%	33.0%
%H (TV HH)			99.1%	42.9%	25.0%	83.0%	50.0%	33.0%
Study/office	21	21	20	12	5	16	12	4
%V	2.2%	2.3%	2.2%	3.6%	2.3%	2.2%	3.5%	1.1%
%H (All HH)		100.0%	95.2%	57.1%	23.8%	76.2%	57.1%	19.0%
%H (TV HH)			95.2%	57.1%	23.8%	76.2%	57.1%	19.0%
TV room	7	7	7	3	1	6	4	3
%V	0.7%	0.8%	0.8%	0.9%	0.5%	0.8%	1.2%	0.8%
%H (All HH)		100.0%	100.0%	42.9%	14.3%	85.7%	57.1%	42.9%
%H (TV HH)			100.0%	42.9%	14.3%	85.7%	57.1%	42.9%
No specific location	2	2	2	1	0	1	1	0
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.1%	0.3%	0.0%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	50.0%	50.0%	0.0%
%H (TV HH)			100.0%	50.0%	0.0%	50.0%	50.0%	0.0%
Other	15	15	15	7	5	11	7	4
%V	1.6%	1.6%	1.7%	2.1%	2.3%	1.5%	2.0%	1.1%
%H (All HH)		100.0%	100.0%	46.7%	33.3%	73.3%	46.7%	26.7%
%H (TV HH)			100.0%	46.7%	33.3%	73.3%	46.7%	26.7%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Household level data

Table 15.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	960	933	900	334	217	712	346	366
%H (All HH)		97.2%	93.8%	34.8%	22.6%	74.2%	36.0%	38.1%
%H (TV HH)			96.5%	35.8%	23.3%	76.3%	37.1%	39.2%
PVR	457	457	457	260	114	338	241	97
%V	47.6%	49.0%	50.8%	77.8%	52.5%	47.5%	69.7%	26.5%
%H (All HH)		100.0%	100.0%	56.9%	24.9%	74.0%	52.7%	21.2%
%H (TV HH)			100.0%	56.9%	24.9%	74.0%	52.7%	21.2%
DVDR	223	223	218	83	65	180	102	77
%V	23.2%	23.9%	24.2%	24.9%	30.0%	25.3%	29.5%	21.0%
%H (All HH)		100.0%	97.8%	37.2%	29.1%	80.7%	45.7%	34.5%
%H (TV HH)			97.8%	37.2%	29.1%	80.7%	45.7%	34.5%
VCR	162	162	154	50	39	127	60	67
%V	16.9%	17.4%	17.1%	15.0%	18.0%	17.8%	17.3%	18.3%
%H (All HH)		100.0%	95.1%	30.9%	24.1%	78.4%	37.0%	41.4%
%H (TV HH)			95.1%	30.9%	24.1%	78.4%	37.0%	41.4%
Any recorder	629	629	617	293	154	478	291	187
%V	65.5%	67.4%	68.6%	87.7%	71.0%	67.1%	84.1%	51.1%
%H (All HH)		100.0%	98.1%	46.6%	24.5%	76.0%	46.3%	29.7%
%H (TV HH)			98.1%	46.6%	24.5%	76.0%	46.3%	29.7%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Household level data

Table 15.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	960	933	900	334	217	712	346	366
%H (All HH)		97.2%	93.8%	34.8%	22.6%	74.2%	36.0%	38.1%
%H (TV HH)			96.5%	35.8%	23.3%	76.3%	37.1%	39.2%
Receives HDTV (via STB or built-in reception)	407	407	407	187	131	315	212	102
%V	42.4%	43.6%	45.2%	56.0%	60.4%	44.2%	61.3%	27.9%
%H (All HH)		100.0%	100.0%	45.9%	32.2%	77.4%	52.1%	25.1%
%H (TV HH)			100.0%	45.9%	32.2%	77.4%	52.1%	25.1%
DVD/Blu-ray player or recorder	732	732	715	277	190	567	302	265
%V	76.3%	78.5%	79.4%	82.9%	87.6%	79.6%	87.3%	72.4%
%H (All HH)		100.0%	97.7%	37.8%	26.0%	77.5%	41.3%	36.2%
