



BARB Establishment Survey Annual Data Report Volume 2: BBC Areas

January to December 2012



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
January - December 2012

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See also

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

This reports contains the weighted data results from the Establishment survey for the period January - December 2012

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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BBC London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5151	4808	4700	2016	853	3155	1262	1893
%H (All HH)		93.3%	91.2%	39.1%	16.6%	61.3%	24.5%	36.8%
%H (TV HH)			97.8%	41.9%	17.7%	65.6%	26.2%	39.4%
AB	1473	1389	1367	603	290	892	403	489
%V	28.6%	28.9%	29.1%	29.9%	34.0%	28.3%	31.9%	25.8%
%H (All HH)		94.3%	92.8%	40.9%	19.7%	60.6%	27.4%	33.2%
%H (TV HH)			98.4%	43.4%	20.9%	64.2%	29.0%	35.2%
C1	1515	1389	1363	573	256	930	380	550
%V	29.4%	28.9%	29.0%	28.4%	30.0%	29.5%	30.1%	29.1%
%H (All HH)		91.7%	90.0%	37.8%	16.9%	61.4%	25.1%	36.3%
%H (TV HH)			98.1%	41.3%	18.4%	67.0%	27.4%	39.6%
C2	832	801	784	369	145	527	245	283
%V	16.2%	16.7%	16.7%	18.3%	17.0%	16.7%	19.4%	14.9%
%H (All HH)		96.3%	94.2%	44.4%	17.4%	63.3%	29.4%	34.0%
%H (TV HH)			97.9%	46.1%	18.1%	65.8%	30.6%	35.3%
D	680	628	612	280	100	383	141	242
%V	13.2%	13.1%	13.0%	13.9%	11.7%	12.1%	11.2%	12.8%
%H (All HH)		92.4%	90.0%	41.2%	14.7%	56.3%	20.7%	35.6%
%H (TV HH)			97.5%	44.6%	15.9%	61.0%	22.5%	38.5%
E	651	600	574	191	62	422	93	329
%V	12.6%	12.5%	12.2%	9.5%	7.3%	13.4%	7.4%	17.4%
%H (All HH)		92.2%	88.2%	29.3%	9.5%	64.8%	14.3%	50.5%
%H (TV HH)			95.7%	31.8%	10.3%	70.3%	15.5%	54.8%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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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	5151	4808	4700	2016	853	3155	1262	1893
%H (All HH)		93.3%	91.2%	39.1%	16.6%	61.3%	24.5%	36.8%
%H (TV HH)			97.8%	41.9%	17.7%	65.6%	26.2%	39.4%
Under 25	207	165	159	76	29	88	32	56
%V	4.0%	3.4%	3.4%	3.8%	3.4%	2.8%	2.5%	3.0%
%H (All HH)		79.7%	76.8%	36.7%	14.0%	42.5%	15.5%	27.1%
%H (TV HH)			96.4%	46.1%	17.6%	53.3%	19.4%	33.9%
25 - 34	1006	896	863	440	164	489	218	271
%V	19.5%	18.6%	18.4%	21.8%	19.2%	15.5%	17.3%	14.3%
%H (All HH)		89.1%	85.8%	43.7%	16.3%	48.6%	21.7%	26.9%
%H (TV HH)			96.3%	49.1%	18.3%	54.6%	24.3%	30.2%
35 - 44	1059	986	971	493	206	576	287	289
%V	20.6%	20.5%	20.7%	24.5%	24.2%	18.3%	22.7%	15.3%
%H (All HH)		93.1%	91.7%	46.6%	19.5%	54.4%	27.1%	27.3%
%H (TV HH)			98.5%	50.0%	20.9%	58.4%	29.1%	29.3%
45 - 54	995	945	936	442	201	616	309	308
%V	19.3%	19.7%	19.9%	21.9%	23.6%	19.5%	24.5%	16.3%
%H (All HH)		95.0%	94.1%	44.4%	20.2%	61.9%	31.1%	31.0%
%H (TV HH)			99.0%	46.8%	21.3%	65.2%	32.7%	32.6%
55 - 64	727	701	691	269	130	518	217	301
%V	14.1%	14.6%	14.7%	13.3%	15.2%	16.4%	17.2%	15.9%
%H (All HH)		96.4%	95.0%	37.0%	17.9%	71.3%	29.8%	41.4%
%H (TV HH)			98.6%	38.4%	18.5%	73.9%	31.0%	42.9%
65 +	1157	1115	1080	295	123	866	198	669
%V	22.5%	23.2%	23.0%	14.6%	14.4%	27.4%	15.7%	35.3%
%H (All HH)		96.4%	93.3%	25.5%	10.6%	74.8%	17.1%	57.8%
%H (TV HH)			96.9%	26.5%	11.0%	77.7%	17.8%	60.0%

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
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BBC London

Household level data

Table 1.3: Size of Household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5151	4808	4700	2016	853	3155	1262	1893
%H (All HH)		93.3%	91.2%	39.1%	16.6%	61.3%	24.5%	36.8%
%H (TV HH)			97.8%	41.9%	17.7%	65.6%	26.2%	39.4%
1	1951	1744	1686	470	233	1263	270	993
%V	37.9%	36.3%	35.9%	23.3%	27.3%	40.0%	21.4%	52.5%
%H (All HH)		89.4%	86.4%	24.1%	11.9%	64.7%	13.8%	50.9%
%H (TV HH)			96.7%	26.9%	13.4%	72.4%	15.5%	56.9%
2	1297	1229	1207	535	231	805	352	454
%V	25.2%	25.6%	25.7%	26.5%	27.1%	25.5%	27.9%	24.0%
%H (All HH)		94.8%	93.1%	41.2%	17.8%	62.1%	27.1%	35.0%
%H (TV HH)			98.2%	43.5%	18.8%	65.5%	28.6%	36.9%
3	753	731	718	383	150	447	248	199
%V	14.6%	15.2%	15.3%	19.0%	17.6%	14.2%	19.7%	10.5%
%H (All HH)		97.1%	95.4%	50.9%	19.9%	59.4%	32.9%	26.4%
%H (TV HH)			98.2%	52.4%	20.5%	61.1%	33.9%	27.2%
4	722	699	690	377	151	427	254	173
%V	14.0%	14.5%	14.7%	18.7%	17.7%	13.5%	20.1%	9.1%
%H (All HH)		96.8%	95.6%	52.2%	20.9%	59.1%	35.2%	24.0%
%H (TV HH)			98.7%	53.9%	21.6%	61.1%	36.3%	24.7%
5+	428	405	399	250	88	213	138	75
%V	8.3%	8.4%	8.5%	12.4%	10.3%	6.8%	10.9%	4.0%
%H (All HH)		94.6%	93.2%	58.4%	20.6%	49.8%	32.2%	17.5%
%H (TV HH)			98.5%	61.7%	21.7%	52.6%	34.1%	18.5%
Average HH size	2.33	2.37	2.38	2.76	2.60	2.24	2.75	1.89

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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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	5151	4808	4700	2016	853	3155	1262	1893
%H (All HH)		93.3%	91.2%	39.1%	16.6%	61.3%	24.5%	36.8%
%H (TV HH)			97.8%	41.9%	17.7%	65.6%	26.2%	39.4%
Without	3817	3513	3423	1298	589	2411	838	1573
%V	74.1%	73.1%	72.8%	64.4%	69.1%	76.4%	66.4%	83.1%
%H (All HH)		92.0%	89.7%	34.0%	15.4%	63.2%	22.0%	41.2%
%H (TV HH)			97.4%	36.9%	16.8%	68.6%	23.9%	44.8%
With	1334	1295	1277	717	265	744	424	320
%V	25.9%	26.9%	27.2%	35.6%	31.1%	23.6%	33.6%	16.9%
%H (All HH)		97.1%	95.7%	53.7%	19.9%	55.8%	31.8%	24.0%
%H (TV HH)			98.6%	55.4%	20.5%	57.5%	32.7%	24.7%
0 - 3	555	531	520	299	95	294	158	137
%V	10.8%	11.0%	11.1%	14.8%	11.1%	9.3%	12.5%	7.2%
%H (All HH)		95.7%	93.7%	53.9%	17.1%	53.0%	28.5%	24.7%
%H (TV HH)			97.9%	56.3%	17.9%	55.4%	29.8%	25.8%
4 - 9	684	665	655	382	129	376	218	158
%V	13.3%	13.8%	13.9%	18.9%	15.1%	11.9%	17.3%	8.3%
%H (All HH)		97.2%	95.8%	55.8%	18.9%	55.0%	31.9%	23.1%
%H (TV HH)			98.5%	57.4%	19.4%	56.5%	32.8%	23.8%
10 - 15	570	560	555	315	127	327	203	124
%V	11.1%	11.6%	11.8%	15.6%	14.9%	10.4%	16.1%	6.6%
%H (All HH)		98.2%	97.4%	55.3%	22.3%	57.4%	35.6%	21.8%
%H (TV HH)			99.1%	56.3%	22.7%	58.4%	36.3%	22.1%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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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	5151	4808	4700	2016	853	3155	1262	1893
%H (All HH)		93.3%	91.2%	39.1%	16.6%	61.3%	24.5%	36.8%
%H (TV HH)			97.8%	41.9%	17.7%	65.6%	26.2%	39.4%
1	2350	2350	2264	824	351	1368	263	1104
%V	45.6%	48.9%	48.2%	40.9%	41.1%	43.4%	20.8%	58.3%
%H (All HH)		100.0%	96.3%	35.1%	14.9%	58.2%	11.2%	47.0%
%H (TV HH)			96.3%	35.1%	14.9%	58.2%	11.2%	47.0%
2	1498	1498	1480	657	293	1036	485	552
%V	29.1%	31.2%	31.5%	32.6%	34.3%	32.8%	38.4%	29.2%
%H (All HH)		100.0%	98.8%	43.9%	19.6%	69.2%	32.4%	36.8%
%H (TV HH)			98.8%	43.9%	19.6%	69.2%	32.4%	36.8%
3	606	606	605	323	127	474	305	169
%V	11.8%	12.6%	12.9%	16.0%	14.9%	15.0%	24.2%	8.9%
%H (All HH)		100.0%	99.8%	53.3%	21.0%	78.2%	50.3%	27.9%
%H (TV HH)			99.8%	53.3%	21.0%	78.2%	50.3%	27.9%
4	232	232	230	134	53	178	130	48
%V	4.5%	4.8%	4.9%	6.6%	6.2%	5.6%	10.3%	2.5%
%H (All HH)		100.0%	99.1%	57.8%	22.8%	76.7%	56.0%	20.7%
%H (TV HH)			99.1%	57.8%	22.8%	76.7%	56.0%	20.7%
5+	121	121	121	77	30	98	79	19
%V	2.3%	2.5%	2.6%	3.8%	3.5%	3.1%	6.3%	1.0%
%H (All HH)		100.0%	100.0%	63.6%	24.8%	81.0%	65.3%	15.7%
%H (TV HH)			100.0%	63.6%	24.8%	81.0%	65.3%	15.7%

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

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January - December 2012

BBC London

Household level data

Table 1.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5151	4808	4700	2016	853	3155	1262	1893
%H (All HH)		93.3%	91.2%	39.1%	16.6%	61.3%	24.5%	36.8%
%H (TV HH)			97.8%	41.9%	17.7%	65.6%	26.2%	39.4%
Under 20"	1203	1203	1182	473	210	962	446	516
%V	23.4%	25.0%	25.1%	23.5%	24.6%	30.5%	35.3%	27.3%
%H (All HH)		100.0%	98.3%	39.3%	17.5%	80.0%	37.1%	42.9%
%H (TV HH)			98.3%	39.3%	17.5%	80.0%	37.1%	42.9%
20" - 29"	1816	1816	1775	659	336	1348	540	808
%V	35.3%	37.8%	37.8%	32.7%	39.4%	42.7%	42.8%	42.7%
%H (All HH)		100.0%	97.7%	36.3%	18.5%	74.2%	29.7%	44.5%
%H (TV HH)			97.7%	36.3%	18.5%	74.2%	29.7%	44.5%
30" - 39"	2250	2250	2227	1017	415	1526	699	827
%V	43.7%	46.8%	47.4%	50.4%	48.7%	48.4%	55.4%	43.7%
%H (All HH)		100.0%	99.0%	45.2%	18.4%	67.8%	31.1%	36.8%
%H (TV HH)			99.0%	45.2%	18.4%	67.8%	31.1%	36.8%
40" and over	1779	1779	1766	1025	361	1059	645	413
%V	34.5%	37.0%	37.6%	50.8%	42.3%	33.6%	51.1%	21.8%
%H (All HH)		100.0%	99.3%	57.6%	20.3%	59.5%	36.3%	23.2%
%H (TV HH)			99.3%	57.6%	20.3%	59.5%	36.3%	23.2%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2012

BBC London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5151	4808	4700	2016	853	3155	1262	1893
%V (All HH)		93.3%	91.2%	39.1%	16.6%	61.3%	24.5%	36.8%
%H (TV HH)			97.8%	41.9%	17.7%	65.6%	26.2%	39.4%
Main living room	4696	4696	4610	1990	840	3086	1245	1841
%V	91.2%	97.7%	98.1%	98.7%	98.5%	97.8%	98.7%	97.3%
%H (All HH)		100.0%	98.2%	42.4%	17.9%	65.7%	26.5%	39.2%
%H (TV HH)			98.2%	42.4%	17.9%	65.7%	26.5%	39.2%
Kitchen	515	515	514	251	92	428	249	179
%V	10.0%	10.7%	10.9%	12.5%	10.8%	13.6%	19.7%	9.5%
%H (All HH)		100.0%	99.8%	48.7%	17.9%	83.1%	48.3%	34.8%
%H (TV HH)			99.8%	48.7%	17.9%	83.1%	48.3%	34.8%
Adult's bedroom	1811	1811	1793	875	378	1343	766	577
%V	35.2%	37.7%	38.1%	43.4%	44.3%	42.6%	60.7%	30.5%
%H (All HH)		100.0%	99.0%	48.3%	20.9%	74.2%	42.3%	31.9%
%H (TV HH)			99.0%	48.3%	20.9%	74.2%	42.3%	31.9%
Child's bedroom	230	230	230	135	56	174	129	45
%V	4.5%	4.8%	4.9%	6.7%	6.6%	5.5%	10.2%	2.4%
%H (All HH)		100.0%	100.0%	58.7%	24.3%	75.7%	56.1%	19.6%
%H (TV HH)			100.0%	58.7%	24.3%	75.7%	56.1%	19.6%
Other bedroom	191	191	190	108	37	145	93	51
%V	3.7%	4.0%	4.0%	5.4%	4.3%	4.6%	7.4%	2.7%
%H (All HH)		100.0%	99.5%	56.5%	19.4%	75.9%	48.7%	26.7%
%H (TV HH)			99.5%	56.5%	19.4%	75.9%	48.7%	26.7%
Second living/dining room	329	329	327	167	63	250	144	105
%V	6.4%	6.8%	7.0%	8.3%	7.4%	7.9%	11.4%	5.5%
%H (All HH)		100.0%	99.4%	50.8%	19.1%	76.0%	43.8%	31.9%
%H (TV HH)			99.4%	50.8%	19.1%	76.0%	43.8%	31.9%
Study/office	71	71	71	39	16	52	35	17
%V	1.4%	1.5%	1.5%	1.9%	1.9%	1.6%	2.8%	0.9%
%H (All HH)		100.0%	100.0%	54.9%	22.5%	73.2%	49.3%	23.9%
%H (TV HH)			100.0%	54.9%	22.5%	73.2%	49.3%	23.9%
TV room	48	48	48	27	11	34	23	11
%V	0.9%	1.0%	1.0%	1.3%	1.3%	1.1%	1.8%	0.6%
%H (All HH)		100.0%	100.0%	56.3%	22.9%	70.8%	47.9%	22.9%
%H (TV HH)			100.0%	56.3%	22.9%	70.8%	47.9%	22.9%
Conservatory	33	33	33	19	8	25	18	7
%V	0.6%	0.7%	0.7%	0.9%	0.9%	0.8%	1.4%	0.4%
%H (All HH)		100.0%	100.0%	57.6%	24.2%	75.8%	54.5%	21.2%
%H (TV HH)			100.0%	57.6%	24.2%	75.8%	54.5%	21.2%
Attic or loft room	7	7	7	3	2	5	3	2
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	100.0%	42.9%	28.6%	71.4%	42.9%	28.6%
%H (TV HH)			100.0%	42.9%	28.6%	71.4%	42.9%	28.6%
No specific location	16	16	16	6	4	14	8	6
%V	0.3%	0.3%	0.3%	0.3%	0.5%	0.4%	0.6%	0.3%
%H (All HH)		100.0%	100.0%	37.5%	25.0%	87.5%	50.0%	37.5%
%H (TV HH)			100.0%	37.5%	25.0%	87.5%	50.0%	37.5%
Other	29	29	29	18	5	23	18	6
%V	0.6%	0.6%	0.6%	0.9%	0.6%	0.7%	1.4%	0.3%
%H (All HH)		100.0%	100.0%	62.1%	17.2%	79.3%	62.1%	20.7%
%H (TV HH)			100.0%	62.1%	17.2%	79.3%	62.1%	20.7%

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 2012

BBC London

Household level data

Table 1.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5151	4808	4700	2016	853	3155	1262	1893
%H (All HH)		93.3%	91.2%	39.1%	16.6%	61.3%	24.5%	36.8%
%H (TV HH)			97.8%	41.9%	17.7%	65.6%	26.2%	39.4%
PVR	2495	2495	2492	1594	556	1385	995	390
%V	48.4%	51.9%	53.0%	79.1%	65.2%	43.9%	78.8%	20.6%
%H (All HH)		100.0%	99.9%	63.9%	22.3%	55.5%	39.9%	15.6%
%H (TV HH)			99.9%	63.9%	22.3%	55.5%	39.9%	15.6%
DVDR	447	447	445	174	86	326	137	189
%V	8.7%	9.3%	9.5%	8.6%	10.1%	10.3%	10.9%	10.0%
%H (All HH)		100.0%	99.6%	38.9%	19.2%	72.9%	30.6%	42.3%
%H (TV HH)			99.6%	38.9%	19.2%	72.9%	30.6%	42.3%
VCR	390	390	382	125	69	298	107	191
%V	7.6%	8.1%	8.1%	6.2%	8.1%	9.4%	8.5%	10.1%
%H (All HH)		100.0%	97.9%	32.1%	17.7%	76.4%	27.4%	49.0%
%H (TV HH)			97.9%	32.1%	17.7%	76.4%	27.4%	49.0%
Any recorder	2868	2868	2857	1646	608	1697	1045	652
%V	55.7%	59.7%	60.8%	81.6%	71.3%	53.8%	82.8%	34.4%
%H (All HH)		100.0%	99.6%	57.4%	21.2%	59.2%	36.4%	22.7%
%H (TV HH)			99.6%	57.4%	21.2%	59.2%	36.4%	22.7%

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 2012

BBC London

Household level data

Table 1.9: Other TV equipment

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5151	4808	4700	2016	853	3155	1262	1893
%H (All HH)		93.3%	91.2%	39.1%	16.6%	61.3%	24.5%	36.8%
%H (TV HH)			97.8%	41.9%	17.7%	65.6%	26.2%	39.4%
Receives HDTV (via STB or built-in reception)	2449	2449	2448	1224	641	1518	885	632
%V	47.5%	50.9%	52.1%	60.7%	75.1%	48.1%	70.1%	33.4%
%H (All HH)		100.0%	100.0%	50.0%	26.2%	62.0%	36.1%	25.8%
%H (TV HH)			100.0%	50.0%	26.2%	62.0%	36.1%	25.8%
DVD/Blu-ray player or recorder	3680	3680	3644	1609	701	2458	1072	1385
%V	71.4%	76.5%	77.5%	79.8%	82.2%	77.9%	84.9%	73.2%
%H (All HH)		100.0%	99.0%	43.7%	19.0%	66.8%	29.1%	37.6%
%H (TV HH)			99.0%	43.7%	19.0%	66.8%	29.1%	37.6%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

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	5151	4808	4700	2016	853	3155	1262	1893
%H (All HH)		93.3%	91.2%	39.1%	16.6%	61.3%	24.5%	36.8%
%H (TV HH)			97.8%	41.9%	17.7%	65.6%	26.2%	39.4%
Has PC or Laptop	4124	3866	3800	1799	780	2438	1158	1281
%V	80.1%	80.4%	80.9%	89.2%	91.4%	77.3%	91.8%	67.7%
%H (All HH)		93.7%	92.1%	43.6%	18.9%	59.1%	28.1%	31.1%
%H (TV HH)			98.3%	46.5%	20.2%	63.1%	30.0%	33.1%
Has broadband internet	3894	3669	3609	1745	767	2290	1134	1156
%V	75.6%	76.3%	76.8%	86.6%	89.9%	72.6%	89.9%	61.1%
%H (All HH)		94.2%	92.7%	44.8%	19.7%	58.8%	29.1%	29.7%
%H (TV HH)			98.4%	47.6%	20.9%	62.4%	30.9%	31.5%

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 2012

BBC London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8746	8611	4065	1690	6106	3096	3010
%H		98.5%	46.5%	19.3%	69.8%	35.4%	34.4%
Under 20"	1535	1513	627	274	1245	607	638
%V	17.6%	17.6%	15.4%	16.2%	20.4%	19.6%	21.2%
%H		98.6%	40.8%	17.9%	81.1%	39.5%	41.6%
20" - 29"	2194	2144	836	418	1650	723	927
%V	25.1%	24.9%	20.6%	24.7%	27.0%	23.4%	30.8%
%H		97.7%	38.1%	19.1%	75.2%	33.0%	42.3%
30" - 39"	2568	2544	1196	497	1757	863	894
%V	29.4%	29.5%	29.4%	29.4%	28.8%	27.9%	29.7%
%H		99.1%	46.6%	19.4%	68.4%	33.6%	34.8%
40" and over	2002	1988	1181	412	1197	762	436
%V	22.9%	23.1%	29.1%	24.4%	19.6%	24.6%	14.5%
%H		99.3%	59.0%	20.6%	59.8%	38.1%	21.8%
Don't know	140	136	62	27	98	46	52
%V	1.6%	1.6%	1.5%	1.6%	1.6%	1.5%	1.7%
%H		97.1%	44.3%	19.3%	70.0%	32.9%	37.1%
Not Asked	307	286	163	62	159	95	63
%V	3.5%	3.3%	4.0%	3.7%	2.6%	3.1%	2.1%
%H		93.2%	53.1%	20.2%	51.8%	30.9%	20.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC London
Set level data
Table 1.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8746	8611	4065	1690	6106	3096	3010
%H		98.5%	46.5%	19.3%	69.8%	35.4%	34.4%
Main living room	4731	4644	2007	846	3111	1258	1853
%V	54.1%	53.9%	49.4%	50.1%	50.9%	40.6%	61.6%
%H		98.2%	42.4%	17.9%	65.8%	26.6%	39.2%
Kitchen	521	520	253	93	433	252	181
%V	6.0%	6.0%	6.2%	5.5%	7.1%	8.1%	6.0%
%H		99.8%	48.6%	17.9%	83.1%	48.4%	34.7%
Adult's bedroom	2147	2129	1067	465	1619	971	648
%V	24.5%	24.7%	26.2%	27.5%	26.5%	31.4%	21.5%
%H		99.2%	49.7%	21.7%	75.4%	45.2%	30.2%
Child's bedroom	275	275	164	69	209	158	51
%V	3.1%	3.2%	4.0%	4.1%	3.4%	5.1%	1.7%
%H		100.0%	59.6%	25.1%	76.0%	57.5%	18.5%
Other bedroom	222	221	126	44	167	109	58
%V	2.5%	2.6%	3.1%	2.6%	2.7%	3.5%	1.9%
%H		99.5%	56.8%	19.8%	75.2%	49.1%	26.1%
Second living/dining room	331	330	169	63	251	146	105
%V	3.8%	3.8%	4.2%	3.7%	4.1%	4.7%	3.5%
%H		99.7%	51.1%	19.0%	75.8%	44.1%	31.7%
Study/office	71	71	39	16	53	35	17
%V	0.8%	0.8%	1.0%	0.9%	0.9%	1.1%	0.6%
%H		100.0%	54.9%	22.5%	74.6%	49.3%	23.9%
TV room	50	50	28	11	35	24	11
%V	0.6%	0.6%	0.7%	0.7%	0.6%	0.8%	0.4%
%H		100.0%	56.0%	22.0%	70.0%	48.0%	22.0%
Conservatory	33	33	19	8	25	18	7
%V	0.4%	0.4%	0.5%	0.5%	0.4%	0.6%	0.2%
%H		100.0%	57.6%	24.2%	75.8%	54.5%	21.2%
Attic or loft room	7	7	3	2	5	3	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	42.9%	28.6%	71.4%	42.9%	28.6%
No specific location	17	17	7	5	15	9	6
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%
%H		100.0%	41.2%	29.4%	88.2%	52.9%	35.3%
Other	32	32	19	5	26	18	8
%V	0.4%	0.4%	0.5%	0.3%	0.4%	0.6%	0.3%
%H		100.0%	59.4%	15.6%	81.3%	56.3%	25.0%
Not Asked	307	286	163	62	159	95	63
%V	3.5%	3.3%	4.0%	3.7%	2.6%	3.1%	2.1%
%H		93.2%	53.1%	20.2%	51.8%	30.9%	20.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8746	8611	4065	1690	6106	3096	3010
%H		98.5%	46.5%	19.3%	69.8%	35.4%	34.4%
PVR	3186	3183	2122	707	1743	1317	425
%V	36.4%	37.0%	52.2%	41.8%	28.5%	42.5%	14.1%
%H		99.9%	66.6%	22.2%	54.7%	41.3%	13.3%
DVDR	502	500	200	98	365	159	206
%V	5.7%	5.8%	4.9%	5.8%	6.0%	5.1%	6.8%
%H		99.6%	39.8%	19.5%	72.7%	31.7%	41.0%
VCR	431	423	140	78	334	125	209
%V	4.9%	4.9%	3.4%	4.6%	5.5%	4.0%	6.9%
%H		98.1%	32.5%	18.1%	77.5%	29.0%	48.5%
Any recorder	3680	3668	2230	781	2157	1427	730
%V	42.1%	42.6%	54.9%	46.2%	35.3%	46.1%	24.3%
%H		99.7%	60.6%	21.2%	58.6%	38.8%	19.8%

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	8746	8611	4065	1690	6106	3096	3010
%H		98.5%	46.5%	19.3%	69.8%	35.4%	34.4%
Receives HDTV (via STB or built-in reception)	3263	3263	1652	884	2068	1264	804
%V	37.3%	37.9%	40.6%	52.3%	33.9%	40.8%	26.7%
%H		100.0%	50.6%	27.1%	63.4%	38.7%	24.6%
DVD/Blu-ray player or recorder	5104	5065	2378	1012	3544	1788	1756
%V	58.4%	58.8%	58.5%	59.9%	58.0%	57.8%	58.3%
%H		99.2%	46.6%	19.8%	69.4%	35.0%	34.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4804	4698	2014	853	3153	1261	1892
%H		97.8%	41.9%	17.8%	65.6%	26.2%	39.4%
Under 20"	203	190	30	23	156	18	137
%V	4.2%	4.0%	1.5%	2.7%	4.9%	1.4%	7.2%
%H		93.6%	14.8%	11.3%	76.8%	8.9%	67.5%
20" - 29"	981	941	225	150	714	140	574
%V	20.4%	20.0%	11.2%	17.6%	22.6%	11.1%	30.3%
%H		95.9%	22.9%	15.3%	72.8%	14.3%	58.5%
30" - 39"	1812	1791	739	322	1223	472	751
%V	37.7%	38.1%	36.7%	37.7%	38.8%	37.4%	39.7%
%H		98.8%	40.8%	17.8%	67.5%	26.0%	41.4%
40" and over	1716	1703	993	345	1010	615	395
%V	35.7%	36.2%	49.3%	40.4%	32.0%	48.8%	20.9%
%H		99.2%	57.9%	20.1%	58.9%	35.8%	23.0%
Don't know	75	72	27	13	50	16	34
%V	1.6%	1.5%	1.3%	1.5%	1.6%	1.3%	1.8%
%H		96.0%	36.0%	17.3%	66.7%	21.3%	45.3%
Not Asked	17	0%	0%	0%	0%	0%	0%
%V	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC London
Set level data
Table 1.16: Main Set Recorders

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4804	4698	2014	853	3153	1261	1892
%H		97.8%	41.9%	17.8%	65.6%	26.2%	39.4%
PVR	2439	2436	1571	540	1341	971	370
%V	50.8%	51.9%	78.0%	63.3%	42.5%	77.0%	19.6%
%H		99.9%	64.4%	22.1%	55.0%	39.8%	15.2%
DVDR	392	390	145	74	283	109	175
%V	8.2%	8.3%	7.2%	8.7%	9.0%	8.6%	9.2%
%H		99.5%	37.0%	18.9%	72.2%	27.8%	44.6%
VCR	327	320	101	54	248	81	167
%V	6.8%	6.8%	5.0%	6.3%	7.9%	6.4%	8.8%
%H		97.9%	30.9%	16.5%	75.8%	24.8%	51.1%
Any recorder	2786	2775	1621	587	1630	1017	613
%V	58.0%	59.1%	80.5%	68.8%	51.7%	80.7%	32.4%
%H		99.6%	58.2%	21.1%	58.5%	36.5%	22.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4804	4698	2014	853	3153	1261	1892
%H		97.8%	41.9%	17.8%	65.6%	26.2%	39.4%
Receives HDTV (via STB or built-in reception)	2367	2366	1177	623	1453	843	610
%V	49.3%	50.4%	58.4%	73.0%	46.1%	66.9%	32.2%
%H		100.0%	49.7%	26.3%	61.4%	35.6%	25.8%
DVD/Blu-ray player or recorder	3547	3513	1540	673	2359	1013	1346
%V	73.8%	74.8%	76.5%	78.9%	74.8%	80.3%	71.1%
%H		99.0%	43.4%	19.0%	66.5%	28.6%	37.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC London

Set level data

Table 1.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3942	3914	2051	836	2953	1835	1118
%H		99.3%	52.0%	21.2%	74.9%	46.5%	28.4%
Under 20"	1332	1323	597	251	1089	588	501
%V	33.8%	33.8%	29.1%	30.0%	36.9%	32.0%	44.8%
%H		99.3%	44.8%	18.8%	81.8%	44.1%	37.6%
20" - 29"	1213	1203	611	268	936	584	352
%V	30.8%	30.7%	29.8%	32.1%	31.7%	31.8%	31.5%
%H		99.2%	50.4%	22.1%	77.2%	48.1%	29.0%
30" - 39"	755	753	458	174	535	391	143
%V	19.2%	19.2%	22.3%	20.8%	18.1%	21.3%	12.8%
%H		99.7%	60.7%	23.0%	70.9%	51.8%	18.9%
40" and over	287	285	188	67	187	147	41
%V	7.3%	7.3%	9.2%	8.0%	6.3%	8.0%	3.7%
%H		99.3%	65.5%	23.3%	65.2%	51.2%	14.3%
Don't know	65	64	35	14	48	30	18
%V	1.6%	1.6%	1.7%	1.7%	1.6%	1.6%	1.6%
%H		98.5%	53.8%	21.5%	73.8%	46.2%	27.7%
Not Asked	290	286	162	62	158	95	63
%V	7.4%	7.3%	7.9%	7.4%	5.4%	5.2%	5.6%
%H		98.6%	55.9%	21.4%	54.5%	32.8%	21.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC London

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3942	3914	2051	836	2953	1835	1118
%H		99.3%	52.0%	21.2%	74.9%	46.5%	28.4%
PVR	746	746	551	167	402	346	56
%V	18.9%	19.1%	26.9%	20.0%	13.6%	18.9%	5.0%
%H		100.0%	73.9%	22.4%	53.9%	46.4%	7.5%
DVDR	110	110	56	24	82	51	31
%V	2.8%	2.8%	2.7%	2.9%	2.8%	2.8%	2.8%
%H		100.0%	50.9%	21.8%	74.5%	46.4%	28.2%
VCR	104	103	40	24	86	44	42
%V	2.6%	2.6%	2.0%	2.9%	2.9%	2.4%	3.8%
%H		99.0%	38.5%	23.1%	82.7%	42.3%	40.4%
Any recorder	894	893	609	195	527	409	118
%V	22.7%	22.8%	29.7%	23.3%	17.8%	22.3%	10.6%
%H		99.9%	68.1%	21.8%	58.9%	45.7%	13.2%

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	3942	3914	2051	836	2953	1835	1118
%H		99.3%	52.0%	21.2%	74.9%	46.5%	28.4%
Receives HDTV (via STB or built-in reception)	896	896	475	261	614	421	193
%V	22.7%	22.9%	23.2%	31.2%	20.8%	22.9%	17.3%
%H		100.0%	53.0%	29.1%	68.5%	47.0%	21.5%
DVD/Blu-ray player or recorder	1557	1552	837	339	1184	775	410
%V	39.5%	39.7%	40.8%	40.6%	40.1%	42.2%	36.7%
%H		99.7%	53.8%	21.8%	76.0%	49.8%	26.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12016	11380	11172	5565	2222	7061	3475	3586
%H		94.7%	93.0%	46.3%	18.5%	58.8%	28.9%	29.8%
Total Children	2373	2299	2268	1324	455	1300	762	538
%V	19.7%	20.2%	20.3%	23.8%	20.5%	18.4%	21.9%	15.0%
%H		96.9%	95.6%	55.8%	19.2%	54.8%	32.1%	22.7%
0 - 3	676	646	632	365	115	356	191	165
%V	5.6%	5.7%	5.7%	6.6%	5.2%	5.0%	5.5%	4.6%
%H		95.6%	93.5%	54.0%	17.0%	52.7%	28.3%	24.4%
4 - 15	1697	1654	1636	959	340	944	571	373
%V	14.1%	14.5%	14.6%	17.2%	15.3%	13.4%	16.4%	10.4%
%H		97.5%	96.4%	56.5%	20.0%	55.6%	33.6%	22.0%
4 - 9	934	905	893	535	170	505	298	207
%V	7.8%	8.0%	8.0%	9.6%	7.7%	7.2%	8.6%	5.8%
%H		96.9%	95.6%	57.3%	18.2%	54.1%	31.9%	22.2%
10 - 15	763	749	743	424	171	440	274	166
%V	6.3%	6.6%	6.7%	7.6%	7.7%	6.2%	7.9%	4.6%
%H		98.2%	97.4%	55.6%	22.4%	57.7%	35.9%	21.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12016	11380	11172	5565	2222	7061	3475	3586
%H		94.7%	93.0%	46.3%	18.5%	58.8%	28.9%	29.8%
Total Adults (16+)	9643	9081	8904	4240	1767	5761	2713	3048
%V	80.3%	79.8%	79.7%	76.2%	79.5%	81.6%	78.1%	85.0%
%H		94.2%	92.3%	44.0%	18.3%	59.7%	28.1%	31.6%
16 - 19	512	493	490	272	122	299	189	110
%V	4.3%	4.3%	4.4%	4.9%	5.5%	4.2%	5.4%	3.1%
%H		96.3%	95.7%	53.1%	23.8%	58.4%	36.9%	21.5%
20 - 24	763	673	654	342	142	396	210	186
%V	6.3%	5.9%	5.9%	6.1%	6.4%	5.6%	6.0%	5.2%
%H		88.2%	85.7%	44.8%	18.6%	51.9%	27.5%	24.4%
25 - 34	2064	1858	1800	952	361	1013	493	519
%V	17.2%	16.3%	16.1%	17.1%	16.2%	14.3%	14.2%	14.5%
%H		90.0%	87.2%	46.1%	17.5%	49.1%	23.9%	25.1%
35 - 44	1872	1766	1739	923	372	1013	539	474
%V	15.6%	15.5%	15.6%	16.6%	16.7%	14.3%	15.5%	13.2%
%H		94.3%	92.9%	49.3%	19.9%	54.1%	28.8%	25.3%
45 - 54	1669	1604	1589	784	357	1037	557	479
%V	13.9%	14.1%	14.2%	14.1%	16.1%	14.7%	16.0%	13.4%
%H		96.1%	95.2%	47.0%	21.4%	62.1%	33.4%	28.7%
55 - 64	1150	1118	1102	478	213	806	378	428
%V	9.6%	9.8%	9.9%	8.6%	9.6%	11.4%	10.9%	11.9%
%H		97.2%	95.8%	41.6%	18.5%	70.1%	32.9%	37.2%
65+	1614	1568	1529	490	200	1197	345	852
%V	13.4%	13.8%	13.7%	8.8%	9.0%	17.0%	9.9%	23.8%
%H		97.1%	94.7%	30.4%	12.4%	74.2%	21.4%	52.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9643	9081	8904	4240	1767	5761	2713	3048
%H		94.2%	92.3%	44.0%	18.3%	59.7%	28.1%	31.6%
AB	2915	2780	2740	1296	606	1765	891	874
%V	30.2%	30.6%	30.8%	30.6%	34.3%	30.6%	32.8%	28.7%
%H		95.4%	94.0%	44.5%	20.8%	60.5%	30.6%	30.0%
C1	2858	2646	2600	1221	543	1697	821	876
%V	29.6%	29.1%	29.2%	28.8%	30.7%	29.5%	30.3%	28.7%
%H		92.6%	91.0%	42.7%	19.0%	59.4%	28.7%	30.7%
C2	1698	1653	1620	829	316	1067	559	508
%V	17.6%	18.2%	18.2%	19.6%	17.9%	18.5%	20.6%	16.7%
%H		97.3%	95.4%	48.8%	18.6%	62.8%	32.9%	29.9%
D	1309	1199	1171	589	214	698	302	397
%V	13.6%	13.2%	13.2%	13.9%	12.1%	12.1%	11.1%	13.0%
%H		91.6%	89.5%	45.0%	16.3%	53.3%	23.1%	30.3%
E	864	804	774	305	88	534	141	393
%V	9.0%	8.9%	8.7%	7.2%	5.0%	9.3%	5.2%	12.9%
%H		93.1%	89.6%	35.3%	10.2%	61.8%	16.3%	45.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9643	9081	8904	4240	1767	5761	2713	3048
%H		94.2%	92.3%	44.0%	18.3%	59.7%	28.1%	31.6%
Working full time	4680	4420	4340	2185	980	2680	1428	1252
%V	48.5%	48.7%	48.7%	51.5%	55.5%	46.5%	52.6%	41.1%
%H		94.4%	92.7%	46.7%	20.9%	57.3%	30.5%	26.8%
Working part time	988	944	930	479	186	604	321	283
%V	10.2%	10.4%	10.4%	11.3%	10.5%	10.5%	11.8%	9.3%
%H		95.5%	94.1%	48.5%	18.8%	61.1%	32.5%	28.6%
Not working	3975	3716	3634	1577	600	2477	964	1513
%V	41.2%	40.9%	40.8%	37.2%	34.0%	43.0%	35.5%	49.6%
%H		93.5%	91.4%	39.7%	15.1%	62.3%	24.3%	38.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4763	4430	4341	2125	866	2779	1354	1425
%H		93.0%	91.1%	44.6%	18.2%	58.3%	28.4%	29.9%
16 - 19	262	254	253	143	63	157	101	56
%V	5.5%	5.7%	5.8%	6.7%	7.3%	5.6%	7.5%	3.9%
%H		96.9%	96.6%	54.6%	24.0%	59.9%	38.5%	21.4%
20 - 24	390	340	331	177	73	198	109	89
%V	8.2%	7.7%	7.6%	8.3%	8.4%	7.1%	8.1%	6.2%
%H		87.2%	84.9%	45.4%	18.7%	50.8%	27.9%	22.8%
25 - 34	1030	913	883	477	173	492	243	249
%V	21.6%	20.6%	20.3%	22.4%	20.0%	17.7%	17.9%	17.5%
%H		88.6%	85.7%	46.3%	16.8%	47.8%	23.6%	24.2%
35 - 44	963	898	883	466	181	517	268	250
%V	20.2%	20.3%	20.3%	21.9%	20.9%	18.6%	19.8%	17.5%
%H		93.3%	91.7%	48.4%	18.8%	53.7%	27.8%	26.0%
45 - 54	842	796	788	385	179	516	277	239
%V	17.7%	18.0%	18.2%	18.1%	20.7%	18.6%	20.5%	16.8%
%H		94.5%	93.6%	45.7%	21.3%	61.3%	32.9%	28.4%
55 - 64	556	534	526	231	98	385	181	204
%V	11.7%	12.1%	12.1%	10.9%	11.3%	13.9%	13.4%	14.3%
%H		96.0%	94.6%	41.5%	17.6%	69.2%	32.6%	36.7%
65+	719	694	679	247	100	514	176	338
%V	15.1%	15.7%	15.6%	11.6%	11.5%	18.5%	13.0%	23.7%
%H		96.5%	94.4%	34.4%	13.9%	71.5%	24.5%	47.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4763	4430	4341	2125	866	2779	1354	1425
%H		93.0%	91.1%	44.6%	18.2%	58.3%	28.4%	29.9%
AB	1478	1396	1378	658	302	888	454	434
%V	31.0%	31.5%	31.7%	31.0%	34.9%	32.0%	33.5%	30.5%
%H		94.5%	93.2%	44.5%	20.4%	60.1%	30.7%	29.4%
C1	1364	1241	1216	606	260	777	406	371
%V	28.6%	28.0%	28.0%	28.5%	30.0%	28.0%	30.0%	26.0%
%H		91.0%	89.1%	44.4%	19.1%	57.0%	29.8%	27.2%
C2	935	905	887	444	170	586	294	292
%V	19.6%	20.4%	20.4%	20.9%	19.6%	21.1%	21.7%	20.5%
%H		96.8%	94.9%	47.5%	18.2%	62.7%	31.4%	31.2%
D	632	566	550	293	101	315	144	172
%V	13.3%	12.8%	12.7%	13.8%	11.7%	11.3%	10.6%	12.1%
%H		89.6%	87.0%	46.4%	16.0%	49.8%	22.8%	27.2%
E	355	321	310	124	33	214	57	157
%V	7.5%	7.2%	7.1%	5.8%	3.8%	7.7%	4.2%	11.0%
%H		90.4%	87.3%	34.9%	9.3%	60.3%	16.1%	44.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4763	4430	4341	2125	866	2779	1354	1425
%H		93.0%	91.1%	44.6%	18.2%	58.3%	28.4%	29.9%
Working full time	2916	2739	2689	1390	582	1657	895	763
%V	61.2%	61.8%	61.9%	65.4%	67.2%	59.6%	66.1%	53.5%
%H		93.9%	92.2%	47.7%	20.0%	56.8%	30.7%	26.2%
Working part time	263	241	236	120	40	141	59	81
%V	5.5%	5.4%	5.4%	5.6%	4.6%	5.1%	4.4%	5.7%
%H		91.6%	89.7%	45.6%	15.2%	53.6%	22.4%	30.8%
Not working	1584	1450	1416	615	244	982	400	581
%V	33.3%	32.7%	32.6%	28.9%	28.2%	35.3%	29.5%	40.8%
%H		91.5%	89.4%	38.8%	15.4%	62.0%	25.3%	36.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4880	4651	4563	2115	901	2981	1358	1623
%H		95.3%	93.5%	43.3%	18.5%	61.1%	27.8%	33.3%
16 - 19	250	239	237	130	59	142	88	54
%V	5.1%	5.1%	5.2%	6.1%	6.5%	4.8%	6.5%	3.3%
%H		95.6%	94.8%	52.0%	23.6%	56.8%	35.2%	21.6%
20 - 24	372	332	323	165	69	199	102	97
%V	7.6%	7.1%	7.1%	7.8%	7.7%	6.7%	7.5%	6.0%
%H		89.2%	86.8%	44.4%	18.5%	53.5%	27.4%	26.1%
25 - 34	1034	945	918	475	188	520	251	270
%V	21.2%	20.3%	20.1%	22.5%	20.9%	17.4%	18.5%	16.6%
%H		91.4%	88.8%	45.9%	18.2%	50.3%	24.3%	26.1%
35 - 44	909	869	856	457	192	496	272	225
%V	18.6%	18.7%	18.8%	21.6%	21.3%	16.6%	20.0%	13.9%
%H		95.6%	94.2%	50.3%	21.1%	54.6%	29.9%	24.8%
45 - 54	827	808	801	399	178	521	281	240
%V	16.9%	17.4%	17.6%	18.9%	19.8%	17.5%	20.7%	14.8%
%H		97.7%	96.9%	48.2%	21.5%	63.0%	34.0%	29.0%
55 - 64	593	584	577	247	116	421	197	224
%V	12.2%	12.6%	12.6%	11.7%	12.9%	14.1%	14.5%	13.8%
%H		98.5%	97.3%	41.7%	19.6%	71.0%	33.2%	37.8%
65+	895	874	850	243	100	682	169	514
%V	18.3%	18.8%	18.6%	11.5%	11.1%	22.9%	12.4%	31.7%
%H		97.7%	95.0%	27.2%	11.2%	76.2%	18.9%	57.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4880	4651	4563	2115	901	2981	1358	1623
%H		95.3%	93.5%	43.3%	18.5%	61.1%	27.8%	33.3%
AB	1437	1383	1361	638	305	877	437	440
%V	29.4%	29.7%	29.8%	30.2%	33.9%	29.4%	32.2%	27.1%
%H		96.2%	94.7%	44.4%	21.2%	61.0%	30.4%	30.6%
C1	1494	1405	1384	615	283	920	415	505
%V	30.6%	30.2%	30.3%	29.1%	31.4%	30.9%	30.6%	31.1%
%H		94.0%	92.6%	41.2%	18.9%	61.6%	27.8%	33.8%
C2	762	747	733	385	146	481	265	216
%V	15.6%	16.1%	16.1%	18.2%	16.2%	16.1%	19.5%	13.3%
%H		98.0%	96.2%	50.5%	19.2%	63.1%	34.8%	28.3%
D	677	633	621	296	114	383	158	225
%V	13.9%	13.6%	13.6%	14.0%	12.7%	12.8%	11.6%	13.9%
%H		93.5%	91.7%	43.7%	16.8%	56.6%	23.3%	33.2%
E	509	482	464	182	54	321	84	236
%V	10.4%	10.4%	10.2%	8.6%	6.0%	10.8%	6.2%	14.5%
%H		94.7%	91.2%	35.8%	10.6%	63.1%	16.5%	46.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4880	4651	4563	2115	901	2981	1358	1623
%H		95.3%	93.5%	43.3%	18.5%	61.1%	27.8%	33.3%
Working full time	1764	1681	1651	795	398	1023	533	490
%V	36.1%	36.1%	36.2%	37.6%	44.2%	34.3%	39.2%	30.2%
%H		95.3%	93.6%	45.1%	22.6%	58.0%	30.2%	27.8%
Working part time	725	703	694	358	147	463	262	201
%V	14.9%	15.1%	15.2%	16.9%	16.3%	15.5%	19.3%	12.4%
%H		97.0%	95.7%	49.4%	20.3%	63.9%	36.1%	27.7%
Not working	2391	2267	2218	962	356	1495	563	932
%V	49.0%	48.7%	48.6%	45.5%	39.5%	50.2%	41.5%	57.4%
%H		94.8%	92.8%	40.2%	14.9%	62.5%	23.5%	39.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	939	914	889	454	99	639	293	346
%H (All HH)		97.3%	94.7%	48.3%	10.5%	68.1%	31.2%	36.8%
%H (TV HH)			97.3%	49.7%	10.8%	69.9%	32.1%	37.9%
AB	249	246	239	140	20	170	89	81
%V	26.5%	26.9%	26.9%	30.8%	20.2%	26.6%	30.4%	23.4%
%H (All HH)		98.8%	96.0%	56.2%	8.0%	68.3%	35.7%	32.5%
%H (TV HH)			97.2%	56.9%	8.1%	69.1%	36.2%	32.9%
C1	270	261	253	132	24	178	79	100
%V	28.8%	28.6%	28.5%	29.1%	24.2%	27.9%	27.0%	28.9%
%H (All HH)		96.7%	93.7%	48.9%	8.9%	65.9%	29.3%	37.0%
%H (TV HH)			96.9%	50.6%	9.2%	68.2%	30.3%	38.3%
C2	200	195	191	103	32	138	78	59
%V	21.3%	21.3%	21.5%	22.7%	32.3%	21.6%	26.6%	17.1%
%H (All HH)		97.5%	95.5%	51.5%	16.0%	69.0%	39.0%	29.5%
%H (TV HH)			97.9%	52.8%	16.4%	70.8%	40.0%	30.3%
D	109	103	99	46	14	69	27	41
%V	11.6%	11.3%	11.1%	10.1%	14.1%	10.8%	9.2%	11.8%
%H (All HH)		94.5%	90.8%	42.2%	12.8%	63.3%	24.8%	37.6%
%H (TV HH)			96.1%	44.7%	13.6%	67.0%	26.2%	39.8%
E	112	109	106	34	8	84	19	65
%V	11.9%	11.9%	11.9%	7.5%	8.1%	13.1%	6.5%	18.8%
%H (All HH)		97.3%	94.6%	30.4%	7.1%	75.0%	17.0%	58.0%
%H (TV HH)			97.2%	31.2%	7.3%	77.1%	17.4%	59.6%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	939	914	889	454	99	639	293	346
%H (All HH)		97.3%	94.7%	48.3%	10.5%	68.1%	31.2%	36.8%
%H (TV HH)			97.3%	49.7%	10.8%	69.9%	32.1%	37.9%
Under 25	36	33	32	14	3	21	6	15
%V	3.8%	3.6%	3.6%	3.1%	3.0%	3.3%	2.0%	4.3%
%H (All HH)		91.7%	88.9%	38.9%	8.3%	58.3%	16.7%	41.7%
%H (TV HH)			97.0%	42.4%	9.1%	63.6%	18.2%	45.5%
25 - 34	109	106	103	63	16	57	31	26
%V	11.6%	11.6%	11.6%	13.9%	16.2%	8.9%	10.6%	7.5%
%H (All HH)		97.2%	94.5%	57.8%	14.7%	52.3%	28.4%	23.9%
%H (TV HH)			97.2%	59.4%	15.1%	53.8%	29.2%	24.5%
35 - 44	147	140	138	84	23	95	61	34
%V	15.7%	15.3%	15.5%	18.5%	23.2%	14.9%	20.8%	9.8%
%H (All HH)		95.2%	93.9%	57.1%	15.6%	64.6%	41.5%	23.1%
%H (TV HH)			98.6%	60.0%	16.4%	67.9%	43.6%	24.3%
45 - 54	187	182	180	105	21	122	67	55
%V	19.9%	19.9%	20.2%	23.1%	21.2%	19.1%	22.9%	15.9%
%H (All HH)		97.3%	96.3%	56.1%	11.2%	65.2%	35.8%	29.4%
%H (TV HH)			98.9%	57.7%	11.5%	67.0%	36.8%	30.2%
55 - 64	176	173	170	88	17	129	62	67
%V	18.7%	18.9%	19.1%	19.4%	17.2%	20.2%	21.2%	19.4%
%H (All HH)		98.3%	96.6%	50.0%	9.7%	73.3%	35.2%	38.1%
%H (TV HH)			98.3%	50.9%	9.8%	74.6%	35.8%	38.7%
65 +	284	279	267	100	19	215	66	148
%V	30.2%	30.5%	30.0%	22.0%	19.2%	33.6%	22.5%	42.8%
%H (All HH)		98.2%	94.0%	35.2%	6.7%	75.7%	23.2%	52.1%
%H (TV HH)			95.7%	35.8%	6.8%	77.1%	23.7%	53.0%

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 2012

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	939	914	889	454	99	639	293	346
%H (All HH)		97.3%	94.7%	48.3%	10.5%	68.1%	31.2%	36.8%
%H (TV HH)			97.3%	49.7%	10.8%	69.9%	32.1%	37.9%
1	320	308	291	109	24	225	66	159
%V	34.1%	33.7%	32.7%	24.0%	24.2%	35.2%	22.5%	46.0%
%H (All HH)		96.3%	90.9%	34.1%	7.5%	70.3%	20.6%	49.7%
%H (TV HH)			94.5%	35.4%	7.8%	73.1%	21.4%	51.6%
2	292	288	284	153	25	204	95	109
%V	31.1%	31.5%	31.9%	33.7%	25.3%	31.9%	32.4%	31.5%
%H (All HH)		98.6%	97.3%	52.4%	8.6%	69.9%	32.5%	37.3%
%H (TV HH)			98.6%	53.1%	8.7%	70.8%	33.0%	37.8%
3	150	145	142	80	24	91	52	39
%V	16.0%	15.9%	16.0%	17.6%	24.2%	14.2%	17.7%	11.3%
%H (All HH)		96.7%	94.7%	53.3%	16.0%	60.7%	34.7%	26.0%
%H (TV HH)			97.9%	55.2%	16.6%	62.8%	35.9%	26.9%
4	117	117	116	74	18	81	53	28
%V	12.5%	12.8%	13.0%	16.3%	18.2%	12.7%	18.1%	8.1%
%H (All HH)		100.0%	99.1%	63.2%	15.4%	69.2%	45.3%	23.9%
%H (TV HH)			99.1%	63.2%	15.4%	69.2%	45.3%	23.9%
5+	59	56	56	37	9	39	27	12
%V	6.3%	6.1%	6.3%	8.1%	9.1%	6.1%	9.2%	3.5%
%H (All HH)		94.9%	94.9%	62.7%	15.3%	66.1%	45.8%	20.3%
%H (TV HH)			100.0%	66.1%	16.1%	69.6%	48.2%	21.4%
Average HH size	2.29	2.29	2.31	2.55	2.65	2.25	2.64	1.93

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 2012

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	939	914	889	454	99	639	293	346
%H (All HH)		97.3%	94.7%	48.3%	10.5%	68.1%	31.2%	36.8%
%H (TV HH)			97.3%	49.7%	10.8%	69.9%	32.1%	37.9%
Without	712	691	669	317	69	497	206	290
%V	75.8%	75.6%	75.3%	69.8%	69.7%	77.8%	70.3%	83.8%
%H (All HH)		97.1%	94.0%	44.5%	9.7%	69.8%	28.9%	40.7%
%H (TV HH)			96.8%	45.9%	10.0%	71.9%	29.8%	42.0%
With	227	223	220	137	30	142	86	56
%V	24.2%	24.4%	24.7%	30.2%	30.3%	22.2%	29.4%	16.2%
%H (All HH)		98.2%	96.9%	60.4%	13.2%	62.6%	37.9%	24.7%
%H (TV HH)			98.7%	61.4%	13.5%	63.7%	38.6%	25.1%
0 - 3	82	80	79	44	15	47	25	22
%V	8.7%	8.8%	8.9%	9.7%	15.2%	7.4%	8.5%	6.4%
%H (All HH)		97.6%	96.3%	53.7%	18.3%	57.3%	30.5%	26.8%
%H (TV HH)			98.8%	55.0%	18.8%	58.8%	31.3%	27.5%
4 - 9	121	120	120	76	15	80	49	31
%V	12.9%	13.1%	13.5%	16.7%	15.2%	12.5%	16.7%	9.0%
%H (All HH)		99.2%	99.2%	62.8%	12.4%	66.1%	40.5%	25.6%
%H (TV HH)			100.0%	63.3%	12.5%	66.7%	40.8%	25.8%
10 - 15	101	99	98	66	13	64	42	21
%V	10.8%	10.8%	11.0%	14.5%	13.1%	10.0%	14.3%	6.1%
%H (All HH)		98.0%	97.0%	65.3%	12.9%	63.4%	41.6%	20.8%
%H (TV HH)			99.0%	66.7%	13.1%	64.6%	42.4%	21.2%

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 2012

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	939	914	889	454	99	639	293	346
%H (All HH)		97.3%	94.7%	48.3%	10.5%	68.1%	31.2%	36.8%
%H (TV HH)			97.3%	49.7%	10.8%	69.9%	32.1%	37.9%
1	355	355	335	139	29	219	51	168
%V	37.8%	38.8%	37.7%	30.6%	29.3%	34.3%	17.4%	48.6%
%H (All HH)		100.0%	94.4%	39.2%	8.2%	61.7%	14.4%	47.3%
%H (TV HH)			94.4%	39.2%	8.2%	61.7%	14.4%	47.3%
2	316	316	312	162	30	232	111	121
%V	33.7%	34.6%	35.1%	35.7%	30.3%	36.3%	37.9%	35.0%
%H (All HH)		100.0%	98.7%	51.3%	9.5%	73.4%	35.1%	38.3%
%H (TV HH)			98.7%	51.3%	9.5%	73.4%	35.1%	38.3%
3	150	150	150	92	23	113	73	39
%V	16.0%	16.4%	16.9%	20.3%	23.2%	17.7%	24.9%	11.3%
%H (All HH)		100.0%	100.0%	61.3%	15.3%	75.3%	48.7%	26.0%
%H (TV HH)			100.0%	61.3%	15.3%	75.3%	48.7%	26.0%
4	61	61	61	40	10	50	37	13
%V	6.5%	6.7%	6.9%	8.8%	10.1%	7.8%	12.6%	3.8%
%H (All HH)		100.0%	100.0%	65.6%	16.4%	82.0%	60.7%	21.3%
%H (TV HH)			100.0%	65.6%	16.4%	82.0%	60.7%	21.3%
5+	32	32	32	22	7	25	21	4
%V	3.4%	3.5%	3.6%	4.8%	7.1%	3.9%	7.2%	1.2%
%H (All HH)		100.0%	100.0%	68.8%	21.9%	78.1%	65.6%	12.5%
%H (TV HH)			100.0%	68.8%	21.9%	78.1%	65.6%	12.5%

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 2012

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	939	914	889	454	99	639	293	346
%H (All HH)		97.3%	94.7%	48.3%	10.5%	68.1%	31.2%	36.8%
%H (TV HH)			97.3%	49.7%	10.8%	69.9%	32.1%	37.9%
Under 20"	323	323	313	167	34	250	131	119
%V	34.4%	35.3%	35.2%	36.8%	34.3%	39.1%	44.7%	34.4%
%H (All HH)		100.0%	96.9%	51.7%	10.5%	77.4%	40.6%	36.8%
%H (TV HH)			96.9%	51.7%	10.5%	77.4%	40.6%	36.8%
20" - 29"	380	380	372	171	38	297	130	167
%V	40.5%	41.6%	41.8%	37.7%	38.4%	46.5%	44.4%	48.3%
%H (All HH)		100.0%	97.9%	45.0%	10.0%	78.2%	34.2%	43.9%
%H (TV HH)			97.9%	45.0%	10.0%	78.2%	34.2%	43.9%
30" - 39"	445	445	442	239	58	315	163	152
%V	47.4%	48.7%	49.7%	52.6%	58.6%	49.3%	55.6%	43.9%
%H (All HH)		100.0%	99.3%	53.7%	13.0%	70.8%	36.6%	34.2%
%H (TV HH)			99.3%	53.7%	13.0%	70.8%	36.6%	34.2%
40" and over	290	290	287	191	41	189	127	61
%V	30.9%	31.7%	32.3%	42.1%	41.4%	29.6%	43.3%	17.6%
%H (All HH)		100.0%	99.0%	65.9%	14.1%	65.2%	43.8%	21.0%
%H (TV HH)			99.0%	65.9%	14.1%	65.2%	43.8%	21.0%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2012

BBC South East

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	939	914	889	454	99	639	293	346
%H (All HH)		97.3%	94.7%	48.3%	10.5%	68.1%	31.2%	36.8%
%H (TV HH)			97.3%	49.7%	10.8%	69.9%	32.1%	37.9%
Main living room	903	903	883	450	99	636	292	345
%V	96.2%	98.8%	99.3%	99.1%	100.0%	99.5%	99.7%	99.7%
%H (All HH)		100.0%	97.8%	49.8%	11.0%	70.4%	32.3%	38.2%
%H (TV HH)			97.8%	49.8%	11.0%	70.4%	32.3%	38.2%
Kitchen	112	112	110	64	12	91	55	37
%V	11.9%	12.3%	12.4%	14.1%	12.1%	14.2%	18.8%	10.7%
%H (All HH)		100.0%	98.2%	57.1%	10.7%	81.3%	49.1%	33.0%
%H (TV HH)			98.2%	57.1%	10.7%	81.3%	49.1%	33.0%
Adult's bedroom	395	395	392	222	57	300	181	119
%V	42.1%	43.2%	44.1%	48.9%	57.6%	46.9%	61.8%	34.4%
%H (All HH)		100.0%	99.2%	56.2%	14.4%	75.9%	45.8%	30.1%
%H (TV HH)			99.2%	56.2%	14.4%	75.9%	45.8%	30.1%
Child's bedroom	60	60	60	42	9	49	38	11
%V	6.4%	6.6%	6.7%	9.3%	9.1%	7.7%	13.0%	3.2%
%H (All HH)		100.0%	100.0%	70.0%	15.0%	81.7%	63.3%	18.3%
%H (TV HH)			100.0%	70.0%	15.0%	81.7%	63.3%	18.3%
Other bedroom	49	49	49	33	5	38	25	13
%V	5.2%	5.4%	5.5%	7.3%	5.1%	5.9%	8.5%	3.8%
%H (All HH)		100.0%	100.0%	67.3%	10.2%	77.6%	51.0%	26.5%
%H (TV HH)			100.0%	67.3%	10.2%	77.6%	51.0%	26.5%
Second living/dining room	76	76	75	46	11	57	38	20
%V	8.1%	8.3%	8.4%	10.1%	11.1%	8.9%	13.0%	5.8%
%H (All HH)		100.0%	98.7%	60.5%	14.5%	75.0%	50.0%	26.3%
%H (TV HH)			98.7%	60.5%	14.5%	75.0%	50.0%	26.3%
Study/office	19	19	19	12	2	16	10	5
%V	2.0%	2.1%	2.1%	2.6%	2.0%	2.5%	3.4%	1.4%
%H (All HH)		100.0%	100.0%	63.2%	10.5%	84.2%	52.6%	26.3%
%H (TV HH)			100.0%	63.2%	10.5%	84.2%	52.6%	26.3%
TV room	10	10	10	9	1	6	5	1
%V	1.1%	1.1%	1.1%	2.0%	1.0%	0.9%	1.7%	0.3%
%H (All HH)		100.0%	100.0%	90.0%	10.0%	60.0%	50.0%	10.0%
%H (TV HH)			100.0%	90.0%	10.0%	60.0%	50.0%	10.0%
Conservatory	14	14	14	7	2	12	7	5
%V	1.5%	1.5%	1.6%	1.5%	2.0%	1.9%	2.4%	1.4%
%H (All HH)		100.0%	100.0%	50.0%	14.3%	85.7%	50.0%	35.7%
%H (TV HH)			100.0%	50.0%	14.3%	85.7%	50.0%	35.7%
Attic or loft room	2	2	2	0	0	2	0	1
%V	0.2%	0.2%	0.2%	0.0%	0.0%	0.3%	0.0%	0.3%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	50.0%
%H (TV HH)			100.0%	0.0%	0.0%	100.0%	0.0%	50.0%
No specific location	2	2	2	2	1	2	1	0
%V	0.2%	0.2%	0.2%	0.4%	1.0%	0.3%	0.3%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	50.0%	100.0%	50.0%	0.0%
%H (TV HH)			100.0%	100.0%	50.0%	100.0%	50.0%	0.0%
Other	5	5	5	4	0	3	3	0
%V	0.5%	0.5%	0.6%	0.9%	0.0%	0.5%	1.0%	0.0%
%H (All HH)		100.0%	100.0%	80.0%	0.0%	60.0%	60.0%	0.0%
%H (TV HH)			100.0%	80.0%	0.0%	60.0%	60.0%	0.0%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Household level data

Table 2.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	939	914	889	454	99	639	293	346
%H (All HH)		97.3%	94.7%	48.3%	10.5%	68.1%	31.2%	36.8%
%H (TV HH)			97.3%	49.7%	10.8%	69.9%	32.1%	37.9%
PVR	488	488	488	341	63	309	217	92
%V	52.0%	53.4%	54.9%	75.1%	63.6%	48.4%	74.1%	26.6%
%H (All HH)		100.0%	100.0%	69.9%	12.9%	63.3%	44.5%	18.9%
%H (TV HH)			100.0%	69.9%	12.9%	63.3%	44.5%	18.9%
DVDR	81	81	80	37	7	65	27	37
%V	8.6%	8.9%	9.0%	8.1%	7.1%	10.2%	9.2%	10.7%
%H (All HH)		100.0%	98.8%	45.7%	8.6%	80.2%	33.3%	45.7%
%H (TV HH)			98.8%	45.7%	8.6%	80.2%	33.3%	45.7%
VCR	95	95	92	37	7	78	29	49
%V	10.1%	10.4%	10.3%	8.1%	7.1%	12.2%	9.9%	14.2%
%H (All HH)		100.0%	96.8%	38.9%	7.4%	82.1%	30.5%	51.6%
%H (TV HH)			96.8%	38.9%	7.4%	82.1%	30.5%	51.6%
Any recorder	574	574	570	358	70	383	231	152
%V	61.1%	62.8%	64.1%	78.9%	70.7%	59.9%	78.8%	43.9%
%H (All HH)		100.0%	99.3%	62.4%	12.2%	66.7%	40.2%	26.5%
%H (TV HH)			99.3%	62.4%	12.2%	66.7%	40.2%	26.5%

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 2012

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	939	914	889	454	99	639	293	346
%H (All HH)		97.3%	94.7%	48.3%	10.5%	68.1%	31.2%	36.8%
%H (TV HH)			97.3%	49.7%	10.8%	69.9%	32.1%	37.9%
Receives HDTV (via STB or built-in reception)	389	389	389	242	71	259	174	85
%V	41.4%	42.6%	43.8%	53.3%	71.7%	40.5%	59.4%	24.6%
%H (All HH)		100.0%	100.0%	62.2%	18.3%	66.6%	44.7%	21.9%
%H (TV HH)			100.0%	62.2%	18.3%	66.6%	44.7%	21.9%
DVD/Blu-ray player or recorder	781	781	768	408	86	555	272	283
%V	83.2%	85.4%	86.4%	89.9%	86.9%	86.9%	92.8%	81.8%
%H (All HH)		100.0%	98.3%	52.2%	11.0%	71.1%	34.8%	36.2%
%H (TV HH)			98.3%	52.2%	11.0%	71.1%	34.8%	36.2%

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 2012

BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	939	914	889	454	99	639	293	346
%H (All HH)		97.3%	94.7%	48.3%	10.5%	68.1%	31.2%	36.8%
%H (TV HH)			97.3%	49.7%	10.8%	69.9%	32.1%	37.9%
Has PC or Laptop	724	709	693	402	85	476	261	215
%V	77.1%	77.6%	78.0%	88.5%	85.9%	74.5%	89.1%	62.1%
%H (All HH)		97.9%	95.7%	55.5%	11.7%	65.7%	36.0%	29.7%
%H (TV HH)			97.7%	56.7%	12.0%	67.1%	36.8%	30.3%
Has broadband internet	672	658	648	390	82	439	254	185
%V	71.6%	72.0%	72.9%	85.9%	82.8%	68.7%	86.7%	53.5%
%H (All HH)		97.9%	96.4%	58.0%	12.2%	65.3%	37.8%	27.5%
%H (TV HH)			98.5%	59.3%	12.5%	66.7%	38.6%	28.1%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1857	1827	1021	235	1360	757	603
%H		98.4%	55.0%	12.7%	73.2%	40.8%	32.5%
Under 20"	428	419	226	52	337	185	151
%V	23.0%	22.9%	22.1%	22.1%	24.8%	24.4%	25.0%
%H		97.9%	52.8%	12.1%	78.7%	43.2%	35.3%
20" - 29"	466	456	218	49	373	179	194
%V	25.1%	25.0%	21.4%	20.9%	27.4%	23.6%	32.2%
%H		97.9%	46.8%	10.5%	80.0%	38.4%	41.6%
30" - 39"	513	510	279	71	364	195	168
%V	27.6%	27.9%	27.3%	30.2%	26.8%	25.8%	27.9%
%H		99.4%	54.4%	13.8%	71.0%	38.0%	32.7%
40" and over	341	338	229	49	224	157	68
%V	18.4%	18.5%	22.4%	20.9%	16.5%	20.7%	11.3%
%H		99.1%	67.2%	14.4%	65.7%	46.0%	19.9%
Don't know	6	6	3	2	4	3	1
%V	0.3%	0.3%	0.3%	0.9%	0.3%	0.4%	0.2%
%H		100.0%	50.0%	33.3%	66.7%	50.0%	16.7%
Not Asked	103	98	66	12	58	38	21
%V	5.5%	5.4%	6.5%	5.1%	4.3%	5.0%	3.5%
%H		95.1%	64.1%	11.7%	56.3%	36.9%	20.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1857	1827	1021	235	1360	757	603
%H		98.4%	55.0%	12.7%	73.2%	40.8%	32.5%
Main living room	908	889	453	101	642	296	345
%V	48.9%	48.7%	44.4%	43.0%	47.2%	39.1%	57.2%
%H		97.9%	49.9%	11.1%	70.7%	32.6%	38.0%
Kitchen	113	110	65	12	92	55	37
%V	6.1%	6.0%	6.4%	5.1%	6.8%	7.3%	6.1%
%H		97.3%	57.5%	10.6%	81.4%	48.7%	32.7%
Adult's bedroom	474	470	265	75	362	223	139
%V	25.5%	25.7%	26.0%	31.9%	26.6%	29.5%	23.1%
%H		99.2%	55.9%	15.8%	76.4%	47.0%	29.3%
Child's bedroom	75	75	52	13	63	50	13
%V	4.0%	4.1%	5.1%	5.5%	4.6%	6.6%	2.2%
%H		100.0%	69.3%	17.3%	84.0%	66.7%	17.3%
Other bedroom	56	56	40	5	44	31	13
%V	3.0%	3.1%	3.9%	2.1%	3.2%	4.1%	2.2%
%H		100.0%	71.4%	8.9%	78.6%	55.4%	23.2%
Second living/dining room	76	76	47	11	57	38	20
%V	4.1%	4.2%	4.6%	4.7%	4.2%	5.0%	3.3%
%H		100.0%	61.8%	14.5%	75.0%	50.0%	26.3%
Study/office	19	19	12	2	16	10	5
%V	1.0%	1.0%	1.2%	0.9%	1.2%	1.3%	0.8%
%H		100.0%	63.2%	10.5%	84.2%	52.6%	26.3%
TV room	10	10	9	1	6	5	1
%V	0.5%	0.5%	0.9%	0.4%	0.4%	0.7%	0.2%
%H		100.0%	90.0%	10.0%	60.0%	50.0%	10.0%
Conservatory	14	14	7	2	12	7	5
%V	0.8%	0.8%	0.7%	0.9%	0.9%	0.9%	0.8%
%H		100.0%	50.0%	14.3%	85.7%	50.0%	35.7%
Attic or loft room	2	2	0	0	2	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	50.0%
No specific location	3	3	2	1	2	1	1
%V	0.2%	0.2%	0.2%	0.4%	0.1%	0.1%	0.2%
%H		100.0%	66.7%	33.3%	66.7%	33.3%	33.3%
Other	5	5	4	0	3	3	0
%V	0.3%	0.3%	0.4%	0.0%	0.2%	0.4%	0.0%
%H		100.0%	80.0%	0.0%	60.0%	60.0%	0.0%
Not Asked	103	98	66	12	58	38	21
%V	5.5%	5.4%	6.5%	5.1%	4.3%	5.0%	3.5%
%H		95.1%	64.1%	11.7%	56.3%	36.9%	20.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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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	1857	1827	1021	235	1360	757	603
%H		98.4%	55.0%	12.7%	73.2%	40.8%	32.5%
PVR	631	631	462	82	386	286	100
%V	34.0%	34.5%	45.2%	34.9%	28.4%	37.8%	16.6%
%H		100.0%	73.2%	13.0%	61.2%	45.3%	15.8%
DVDR	86	84	41	8	68	30	38
%V	4.6%	4.6%	4.0%	3.4%	5.0%	4.0%	6.3%
%H		97.7%	47.7%	9.3%	79.1%	34.9%	44.2%
VCR	108	105	41	10	89	35	54
%V	5.8%	5.7%	4.0%	4.3%	6.5%	4.6%	9.0%
%H		97.2%	38.0%	9.3%	82.4%	32.4%	50.0%
Any recorder	747	744	495	95	485	317	169
%V	40.2%	40.7%	48.5%	40.4%	35.7%	41.9%	28.0%
%H		99.6%	66.3%	12.7%	64.9%	42.4%	22.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1857	1827	1021	235	1360	757	603
%H		98.4%	55.0%	12.7%	73.2%	40.8%	32.5%
Receives HDTV (via STB or built-in reception)	537	537	339	106	356	249	107
%V	28.9%	29.4%	33.2%	45.1%	26.2%	32.9%	17.7%
%H		100.0%	63.1%	19.7%	66.3%	46.4%	19.9%
DVD/Blu-ray player or recorder	1149	1134	635	148	852	481	372
%V	61.9%	62.1%	62.2%	63.0%	62.6%	63.5%	61.7%
%H		98.7%	55.3%	12.9%	74.2%	41.9%	32.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	914	889	454	99	639	293	346
%H		97.3%	49.7%	10.8%	69.9%	32.1%	37.9%
Under 20"	36	30	11	2	21	3	18
%V	3.9%	3.4%	2.4%	2.0%	3.3%	1.0%	5.2%
%H		83.3%	30.6%	5.6%	58.3%	8.3%	50.0%
20" - 29"	218	209	71	11	167	39	128
%V	23.9%	23.5%	15.6%	11.1%	26.1%	13.3%	37.0%
%H		95.9%	32.6%	5.0%	76.6%	17.9%	58.7%
30" - 39"	374	371	186	47	268	126	142
%V	40.9%	41.7%	41.0%	47.5%	41.9%	43.0%	41.0%
%H		99.2%	49.7%	12.6%	71.7%	33.7%	38.0%
40" and over	280	277	186	39	181	124	57
%V	30.6%	31.2%	41.0%	39.4%	28.3%	42.3%	16.5%
%H		98.9%	66.4%	13.9%	64.6%	44.3%	20.4%
Don't know	2	2	1	0	2	1	1
%V	0.2%	0.2%	0.2%	0.0%	0.3%	0.3%	0.3%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Not Asked	4	0	0	0	0	0	0
%V	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	914	889	454	99	639	293	346
%H		97.3%	49.7%	10.8%	69.9%	32.1%	37.9%
PVR	477	477	338	62	300	213	87
%V	52.2%	53.7%	74.4%	62.6%	46.9%	72.7%	25.1%
%H		100.0%	70.9%	13.0%	62.9%	44.7%	18.2%
DVDR	72	71	31	6	58	23	35
%V	7.9%	8.0%	6.8%	6.1%	9.1%	7.8%	10.1%
%H		98.6%	43.1%	8.3%	80.6%	31.9%	48.6%
VCR	82	80	28	5	68	21	46
%V	9.0%	9.0%	6.2%	5.1%	10.6%	7.2%	13.3%
%H		97.6%	34.1%	6.1%	82.9%	25.6%	56.1%
Any recorder	564	561	355	69	375	229	146
%V	61.7%	63.1%	78.2%	69.7%	58.7%	78.2%	42.2%
%H		99.5%	62.9%	12.2%	66.5%	40.6%	25.9%

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	914	889	454	99	639	293	346
%H		97.3%	49.7%	10.8%	69.9%	32.1%	37.9%
Receives HDTV (via STB or built-in reception)	377	377	235	70	249	168	81
%V	41.2%	42.4%	51.8%	70.7%	39.0%	57.3%	23.4%
%H		100.0%	62.3%	18.6%	66.0%	44.6%	21.5%
DVD/Blu-ray player or recorder	751	737	390	84	530	258	272
%V	82.2%	82.9%	85.9%	84.8%	82.9%	88.1%	78.6%
%H		98.1%	51.9%	11.2%	70.6%	34.4%	36.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	943	937	567	136	721	464	257
%H		99.4%	60.1%	14.4%	76.5%	49.2%	27.3%
Under 20"	392	388	215	50	316	182	133
%V	41.6%	41.4%	37.9%	36.8%	43.8%	39.2%	51.8%
%H		99.0%	54.8%	12.8%	80.6%	46.4%	33.9%
20" - 29"	248	247	148	38	206	140	66
%V	26.3%	26.4%	26.1%	27.9%	28.6%	30.2%	25.7%
%H		99.6%	59.7%	15.3%	83.1%	56.5%	26.6%
30" - 39"	139	139	93	24	96	70	26
%V	14.7%	14.8%	16.4%	17.6%	13.3%	15.1%	10.1%
%H		100.0%	66.9%	17.3%	69.1%	50.4%	18.7%
40" and over	61	61	43	10	43	33	10
%V	6.5%	6.5%	7.6%	7.4%	6.0%	7.1%	3.9%
%H		100.0%	70.5%	16.4%	70.5%	54.1%	16.4%
Don't know	4	4	2	1	2	2	0
%V	0.4%	0.4%	0.4%	0.7%	0.3%	0.4%	0.0%
%H		100.0%	50.0%	25.0%	50.0%	50.0%	0.0%
Not Asked	99	98	66	13	58	37	22
%V	10.5%	10.5%	11.6%	9.6%	8.0%	8.0%	8.6%
%H		99.0%	66.7%	13.1%	58.6%	37.4%	22.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	943	937	567	136	721	464	257
%H		99.4%	60.1%	14.4%	76.5%	49.2%	27.3%
PVR	154	154	125	21	87	73	14
%V	16.3%	16.4%	22.0%	15.4%	12.1%	15.7%	5.4%
%H		100.0%	81.2%	13.6%	56.5%	47.4%	9.1%
DVDR	13	13	10	1	10	7	3
%V	1.4%	1.4%	1.8%	0.7%	1.4%	1.5%	1.2%
%H		100.0%	76.9%	7.7%	76.9%	53.8%	23.1%
VCR	26	26	13	5	21	14	8
%V	2.8%	2.8%	2.3%	3.7%	2.9%	3.0%	3.1%
%H		100.0%	50.0%	19.2%	80.8%	53.8%	30.8%
Any recorder	183	183	139	26	111	88	23
%V	19.4%	19.5%	24.5%	19.1%	15.4%	19.0%	8.9%
%H		100.0%	76.0%	14.2%	60.7%	48.1%	12.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.20: 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	943	937	567	136	721	464	257
%H		99.4%	60.1%	14.4%	76.5%	49.2%	27.3%
Receives HDTV (via STB or built-in reception)	161	161	103	36	107	80	26
%V	17.1%	17.2%	18.2%	26.5%	14.8%	17.2%	10.1%
%H		100.0%	64.0%	22.4%	66.5%	49.7%	16.1%
DVD/Blu-ray player or recorder	398	397	245	65	322	222	100
%V	42.2%	42.4%	43.2%	47.8%	44.7%	47.8%	38.9%
%H		99.7%	61.6%	16.3%	80.9%	55.8%	25.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2147	2094	2058	1158	263	1439	772	668
%H		97.5%	95.9%	53.9%	12.2%	67.0%	36.0%	31.1%
Total Children	389	383	381	238	54	249	155	95
%V	18.1%	18.3%	18.5%	20.6%	20.5%	17.3%	20.1%	14.2%
%H		98.5%	97.9%	61.2%	13.9%	64.0%	39.8%	24.4%
0 - 3	97	95	94	50	19	58	31	26
%V	4.5%	4.5%	4.6%	4.3%	7.2%	4.0%	4.0%	3.9%
%H		97.9%	96.9%	51.5%	19.6%	59.8%	32.0%	26.8%
4 - 15	293	289	287	188	35	192	123	68
%V	13.6%	13.8%	13.9%	16.2%	13.3%	13.3%	15.9%	10.2%
%H		98.6%	98.0%	64.2%	11.9%	65.5%	42.0%	23.2%
4 - 9	164	163	163	103	20	110	68	42
%V	7.6%	7.8%	7.9%	8.9%	7.6%	7.6%	8.8%	6.3%
%H		99.4%	99.4%	62.8%	12.2%	67.1%	41.5%	25.6%
10 - 15	128	126	125	85	15	82	55	26
%V	6.0%	6.0%	6.1%	7.3%	5.7%	5.7%	7.1%	3.9%
%H		98.4%	97.7%	66.4%	11.7%	64.1%	43.0%	20.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2147	2094	2058	1158	263	1439	772	668
%H		97.5%	95.9%	53.9%	12.2%	67.0%	36.0%	31.1%
Total Adults (16+)	1757	1710	1676	920	209	1190	617	573
%V	81.8%	81.7%	81.4%	79.4%	79.5%	82.7%	79.9%	85.8%
%H		97.3%	95.4%	52.4%	11.9%	67.7%	35.1%	32.6%
16 - 19	101	97	96	56	18	64	40	24
%V	4.7%	4.6%	4.7%	4.8%	6.8%	4.4%	5.2%	3.6%
%H		96.0%	95.0%	55.4%	17.8%	63.4%	39.6%	23.8%
20 - 24	137	129	127	75	18	89	51	38
%V	6.4%	6.2%	6.2%	6.5%	6.8%	6.2%	6.6%	5.7%
%H		94.2%	92.7%	54.7%	13.1%	65.0%	37.2%	27.7%
25 - 34	238	230	224	138	32	133	75	58
%V	11.1%	11.0%	10.9%	11.9%	12.2%	9.2%	9.7%	8.7%
%H		96.6%	94.1%	58.0%	13.4%	55.9%	31.5%	24.4%
35 - 44	266	257	253	155	41	172	111	60
%V	12.4%	12.3%	12.3%	13.4%	15.6%	12.0%	14.4%	9.0%
%H		96.6%	95.1%	58.3%	15.4%	64.7%	41.7%	22.6%
45 - 54	304	296	293	174	36	203	117	87
%V	14.2%	14.1%	14.2%	15.0%	13.7%	14.1%	15.2%	13.0%
%H		97.4%	96.4%	57.2%	11.8%	66.8%	38.5%	28.6%
55 - 64	304	299	293	158	31	220	111	109
%V	14.2%	14.3%	14.2%	13.6%	11.8%	15.3%	14.4%	16.3%
%H		98.4%	96.4%	52.0%	10.2%	72.4%	36.5%	35.9%
65+	407	402	388	163	31	308	111	197
%V	19.0%	19.2%	18.9%	14.1%	11.8%	21.4%	14.4%	29.5%
%H		98.8%	95.3%	40.0%	7.6%	75.7%	27.3%	48.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1757	1710	1676	920	209	1190	617	573
%H		97.3%	95.4%	52.4%	11.9%	67.7%	35.1%	32.6%
AB	513	506	494	301	46	355	203	152
%V	29.2%	29.6%	29.5%	32.7%	22.0%	29.8%	32.9%	26.5%
%H		98.6%	96.3%	58.7%	9.0%	69.2%	39.6%	29.6%
C1	492	473	463	252	49	324	158	166
%V	28.0%	27.7%	27.6%	27.4%	23.4%	27.2%	25.6%	29.0%
%H		96.1%	94.1%	51.2%	10.0%	65.9%	32.1%	33.7%
C2	390	382	377	215	68	265	161	104
%V	22.2%	22.3%	22.5%	23.4%	32.5%	22.3%	26.1%	18.2%
%H		97.9%	96.7%	55.1%	17.4%	67.9%	41.3%	26.7%
D	206	196	192	100	32	130	64	66
%V	11.7%	11.5%	11.5%	10.9%	15.3%	10.9%	10.4%	11.5%
%H		95.1%	93.2%	48.5%	15.5%	63.1%	31.1%	32.0%
E	157	154	150	53	13	115	31	84
%V	8.9%	9.0%	8.9%	5.8%	6.2%	9.7%	5.0%	14.7%
%H		98.1%	95.5%	33.8%	8.3%	73.2%	19.7%	53.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1757	1710	1676	920	209	1190	617	573
%H		97.3%	95.4%	52.4%	11.9%	67.7%	35.1%	32.6%
Working full time	769	751	738	455	102	491	296	195
%V	43.8%	43.9%	44.0%	49.5%	48.8%	41.3%	48.0%	34.0%
%H		97.7%	96.0%	59.2%	13.3%	63.8%	38.5%	25.4%
Working part time	194	186	182	106	25	127	73	54
%V	11.0%	10.9%	10.9%	11.5%	12.0%	10.7%	11.8%	9.4%
%H		95.9%	93.8%	54.6%	12.9%	65.5%	37.6%	27.8%
Not working	794	773	756	359	82	572	248	324
%V	45.2%	45.2%	45.1%	39.0%	39.2%	48.1%	40.2%	56.5%
%H		97.4%	95.2%	45.2%	10.3%	72.0%	31.2%	40.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	820	795	780	454	103	548	313	235
%H		97.0%	95.1%	55.4%	12.6%	66.8%	38.2%	28.7%
16 - 19	45	44	44	27	8	27	18	10
%V	5.5%	5.5%	5.6%	5.9%	7.8%	4.9%	5.8%	4.3%
%H		97.8%	97.8%	60.0%	17.8%	60.0%	40.0%	22.2%
20 - 24	68	64	64	40	12	45	31	14
%V	8.3%	8.1%	8.2%	8.8%	11.7%	8.2%	9.9%	6.0%
%H		94.1%	94.1%	58.8%	17.6%	66.2%	45.6%	20.6%
25 - 34	119	115	112	70	14	65	35	30
%V	14.5%	14.5%	14.4%	15.4%	13.6%	11.9%	11.2%	12.8%
%H		96.6%	94.1%	58.8%	11.8%	54.6%	29.4%	25.2%
35 - 44	125	122	119	74	21	79	54	26
%V	15.2%	15.3%	15.3%	16.3%	20.4%	14.4%	17.3%	11.1%
%H		97.6%	95.2%	59.2%	16.8%	63.2%	43.2%	20.8%
45 - 54	135	129	128	77	17	92	55	37
%V	16.5%	16.2%	16.4%	17.0%	16.5%	16.8%	17.6%	15.7%
%H		95.6%	94.8%	57.0%	12.6%	68.1%	40.7%	27.4%
55 - 64	150	147	145	82	15	111	61	50
%V	18.3%	18.5%	18.6%	18.1%	14.6%	20.3%	19.5%	21.3%
%H		98.0%	96.7%	54.7%	10.0%	74.0%	40.7%	33.3%
65+	177	174	168	85	15	129	60	69
%V	21.6%	21.9%	21.5%	18.7%	14.6%	23.5%	19.2%	29.4%
%H		98.3%	94.9%	48.0%	8.5%	72.9%	33.9%	39.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	820	795	780	454	103	548	313	235
%H		97.0%	95.1%	55.4%	12.6%	66.8%	38.2%	28.7%
AB	249	247	241	153	23	171	104	67
%V	30.4%	31.1%	30.9%	33.7%	22.3%	31.2%	33.2%	28.5%
%H		99.2%	96.8%	61.4%	9.2%	68.7%	41.8%	26.9%
C1	217	208	205	116	23	144	75	68
%V	26.5%	26.2%	26.3%	25.6%	22.3%	26.3%	24.0%	28.9%
%H		95.9%	94.5%	53.5%	10.6%	66.4%	34.6%	31.3%
C2	202	197	194	112	36	136	86	50
%V	24.6%	24.8%	24.9%	24.7%	35.0%	24.8%	27.5%	21.3%
%H		97.5%	96.0%	55.4%	17.8%	67.3%	42.6%	24.8%
D	98	92	89	50	15	62	34	28
%V	12.0%	11.6%	11.4%	11.0%	14.6%	11.3%	10.9%	11.9%
%H		93.9%	90.8%	51.0%	15.3%	63.3%	34.7%	28.6%
E	53	51	50	23	5	36	14	22
%V	6.5%	6.4%	6.4%	5.1%	4.9%	6.6%	4.5%	9.4%
%H		96.2%	94.3%	43.4%	9.4%	67.9%	26.4%	41.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	820	795	780	454	103	548	313	235
%H		97.0%	95.1%	55.4%	12.6%	66.8%	38.2%	28.7%
Working full time	470	455	447	279	66	301	190	111
%V	57.3%	57.2%	57.3%	61.5%	64.1%	54.9%	60.7%	47.2%
%H		96.8%	95.1%	59.4%	14.0%	64.0%	40.4%	23.6%
Working part time	40	39	37	20	3	30	16	14
%V	4.9%	4.9%	4.7%	4.4%	2.9%	5.5%	5.1%	6.0%
%H		97.5%	92.5%	50.0%	7.5%	75.0%	40.0%	35.0%
Not working	311	302	296	155	33	218	107	110
%V	37.9%	38.0%	37.9%	34.1%	32.0%	39.8%	34.2%	46.8%
%H		97.1%	95.2%	49.8%	10.6%	70.1%	34.4%	35.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	937	915	897	466	106	642	304	337
%H		97.7%	95.7%	49.7%	11.3%	68.5%	32.4%	36.0%
16 - 19	57	53	53	29	10	37	23	14
%V	6.1%	5.8%	5.9%	6.2%	9.4%	5.8%	7.6%	4.2%
%H		93.0%	93.0%	50.9%	17.5%	64.9%	40.4%	24.6%
20 - 24	70	65	64	36	6	44	20	24
%V	7.5%	7.1%	7.1%	7.7%	5.7%	6.9%	6.6%	7.1%
%H		92.9%	91.4%	51.4%	8.6%	62.9%	28.6%	34.3%
25 - 34	118	115	112	68	18	68	40	28
%V	12.6%	12.6%	12.5%	14.6%	17.0%	10.6%	13.2%	8.3%
%H		97.5%	94.9%	57.6%	15.3%	57.6%	33.9%	23.7%
35 - 44	140	135	134	82	20	93	58	35
%V	14.9%	14.8%	14.9%	17.6%	18.9%	14.5%	19.1%	10.4%
%H		96.4%	95.7%	58.6%	14.3%	66.4%	41.4%	25.0%
45 - 54	168	167	165	97	19	112	62	50
%V	17.9%	18.3%	18.4%	20.8%	17.9%	17.4%	20.4%	14.8%
%H		99.4%	98.2%	57.7%	11.3%	66.7%	36.9%	29.8%
55 - 64	154	152	149	76	16	110	50	59
%V	16.4%	16.6%	16.6%	16.3%	15.1%	17.1%	16.4%	17.5%
%H		98.7%	96.8%	49.4%	10.4%	71.4%	32.5%	38.3%
65+	230	228	221	78	16	180	52	128
%V	24.5%	24.9%	24.6%	16.7%	15.1%	28.0%	17.1%	38.0%
%H		99.1%	96.1%	33.9%	7.0%	78.3%	22.6%	55.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	937	915	897	466	106	642	304	337
%H		97.7%	95.7%	49.7%	11.3%	68.5%	32.4%	36.0%
AB	263	259	253	147	23	184	100	85
%V	28.1%	28.3%	28.2%	31.5%	21.7%	28.7%	32.9%	25.2%
%H		98.5%	96.2%	55.9%	8.7%	70.0%	38.0%	32.3%
C1	274	265	258	136	26	181	83	98
%V	29.2%	29.0%	28.8%	29.2%	24.5%	28.2%	27.3%	29.1%
%H		96.7%	94.2%	49.6%	9.5%	66.1%	30.3%	35.8%
C2	188	185	183	102	32	129	75	54
%V	20.1%	20.2%	20.4%	21.9%	30.2%	20.1%	24.7%	16.0%
%H		98.4%	97.3%	54.3%	17.0%	68.6%	39.9%	28.7%
D	107	104	103	50	17	68	30	39
%V	11.4%	11.4%	11.5%	10.7%	16.0%	10.6%	9.9%	11.6%
%H		97.2%	96.3%	46.7%	15.9%	63.6%	28.0%	36.4%
E	105	103	100	31	8	79	17	62
%V	11.2%	11.3%	11.1%	6.7%	7.5%	12.3%	5.6%	18.4%
%H		98.1%	95.2%	29.5%	7.6%	75.2%	16.2%	59.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	937	915	897	466	106	642	304	337
%H		97.7%	95.7%	49.7%	11.3%	68.5%	32.4%	36.0%
Working full time	300	296	292	176	36	190	106	84
%V	32.0%	32.3%	32.6%	37.8%	34.0%	29.6%	34.9%	24.9%
%H		98.7%	97.3%	58.7%	12.0%	63.3%	35.3%	28.0%
Working part time	154	147	145	86	22	97	58	39
%V	16.4%	16.1%	16.2%	18.5%	20.8%	15.1%	19.1%	11.6%
%H		95.5%	94.2%	55.8%	14.3%	63.0%	37.7%	25.3%
Not working	483	472	460	204	49	354	140	214
%V	51.5%	51.6%	51.3%	43.8%	46.2%	55.1%	46.1%	63.5%
%H		97.7%	95.2%	42.2%	10.1%	73.3%	29.0%	44.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 3.1: Social Grade