%H (TV HH)			97.7%	37.8%	26.0%	77.5%	41.3%	36.2%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	960	933	900	334	217	712	346	366
%H (All HH)		97.2%	93.8%	34.8%	22.6%	74.2%	36.0%	38.1%
%H (TV HH)			96.5%	35.8%	23.3%	76.3%	37.1%	39.2%
Has PC or Laptop	735	715	702	301	189	537	310	228
%V	76.6%	76.6%	78.0%	90.1%	87.1%	75.4%	89.6%	62.3%
%H (All HH)		97.3%	95.5%	41.0%	25.7%	73.1%	42.2%	31.0%
%H (TV HH)			98.2%	42.1%	26.4%	75.1%	43.4%	31.9%
Has broadband internet	675	659	648	285	183	493	298	196
%V	70.3%	70.6%	72.0%	85.3%	84.3%	69.2%	86.1%	53.6%
%H (All HH)		97.6%	96.0%	42.2%	27.1%	73.0%	44.1%	29.0%
%H (TV HH)			98.3%	43.2%	27.8%	74.8%	45.2%	29.7%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1885	1843	778	475	1507	867	640
%H		97.8%	41.3%	25.2%	79.9%	46.0%	34.0%
Under 20"	462	449	175	118	391	224	167
%V	24.5%	24.4%	22.5%	24.8%	25.9%	25.8%	26.1%
%H		97.2%	37.9%	25.5%	84.6%	48.5%	36.1%
20" - 29"	538	519	200	131	424	221	202
%V	28.5%	28.2%	25.7%	27.6%	28.1%	25.5%	31.6%
%H		96.5%	37.2%	24.3%	78.8%	41.1%	37.5%
30" - 39"	548	540	228	133	441	248	193
%V	29.1%	29.3%	29.3%	28.0%	29.3%	28.6%	30.2%
%H		98.5%	41.6%	24.3%	80.5%	45.3%	35.2%
40" and over	313	310	165	89	230	163	67
%V	16.6%	16.8%	21.2%	18.7%	15.3%	18.8%	10.5%
%H		99.0%	52.7%	28.4%	73.5%	52.1%	21.4%
Don't know	25	25	10	5	22	11	11
%V	1.3%	1.4%	1.3%	1.1%	1.5%	1.3%	1.7%
%H		100.0%	40.0%	20.0%	88.0%	44.0%	44.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1885	1843	778	475	1507	867	640
%H		97.8%	41.3%	25.2%	79.9%	46.0%	34.0%
Main living room	929	897	333	218	710	346	363
%V	49.3%	48.7%	42.8%	45.9%	47.1%	39.9%	56.7%
%H		96.6%	35.8%	23.5%	76.4%	37.2%	39.1%
Kitchen	109	107	51	26	95	59	35
%V	5.8%	5.8%	6.6%	5.5%	6.3%	6.8%	5.5%
%H		98.2%	46.8%	23.9%	87.2%	54.1%	32.1%
Adult's bedroom	496	489	223	135	407	259	148
%V	26.3%	26.5%	28.7%	28.4%	27.0%	29.9%	23.1%
%H		98.6%	45.0%	27.2%	82.1%	52.2%	29.8%
Child's bedroom	120	119	59	38	105	78	27
%V	6.4%	6.5%	7.6%	8.0%	7.0%	9.0%	4.2%
%H		99.2%	49.2%	31.7%	87.5%	65.0%	22.5%
Other bedroom	72	72	40	16	62	45	18
%V	3.8%	3.9%	5.1%	3.4%	4.1%	5.2%	2.8%
%H		100.0%	55.6%	22.2%	86.1%	62.5%	25.0%
Second living/dining room	113	112	49	28	94	56	37
%V	6.0%	6.1%	6.3%	5.9%	6.2%	6.5%	5.8%
%H		99.1%	43.4%	24.8%	83.2%	49.6%	32.7%
Study/office	22	22	12	6	16	13	4
%V	1.2%	1.2%	1.5%	1.3%	1.1%	1.5%	0.6%
%H		100.0%	54.5%	27.3%	72.7%	59.1%	18.2%
TV room	7	7	3	1	6	4	3
%V	0.4%	0.4%	0.4%	0.2%	0.4%	0.5%	0.5%
%H		100.0%	42.9%	14.3%	85.7%	57.1%	42.9%
No specific location	2	2	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	50.0%	0.0%	50.0%	50.0%	0.0%
Other	16	16	7	5	11	7	4
%V	0.8%	0.9%	0.9%	1.1%	0.7%	0.8%	0.6%