Platforms 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	3579	3463	3439	1318	724	2795	1353	1442
%H (All HH)		96.8%	96.1%	36.8%	20.2%	78.1%	37.8%	40.3%
%H (TV HH)			99.3%	38.1%	20.9%	80.7%	39.1%	41.6%
AB	794	773	770	345	148	611	323	288
%V	22.2%	22.3%	22.4%	26.2%	20.4%	21.9%	23.9%	20.0%
%H (All HH)		97.4%	97.0%	43.5%	18.6%	77.0%	40.7%	36.3%
%H (TV HH)			99.6%	44.6%	19.1%	79.0%	41.8%	37.3%
C1	888	857	848	327	192	696	356	340
%V	24.8%	24.7%	24.7%	24.8%	26.5%	24.9%	26.3%	23.6%
%H (All HH)		96.5%	95.5%	36.8%	21.6%	78.4%	40.1%	38.3%
%H (TV HH)			98.9%	38.2%	22.4%	81.2%	41.5%	39.7%
C2	728	713	709	278	178	579	315	265
%V	20.3%	20.6%	20.6%	21.1%	24.6%	20.7%	23.3%	18.4%
%H (All HH)		97.9%	97.4%	38.2%	24.5%	79.5%	43.3%	36.4%
%H (TV HH)			99.4%	39.0%	25.0%	81.2%	44.2%	37.2%
D	604	584	580	224	126	449	212	237
%V	16.9%	16.9%	16.9%	17.0%	17.4%	16.1%	15.7%	16.4%
%H (All HH)		96.7%	96.0%	37.1%	20.9%	74.3%	35.1%	39.2%
%H (TV HH)			99.3%	38.4%	21.6%	76.9%	36.3%	40.6%
E	565	536	531	142	80	460	148	313
%V	15.8%	15.5%	15.4%	10.8%	11.0%	16.5%	10.9%	21.7%
%H (All HH)		94.9%	94.0%	25.1%	14.2%	81.4%	26.2%	55.4%
%H (TV HH)			99.1%	26.5%	14.9%	85.8%	27.6%	58.4%

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
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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	3579	3463	3439	1318	724	2795	1353	1442
%H (All HH)		96.8%	96.1%	36.8%	20.2%	78.1%	37.8%	40.3%
%H (TV HH)			99.3%	38.1%	20.9%	80.7%	39.1%	41.6%
Under 25	153	136	131	48	30	101	45	56
%V	4.3%	3.9%	3.8%	3.6%	4.1%	3.6%	3.3%	3.9%
%H (All HH)		88.9%	85.6%	31.4%	19.6%	66.0%	29.4%	36.6%
%H (TV HH)			96.3%	35.3%	22.1%	74.3%	33.1%	41.2%
25 - 34	562	536	525	239	127	385	220	165
%V	15.7%	15.5%	15.3%	18.1%	17.5%	13.8%	16.3%	11.4%
%H (All HH)		95.4%	93.4%	42.5%	22.6%	68.5%	39.1%	29.4%
%H (TV HH)			97.9%	44.6%	23.7%	71.8%	41.0%	30.8%
35 - 44	621	598	596	286	151	454	286	168
%V	17.4%	17.3%	17.3%	21.7%	20.9%	16.2%	21.1%	11.7%
%H (All HH)		96.3%	96.0%	46.1%	24.3%	73.1%	46.1%	27.1%
%H (TV HH)			99.7%	47.8%	25.3%	75.9%	47.8%	28.1%
45 - 54	666	655	653	276	162	522	294	228
%V	18.6%	18.9%	19.0%	20.9%	22.4%	18.7%	21.7%	15.8%
%H (All HH)		98.3%	98.0%	41.4%	24.3%	78.4%	44.1%	34.2%
%H (TV HH)			99.7%	42.1%	24.7%	79.7%	44.9%	34.8%
55 - 64	599	582	580	216	123	491	242	249
%V	16.7%	16.8%	16.9%	16.4%	17.0%	17.6%	17.9%	17.3%
%H (All HH)		97.2%	96.8%	36.1%	20.5%	82.0%	40.4%	41.6%
%H (TV HH)			99.7%	37.1%	21.1%	84.4%	41.6%	42.8%
65 +	978	957	954	253	131	842	265	577
%V	27.3%	27.6%	27.7%	19.2%	18.1%	30.1%	19.6%	40.0%
%H (All HH)		97.9%	97.5%	25.9%	13.4%	86.1%	27.1%	59.0%
%H (TV HH)			99.7%	26.4%	13.7%	88.0%	27.7%	60.3%

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 2012

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3579	3463	3439	1318	724	2795	1353	1442
%H (All HH)		96.8%	96.1%	36.8%	20.2%	78.1%	37.8%	40.3%
%H (TV HH)			99.3%	38.1%	20.9%	80.7%	39.1%	41.6%
1	1225	1161	1147	282	181	977	285	692
%V	34.2%	33.5%	33.4%	21.4%	25.0%	35.0%	21.1%	48.0%
%H (All HH)		94.8%	93.6%	23.0%	14.8%	79.8%	23.3%	56.5%
%H (TV HH)			98.8%	24.3%	15.6%	84.2%	24.5%	59.6%
2	1080	1057	1051	416	220	862	434	427
%V	30.2%	30.5%	30.6%	31.6%	30.4%	30.8%	32.1%	29.6%
%H (All HH)		97.9%	97.3%	38.5%	20.4%	79.8%	40.2%	39.5%
%H (TV HH)			99.4%	39.4%	20.8%	81.6%	41.1%	40.4%
3	560	552	549	255	140	427	265	162
%V	15.6%	15.9%	16.0%	19.3%	19.3%	15.3%	19.6%	11.2%
%H (All HH)		98.6%	98.0%	45.5%	25.0%	76.3%	47.3%	28.9%
%H (TV HH)			99.5%	46.2%	25.4%	77.4%	48.0%	29.3%
4	460	448	447	223	121	353	240	112
%V	12.9%	12.9%	13.0%	16.9%	16.7%	12.6%	17.7%	7.8%
%H (All HH)		97.4%	97.2%	48.5%	26.3%	76.7%	52.2%	24.3%
%H (TV HH)			99.8%	49.8%	27.0%	78.8%	53.6%	25.0%
5+	255	246	244	141	63	176	128	48
%V	7.1%	7.1%	7.1%	10.7%	8.7%	6.3%	9.5%	3.3%
%H (All HH)		96.5%	95.7%	55.3%	24.7%	69.0%	50.2%	18.8%
%H (TV HH)			99.2%	57.3%	25.6%	71.5%	52.0%	19.5%
Average HH size	2.32	2.33	2.34	2.70	2.59	2.27	2.67	1.90

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 2012

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3579	3463	3439	1318	724	2795	1353	1442
%H (All HH)		96.8%	96.1%	36.8%	20.2%	78.1%	37.8%	40.3%
%H (TV HH)			99.3%	38.1%	20.9%	80.7%	39.1%	41.6%
Without	2665	2567	2547	871	494	2127	916	1211
%V	74.5%	74.1%	74.1%	66.1%	68.2%	76.1%	67.7%	84.0%
%H (All HH)		96.3%	95.6%	32.7%	18.5%	79.8%	34.4%	45.4%
%H (TV HH)			99.2%	33.9%	19.2%	82.9%	35.7%	47.2%
With	914	896	891	446	230	668	437	231
%V	25.5%	25.9%	25.9%	33.8%	31.8%	23.9%	32.3%	16.0%
%H (All HH)		98.0%	97.5%	48.8%	25.2%	73.1%	47.8%	25.3%
%H (TV HH)			99.4%	49.8%	25.7%	74.6%	48.8%	25.8%
0 - 3	347	336	333	168	89	234	152	83
%V	9.7%	9.7%	9.7%	12.7%	12.3%	8.4%	11.2%	5.8%
%H (All HH)		96.8%	96.0%	48.4%	25.6%	67.4%	43.8%	23.9%
%H (TV HH)			99.1%	50.0%	26.5%	69.6%	45.2%	24.7%
4 - 9	452	441	440	222	113	327	216	111
%V	12.6%	12.7%	12.8%	16.8%	15.6%	11.7%	16.0%	7.7%
%H (All HH)		97.6%	97.3%	49.1%	25.0%	72.3%	47.8%	24.6%
%H (TV HH)			99.8%	50.3%	25.6%	74.1%	49.0%	25.2%
10 - 15	439	434	433	225	112	339	233	105
%V	12.3%	12.5%	12.6%	17.1%	15.5%	12.1%	17.2%	7.3%
%H (All HH)		98.9%	98.6%	51.3%	25.5%	77.2%	53.1%	23.9%
%H (TV HH)			99.8%	51.8%	25.8%	78.1%	53.7%	24.2%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3579	3463	3439	1318	724	2795	1353	1442
%H (All HH)		96.8%	96.1%	36.8%	20.2%	78.1%	37.8%	40.3%
%H (TV HH)			99.3%	38.1%	20.9%	80.7%	39.1%	41.6%
1	1438	1438	1418	430	242	1061	308	753
%V	40.2%	41.5%	41.2%	32.6%	33.4%	38.0%	22.8%	52.2%
%H (All HH)		100.0%	98.6%	29.9%	16.8%	73.8%	21.4%	52.4%
%H (TV HH)			98.6%	29.9%	16.8%	73.8%	21.4%	52.4%
2	1123	1123	1120	439	253	942	501	441
%V	31.4%	32.4%	32.6%	33.3%	34.9%	33.7%	37.0%	30.6%
%H (All HH)		100.0%	99.7%	39.1%	22.5%	83.9%	44.6%	39.3%
%H (TV HH)			99.7%	39.1%	22.5%	83.9%	44.6%	39.3%
3	544	544	544	255	132	478	309	170
%V	15.2%	15.7%	15.8%	19.3%	18.2%	17.1%	22.8%	11.8%
%H (All HH)		100.0%	100.0%	46.9%	24.3%	87.9%	56.8%	31.3%
%H (TV HH)			100.0%	46.9%	24.3%	87.9%	56.8%	31.3%
4	250	250	249	138	67	219	167	52
%V	7.0%	7.2%	7.2%	10.5%	9.3%	7.8%	12.3%	3.6%
%H (All HH)		100.0%	99.6%	55.2%	26.8%	87.6%	66.8%	20.8%
%H (TV HH)			99.6%	55.2%	26.8%	87.6%	66.8%	20.8%
5+	107	107	107	55	30	95	68	27
%V	3.0%	3.1%	3.1%	4.2%	4.1%	3.4%	5.0%	1.9%
%H (All HH)		100.0%	100.0%	51.4%	28.0%	88.8%	63.6%	25.2%
%H (TV HH)			100.0%	51.4%	28.0%	88.8%	63.6%	25.2%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3579	3463	3439	1318	724	2795	1353	1442
%H (All HH)		96.8%	96.1%	36.8%	20.2%	78.1%	37.8%	40.3%
%H (TV HH)			99.3%	38.1%	20.9%	80.7%	39.1%	41.6%
Under 20"	925	925	925	369	200	836	464	372
%V	25.8%	26.7%	26.9%	28.0%	27.6%	29.9%	34.3%	25.8%
%H (All HH)		100.0%	100.0%	39.9%	21.6%	90.4%	50.2%	40.2%
%H (TV HH)			100.0%	39.9%	21.6%	90.4%	50.2%	40.2%
20" - 29"	1457	1457	1454	509	307	1257	598	659
%V	40.7%	42.1%	42.3%	38.6%	42.4%	45.0%	44.2%	45.7%
%H (All HH)		100.0%	99.8%	34.9%	21.1%	86.3%	41.0%	45.2%
%H (TV HH)			99.8%	34.9%	21.1%	86.3%	41.0%	45.2%
30" - 39"	1795	1795	1793	721	382	1481	766	715
%V	50.2%	51.8%	52.1%	54.7%	52.8%	53.0%	56.6%	49.6%
%H (All HH)		100.0%	99.9%	40.2%	21.3%	82.5%	42.7%	39.8%
%H (TV HH)			99.9%	40.2%	21.3%	82.5%	42.7%	39.8%
40" and over	1247	1247	1245	634	324	977	667	310
%V	34.8%	36.0%	36.2%	48.1%	44.8%	35.0%	49.3%	21.5%
%H (All HH)		100.0%	99.8%	50.8%	26.0%	78.3%	53.5%	24.9%
%H (TV HH)			99.8%	50.8%	26.0%	78.3%	53.5%	24.9%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2012

BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3579	3463	3439	1318	724	2795	1353	1442
%H (All HH)		96.8%	96.1%	36.8%	20.2%	78.1%	37.8%	40.3%
%H (TV HH)			99.3%	38.1%	20.9%	80.7%	39.1%	41.6%
Main living room	3412	3412	3406	1308	718	2769	1345	1424
%V	95.3%	98.5%	99.0%	99.2%	99.2%	99.1%	99.4%	98.8%
%H (All HH)		100.0%	99.8%	38.3%	21.0%	81.2%	39.4%	41.7%
%H (TV HH)			99.8%	38.3%	21.0%	81.2%	39.4%	41.7%
Kitchen	438	438	438	195	86	395	233	162
%V	12.2%	12.6%	12.7%	14.8%	11.9%	14.1%	17.2%	11.2%
%H (All HH)		100.0%	100.0%	44.5%	19.6%	90.2%	53.2%	37.0%
%H (TV HH)			100.0%	44.5%	19.6%	90.2%	53.2%	37.0%
Adult's bedroom	1437	1437	1436	651	342	1259	782	477
%V	40.2%	41.5%	41.8%	49.4%	47.2%	45.0%	57.8%	33.1%
%H (All HH)		100.0%	99.9%	45.3%	23.8%	87.6%	54.4%	33.2%
%H (TV HH)			99.9%	45.3%	23.8%	87.6%	54.4%	33.2%
Child's bedroom	294	294	294	144	80	258	183	75
%V	8.2%	8.5%	8.5%	10.9%	11.0%	9.2%	13.5%	5.2%
%H (All HH)		100.0%	100.0%	49.0%	27.2%	87.8%	62.2%	25.5%
%H (TV HH)			100.0%	49.0%	27.2%	87.8%	62.2%	25.5%
Other bedroom	133	133	133	60	36	116	74	42
%V	3.7%	3.8%	3.9%	4.6%	5.0%	4.2%	5.5%	2.9%
%H (All HH)		100.0%	100.0%	45.1%	27.1%	87.2%	55.6%	31.6%
%H (TV HH)			100.0%	45.1%	27.1%	87.2%	55.6%	31.6%
Second living/dining room	306	306	306	146	68	266	166	100
%V	8.5%	8.8%	8.9%	11.1%	9.4%	9.5%	12.3%	6.9%
%H (All HH)		100.0%	100.0%	47.7%	22.2%	86.9%	54.2%	32.7%
%H (TV HH)			100.0%	47.7%	22.2%	86.9%	54.2%	32.7%
Study/office	53	53	53	28	10	49	31	18
%V	1.5%	1.5%	1.5%	2.1%	1.4%	1.8%	2.3%	1.2%
%H (All HH)		100.0%	100.0%	52.8%	18.9%	92.5%	58.5%	34.0%
%H (TV HH)			100.0%	52.8%	18.9%	92.5%	58.5%	34.0%
TV room	25	25	25	13	4	22	15	8
%V	0.7%	0.7%	0.7%	1.0%	0.6%	0.8%	1.1%	0.6%
%H (All HH)		100.0%	100.0%	52.0%	16.0%	88.0%	60.0%	32.0%
%H (TV HH)			100.0%	52.0%	16.0%	88.0%	60.0%	32.0%
Conservatory	67	67	67	33	18	58	41	17
%V	1.9%	1.9%	1.9%	2.5%	2.5%	2.1%	3.0%	1.2%
%H (All HH)		100.0%	100.0%	49.3%	26.9%	86.6%	61.2%	25.4%
%H (TV HH)			100.0%	49.3%	26.9%	86.6%	61.2%	25.4%
Attic or loft room	5	5	5	3	2	4	3	1
%V	0.1%	0.1%	0.1%	0.2%	0.3%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	100.0%	60.0%	40.0%	80.0%	60.0%	20.0%
%H (TV HH)			100.0%	60.0%	40.0%	80.0%	60.0%	20.0%
No specific location	9	9	9	4	3	8	5	3
%V	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	100.0%	44.4%	33.3%	88.9%	55.6%	33.3%
%H (TV HH)			100.0%	44.4%	33.3%	88.9%	55.6%	33.3%
Other	20	20	20	8	9	18	14	3
%V	0.6%	0.6%	0.6%	0.6%	1.2%	0.6%	1.0%	0.2%
%H (All HH)		100.0%	100.0%	40.0%	45.0%	90.0%	70.0%	15.0%
%H (TV HH)			100.0%	40.0%	45.0%	90.0%	70.0%	15.0%

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 2012

BBC Midlands

Household level data

Table 3.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3579	3463	3439	1318	724	2795	1353	1442
%H (All HH)		96.8%	96.1%	36.8%	20.2%	78.1%	37.8%	40.3%
%H (TV HH)			99.3%	38.1%	20.9%	80.7%	39.1%	41.6%
PVR	1781	1781	1781	1031	438	1346	1003	343
%V	49.8%	51.4%	51.8%	78.2%	60.5%	48.2%	74.1%	23.8%
%H (All HH)		100.0%	100.0%	57.9%	24.6%	75.6%	56.3%	19.3%
%H (TV HH)			100.0%	57.9%	24.6%	75.6%	56.3%	19.3%
DVDR	297	297	297	106	59	253	118	135
%V	8.3%	8.6%	8.6%	8.0%	8.1%	9.1%	8.7%	9.4%
%H (All HH)		100.0%	100.0%	35.7%	19.9%	85.2%	39.7%	45.5%
%H (TV HH)			100.0%	35.7%	19.9%	85.2%	39.7%	45.5%
VCR	227	227	226	70	46	194	79	115
%V	6.3%	6.6%	6.6%	5.3%	6.4%	6.9%	5.8%	8.0%
%H (All HH)		100.0%	99.6%	30.8%	20.3%	85.5%	34.8%	50.7%
%H (TV HH)			99.6%	30.8%	20.3%	85.5%	34.8%	50.7%
Any recorder	2042	2042	2041	1078	480	1576	1058	518
%V	57.1%	59.0%	59.3%	81.8%	66.3%	56.4%	78.2%	35.9%
%H (All HH)		100.0%	100.0%	52.8%	23.5%	77.2%	51.8%	25.4%
%H (TV HH)			100.0%	52.8%	23.5%	77.2%	51.8%	25.4%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands

Household level data

Table 3.9: 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	3579	3463	3439	1318	724	2795	1353	1442
%H (All HH)		96.8%	96.1%	36.8%	20.2%	78.1%	37.8%	40.3%
%H (TV HH)			99.3%	38.1%	20.9%	80.7%	39.1%	41.6%
Receives HDTV (via STB or built-in reception)	1688	1688	1688	779	530	1321	909	411
%V	47.2%	48.7%	49.1%	59.1%	73.2%	47.3%	67.2%	28.5%
%H (All HH)		100.0%	100.0%	46.1%	31.4%	78.3%	53.9%	24.3%
%H (TV HH)			100.0%	46.1%	31.4%	78.3%	53.9%	24.3%
DVD/Blu-ray player or recorder	2757	2757	2754	1102	604	2271	1185	1086
%V	77.0%	79.6%	80.1%	83.6%	83.4%	81.3%	87.6%	75.3%
%H (All HH)		100.0%	99.9%	40.0%	21.9%	82.4%	43.0%	39.4%
%H (TV HH)			99.9%	40.0%	21.9%	82.4%	43.0%	39.4%

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 2012

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	3579	3463	3439	1318	724	2795	1353	1442
%H (All HH)		96.8%	96.1%	36.8%	20.2%	78.1%	37.8%	40.3%
%H (TV HH)			99.3%	38.1%	20.9%	80.7%	39.1%	41.6%
Has PC or Laptop	2633	2558	2540	1121	617	2006	1164	841
%V	73.6%	73.9%	73.9%	85.1%	85.2%	71.8%	86.0%	58.3%
%H (All HH)		97.2%	96.5%	42.6%	23.4%	76.2%	44.2%	31.9%
%H (TV HH)			99.3%	43.8%	24.1%	78.4%	45.5%	32.9%
Has broadband internet	2468	2403	2386	1083	604	1870	1133	737
%V	69.0%	69.4%	69.4%	82.2%	83.4%	66.9%	83.7%	51.1%
%H (All HH)		97.4%	96.7%	43.9%	24.5%	75.8%	45.9%	29.9%
%H (TV HH)			99.3%	45.1%	25.1%	77.8%	47.1%	30.7%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6886	6856	2917	1568	5757	3261	2496
%H		99.6%	42.4%	22.8%	83.6%	47.4%	36.2%
Under 20"	1200	1200	501	256	1087	622	466
%V	17.4%	17.5%	17.2%	16.3%	18.9%	19.1%	18.7%
%H		100.0%	41.8%	21.3%	90.6%	51.8%	38.8%
20" - 29"	1803	1800	667	379	1577	796	782
%V	26.2%	26.3%	22.9%	24.2%	27.4%	24.4%	31.3%
%H		99.8%	37.0%	21.0%	87.5%	44.1%	43.4%
30" - 39"	2091	2089	867	460	1741	944	797
%V	30.4%	30.5%	29.7%	29.3%	30.2%	28.9%	31.9%
%H		99.9%	41.5%	22.0%	83.3%	45.1%	38.1%
40" and over	1402	1400	721	373	1096	759	337
%V	20.4%	20.4%	24.7%	23.8%	19.0%	23.3%	13.5%
%H		99.9%	51.4%	26.6%	78.2%	54.1%	24.0%
Don't know	120	120	52	13	95	38	57
%V	1.7%	1.8%	1.8%	0.8%	1.7%	1.2%	2.3%
%H		100.0%	43.3%	10.8%	79.2%	31.7%	47.5%
Not Asked	270	247	109	87	161	102	57
%V	3.9%	3.6%	3.7%	5.5%	2.8%	3.1%	2.3%
%H		91.5%	40.4%	32.2%	59.6%	37.8%	21.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands

Set level data

Table 3.12: 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	6886	6856	2917	1568	5757	3261	2496
%H		99.6%	42.4%	22.8%	83.6%	47.4%	36.2%
Main living room	3433	3427	1316	722	2786	1352	1434
%V	49.9%	50.0%	45.1%	46.0%	48.4%	41.5%	57.5%
%H		99.8%	38.3%	21.0%	81.2%	39.4%	41.8%
Kitchen	439	439	196	87	396	234	162
%V	6.4%	6.4%	6.7%	5.5%	6.9%	7.2%	6.5%
%H		100.0%	44.6%	19.8%	90.2%	53.3%	36.9%
Adult's bedroom	1715	1715	795	413	1514	969	546
%V	24.9%	25.0%	27.3%	26.3%	26.3%	29.7%	21.9%
%H		100.0%	46.4%	24.1%	88.3%	56.5%	31.8%
Child's bedroom	385	385	194	103	337	241	96
%V	5.6%	5.6%	6.7%	6.6%	5.9%	7.4%	3.8%
%H		100.0%	50.4%	26.8%	87.5%	62.6%	24.9%
Other bedroom	155	155	69	42	135	85	50
%V	2.3%	2.3%	2.4%	2.7%	2.3%	2.6%	2.0%
%H		100.0%	44.5%	27.1%	87.1%	54.8%	32.3%
Second living/dining room	309	308	147	68	269	168	101
%V	4.5%	4.5%	5.0%	4.3%	4.7%	5.2%	4.0%
%H		99.7%	47.6%	22.0%	87.1%	54.4%	32.7%
Study/office	53	53	28	10	49	31	18
%V	0.8%	0.8%	1.0%	0.6%	0.9%	1.0%	0.7%
%H		100.0%	52.8%	18.9%	92.5%	58.5%	34.0%
TV room	25	25	14	4	22	15	8
%V	0.4%	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%
%H		100.0%	56.0%	16.0%	88.0%	60.0%	32.0%
Conservatory	67	67	33	18	58	41	17
%V	1.0%	1.0%	1.1%	1.1%	1.0%	1.3%	0.7%
%H		100.0%	49.3%	26.9%	86.6%	61.2%	25.4%
Attic or loft room	5	5	3	2	4	3	1
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%
%H		100.0%	60.0%	40.0%	80.0%	60.0%	20.0%
No specific location	9	9	4	3	8	5	3
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%
%H		100.0%	44.4%	33.3%	88.9%	55.6%	33.3%
Other	21	21	9	9	18	15	3
%V	0.3%	0.3%	0.3%	0.6%	0.3%	0.5%	0.1%
%H		100.0%	42.9%	42.9%	85.7%	71.4%	14.3%
Not Asked	270	247	109	87	161	102	57
%V	3.9%	3.6%	3.7%	5.5%	2.8%	3.1%	2.3%
%H		91.5%	40.4%	32.2%	59.6%	37.8%	21.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands
Set level data
Table 3.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6886	6856	2917	1568	5757	3261	2496
%H		99.6%	42.4%	22.8%	83.6%	47.4%	36.2%
PVR	2282	2282	1394	546	1710	1325	385
%V	33.1%	33.3%	47.8%	34.8%	29.7%	40.6%	15.4%
%H		100.0%	61.1%	23.9%	74.9%	58.1%	16.9%
DVDR	325	325	116	67	275	130	146
%V	4.7%	4.7%	4.0%	4.3%	4.8%	4.0%	5.8%
%H		100.0%	35.7%	20.6%	84.6%	40.0%	44.9%
VCR	245	244	78	51	209	88	121
%V	3.6%	3.6%	2.7%	3.3%	3.6%	2.7%	4.8%
%H		99.6%	31.8%	20.8%	85.3%	35.9%	49.4%
Any recorder	2628	2627	1476	608	2019	1427	592
%V	38.2%	38.3%	50.6%	38.8%	35.1%	43.8%	23.7%
%H		100.0%	56.2%	23.1%	76.8%	54.3%	22.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 3.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6886	6856	2917	1568	5757	3261	2496
%H		99.6%	42.4%	22.8%	83.6%	47.4%	36.2%
Receives HDTV (via STB or built-in reception)	2383	2383	1120	761	1894	1341	553
%V	34.6%	34.8%	38.4%	48.5%	32.9%	41.1%	22.2%
%H		100.0%	47.0%	31.9%	79.5%	56.3%	23.2%
DVD/Blu-ray player or recorder	4048	4045	1747	933	3424	1986	1438
%V	58.8%	59.0%	59.9%	59.5%	59.5%	60.9%	57.6%
%H		99.9%	43.2%	23.0%	84.6%	49.1%	35.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	3461	3437	1317	724	2793	1352	1441
%H		99.3%	38.1%	20.9%	80.7%	39.1%	41.6%
Under 20"	86	86	17	9	76	16	60
%V	2.5%	2.5%	1.3%	1.2%	2.7%	1.2%	4.2%
%H		100.0%	19.8%	10.5%	88.4%	18.6%	69.8%
20" - 29"	676	675	159	107	571	156	415
%V	19.5%	19.6%	12.1%	14.8%	20.4%	11.5%	28.8%
%H		99.9%	23.5%	15.8%	84.5%	23.1%	61.4%
30" - 39"	1427	1425	516	288	1169	532	637
%V	41.2%	41.5%	39.2%	39.8%	41.9%	39.3%	44.2%
%H		99.9%	36.2%	20.2%	81.9%	37.3%	44.6%
40" and over	1200	1198	611	312	936	639	297
%V	34.7%	34.9%	46.4%	43.1%	33.5%	47.3%	20.6%
%H		99.8%	50.9%	26.0%	78.0%	53.3%	24.8%
Don't know	54	54	15	7	42	10	32
%V	1.6%	1.6%	1.1%	1.0%	1.5%	0.7%	2.2%
%H		100.0%	27.8%	13.0%	77.8%	18.5%	59.3%
Not Asked	18	0	0	0	0	0	0
%V	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3461	3437	1317	724	2793	1352	1441
%H		99.3%	38.1%	20.9%	80.7%	39.1%	41.6%
PVR	1733	1733	1012	429	1301	980	322
%V	50.1%	50.4%	76.8%	59.3%	46.6%	72.5%	22.3%
%H		100.0%	58.4%	24.8%	75.1%	56.5%	18.6%
DVDR	257	257	89	50	216	96	120
%V	7.4%	7.5%	6.8%	6.9%	7.7%	7.1%	8.3%
%H		100.0%	34.6%	19.5%	84.0%	37.4%	46.7%
VCR	194	194	56	37	165	61	104
%V	5.6%	5.6%	4.3%	5.1%	5.9%	4.5%	7.2%
%H		100.0%	28.9%	19.1%	85.1%	31.4%	53.6%
Any recorder	1988	1987	1057	470	1527	1034	494
%V	57.4%	57.8%	80.3%	64.9%	54.7%	76.5%	34.3%
%H		99.9%	53.2%	23.6%	76.8%	52.0%	24.8%

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	3461	3437	1317	724	2793	1352	1441
%H		99.3%	38.1%	20.9%	80.7%	39.1%	41.6%
Receives HDTV (via STB or built-in reception)	1627	1627	755	518	1263	877	386
%V	47.0%	47.3%	57.3%	71.5%	45.2%	64.9%	26.8%
%H		100.0%	46.4%	31.8%	77.6%	53.9%	23.7%
DVD/Blu-ray player or recorder	2603	2600	1040	563	2132	1099	1033
%V	75.2%	75.6%	79.0%	77.8%	76.3%	81.3%	71.7%
%H		99.9%	40.0%	21.6%	81.9%	42.2%	39.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3426	3420	1600	845	2964	1909	1055
%H		99.8%	46.7%	24.7%	86.5%	55.7%	30.8%
Under 20"	1114	1114	484	247	1011	606	405
%V	32.5%	32.6%	30.3%	29.2%	34.1%	31.7%	38.4%
%H		100.0%	43.4%	22.2%	90.8%	54.4%	36.4%
20" - 29"	1126	1126	509	273	1006	640	367
%V	32.9%	32.9%	31.8%	32.3%	33.9%	33.5%	34.8%
%H		100.0%	45.2%	24.2%	89.3%	56.8%	32.6%
30" - 39"	665	664	351	171	572	412	160
%V	19.4%	19.4%	21.9%	20.2%	19.3%	21.6%	15.2%
%H		99.8%	52.8%	25.7%	86.0%	62.0%	24.1%
40" and over	202	202	111	61	160	121	40
%V	5.9%	5.9%	6.9%	7.2%	5.4%	6.3%	3.8%
%H		100.0%	55.0%	30.2%	79.2%	59.9%	19.8%
Don't know	67	67	37	6	53	28	25
%V	2.0%	2.0%	2.3%	0.7%	1.8%	1.5%	2.4%
%H		100.0%	55.2%	9.0%	79.1%	41.8%	37.3%
Not Asked	252	247	108	87	162	102	58
%V	7.4%	7.2%	6.8%	10.3%	5.5%	5.3%	5.5%
%H		98.0%	42.9%	34.5%	64.3%	40.5%	23.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3426	3420	1600	845	2964	1909	1055
%H		99.8%	46.7%	24.7%	86.5%	55.7%	30.8%
PVR	550	550	382	117	409	345	63
%V	16.1%	16.1%	23.9%	13.8%	13.8%	18.1%	6.0%
%H		100.0%	69.5%	21.3%	74.4%	62.7%	11.5%
DVDR	68	68	28	17	60	34	25
%V	2.0%	2.0%	1.8%	2.0%	2.0%	1.8%	2.4%
%H		100.0%	41.2%	25.0%	88.2%	50.0%	36.8%
VCR	51	51	22	14	44	26	18
%V	1.5%	1.5%	1.4%	1.7%	1.5%	1.4%	1.7%
%H		100.0%	43.1%	27.5%	86.3%	51.0%	35.3%
Any recorder	640	640	418	138	492	393	98
%V	18.7%	18.7%	26.1%	16.3%	16.6%	20.6%	9.3%
%H		100.0%	65.3%	21.6%	76.9%	61.4%	15.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3426	3420	1600	845	2964	1909	1055
%H		99.8%	46.7%	24.7%	86.5%	55.7%	30.8%
Receives HDTV (via STB or built-in reception)	756	756	365	243	631	464	166
%V	22.1%	22.1%	22.8%	28.8%	21.3%	24.3%	15.7%
%H		100.0%	48.3%	32.1%	83.5%	61.4%	22.0%
DVD/Blu-ray player or recorder	1446	1445	707	370	1292	887	405
%V	42.2%	42.3%	44.2%	43.8%	43.6%	46.5%	38.4%
%H		99.9%	48.9%	25.6%	89.3%	61.3%	28.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012
BBC Midlands
Individual level data
Table 3.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8312	8077	8034	3558	1873	6356	3618	2738
%H		97.2%	96.7%	42.8%	22.5%	76.5%	43.5%	32.9%
Total Children	1607	1568	1563	808	401	1164	779	385
%V	19.3%	19.4%	19.5%	22.7%	21.4%	18.3%	21.5%	14.1%
%H		97.6%	97.3%	50.3%	25.0%	72.4%	48.5%	24.0%
0 - 3	422	407	404	202	107	283	179	104
%V	5.1%	5.0%	5.0%	5.7%	5.7%	4.5%	4.9%	3.8%
%H		96.4%	95.7%	47.9%	25.4%	67.1%	42.4%	24.6%
4 - 15	1185	1161	1158	606	294	880	600	281
%V	14.3%	14.4%	14.4%	17.0%	15.7%	13.8%	16.6%	10.3%
%H		98.0%	97.7%	51.1%	24.8%	74.3%	50.6%	23.7%
4 - 9	613	597	595	308	148	446	299	147
%V	7.4%	7.4%	7.4%	8.7%	7.9%	7.0%	8.3%	5.4%
%H		97.4%	97.1%	50.2%	24.1%	72.8%	48.8%	24.0%
10 - 15	571	564	563	298	145	435	301	133
%V	6.9%	7.0%	7.0%	8.4%	7.7%	6.8%	8.3%	4.9%
%H		98.8%	98.6%	52.2%	25.4%	76.2%	52.7%	23.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	8312	8077	8034	3558	1873	6356	3618	2738
%H		97.2%	96.7%	42.8%	22.5%	76.5%	43.5%	32.9%
Total Adults (16+)	6705	6509	6471	2750	1473	5192	2839	2353
%V	80.7%	80.6%	80.5%	77.3%	78.6%	81.7%	78.5%	85.9%
%H		97.1%	96.5%	41.0%	22.0%	77.4%	42.3%	35.1%
16 - 19	420	412	408	208	107	311	211	100
%V	5.1%	5.1%	5.1%	5.8%	5.7%	4.9%	5.8%	3.7%
%H		98.1%	97.1%	49.5%	25.5%	74.0%	50.2%	23.8%
20 - 24	542	504	496	220	132	387	233	154
%V	6.5%	6.2%	6.2%	6.2%	7.0%	6.1%	6.4%	5.6%
%H		93.0%	91.5%	40.6%	24.4%	71.4%	43.0%	28.4%
25 - 34	1112	1065	1051	499	269	779	477	302
%V	13.4%	13.2%	13.1%	14.0%	14.4%	12.3%	13.2%	11.0%
%H		95.8%	94.5%	44.9%	24.2%	70.1%	42.9%	27.2%
35 - 44	1080	1044	1041	526	267	790	524	266
%V	13.0%	12.9%	13.0%	14.8%	14.3%	12.4%	14.5%	9.7%
%H		96.7%	96.4%	48.7%	24.7%	73.1%	48.5%	24.6%
45 - 54	1154	1136	1134	501	284	908	538	370
%V	13.9%	14.1%	14.1%	14.1%	15.2%	14.3%	14.9%	13.5%
%H		98.4%	98.3%	43.4%	24.6%	78.7%	46.6%	32.1%
55 - 64	972	948	946	375	202	793	408	385
%V	11.7%	11.7%	11.8%	10.5%	10.8%	12.5%	11.3%	14.1%
%H		97.5%	97.3%	38.6%	20.8%	81.6%	42.0%	39.6%
65+	1424	1398	1394	421	213	1224	448	776
%V	17.1%	17.3%	17.4%	11.8%	11.4%	19.3%	12.4%	28.3%
%H		98.2%	97.9%	29.6%	15.0%	86.0%	31.5%	54.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6705	6509	6471	2750	1473	5192	2839	2353
%H		97.1%	96.5%	41.0%	22.0%	77.4%	42.3%	35.1%
AB	1579	1546	1541	736	308	1225	702	523
%V	23.5%	23.8%	23.8%	26.8%	20.9%	23.6%	24.7%	22.2%
%H		97.9%	97.6%	46.6%	19.5%	77.6%	44.5%	33.1%
C1	1717	1653	1639	676	402	1326	742	584
%V	25.6%	25.4%	25.3%	24.6%	27.3%	25.5%	26.1%	24.8%
%H		96.3%	95.5%	39.4%	23.4%	77.2%	43.2%	34.0%
C2	1445	1422	1416	604	368	1153	686	467
%V	21.6%	21.8%	21.9%	22.0%	25.0%	22.2%	24.2%	19.8%
%H		98.4%	98.0%	41.8%	25.5%	79.8%	47.5%	32.3%
D	1182	1143	1135	503	268	859	471	388
%V	17.6%	17.6%	17.5%	18.3%	18.2%	16.5%	16.6%	16.5%
%H		96.7%	96.0%	42.6%	22.7%	72.7%	39.8%	32.8%
E	781	745	740	231	126	629	239	390
%V	11.6%	11.4%	11.4%	8.4%	8.6%	12.1%	8.4%	16.6%
%H		95.4%	94.8%	29.6%	16.1%	80.5%	30.6%	49.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6705	6509	6471	2750	1473	5192	2839	2353
%H		97.1%	96.5%	41.0%	22.0%	77.4%	42.3%	35.1%
Working full time	2929	2863	2851	1353	730	2222	1404	818
%V	43.7%	44.0%	44.1%	49.2%	49.6%	42.8%	49.5%	34.8%
%H		97.7%	97.3%	46.2%	24.9%	75.9%	47.9%	27.9%
Working part time	700	687	682	315	168	529	317	212
%V	10.4%	10.6%	10.5%	11.5%	11.4%	10.2%	11.2%	9.0%
%H		98.1%	97.4%	45.0%	24.0%	75.6%	45.3%	30.3%
Not working	3075	2959	2938	1082	574	2441	1119	1323
%V	45.9%	45.5%	45.4%	39.3%	39.0%	47.0%	39.4%	56.2%
%H		96.2%	95.5%	35.2%	18.7%	79.4%	36.4%	43.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3279	3169	3146	1377	732	2503	1415	1088
%H		96.6%	95.9%	42.0%	22.3%	76.3%	43.2%	33.2%
16 - 19	217	214	211	110	57	162	112	50
%V	6.6%	6.8%	6.7%	8.0%	7.8%	6.5%	7.9%	4.6%
%H		98.6%	97.2%	50.7%	26.3%	74.7%	51.6%	23.0%
20 - 24	271	251	246	117	64	191	122	69
%V	8.3%	7.9%	7.8%	8.5%	8.7%	7.6%	8.6%	6.3%
%H		92.6%	90.8%	43.2%	23.6%	70.5%	45.0%	25.5%
25 - 34	548	521	512	241	132	382	236	146
%V	16.7%	16.4%	16.3%	17.5%	18.0%	15.3%	16.7%	13.4%
%H		95.1%	93.4%	44.0%	24.1%	69.7%	43.1%	26.6%
35 - 44	537	516	514	260	137	386	258	127
%V	16.4%	16.3%	16.3%	18.9%	18.7%	15.4%	18.2%	11.7%
%H		96.1%	95.7%	48.4%	25.5%	71.9%	48.0%	23.6%
45 - 54	576	564	563	254	143	443	267	177
%V	17.6%	17.8%	17.9%	18.4%	19.5%	17.7%	18.9%	16.3%
%H		97.9%	97.7%	44.1%	24.8%	76.9%	46.4%	30.7%
55 - 64	476	463	461	179	94	386	192	194
%V	14.5%	14.6%	14.7%	13.0%	12.8%	15.4%	13.6%	17.8%
%H		97.3%	96.8%	37.6%	19.7%	81.1%	40.3%	40.8%
65+	654	640	639	217	106	553	229	324
%V	19.9%	20.2%	20.3%	15.8%	14.5%	22.1%	16.2%	29.8%
%H		97.9%	97.7%	33.2%	16.2%	84.6%	35.0%	49.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3279	3169	3146	1377	732	2503	1415	1088
%H		96.6%	95.9%	42.0%	22.3%	76.3%	43.2%	33.2%
AB	780	763	761	374	154	602	357	245
%V	23.8%	24.1%	24.2%	27.2%	21.0%	24.1%	25.2%	22.5%
%H		97.8%	97.6%	47.9%	19.7%	77.2%	45.8%	31.4%
C1	815	779	769	335	194	614	362	252
%V	24.9%	24.6%	24.4%	24.3%	26.5%	24.5%	25.6%	23.2%
%H		95.6%	94.4%	41.1%	23.8%	75.3%	44.4%	30.9%
C2	775	760	757	321	195	617	365	252
%V	23.6%	24.0%	24.1%	23.3%	26.6%	24.7%	25.8%	23.2%
%H		98.1%	97.7%	41.4%	25.2%	79.6%	47.1%	32.5%
D	605	580	575	254	141	430	238	192
%V	18.5%	18.3%	18.3%	18.4%	19.3%	17.2%	16.8%	17.6%
%H		95.9%	95.0%	42.0%	23.3%	71.1%	39.3%	31.7%
E	304	287	284	94	47	239	94	146
%V	9.3%	9.1%	9.0%	6.8%	6.4%	9.5%	6.6%	13.4%
%H		94.4%	93.4%	30.9%	15.5%	78.6%	30.9%	48.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	3279	3169	3146	1377	732	2503	1415	1088
%H		96.6%	95.9%	42.0%	22.3%	76.3%	43.2%	33.2%
Working full time	1841	1795	1786	865	453	1387	890	498
%V	56.1%	56.6%	56.8%	62.8%	61.9%	55.4%	62.9%	45.8%
%H		97.5%	97.0%	47.0%	24.6%	75.3%	48.3%	27.1%
Working part time	155	149	146	70	30	112	62	51
%V	4.7%	4.7%	4.6%	5.1%	4.1%	4.5%	4.4%	4.7%
%H		96.1%	94.2%	45.2%	19.4%	72.3%	40.0%	32.9%
Not working	1283	1226	1214	443	250	1003	464	540
%V	39.1%	38.7%	38.6%	32.2%	34.2%	40.1%	32.8%	49.6%
%H		95.6%	94.6%	34.5%	19.5%	78.2%	36.2%	42.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3426	3340	3326	1373	740	2689	1424	1265
%H		97.5%	97.1%	40.1%	21.6%	78.5%	41.6%	36.9%
16 - 19	203	199	196	99	50	149	99	50
%V	5.9%	6.0%	5.9%	7.2%	6.8%	5.5%	7.0%	4.0%
%H		98.0%	96.6%	48.8%	24.6%	73.4%	48.8%	24.6%
20 - 24	272	253	251	103	67	196	111	85
%V	7.9%	7.6%	7.5%	7.5%	9.1%	7.3%	7.8%	6.7%
%H		93.0%	92.3%	37.9%	24.6%	72.1%	40.8%	31.3%
25 - 34	564	544	540	258	137	396	241	156
%V	16.5%	16.3%	16.2%	18.8%	18.5%	14.7%	16.9%	12.3%
%H		96.5%	95.7%	45.7%	24.3%	70.2%	42.7%	27.7%
35 - 44	542	529	527	266	130	405	266	139
%V	15.8%	15.8%	15.8%	19.4%	17.6%	15.1%	18.7%	11.0%
%H		97.6%	97.2%	49.1%	24.0%	74.7%	49.1%	25.6%
45 - 54	579	572	571	247	141	464	272	193
%V	16.9%	17.1%	17.2%	18.0%	19.1%	17.3%	19.1%	15.3%
%H		98.8%	98.6%	42.7%	24.4%	80.1%	47.0%	33.3%
55 - 64	496	486	485	195	108	407	216	191
%V	14.5%	14.6%	14.6%	14.2%	14.6%	15.1%	15.2%	15.1%
%H		98.0%	97.8%	39.3%	21.8%	82.1%	43.5%	38.5%
65+	770	757	755	205	107	671	220	451
%V	22.5%	22.7%	22.7%	14.9%	14.5%	25.0%	15.4%	35.7%
%H		98.3%	98.1%	26.6%	13.9%	87.1%	28.6%	58.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3426	3340	3326	1373	740	2689	1424	1265
%H		97.5%	97.1%	40.1%	21.6%	78.5%	41.6%	36.9%
AB	799	783	780	362	154	623	345	277
%V	23.3%	23.4%	23.5%	26.4%	20.8%	23.2%	24.2%	21.9%
%H		98.0%	97.6%	45.3%	19.3%	78.0%	43.2%	34.7%
C1	902	874	870	342	208	712	380	332
%V	26.3%	26.2%	26.2%	24.9%	28.1%	26.5%	26.7%	26.2%
%H		96.9%	96.5%	37.9%	23.1%	78.9%	42.1%	36.8%
C2	671	661	659	283	172	536	321	215
%V	19.6%	19.8%	19.8%	20.6%	23.2%	19.9%	22.5%	17.0%
%H		98.5%	98.2%	42.2%	25.6%	79.9%	47.8%	32.0%
D	577	563	560	249	126	428	232	196
%V	16.8%	16.9%	16.8%	18.1%	17.0%	15.9%	16.3%	15.5%
%H		97.6%	97.1%	43.2%	21.8%	74.2%	40.2%	34.0%
E	477	459	456	137	79	390	145	245
%V	13.9%	13.7%	13.7%	10.0%	10.7%	14.5%	10.2%	19.4%
%H		96.2%	95.6%	28.7%	16.6%	81.8%	30.4%	51.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3426	3340	3326	1373	740	2689	1424	1265
%H		97.5%	97.1%	40.1%	21.6%	78.5%	41.6%	36.9%
Working full time	1088	1068	1066	489	277	835	514	321
%V	31.8%	32.0%	32.1%	35.6%	37.4%	31.1%	36.1%	25.4%
%H		98.2%	98.0%	44.9%	25.5%	76.7%	47.2%	29.5%
Working part time	546	538	536	245	139	416	255	161
%V	15.9%	16.1%	16.1%	17.8%	18.8%	15.5%	17.9%	12.7%
%H		98.5%	98.2%	44.9%	25.5%	76.2%	46.7%	29.5%
Not working	1792	1733	1724	639	324	1438	655	783
%V	52.3%	51.9%	51.8%	46.5%	43.8%	53.5%	46.0%	61.9%
%H		96.7%	96.2%	35.7%	18.1%	80.2%	36.6%	43.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	1962	1888	1874	907	261	1429	695	734
%H (All HH)		96.2%	95.5%	46.2%	13.3%	72.8%	35.4%	37.4%
%H (TV HH)			99.3%	48.0%	13.8%	75.7%	36.8%	38.9%
AB	473	457	457	237	56	353	184	169
%V	24.1%	24.2%	24.4%	26.1%	21.5%	24.7%	26.5%	23.0%
%H (All HH)		96.6%	96.6%	50.1%	11.8%	74.6%	38.9%	35.7%
%H (TV HH)			100.0%	51.9%	12.3%	77.2%	40.3%	37.0%
C1	551	529	522	249	85	386	189	197
%V	28.1%	28.0%	27.9%	27.5%	32.6%	27.0%	27.2%	26.8%
%H (All HH)		96.0%	94.7%	45.2%	15.4%	70.1%	34.3%	35.8%
%H (TV HH)			98.7%	47.1%	16.1%	73.0%	35.7%	37.2%
C2	427	419	418	217	57	314	168	146
%V	21.8%	22.2%	22.3%	23.9%	21.8%	22.0%	24.2%	19.9%
%H (All HH)		98.1%	97.9%	50.8%	13.3%	73.5%	39.3%	34.2%
%H (TV HH)			99.8%	51.8%	13.6%	74.9%	40.1%	34.8%
D	300	284	280	131	37	212	92	120
%V	15.3%	15.0%	14.9%	14.4%	14.2%	14.8%	13.2%	16.3%
%H (All HH)		94.7%	93.3%	43.7%	12.3%	70.7%	30.7%	40.0%
%H (TV HH)			98.6%	46.1%	13.0%	74.6%	32.4%	42.3%
E	212	198	197	73	26	163	62	101
%V	10.8%	10.5%	10.5%	8.0%	10.0%	11.4%	8.9%	13.8%
%H (All HH)		93.4%	92.9%	34.4%	12.3%	76.9%	29.2%	47.6%
%H (TV HH)			99.5%	36.9%	13.1%	82.3%	31.3%	51.0%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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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	1962	1888	1874	907	261	1429	695	734
%V (All HH)		96.2%	95.5%	46.2%	13.3%	72.8%	35.4%	37.4%
%H (TV HH)			99.3%	48.0%	13.8%	75.7%	36.8%	38.9%
Under 25	80	72	68	35	7	52	24	28
%V	4.1%	3.8%	3.6%	3.9%	2.7%	3.6%	3.5%	3.8%
%H (All HH)		90.0%	85.0%	43.8%	8.8%	65.0%	30.0%	35.0%
%H (TV HH)			94.4%	48.6%	9.7%	72.2%	33.3%	38.9%
25 - 34	289	272	270	171	45	161	102	59
%V	14.7%	14.4%	14.4%	18.9%	17.2%	11.3%	14.7%	8.0%
%H (All HH)		94.1%	93.4%	59.2%	15.6%	55.7%	35.3%	20.4%
%H (TV HH)			99.3%	62.9%	16.5%	59.2%	37.5%	21.7%
35 - 44	342	330	326	196	50	222	138	85
%V	17.4%	17.5%	17.4%	21.6%	19.2%	15.5%	19.9%	11.6%
%H (All HH)		96.5%	95.3%	57.3%	14.6%	64.9%	40.4%	24.9%
%H (TV HH)			98.8%	59.4%	15.2%	67.3%	41.8%	25.8%
45 - 54	376	365	363	169	61	284	147	138
%V	19.2%	19.3%	19.4%	18.6%	23.4%	19.9%	21.2%	18.8%
%H (All HH)		97.1%	96.5%	44.9%	16.2%	75.5%	39.1%	36.7%
%H (TV HH)			99.5%	46.3%	16.7%	77.8%	40.3%	37.8%
55 - 64	326	315	315	148	45	245	119	126
%V	16.6%	16.7%	16.8%	16.3%	17.2%	17.1%	17.1%	17.2%
%H (All HH)		96.6%	96.6%	45.4%	13.8%	75.2%	36.5%	38.7%
%H (TV HH)			100.0%	47.0%	14.3%	77.8%	37.8%	40.0%
65 +	549	534	533	188	53	465	165	300
%V	28.0%	28.3%	28.4%	20.7%	20.3%	32.5%	23.7%	40.9%
%H (All HH)		97.3%	97.1%	34.2%	9.7%	84.7%	30.1%	54.6%
%H (TV HH)			99.8%	35.2%	9.9%	87.1%	30.9%	56.2%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

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	1962	1888	1874	907	261	1429	695	734
%H (All HH)		96.2%	95.5%	46.2%	13.3%	72.8%	35.4%	37.4%
%H (TV HH)			99.3%	48.0%	13.8%	75.7%	36.8%	38.9%
1	648	607	602	199	69	493	154	340
%V	33.0%	32.2%	32.1%	21.9%	26.4%	34.5%	22.2%	46.3%
%H (All HH)		93.7%	92.9%	30.7%	10.6%	76.1%	23.8%	52.5%
%H (TV HH)			99.2%	32.8%	11.4%	81.2%	25.4%	56.0%
2	619	601	597	293	90	456	234	221
%V	31.5%	31.8%	31.9%	32.3%	34.5%	31.9%	33.7%	30.1%
%H (All HH)		97.1%	96.4%	47.3%	14.5%	73.7%	37.8%	35.7%
%H (TV HH)			99.3%	48.8%	15.0%	75.9%	38.9%	36.8%
3	295	287	285	169	44	209	133	75
%V	15.0%	15.2%	15.2%	18.6%	16.9%	14.6%	19.1%	10.2%
%H (All HH)		97.3%	96.6%	57.3%	14.9%	70.8%	45.1%	25.4%
%H (TV HH)			99.3%	58.9%	15.3%	72.8%	46.3%	26.1%
4	263	259	257	157	38	188	121	68
%V	13.4%	13.7%	13.7%	17.3%	14.6%	13.2%	17.4%	9.3%
%H (All HH)		98.5%	97.7%	59.7%	14.4%	71.5%	46.0%	25.9%
%H (TV HH)			99.2%	60.6%	14.7%	72.6%	46.7%	26.3%
5+	136	134	133	89	20	83	53	31
%V	6.9%	7.1%	7.1%	9.8%	7.7%	5.8%	7.6%	4.2%
%H (All HH)		98.5%	97.8%	65.4%	14.7%	61.0%	39.0%	22.8%
%H (TV HH)			99.3%	66.4%	14.9%	61.9%	39.6%	23.1%
Average HH size	2.33	2.35	2.35	2.66	2.45	2.26	2.58	1.96

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 2012

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	1962	1888	1874	907	261	1429	695	734
%H (All HH)		96.2%	95.5%	46.2%	13.3%	72.8%	35.4%	37.4%
%H (TV HH)			99.3%	48.0%	13.8%	75.7%	36.8%	38.9%
Without	1483	1417	1404	620	184	1113	496	618
%V	75.6%	75.1%	74.9%	68.4%	70.5%	77.9%	71.4%	84.2%
%H (All HH)		95.5%	94.7%	41.8%	12.4%	75.1%	33.4%	41.7%
%H (TV HH)			99.1%	43.8%	13.0%	78.5%	35.0%	43.6%
With	479	471	470	288	76	316	199	117
%V	24.4%	24.9%	25.1%	31.8%	29.1%	22.1%	28.6%	15.9%
%H (All HH)		98.3%	98.1%	60.1%	15.9%	66.0%	41.5%	24.4%
%H (TV HH)			99.8%	61.1%	16.1%	67.1%	42.3%	24.8%
0 - 3	184	179	178	113	28	115	72	43
%V	9.4%	9.5%	9.5%	12.5%	10.7%	8.0%	10.4%	5.9%
%H (All HH)		97.3%	96.7%	61.4%	15.2%	62.5%	39.1%	23.4%
%H (TV HH)			99.4%	63.1%	15.6%	64.2%	40.2%	24.0%
4 - 9	243	239	238	150	40	153	96	58
%V	12.4%	12.7%	12.7%	16.5%	15.3%	10.7%	13.8%	7.9%
%H (All HH)		98.4%	97.9%	61.7%	16.5%	63.0%	39.5%	23.9%
%H (TV HH)			99.6%	62.8%	16.7%	64.0%	40.2%	24.3%
10 - 15	227	225	225	141	33	159	105	53
%V	11.6%	11.9%	12.0%	15.5%	12.6%	11.1%	15.1%	7.2%
%H (All HH)		99.1%	99.1%	62.1%	14.5%	70.0%	46.3%	23.3%
%H (TV HH)			100.0%	62.7%	14.7%	70.7%	46.7%	23.6%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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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	1962	1888	1874	907	261	1429	695	734
%H (All HH)		96.2%	95.5%	46.2%	13.3%	72.8%	35.4%	37.4%
%H (TV HH)			99.3%	48.0%	13.8%	75.7%	36.8%	38.9%
1	726	726	713	283	90	493	148	345
%V	37.0%	38.5%	38.0%	31.2%	34.5%	34.5%	21.3%	47.0%
%H (All HH)		100.0%	98.2%	39.0%	12.4%	67.9%	20.4%	47.5%
%H (TV HH)			98.2%	39.0%	12.4%	67.9%	20.4%	47.5%
2	643	643	642	315	92	494	243	251
%V	32.8%	34.1%	34.3%	34.7%	35.2%	34.6%	35.0%	34.2%
%H (All HH)		100.0%	99.8%	49.0%	14.3%	76.8%	37.8%	39.0%
%H (TV HH)			99.8%	49.0%	14.3%	76.8%	37.8%	39.0%
3	307	307	307	174	48	250	161	89
%V	15.6%	16.3%	16.4%	19.2%	18.4%	17.5%	23.2%	12.1%
%H (All HH)		100.0%	100.0%	56.7%	15.6%	81.4%	52.4%	29.0%
%H (TV HH)			100.0%	56.7%	15.6%	81.4%	52.4%	29.0%
4	136	136	136	81	19	123	86	36
%V	6.9%	7.2%	7.3%	8.9%	7.3%	8.6%	12.4%	4.9%
%H (All HH)		100.0%	100.0%	59.6%	14.0%	90.4%	63.2%	26.5%
%H (TV HH)			100.0%	59.6%	14.0%	90.4%	63.2%	26.5%
5+	76	76	76	55	12	68	56	12
%V	3.9%	4.0%	4.1%	6.1%	4.6%	4.8%	8.1%	1.6%
%H (All HH)		100.0%	100.0%	72.4%	15.8%	89.5%	73.7%	15.8%
%H (TV HH)			100.0%	72.4%	15.8%	89.5%	73.7%	15.8%

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
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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	1962	1888	1874	907	261	1429	695	734
%H (All HH)		96.2%	95.5%	46.2%	13.3%	72.8%	35.4%	37.4%
%H (TV HH)			99.3%	48.0%	13.8%	75.7%	36.8%	38.9%
Under 20"	616	616	616	279	88	540	281	258
%V	31.4%	32.6%	32.9%	30.8%	33.7%	37.8%	40.4%	35.1%
%H (All HH)		100.0%	100.0%	45.3%	14.3%	87.7%	45.6%	41.9%
%H (TV HH)			100.0%	45.3%	14.3%	87.7%	45.6%	41.9%
20" - 29"	759	759	757	337	105	619	294	325
%V	38.7%	40.2%	40.4%	37.2%	40.2%	43.3%	42.3%	44.3%
%H (All HH)		100.0%	99.7%	44.4%	13.8%	81.6%	38.7%	42.8%
%H (TV HH)			99.7%	44.4%	13.8%	81.6%	38.7%	42.8%
30" - 39"	956	956	954	489	126	749	394	355
%V	48.7%	50.6%	50.9%	53.9%	48.3%	52.4%	56.7%	48.4%
%H (All HH)		100.0%	99.8%	51.2%	13.2%	78.3%	41.2%	37.1%
%H (TV HH)			99.8%	51.2%	13.2%	78.3%	41.2%	37.1%
40" and over	705	705	704	460	107	503	350	153
%V	35.9%	37.3%	37.6%	50.7%	41.0%	35.2%	50.4%	20.8%
%H (All HH)		100.0%	99.9%	65.2%	15.2%	71.3%	49.6%	21.7%
%H (TV HH)			99.9%	65.2%	15.2%	71.3%	49.6%	21.7%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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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	1962	1888	1874	907	261	1429	695	734
%H (All HH)		96.2%	95.5%	46.2%	13.3%	72.8%	35.4%	37.4%
%H (TV HH)			99.3%	48.0%	13.8%	75.7%	36.8%	38.9%
Main living room	1854	1854	1849	896	260	1408	687	721
%V	94.5%	98.2%	98.7%	98.8%	99.6%	98.5%	98.8%	98.2%
%H (All HH)		100.0%	99.7%	48.3%	14.0%	75.9%	37.1%	38.9%
%H (TV HH)			99.7%	48.3%	14.0%	75.9%	37.1%	38.9%
Kitchen	269	269	269	138	38	239	140	99
%V	13.7%	14.2%	14.4%	15.2%	14.6%	16.7%	20.1%	13.5%
%H (All HH)		100.0%	100.0%	51.3%	14.1%	88.8%	52.0%	36.8%
%H (TV HH)			100.0%	51.3%	14.1%	88.8%	52.0%	36.8%
Adult's bedroom	786	786	786	437	121	657	414	243
%V	40.1%	41.6%	41.9%	48.2%	46.4%	46.0%	59.6%	33.1%
%H (All HH)		100.0%	100.0%	55.6%	15.4%	83.6%	52.7%	30.9%
%H (TV HH)			100.0%	55.6%	15.4%	83.6%	52.7%	30.9%
Child's bedroom	162	162	162	99	26	139	98	41
%V	8.3%	8.6%	8.6%	10.9%	10.0%	9.7%	14.1%	5.6%
%H (All HH)		100.0%	100.0%	61.1%	16.0%	85.8%	60.5%	25.3%
%H (TV HH)			100.0%	61.1%	16.0%	85.8%	60.5%	25.3%
Other bedroom	113	113	113	68	11	95	60	35
%V	5.8%	6.0%	6.0%	7.5%	4.2%	6.6%	8.6%	4.8%
%H (All HH)		100.0%	100.0%	60.2%	9.7%	84.1%	53.1%	31.0%
%H (TV HH)			100.0%	60.2%	9.7%	84.1%	53.1%	31.0%
Second living/dining room	179	179	179	107	22	155	102	52
%V	9.1%	9.5%	9.6%	11.8%	8.4%	10.8%	14.7%	7.1%
%H (All HH)		100.0%	100.0%	59.8%	12.3%	86.6%	57.0%	29.1%
%H (TV HH)			100.0%	59.8%	12.3%	86.6%	57.0%	29.1%
Study/office	62	62	62	39	5	53	34	19
%V	3.2%	3.3%	3.3%	4.3%	1.9%	3.7%	4.9%	2.6%
%H (All HH)		100.0%	100.0%	62.9%	8.1%	85.5%	54.8%	30.6%
%H (TV HH)			100.0%	62.9%	8.1%	85.5%	54.8%	30.6%
TV room	17	17	17	11	3	15	11	3
%V	0.9%	0.9%	0.9%	1.2%	1.1%	1.0%	1.6%	0.4%
%H (All HH)		100.0%	100.0%	64.7%	17.6%	88.2%	64.7%	17.6%
%H (TV HH)			100.0%	64.7%	17.6%	88.2%	64.7%	17.6%
Conservatory	30	30	30	15	8	25	17	8
%V	1.5%	1.6%	1.6%	1.7%	3.1%	1.7%	2.4%	1.1%
%H (All HH)		100.0%	100.0%	50.0%	26.7%	83.3%	56.7%	26.7%
%H (TV HH)			100.0%	50.0%	26.7%	83.3%	56.7%	26.7%
Attic or loft room	5	5	5	3	2	4	3	1
%V	0.3%	0.3%	0.3%	0.3%	0.8%	0.3%	0.4%	0.1%
%H (All HH)		100.0%	100.0%	60.0%	40.0%	80.0%	60.0%	20.0%
%H (TV HH)			100.0%	60.0%	40.0%	80.0%	60.0%	20.0%
No specific location	10	10	10	5	0	8	4	4
%V	0.5%	0.5%	0.5%	0.6%	0.0%	0.6%	0.6%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	80.0%	40.0%	40.0%
%H (TV HH)			100.0%	50.0%	0.0%	80.0%	40.0%	40.0%
Other	17	17	17	11	2	13	8	6
%V	0.9%	0.9%	0.9%	1.2%	0.8%	0.9%	1.2%	0.8%
%H (All HH)		100.0%	100.0%	64.7%	11.8%	76.5%	47.1%	35.3%
%H (TV HH)			100.0%	64.7%	11.8%	76.5%	47.1%	35.3%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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BBC East

Household level data

Table 4.8: 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	1962	1888	1874	907	261	1429	695	734
%H (All HH)		96.2%	95.5%	46.2%	13.3%	72.8%	35.4%	37.4%
%H (TV HH)			99.3%	48.0%	13.8%	75.7%	36.8%	38.9%
PVR	1052	1052	1051	735	151	728	545	183
%V	53.6%	55.7%	56.1%	81.0%	57.9%	50.9%	78.4%	24.9%
%H (All HH)		100.0%	99.9%	69.9%	14.4%	69.2%	51.8%	17.4%
%H (TV HH)			99.9%	69.9%	14.4%	69.2%	51.8%	17.4%
DVDR	232	232	232	139	31	196	129	67
%V	11.8%	12.3%	12.4%	15.3%	11.9%	13.7%	18.6%	9.1%
%H (All HH)		100.0%	100.0%	59.9%	13.4%	84.5%	55.6%	28.9%
%H (TV HH)			100.0%	59.9%	13.4%	84.5%	55.6%	28.9%
VCR	136	136	136	60	21	116	59	58
%V	6.9%	7.2%	7.3%	6.6%	8.0%	8.1%	8.5%	7.9%
%H (All HH)		100.0%	100.0%	44.1%	15.4%	85.3%	43.4%	42.6%
%H (TV HH)			100.0%	44.1%	15.4%	85.3%	43.4%	42.6%
Any recorder	1164	1164	1164	764	166	829	574	255
%V	59.3%	61.7%	62.1%	84.2%	63.6%	58.0%	82.6%	34.7%
%H (All HH)		100.0%	100.0%	65.6%	14.3%	71.2%	49.3%	21.9%
%H (TV HH)			100.0%	65.6%	14.3%	71.2%	49.3%	21.9%

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
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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	1962	1888	1874	907	261	1429	695	734
%H (All HH)		96.2%	95.5%	46.2%	13.3%	72.8%	35.4%	37.4%
%H (TV HH)			99.3%	48.0%	13.8%	75.7%	36.8%	38.9%
Receives HDTV (via STB or built-in reception)	901	901	901	543	168	660	451	209
%V	45.9%	47.7%	48.1%	59.9%	64.4%	46.2%	64.9%	28.5%
%H (All HH)		100.0%	100.0%	60.3%	18.6%	73.3%	50.1%	23.2%
%H (TV HH)			100.0%	60.3%	18.6%	73.3%	50.1%	23.2%
DVD/Blu-ray player or recorder	1399	1399	1397	747	213	1049	585	464
%V	71.3%	74.1%	74.5%	82.4%	81.6%	73.4%	84.2%	63.2%
%H (All HH)		100.0%	99.9%	53.4%	15.2%	75.0%	41.8%	33.2%
%H (TV HH)			99.9%	53.4%	15.2%	75.0%	41.8%	33.2%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

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	1962	1888	1874	907	261	1429	695	734
%H (All HH)		96.2%	95.5%	46.2%	13.3%	72.8%	35.4%	37.4%
%H (TV HH)			99.3%	48.0%	13.8%	75.7%	36.8%	38.9%
Has PC or Laptop	1544	1489	1477	797	234	1080	607	473
%V	78.7%	78.9%	78.8%	87.9%	89.7%	75.6%	87.3%	64.4%
%H (All HH)		96.4%	95.7%	51.6%	15.2%	69.9%	39.3%	30.6%
%H (TV HH)			99.2%	53.5%	15.7%	72.5%	40.8%	31.8%
Has broadband internet	1471	1421	1411	778	226	1029	596	433
%V	75.0%	75.3%	75.3%	85.8%	86.6%	72.0%	85.8%	59.0%
%H (All HH)		96.6%	95.9%	52.9%	15.4%	70.0%	40.5%	29.4%
%H (TV HH)			99.3%	54.8%	15.9%	72.4%	41.9%	30.5%

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 2012

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3894	3879	2062	556	3101	1774	1327
%H		99.6%	53.0%	14.3%	79.6%	45.6%	34.1%
Under 20"	848	848	402	122	762	426	336
%V	21.8%	21.9%	19.5%	21.9%	24.6%	24.0%	25.3%
%H		100.0%	47.4%	14.4%	89.9%	50.2%	39.6%
20" - 29"	922	920	417	130	766	381	385
%V	23.7%	23.7%	20.2%	23.4%	24.7%	21.5%	29.0%
%H		99.8%	45.2%	14.1%	83.1%	41.3%	41.8%
30" - 39"	1117	1115	590	148	885	488	397
%V	28.7%	28.7%	28.6%	26.6%	28.5%	27.5%	29.9%
%H		99.8%	52.8%	13.2%	79.2%	43.7%	35.5%
40" and over	790	789	517	119	566	398	169
%V	20.3%	20.3%	25.1%	21.4%	18.3%	22.4%	12.7%
%H		99.9%	65.4%	15.1%	71.6%	50.4%	21.4%
Don't know	50	50	32	10	41	29	12
%V	1.3%	1.3%	1.6%	1.8%	1.3%	1.6%	0.9%
%H		100.0%	64.0%	20.0%	82.0%	58.0%	24.0%
Not Asked	167	157	104	27	81	52	28
%V	4.3%	4.0%	5.0%	4.9%	2.6%	2.9%	2.1%
%H		94.0%	62.3%	16.2%	48.5%	31.1%	16.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	3894	3879	2062	556	3101	1774	1327
%H		99.6%	53.0%	14.3%	79.6%	45.6%	34.1%
Main living room	1873	1868	904	260	1427	696	731
%V	48.1%	48.2%	43.8%	46.8%	46.0%	39.2%	55.1%
%H		99.7%	48.3%	13.9%	76.2%	37.2%	39.0%
Kitchen	271	271	139	38	241	141	99
%V	7.0%	7.0%	6.7%	6.8%	7.8%	7.9%	7.5%
%H		100.0%	51.3%	14.0%	88.9%	52.0%	36.5%
Adult's bedroom	912	912	512	141	776	499	278
%V	23.4%	23.5%	24.8%	25.4%	25.0%	28.1%	20.9%
%H		100.0%	56.1%	15.5%	85.1%	54.7%	30.5%
Child's bedroom	213	213	129	37	185	132	53
%V	5.5%	5.5%	6.3%	6.7%	6.0%	7.4%	4.0%
%H		100.0%	60.6%	17.4%	86.9%	62.0%	24.9%
Other bedroom	133	133	81	12	115	74	42
%V	3.4%	3.4%	3.9%	2.2%	3.7%	4.2%	3.2%
%H		100.0%	60.9%	9.0%	86.5%	55.6%	31.6%
Second living/dining room	181	181	109	22	157	104	53
%V	4.6%	4.7%	5.3%	4.0%	5.1%	5.9%	4.0%
%H		100.0%	60.2%	12.2%	86.7%	57.5%	29.3%
Study/office	62	62	39	5	53	34	19
%V	1.6%	1.6%	1.9%	0.9%	1.7%	1.9%	1.4%
%H		100.0%	62.9%	8.1%	85.5%	54.8%	30.6%
TV room	17	17	11	3	15	11	3
%V	0.4%	0.4%	0.5%	0.5%	0.5%	0.6%	0.2%
%H		100.0%	64.7%	17.6%	88.2%	64.7%	17.6%
Conservatory	30	30	15	8	25	17	8
%V	0.8%	0.8%	0.7%	1.4%	0.8%	1.0%	0.6%
%H		100.0%	50.0%	26.7%	83.3%	56.7%	26.7%
Attic or loft room	5	5	3	2	4	3	1
%V	0.1%	0.1%	0.1%	0.4%	0.1%	0.2%	0.1%
%H		100.0%	60.0%	40.0%	80.0%	60.0%	20.0%
No specific location	11	11	6	0	8	4	4
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.2%	0.3%
%H		100.0%	54.5%	0.0%	72.7%	36.4%	36.4%
Other	18	18	11	2	14	8	6
%V	0.5%	0.5%	0.5%	0.4%	0.5%	0.5%	0.5%
%H		100.0%	61.1%	11.1%	77.8%	44.4%	33.3%
Not Asked	167	157	104	27	81	52	28
%V	4.3%	4.0%	5.0%	4.9%	2.6%	2.9%	2.1%
%H		94.0%	62.3%	16.2%	48.5%	31.1%	16.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC East

Set level data

Table 4.13: 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	3894	3879	2062	556	3101	1774	1327
%H		99.6%	53.0%	14.3%	79.6%	45.6%	34.1%
PVR	1364	1364	996	185	951	744	206
%V	35.0%	35.2%	48.3%	33.3%	30.7%	41.9%	15.5%
%H		100.0%	73.0%	13.6%	69.7%	54.5%	15.1%
DVDR	282	282	179	35	245	174	71
%V	7.2%	7.3%	8.7%	6.3%	7.9%	9.8%	5.4%
%H		100.0%	63.5%	12.4%	86.9%	61.7%	25.2%
VCR	145	145	64	22	124	61	62
%V	3.7%	3.7%	3.1%	4.0%	4.0%	3.4%	4.7%
%H		100.0%	44.1%	15.2%	85.5%	42.1%	42.8%
Any recorder	1526	1526	1053	208	1097	805	291
%V	39.2%	39.3%	51.1%	37.4%	35.4%	45.4%	21.9%
%H		100.0%	69.0%	13.6%	71.9%	52.8%	19.1%

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	3894	3879	2062	556	3101	1774	1327
%H		99.6%	53.0%	14.3%	79.6%	45.6%	34.1%
Receives HDTV (via STB or built-in reception)	1225	1225	743	228	922	642	280
%V	31.5%	31.6%	36.0%	41.0%	29.7%	36.2%	21.1%
%H		100.0%	60.7%	18.6%	75.3%	52.4%	22.9%
DVD/Blu-ray player or recorder	2067	2064	1162	321	1616	990	625
%V	53.1%	53.2%	56.4%	57.7%	52.1%	55.8%	47.1%
%H		99.9%	56.2%	15.5%	78.2%	47.9%	30.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	1887	1873	907	261	1428	695	733
%H		99.3%	48.1%	13.8%	75.7%	36.8%	38.8%
Under 20"	58	58	4	5	51	3	49
%V	3.1%	3.1%	0.4%	1.9%	3.6%	0.4%	6.7%
%H		100.0%	6.9%	8.6%	87.9%	5.2%	84.5%
20" - 29"	380	377	110	48	300	80	220
%V	20.1%	20.1%	12.1%	18.4%	21.0%	11.5%	30.0%
%H		99.2%	28.9%	12.6%	78.9%	21.1%	57.9%
30" - 39"	746	744	343	99	585	273	312
%V	39.5%	39.7%	37.8%	37.9%	41.0%	39.3%	42.6%
%H		99.7%	46.0%	13.3%	78.4%	36.6%	41.8%
40" and over	677	676	440	106	479	333	147
%V	35.9%	36.1%	48.5%	40.6%	33.5%	47.9%	20.1%
%H		99.9%	65.0%	15.7%	70.8%	49.2%	21.7%
Don't know	18	18	10	2	13	7	6
%V	1.0%	1.0%	1.1%	0.8%	0.9%	1.0%	0.8%
%H		100.0%	55.6%	11.1%	72.2%	38.9%	33.3%
Not Asked	8	0	0	0	0	0	0
%V	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	1887	1873	907	261	1428	695	733
%H		99.3%	48.1%	13.8%	75.7%	36.8%	38.8%
PVR	1015	1014	716	147	696	527	169
%V	53.8%	54.1%	78.9%	56.3%	48.7%	75.8%	23.1%
%H		99.9%	70.5%	14.5%	68.6%	51.9%	16.7%
DVDR	212	212	125	24	180	116	64
%V	11.2%	11.3%	13.8%	9.2%	12.6%	16.7%	8.7%
%H		100.0%	59.0%	11.3%	84.9%	54.7%	30.2%
VCR	114	114	49	16	98	45	53
%V	6.0%	6.1%	5.4%	6.1%	6.9%	6.5%	7.2%
%H		100.0%	43.0%	14.0%	86.0%	39.5%	46.5%
Any recorder	1127	1127	747	159	796	555	241
%V	59.7%	60.2%	82.4%	60.9%	55.7%	79.9%	32.9%
%H		100.0%	66.3%	14.1%	70.6%	49.2%	21.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1887	1873	907	261	1428	695	733
%H		99.3%	48.1%	13.8%	75.7%	36.8%	38.8%
Receives HDTV (via STB or built-in reception)	864	864	524	161	629	432	196
%V	45.8%	46.1%	57.8%	61.7%	44.0%	62.2%	26.7%
%H		100.0%	60.6%	18.6%	72.8%	50.0%	22.7%
DVD/Blu-ray player or recorder	1320	1317	706	200	987	551	436
%V	70.0%	70.3%	77.8%	76.6%	69.1%	79.3%	59.5%
%H		99.8%	53.5%	15.2%	74.8%	41.7%	33.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	2007	2005	1155	295	1673	1079	594
%H		99.9%	57.5%	14.7%	83.4%	53.8%	29.6%
Under 20"	791	791	398	117	710	423	287
%V	39.4%	39.5%	34.5%	39.7%	42.4%	39.2%	48.3%
%H		100.0%	50.3%	14.8%	89.8%	53.5%	36.3%
20" - 29"	542	542	307	81	466	301	165
%V	27.0%	27.0%	26.6%	27.5%	27.9%	27.9%	27.8%
%H		100.0%	56.6%	14.9%	86.0%	55.5%	30.4%
30" - 39"	371	371	248	49	300	215	85
%V	18.5%	18.5%	21.5%	16.6%	17.9%	19.9%	14.3%
%H		100.0%	66.8%	13.2%	80.9%	58.0%	22.9%
40" and over	113	113	77	14	87	65	22
%V	5.6%	5.6%	6.7%	4.7%	5.2%	6.0%	3.7%
%H		100.0%	68.1%	12.4%	77.0%	57.5%	19.5%
Don't know	31	31	22	7	28	23	5
%V	1.5%	1.5%	1.9%	2.4%	1.7%	2.1%	0.8%
%H		100.0%	71.0%	22.6%	90.3%	74.2%	16.1%
Not Asked	159	157	103	27	82	52	30
%V	7.9%	7.8%	8.9%	9.2%	4.9%	4.8%	5.1%
%H		98.7%	64.8%	17.0%	51.6%	32.7%	18.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	2007	2005	1155	295	1673	1079	594
%H		99.9%	57.5%	14.7%	83.4%	53.8%	29.6%
PVR	349	349	280	38	254	218	37
%V	17.4%	17.4%	24.2%	12.9%	15.2%	20.2%	6.2%
%H		100.0%	80.2%	10.9%	72.8%	62.5%	10.6%
DVDR	70	70	55	11	65	58	7
%V	3.5%	3.5%	4.8%	3.7%	3.9%	5.4%	1.2%
%H		100.0%	78.6%	15.7%	92.9%	82.9%	10.0%
VCR	31	31	15	6	26	16	9
%V	1.5%	1.5%	1.3%	2.0%	1.6%	1.5%	1.5%
%H		100.0%	48.4%	19.4%	83.9%	51.6%	29.0%
Any recorder	399	399	306	49	301	251	50
%V	19.9%	19.9%	26.5%	16.6%	18.0%	23.3%	8.4%
%H		100.0%	76.7%	12.3%	75.4%	62.9%	12.5%

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	2007	2005	1155	295	1673	1079	594
%H		99.9%	57.5%	14.7%	83.4%	53.8%	29.6%
Receives HDTV (via STB or built-in reception)	361	361	219	66	293	210	83
%V	18.0%	18.0%	19.0%	22.4%	17.5%	19.5%	14.0%
%H		100.0%	60.7%	18.3%	81.2%	58.2%	23.0%
DVD/Blu-ray player or recorder	747	747	456	121	629	439	189
%V	37.2%	37.3%	39.5%	41.0%	37.6%	40.7%	31.8%
%H		100.0%	61.0%	16.2%	84.2%	58.8%	25.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	4573	4442	4410	2418	638	3233	1794	1439
%H		97.1%	96.4%	52.9%	14.0%	70.7%	39.2%	31.5%
Total Children	866	852	849	541	133	564	367	197
%V	18.9%	19.2%	19.3%	22.4%	20.8%	17.4%	20.5%	13.7%
%H		98.4%	98.0%	62.5%	15.4%	65.1%	42.4%	22.7%
0 - 3	226	220	219	139	36	140	89	51
%V	4.9%	5.0%	5.0%	5.7%	5.6%	4.3%	5.0%	3.5%
%H		97.3%	96.9%	61.5%	15.9%	61.9%	39.4%	22.6%
4 - 15	640	632	630	402	97	423	278	145
%V	14.0%	14.2%	14.3%	16.6%	15.2%	13.1%	15.5%	10.1%
%H		98.8%	98.4%	62.8%	15.2%	66.1%	43.4%	22.7%
4 - 9	326	322	320	205	54	206	133	73
%V	7.1%	7.2%	7.3%	8.5%	8.5%	6.4%	7.4%	5.1%
%H		98.8%	98.2%	62.9%	16.6%	63.2%	40.8%	22.4%
10 - 15	315	310	310	198	43	217	145	73
%V	6.9%	7.0%	7.0%	8.2%	6.7%	6.7%	8.1%	5.1%
%H		98.4%	98.4%	62.9%	13.7%	68.9%	46.0%	23.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	4573	4442	4410	2418	638	3233	1794	1439
%H		97.1%	96.4%	52.9%	14.0%	70.7%	39.2%	31.5%
Total Adults (16+)	3707	3590	3561	1876	505	2670	1427	1243
%V	81.1%	80.8%	80.7%	77.6%	79.2%	82.6%	79.5%	86.4%
%H		96.8%	96.1%	50.6%	13.6%	72.0%	38.5%	33.5%
16 - 19	215	210	207	123	29	152	94	58
%V	4.7%	4.7%	4.7%	5.1%	4.5%	4.7%	5.2%	4.0%
%H		97.7%	96.3%	57.2%	13.5%	70.7%	43.7%	27.0%
20 - 24	284	267	259	141	26	198	101	97
%V	6.2%	6.0%	5.9%	5.8%	4.1%	6.1%	5.6%	6.7%
%H		94.0%	91.2%	49.6%	9.2%	69.7%	35.6%	34.2%
25 - 34	588	556	549	359	93	328	217	111
%V	12.9%	12.5%	12.4%	14.8%	14.6%	10.1%	12.1%	7.7%
%H		94.6%	93.4%	61.1%	15.8%	55.8%	36.9%	18.9%
35 - 44	614	598	591	365	95	403	261	142
%V	13.4%	13.5%	13.4%	15.1%	14.9%	12.5%	14.5%	9.9%
%H		97.4%	96.3%	59.4%	15.5%	65.6%	42.5%	23.1%
45 - 54	651	637	633	322	95	487	262	226
%V	14.2%	14.3%	14.4%	13.3%	14.9%	15.1%	14.6%	15.7%
%H		97.8%	97.2%	49.5%	14.6%	74.8%	40.2%	34.7%
55 - 64	540	527	526	255	82	417	219	198
%V	11.8%	11.9%	11.9%	10.5%	12.9%	12.9%	12.2%	13.8%
%H		97.6%	97.4%	47.2%	15.2%	77.2%	40.6%	36.7%
65+	815	797	796	312	84	684	274	410
%V	17.8%	17.9%	18.0%	12.9%	13.2%	21.2%	15.3%	28.5%
%H		97.8%	97.7%	38.3%	10.3%	83.9%	33.6%	50.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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+)	3707	3590	3561	1876	505	2670	1427	1243
%H		96.8%	96.1%	50.6%	13.6%	72.0%	38.5%	33.5%
AB	953	925	925	498	113	719	394	325
%V	25.7%	25.8%	26.0%	26.5%	22.4%	26.9%	27.6%	26.1%
%H		97.1%	97.1%	52.3%	11.9%	75.4%	41.3%	34.1%
C1	1052	1014	995	515	169	716	383	334
%V	28.4%	28.2%	27.9%	27.5%	33.5%	26.8%	26.8%	26.9%
%H		96.4%	94.6%	49.0%	16.1%	68.1%	36.4%	31.7%
C2	869	857	855	476	113	645	372	273
%V	23.4%	23.9%	24.0%	25.4%	22.4%	24.2%	26.1%	22.0%
%H		98.6%	98.4%	54.8%	13.0%	74.2%	42.8%	31.4%
D	559	535	526	282	75	386	197	189
%V	15.1%	14.9%	14.8%	15.0%	14.9%	14.5%	13.8%	15.2%
%H		95.7%	94.1%	50.4%	13.4%	69.1%	35.2%	33.8%
E	275	260	259	105	35	203	81	122
%V	7.4%	7.2%	7.3%	5.6%	6.9%	7.6%	5.7%	9.8%
%H		94.5%	94.2%	38.2%	12.7%	73.8%	29.5%	44.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC East