%H		100.0%	43.8%	31.3%	68.8%	43.8%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1885	1843	778	475	1507	867	640
%H		97.8%	41.3%	25.2%	79.9%	46.0%	34.0%
PVR	608	608	374	143	448	336	111
%V	32.3%	33.0%	48.1%	30.1%	29.7%	38.8%	17.3%
%H		100.0%	61.5%	23.5%	73.7%	55.3%	18.3%
DVDR	263	258	99	82	211	125	87
%V	14.0%	14.0%	12.7%	17.3%	14.0%	14.4%	13.6%
%H		98.1%	37.6%	31.2%	80.2%	47.5%	33.1%
VCR	190	181	59	48	151	74	77
%V	10.1%	9.8%	7.6%	10.1%	10.0%	8.5%	12.0%
%H		95.3%	31.1%	25.3%	79.5%	38.9%	40.5%
Any recorder	873	860	443	216	665	437	228
%V	46.3%	46.7%	56.9%	45.5%	44.1%	50.4%	35.6%
%H		98.5%	50.7%	24.7%	76.2%	50.1%	26.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1885	1843	778	475	1507	867	640
%H		97.8%	41.3%	25.2%	79.9%	46.0%	34.0%
Receives HDTV (via STB or built-in reception)	566	566	265	186	445	308	136
%V	30.0%	30.7%	34.1%	39.2%	29.5%	35.5%	21.3%
%H		100.0%	46.8%	32.9%	78.6%	54.4%	24.0%
DVD/Blu-ray player or recorder	1101	1082	460	300	878	524	354
%V	58.4%	58.7%	59.1%	63.2%	58.3%	60.4%	55.3%
%H		98.3%	41.8%	27.2%	79.7%	47.6%	32.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	933	900	333	217	712	346	366
%H		96.5%	35.7%	23.3%	76.3%	37.1%	39.2%
Under 20"	34	28	3	5	24	3	21
%V	3.6%	3.1%	0.9%	2.3%	3.4%	0.9%	5.7%
%H		82.4%	8.8%	14.7%	70.6%	8.8%	61.8%
20" - 29"	235	218	50	44	175	50	124
%V	25.2%	24.2%	15.0%	20.3%	24.6%	14.5%	33.9%
%H		92.8%	21.3%	18.7%	74.5%	21.3%	52.8%
30" - 39"	389	382	139	91	312	154	159
%V	41.7%	42.4%	41.7%	41.9%	43.8%	44.5%	43.4%
%H		98.2%	35.7%	23.4%	80.2%	39.6%	40.9%
40" and over	266	263	138	76	194	135	58
%V	28.5%	29.2%	41.4%	35.0%	27.2%	39.0%	15.8%
%H		98.9%	51.9%	28.6%	72.9%	50.8%	21.8%
Don't know	9	9	4	1	7	3	4
%V	1.0%	1.0%	1.2%	0.5%	1.0%	0.9%	1.1%
%H		100.0%	44.4%	11.1%	77.8%	33.3%	44.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	933	900	333	217	712	346	366
%H		96.5%	35.7%	23.3%	76.3%	37.1%	39.2%
PVR	438	438	254	107	321	231	90
%V	46.9%	48.7%	76.3%	49.3%	45.1%	66.8%	24.6%
%H		100.0%	58.0%	24.4%	73.3%	52.7%	20.5%
DVDR	192	187	69	53	154	84	70
%V	20.6%	20.8%	20.7%	24.4%	21.6%	24.3%	19.1%
%H		97.4%	35.9%	27.6%	80.2%	43.8%	36.5%
VCR	135	127	39	32	105	47	58
%V	14.5%	14.1%	11.7%	14.7%	14.7%	13.6%	15.8%
%H		94.1%	28.9%	23.7%	77.8%	34.8%	43.0%
Any recorder	604	592	287	145	456	280	177
%V	64.7%	65.8%	86.2%	66.8%	64.0%	80.9%	48.4%
%H		98.0%	47.5%	24.0%	75.5%	46.4%	29.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	933	900	333	217	712	346	366
%H		96.5%	35.7%	23.3%	76.3%	37.1%	39.2%
Receives HDTV (via STB or built-in reception)	386	386	177	125	296	201	95
%V	41.4%	42.9%	53.2%	57.6%	41.6%	58.1%	26.0%