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3707	3590	3561	1876	505	2670	1427	1243
%H		96.8%	96.1%	50.6%	13.6%	72.0%	38.5%	33.5%
Working full time	1685	1642	1629	955	262	1143	693	450
%V	45.5%	45.7%	45.7%	50.9%	51.9%	42.8%	48.6%	36.2%
%H		97.4%	96.7%	56.7%	15.5%	67.8%	41.1%	26.7%
Working part time	433	425	424	227	62	325	183	142
%V	11.7%	11.8%	11.9%	12.1%	12.3%	12.2%	12.8%	11.4%
%H		98.2%	97.9%	52.4%	14.3%	75.1%	42.3%	32.8%
Not working	1589	1523	1508	693	181	1201	550	650
%V	42.9%	42.4%	42.3%	36.9%	35.8%	45.0%	38.5%	52.3%
%H		95.8%	94.9%	43.6%	11.4%	75.6%	34.6%	40.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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+)	1836	1772	1759	958	247	1309	725	584
%H		96.5%	95.8%	52.2%	13.5%	71.3%	39.5%	31.8%
16 - 19	111	109	107	67	12	76	47	29
%V	6.0%	6.2%	6.1%	7.0%	4.9%	5.8%	6.5%	5.0%
%H		98.2%	96.4%	60.4%	10.8%	68.5%	42.3%	26.1%
20 - 24	146	139	136	68	16	108	54	54
%V	8.0%	7.8%	7.7%	7.1%	6.5%	8.3%	7.4%	9.2%
%H		95.2%	93.2%	46.6%	11.0%	74.0%	37.0%	37.0%
25 - 34	305	283	280	186	46	167	111	56
%V	16.6%	16.0%	15.9%	19.4%	18.6%	12.8%	15.3%	9.6%
%H		92.8%	91.8%	61.0%	15.1%	54.8%	36.4%	18.4%
35 - 44	306	295	293	182	48	196	129	67
%V	16.7%	16.6%	16.7%	19.0%	19.4%	15.0%	17.8%	11.5%
%H		96.4%	95.8%	59.5%	15.7%	64.1%	42.2%	21.9%
45 - 54	316	309	307	158	42	236	127	109
%V	17.2%	17.4%	17.5%	16.5%	17.0%	18.0%	17.5%	18.7%
%H		97.8%	97.2%	50.0%	13.3%	74.7%	40.2%	34.5%
55 - 64	263	258	257	128	44	202	110	91
%V	14.3%	14.6%	14.6%	13.4%	17.8%	15.4%	15.2%	15.6%
%H		98.1%	97.7%	48.7%	16.7%	76.8%	41.8%	34.6%
65+	389	380	380	168	39	324	147	178
%V	21.2%	21.4%	21.6%	17.5%	15.8%	24.8%	20.3%	30.5%
%H		97.7%	97.7%	43.2%	10.0%	83.3%	37.8%	45.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1836	1772	1759	958	247	1309	725	584
%H		96.5%	95.8%	52.2%	13.5%	71.3%	39.5%	31.8%
AB	500	485	485	266	59	374	209	166
%V	27.2%	27.4%	27.6%	27.8%	23.9%	28.6%	28.8%	28.4%
%H		97.0%	97.0%	53.2%	11.8%	74.8%	41.8%	33.2%
C1	483	460	453	243	77	328	182	146
%V	26.3%	26.0%	25.8%	25.4%	31.2%	25.1%	25.1%	25.0%
%H		95.2%	93.8%	50.3%	15.9%	67.9%	37.7%	30.2%
C2	466	460	459	263	58	340	199	141
%V	25.4%	26.0%	26.1%	27.5%	23.5%	26.0%	27.4%	24.1%
%H		98.7%	98.5%	56.4%	12.4%	73.0%	42.7%	30.3%
D	282	271	266	145	39	195	103	92
%V	15.4%	15.3%	15.1%	15.1%	15.8%	14.9%	14.2%	15.8%
%H		96.1%	94.3%	51.4%	13.8%	69.1%	36.5%	32.6%
E	106	96	96	42	14	73	33	40
%V	5.8%	5.4%	5.5%	4.4%	5.7%	5.6%	4.6%	6.8%
%H		90.6%	90.6%	39.6%	13.2%	68.9%	31.1%	37.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1836	1772	1759	958	247	1309	725	584
%H		96.5%	95.8%	52.2%	13.5%	71.3%	39.5%	31.8%
Working full time	1095	1065	1056	627	163	745	454	291
%V	59.6%	60.1%	60.0%	65.4%	66.0%	56.9%	62.6%	49.8%
%H		97.3%	96.4%	57.3%	14.9%	68.0%	41.5%	26.6%
Working part time	82	79	79	35	9	64	29	35
%V	4.5%	4.5%	4.5%	3.7%	3.6%	4.9%	4.0%	6.0%
%H		96.3%	96.3%	42.7%	11.0%	78.0%	35.4%	42.7%
Not working	659	628	623	296	75	500	242	258
%V	35.9%	35.4%	35.4%	30.9%	30.4%	38.2%	33.4%	44.2%
%H		95.3%	94.5%	44.9%	11.4%	75.9%	36.7%	39.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1871	1819	1802	918	258	1361	702	659
%H		97.2%	96.3%	49.1%	13.8%	72.7%	37.5%	35.2%
16 - 19	104	100	100	56	17	76	46	30
%V	5.6%	5.5%	5.5%	6.1%	6.6%	5.6%	6.6%	4.6%
%H		96.2%	96.2%	53.8%	16.3%	73.1%	44.2%	28.8%
20 - 24	138	129	123	73	10	90	47	43
%V	7.4%	7.1%	6.8%	8.0%	3.9%	6.6%	6.7%	6.5%
%H		93.5%	89.1%	52.9%	7.2%	65.2%	34.1%	31.2%
25 - 34	283	273	270	172	47	161	106	55
%V	15.1%	15.0%	15.0%	18.7%	18.2%	11.8%	15.1%	8.3%
%H		96.5%	95.4%	60.8%	16.6%	56.9%	37.5%	19.4%
35 - 44	308	303	298	183	46	207	132	75
%V	16.5%	16.7%	16.5%	19.9%	17.8%	15.2%	18.8%	11.4%
%H		98.4%	96.8%	59.4%	14.9%	67.2%	42.9%	24.4%
45 - 54	334	328	326	163	53	251	135	116
%V	17.9%	18.0%	18.1%	17.8%	20.5%	18.4%	19.2%	17.6%
%H		98.2%	97.6%	48.8%	15.9%	75.1%	40.4%	34.7%
55 - 64	276	269	269	127	38	215	108	107
%V	14.8%	14.8%	14.9%	13.8%	14.7%	15.8%	15.4%	16.2%
%H		97.5%	97.5%	46.0%	13.8%	77.9%	39.1%	38.8%
65+	427	417	416	144	45	360	127	233
%V	22.8%	22.9%	23.1%	15.7%	17.4%	26.5%	18.1%	35.4%
%H		97.7%	97.4%	33.7%	10.5%	84.3%	29.7%	54.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1871	1819	1802	918	258	1361	702	659
%H		97.2%	96.3%	49.1%	13.8%	72.7%	37.5%	35.2%
AB	453	440	440	233	54	345	185	159
%V	24.2%	24.2%	24.4%	25.4%	20.9%	25.3%	26.4%	24.1%
%H		97.1%	97.1%	51.4%	11.9%	76.2%	40.8%	35.1%
C1	569	554	542	272	92	389	201	188
%V	30.4%	30.5%	30.1%	29.6%	35.7%	28.6%	28.6%	28.5%
%H		97.4%	95.3%	47.8%	16.2%	68.4%	35.3%	33.0%
C2	403	396	396	213	55	306	173	132
%V	21.5%	21.8%	22.0%	23.2%	21.3%	22.5%	24.6%	20.0%
%H		98.3%	98.3%	52.9%	13.6%	75.9%	42.9%	32.8%
D	277	264	260	137	36	191	93	97
%V	14.8%	14.5%	14.4%	14.9%	14.0%	14.0%	13.2%	14.7%
%H		95.3%	93.9%	49.5%	13.0%	69.0%	33.6%	35.0%
E	169	164	163	63	21	131	49	82
%V	9.0%	9.0%	9.0%	6.9%	8.1%	9.6%	7.0%	12.4%
%H		97.0%	96.4%	37.3%	12.4%	77.5%	29.0%	48.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1871	1819	1802	918	258	1361	702	659
%H		97.2%	96.3%	49.1%	13.8%	72.7%	37.5%	35.2%
Working full time	591	578	573	328	99	398	239	159
%V	31.6%	31.8%	31.8%	35.7%	38.4%	29.2%	34.0%	24.1%
%H		97.8%	97.0%	55.5%	16.8%	67.3%	40.4%	26.9%
Working part time	350	346	345	192	53	262	154	107
%V	18.7%	19.0%	19.1%	20.9%	20.5%	19.3%	21.9%	16.2%
%H		98.9%	98.6%	54.9%	15.1%	74.9%	44.0%	30.6%
Not working	930	895	884	397	106	701	308	393
%V	49.7%	49.2%	49.1%	43.2%	41.1%	51.5%	43.9%	59.6%
%H		96.2%	95.1%	42.7%	11.4%	75.4%	33.1%	42.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
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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	1041	997	988	396	143	763	305	459
%H (All HH)		95.8%	94.9%	38.0%	13.7%	73.3%	29.3%	44.1%
%H (TV HH)			99.1%	39.7%	14.3%	76.5%	30.6%	46.0%
AB	288	279	277	122	42	209	94	115
%V	27.7%	28.0%	28.0%	30.8%	29.4%	27.4%	30.8%	25.1%
%H (All HH)		96.9%	96.2%	42.4%	14.6%	72.6%	32.6%	39.9%
%H (TV HH)			99.3%	43.7%	15.1%	74.9%	33.7%	41.2%
C1	291	280	278	114	42	215	92	123
%V	28.0%	28.1%	28.1%	28.8%	29.4%	28.2%	30.2%	26.8%
%H (All HH)		96.2%	95.5%	39.2%	14.4%	73.9%	31.6%	42.3%
%H (TV HH)			99.3%	40.7%	15.0%	76.8%	32.9%	43.9%
C2	193	185	184	85	25	146	69	77
%V	18.5%	18.6%	18.6%	21.5%	17.5%	19.1%	22.6%	16.8%
%H (All HH)		95.9%	95.3%	44.0%	13.0%	75.6%	35.8%	39.9%
%H (TV HH)			99.5%	45.9%	13.5%	78.9%	37.3%	41.6%
D	149	139	138	46	22	105	34	72
%V	14.3%	13.9%	14.0%	11.6%	15.4%	13.8%	11.1%	15.7%
%H (All HH)		93.3%	92.6%	30.9%	14.8%	70.5%	22.8%	48.3%
%H (TV HH)			99.3%	33.1%	15.8%	75.5%	24.5%	51.8%
E	119	113	112	30	11	88	16	72
%V	11.4%	11.3%	11.3%	7.6%	7.7%	11.5%	5.2%	15.7%
%H (All HH)		95.0%	94.1%	25.2%	9.2%	73.9%	13.4%	60.5%
%H (TV HH)			99.1%	26.5%	9.7%	77.9%	14.2%	63.7%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1041	997	988	396	143	763	305	459
%H (All HH)		95.8%	94.9%	38.0%	13.7%	73.3%	29.3%	44.1%
%H (TV HH)			99.1%	39.7%	14.3%	76.5%	30.6%	46.0%
Under 25	48	40	37	10	5	27	5	22
%V	4.6%	4.0%	3.7%	2.5%	3.5%	3.5%	1.6%	4.8%
%H (All HH)		83.3%	77.1%	20.8%	10.4%	56.3%	10.4%	45.8%
%H (TV HH)			92.5%	25.0%	12.5%	67.5%	12.5%	55.0%
25 - 34	143	129	129	58	32	74	33	41
%V	13.7%	12.9%	13.1%	14.6%	22.4%	9.7%	10.8%	8.9%
%H (All HH)		90.2%	90.2%	40.6%	22.4%	51.7%	23.1%	28.7%
%H (TV HH)			100.0%	45.0%	24.8%	57.4%	25.6%	31.8%
35 - 44	183	176	172	80	32	124	61	63
%V	17.6%	17.7%	17.4%	20.2%	22.4%	16.3%	20.0%	13.7%
%H (All HH)		96.2%	94.0%	43.7%	17.5%	67.8%	33.3%	34.4%
%H (TV HH)			97.7%	45.5%	18.2%	70.5%	34.7%	35.8%
45 - 54	205	200	198	93	31	159	82	77
%V	19.7%	20.1%	20.0%	23.5%	21.7%	20.8%	26.9%	16.8%
%H (All HH)		97.6%	96.6%	45.4%	15.1%	77.6%	40.0%	37.6%
%H (TV HH)			99.0%	46.5%	15.5%	79.5%	41.0%	38.5%
55 - 64	174	168	168	68	21	133	53	80
%V	16.7%	16.9%	17.0%	17.2%	14.7%	17.4%	17.4%	17.4%
%H (All HH)		96.6%	96.6%	39.1%	12.1%	76.4%	30.5%	46.0%
%H (TV HH)			100.0%	40.5%	12.5%	79.2%	31.5%	47.6%
65 +	289	284	284	88	22	246	70	176
%V	27.8%	28.5%	28.7%	22.2%	15.4%	32.2%	23.0%	38.3%
%H (All HH)		98.3%	98.3%	30.4%	7.6%	85.1%	24.2%	60.9%
%H (TV HH)			100.0%	31.0%	7.7%	86.6%	24.6%	62.0%

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 2012

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	1041	997	988	396	143	763	305	459
%H (All HH)		95.8%	94.9%	38.0%	13.7%	73.3%	29.3%	44.1%
%H (TV HH)			99.1%	39.7%	14.3%	76.5%	30.6%	46.0%
1	355	326	323	94	29	259	58	201
%V	34.1%	32.7%	32.7%	23.7%	20.3%	33.9%	19.0%	43.8%
%H (All HH)		91.8%	91.0%	26.5%	8.2%	73.0%	16.3%	56.6%
%H (TV HH)			99.1%	28.8%	8.9%	79.4%	17.8%	61.7%
2	349	339	338	135	56	260	111	149
%V	33.5%	34.0%	34.2%	34.1%	39.2%	34.1%	36.4%	32.5%
%H (All HH)		97.1%	96.8%	38.7%	16.0%	74.5%	31.8%	42.7%
%H (TV HH)			99.7%	39.8%	16.5%	76.7%	32.7%	44.0%
3	140	138	138	73	19	107	60	47
%V	13.4%	13.8%	14.0%	18.4%	13.3%	14.0%	19.7%	10.2%
%H (All HH)		98.6%	98.6%	52.1%	13.6%	76.4%	42.9%	33.6%
%H (TV HH)			100.0%	52.9%	13.8%	77.5%	43.5%	34.1%
4	135	132	131	73	22	95	56	39
%V	13.0%	13.2%	13.3%	18.4%	15.4%	12.5%	18.4%	8.5%
%H (All HH)		97.8%	97.0%	54.1%	16.3%	70.4%	41.5%	28.9%
%H (TV HH)			99.2%	55.3%	16.7%	72.0%	42.4%	29.5%
5+	62	61	60	22	16	42	20	22
%V	6.0%	6.1%	6.1%	5.6%	11.2%	5.5%	6.6%	4.8%
%H (All HH)		98.4%	96.8%	35.5%	25.8%	67.7%	32.3%	35.5%
%H (TV HH)			98.4%	36.1%	26.2%	68.9%	32.8%	36.1%
Average HH size	2.26	2.29	2.28	2.52	2.62	2.23	2.59	1.99

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 2012

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1041	997	988	396	143	763	305	459
%H (All HH)		95.8%	94.9%	38.0%	13.7%	73.3%	29.3%	44.1%
%H (TV HH)			99.1%	39.7%	14.3%	76.5%	30.6%	46.0%
Without	793	752	746	278	97	595	219	376
%V	76.2%	75.4%	75.5%	70.2%	67.8%	78.0%	71.8%	81.9%
%H (All HH)		94.8%	94.1%	35.1%	12.2%	75.0%	27.6%	47.4%
%H (TV HH)			99.2%	37.0%	12.9%	79.1%	29.1%	50.0%
With	248	245	243	118	46	168	86	83
%V	23.8%	24.6%	24.6%	29.8%	32.2%	22.0%	28.2%	18.1%
%H (All HH)		98.8%	98.0%	47.6%	18.5%	67.7%	34.7%	33.5%
%H (TV HH)			99.2%	48.2%	18.8%	68.6%	35.1%	33.9%
0 - 3	91	87	87	41	15	51	20	31
%V	8.7%	8.7%	8.8%	10.4%	10.5%	6.7%	6.6%	6.8%
%H (All HH)		95.6%	95.6%	45.1%	16.5%	56.0%	22.0%	34.1%
%H (TV HH)			100.0%	47.1%	17.2%	58.6%	23.0%	35.6%
4 - 9	121	118	118	55	23	78	37	42
%V	11.6%	11.8%	11.9%	13.9%	16.1%	10.2%	12.1%	9.2%
%H (All HH)		97.5%	97.5%	45.5%	19.0%	64.5%	30.6%	34.7%
%H (TV HH)			100.0%	46.6%	19.5%	66.1%	31.4%	35.6%
10 - 15	122	122	121	63	24	90	53	37
%V	11.7%	12.2%	12.2%	15.9%	16.8%	11.8%	17.4%	8.1%
%H (All HH)		100.0%	99.2%	51.6%	19.7%	73.8%	43.4%	30.3%
%H (TV HH)			99.2%	51.6%	19.7%	73.8%	43.4%	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 2012

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1041	997	988	396	143	763	305	459
%H (All HH)		95.8%	94.9%	38.0%	13.7%	73.3%	29.3%	44.1%
%H (TV HH)			99.1%	39.7%	14.3%	76.5%	30.6%	46.0%
1	413	413	407	124	58	275	48	227
%V	39.7%	41.4%	41.2%	31.3%	40.6%	36.0%	15.7%	49.5%
%H (All HH)		100.0%	98.5%	30.0%	14.0%	66.6%	11.6%	55.0%
%H (TV HH)			98.5%	30.0%	14.0%	66.6%	11.6%	55.0%
2	333	333	332	131	45	275	115	160
%V	32.0%	33.4%	33.6%	33.1%	31.5%	36.0%	37.7%	34.9%
%H (All HH)		100.0%	99.7%	39.3%	13.5%	82.6%	34.5%	48.0%
%H (TV HH)			99.7%	39.3%	13.5%	82.6%	34.5%	48.0%
3	151	151	151	87	19	128	81	46
%V	14.5%	15.1%	15.3%	22.0%	13.3%	16.8%	26.6%	10.0%
%H (All HH)		100.0%	100.0%	57.6%	12.6%	84.8%	53.6%	30.5%
%H (TV HH)			100.0%	57.6%	12.6%	84.8%	53.6%	30.5%
4	69	69	69	36	17	59	42	17
%V	6.6%	6.9%	7.0%	9.1%	11.9%	7.7%	13.8%	3.7%
%H (All HH)		100.0%	100.0%	52.2%	24.6%	85.5%	60.9%	24.6%
%H (TV HH)			100.0%	52.2%	24.6%	85.5%	60.9%	24.6%
5+	31	31	31	19	5	27	18	9
%V	3.0%	3.1%	3.1%	4.8%	3.5%	3.5%	5.9%	2.0%
%H (All HH)		100.0%	100.0%	61.3%	16.1%	87.1%	58.1%	29.0%
%H (TV HH)			100.0%	61.3%	16.1%	87.1%	58.1%	29.0%

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 2012

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1041	997	988	396	143	763	305	459
%H (All HH)		95.8%	94.9%	38.0%	13.7%	73.3%	29.3%	44.1%
%H (TV HH)			99.1%	39.7%	14.3%	76.5%	30.6%	46.0%
Under 20"	306	306	306	134	36	269	131	138
%V	29.4%	30.7%	31.0%	33.8%	25.2%	35.3%	43.0%	30.1%
%H (All HH)		100.0%	100.0%	43.8%	11.8%	87.9%	42.8%	45.1%
%H (TV HH)			100.0%	43.8%	11.8%	87.9%	42.8%	45.1%
20" - 29"	428	428	426	157	52	361	138	223
%V	41.1%	42.9%	43.1%	39.6%	36.4%	47.3%	45.2%	48.6%
%H (All HH)		100.0%	99.5%	36.7%	12.1%	84.3%	32.2%	52.1%
%H (TV HH)			99.5%	36.7%	12.1%	84.3%	32.2%	52.1%
30" - 39"	501	501	500	220	72	397	183	214
%V	48.1%	50.3%	50.6%	55.6%	50.3%	52.0%	60.0%	46.6%
%H (All HH)		100.0%	99.8%	43.9%	14.4%	79.2%	36.5%	42.7%
%H (TV HH)			99.8%	43.9%	14.4%	79.2%	36.5%	42.7%
40" and over	310	310	310	166	57	219	129	90
%V	29.8%	31.1%	31.4%	41.9%	39.9%	28.7%	42.3%	19.6%
%H (All HH)		100.0%	100.0%	53.5%	18.4%	70.6%	41.6%	29.0%
%H (TV HH)			100.0%	53.5%	18.4%	70.6%	41.6%	29.0%

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 2012

BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1041	997	988	396	143	763	305	459
%H (All HH)		95.8%	94.9%	38.0%	13.7%	73.3%	29.3%	44.1%
%H (TV HH)			99.1%	39.7%	14.3%	76.5%	30.6%	46.0%
Main living room	980	980	978	394	143	753	303	451
%V	94.1%	98.3%	99.0%	99.5%	100.0%	98.7%	99.3%	98.3%
%H (All HH)		100.0%	99.8%	40.2%	14.6%	76.8%	30.9%	46.0%
%H (TV HH)			99.8%	40.2%	14.6%	76.8%	30.9%	46.0%
Kitchen	130	130	130	67	20	114	69	44
%V	12.5%	13.0%	13.2%	16.9%	14.0%	14.9%	22.6%	9.6%
%H (All HH)		100.0%	100.0%	51.5%	15.4%	87.7%	53.1%	33.8%
%H (TV HH)			100.0%	51.5%	15.4%	87.7%	53.1%	33.8%
Adult's bedroom	388	388	388	180	54	337	179	158
%V	37.3%	38.9%	39.3%	45.5%	37.8%	44.2%	58.7%	34.4%
%H (All HH)		100.0%	100.0%	46.4%	13.9%	86.9%	46.1%	40.7%
%H (TV HH)			100.0%	46.4%	13.9%	86.9%	46.1%	40.7%
Child's bedroom	78	78	77	45	17	62	44	18
%V	7.5%	7.8%	7.8%	11.4%	11.9%	8.1%	14.4%	3.9%
%H (All HH)		100.0%	98.7%	57.7%	21.8%	79.5%	56.4%	23.1%
%H (TV HH)			98.7%	57.7%	21.8%	79.5%	56.4%	23.1%
Other bedroom	57	57	57	28	8	53	32	20
%V	5.5%	5.7%	5.8%	7.1%	5.6%	6.9%	10.5%	4.4%
%H (All HH)		100.0%	100.0%	49.1%	14.0%	93.0%	56.1%	35.1%
%H (TV HH)			100.0%	49.1%	14.0%	93.0%	56.1%	35.1%
Second living/dining room	104	104	103	49	17	91	53	37
%V	10.0%	10.4%	10.4%	12.4%	11.9%	11.9%	17.4%	8.1%
%H (All HH)		100.0%	99.0%	47.1%	16.3%	87.5%	51.0%	35.6%
%H (TV HH)			99.0%	47.1%	16.3%	87.5%	51.0%	35.6%
Study/office	19	19	19	12	1	15	9	6
%V	1.8%	1.9%	1.9%	3.0%	0.7%	2.0%	3.0%	1.3%
%H (All HH)		100.0%	100.0%	63.2%	5.3%	78.9%	47.4%	31.6%
%H (TV HH)			100.0%	63.2%	5.3%	78.9%	47.4%	31.6%
TV room	10	10	10	7	0	8	6	3
%V	1.0%	1.0%	1.0%	1.8%	0.0%	1.0%	2.0%	0.7%
%H (All HH)		100.0%	100.0%	70.0%	0.0%	80.0%	60.0%	30.0%
%H (TV HH)			100.0%	70.0%	0.0%	80.0%	60.0%	30.0%
Conservatory	14	14	14	11	1	13	10	3
%V	1.3%	1.4%	1.4%	2.8%	0.7%	1.7%	3.3%	0.7%
%H (All HH)		100.0%	100.0%	78.6%	7.1%	92.9%	71.4%	21.4%
%H (TV HH)			100.0%	78.6%	7.1%	92.9%	71.4%	21.4%
Attic or loft room	3	3	3	2	0	3	2	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%	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%
No specific location	1	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.3%	0.0%	0.1%	0.3%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	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 2012

BBC West
Household level data
Table 5.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1041	997	988	396	143	763	305	459
%H (All HH)		95.8%	94.9%	38.0%	13.7%	73.3%	29.3%	44.1%
%H (TV HH)			99.1%	39.7%	14.3%	76.5%	30.6%	46.0%
PVR	542	542	541	325	86	383	247	135
%V	52.1%	54.4%	54.8%	82.1%	60.1%	50.2%	81.0%	29.4%
%H (All HH)		100.0%	99.8%	60.0%	15.9%	70.7%	45.6%	24.9%
%H (TV HH)			99.8%	60.0%	15.9%	70.7%	45.6%	24.9%
DVDR	100	100	99	38	18	83	40	43
%V	9.6%	10.0%	10.0%	9.6%	12.6%	10.9%	13.1%	9.4%
%H (All HH)		100.0%	99.0%	38.0%	18.0%	83.0%	40.0%	43.0%
%H (TV HH)			99.0%	38.0%	18.0%	83.0%	40.0%	43.0%
VCR	66	66	66	18	12	55	18	36
%V	6.3%	6.6%	6.7%	4.5%	8.4%	7.2%	5.9%	7.8%
%H (All HH)		100.0%	100.0%	27.3%	18.2%	83.3%	27.3%	54.5%
%H (TV HH)			100.0%	27.3%	18.2%	83.3%	27.3%	54.5%
Any recorder	610	610	609	334	97	442	259	183
%V	58.6%	61.2%	61.6%	84.3%	67.8%	57.9%	84.9%	39.9%
%H (All HH)		100.0%	99.8%	54.8%	15.9%	72.5%	42.5%	30.0%
%H (TV HH)			99.8%	54.8%	15.9%	72.5%	42.5%	30.0%

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 2012

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	1041	997	988	396	143	763	305	459
%H (All HH)		95.8%	94.9%	38.0%	13.7%	73.3%	29.3%	44.1%
%H (TV HH)			99.1%	39.7%	14.3%	76.5%	30.6%	46.0%
Receives HDTV (via STB or built-in reception)	468	468	468	236	102	341	206	135
%V	45.0%	46.9%	47.4%	59.6%	71.3%	44.7%	67.5%	29.4%
%H (All HH)		100.0%	100.0%	50.4%	21.8%	72.9%	44.0%	28.8%
%H (TV HH)			100.0%	50.4%	21.8%	72.9%	44.0%	28.8%
DVD/Blu-ray player or recorder	816	816	814	339	119	627	265	362
%V	78.4%	81.8%	82.4%	85.6%	83.2%	82.2%	86.9%	78.9%
%H (All HH)		100.0%	99.8%	41.5%	14.6%	76.8%	32.5%	44.4%
%H (TV HH)			99.8%	41.5%	14.6%	76.8%	32.5%	44.4%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC West

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1041	997	988	396	143	763	305	459
%H (All HH)		95.8%	94.9%	38.0%	13.7%	73.3%	29.3%	44.1%
%H (TV HH)			99.1%	39.7%	14.3%	76.5%	30.6%	46.0%
Has PC or Laptop	821	794	788	358	130	588	279	308
%V	78.9%	79.6%	79.8%	90.4%	90.9%	77.1%	91.5%	67.1%
%H (All HH)		96.7%	96.0%	43.6%	15.8%	71.6%	34.0%	37.5%
%H (TV HH)			99.2%	45.1%	16.4%	74.1%	35.1%	38.8%
Has broadband internet	774	750	746	348	127	552	273	279
%V	74.4%	75.2%	75.5%	87.9%	88.8%	72.3%	89.5%	60.8%
%H (All HH)		96.9%	96.4%	45.0%	16.4%	71.3%	35.3%	36.0%
%H (TV HH)			99.5%	46.4%	16.9%	73.6%	36.4%	37.2%

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 2012

BBC West
Set level data
Table 5.11: Screen Size
Platforms available in Household

	TV	Multi-	DSat	Cable	DTT	DTT +	DTT only
	HH	channel				Cab/DSat	
		HH	HH	HH	HH	HH	HH
Total Sets	1982	1970	896	296	1593	791	801
%H		99.4%	45.2%	14.9%	80.4%	39.9%	40.4%
Under 20"	382	382	169	50	338	171	166
%V	19.3%	19.4%	18.9%	16.9%	21.2%	21.6%	20.7%
%H		100.0%	44.2%	13.1%	88.5%	44.8%	43.5%
20" - 29"	545	543	213	67	466	196	270
%V	27.5%	27.6%	23.8%	22.6%	29.3%	24.8%	33.7%
%H		99.6%	39.1%	12.3%	85.5%	36.0%	49.5%
30" - 39"	599	598	277	94	480	245	235
%V	30.2%	30.4%	30.9%	31.8%	30.1%	31.0%	29.3%
%H		99.8%	46.2%	15.7%	80.1%	40.9%	39.2%
40" and over	346	346	189	68	244	149	94
%V	17.5%	17.6%	21.1%	23.0%	15.3%	18.8%	11.7%
%H		100.0%	54.6%	19.7%	70.5%	43.1%	27.2%
Don't know	10	10	7	1	8	5	3
%V	0.5%	0.5%	0.8%	0.3%	0.5%	0.6%	0.4%
%H		100.0%	70.0%	10.0%	80.0%	50.0%	30.0%
Not Asked	100	91	41	16	57	25	33
%V	5.0%	4.6%	4.6%	5.4%	3.6%	3.2%	4.1%
%H		91.0%	41.0%	16.0%	57.0%	25.0%	33.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	1982	1970	896	296	1593	791	801
%H		99.4%	45.2%	14.9%	80.4%	39.9%	40.4%
Main living room	983	981	394	143	756	303	454
%V	49.6%	49.8%	44.0%	48.3%	47.5%	38.3%	56.7%
%H		99.8%	40.1%	14.5%	76.9%	30.8%	46.2%
Kitchen	131	131	68	20	114	70	44
%V	6.6%	6.6%	7.6%	6.8%	7.2%	8.8%	5.5%
%H		100.0%	51.9%	15.3%	87.0%	53.4%	33.6%
Adult's bedroom	438	438	216	60	384	216	168
%V	22.1%	22.2%	24.1%	20.3%	24.1%	27.3%	21.0%
%H		100.0%	49.3%	13.7%	87.7%	49.3%	38.4%
Child's bedroom	111	110	57	29	85	58	27
%V	5.6%	5.6%	6.4%	9.8%	5.3%	7.3%	3.4%
%H		99.1%	51.4%	26.1%	76.6%	52.3%	24.3%
Other bedroom	64	64	34	8	60	38	22
%V	3.2%	3.2%	3.8%	2.7%	3.8%	4.8%	2.7%
%H		100.0%	53.1%	12.5%	93.8%	59.4%	34.4%
Second living/dining room	104	104	49	17	91	53	38
%V	5.2%	5.3%	5.5%	5.7%	5.7%	6.7%	4.7%
%H		100.0%	47.1%	16.3%	87.5%	51.0%	36.5%
Study/office	20	20	13	1	16	10	6
%V	1.0%	1.0%	1.5%	0.3%	1.0%	1.3%	0.7%
%H		100.0%	65.0%	5.0%	80.0%	50.0%	30.0%
TV room	11	11	8	0	8	6	3
%V	0.6%	0.6%	0.9%	0.0%	0.5%	0.8%	0.4%
%H		100.0%	72.7%	0.0%	72.7%	54.5%	27.3%
Conservatory	14	14	11	1	13	10	3
%V	0.7%	0.7%	1.2%	0.3%	0.8%	1.3%	0.4%
%H		100.0%	78.6%	7.1%	92.9%	71.4%	21.4%
Attic or loft room	3	3	2	0	3	2	1
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.3%	0.1%
%H		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%
No specific location	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	2	2	2	0	2	2	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.3%	0.1%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	50.0%
Not Asked	100	91	41	16	57	25	33
%V	5.0%	4.6%	4.6%	5.4%	3.6%	3.2%	4.1%
%H		91.0%	41.0%	16.0%	57.0%	25.0%	33.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1982	1970	896	296	1593	791	801
%H		99.4%	45.2%	14.9%	80.4%	39.9%	40.4%
PVR	660	659	416	107	469	327	143
%V	33.3%	33.5%	46.4%	36.1%	29.4%	41.3%	17.9%
%H		99.8%	63.0%	16.2%	71.1%	49.5%	21.7%
DVDR	109	109	40	20	91	43	48
%V	5.5%	5.5%	4.5%	6.8%	5.7%	5.4%	6.0%
%H		100.0%	36.7%	18.3%	83.5%	39.4%	44.0%
VCR	68	68	20	12	57	20	38
%V	3.4%	3.5%	2.2%	4.1%	3.6%	2.5%	4.7%
%H		100.0%	29.4%	17.6%	83.8%	29.4%	55.9%
Any recorder	748	747	435	122	547	349	198
%V	37.7%	37.9%	48.5%	41.2%	34.3%	44.1%	24.7%
%H		99.9%	58.2%	16.3%	73.1%	46.7%	26.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1982	1970	896	296	1593	791	801
%H		99.4%	45.2%	14.9%	80.4%	39.9%	40.4%
Receives HDTV (via STB or built-in reception)	630	630	315	140	475	293	182
%V	31.8%	32.0%	35.2%	47.3%	29.8%	37.0%	22.7%
%H		100.0%	50.0%	22.2%	75.4%	46.5%	28.9%
DVD/Blu-ray player or recorder	1171	1169	517	183	940	461	479
%V	59.1%	59.3%	57.7%	61.8%	59.0%	58.3%	59.8%
%H		99.8%	44.2%	15.6%	80.3%	39.4%	40.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	997	988	396	143	763	305	459
%H		99.1%	39.7%	14.3%	76.5%	30.6%	46.0%
Under 20"	36	36	7	4	29	5	24
%V	3.6%	3.6%	1.8%	2.8%	3.8%	1.6%	5.2%
%H		100.0%	19.4%	11.1%	80.6%	13.9%	66.7%
20" - 29"	236	235	57	22	198	41	156
%V	23.7%	23.8%	14.4%	15.4%	26.0%	13.4%	34.0%
%H		99.6%	24.2%	9.3%	83.9%	17.4%	66.1%
30" - 39"	424	423	177	59	327	136	191
%V	42.5%	42.8%	44.7%	41.3%	42.9%	44.6%	41.6%
%H		99.8%	41.7%	13.9%	77.1%	32.1%	45.0%
40" and over	293	292	154	56	207	122	86
%V	29.4%	29.6%	38.9%	39.2%	27.1%	40.0%	18.7%
%H		99.7%	52.6%	19.1%	70.6%	41.6%	29.4%
Don't know	2	2	1	1	2	1	1
%V	0.2%	0.2%	0.3%	0.7%	0.3%	0.3%	0.2%
%H		100.0%	50.0%	50.0%	100.0%	50.0%	50.0%
Not Asked	6	0	0	0	0	0	0
%V	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	997	988	396	143	763	305	459
%H		99.1%	39.7%	14.3%	76.5%	30.6%	46.0%
PVR	528	528	320	84	372	242	130
%V	53.0%	53.4%	80.8%	58.7%	48.8%	79.3%	28.3%
%H		100.0%	60.6%	15.9%	70.5%	45.8%	24.6%
DVDR	91	90	31	18	74	33	41
%V	9.1%	9.1%	7.8%	12.6%	9.7%	10.8%	8.9%
%H		98.9%	34.1%	19.8%	81.3%	36.3%	45.1%
VCR	59	59	16	10	48	15	33
%V	5.9%	6.0%	4.0%	7.0%	6.3%	4.9%	7.2%
%H		100.0%	27.1%	16.9%	81.4%	25.4%	55.9%
Any recorder	596	595	328	96	430	254	176
%V	59.8%	60.2%	82.8%	67.1%	56.4%	83.3%	38.3%
%H		99.8%	55.0%	16.1%	72.1%	42.6%	29.5%

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	997	988	396	143	763	305	459
%H		99.1%	39.7%	14.3%	76.5%	30.6%	46.0%
Receives HDTV (via STB or built-in reception)	453	453	230	101	326	200	126
%V	45.4%	45.9%	58.1%	70.6%	42.7%	65.6%	27.5%
%H		100.0%	50.8%	22.3%	72.0%	44.2%	27.8%
DVD/Blu-ray player or recorder	776	774	318	114	592	245	348
%V	77.8%	78.3%	80.3%	79.7%	77.6%	80.3%	75.8%
%H		99.7%	41.0%	14.7%	76.3%	31.6%	44.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	985	982	500	154	830	487	343
%H		99.7%	50.8%	15.6%	84.3%	49.4%	34.8%
Under 20"	347	346	162	45	308	166	142
%V	35.2%	35.2%	32.4%	29.2%	37.1%	34.1%	41.4%
%H		99.7%	46.7%	13.0%	88.8%	47.8%	40.9%
20" - 29"	309	308	156	45	269	155	113
%V	31.4%	31.4%	31.2%	29.2%	32.4%	31.8%	32.9%
%H		99.7%	50.5%	14.6%	87.1%	50.2%	36.6%
30" - 39"	175	175	100	35	153	109	44
%V	17.8%	17.8%	20.0%	22.7%	18.4%	22.4%	12.8%
%H		100.0%	57.1%	20.0%	87.4%	62.3%	25.1%
40" and over	54	54	34	11	36	28	9
%V	5.5%	5.5%	6.8%	7.1%	4.3%	5.7%	2.6%
%H		100.0%	63.0%	20.4%	66.7%	51.9%	16.7%
Don't know	8	8	6	0	7	5	2
%V	0.8%	0.8%	1.2%	0.0%	0.8%	1.0%	0.6%
%H		100.0%	75.0%	0.0%	87.5%	62.5%	25.0%
Not Asked	92	91	42	18	57	24	33
%V	9.3%	9.3%	8.4%	11.7%	6.9%	4.9%	9.6%
%H		98.9%	45.7%	19.6%	62.0%	26.1%	35.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	985	982	500	154	830	487	343
%H		99.7%	50.8%	15.6%	84.3%	49.4%	34.8%
PVR	131	131	97	23	97	84	13
%V	13.3%	13.3%	19.4%	14.9%	11.7%	17.2%	3.8%
%H		100.0%	74.0%	17.6%	74.0%	64.1%	9.9%
DVDR	18	18	9	2	17	10	7
%V	1.8%	1.8%	1.8%	1.3%	2.0%	2.1%	2.0%
%H		100.0%	50.0%	11.1%	94.4%	55.6%	38.9%
VCR	10	10	3	2	9	4	4
%V	1.0%	1.0%	0.6%	1.3%	1.1%	0.8%	1.2%
%H		100.0%	30.0%	20.0%	90.0%	40.0%	40.0%
Any recorder	153	153	107	26	117	95	22
%V	15.5%	15.6%	21.4%	16.9%	14.1%	19.5%	6.4%
%H		100.0%	69.9%	17.0%	76.5%	62.1%	14.4%

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	985	982	500	154	830	487	343
%H		99.7%	50.8%	15.6%	84.3%	49.4%	34.8%
Receives HDTV (via STB or built-in reception)	178	178	85	39	149	93	56
%V	18.1%	18.1%	17.0%	25.3%	18.0%	19.1%	16.3%
%H		100.0%	47.8%	21.9%	83.7%	52.2%	31.5%
DVD/Blu-ray player or recorder	395	395	200	69	347	216	131
%V	40.1%	40.2%	40.0%	44.8%	41.8%	44.4%	38.2%
%H		100.0%	50.6%	17.5%	87.8%	54.7%	33.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	2348	2277	2256	997	373	1702	788	913
%H		97.0%	96.1%	42.5%	15.9%	72.5%	33.6%	38.9%
Total Children	434	427	423	201	81	288	140	148
%V	18.5%	18.8%	18.8%	20.2%	21.7%	16.9%	17.8%	16.2%
%H		98.4%	97.5%	46.3%	18.7%	66.4%	32.3%	34.1%
0 - 3	108	103	103	49	17	61	24	37
%V	4.6%	4.5%	4.6%	4.9%	4.6%	3.6%	3.0%	4.1%
%H		95.4%	95.4%	45.4%	15.7%	56.5%	22.2%	34.3%
4 - 15	326	323	321	151	64	226	116	111
%V	13.9%	14.2%	14.2%	15.1%	17.2%	13.3%	14.7%	12.2%
%H		99.1%	98.5%	46.3%	19.6%	69.3%	35.6%	34.0%
4 - 9	163	161	160	70	32	104	45	59
%V	6.9%	7.1%	7.1%	7.0%	8.6%	6.1%	5.7%	6.5%
%H		98.8%	98.2%	42.9%	19.6%	63.8%	27.6%	36.2%
10 - 15	163	163	161	81	32	122	71	51
%V	6.9%	7.2%	7.1%	8.1%	8.6%	7.2%	9.0%	5.6%
%H		100.0%	98.8%	49.7%	19.6%	74.8%	43.6%	31.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2348	2277	2256	997	373	1702	788	913
%H		97.0%	96.1%	42.5%	15.9%	72.5%	33.6%	38.9%
Total Adults (16+)	1914	1850	1833	796	293	1414	648	765
%V	81.5%	81.2%	81.3%	79.8%	78.6%	83.1%	82.2%	83.8%
%H		96.7%	95.8%	41.6%	15.3%	73.9%	33.9%	40.0%
16 - 19	124	120	119	57	25	87	48	39
%V	5.3%	5.3%	5.3%	5.7%	6.7%	5.1%	6.1%	4.3%
%H		96.8%	96.0%	46.0%	20.2%	70.2%	38.7%	31.5%
20 - 24	139	127	119	55	18	92	46	46
%V	5.9%	5.6%	5.3%	5.5%	4.8%	5.4%	5.8%	5.0%
%H		91.4%	85.6%	39.6%	12.9%	66.2%	33.1%	33.1%
25 - 34	282	262	262	122	63	162	81	81
%V	12.0%	11.5%	11.6%	12.2%	16.9%	9.5%	10.3%	8.9%
%H		92.9%	92.9%	43.3%	22.3%	57.4%	28.7%	28.7%
35 - 44	315	306	301	144	56	221	118	103
%V	13.4%	13.4%	13.3%	14.4%	15.0%	13.0%	15.0%	11.3%
%H		97.1%	95.6%	45.7%	17.8%	70.2%	37.5%	32.7%
45 - 54	336	329	327	149	56	263	137	126
%V	14.3%	14.4%	14.5%	14.9%	15.0%	15.5%	17.4%	13.8%
%H		97.9%	97.3%	44.3%	16.7%	78.3%	40.8%	37.5%
55 - 64	286	280	279	126	36	219	99	120
%V	12.2%	12.3%	12.4%	12.6%	9.7%	12.9%	12.6%	13.1%
%H		97.9%	97.6%	44.1%	12.6%	76.6%	34.6%	42.0%
65+	433	427	427	143	39	369	121	248
%V	18.4%	18.8%	18.9%	14.3%	10.5%	21.7%	15.4%	27.2%
%H		98.6%	98.6%	33.0%	9.0%	85.2%	27.9%	57.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	1850	1833	796	293	1414	648	765
%H		96.7%	95.8%	41.6%	15.3%	73.9%	33.9%	40.0%
AB	573	559	553	260	88	413	201	212
%V	29.9%	30.2%	30.2%	32.7%	30.0%	29.2%	31.0%	27.7%
%H		97.6%	96.5%	45.4%	15.4%	72.1%	35.1%	37.0%
C1	535	520	514	215	89	402	189	213
%V	28.0%	28.1%	28.0%	27.0%	30.4%	28.4%	29.2%	27.8%
%H		97.2%	96.1%	40.2%	16.6%	75.1%	35.3%	39.8%
C2	393	382	378	189	55	303	163	140
%V	20.5%	20.6%	20.6%	23.7%	18.8%	21.4%	25.2%	18.3%
%H		97.2%	96.2%	48.1%	14.0%	77.1%	41.5%	35.6%
D	259	243	241	89	44	183	72	111
%V	13.5%	13.1%	13.1%	11.2%	15.0%	12.9%	11.1%	14.5%
%H		93.8%	93.1%	34.4%	17.0%	70.7%	27.8%	42.9%
E	154	146	145	42	17	113	23	90
%V	8.0%	7.9%	7.9%	5.3%	5.8%	8.0%	3.5%	11.8%
%H		94.8%	94.2%	27.3%	11.0%	73.4%	14.9%	58.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC West

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1914	1850	1833	796	293	1414	648	765
%H		96.7%	95.8%	41.6%	15.3%	73.9%	33.9%	40.0%
Working full time	841	806	803	382	155	607	330	276
%V	43.9%	43.6%	43.8%	48.0%	52.9%	42.9%	50.9%	36.1%
%H		95.8%	95.5%	45.4%	18.4%	72.2%	39.2%	32.8%
Working part time	248	242	237	115	26	182	84	98
%V	13.0%	13.1%	12.9%	14.4%	8.9%	12.9%	13.0%	12.8%
%H		97.6%	95.6%	46.4%	10.5%	73.4%	33.9%	39.5%
Not working	825	802	793	299	112	625	234	391
%V	43.1%	43.4%	43.3%	37.6%	38.2%	44.2%	36.1%	51.1%
%H		97.2%	96.1%	36.2%	13.6%	75.8%	28.4%	47.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	929	894	881	402	146	670	325	344
%H		96.2%	94.8%	43.3%	15.7%	72.1%	35.0%	37.0%
16 - 19	59	57	56	28	12	41	24	17
%V	6.4%	6.4%	6.4%	7.0%	8.2%	6.1%	7.4%	4.9%
%H		96.6%	94.9%	47.5%	20.3%	69.5%	40.7%	28.8%
20 - 24	70	65	58	26	9	46	23	23
%V	7.5%	7.3%	6.6%	6.5%	6.2%	6.9%	7.1%	6.7%
%H		92.9%	82.9%	37.1%	12.9%	65.7%	32.9%	32.9%
25 - 34	152	141	141	70	32	87	46	40
%V	16.4%	15.8%	16.0%	17.4%	21.9%	13.0%	14.2%	11.6%
%H		92.8%	92.8%	46.1%	21.1%	57.2%	30.3%	26.3%
35 - 44	154	147	144	70	27	106	57	49
%V	16.6%	16.4%	16.3%	17.4%	18.5%	15.8%	17.5%	14.2%
%H		95.5%	93.5%	45.5%	17.5%	68.8%	37.0%	31.8%
45 - 54	161	157	155	71	27	123	63	60
%V	17.3%	17.6%	17.6%	17.7%	18.5%	18.4%	19.4%	17.4%
%H		97.5%	96.3%	44.1%	16.8%	76.4%	39.1%	37.3%
55 - 64	140	137	136	65	17	107	52	55
%V	15.1%	15.3%	15.4%	16.2%	11.6%	16.0%	16.0%	16.0%
%H		97.9%	97.1%	46.4%	12.1%	76.4%	37.1%	39.3%
65+	194	190	190	70	22	159	59	100
%V	20.9%	21.3%	21.6%	17.4%	15.1%	23.7%	18.2%	29.1%
%H		97.9%	97.9%	36.1%	11.3%	82.0%	30.4%	51.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	929	894	881	402	146	670	325	344
%H		96.2%	94.8%	43.3%	15.7%	72.1%	35.0%	37.0%
AB	297	288	284	139	44	213	110	103
%V	32.0%	32.2%	32.2%	34.6%	30.1%	31.8%	33.8%	29.9%
%H		97.0%	95.6%	46.8%	14.8%	71.7%	37.0%	34.7%
C1	247	239	235	102	40	179	85	95
%V	26.6%	26.7%	26.7%	25.4%	27.4%	26.7%	26.2%	27.6%
%H		96.8%	95.1%	41.3%	16.2%	72.5%	34.4%	38.5%
C2	206	197	195	101	31	153	86	67
%V	22.2%	22.0%	22.1%	25.1%	21.2%	22.8%	26.5%	19.5%
%H		95.6%	94.7%	49.0%	15.0%	74.3%	41.7%	32.5%
D	119	111	110	45	22	80	35	45
%V	12.8%	12.4%	12.5%	11.2%	15.1%	11.9%	10.8%	13.1%
%H		93.3%	92.4%	37.8%	18.5%	67.2%	29.4%	37.8%
E	61	58	57	15	8	44	9	35
%V	6.6%	6.5%	6.5%	3.7%	5.5%	6.6%	2.8%	10.2%
%H		95.1%	93.4%	24.6%	13.1%	72.1%	14.8%	57.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	929	894	881	402	146	670	325	344
%H		96.2%	94.8%	43.3%	15.7%	72.1%	35.0%	37.0%
Working full time	540	516	512	254	93	383	211	172
%V	58.1%	57.7%	58.1%	63.2%	63.7%	57.2%	64.9%	50.0%
%H		95.6%	94.8%	47.0%	17.2%	70.9%	39.1%	31.9%
Working part time	49	48	45	23	5	34	15	19
%V	5.3%	5.4%	5.1%	5.7%	3.4%	5.1%	4.6%	5.5%
%H		98.0%	91.8%	46.9%	10.2%	69.4%	30.6%	38.8%
Not working	340	330	324	125	48	253	99	154
%V	36.6%	36.9%	36.8%	31.1%	32.9%	37.8%	30.5%	44.8%
%H		97.1%	95.3%	36.8%	14.1%	74.4%	29.1%	45.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	985	957	952	395	147	744	323	421
%H		97.2%	96.6%	40.1%	14.9%	75.5%	32.8%	42.7%
16 - 19	66	63	62	29	13	46	24	22
%V	6.7%	6.6%	6.5%	7.3%	8.8%	6.2%	7.4%	5.2%
%H		95.5%	93.9%	43.9%	19.7%	69.7%	36.4%	33.3%
20 - 24	69	62	61	29	9	46	23	23
%V	7.0%	6.5%	6.4%	7.3%	6.1%	6.2%	7.1%	5.5%
%H		89.9%	88.4%	42.0%	13.0%	66.7%	33.3%	33.3%
25 - 34	130	120	120	51	31	75	34	41
%V	13.2%	12.5%	12.6%	12.9%	21.1%	10.1%	10.5%	9.7%
%H		92.3%	92.3%	39.2%	23.8%	57.7%	26.2%	31.5%
35 - 44	161	158	157	74	29	115	60	54
%V	16.3%	16.5%	16.5%	18.7%	19.7%	15.5%	18.6%	12.8%
%H		98.1%	97.5%	46.0%	18.0%	71.4%	37.3%	33.5%
45 - 54	175	172	171	78	29	140	74	67
%V	17.8%	18.0%	18.0%	19.7%	19.7%	18.8%	22.9%	15.9%
%H		98.3%	97.7%	44.6%	16.6%	80.0%	42.3%	38.3%
55 - 64	146	143	143	60	19	112	47	65
%V	14.8%	14.9%	15.0%	15.2%	12.9%	15.1%	14.6%	15.4%
%H		97.9%	97.9%	41.1%	13.0%	76.7%	32.2%	44.5%
65+	239	237	237	73	17	210	61	148
%V	24.3%	24.8%	24.9%	18.5%	11.6%	28.2%	18.9%	35.2%
%H		99.2%	99.2%	30.5%	7.1%	87.9%	25.5%	61.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	985	957	952	395	147	744	323	421
%H		97.2%	96.6%	40.1%	14.9%	75.5%	32.8%	42.7%
AB	277	271	270	121	44	199	91	109
%V	28.1%	28.3%	28.4%	30.6%	29.9%	26.7%	28.2%	25.9%
%H		97.8%	97.5%	43.7%	15.9%	71.8%	32.9%	39.4%
C1	288	281	279	113	49	223	105	118
%V	29.2%	29.4%	29.3%	28.6%	33.3%	30.0%	32.5%	28.0%
%H		97.6%	96.9%	39.2%	17.0%	77.4%	36.5%	41.0%
C2	187	184	184	89	24	150	77	74
%V	19.0%	19.2%	19.3%	22.5%	16.3%	20.2%	23.8%	17.6%
%H		98.4%	98.4%	47.6%	12.8%	80.2%	41.2%	39.6%
D	140	132	131	45	22	103	37	65
%V	14.2%	13.8%	13.8%	11.4%	15.0%	13.8%	11.5%	15.4%
%H		94.3%	93.6%	32.1%	15.7%	73.6%	26.4%	46.4%
E	93	88	88	28	8	69	14	55
%V	9.4%	9.2%	9.2%	7.1%	5.4%	9.3%	4.3%	13.1%
%H		94.6%	94.6%	30.1%	8.6%	74.2%	15.1%	59.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	985	957	952	395	147	744	323	421
%H		97.2%	96.6%	40.1%	14.9%	75.5%	32.8%	42.7%
Working full time	301	290	290	129	62	224	120	104
%V	30.6%	30.3%	30.5%	32.7%	42.2%	30.1%	37.2%	24.7%
%H		96.3%	96.3%	42.9%	20.6%	74.4%	39.9%	34.6%
Working part time	199	195	192	92	21	148	68	79
%V	20.2%	20.4%	20.2%	23.3%	14.3%	19.9%	21.1%	18.8%
%H		98.0%	96.5%	46.2%	10.6%	74.4%	34.2%	39.7%
Not working	485	472	469	174	64	372	135	237
%V	49.2%	49.3%	49.3%	44.1%	43.5%	50.0%	41.8%	56.3%
%H		97.3%	96.7%	35.9%	13.2%	76.7%	27.8%	48.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
January - December 2012

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	877	842	840	353	72	671	254	417
%H (All HH)		96.0%	95.8%	40.3%	8.2%	76.5%	29.0%	47.5%
%H (TV HH)			99.8%	41.9%	8.6%	79.7%	30.2%	49.5%
AB	229	225	225	101	13	177	66	111
%V	26.1%	26.7%	26.8%	28.6%	18.1%	26.4%	26.0%	26.6%
%H (All HH)		98.3%	98.3%	44.1%	5.7%	77.3%	28.8%	48.5%
%H (TV HH)			100.0%	44.9%	5.8%	78.7%	29.3%	49.3%
C1	266	254	253	106	23	201	76	125
%V	30.3%	30.2%	30.1%	30.0%	31.9%	30.0%	29.9%	30.0%
%H (All HH)		95.5%	95.1%	39.8%	8.6%	75.6%	28.6%	47.0%
%H (TV HH)			99.6%	41.7%	9.1%	79.1%	29.9%	49.2%
C2	181	172	172	79	17	138	62	75
%V	20.6%	20.4%	20.5%	22.4%	23.6%	20.6%	24.4%	18.0%
%H (All HH)		95.0%	95.0%	43.6%	9.4%	76.2%	34.3%	41.4%
%H (TV HH)			100.0%	45.9%	9.9%	80.2%	36.0%	43.6%
D	106	102	102	42	12	78	31	48
%V	12.1%	12.1%	12.1%	11.9%	16.7%	11.6%	12.2%	11.5%
%H (All HH)		96.2%	96.2%	39.6%	11.3%	73.6%	29.2%	45.3%
%H (TV HH)			100.0%	41.2%	11.8%	76.5%	30.4%	47.1%
E	96	89	88	26	6	78	19	58
%V	10.9%	10.6%	10.5%	7.4%	8.3%	11.6%	7.5%	13.9%
%H (All HH)		92.7%	91.7%	27.1%	6.3%	81.3%	19.8%	60.4%
%H (TV HH)			98.9%	29.2%	6.7%	87.6%	21.3%	65.2%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	877	842	840	353	72	671	254	417
%H (All HH)		96.0%	95.8%	40.3%	8.2%	76.5%	29.0%	47.5%
%H (TV HH)			99.8%	41.9%	8.6%	79.7%	30.2%	49.5%
Under 25	39	33	32	11	4	24	6	18
%V	4.4%	3.9%	3.8%	3.1%	5.6%	3.6%	2.4%	4.3%
%H (All HH)		84.6%	82.1%	28.2%	10.3%	61.5%	15.4%	46.2%
%H (TV HH)			97.0%	33.3%	12.1%	72.7%	18.2%	54.5%
25 - 34	109	102	102	51	12	72	33	39
%V	12.4%	12.1%	12.1%	14.4%	16.7%	10.7%	13.0%	9.4%
%H (All HH)		93.6%	93.6%	46.8%	11.0%	66.1%	30.3%	35.8%
%H (TV HH)			100.0%	50.0%	11.8%	70.6%	32.4%	38.2%
35 - 44	131	126	126	57	14	99	44	56
%V	14.9%	15.0%	15.0%	16.1%	19.4%	14.8%	17.3%	13.4%
%H (All HH)		96.2%	96.2%	43.5%	10.7%	75.6%	33.6%	42.7%
%H (TV HH)			100.0%	45.2%	11.1%	78.6%	34.9%	44.4%
45 - 54	165	159	159	81	19	117	58	59
%V	18.8%	18.9%	18.9%	22.9%	26.4%	17.4%	22.8%	14.1%
%H (All HH)		96.4%	96.4%	49.1%	11.5%	70.9%	35.2%	35.8%
%H (TV HH)			100.0%	50.9%	11.9%	73.6%	36.5%	37.1%
55 - 64	157	152	151	68	10	127	54	73
%V	17.9%	18.1%	18.0%	19.3%	13.9%	18.9%	21.3%	17.5%
%H (All HH)		96.8%	96.2%	43.3%	6.4%	80.9%	34.4%	46.5%
%H (TV HH)			99.3%	44.7%	6.6%	83.6%	35.5%	48.0%
65 +	276	270	270	85	13	232	60	172
%V	31.5%	32.1%	32.1%	24.1%	18.1%	34.6%	23.6%	41.2%
%H (All HH)		97.8%	97.8%	30.8%	4.7%	84.1%	21.7%	62.3%
%H (TV HH)			100.0%	31.5%	4.8%	85.9%	22.2%	63.7%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	877	842	840	353	72	671	254	417
%H (All HH)		96.0%	95.8%	40.3%	8.2%	76.5%	29.0%	47.5%
%H (TV HH)			99.8%	41.9%	8.6%	79.7%	30.2%	49.5%
1	303	281	280	82	15	233	50	183
%V	34.5%	33.4%	33.3%	23.2%	20.8%	34.7%	19.7%	43.9%
%H (All HH)		92.7%	92.4%	27.1%	5.0%	76.9%	16.5%	60.4%
%H (TV HH)			99.6%	29.2%	5.3%	82.9%	17.8%	65.1%
2	302	293	292	129	24	234	93	142
%V	34.4%	34.8%	34.8%	36.5%	33.3%	34.9%	36.6%	34.1%
%H (All HH)		97.0%	96.7%	42.7%	7.9%	77.5%	30.8%	47.0%
%H (TV HH)			99.7%	44.0%	8.2%	79.9%	31.7%	48.5%
3	119	116	116	62	11	91	47	43
%V	13.6%	13.8%	13.8%	17.6%	15.3%	13.6%	18.5%	10.3%
%H (All HH)		97.5%	97.5%	52.1%	9.2%	76.5%	39.5%	36.1%
%H (TV HH)			100.0%	53.4%	9.5%	78.4%	40.5%	37.1%
4	109	108	108	60	14	79	46	33
%V	12.4%	12.8%	12.9%	17.0%	19.4%	11.8%	18.1%	7.9%
%H (All HH)		99.1%	99.1%	55.0%	12.8%	72.5%	42.2%	30.3%
%H (TV HH)			100.0%	55.6%	13.0%	73.1%	42.6%	30.6%
5+	45	44	43	21	7	35	19	16
%V	5.1%	5.2%	5.1%	5.9%	9.7%	5.2%	7.5%	3.8%
%H (All HH)		97.8%	95.6%	46.7%	15.6%	77.8%	42.2%	35.6%
%H (TV HH)			97.7%	47.7%	15.9%	79.5%	43.2%	36.4%
Average HH size	2.21	2.24	2.24	2.48	2.68	2.20	2.59	1.96

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	877	842	840	353	72	671	254	417
%H (All HH)		96.0%	95.8%	40.3%	8.2%	76.5%	29.0%	47.5%
%H (TV HH)			99.8%	41.9%	8.6%	79.7%	30.2%	49.5%
Without	680	647	645	252	48	529	181	348
%V	77.5%	76.8%	76.8%	71.4%	66.7%	78.8%	71.3%	83.5%
%H (All HH)		95.1%	94.9%	37.1%	7.1%	77.8%	26.6%	51.2%
%H (TV HH)			99.7%	38.9%	7.4%	81.8%	28.0%	53.8%
With	198	195	195	102	24	142	73	69
%V	22.6%	23.2%	23.2%	28.9%	33.3%	21.2%	28.7%	16.5%
%H (All HH)		98.5%	98.5%	51.5%	12.1%	71.7%	36.9%	34.8%
%H (TV HH)			100.0%	52.3%	12.3%	72.8%	37.4%	35.4%
0 - 3	72	71	70	34	9	52	24	27
%V	8.2%	8.4%	8.3%	9.6%	12.5%	7.7%	9.4%	6.5%
%H (All HH)		98.6%	97.2%	47.2%	12.5%	72.2%	33.3%	37.5%
%H (TV HH)			98.6%	47.9%	12.7%	73.2%	33.8%	38.0%
4 - 9	101	100	99	53	13	72	38	34
%V	11.5%	11.9%	11.8%	15.0%	18.1%	10.7%	15.0%	8.2%
%H (All HH)		99.0%	98.0%	52.5%	12.9%	71.3%	37.6%	33.7%
%H (TV HH)			99.0%	53.0%	13.0%	72.0%	38.0%	34.0%
10 - 15	98	97	97	53	14	73	42	31
%V	11.2%	11.5%	11.5%	15.0%	19.4%	10.9%	16.5%	7.4%
%H (All HH)		99.0%	99.0%	54.1%	14.3%	74.5%	42.9%	31.6%
%H (TV HH)			100.0%	54.6%	14.4%	75.3%	43.3%	32.0%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	877	842	840	353	72	671	254	417
%H (All HH)		96.0%	95.8%	40.3%	8.2%	76.5%	29.0%	47.5%
%H (TV HH)			99.8%	41.9%	8.6%	79.7%	30.2%	49.5%
1	329	329	327	101	25	240	39	201
%V	37.5%	39.1%	38.9%	28.6%	34.7%	35.8%	15.4%	48.2%
%H (All HH)		100.0%	99.4%	30.7%	7.6%	72.9%	11.9%	61.1%
%H (TV HH)			99.4%	30.7%	7.6%	72.9%	11.9%	61.1%
2	301	301	301	137	18	251	105	146
%V	34.3%	35.7%	35.8%	38.8%	25.0%	37.4%	41.3%	35.0%
%H (All HH)		100.0%	100.0%	45.5%	6.0%	83.4%	34.9%	48.5%
%H (TV HH)			100.0%	45.5%	6.0%	83.4%	34.9%	48.5%
3	132	132	131	66	18	110	63	47
%V	15.1%	15.7%	15.6%	18.7%	25.0%	16.4%	24.8%	11.3%
%H (All HH)		100.0%	99.2%	50.0%	13.6%	83.3%	47.7%	35.6%
%H (TV HH)			99.2%	50.0%	13.6%	83.3%	47.7%	35.6%
4	51	51	51	31	6	45	31	14
%V	5.8%	6.1%	6.1%	8.8%	8.3%	6.7%	12.2%	3.4%
%H (All HH)		100.0%	100.0%	60.8%	11.8%	88.2%	60.8%	27.5%
%H (TV HH)			100.0%	60.8%	11.8%	88.2%	60.8%	27.5%
5+	30	30	30	18	4	26	16	9
%V	3.4%	3.6%	3.6%	5.1%	5.6%	3.9%	6.3%	2.2%
%H (All HH)		100.0%	100.0%	60.0%	13.3%	86.7%	53.3%	30.0%
%H (TV HH)			100.0%	60.0%	13.3%	86.7%	53.3%	30.0%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

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	877	842	840	353	72	671	254	417
%H (All HH)		96.0%	95.8%	40.3%	8.2%	76.5%	29.0%	47.5%
%H (TV HH)			99.8%	41.9%	8.6%	79.7%	30.2%	49.5%
Under 20"	286	286	286	119	21	258	111	147
%V	32.6%	34.0%	34.0%	33.7%	29.2%	38.5%	43.7%	35.3%
%H (All HH)		100.0%	100.0%	41.6%	7.3%	90.2%	38.8%	51.4%
%H (TV HH)			100.0%	41.6%	7.3%	90.2%	38.8%	51.4%
20" - 29"	385	385	385	150	28	330	121	209
%V	43.9%	45.7%	45.8%	42.5%	38.9%	49.2%	47.6%	50.1%
%H (All HH)		100.0%	100.0%	39.0%	7.3%	85.7%	31.4%	54.3%
%H (TV HH)			100.0%	39.0%	7.3%	85.7%	31.4%	54.3%
30" - 39"	430	430	430	202	41	343	154	189
%V	49.0%	51.1%	51.2%	57.2%	56.9%	51.1%	60.6%	45.3%
%H (All HH)		100.0%	100.0%	47.0%	9.5%	79.8%	35.8%	44.0%
%H (TV HH)			100.0%	47.0%	9.5%	79.8%	35.8%	44.0%
40" and over	255	255	255	142	33	184	102	81
%V	29.1%	30.3%	30.4%	40.2%	45.8%	27.4%	40.2%	19.4%
%H (All HH)		100.0%	100.0%	55.7%	12.9%	72.2%	40.0%	31.8%
%H (TV HH)			100.0%	55.7%	12.9%	72.2%	40.0%	31.8%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2012

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	877	842	840	353	72	671	254	417
%H (All HH)		96.0%	95.8%	40.3%	8.2%	76.5%	29.0%	47.5%
%H (TV HH)			99.8%	41.9%	8.6%	79.7%	30.2%	49.5%
Main living room	825	825	825	350	71	657	251	406
%V	94.1%	98.0%	98.2%	99.2%	98.6%	97.9%	98.8%	97.4%
%H (All HH)		100.0%	100.0%	42.4%	8.6%	79.6%	30.4%	49.2%
%H (TV HH)			100.0%	42.4%	8.6%	79.6%	30.4%	49.2%
Kitchen	122	122	122	55	9	110	52	58
%V	13.9%	14.5%	14.5%	15.6%	12.5%	16.4%	20.5%	13.9%
%H (All HH)		100.0%	100.0%	45.1%	7.4%	90.2%	42.6%	47.5%
%H (TV HH)			100.0%	45.1%	7.4%	90.2%	42.6%	47.5%
Adult's bedroom	358	358	358	183	35	302	160	142
%V	40.8%	42.5%	42.6%	51.8%	48.6%	45.0%	63.0%	34.1%
%H (All HH)		100.0%	100.0%	51.1%	9.8%	84.4%	44.7%	39.7%
%H (TV HH)			100.0%	51.1%	9.8%	84.4%	44.7%	39.7%
Child's bedroom	65	65	65	36	10	55	35	20
%V	7.4%	7.7%	7.7%	10.2%	13.9%	8.2%	13.8%	4.8%
%H (All HH)		100.0%	100.0%	55.4%	15.4%	84.6%	53.8%	30.8%
%H (TV HH)			100.0%	55.4%	15.4%	84.6%	53.8%	30.8%
Other bedroom	50	50	50	28	4	46	27	18
%V	5.7%	5.9%	6.0%	7.9%	5.6%	6.9%	10.6%	4.3%
%H (All HH)		100.0%	100.0%	56.0%	8.0%	92.0%	54.0%	36.0%
%H (TV HH)			100.0%	56.0%	8.0%	92.0%	54.0%	36.0%
Second living/dining room	76	76	76	40	6	66	34	32
%V	8.7%	9.0%	9.0%	11.3%	8.3%	9.8%	13.4%	7.7%
%H (All HH)		100.0%	100.0%	52.6%	7.9%	86.8%	44.7%	42.1%
%H (TV HH)			100.0%	52.6%	7.9%	86.8%	44.7%	42.1%
Study/office	13	13	13	7	0	10	5	6
%V	1.5%	1.5%	1.5%	2.0%	0.0%	1.5%	2.0%	1.4%
%H (All HH)		100.0%	100.0%	53.8%	0.0%	76.9%	38.5%	46.2%
%H (TV HH)			100.0%	53.8%	0.0%	76.9%	38.5%	46.2%
TV room	5	5	5	3	0	3	1	1
%V	0.6%	0.6%	0.6%	0.8%	0.0%	0.4%	0.4%	0.2%
%H (All HH)		100.0%	100.0%	60.0%	0.0%	60.0%	20.0%	20.0%
%H (TV HH)			100.0%	60.0%	0.0%	60.0%	20.0%	20.0%
Conservatory	11	11	11	7	1	9	6	3
%V	1.3%	1.3%	1.3%	2.0%	1.4%	1.3%	2.4%	0.7%
%H (All HH)		100.0%	100.0%	63.6%	9.1%	81.8%	54.5%	27.3%
%H (TV HH)			100.0%	63.6%	9.1%	81.8%	54.5%	27.3%
Attic or loft room	1	1	1	1	0	0	0	0
%V	0.1%	0.1%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
No specific location	2	2	2	1	0	2	1	1
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	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	1	1	4	1	3
%V	0.5%	0.5%	0.5%	0.3%	1.4%	0.6%	0.4%	0.7%
%H (All HH)		100.0%	100.0%	25.0%	25.0%	100.0%	25.0%	75.0%
%H (TV HH)			100.0%	25.0%	25.0%	100.0%	25.0%	75.0%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

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	877	842	840	353	72	671	254	417
%H (All HH)		96.0%	95.8%	40.3%	8.2%	76.5%	29.0%	47.5%
%H (TV HH)			99.8%	41.9%	8.6%	79.7%	30.2%	49.5%
PVR	468	468	468	283	45	343	201	141
%V	53.4%	55.6%	55.7%	80.2%	62.5%	51.1%	79.1%	33.8%
%H (All HH)		100.0%	100.0%	60.5%	9.6%	73.3%	42.9%	30.1%
%H (TV HH)			100.0%	60.5%	9.6%	73.3%	42.9%	30.1%
DVDR	87	87	87	36	7	76	31	45
%V	9.9%	10.3%	10.4%	10.2%	9.7%	11.3%	12.2%	10.8%
%H (All HH)		100.0%	100.0%	41.4%	8.0%	87.4%	35.6%	51.7%
%H (TV HH)			100.0%	41.4%	8.0%	87.4%	35.6%	51.7%
VCR	58	58	58	25	4	47	18	29
%V	6.6%	6.9%	6.9%	7.1%	5.6%	7.0%	7.1%	7.0%
%H (All HH)		100.0%	100.0%	43.1%	6.9%	81.0%	31.0%	50.0%
%H (TV HH)			100.0%	43.1%	6.9%	81.0%	31.0%	50.0%
Any recorder	531	531	531	301	50	399	215	184
%V	60.5%	63.1%	63.2%	85.3%	69.4%	59.5%	84.6%	44.1%
%H (All HH)		100.0%	100.0%	56.7%	9.4%	75.1%	40.5%	34.7%
%H (TV HH)			100.0%	56.7%	9.4%	75.1%	40.5%	34.7%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC South West
Household level data
Table 6.9: 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	877	842	840	353	72	671	254	417
%H (All HH)		96.0%	95.8%	40.3%	8.2%	76.5%	29.0%	47.5%
%H (TV HH)			99.8%	41.9%	8.6%	79.7%	30.2%	49.5%
Receives HDTV (via STB or built-in reception)	314	314	314	177	48	224	134	90
%V	35.8%	37.3%	37.4%	50.1%	66.7%	33.4%	52.8%	21.6%
%H (All HH)		100.0%	100.0%	56.4%	15.3%	71.3%	42.7%	28.7%
%H (TV HH)			100.0%	56.4%	15.3%	71.3%	42.7%	28.7%
DVD/Blu-ray player or recorder	716	716	716	315	65	571	232	339
%V	81.6%	85.0%	85.2%	89.2%	90.3%	85.1%	91.3%	81.3%
%H (All HH)		100.0%	100.0%	44.0%	9.1%	79.7%	32.4%	47.3%
%H (TV HH)			100.0%	44.0%	9.1%	79.7%	32.4%	47.3%

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 2012

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	877	842	840	353	72	671	254	417
%H (All HH)		96.0%	95.8%	40.3%	8.2%	76.5%	29.0%	47.5%
%H (TV HH)			99.8%	41.9%	8.6%	79.7%	30.2%	49.5%
Has PC or Laptop	688	666	663	310	64	515	224	291
%V	78.4%	79.1%	78.9%	87.8%	88.9%	76.8%	88.2%	69.8%
%H (All HH)		96.8%	96.4%	45.1%	9.3%	74.9%	32.6%	42.3%
%H (TV HH)			99.5%	46.5%	9.6%	77.3%	33.6%	43.7%
Has broadband internet	650	630	628	302	64	484	220	264
%V	74.1%	74.8%	74.8%	85.6%	88.9%	72.1%	86.6%	63.3%
%H (All HH)		96.9%	96.6%	46.5%	9.8%	74.5%	33.8%	40.6%
%H (TV HH)			99.7%	47.9%	10.2%	76.8%	34.9%	41.9%

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 2012

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1695	1692	798	161	1389	647	742
%H		99.8%	47.1%	9.5%	81.9%	38.2%	43.8%
Under 20"	369	369	156	27	336	149	187
%V	21.8%	21.8%	19.5%	16.8%	24.2%	23.0%	25.2%
%H		100.0%	42.3%	7.3%	91.1%	40.4%	50.7%
20" - 29"	485	485	203	41	419	174	245
%V	28.6%	28.7%	25.4%	25.5%	30.2%	26.9%	33.0%
%H		100.0%	41.9%	8.5%	86.4%	35.9%	50.5%
30" - 39"	488	488	236	50	389	186	204
%V	28.8%	28.8%	29.6%	31.1%	28.0%	28.7%	27.5%
%H		100.0%	48.4%	10.2%	79.7%	38.1%	41.8%
40" and over	284	283	161	37	202	115	87
%V	16.8%	16.7%	20.2%	23.0%	14.5%	17.8%	11.7%
%H		99.6%	56.7%	13.0%	71.1%	40.5%	30.6%
Don't know	7	7	3	0	6	2	4
%V	0.4%	0.4%	0.4%	0.0%	0.4%	0.3%	0.5%
%H		100.0%	42.9%	0.0%	85.7%	28.6%	57.1%
Not Asked	62	60	39	6	37	21	15
%V	3.7%	3.5%	4.9%	3.7%	2.7%	3.2%	2.0%
%H		96.8%	62.9%	9.7%	59.7%	33.9%	24.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South West
Set level data
Table 6.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1695	1692	798	161	1389	647	742
%H		99.8%	47.1%	9.5%	81.9%	38.2%	43.8%
Main living room	832	831	351	71	663	252	411
%V	49.1%	49.1%	44.0%	44.1%	47.7%	38.9%	55.4%
%H		99.9%	42.2%	8.5%	79.7%	30.3%	49.4%
Kitchen	122	122	55	9	110	52	58
%V	7.2%	7.2%	6.9%	5.6%	7.9%	8.0%	7.8%
%H		100.0%	45.1%	7.4%	90.2%	42.6%	47.5%
Adult's bedroom	416	416	208	51	353	192	161
%V	24.5%	24.6%	26.1%	31.7%	25.4%	29.7%	21.7%
%H		100.0%	50.0%	12.3%	84.9%	46.2%	38.7%
Child's bedroom	84	84	50	10	72	48	24
%V	5.0%	5.0%	6.3%	6.2%	5.2%	7.4%	3.2%
%H		100.0%	59.5%	11.9%	85.7%	57.1%	28.6%
Other bedroom	62	62	33	5	56	32	24
%V	3.7%	3.7%	4.1%	3.1%	4.0%	4.9%	3.2%
%H		100.0%	53.2%	8.1%	90.3%	51.6%	38.7%
Second living/dining room	78	78	41	6	67	35	32
%V	4.6%	4.6%	5.1%	3.7%	4.8%	5.4%	4.3%
%H		100.0%	52.6%	7.7%	85.9%	44.9%	41.0%
Study/office	15	15	9	0	12	7	6
%V	0.9%	0.9%	1.1%	0.0%	0.9%	1.1%	0.8%
%H		100.0%	60.0%	0.0%	80.0%	46.7%	40.0%
TV room	5	5	3	0	3	1	1
%V	0.3%	0.3%	0.4%	0.0%	0.2%	0.2%	0.1%
%H		100.0%	60.0%	0.0%	60.0%	20.0%	20.0%
Conservatory	11	11	7	1	9	6	3
%V	0.6%	0.7%	0.9%	0.6%	0.6%	0.9%	0.4%
%H		100.0%	63.6%	9.1%	81.8%	54.5%	27.3%
Attic or loft room	1	1	1	0	0	0	0
%V	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
No specific location	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	6	6	1	1	5	1	4
%V	0.4%	0.4%	0.1%	0.6%	0.4%	0.2%	0.5%
%H		100.0%	16.7%	16.7%	83.3%	16.7%	66.7%
Not Asked	62	60	39	6	37	21	15
%V	3.7%	3.5%	4.9%	3.7%	2.7%	3.2%	2.0%
%H		96.8%	62.9%	9.7%	59.7%	33.9%	24.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1695	1692	798	161	1389	647	742
%H		99.8%	47.1%	9.5%	81.9%	38.2%	43.8%
PVR	579	579	370	55	405	248	157
%V	34.2%	34.2%	46.4%	34.2%	29.2%	38.3%	21.2%
%H		100.0%	63.9%	9.5%	69.9%	42.8%	27.1%
DVDR	93	93	38	7	83	34	49
%V	5.5%	5.5%	4.8%	4.3%	6.0%	5.3%	6.6%
%H		100.0%	40.9%	7.5%	89.2%	36.6%	52.7%
VCR	62	62	27	4	52	20	32
%V	3.7%	3.7%	3.4%	2.5%	3.7%	3.1%	4.3%
%H		100.0%	43.5%	6.5%	83.9%	32.3%	51.6%
Any recorder	668	668	400	61	484	274	210
%V	39.4%	39.5%	50.1%	37.9%	34.8%	42.3%	28.3%
%H		100.0%	59.9%	9.1%	72.5%	41.0%	31.4%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1695	1692	798	161	1389	647	742
%H		99.8%	47.1%	9.5%	81.9%	38.2%	43.8%
Receives HDTV (via STB or built-in reception)	422	422	239	67	292	174	118
%V	24.9%	24.9%	29.9%	41.6%	21.0%	26.9%	15.9%
%H		100.0%	56.6%	15.9%	69.2%	41.2%	28.0%
DVD/Blu-ray player or recorder	1038	1038	486	109	843	393	449
%V	61.2%	61.3%	60.9%	67.7%	60.7%	60.7%	60.5%
%H		100.0%	46.8%	10.5%	81.2%	37.9%	43.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South West