%H		100.0%	45.9%	32.4%	76.7%	52.1%	24.6%
DVD/Blu-ray player or recorder	692	675	260	178	534	282	252
%V	74.2%	75.0%	78.1%	82.0%	75.0%	81.5%	68.9%
%H		97.5%	37.6%	25.7%	77.2%	40.8%	36.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	952	943	444	258	795	522	274
%H		99.1%	46.6%	27.1%	83.5%	54.8%	28.8%
Under 20"	428	421	172	113	367	221	146
%V	45.0%	44.6%	38.7%	43.8%	46.2%	42.3%	53.3%
%H		98.4%	40.2%	26.4%	85.7%	51.6%	34.1%
20" - 29"	303	301	149	86	249	171	78
%V	31.8%	31.9%	33.6%	33.3%	31.3%	32.8%	28.5%
%H		99.3%	49.2%	28.4%	82.2%	56.4%	25.7%
30" - 39"	158	158	89	42	128	94	34
%V	16.6%	16.8%	20.0%	16.3%	16.1%	18.0%	12.4%
%H		100.0%	56.3%	26.6%	81.0%	59.5%	21.5%
40" and over	47	47	27	12	36	28	8
%V	4.9%	5.0%	6.1%	4.7%	4.5%	5.4%	2.9%
%H		100.0%	57.4%	25.5%	76.6%	59.6%	17.0%
Don't know	16	16	6	4	15	8	6
%V	1.7%	1.7%	1.4%	1.6%	1.9%	1.5%	2.2%
%H		100.0%	37.5%	25.0%	93.8%	50.0%	37.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	952	943	444	258	795	522	274
%H		99.1%	46.6%	27.1%	83.5%	54.8%	28.8%
PVR	170	170	120	36	126	105	21
%V	17.9%	18.0%	27.0%	14.0%	15.8%	20.1%	7.7%
%H		100.0%	70.6%	21.2%	74.1%	61.8%	12.4%
DVDR	71	71	30	29	57	41	16
%V	7.5%	7.5%	6.8%	11.2%	7.2%	7.9%	5.8%
%H		100.0%	42.3%	40.8%	80.3%	57.7%	22.5%
VCR	55	54	21	16	46	27	19
%V	5.8%	5.7%	4.7%	6.2%	5.8%	5.2%	6.9%
%H		98.2%	38.2%	29.1%	83.6%	49.1%	34.5%
Any recorder	268	267	156	72	208	157	51
%V	28.2%	28.3%	35.1%	27.9%	26.2%	30.1%	18.6%
%H		99.6%	58.2%	26.9%	77.6%	58.6%	19.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	952	943	444	258	795	522	274
%H		99.1%	46.6%	27.1%	83.5%	54.8%	28.8%
Receives HDTV (via STB or built-in reception)	180	180	88	60	148	107	41
%V	18.9%	19.1%	19.8%	23.3%	18.6%	20.5%	15.0%
%H		100.0%	48.9%	33.3%	82.2%	59.4%	22.8%
DVD/Blu-ray player or recorder	409	407	200	121	344	242	102
%V	43.0%	43.2%	45.0%	46.9%	43.3%	46.4%	37.2%
%H		99.5%	48.9%	29.6%	84.1%	59.2%	24.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2217	2164	2112	912	564	1622	929	693
%H		97.6%	95.3%	41.1%	25.4%	73.2%	41.9%	31.3%
Total Children	410	403	398	207	114	281	190	90
%V	18.5%	18.6%	18.8%	22.7%	20.2%	17.3%	20.5%	13.0%
%H		98.3%	97.1%	50.5%	27.8%	68.5%	46.3%	22.0%
0 - 3	110	108	106	57	31	68	47	22
%V	5.0%	5.0%	5.0%	6.3%	5.5%	4.2%	5.1%	3.2%
%H		98.2%	96.4%	51.8%	28.2%	61.8%	42.7%	20.0%
4 - 15	300	295	291	151	83	212	143	69
%V	13.5%	13.6%	13.8%	16.6%	14.7%	13.1%	15.4%	10.0%
%H		98.3%	97.0%	50.3%	27.7%	70.7%	47.7%	23.0%
4 - 9	153	151	148	77	45	104	73	31
%V	6.9%	7.0%	7.0%	8.4%	8.0%	6.4%	7.9%	4.5%
%H		98.7%	96.7%	50.3%	29.4%	68.0%	47.7%	20.3%
10 - 15	147	145	143	74	38	108	71	38
%V	6.6%	6.7%	6.8%	8.1%	6.7%	6.7%	7.6%	5.5%
%H		98.6%	97.3%	50.3%	25.9%	73.5%	48.3%	25.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2217	2164	2112	912	564	1622	929	693
%H		97.6%	95.3%	41.1%	25.4%	73.2%	41.9%	31.3%
Total Adults (16+)	1807	1762	1714	704	449	1342	739	603
%V	81.5%	81.4%	81.2%	77.2%	79.6%	82.7%	79.5%	87.0%
%H		97.5%	94.9%	39.0%	24.8%	74.3%	40.9%	33.4%
16 - 19	122	119	117	54	33	93	60	33
%V	5.5%	5.5%	5.5%	5.9%	5.9%	5.7%	6.5%	4.8%
%H		97.5%	95.9%	44.3%	27.0%	76.2%	49.2%	27.0%
20 - 24	162	147	143	58	42	110	63	47
%V	7.3%	6.8%	6.8%	6.4%	7.4%	6.8%	6.8%	6.8%
%H		90.7%	88.3%	35.8%	25.9%	67.9%	38.9%	29.0%
25 - 34	295	281	274	139	71	191	120	71
%V	13.3%	13.0%	13.0%	15.2%	12.6%	11.8%	12.9%	10.2%
%H		95.3%	92.9%	47.1%	24.1%	64.7%	40.7%	24.1%
35 - 44	297	293	289	139	89	209	140	69
%V	13.4%	13.5%	13.7%	15.2%	15.8%	12.9%	15.1%	10.0%
%H		98.7%	97.3%	46.8%	30.0%	70.4%	47.1%	23.2%
45 - 54	315	309	304	132	80	246	147	99
%V	14.2%	14.3%	14.4%	14.5%	14.2%	15.2%	15.8%	14.3%
%H		98.1%	96.5%	41.9%	25.4%	78.1%	46.7%	31.4%
55 - 64	262	260	255	100	65	203	107	96
%V	11.8%	12.0%	12.1%	11.0%	11.5%	12.5%	11.5%	13.9%
%H		99.2%	97.3%	38.2%	24.8%	77.5%	40.8%	36.6%
65+	354	353	333	82	69	290	102	188
%V	16.0%	16.3%	15.8%	9.0%	12.2%	17.9%	11.0%	27.1%
%H		99.7%	94.1%	23.2%	19.5%	81.9%	28.8%	53.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC Midlands East

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1807	1762	1714	704	449	1342	739	603
%H		97.5%	94.9%	39.0%	24.8%	74.3%	40.9%	33.4%
AB	460	455	443	203	105	338	191	147
%V	25.5%	25.8%	25.8%	28.8%	23.4%	25.2%	25.8%	24.4%
%H		98.9%	96.3%	44.1%	22.8%	73.5%	41.5%	32.0%
C1	504	485	475	197	132	375	215	160
%V	27.9%	27.5%	27.7%	28.0%	29.4%	27.9%	29.1%	26.5%
%H		96.2%	94.2%	39.1%	26.2%	74.4%	42.7%	31.7%
C2	382	375	368	149	105	305	182	123
%V	21.1%	21.3%	21.5%	21.2%	23.4%	22.7%	24.6%	20.4%
%H		98.2%	96.3%	39.0%	27.5%	79.8%	47.6%	32.2%
D	293	287	276	108	83	205	111	94
%V	16.2%	16.3%	16.1%	15.3%	18.5%	15.3%	15.0%	15.6%
%H		98.0%	94.2%	36.9%	28.3%	70.0%	37.9%	32.1%
E	168	161	151	48	24	119	40	79
%V	9.3%	9.1%	8.8%	6.8%	5.3%	8.9%	5.4%	13.1%
%H		95.8%	89.9%	28.6%	14.3%	70.8%	23.8%	47.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1807	1762	1714	704	449	1342	739	603
%H		97.5%	94.9%	39.0%	24.8%	74.3%	40.9%	33.4%
Working full time	792	777	765	359	220	580	376	205
%V	43.8%	44.1%	44.6%	51.0%	49.0%	43.2%	50.9%	34.0%
%H		98.1%	96.6%	45.3%	27.8%	73.2%	47.5%	25.9%
Working part time	192	190	187	84	49	146	89	58
%V	10.6%	10.8%	10.9%	11.9%	10.9%	10.9%	12.0%	9.6%
%H		99.0%	97.4%	43.8%	25.5%	76.0%	46.4%	30.2%