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	842	839	353	72	671	254	417
%H		99.6%	41.9%	8.6%	79.7%	30.2%	49.5%
Under 20"	36	36	4	0	33	2	31
%V	4.3%	4.3%	1.1%	0.0%	4.9%	0.8%	7.4%
%H		100.0%	11.1%	0.0%	91.7%	5.6%	86.1%
20" - 29"	207	207	55	11	182	41	141
%V	24.6%	24.7%	15.6%	15.3%	27.1%	16.1%	33.8%
%H		100.0%	26.6%	5.3%	87.9%	19.8%	68.1%
30" - 39"	351	351	156	29	278	112	167
%V	41.7%	41.8%	44.2%	40.3%	41.4%	44.1%	40.0%
%H		100.0%	44.4%	8.3%	79.2%	31.9%	47.6%
40" and over	245	244	137	32	176	98	77
%V	29.1%	29.1%	38.8%	44.4%	26.2%	38.6%	18.5%
%H		99.6%	55.9%	13.1%	71.8%	40.0%	31.4%
Don't know	2	2	1	0	1	1	0
%V	0.2%	0.2%	0.3%	0.0%	0.1%	0.4%	0.0%
%H		100.0%	50.0%	0.0%	50.0%	50.0%	0.0%
Not Asked	1	0	0	0	0	0	0
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	842	839	353	72	671	254	417
%H		99.6%	41.9%	8.6%	79.7%	30.2%	49.5%
PVR	449	449	279	43	324	194	129
%V	53.3%	53.5%	79.0%	59.7%	48.3%	76.4%	30.9%
%H		100.0%	62.1%	9.6%	72.2%	43.2%	28.7%
DVDR	76	76	31	5	67	27	40
%V	9.0%	9.1%	8.8%	6.9%	10.0%	10.6%	9.6%
%H		100.0%	40.8%	6.6%	88.2%	35.5%	52.6%
VCR	48	48	19	3	39	13	26
%V	5.7%	5.7%	5.4%	4.2%	5.8%	5.1%	6.2%
%H		100.0%	39.6%	6.3%	81.3%	27.1%	54.2%
Any recorder	514	514	297	48	382	210	172
%V	61.0%	61.3%	84.1%	66.7%	56.9%	82.7%	41.2%
%H		100.0%	57.8%	9.3%	74.3%	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 6.17: 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	842	839	353	72	671	254	417
%H		99.6%	41.9%	8.6%	79.7%	30.2%	49.5%
Receives HDTV (via STB or built-in reception)	296	296	170	46	207	126	81
%V	35.2%	35.3%	48.2%	63.9%	30.8%	49.6%	19.4%
%H		100.0%	57.4%	15.5%	69.9%	42.6%	27.4%
DVD/Blu-ray player or recorder	677	677	297	61	540	218	322
%V	80.4%	80.7%	84.1%	84.7%	80.5%	85.8%	77.2%
%H		100.0%	43.9%	9.0%	79.8%	32.2%	47.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	854	852	444	90	718	393	325
%H		99.8%	52.0%	10.5%	84.1%	46.0%	38.1%
Under 20"	333	333	153	26	302	147	155
%V	39.0%	39.1%	34.5%	28.9%	42.1%	37.4%	47.7%
%H		100.0%	45.9%	7.8%	90.7%	44.1%	46.5%
20" - 29"	278	278	148	31	237	133	104
%V	32.6%	32.6%	33.3%	34.4%	33.0%	33.8%	32.0%
%H		100.0%	53.2%	11.2%	85.3%	47.8%	37.4%
30" - 39"	137	137	80	21	111	74	37
%V	16.0%	16.1%	18.0%	23.3%	15.5%	18.8%	11.4%
%H		100.0%	58.4%	15.3%	81.0%	54.0%	27.0%
40" and over	39	39	24	5	26	16	10
%V	4.6%	4.6%	5.4%	5.6%	3.6%	4.1%	3.1%
%H		100.0%	61.5%	12.8%	66.7%	41.0%	25.6%
Don't know	5	5	2	0	5	1	3
%V	0.6%	0.6%	0.5%	0.0%	0.7%	0.3%	0.9%
%H		100.0%	40.0%	0.0%	100.0%	20.0%	60.0%
Not Asked	62	60	37	7	37	22	16
%V	7.3%	7.0%	8.3%	7.8%	5.2%	5.6%	4.9%
%H		96.8%	59.7%	11.3%	59.7%	35.5%	25.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	854	852	444	90	718	393	325
%H		99.8%	52.0%	10.5%	84.1%	46.0%	38.1%
PVR	131	131	92	12	81	54	27
%V	15.3%	15.4%	20.7%	13.3%	11.3%	13.7%	8.3%
%H		100.0%	70.2%	9.2%	61.8%	41.2%	20.6%
DVDR	17	17	7	1	15	7	9
%V	2.0%	2.0%	1.6%	1.1%	2.1%	1.8%	2.8%
%H		100.0%	41.2%	5.9%	88.2%	41.2%	52.9%
VCR	14	14	7	1	13	7	6
%V	1.6%	1.6%	1.6%	1.1%	1.8%	1.8%	1.8%
%H		100.0%	50.0%	7.1%	92.9%	50.0%	42.9%
Any recorder	154	154	103	13	102	64	38
%V	18.0%	18.1%	23.2%	14.4%	14.2%	16.3%	11.7%
%H		100.0%	66.9%	8.4%	66.2%	41.6%	24.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.20: 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	854	852	444	90	718	393	325
%H		99.8%	52.0%	10.5%	84.1%	46.0%	38.1%
Receives HDTV (via STB or built-in reception)	125	125	69	20	85	48	36
%V	14.6%	14.7%	15.5%	22.2%	11.8%	12.2%	11.1%
%H		100.0%	55.2%	16.0%	68.0%	38.4%	28.8%
DVD/Blu-ray player or recorder	361	361	189	48	303	175	127
%V	42.3%	42.4%	42.6%	53.3%	42.2%	44.5%	39.1%
%H		100.0%	52.4%	13.3%	83.9%	48.5%	35.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	1941	1885	1880	878	192	1475	658	816
%H		97.1%	96.9%	45.2%	9.9%	76.0%	33.9%	42.0%
Total Children	341	337	336	180	40	247	131	116
%V	17.6%	17.9%	17.9%	20.5%	20.8%	16.7%	19.9%	14.2%
%H		98.8%	98.5%	52.8%	11.7%	72.4%	38.4%	34.0%
0 - 3	82	80	79	38	10	57	25	32
%V	4.2%	4.2%	4.2%	4.3%	5.2%	3.9%	3.8%	3.9%
%H		97.6%	96.3%	46.3%	12.2%	69.5%	30.5%	39.0%
4 - 15	259	258	257	143	30	190	106	84
%V	13.3%	13.7%	13.7%	16.3%	15.6%	12.9%	16.1%	10.3%
%H		99.6%	99.2%	55.2%	11.6%	73.4%	40.9%	32.4%
4 - 9	130	129	128	71	14	94	51	43
%V	6.7%	6.8%	6.8%	8.1%	7.3%	6.4%	7.8%	5.3%
%H		99.2%	98.5%	54.6%	10.8%	72.3%	39.2%	33.1%
10 - 15	129	129	129	72	16	96	55	41
%V	6.6%	6.8%	6.9%	8.2%	8.3%	6.5%	8.4%	5.0%
%H		100.0%	100.0%	55.8%	12.4%	74.4%	42.6%	31.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	1941	1885	1880	878	192	1475	658	816
%H		97.1%	96.9%	45.2%	9.9%	76.0%	33.9%	42.0%
Total Adults (16+)	1601	1547	1543	697	151	1228	527	701
%V	82.5%	82.1%	82.1%	79.4%	78.6%	83.3%	80.1%	85.9%
%H		96.6%	96.4%	43.5%	9.4%	76.7%	32.9%	43.8%
16 - 19	83	80	80	39	12	67	37	30
%V	4.3%	4.2%	4.3%	4.4%	6.3%	4.5%	5.6%	3.7%
%H		96.4%	96.4%	47.0%	14.5%	80.7%	44.6%	36.1%
20 - 24	114	104	102	44	16	76	34	42
%V	5.9%	5.5%	5.4%	5.0%	8.3%	5.2%	5.2%	5.1%
%H		91.2%	89.5%	38.6%	14.0%	66.7%	29.8%	36.8%
25 - 34	222	211	210	106	25	155	75	80
%V	11.4%	11.2%	11.2%	12.1%	13.0%	10.5%	11.4%	9.8%
%H		95.0%	94.6%	47.7%	11.3%	69.8%	33.8%	36.0%
35 - 44	238	230	229	106	23	177	77	100
%V	12.3%	12.2%	12.2%	12.1%	12.0%	12.0%	11.7%	12.3%
%H		96.6%	96.2%	44.5%	9.7%	74.4%	32.4%	42.0%
45 - 54	277	270	270	143	34	199	104	95
%V	14.3%	14.3%	14.4%	16.3%	17.7%	13.5%	15.8%	11.6%
%H		97.5%	97.5%	51.6%	12.3%	71.8%	37.5%	34.3%
55 - 64	246	240	239	114	18	200	92	108
%V	12.7%	12.7%	12.7%	13.0%	9.4%	13.6%	14.0%	13.2%
%H		97.6%	97.2%	46.3%	7.3%	81.3%	37.4%	43.9%
65+	420	413	413	145	23	355	109	246
%V	21.6%	21.9%	22.0%	16.5%	12.0%	24.1%	16.6%	30.1%
%H		98.3%	98.3%	34.5%	5.5%	84.5%	26.0%	58.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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+)	1601	1547	1543	697	151	1228	527	701
%H		96.6%	96.4%	43.5%	9.4%	76.7%	32.9%	43.8%
AB	442	436	435	207	29	344	144	200
%V	27.6%	28.2%	28.2%	29.7%	19.2%	28.0%	27.3%	28.5%
%H		98.6%	98.4%	46.8%	6.6%	77.8%	32.6%	45.2%
C1	490	465	464	208	50	365	158	207
%V	30.6%	30.1%	30.1%	29.8%	33.1%	29.7%	30.0%	29.5%
%H		94.9%	94.7%	42.4%	10.2%	74.5%	32.2%	42.2%
C2	351	340	339	159	39	269	128	141
%V	21.9%	22.0%	22.0%	22.8%	25.8%	21.9%	24.3%	20.1%
%H		96.9%	96.6%	45.3%	11.1%	76.6%	36.5%	40.2%
D	191	187	186	85	24	146	69	77
%V	11.9%	12.1%	12.1%	12.2%	15.9%	11.9%	13.1%	11.0%
%H		97.9%	97.4%	44.5%	12.6%	76.4%	36.1%	40.3%
E	127	120	119	38	9	104	28	76
%V	7.9%	7.8%	7.7%	5.5%	6.0%	8.5%	5.3%	10.8%
%H		94.5%	93.7%	29.9%	7.1%	81.9%	22.0%	59.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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+)	1601	1547	1543	697	151	1228	527	701
%H		96.6%	96.4%	43.5%	9.4%	76.7%	32.9%	43.8%
Working full time	648	630	629	321	68	479	236	243
%V	40.5%	40.7%	40.8%	46.1%	45.0%	39.0%	44.8%	34.7%
%H		97.2%	97.1%	49.5%	10.5%	73.9%	36.4%	37.5%
Working part time	209	204	203	94	27	165	83	82
%V	13.1%	13.2%	13.2%	13.5%	17.9%	13.4%	15.7%	11.7%
%H		97.6%	97.1%	45.0%	12.9%	78.9%	39.7%	39.2%
Not working	744	713	712	282	57	585	209	376
%V	46.5%	46.1%	46.1%	40.5%	37.7%	47.6%	39.7%	53.6%
%H		95.8%	95.7%	37.9%	7.7%	78.6%	28.1%	50.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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+)	779	750	747	352	75	590	267	323
%H		96.3%	95.9%	45.2%	9.6%	75.7%	34.3%	41.5%
16 - 19	46	46	46	25	8	38	23	14
%V	5.9%	6.1%	6.2%	7.1%	10.7%	6.4%	8.6%	4.3%
%H		100.0%	100.0%	54.3%	17.4%	82.6%	50.0%	30.4%
20 - 24	58	55	53	26	7	40	19	21
%V	7.4%	7.3%	7.1%	7.4%	9.3%	6.8%	7.1%	6.5%
%H		94.8%	91.4%	44.8%	12.1%	69.0%	32.8%	36.2%
25 - 34	108	101	101	50	12	75	37	39
%V	13.9%	13.5%	13.5%	14.2%	16.0%	12.7%	13.9%	12.1%
%H		93.5%	93.5%	46.3%	11.1%	69.4%	34.3%	36.1%
35 - 44	119	113	113	52	10	88	36	51
%V	15.3%	15.1%	15.1%	14.8%	13.3%	14.9%	13.5%	15.8%
%H		95.0%	95.0%	43.7%	8.4%	73.9%	30.3%	42.9%
45 - 54	130	127	127	66	17	91	48	44
%V	16.7%	16.9%	17.0%	18.8%	22.7%	15.4%	18.0%	13.6%
%H		97.7%	97.7%	50.8%	13.1%	70.0%	36.9%	33.8%
55 - 64	121	117	116	61	9	95	47	47
%V	15.5%	15.6%	15.5%	17.3%	12.0%	16.1%	17.6%	14.6%
%H		96.7%	95.9%	50.4%	7.4%	78.5%	38.8%	38.8%
65+	197	191	191	73	11	163	57	107
%V	25.3%	25.5%	25.6%	20.7%	14.7%	27.6%	21.3%	33.1%
%H		97.0%	97.0%	37.1%	5.6%	82.7%	28.9%	54.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	779	750	747	352	75	590	267	323
%H		96.3%	95.9%	45.2%	9.6%	75.7%	34.3%	41.5%
AB	224	220	220	109	14	172	75	97
%V	28.8%	29.3%	29.5%	31.0%	18.7%	29.2%	28.1%	30.0%
%H		98.2%	98.2%	48.7%	6.3%	76.8%	33.5%	43.3%
C1	225	215	215	100	24	168	77	91
%V	28.9%	28.7%	28.8%	28.4%	32.0%	28.5%	28.8%	28.2%
%H		95.6%	95.6%	44.4%	10.7%	74.7%	34.2%	40.4%
C2	185	177	177	85	21	140	69	71
%V	23.7%	23.6%	23.7%	24.1%	28.0%	23.7%	25.8%	22.0%
%H		95.7%	95.7%	45.9%	11.4%	75.7%	37.3%	38.4%
D	94	92	91	43	12	72	36	36
%V	12.1%	12.3%	12.2%	12.2%	16.0%	12.2%	13.5%	11.1%
%H		97.9%	96.8%	45.7%	12.8%	76.6%	38.3%	38.3%
E	50	45	45	16	4	37	11	27
%V	6.4%	6.0%	6.0%	4.5%	5.3%	6.3%	4.1%	8.4%
%H		90.0%	90.0%	32.0%	8.0%	74.0%	22.0%	54.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South West

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	779	750	747	352	75	590	267	323
%H		96.3%	95.9%	45.2%	9.6%	75.7%	34.3%	41.5%
Working full time	396	385	383	202	42	288	148	140
%V	50.8%	51.3%	51.3%	57.4%	56.0%	48.8%	55.4%	43.3%
%H		97.2%	96.7%	51.0%	10.6%	72.7%	37.4%	35.4%
Working part time	57	56	55	23	8	48	23	24
%V	7.3%	7.5%	7.4%	6.5%	10.7%	8.1%	8.6%	7.4%
%H		98.2%	96.5%	40.4%	14.0%	84.2%	40.4%	42.1%
Not working	325	310	309	127	24	254	96	158
%V	41.7%	41.3%	41.4%	36.1%	32.0%	43.1%	36.0%	48.9%
%H		95.4%	95.1%	39.1%	7.4%	78.2%	29.5%	48.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	822	797	796	345	77	638	260	378
%H		97.0%	96.8%	42.0%	9.4%	77.6%	31.6%	46.0%
16 - 19	37	35	35	14	5	29	13	15
%V	4.5%	4.4%	4.4%	4.1%	6.5%	4.5%	5.0%	4.0%
%H		94.6%	94.6%	37.8%	13.5%	78.4%	35.1%	40.5%
20 - 24	56	49	49	18	10	36	15	22
%V	6.8%	6.1%	6.2%	5.2%	13.0%	5.6%	5.8%	5.8%
%H		87.5%	87.5%	32.1%	17.9%	64.3%	26.8%	39.3%
25 - 34	114	110	109	56	13	79	39	41
%V	13.9%	13.8%	13.7%	16.2%	16.9%	12.4%	15.0%	10.8%
%H		96.5%	95.6%	49.1%	11.4%	69.3%	34.2%	36.0%
35 - 44	119	116	116	55	13	90	41	49
%V	14.5%	14.6%	14.6%	15.9%	16.9%	14.1%	15.8%	13.0%
%H		97.5%	97.5%	46.2%	10.9%	75.6%	34.5%	41.2%
45 - 54	147	143	143	76	16	107	56	51
%V	17.9%	17.9%	18.0%	22.0%	20.8%	16.8%	21.5%	13.5%
%H		97.3%	97.3%	51.7%	10.9%	72.8%	38.1%	34.7%
55 - 64	125	122	122	53	9	105	44	61
%V	15.2%	15.3%	15.3%	15.4%	11.7%	16.5%	16.9%	16.1%
%H		97.6%	97.6%	42.4%	7.2%	84.0%	35.2%	48.8%
65+	223	221	221	72	11	192	52	139
%V	27.1%	27.7%	27.8%	20.9%	14.3%	30.1%	20.0%	36.8%
%H		99.1%	99.1%	32.3%	4.9%	86.1%	23.3%	62.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	822	797	796	345	77	638	260	378
%H		97.0%	96.8%	42.0%	9.4%	77.6%	31.6%	46.0%
AB	218	216	215	99	15	172	70	102
%V	26.5%	27.1%	27.0%	28.7%	19.5%	27.0%	26.9%	27.0%
%H		99.1%	98.6%	45.4%	6.9%	78.9%	32.1%	46.8%
C1	264	250	249	108	26	197	81	116
%V	32.1%	31.4%	31.3%	31.3%	33.8%	30.9%	31.2%	30.7%
%H		94.7%	94.3%	40.9%	9.8%	74.6%	30.7%	43.9%
C2	165	162	162	74	18	129	59	70
%V	20.1%	20.3%	20.4%	21.4%	23.4%	20.2%	22.7%	18.5%
%H		98.2%	98.2%	44.8%	10.9%	78.2%	35.8%	42.4%
D	97	95	95	42	12	74	33	41
%V	11.8%	11.9%	11.9%	12.2%	15.6%	11.6%	12.7%	10.8%
%H		97.9%	97.9%	43.3%	12.4%	76.3%	34.0%	42.3%
E	77	75	75	22	5	67	18	49
%V	9.4%	9.4%	9.4%	6.4%	6.5%	10.5%	6.9%	13.0%
%H		97.4%	97.4%	28.6%	6.5%	87.0%	23.4%	63.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	822	797	796	345	77	638	260	378
%H		97.0%	96.8%	42.0%	9.4%	77.6%	31.6%	46.0%
Working full time	252	246	246	119	25	190	88	103
%V	30.7%	30.9%	30.9%	34.5%	32.5%	29.8%	33.8%	27.2%
%H		97.6%	97.6%	47.2%	9.9%	75.4%	34.9%	40.9%
Working part time	151	148	148	71	19	117	59	58
%V	18.4%	18.6%	18.6%	20.6%	24.7%	18.3%	22.7%	15.3%
%H		98.0%	98.0%	47.0%	12.6%	77.5%	39.1%	38.4%
Not working	419	403	403	155	32	331	113	218
%V	51.0%	50.6%	50.6%	44.9%	41.6%	51.9%	43.5%	57.7%
%H		96.2%	96.2%	37.0%	7.6%	79.0%	27.0%	52.0%

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 2012

BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2202	2119	2103	877	345	1527	623	904
%H (All HH)		96.2%	95.5%	39.8%	15.7%	69.3%	28.3%	41.1%
%H (TV HH)			99.2%	41.4%	16.3%	72.1%	29.4%	42.7%
AB	709	689	685	289	113	501	211	290
%V	32.2%	32.5%	32.6%	33.0%	32.8%	32.8%	33.9%	32.1%
%H (All HH)		97.2%	96.6%	40.8%	15.9%	70.7%	29.8%	40.9%
%H (TV HH)			99.4%	41.9%	16.4%	72.7%	30.6%	42.1%
C1	638	606	602	237	101	449	177	272
%V	29.0%	28.6%	28.6%	27.0%	29.3%	29.4%	28.4%	30.1%
%H (All HH)		95.0%	94.4%	37.1%	15.8%	70.4%	27.7%	42.6%
%H (TV HH)			99.3%	39.1%	16.7%	74.1%	29.2%	44.9%
C2	417	405	402	197	68	271	128	142
%V	18.9%	19.1%	19.1%	22.5%	19.7%	17.7%	20.5%	15.7%
%H (All HH)		97.1%	96.4%	47.2%	16.3%	65.0%	30.7%	34.1%
%H (TV HH)			99.3%	48.6%	16.8%	66.9%	31.6%	35.1%
D	262	251	246	104	44	174	72	102
%V	11.9%	11.8%	11.7%	11.9%	12.8%	11.4%	11.6%	11.3%
%H (All HH)		95.8%	93.9%	39.7%	16.8%	66.4%	27.5%	38.9%
%H (TV HH)			98.0%	41.4%	17.5%	69.3%	28.7%	40.6%
E	176	169	168	50	20	133	35	98
%V	8.0%	8.0%	8.0%	5.7%	5.8%	8.7%	5.6%	10.8%
%H (All HH)		96.0%	95.5%	28.4%	11.4%	75.6%	19.9%	55.7%
%H (TV HH)			99.4%	29.6%	11.8%	78.7%	20.7%	58.0%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2202	2119	2103	877	345	1527	623	904
%H (All HH)		96.2%	95.5%	39.8%	15.7%	69.3%	28.3%	41.1%
%H (TV HH)			99.2%	41.4%	16.3%	72.1%	29.4%	42.7%
Under 25	75	61	58	25	16	31	13	17
%V	3.4%	2.9%	2.8%	2.9%	4.6%	2.0%	2.1%	1.9%
%H (All HH)		81.3%	77.3%	33.3%	21.3%	41.3%	17.3%	22.7%
%H (TV HH)			95.1%	41.0%	26.2%	50.8%	21.3%	27.9%
25 - 34	307	284	278	146	57	163	83	79
%V	13.9%	13.4%	13.2%	16.6%	16.5%	10.7%	13.3%	8.7%
%H (All HH)		92.5%	90.6%	47.6%	18.6%	53.1%	27.0%	25.7%
%H (TV HH)			97.9%	51.4%	20.1%	57.4%	29.2%	27.8%
35 - 44	386	372	370	191	66	240	122	118
%V	17.5%	17.6%	17.6%	21.8%	19.1%	15.7%	19.6%	13.1%
%H (All HH)		96.4%	95.9%	49.5%	17.1%	62.2%	31.6%	30.6%
%H (TV HH)			99.5%	51.3%	17.7%	64.5%	32.8%	31.7%
45 - 54	439	424	422	178	96	300	145	154
%V	19.9%	20.0%	20.1%	20.3%	27.8%	19.6%	23.3%	17.0%
%H (All HH)		96.6%	96.1%	40.5%	21.9%	68.3%	33.0%	35.1%
%H (TV HH)			99.5%	42.0%	22.6%	70.8%	34.2%	36.3%
55 - 64	356	346	345	143	57	267	118	149
%V	16.2%	16.3%	16.4%	16.3%	16.5%	17.5%	18.9%	16.5%
%H (All HH)		97.2%	96.9%	40.2%	16.0%	75.0%	33.1%	41.9%
%H (TV HH)			99.7%	41.3%	16.5%	77.2%	34.1%	43.1%
65 +	639	634	631	194	52	527	141	386
%V	29.0%	29.9%	30.0%	22.1%	15.1%	34.5%	22.6%	42.7%
%H (All HH)		99.2%	98.7%	30.4%	8.1%	82.5%	22.1%	60.4%
%H (TV HH)			99.5%	30.6%	8.2%	83.1%	22.2%	60.9%

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 2012

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	2202	2119	2103	877	345	1527	623	904
%H (All HH)		96.2%	95.5%	39.8%	15.7%	69.3%	28.3%	41.1%
%H (TV HH)			99.2%	41.4%	16.3%	72.1%	29.4%	42.7%
1	739	695	690	195	74	545	121	424
%V	33.6%	32.8%	32.8%	22.2%	21.4%	35.7%	19.4%	46.9%
%H (All HH)		94.0%	93.4%	26.4%	10.0%	73.7%	16.4%	57.4%
%H (TV HH)			99.3%	28.1%	10.6%	78.4%	17.4%	61.0%
2	708	692	686	290	112	504	214	290
%V	32.2%	32.7%	32.6%	33.1%	32.5%	33.0%	34.3%	32.1%
%H (All HH)		97.7%	96.9%	41.0%	15.8%	71.2%	30.2%	41.0%
%H (TV HH)			99.1%	41.9%	16.2%	72.8%	30.9%	41.9%
3	301	293	291	144	67	194	108	86
%V	13.7%	13.8%	13.8%	16.4%	19.4%	12.7%	17.3%	9.5%
%H (All HH)		97.3%	96.7%	47.8%	22.3%	64.5%	35.9%	28.6%
%H (TV HH)			99.3%	49.1%	22.9%	66.2%	36.9%	29.4%
4	320	309	308	178	61	197	122	75
%V	14.5%	14.6%	14.6%	20.3%	17.7%	12.9%	19.6%	8.3%
%H (All HH)		96.6%	96.3%	55.6%	19.1%	61.6%	38.1%	23.4%
%H (TV HH)			99.7%	57.6%	19.7%	63.8%	39.5%	24.3%
5+	134	130	128	71	30	87	58	29
%V	6.1%	6.1%	6.1%	8.1%	8.7%	5.7%	9.3%	3.2%
%H (All HH)		97.0%	95.5%	53.0%	22.4%	64.9%	43.3%	21.6%
%H (TV HH)			98.5%	54.6%	23.1%	66.9%	44.6%	22.3%
Average HH size	2.30	2.31	2.31	2.62	2.64	2.22	2.68	1.90

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 2012

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2202	2119	2103	877	345	1527	623	904
%H (All HH)		96.2%	95.5%	39.8%	15.7%	69.3%	28.3%	41.1%
%H (TV HH)			99.2%	41.4%	16.3%	72.1%	29.4%	42.7%
Without	1651	1578	1563	592	232	1186	430	756
%V	75.0%	74.5%	74.3%	67.5%	67.2%	77.7%	69.0%	83.6%
%H (All HH)		95.6%	94.7%	35.9%	14.1%	71.8%	26.0%	45.8%
%H (TV HH)			99.0%	37.5%	14.7%	75.2%	27.2%	47.9%
With	551	542	540	285	113	342	194	148
%V	25.0%	25.6%	25.7%	32.5%	32.8%	22.4%	31.1%	16.4%
%H (All HH)		98.4%	98.0%	51.7%	20.5%	62.1%	35.2%	26.9%
%H (TV HH)			99.6%	52.6%	20.8%	63.1%	35.8%	27.3%
0 - 3	210	205	204	114	36	123	66	57
%V	9.5%	9.7%	9.7%	13.0%	10.4%	8.1%	10.6%	6.3%
%H (All HH)		97.6%	97.1%	54.3%	17.1%	58.6%	31.4%	27.1%
%H (TV HH)			99.5%	55.6%	17.6%	60.0%	32.2%	27.8%
4 - 9	261	259	258	144	53	157	93	63
%V	11.9%	12.2%	12.3%	16.4%	15.4%	10.3%	14.9%	7.0%
%H (All HH)		99.2%	98.9%	55.2%	20.3%	60.2%	35.6%	24.1%
%H (TV HH)			99.6%	55.6%	20.5%	60.6%	35.9%	24.3%
10 - 15	253	248	247	128	58	163	98	65
%V	11.5%	11.7%	11.7%	14.6%	16.8%	10.7%	15.7%	7.2%
%H (All HH)		98.0%	97.6%	50.6%	22.9%	64.4%	38.7%	25.7%
%H (TV HH)			99.6%	51.6%	23.4%	65.7%	39.5%	26.2%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2202	2119	2103	877	345	1527	623	904
%H (All HH)		96.2%	95.5%	39.8%	15.7%	69.3%	28.3%	41.1%
%H (TV HH)			99.2%	41.4%	16.3%	72.1%	29.4%	42.7%
1	876	876	862	266	124	575	102	473
%V	39.8%	41.3%	41.0%	30.3%	35.9%	37.7%	16.4%	52.3%
%H (All HH)		100.0%	98.4%	30.4%	14.2%	65.6%	11.6%	54.0%
%H (TV HH)			98.4%	30.4%	14.2%	65.6%	11.6%	54.0%
2	712	712	712	317	115	535	250	285
%V	32.3%	33.6%	33.9%	36.1%	33.3%	35.0%	40.1%	31.5%
%H (All HH)		100.0%	100.0%	44.5%	16.2%	75.1%	35.1%	40.0%
%H (TV HH)			100.0%	44.5%	16.2%	75.1%	35.1%	40.0%
3	319	319	317	170	59	248	151	97
%V	14.5%	15.1%	15.1%	19.4%	17.1%	16.2%	24.2%	10.7%
%H (All HH)		100.0%	99.4%	53.3%	18.5%	77.7%	47.3%	30.4%
%H (TV HH)			99.4%	53.3%	18.5%	77.7%	47.3%	30.4%
4	138	138	138	79	29	109	73	36
%V	6.3%	6.5%	6.6%	9.0%	8.4%	7.1%	11.7%	4.0%
%H (All HH)		100.0%	100.0%	57.2%	21.0%	79.0%	52.9%	26.1%
%H (TV HH)			100.0%	57.2%	21.0%	79.0%	52.9%	26.1%
5+	74	74	74	45	18	60	47	14
%V	3.4%	3.5%	3.5%	5.1%	5.2%	3.9%	7.5%	1.5%
%H (All HH)		100.0%	100.0%	60.8%	24.3%	81.1%	63.5%	18.9%
%H (TV HH)			100.0%	60.8%	24.3%	81.1%	63.5%	18.9%

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 2012

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2202	2119	2103	877	345	1527	623	904
%H (All HH)		96.2%	95.5%	39.8%	15.7%	69.3%	28.3%	41.1%
%H (TV HH)			99.2%	41.4%	16.3%	72.1%	29.4%	42.7%
Under 20"	669	669	668	300	103	541	265	276
%V	30.4%	31.6%	31.8%	34.2%	29.9%	35.4%	42.5%	30.5%
%H (All HH)		100.0%	99.9%	44.8%	15.4%	80.9%	39.6%	41.3%
%H (TV HH)			99.9%	44.8%	15.4%	80.9%	39.6%	41.3%
20" - 29"	883	883	878	342	129	690	273	417
%V	40.1%	41.7%	41.7%	39.0%	37.4%	45.2%	43.8%	46.1%
%H (All HH)		100.0%	99.4%	38.7%	14.6%	78.1%	30.9%	47.2%
%H (TV HH)			99.4%	38.7%	14.6%	78.1%	30.9%	47.2%
30" - 39"	1053	1053	1051	452	186	782	357	426
%V	47.8%	49.7%	50.0%	51.5%	53.9%	51.2%	57.3%	47.1%
%H (All HH)		100.0%	99.8%	42.9%	17.7%	74.3%	33.9%	40.5%
%H (TV HH)			99.8%	42.9%	17.7%	74.3%	33.9%	40.5%
40" and over	717	717	713	422	136	465	296	169
%V	32.6%	33.8%	33.9%	48.1%	39.4%	30.5%	47.5%	18.7%
%H (All HH)		100.0%	99.4%	58.9%	19.0%	64.9%	41.3%	23.6%
%H (TV HH)			99.4%	58.9%	19.0%	64.9%	41.3%	23.6%

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

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Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2202	2119	2103	877	345	1527	623	904
%H (All HH)		96.2%	95.5%	39.8%	15.7%	69.3%	28.3%	41.1%
%H (TV HH)			99.2%	41.4%	16.3%	72.1%	29.4%	42.7%
Main living room	2084	2084	2075	871	341	1505	619	886
%V	94.6%	98.3%	98.7%	99.3%	98.8%	98.6%	99.4%	98.0%
%H (All HH)		100.0%	99.6%	41.8%	16.4%	72.2%	29.7%	42.5%
%H (TV HH)			99.6%	41.8%	16.4%	72.2%	29.7%	42.5%
Kitchen	279	279	278	136	35	238	123	114
%V	12.7%	13.2%	13.2%	15.5%	10.1%	15.6%	19.7%	12.6%
%H (All HH)		100.0%	99.6%	48.7%	12.5%	85.3%	44.1%	40.9%
%H (TV HH)			99.6%	48.7%	12.5%	85.3%	44.1%	40.9%
Adult's bedroom	868	868	866	446	164	668	395	274
%V	39.4%	41.0%	41.2%	50.9%	47.5%	43.7%	63.4%	30.3%
%H (All HH)		100.0%	99.8%	51.4%	18.9%	77.0%	45.5%	31.6%
%H (TV HH)			99.8%	51.4%	18.9%	77.0%	45.5%	31.6%
Child's bedroom	174	174	174	97	46	132	97	35
%V	7.9%	8.2%	8.3%	11.1%	13.3%	8.6%	15.6%	3.9%
%H (All HH)		100.0%	100.0%	55.7%	26.4%	75.9%	55.7%	20.1%
%H (TV HH)			100.0%	55.7%	26.4%	75.9%	55.7%	20.1%
Other bedroom	108	108	108	52	26	89	55	34
%V	4.9%	5.1%	5.1%	5.9%	7.5%	5.8%	8.8%	3.8%
%H (All HH)		100.0%	100.0%	48.1%	24.1%	82.4%	50.9%	31.5%
%H (TV HH)			100.0%	48.1%	24.1%	82.4%	50.9%	31.5%
Second living/dining room	185	185	185	97	26	140	73	68
%V	8.4%	8.7%	8.8%	11.1%	7.5%	9.2%	11.7%	7.5%
%H (All HH)		100.0%	100.0%	52.4%	14.1%	75.7%	39.5%	36.8%
%H (TV HH)			100.0%	52.4%	14.1%	75.7%	39.5%	36.8%
Study/office	56	56	56	21	15	47	25	23
%V	2.5%	2.6%	2.7%	2.4%	4.3%	3.1%	4.0%	2.5%
%H (All HH)		100.0%	100.0%	37.5%	26.8%	83.9%	44.6%	41.1%
%H (TV HH)			100.0%	37.5%	26.8%	83.9%	44.6%	41.1%
TV room	17	17	17	10	4	12	9	4
%V	0.8%	0.8%	0.8%	1.1%	1.2%	0.8%	1.4%	0.4%
%H (All HH)		100.0%	100.0%	58.8%	23.5%	70.6%	52.9%	23.5%
%H (TV HH)			100.0%	58.8%	23.5%	70.6%	52.9%	23.5%
Conservatory	34	34	34	20	4	25	15	10
%V	1.5%	1.6%	1.6%	2.3%	1.2%	1.6%	2.4%	1.1%
%H (All HH)		100.0%	100.0%	58.8%	11.8%	73.5%	44.1%	29.4%
%H (TV HH)			100.0%	58.8%	11.8%	73.5%	44.1%	29.4%
Attic or loft room	3	3	3	1	1	3	2	1
%V	0.1%	0.1%	0.1%	0.1%	0.3%	0.2%	0.3%	0.1%
%H (All HH)		100.0%	100.0%	33.3%	33.3%	100.0%	66.7%	33.3%
%H (TV HH)			100.0%	33.3%	33.3%	100.0%	66.7%	33.3%
No specific location	3	3	3	2	1	1	1	0
%V	0.1%	0.1%	0.1%	0.2%	0.3%	0.1%	0.2%	0.0%
%H (All HH)		100.0%	100.0%	66.7%	33.3%	33.3%	33.3%	0.0%
%H (TV HH)			100.0%	66.7%	33.3%	33.3%	33.3%	0.0%
Other	13	13	13	9	1	11	8	3
%V	0.6%	0.6%	0.6%	1.0%	0.3%	0.7%	1.3%	0.3%
%H (All HH)		100.0%	100.0%	69.2%	7.7%	84.6%	61.5%	23.1%
%H (TV HH)			100.0%	69.2%	7.7%	84.6%	61.5%	23.1%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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BBC South

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	2202	2119	2103	877	345	1527	623	904
%H (All HH)		96.2%	95.5%	39.8%	15.7%	69.3%	28.3%	41.1%
%H (TV HH)			99.2%	41.4%	16.3%	72.1%	29.4%	42.7%
PVR	1173	1173	1173	703	223	751	484	267
%V	53.3%	55.4%	55.8%	80.2%	64.6%	49.2%	77.7%	29.5%
%H (All HH)		100.0%	100.0%	59.9%	19.0%	64.0%	41.3%	22.8%
%H (TV HH)			100.0%	59.9%	19.0%	64.0%	41.3%	22.8%
DVDR	267	267	267	98	49	201	76	125
%V	12.1%	12.6%	12.7%	11.2%	14.2%	13.2%	12.2%	13.8%
%H (All HH)		100.0%	100.0%	36.7%	18.4%	75.3%	28.5%	46.8%
%H (TV HH)			100.0%	36.7%	18.4%	75.3%	28.5%	46.8%
VCR	167	167	165	56	23	126	40	86
%V	7.6%	7.9%	7.8%	6.4%	6.7%	8.3%	6.4%	9.5%
%H (All HH)		100.0%	98.8%	33.5%	13.8%	75.4%	24.0%	51.5%
%H (TV HH)			98.8%	33.5%	13.8%	75.4%	24.0%	51.5%
Any recorder	1375	1375	1373	733	255	918	514	405
%V	62.4%	64.9%	65.3%	83.6%	73.9%	60.1%	82.5%	44.8%
%H (All HH)		100.0%	99.9%	53.3%	18.5%	66.8%	37.4%	29.5%
%H (TV HH)			99.9%	53.3%	18.5%	66.8%	37.4%	29.5%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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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	2202	2119	2103	877	345	1527	623	904
%H (All HH)		96.2%	95.5%	39.8%	15.7%	69.3%	28.3%	41.1%
%H (TV HH)			99.2%	41.4%	16.3%	72.1%	29.4%	42.7%
Receives HDTV (via STB or built-in reception)	1006	1006	1006	537	249	650	412	238
%V	45.7%	47.5%	47.8%	61.2%	72.2%	42.6%	66.1%	26.3%
%H (All HH)		100.0%	100.0%	53.4%	24.8%	64.6%	41.0%	23.7%
%H (TV HH)			100.0%	53.4%	24.8%	64.6%	41.0%	23.7%
DVD/Blu-ray player or recorder	1742	1742	1732	761	301	1251	559	692
%V	79.1%	82.2%	82.4%	86.8%	87.2%	81.9%	89.7%	76.5%
%H (All HH)		100.0%	99.4%	43.7%	17.3%	71.8%	32.1%	39.7%
%H (TV HH)			99.4%	43.7%	17.3%	71.8%	32.1%	39.7%

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 2012

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	2202	2119	2103	877	345	1527	623	904
%H (All HH)		96.2%	95.5%	39.8%	15.7%	69.3%	28.3%	41.1%
%H (TV HH)			99.2%	41.4%	16.3%	72.1%	29.4%	42.7%
Has PC or Laptop	1778	1712	1698	777	314	1184	554	630
%V	80.7%	80.8%	80.7%	88.6%	91.0%	77.5%	88.9%	69.7%
%H (All HH)		96.3%	95.5%	43.7%	17.7%	66.6%	31.2%	35.4%
%H (TV HH)			99.2%	45.4%	18.3%	69.2%	32.4%	36.8%
Has broadband internet	1686	1629	1616	760	310	1109	540	569
%V	76.6%	76.9%	76.8%	86.7%	89.9%	72.6%	86.7%	62.9%
%H (All HH)		96.6%	95.8%	45.1%	18.4%	65.8%	32.0%	33.7%
%H (TV HH)			99.2%	46.7%	19.0%	68.1%	33.1%	34.9%

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 2012

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4212	4192	1972	746	3152	1603	1549
%H		99.5%	46.8%	17.7%	74.8%	38.1%	36.8%
Under 20"	880	878	412	141	717	375	342
%V	20.9%	20.9%	20.9%	18.9%	22.7%	23.4%	22.1%
%H		99.8%	46.8%	16.0%	81.5%	42.6%	38.9%
20" - 29"	1118	1113	445	186	894	393	501
%V	26.5%	26.6%	22.6%	24.9%	28.4%	24.5%	32.3%
%H		99.6%	39.8%	16.6%	80.0%	35.2%	44.8%
30" - 39"	1198	1197	528	222	889	426	462
%V	28.4%	28.6%	26.8%	29.8%	28.2%	26.6%	29.8%
%H		99.9%	44.1%	18.5%	74.2%	35.6%	38.6%
40" and over	817	812	490	155	531	346	185
%V	19.4%	19.4%	24.8%	20.8%	16.8%	21.6%	11.9%
%H		99.4%	60.0%	19.0%	65.0%	42.4%	22.6%
Don't know	48	47	20	15	32	18	15
%V	1.1%	1.1%	1.0%	2.0%	1.0%	1.1%	1.0%
%H		97.9%	41.7%	31.3%	66.7%	37.5%	31.3%
Not Asked	151	145	77	27	89	45	44
%V	3.6%	3.5%	3.9%	3.6%	2.8%	2.8%	2.8%
%H		96.0%	51.0%	17.9%	58.9%	29.8%	29.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	4212	4192	1972	746	3152	1603	1549
%H		99.5%	46.8%	17.7%	74.8%	38.1%	36.8%
Main living room	2100	2091	880	344	1518	628	890
%V	49.9%	49.9%	44.6%	46.1%	48.2%	39.2%	57.5%
%H		99.6%	41.9%	16.4%	72.3%	29.9%	42.4%
Kitchen	282	281	137	35	240	124	116
%V	6.7%	6.7%	6.9%	4.7%	7.6%	7.7%	7.5%
%H		99.6%	48.6%	12.4%	85.1%	44.0%	41.1%
Adult's bedroom	1017	1013	531	196	787	478	309
%V	24.1%	24.2%	26.9%	26.3%	25.0%	29.8%	19.9%
%H		99.6%	52.2%	19.3%	77.4%	47.0%	30.4%
Child's bedroom	222	222	126	61	171	130	41
%V	5.3%	5.3%	6.4%	8.2%	5.4%	8.1%	2.6%
%H		100.0%	56.8%	27.5%	77.0%	58.6%	18.5%
Other bedroom	125	125	59	32	104	64	40
%V	3.0%	3.0%	3.0%	4.3%	3.3%	4.0%	2.6%
%H		100.0%	47.2%	25.6%	83.2%	51.2%	32.0%
Second living/dining room	187	186	97	26	142	73	69
%V	4.4%	4.4%	4.9%	3.5%	4.5%	4.6%	4.5%
%H		99.5%	51.9%	13.9%	75.9%	39.0%	36.9%
Study/office	57	57	21	15	48	25	23
%V	1.4%	1.4%	1.1%	2.0%	1.5%	1.6%	1.5%
%H		100.0%	36.8%	26.3%	84.2%	43.9%	40.4%
TV room	17	17	10	4	12	9	4
%V	0.4%	0.4%	0.5%	0.5%	0.4%	0.6%	0.3%
%H		100.0%	58.8%	23.5%	70.6%	52.9%	23.5%
Conservatory	36	36	22	4	27	17	10
%V	0.9%	0.9%	1.1%	0.5%	0.9%	1.1%	0.6%
%H		100.0%	61.1%	11.1%	75.0%	47.2%	27.8%
Attic or loft room	3	3	1	1	3	2	1
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	33.3%	33.3%	100.0%	66.7%	33.3%
No specific location	3	3	2	1	1	1	0
%V	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%
%H		100.0%	66.7%	33.3%	33.3%	33.3%	0.0%
Other	13	13	9	1	11	8	3
%V	0.3%	0.3%	0.5%	0.1%	0.3%	0.5%	0.2%
%H		100.0%	69.2%	7.7%	84.6%	61.5%	23.1%
Not Asked	151	145	77	27	89	45	44
%V	3.6%	3.5%	3.9%	3.6%	2.8%	2.8%	2.8%
%H		96.0%	51.0%	17.9%	58.9%	29.8%	29.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2012

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	4212	4192	1972	746	3152	1603	1549
%H		99.5%	46.8%	17.7%	74.8%	38.1%	36.8%
PVR	1506	1506	968	287	919	631	288
%V	35.8%	35.9%	49.1%	38.5%	29.2%	39.4%	18.6%
%H		100.0%	64.3%	19.1%	61.0%	41.9%	19.1%
DVDR	297	296	106	58	227	88	139
%V	7.1%	7.1%	5.4%	7.8%	7.2%	5.5%	9.0%
%H		99.7%	35.7%	19.5%	76.4%	29.6%	46.8%
VCR	182	180	64	26	137	46	91
%V	4.3%	4.3%	3.2%	3.5%	4.3%	2.9%	5.9%
%H		98.9%	35.2%	14.3%	75.3%	25.3%	50.0%
Any recorder	1778	1776	1022	333	1147	689	458
%V	42.2%	42.4%	51.8%	44.6%	36.4%	43.0%	29.6%
%H		99.9%	57.5%	18.7%	64.5%	38.8%	25.8%

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	4212	4192	1972	746	3152	1603	1549
%H		99.5%	46.8%	17.7%	74.8%	38.1%	36.8%
Receives HDTV (via STB or built-in reception)	1352	1352	732	350	880	577	303
%V	32.1%	32.3%	37.1%	46.9%	27.9%	36.0%	19.6%
%H		100.0%	54.1%	25.9%	65.1%	42.7%	22.4%
DVD/Blu-ray player or recorder	2538	2527	1193	471	1864	957	907
%V	60.3%	60.3%	60.5%	63.1%	59.1%	59.7%	58.6%
%H		99.6%	47.0%	18.6%	73.4%	37.7%	35.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South
Set level data
Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2118	2103	877	345	1527	623	904
%H		99.3%	41.4%	16.3%	72.1%	29.4%	42.7%
Under 20"	87	86	16	9	69	8	61
%V	4.1%	4.1%	1.8%	2.6%	4.5%	1.3%	6.7%
%H		98.9%	18.4%	10.3%	79.3%	9.2%	70.1%
20" - 29"	451	447	121	52	348	69	278
%V	21.3%	21.3%	13.8%	15.1%	22.8%	11.1%	30.8%
%H		99.1%	26.8%	11.5%	77.2%	15.3%	61.6%
30" - 39"	867	866	329	152	648	258	390
%V	40.9%	41.2%	37.5%	44.1%	42.4%	41.4%	43.1%
%H		99.9%	37.9%	17.5%	74.7%	29.8%	45.0%
40" and over	687	683	404	126	446	281	165
%V	32.4%	32.5%	46.1%	36.5%	29.2%	45.1%	18.3%
%H		99.4%	58.8%	18.3%	64.9%	40.9%	24.0%
Don't know	21	21	6	7	16	7	9
%V	1.0%	1.0%	0.7%	2.0%	1.0%	1.1%	1.0%
%H		100.0%	28.6%	33.3%	76.2%	33.3%	42.9%
Not Asked	5	0	0	0	0	0	0
%V	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	2118	2103	877	345	1527	623	904
%H		99.3%	41.4%	16.3%	72.1%	29.4%	42.7%
PVR	1148	1148	697	216	729	475	254
%V	54.2%	54.6%	79.5%	62.6%	47.7%	76.2%	28.1%
%H		100.0%	60.7%	18.8%	63.5%	41.4%	22.1%
DVDR	232	232	83	40	172	60	112
%V	11.0%	11.0%	9.5%	11.6%	11.3%	9.6%	12.4%
%H		100.0%	35.8%	17.2%	74.1%	25.9%	48.3%
VCR	146	144	46	22	108	32	76
%V	6.9%	6.8%	5.2%	6.4%	7.1%	5.1%	8.4%
%H		98.6%	31.5%	15.1%	74.0%	21.9%	52.1%
Any recorder	1348	1345	728	247	895	505	390
%V	63.6%	64.0%	83.0%	71.6%	58.6%	81.1%	43.1%
%H		99.8%	54.0%	18.3%	66.4%	37.5%	28.9%