Not working	823	794	762	261	180	615	274	341
%V	45.5%	45.1%	44.5%	37.1%	40.1%	45.8%	37.1%	56.6%
%H		96.5%	92.6%	31.7%	21.9%	74.7%	33.3%	41.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	873	846	827	354	217	646	368	278
%H		96.9%	94.7%	40.5%	24.9%	74.0%	42.2%	31.8%
16 - 19	57	55	54	26	15	43	28	15
%V	6.5%	6.5%	6.5%	7.3%	6.9%	6.7%	7.6%	5.4%
%H		96.5%	94.7%	45.6%	26.3%	75.4%	49.1%	26.3%
20 - 24	88	80	76	33	23	59	35	24
%V	10.1%	9.5%	9.2%	9.3%	10.6%	9.1%	9.5%	8.6%
%H		90.9%	86.4%	37.5%	26.1%	67.0%	39.8%	27.3%
25 - 34	146	138	135	71	34	94	61	33
%V	16.7%	16.3%	16.3%	20.1%	15.7%	14.6%	16.6%	11.9%
%H		94.5%	92.5%	48.6%	23.3%	64.4%	41.8%	22.6%
35 - 44	144	142	140	65	42	103	67	37
%V	16.5%	16.8%	16.9%	18.4%	19.4%	15.9%	18.2%	13.3%
%H		98.6%	97.2%	45.1%	29.2%	71.5%	46.5%	25.7%
45 - 54	150	146	144	65	37	116	69	47
%V	17.2%	17.3%	17.4%	18.4%	17.1%	18.0%	18.8%	16.9%
%H		97.3%	96.0%	43.3%	24.7%	77.3%	46.0%	31.3%
55 - 64	130	127	126	50	34	100	55	45
%V	14.9%	15.0%	15.2%	14.1%	15.7%	15.5%	14.9%	16.2%
%H		97.7%	96.9%	38.5%	26.2%	76.9%	42.3%	34.6%
65+	158	157	151	45	33	131	54	77
%V	18.1%	18.6%	18.3%	12.7%	15.2%	20.3%	14.7%	27.7%
%H		99.4%	95.6%	28.5%	20.9%	82.9%	34.2%	48.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011
BBC Midlands East
Individual level data
Table 15.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		873	846	827	354	217	646	368	278
%H			96.9%	94.7%	40.5%	24.9%	74.0%	42.2%	31.8%
AB		228	226	221	104	52	169	98	71
	%V	26.1%	26.7%	26.7%	29.4%	24.0%	26.2%	26.6%	25.5%
	%H		99.1%	96.9%	45.6%	22.8%	74.1%	43.0%	31.1%
C1		235	225	222	95	64	173	103	70
	%V	26.9%	26.6%	26.8%	26.8%	29.5%	26.8%	28.0%	25.2%
	%H		95.7%	94.5%	40.4%	27.2%	73.6%	43.8%	29.8%
C2		205	198	196	80	54	164	97	67
	%V	23.5%	23.4%	23.7%	22.6%	24.9%	25.4%	26.4%	24.1%
	%H		96.6%	95.6%	39.0%	26.3%	80.0%	47.3%	32.7%
D		133	130	126	51	38	92	52	40
	%V	15.2%	15.4%	15.2%	14.4%	17.5%	14.2%	14.1%	14.4%
	%H		97.7%	94.7%	38.3%	28.6%	69.2%	39.1%	30.1%
E		71	67	63	24	9	48	19	29
	%V	8.1%	7.9%	7.6%	6.8%	4.1%	7.4%	5.2%	10.4%
	%H		94.4%	88.7%	33.8%	12.7%	67.6%	26.8%	40.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	873	846	827	354	217	646	368	278
%H		96.9%	94.7%	40.5%	24.9%	74.0%	42.2%	31.8%
Working full time	487	478	472	222	132	359	231	129
%V	55.8%	56.5%	57.1%	62.7%	60.8%	55.6%	62.8%	46.4%
%H		98.2%	96.9%	45.6%	27.1%	73.7%	47.4%	26.5%
Working part time	43	42	42	20	10	31	18	14
%V	4.9%	5.0%	5.1%	5.6%	4.6%	4.8%	4.9%	5.0%
%H		97.7%	97.7%	46.5%	23.3%	72.1%	41.9%	32.6%
Not working	342	325	313	113	75	256	120	136
%V	39.2%	38.4%	37.8%	31.9%	34.6%	39.6%	32.6%	48.9%
%H		95.0%	91.5%	33.0%	21.9%	74.9%	35.1%	39.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	934	916	887	350	232	696	370	325
%H		98.1%	95.0%	37.5%	24.8%	74.5%	39.6%	34.8%
16 - 19	65	64	63	28	18	51	32	19
%V	7.0%	7.0%	7.1%	8.0%	7.8%	7.3%	8.6%	5.8%
%H		98.5%	96.9%	43.1%	27.7%	78.5%	49.2%	29.2%
20 - 24	74	67	66	25	19	51	28	23
%V	7.9%	7.3%	7.4%	7.1%	8.2%	7.3%	7.6%	7.1%
%H		90.5%	89.2%	33.8%	25.7%	68.9%	37.8%	31.1%
25 - 34	148	143	139	68	37	97	59	38
%V	15.8%	15.6%	15.7%	19.4%	15.9%	13.9%	15.9%	11.7%
%H		96.6%	93.9%	45.9%	25.0%	65.5%	39.9%	25.7%
35 - 44	153	151	149	74	47	106	73	33
%V	16.4%	16.5%	16.8%	21.1%	20.3%	15.2%	19.7%	10.2%
%H		98.7%	97.4%	48.4%	30.7%	69.3%	47.7%	21.6%
45 - 54	165	163	159	67	44	130	78	52
%V	17.7%	17.8%	17.9%	19.1%	19.0%	18.7%	21.1%	16.0%
%H		98.8%	96.4%	40.6%	26.7%	78.8%	47.3%	31.5%
55 - 64	133	132	129	50	31	102	52	50
%V	14.2%	14.4%	14.5%	14.3%	13.4%	14.7%	14.1%	15.4%
%H		99.2%	97.0%	37.6%	23.3%	76.7%	39.1%	37.6%
65+	196	196	182	37	36	159	48	111
%V	21.0%	21.4%	20.5%	10.6%	15.5%	22.8%	13.0%	34.2%
%H		100.0%	92.9%	18.9%	18.4%	81.1%	24.5%	56.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2011

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	934	916	887	350	232	696	370	325
%H		98.1%	95.0%	37.5%	24.8%	74.5%	39.6%	34.8%
AB	232	229	222	99	54	169	93	75
%V	24.8%	25.0%	25.0%	28.3%	23.3%	24.3%	25.1%	23.1%
%H		98.7%	95.7%	42.7%	23.3%	72.8%	40.1%	32.3%
C1	269	260	254	102	68	202	113	90
%V	28.8%	28.4%	28.6%	29.1%	29.3%	29.0%	30.5%	27.7%
%H		96.7%	94.4%	37.9%	25.3%	75.1%	42.0%	33.5%
C2	177	176	172	69	51	141	85	56
%V	19.0%	19.2%	19.4%	19.7%	22.0%	20.3%	23.0%	17.2%
%H		99.4%	97.2%	39.0%	28.8%	79.7%	48.0%	31.6%
D	160	157	150	56	45	113	59	54
%V	17.1%	17.1%	16.9%	16.0%	19.4%	16.2%	15.9%	16.6%
%H		98.1%	93.8%	35.0%	28.1%	70.6%	36.9%	33.8%
E	97	94	89	24	15	71	21	50
%V	10.4%	10.3%	10.0%	6.9%	6.5%	10.2%	5.7%	15.4%
%H		96.9%	91.8%	24.7%	15.5%	73.2%	21.6%	51.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2011

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	934	916	887	350	232	696	370	325
%H		98.1%	95.0%	37.5%	24.8%	74.5%	39.6%	34.8%
Working full time	305	299	294	137	89	221	145	76
%V	32.7%	32.6%	33.1%	39.1%	38.4%	31.8%	39.2%	23.4%
%H		98.0%	96.4%	44.9%	29.2%	72.5%	47.5%	24.9%
Working part time	148	148	145	65	40	115	71	44
%V	15.8%	16.2%	16.3%	18.6%	17.2%	16.5%	19.2%	13.5%
%H		100.0%	98.0%	43.9%	27.0%	77.7%	48.0%	29.7%
Not working	481	469	449	148	104	360	154	205
%V	51.5%	51.2%	50.6%	42.3%	44.8%	51.7%	41.6%	63.1%
%H		97.5%	93.3%	30.8%	21.6%	74.8%	32.0%	42.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total