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	2118	2103	877	345	1527	623	904
%H		99.3%	41.4%	16.3%	72.1%	29.4%	42.7%
Receives HDTV (via STB or built-in reception)	974	974	525	243	623	400	224
%V	46.0%	46.3%	59.9%	70.4%	40.8%	64.2%	24.8%
%H		100.0%	53.9%	24.9%	64.0%	41.1%	23.0%
DVD/Blu-ray player or recorder	1661	1653	722	282	1187	517	670
%V	78.4%	78.6%	82.3%	81.7%	77.7%	83.0%	74.1%
%H		99.5%	43.5%	17.0%	71.5%	31.1%	40.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	2094	2089	1095	401	1626	980	645
%H		99.8%	52.3%	19.1%	77.7%	46.8%	30.8%
Under 20"	792	792	396	132	648	368	281
%V	37.8%	37.9%	36.2%	32.9%	39.9%	37.6%	43.6%
%H		100.0%	50.0%	16.7%	81.8%	46.5%	35.5%
20" - 29"	667	666	323	134	546	323	223
%V	31.9%	31.9%	29.5%	33.4%	33.6%	33.0%	34.6%
%H		99.9%	48.4%	20.1%	81.9%	48.4%	33.4%
30" - 39"	331	331	199	70	240	168	72
%V	15.8%	15.8%	18.2%	17.5%	14.8%	17.1%	11.2%
%H		100.0%	60.1%	21.1%	72.5%	50.8%	21.8%
40" and over	130	129	86	29	85	65	20
%V	6.2%	6.2%	7.9%	7.2%	5.2%	6.6%	3.1%
%H		99.2%	66.2%	22.3%	65.4%	50.0%	15.4%
Don't know	27	26	13	8	17	11	6
%V	1.3%	1.2%	1.2%	2.0%	1.0%	1.1%	0.9%
%H		96.3%	48.1%	29.6%	63.0%	40.7%	22.2%
Not Asked	147	145	78	28	90	45	43
%V	7.0%	6.9%	7.1%	7.0%	5.5%	4.6%	6.7%
%H		98.6%	53.1%	19.0%	61.2%	30.6%	29.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2094	2089	1095	401	1626	980	645
%H		99.8%	52.3%	19.1%	77.7%	46.8%	30.8%
PVR	359	359	271	71	190	156	34
%V	17.1%	17.2%	24.7%	17.7%	11.7%	15.9%	5.3%
%H		100.0%	75.5%	19.8%	52.9%	43.5%	9.5%
DVDR	64	64	23	17	54	27	27
%V	3.1%	3.1%	2.1%	4.2%	3.3%	2.8%	4.2%
%H		100.0%	35.9%	26.6%	84.4%	42.2%	42.2%
VCR	36	36	18	4	29	14	15
%V	1.7%	1.7%	1.6%	1.0%	1.8%	1.4%	2.3%
%H		100.0%	50.0%	11.1%	80.6%	38.9%	41.7%
Any recorder	430	430	294	86	252	184	68
%V	20.5%	20.6%	26.8%	21.4%	15.5%	18.8%	10.5%
%H		100.0%	68.4%	20.0%	58.6%	42.8%	15.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2094	2089	1095	401	1626	980	645
%H		99.8%	52.3%	19.1%	77.7%	46.8%	30.8%
Receives HDTV (via STB or built-in reception)	378	378	206	107	256	177	79
%V	18.1%	18.1%	18.8%	26.7%	15.7%	18.1%	12.2%
%H		100.0%	54.5%	28.3%	67.7%	46.8%	20.9%
DVD/Blu-ray player or recorder	877	875	472	188	678	440	237
%V	41.9%	41.9%	43.1%	46.9%	41.7%	44.9%	36.7%
%H		99.8%	53.8%	21.4%	77.3%	50.2%	27.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5062	4896	4856	2296	910	3388	1671	1717
%H		96.7%	95.9%	45.4%	18.0%	66.9%	33.0%	33.9%
Total Children	952	939	936	505	204	587	347	241
%V	18.8%	19.2%	19.3%	22.0%	22.4%	17.3%	20.8%	14.0%
%H		98.6%	98.3%	53.0%	21.4%	61.7%	36.4%	25.3%
0 - 3	260	255	254	144	46	151	83	68
%V	5.1%	5.2%	5.2%	6.3%	5.1%	4.5%	5.0%	4.0%
%H		98.1%	97.7%	55.4%	17.7%	58.1%	31.9%	26.2%
4 - 15	692	684	683	361	158	436	264	172
%V	13.7%	14.0%	14.1%	15.7%	17.4%	12.9%	15.8%	10.0%
%H		98.8%	98.7%	52.2%	22.8%	63.0%	38.2%	24.9%
4 - 9	356	353	353	189	79	216	129	88
%V	7.0%	7.2%	7.3%	8.2%	8.7%	6.4%	7.7%	5.1%
%H		99.2%	99.2%	53.1%	22.2%	60.7%	36.2%	24.7%
10 - 15	336	331	330	171	79	220	135	85
%V	6.6%	6.8%	6.8%	7.4%	8.7%	6.5%	8.1%	5.0%
%H		98.5%	98.2%	50.9%	23.5%	65.5%	40.2%	25.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5062	4896	4856	2296	910	3388	1671	1717
%H		96.7%	95.9%	45.4%	18.0%	66.9%	33.0%	33.9%
Total Adults (16+)	4110	3957	3920	1792	706	2801	1324	1477
%V	81.2%	80.8%	80.7%	78.0%	77.6%	82.7%	79.2%	86.0%
%H		96.3%	95.4%	43.6%	17.2%	68.2%	32.2%	35.9%
16 - 19	206	199	199	101	57	132	87	45
%V	4.1%	4.1%	4.1%	4.4%	6.3%	3.9%	5.2%	2.6%
%H		96.6%	96.6%	49.0%	27.7%	64.1%	42.2%	21.8%
20 - 24	303	264	253	128	56	169	97	72
%V	6.0%	5.4%	5.2%	5.6%	6.2%	5.0%	5.8%	4.2%
%H		87.1%	83.5%	42.2%	18.5%	55.8%	32.0%	23.8%
25 - 34	635	590	578	313	120	352	197	155
%V	12.5%	12.1%	11.9%	13.6%	13.2%	10.4%	11.8%	9.0%
%H		92.9%	91.0%	49.3%	18.9%	55.4%	31.0%	24.4%
35 - 44	681	660	655	350	120	423	226	198
%V	13.5%	13.5%	13.5%	15.2%	13.2%	12.5%	13.5%	11.5%
%H		96.9%	96.2%	51.4%	17.6%	62.1%	33.2%	29.1%
45 - 54	751	729	724	321	175	505	264	240
%V	14.8%	14.9%	14.9%	14.0%	19.2%	14.9%	15.8%	14.0%
%H		97.1%	96.4%	42.7%	23.3%	67.2%	35.2%	32.0%
55 - 64	588	576	575	252	92	443	204	239
%V	11.6%	11.8%	11.8%	11.0%	10.1%	13.1%	12.2%	13.9%
%H		98.0%	97.8%	42.9%	15.6%	75.3%	34.7%	40.6%
65+	946	938	935	326	87	775	248	527
%V	18.7%	19.2%	19.3%	14.2%	9.6%	22.9%	14.8%	30.7%
%H		99.2%	98.8%	34.5%	9.2%	81.9%	26.2%	55.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4110	3957	3920	1792	706	2801	1324	1477
%H		96.3%	95.4%	43.6%	17.2%	68.2%	32.2%	35.9%
AB	1390	1354	1347	611	252	974	473	501
%V	33.8%	34.2%	34.4%	34.1%	35.7%	34.8%	35.7%	33.9%
%H		97.4%	96.9%	44.0%	18.1%	70.1%	34.0%	36.0%
C1	1180	1113	1105	484	193	812	367	446
%V	28.7%	28.1%	28.2%	27.0%	27.3%	29.0%	27.7%	30.2%
%H		94.3%	93.6%	41.0%	16.4%	68.8%	31.1%	37.8%
C2	833	811	804	416	145	537	283	254
%V	20.3%	20.5%	20.5%	23.2%	20.5%	19.2%	21.4%	17.2%
%H		97.4%	96.5%	49.9%	17.4%	64.5%	34.0%	30.5%
D	466	446	436	203	86	301	146	155
%V	11.3%	11.3%	11.1%	11.3%	12.2%	10.7%	11.0%	10.5%
%H		95.7%	93.6%	43.6%	18.5%	64.6%	31.3%	33.3%
E	240	233	228	77	30	176	55	121
%V	5.8%	5.9%	5.8%	4.3%	4.2%	6.3%	4.2%	8.2%
%H		97.1%	95.0%	32.1%	12.5%	73.3%	22.9%	50.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South

Individual level data

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4110	3957	3920	1792	706	2801	1324	1477
%H		96.3%	95.4%	43.6%	17.2%	68.2%	32.2%	35.9%
Working full time	1887	1815	1792	901	380	1204	662	542
%V	45.9%	45.9%	45.7%	50.3%	53.8%	43.0%	50.0%	36.7%
%H		96.2%	95.0%	47.7%	20.1%	63.8%	35.1%	28.7%
Working part time	487	473	471	230	87	324	165	159
%V	11.8%	12.0%	12.0%	12.8%	12.3%	11.6%	12.5%	10.8%
%H		97.1%	96.7%	47.2%	17.9%	66.5%	33.9%	32.6%
Not working	1736	1669	1657	661	239	1272	497	775
%V	42.2%	42.2%	42.3%	36.9%	33.9%	45.4%	37.5%	52.5%
%H		96.1%	95.4%	38.1%	13.8%	73.3%	28.6%	44.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2021	1936	1914	915	348	1359	680	679
%H		95.8%	94.7%	45.3%	17.2%	67.2%	33.6%	33.6%
16 - 19	110	106	106	56	30	73	53	21
%V	5.4%	5.5%	5.5%	6.1%	8.6%	5.4%	7.8%	3.1%
%H		96.4%	96.4%	50.9%	27.3%	66.4%	48.2%	19.1%
20 - 24	153	132	126	62	30	81	45	36
%V	7.6%	6.8%	6.6%	6.8%	8.6%	6.0%	6.6%	5.3%
%H		86.3%	82.4%	40.5%	19.6%	52.9%	29.4%	23.5%
25 - 34	328	299	292	163	56	182	104	78
%V	16.2%	15.4%	15.3%	17.8%	16.1%	13.4%	15.3%	11.5%
%H		91.2%	89.0%	49.7%	17.1%	55.5%	31.7%	23.8%
35 - 44	329	320	317	176	53	207	114	93
%V	16.3%	16.5%	16.6%	19.2%	15.2%	15.2%	16.8%	13.7%
%H		97.3%	96.4%	53.5%	16.1%	62.9%	34.7%	28.3%
45 - 54	386	374	370	160	93	257	133	124
%V	19.1%	19.3%	19.3%	17.5%	26.7%	18.9%	19.6%	18.3%
%H		96.9%	95.9%	41.5%	24.1%	66.6%	34.5%	32.1%
55 - 64	283	277	277	126	43	209	98	111
%V	14.0%	14.3%	14.5%	13.8%	12.4%	15.4%	14.4%	16.3%
%H		97.9%	97.9%	44.5%	15.2%	73.9%	34.6%	39.2%
65+	433	429	427	171	42	350	133	216
%V	21.4%	22.2%	22.3%	18.7%	12.1%	25.8%	19.6%	31.8%
%H		99.1%	98.6%	39.5%	9.7%	80.8%	30.7%	49.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2021	1936	1914	915	348	1359	680	679
%H		95.8%	94.7%	45.3%	17.2%	67.2%	33.6%	33.6%
AB	698	681	678	313	127	489	243	246
%V	34.5%	35.2%	35.4%	34.2%	36.5%	36.0%	35.7%	36.2%
%H		97.6%	97.1%	44.8%	18.2%	70.1%	34.8%	35.2%
C1	538	504	498	233	93	362	181	181
%V	26.6%	26.0%	26.0%	25.5%	26.7%	26.6%	26.6%	26.7%
%H		93.7%	92.6%	43.3%	17.3%	67.3%	33.6%	33.6%
C2	457	442	439	230	78	295	158	137
%V	22.6%	22.8%	22.9%	25.1%	22.4%	21.7%	23.2%	20.2%
%H		96.7%	96.1%	50.3%	17.1%	64.6%	34.6%	30.0%
D	230	216	211	103	40	147	73	74
%V	11.4%	11.2%	11.0%	11.3%	11.5%	10.8%	10.7%	10.9%
%H		93.9%	91.7%	44.8%	17.4%	63.9%	31.7%	32.2%
E	98	93	88	36	11	66	25	41
%V	4.8%	4.8%	4.6%	3.9%	3.2%	4.9%	3.7%	6.0%
%H		94.9%	89.8%	36.7%	11.2%	67.3%	25.5%	41.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2021	1936	1914	915	348	1359	680	679
%H		95.8%	94.7%	45.3%	17.2%	67.2%	33.6%	33.6%
Working full time	1202	1161	1148	590	237	765	426	339
%V	59.5%	60.0%	60.0%	64.5%	68.1%	56.3%	62.6%	49.9%
%H		96.6%	95.5%	49.1%	19.7%	63.6%	35.4%	28.2%
Working part time	109	101	101	54	14	68	33	36
%V	5.4%	5.2%	5.3%	5.9%	4.0%	5.0%	4.9%	5.3%
%H		92.7%	92.7%	49.5%	12.8%	62.4%	30.3%	33.0%
Not working	710	674	665	271	97	526	222	304
%V	35.1%	34.8%	34.7%	29.6%	27.9%	38.7%	32.6%	44.8%
%H		94.9%	93.7%	38.2%	13.7%	74.1%	31.3%	42.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2089	2021	2006	877	358	1442	644	798
%H		96.7%	96.0%	42.0%	17.1%	69.0%	30.8%	38.2%
16 - 19	96	93	93	45	26	59	35	25
%V	4.6%	4.6%	4.6%	5.1%	7.3%	4.1%	5.4%	3.1%
%H		96.9%	96.9%	46.9%	27.1%	61.5%	36.5%	26.0%
20 - 24	150	132	128	66	27	88	52	36
%V	7.2%	6.5%	6.4%	7.5%	7.5%	6.1%	8.1%	4.5%
%H		88.0%	85.3%	44.0%	18.0%	58.7%	34.7%	24.0%
25 - 34	307	291	286	150	64	171	93	77
%V	14.7%	14.4%	14.3%	17.1%	17.9%	11.9%	14.4%	9.6%
%H		94.8%	93.2%	48.9%	20.8%	55.7%	30.3%	25.1%
35 - 44	352	340	338	174	67	216	112	105
%V	16.9%	16.8%	16.8%	19.8%	18.7%	15.0%	17.4%	13.2%
%H		96.6%	96.0%	49.4%	19.0%	61.4%	31.8%	29.8%
45 - 54	366	356	355	161	81	248	131	116
%V	17.5%	17.6%	17.7%	18.4%	22.6%	17.2%	20.3%	14.5%
%H		97.3%	97.0%	44.0%	22.1%	67.8%	35.8%	31.7%
55 - 64	305	299	298	126	48	234	106	128
%V	14.6%	14.8%	14.9%	14.4%	13.4%	16.2%	16.5%	16.0%
%H		98.0%	97.7%	41.3%	15.7%	76.7%	34.8%	42.0%
65+	513	510	508	154	44	425	115	311
%V	24.6%	25.2%	25.3%	17.6%	12.3%	29.5%	17.9%	39.0%
%H		99.4%	99.0%	30.0%	8.6%	82.8%	22.4%	60.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2089	2021	2006	877	358	1442	644	798
%H		96.7%	96.0%	42.0%	17.1%	69.0%	30.8%	38.2%
AB	693	673	669	299	125	485	230	255
%V	33.2%	33.3%	33.3%	34.1%	34.9%	33.6%	35.7%	32.0%
%H		97.1%	96.5%	43.1%	18.0%	70.0%	33.2%	36.8%
C1	642	609	607	251	100	451	186	265
%V	30.7%	30.1%	30.3%	28.6%	27.9%	31.3%	28.9%	33.2%
%H		94.9%	94.5%	39.1%	15.6%	70.2%	29.0%	41.3%
C2	376	368	365	186	67	243	125	117
%V	18.0%	18.2%	18.2%	21.2%	18.7%	16.9%	19.4%	14.7%
%H		97.9%	97.1%	49.5%	17.8%	64.6%	33.2%	31.1%
D	236	230	225	101	46	153	73	81
%V	11.3%	11.4%	11.2%	11.5%	12.8%	10.6%	11.3%	10.2%
%H		97.5%	95.3%	42.8%	19.5%	64.8%	30.9%	34.3%
E	142	140	140	41	19	109	30	80
%V	6.8%	6.9%	7.0%	4.7%	5.3%	7.6%	4.7%	10.0%
%H		98.6%	98.6%	28.9%	13.4%	76.8%	21.1%	56.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2089	2021	2006	877	358	1442	644	798
%H		96.7%	96.0%	42.0%	17.1%	69.0%	30.8%	38.2%
Working full time	685	654	644	311	143	440	236	204
%V	32.8%	32.4%	32.1%	35.5%	39.9%	30.5%	36.6%	25.6%
%H		95.5%	94.0%	45.4%	20.9%	64.2%	34.5%	29.8%
Working part time	378	372	370	176	73	256	132	124
%V	18.1%	18.4%	18.4%	20.1%	20.4%	17.8%	20.5%	15.5%
%H		98.4%	97.9%	46.6%	19.3%	67.7%	34.9%	32.8%
Not working	1025	995	991	390	142	746	275	471
%V	49.1%	49.2%	49.4%	44.5%	39.7%	51.7%	42.7%	59.0%
%H		97.1%	96.7%	38.0%	13.9%	72.8%	26.8%	46.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2634	2536	2509	1088	318	2115	992	1123
%H (All HH)		96.3%	95.3%	41.3%	12.1%	80.3%	37.7%	42.6%
%H (TV HH)			98.9%	42.9%	12.5%	83.4%	39.1%	44.3%
AB	512	494	491	246	65	404	219	185
%V	19.4%	19.5%	19.6%	22.6%	20.4%	19.1%	22.1%	16.5%
%H (All HH)		96.5%	95.9%	48.0%	12.7%	78.9%	42.8%	36.1%
%H (TV HH)			99.4%	49.8%	13.2%	81.8%	44.3%	37.4%
C1	665	628	619	260	85	528	250	278
%V	25.2%	24.8%	24.7%	23.9%	26.7%	25.0%	25.2%	24.8%
%H (All HH)		94.4%	93.1%	39.1%	12.8%	79.4%	37.6%	41.8%
%H (TV HH)			98.6%	41.4%	13.5%	84.1%	39.8%	44.3%
C2	523	514	509	243	75	436	242	194
%V	19.9%	20.3%	20.3%	22.3%	23.6%	20.6%	24.4%	17.3%
%H (All HH)		98.3%	97.3%	46.5%	14.3%	83.4%	46.3%	37.1%
%H (TV HH)			99.0%	47.3%	14.6%	84.8%	47.1%	37.7%
D	497	484	478	223	54	392	184	208
%V	18.9%	19.1%	19.1%	20.5%	17.0%	18.5%	18.5%	18.5%
%H (All HH)		97.4%	96.2%	44.9%	10.9%	78.9%	37.0%	41.9%
%H (TV HH)			98.8%	46.1%	11.2%	81.0%	38.0%	43.0%
E	437	417	411	115	38	355	98	258
%V	16.6%	16.4%	16.4%	10.6%	11.9%	16.8%	9.9%	23.0%
%H (All HH)		95.4%	94.1%	26.3%	8.7%	81.2%	22.4%	59.0%
%H (TV HH)			98.6%	27.6%	9.1%	85.1%	23.5%	61.9%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2634	2536	2509	1088	318	2115	992	1123
%H (All HH)		96.3%	95.3%	41.3%	12.1%	80.3%	37.7%	42.6%
%H (TV HH)			98.9%	42.9%	12.5%	83.4%	39.1%	44.3%
Under 25	157	132	126	57	12	96	38	58
%V	6.0%	5.2%	5.0%	5.2%	3.8%	4.5%	3.8%	5.2%
%H (All HH)		84.1%	80.3%	36.3%	7.6%	61.1%	24.2%	36.9%
%H (TV HH)			95.5%	43.2%	9.1%	72.7%	28.8%	43.9%
25 - 34	419	391	380	208	52	281	158	123
%V	15.9%	15.4%	15.1%	19.1%	16.4%	13.3%	15.9%	11.0%
%H (All HH)		93.3%	90.7%	49.6%	12.4%	67.1%	37.7%	29.4%
%H (TV HH)			97.2%	53.2%	13.3%	71.9%	40.4%	31.5%
35 - 44	435	426	422	224	69	342	208	134
%V	16.5%	16.8%	16.8%	20.6%	21.7%	16.2%	21.0%	11.9%
%H (All HH)		97.9%	97.0%	51.5%	15.9%	78.6%	47.8%	30.8%
%H (TV HH)			99.1%	52.6%	16.2%	80.3%	48.8%	31.5%
45 - 54	503	489	486	241	70	409	230	179
%V	19.1%	19.3%	19.4%	22.2%	22.0%	19.3%	23.2%	15.9%
%H (All HH)		97.2%	96.6%	47.9%	13.9%	81.3%	45.7%	35.6%
%H (TV HH)			99.4%	49.3%	14.3%	83.6%	47.0%	36.6%
55 - 64	428	419	416	169	61	366	176	189
%V	16.2%	16.5%	16.6%	15.5%	19.2%	17.3%	17.7%	16.8%
%H (All HH)		97.9%	97.2%	39.5%	14.3%	85.5%	41.1%	44.2%
%H (TV HH)			99.3%	40.3%	14.6%	87.4%	42.0%	45.1%
65 +	693	680	680	189	54	622	182	439
%V	26.3%	26.8%	27.1%	17.4%	17.0%	29.4%	18.3%	39.1%
%H (All HH)		98.1%	98.1%	27.3%	7.8%	89.8%	26.3%	63.3%
%H (TV HH)			100.0%	27.8%	7.9%	91.5%	26.8%	64.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2634	2536	2509	1088	318	2115	992	1123
%H (All HH)		96.3%	95.3%	41.3%	12.1%	80.3%	37.7%	42.6%
%H (TV HH)			98.9%	42.9%	12.5%	83.4%	39.1%	44.3%
1	897	833	822	217	85	716	193	523
%V	34.1%	32.8%	32.8%	19.9%	26.7%	33.9%	19.5%	46.6%
%H (All HH)		92.9%	91.6%	24.2%	9.5%	79.8%	21.5%	58.3%
%H (TV HH)			98.7%	26.1%	10.2%	86.0%	23.2%	62.8%
2	845	829	822	363	101	715	354	361
%V	32.1%	32.7%	32.8%	33.4%	31.8%	33.8%	35.7%	32.1%
%H (All HH)		98.1%	97.3%	43.0%	12.0%	84.6%	41.9%	42.7%
%H (TV HH)			99.2%	43.8%	12.2%	86.2%	42.7%	43.5%
3	407	400	393	224	55	318	200	118
%V	15.5%	15.8%	15.7%	20.6%	17.3%	15.0%	20.2%	10.5%
%H (All HH)		98.3%	96.6%	55.0%	13.5%	78.1%	49.1%	29.0%
%H (TV HH)			98.3%	56.0%	13.8%	79.5%	50.0%	29.5%
4	328	321	319	194	52	249	170	79
%V	12.5%	12.7%	12.7%	17.8%	16.4%	11.8%	17.1%	7.0%
%H (All HH)		97.9%	97.3%	59.1%	15.9%	75.9%	51.8%	24.1%
%H (TV HH)			99.4%	60.4%	16.2%	77.6%	53.0%	24.6%
5+	157	154	152	90	25	117	76	42
%V	6.0%	6.1%	6.1%	8.3%	7.9%	5.5%	7.7%	3.7%
%H (All HH)		98.1%	96.8%	57.3%	15.9%	74.5%	48.4%	26.8%
%H (TV HH)			98.7%	58.4%	16.2%	76.0%	49.4%	27.3%
Average HH size	2.27	2.29	2.29	2.65	2.49	2.24	2.61	1.91

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2634	2536	2509	1088	318	2115	992	1123
%H (All HH)		96.3%	95.3%	41.3%	12.1%	80.3%	37.7%	42.6%
%H (TV HH)			98.9%	42.9%	12.5%	83.4%	39.1%	44.3%
Without	1980	1897	1877	725	228	1625	690	935
%V	75.2%	74.8%	74.8%	66.6%	71.7%	76.8%	69.6%	83.3%
%H (All HH)		95.8%	94.8%	36.6%	11.5%	82.1%	34.8%	47.2%
%H (TV HH)			98.9%	38.2%	12.0%	85.7%	36.4%	49.3%
With	654	639	632	363	90	491	303	188
%V	24.8%	25.2%	25.2%	33.4%	28.3%	23.2%	30.5%	16.7%
%H (All HH)		97.7%	96.6%	55.5%	13.8%	75.1%	46.3%	28.7%
%H (TV HH)			98.9%	56.8%	14.1%	76.8%	47.4%	29.4%
0 - 3	246	238	232	137	33	159	94	66
%V	9.3%	9.4%	9.2%	12.6%	10.4%	7.5%	9.5%	5.9%
%H (All HH)		96.7%	94.3%	55.7%	13.4%	64.6%	38.2%	26.8%
%H (TV HH)			97.5%	57.6%	13.9%	66.8%	39.5%	27.7%
4 - 9	320	314	312	184	47	232	146	86
%V	12.1%	12.4%	12.4%	16.9%	14.8%	11.0%	14.7%	7.7%
%H (All HH)		98.1%	97.5%	57.5%	14.7%	72.5%	45.6%	26.9%
%H (TV HH)			99.4%	58.6%	15.0%	73.9%	46.5%	27.4%
10 - 15	315	311	309	179	45	257	168	89
%V	12.0%	12.3%	12.3%	16.5%	14.2%	12.2%	16.9%	7.9%
%H (All HH)		98.7%	98.1%	56.8%	14.3%	81.6%	53.3%	28.3%
%H (TV HH)			99.4%	57.6%	14.5%	82.6%	54.0%	28.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2634	2536	2509	1088	318	2115	992	1123
%H (All HH)		96.3%	95.3%	41.3%	12.1%	80.3%	37.7%	42.6%
%H (TV HH)			98.9%	42.9%	12.5%	83.4%	39.1%	44.3%
1	935	935	912	298	86	716	185	531
%V	35.5%	36.9%	36.3%	27.4%	27.0%	33.9%	18.6%	47.3%
%H (All HH)		100.0%	97.5%	31.9%	9.2%	76.6%	19.8%	56.8%
%H (TV HH)			97.5%	31.9%	9.2%	76.6%	19.8%	56.8%
2	868	868	864	375	129	736	367	369
%V	33.0%	34.2%	34.4%	34.5%	40.6%	34.8%	37.0%	32.9%
%H (All HH)		100.0%	99.5%	43.2%	14.9%	84.8%	42.3%	42.5%
%H (TV HH)			99.5%	43.2%	14.9%	84.8%	42.3%	42.5%
3	436	436	435	235	55	390	239	151
%V	16.6%	17.2%	17.3%	21.6%	17.3%	18.4%	24.1%	13.4%
%H (All HH)		100.0%	99.8%	53.9%	12.6%	89.4%	54.8%	34.6%
%H (TV HH)			99.8%	53.9%	12.6%	89.4%	54.8%	34.6%
4	195	195	195	115	31	177	125	52
%V	7.4%	7.7%	7.8%	10.6%	9.7%	8.4%	12.6%	4.6%
%H (All HH)		100.0%	100.0%	59.0%	15.9%	90.8%	64.1%	26.7%
%H (TV HH)			100.0%	59.0%	15.9%	90.8%	64.1%	26.7%
5+	102	102	102	65	16	96	75	21
%V	3.9%	4.0%	4.1%	6.0%	5.0%	4.5%	7.6%	1.9%
%H (All HH)		100.0%	100.0%	63.7%	15.7%	94.1%	73.5%	20.6%
%H (TV HH)			100.0%	63.7%	15.7%	94.1%	73.5%	20.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2634	2536	2509	1088	318	2115	992	1123
%H (All HH)		96.3%	95.3%	41.3%	12.1%	80.3%	37.7%	42.6%
%H (TV HH)			98.9%	42.9%	12.5%	83.4%	39.1%	44.3%
Under 20"	744	744	743	348	93	688	380	307
%V	28.2%	29.3%	29.6%	32.0%	29.2%	32.5%	38.3%	27.3%
%H (All HH)		100.0%	99.9%	46.8%	12.5%	92.5%	51.1%	41.3%
%H (TV HH)			99.9%	46.8%	12.5%	92.5%	51.1%	41.3%
20" - 29"	1017	1017	1014	415	127	908	429	479
%V	38.6%	40.1%	40.4%	38.1%	39.9%	42.9%	43.2%	42.7%
%H (All HH)		100.0%	99.7%	40.8%	12.5%	89.3%	42.2%	47.1%
%H (TV HH)			99.7%	40.8%	12.5%	89.3%	42.2%	47.1%
30" - 39"	1373	1373	1367	602	183	1162	567	595
%V	52.1%	54.1%	54.5%	55.3%	57.5%	54.9%	57.2%	53.0%
%H (All HH)		100.0%	99.6%	43.8%	13.3%	84.6%	41.3%	43.3%
%H (TV HH)			99.6%	43.8%	13.3%	84.6%	41.3%	43.3%
40" and over	972	972	970	549	149	790	507	283
%V	36.9%	38.3%	38.7%	50.5%	46.9%	37.4%	51.1%	25.2%
%H (All HH)		100.0%	99.8%	56.5%	15.3%	81.3%	52.2%	29.1%
%H (TV HH)			99.8%	56.5%	15.3%	81.3%	52.2%	29.1%

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 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2634	2536	2509	1088	318	2115	992	1123
%H (All HH)		96.3%	95.3%	41.3%	12.1%	80.3%	37.7%	42.6%
%H (TV HH)			98.9%	42.9%	12.5%	83.4%	39.1%	44.3%
Main living room	2490	2490	2479	1081	312	2089	984	1105
%V	94.5%	98.2%	98.8%	99.4%	98.1%	98.8%	99.2%	98.4%
%H (All HH)		100.0%	99.6%	43.4%	12.5%	83.9%	39.5%	44.4%
%H (TV HH)			99.6%	43.4%	12.5%	83.9%	39.5%	44.4%
Kitchen	315	315	315	150	43	296	169	127
%V	12.0%	12.4%	12.6%	13.8%	13.5%	14.0%	17.0%	11.3%
%H (All HH)		100.0%	100.0%	47.6%	13.7%	94.0%	53.7%	40.3%
%H (TV HH)			100.0%	47.6%	13.7%	94.0%	53.7%	40.3%
Adult's bedroom	1137	1137	1136	583	166	1010	609	401
%V	43.2%	44.8%	45.3%	53.6%	52.2%	47.8%	61.4%	35.7%
%H (All HH)		100.0%	99.9%	51.3%	14.6%	88.8%	53.6%	35.3%
%H (TV HH)			99.9%	51.3%	14.6%	88.8%	53.6%	35.3%
Child's bedroom	228	228	228	132	32	206	140	66
%V	8.7%	9.0%	9.1%	12.1%	10.1%	9.7%	14.1%	5.9%
%H (All HH)		100.0%	100.0%	57.9%	14.0%	90.4%	61.4%	28.9%
%H (TV HH)			100.0%	57.9%	14.0%	90.4%	61.4%	28.9%
Other bedroom	138	138	138	73	21	124	78	46
%V	5.2%	5.4%	5.5%	6.7%	6.6%	5.9%	7.9%	4.1%
%H (All HH)		100.0%	100.0%	52.9%	15.2%	89.9%	56.5%	33.3%
%H (TV HH)			100.0%	52.9%	15.2%	89.9%	56.5%	33.3%
Second living/dining room	275	275	275	144	43	241	149	91
%V	10.4%	10.8%	11.0%	13.2%	13.5%	11.4%	15.0%	8.1%
%H (All HH)		100.0%	100.0%	52.4%	15.6%	87.6%	54.2%	33.1%
%H (TV HH)			100.0%	52.4%	15.6%	87.6%	54.2%	33.1%
Study/office	36	36	36	20	5	32	22	11
%V	1.4%	1.4%	1.4%	1.8%	1.6%	1.5%	2.2%	1.0%
%H (All HH)		100.0%	100.0%	55.6%	13.9%	88.9%	61.1%	30.6%
%H (TV HH)			100.0%	55.6%	13.9%	88.9%	61.1%	30.6%
TV room	13	13	13	5	2	12	6	6
%V	0.5%	0.5%	0.5%	0.5%	0.6%	0.6%	0.6%	0.5%
%H (All HH)		100.0%	100.0%	38.5%	15.4%	92.3%	46.2%	46.2%
%H (TV HH)			100.0%	38.5%	15.4%	92.3%	46.2%	46.2%
Conservatory	57	57	57	30	10	52	35	17
%V	2.2%	2.2%	2.3%	2.8%	3.1%	2.5%	3.5%	1.5%
%H (All HH)		100.0%	100.0%	52.6%	17.5%	91.2%	61.4%	29.8%
%H (TV HH)			100.0%	52.6%	17.5%	91.2%	61.4%	29.8%
Attic or loft room	6	6	6	2	1	6	3	3
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%
%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	5	5	5	3	0	5	3	2
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	100.0%	60.0%	0.0%	100.0%	60.0%	40.0%
%H (TV HH)			100.0%	60.0%	0.0%	100.0%	60.0%	40.0%
Other	27	27	27	18	1	25	17	8
%V	1.0%	1.1%	1.1%	1.7%	0.3%	1.2%	1.7%	0.7%
%H (All HH)		100.0%	100.0%	66.7%	3.7%	92.6%	63.0%	29.6%
%H (TV HH)			100.0%	66.7%	3.7%	92.6%	63.0%	29.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2634	2536	2509	1088	318	2115	992	1123
%H (All HH)		96.3%	95.3%	41.3%	12.1%	80.3%	37.7%	42.6%
%H (TV HH)			98.9%	42.9%	12.5%	83.4%	39.1%	44.3%
PVR	1366	1366	1365	904	197	1073	797	276
%V	51.9%	53.9%	54.4%	83.1%	61.9%	50.7%	80.3%	24.6%
%H (All HH)		100.0%	99.9%	66.2%	14.4%	78.6%	58.3%	20.2%
%H (TV HH)			99.9%	66.2%	14.4%	78.6%	58.3%	20.2%
DVDR	221	221	221	104	24	189	94	95
%V	8.4%	8.7%	8.8%	9.6%	7.5%	8.9%	9.5%	8.5%
%H (All HH)		100.0%	100.0%	47.1%	10.9%	85.5%	42.5%	43.0%
%H (TV HH)			100.0%	47.1%	10.9%	85.5%	42.5%	43.0%
VCR	236	236	236	85	35	201	84	117
%V	9.0%	9.3%	9.4%	7.8%	11.0%	9.5%	8.5%	10.4%
%H (All HH)		100.0%	100.0%	36.0%	14.8%	85.2%	35.6%	49.6%
%H (TV HH)			100.0%	36.0%	14.8%	85.2%	35.6%	49.6%
Any recorder	1575	1575	1574	944	227	1264	845	419
%V	59.8%	62.1%	62.7%	86.8%	71.4%	59.8%	85.2%	37.3%
%H (All HH)		100.0%	99.9%	59.9%	14.4%	80.3%	53.7%	26.6%
%H (TV HH)			99.9%	59.9%	14.4%	80.3%	53.7%	26.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2634	2536	2509	1088	318	2115	992	1123
%H (All HH)		96.3%	95.3%	41.3%	12.1%	80.3%	37.7%	42.6%
%H (TV HH)			98.9%	42.9%	12.5%	83.4%	39.1%	44.3%
Receives HDTV (via STB or built-in reception)	1197	1197	1197	666	213	957	627	331
%V	45.4%	47.2%	47.7%	61.2%	67.0%	45.2%	63.2%	29.5%
%H (All HH)		100.0%	100.0%	55.6%	17.8%	79.9%	52.4%	27.7%
%H (TV HH)			100.0%	55.6%	17.8%	79.9%	52.4%	27.7%
DVD/Blu-ray player or recorder	2042	2042	2034	916	283	1725	871	855
%V	77.5%	80.5%	81.1%	84.2%	89.0%	81.6%	87.8%	76.1%
%H (All HH)		100.0%	99.6%	44.9%	13.9%	84.5%	42.7%	41.9%
%H (TV HH)			99.6%	44.9%	13.9%	84.5%	42.7%	41.9%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2634	2536	2509	1088	318	2115	992	1123
%H (All HH)		96.3%	95.3%	41.3%	12.1%	80.3%	37.7%	42.6%
%H (TV HH)			98.9%	42.9%	12.5%	83.4%	39.1%	44.3%
Has PC or Laptop	1904	1838	1817	935	269	1488	856	632
%V	72.3%	72.5%	72.4%	85.9%	84.6%	70.4%	86.3%	56.3%
%H (All HH)		96.5%	95.4%	49.1%	14.1%	78.2%	45.0%	33.2%
%H (TV HH)			98.9%	50.9%	14.6%	81.0%	46.6%	34.4%
Has broadband internet	1789	1732	1711	900	265	1397	833	564
%V	67.9%	68.3%	68.2%	82.7%	83.3%	66.1%	84.0%	50.2%
%H (All HH)		96.8%	95.6%	50.3%	14.8%	78.1%	46.6%	31.5%
%H (TV HH)			98.8%	52.0%	15.3%	80.7%	48.1%	32.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5311	5278	2563	724	4583	2542	2041
%H		99.4%	48.3%	13.6%	86.3%	47.9%	38.4%
Under 20"	1023	1023	502	123	950	545	406
%V	19.3%	19.4%	19.6%	17.0%	20.7%	21.4%	19.9%
%H		100.0%	49.1%	12.0%	92.9%	53.3%	39.7%
20" - 29"	1293	1290	545	176	1161	582	579
%V	24.3%	24.4%	21.3%	24.3%	25.3%	22.9%	28.4%
%H		99.8%	42.2%	13.6%	89.8%	45.0%	44.8%
30" - 39"	1587	1580	721	218	1352	695	657
%V	29.9%	29.9%	28.1%	30.1%	29.5%	27.3%	32.2%
%H		99.6%	45.4%	13.7%	85.2%	43.8%	41.4%
40" and over	1114	1112	643	171	906	593	313
%V	21.0%	21.1%	25.1%	23.6%	19.8%	23.3%	15.3%
%H		99.8%	57.7%	15.4%	81.3%	53.2%	28.1%
Don't know	41	41	18	3	38	18	20
%V	0.8%	0.8%	0.7%	0.4%	0.8%	0.7%	1.0%
%H		100.0%	43.9%	7.3%	92.7%	43.9%	48.8%
Not Asked	253	232	134	33	176	109	66
%V	4.8%	4.4%	5.2%	4.6%	3.8%	4.3%	3.2%
%H		91.7%	53.0%	13.0%	69.6%	43.1%	26.1%

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 2012

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5311	5278	2563	724	4583	2542	2041
%H		99.4%	48.3%	13.6%	86.3%	47.9%	38.4%
Main living room	2504	2493	1086	313	2102	989	1113
%V	47.1%	47.2%	42.4%	43.2%	45.9%	38.9%	54.5%
%H		99.6%	43.4%	12.5%	83.9%	39.5%	44.4%
Kitchen	316	316	150	43	297	170	127
%V	5.9%	6.0%	5.9%	5.9%	6.5%	6.7%	6.2%
%H		100.0%	47.5%	13.6%	94.0%	53.8%	40.2%
Adult's bedroom	1352	1351	695	207	1215	749	465
%V	25.5%	25.6%	27.1%	28.6%	26.5%	29.5%	22.8%
%H		99.9%	51.4%	15.3%	89.9%	55.4%	34.4%
Child's bedroom	303	303	184	42	274	194	80
%V	5.7%	5.7%	7.2%	5.8%	6.0%	7.6%	3.9%
%H		100.0%	60.7%	13.9%	90.4%	64.0%	26.4%
Other bedroom	157	157	88	23	141	92	49
%V	3.0%	3.0%	3.4%	3.2%	3.1%	3.6%	2.4%
%H		100.0%	56.1%	14.6%	89.8%	58.6%	31.2%
Second living/dining room	281	280	148	43	245	152	93
%V	5.3%	5.3%	5.8%	5.9%	5.3%	6.0%	4.6%
%H		99.6%	52.7%	15.3%	87.2%	54.1%	33.1%
Study/office	36	36	20	5	32	22	11
%V	0.7%	0.7%	0.8%	0.7%	0.7%	0.9%	0.5%
%H		100.0%	55.6%	13.9%	88.9%	61.1%	30.6%
TV room	13	13	5	2	12	6	6
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%
%H		100.0%	38.5%	15.4%	92.3%	46.2%	46.2%
Conservatory	57	57	30	10	52	35	17
%V	1.1%	1.1%	1.2%	1.4%	1.1%	1.4%	0.8%
%H		100.0%	52.6%	17.5%	91.2%	61.4%	29.8%
Attic or loft room	6	6	2	1	6	3	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	33.3%	16.7%	100.0%	50.0%	50.0%
No specific location	5	5	3	0	5	3	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	60.0%	0.0%	100.0%	60.0%	40.0%
Other	28	28	18	1	26	17	9
%V	0.5%	0.5%	0.7%	0.1%	0.6%	0.7%	0.4%
%H		100.0%	64.3%	3.6%	92.9%	60.7%	32.1%
Not Asked	253	232	134	33	176	109	66
%V	4.8%	4.4%	5.2%	4.6%	3.8%	4.3%	3.2%
%H		91.7%	53.0%	13.0%	69.6%	43.1%	26.1%

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 2012

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5311	5278	2563	724	4583	2542	2041
%H		99.4%	48.3%	13.6%	86.3%	47.9%	38.4%
PVR	1753	1752	1225	242	1346	1044	302
%V	33.0%	33.2%	47.8%	33.4%	29.4%	41.1%	14.8%
%H		99.9%	69.9%	13.8%	76.8%	59.6%	17.2%
DVDR	248	248	121	26	213	108	105
%V	4.7%	4.7%	4.7%	3.6%	4.6%	4.2%	5.1%
%H		100.0%	48.8%	10.5%	85.9%	43.5%	42.3%
VCR	261	261	97	40	223	97	126
%V	4.9%	4.9%	3.8%	5.5%	4.9%	3.8%	6.2%
%H		100.0%	37.2%	15.3%	85.4%	37.2%	48.3%
Any recorder	2048	2047	1306	283	1619	1138	481
%V	38.6%	38.8%	51.0%	39.1%	35.3%	44.8%	23.6%
%H		100.0%	63.8%	13.8%	79.1%	55.6%	23.5%

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	5311	5278	2563	724	4583	2542	2041
%H		99.4%	48.3%	13.6%	86.3%	47.9%	38.4%
Receives HDTV (via STB or built-in reception)	1631	1631	898	304	1309	861	448
%V	30.7%	30.9%	35.0%	42.0%	28.6%	33.9%	22.0%
%H		100.0%	55.1%	18.6%	80.3%	52.8%	27.5%
DVD/Blu-ray player or recorder	3034	3026	1456	455	2630	1481	1149
%V	57.1%	57.3%	56.8%	62.8%	57.4%	58.3%	56.3%
%H		99.7%	48.0%	15.0%	86.7%	48.8%	37.9%

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 2012

BBC Yorkshire and Lincolnshire

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2531	2506	1088	318	2112	992	1120
%H		99.0%	43.0%	12.6%	83.4%	39.2%	44.3%
Under 20"	57	56	11	2	49	6	43
%V	2.3%	2.2%	1.0%	0.6%	2.3%	0.6%	3.8%
%H		98.2%	19.3%	3.5%	86.0%	10.5%	75.4%
20" - 29"	452	451	129	46	399	122	277
%V	17.9%	18.0%	11.9%	14.5%	18.9%	12.3%	24.7%
%H		99.8%	28.5%	10.2%	88.3%	27.0%	61.3%
30" - 39"	1054	1048	413	127	894	378	516
%V	41.6%	41.8%	38.0%	39.9%	42.3%	38.1%	46.1%
%H		99.4%	39.2%	12.0%	84.8%	35.9%	49.0%
40" and over	936	934	529	141	757	482	274
%V	37.0%	37.3%	48.6%	44.3%	35.8%	48.6%	24.5%
%H		99.8%	56.5%	15.1%	80.9%	51.5%	29.3%
Don't know	17	17	6	2	14	4	9
%V	0.7%	0.7%	0.6%	0.6%	0.7%	0.4%	0.8%
%H		100.0%	35.3%	11.8%	82.4%	23.5%	52.9%
Not Asked	15	0	0	0	0	0	0
%V	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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 2012

BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2531	2506	1088	318	2112	992	1120
%H		99.0%	43.0%	12.6%	83.4%	39.2%	44.3%
PVR	1329	1328	892	192	1037	780	257
%V	52.5%	53.0%	82.0%	60.4%	49.1%	78.6%	22.9%
%H		99.9%	67.1%	14.4%	78.0%	58.7%	19.3%
DVDR	189	189	86	20	162	78	84
%V	7.5%	7.5%	7.9%	6.3%	7.7%	7.9%	7.5%
%H		100.0%	45.5%	10.6%	85.7%	41.3%	44.4%
VCR	194	194	64	29	163	61	101
%V	7.7%	7.7%	5.9%	9.1%	7.7%	6.1%	9.0%
%H		100.0%	33.0%	14.9%	84.0%	31.4%	52.1%
Any recorder	1527	1526	928	219	1218	824	394
%V	60.3%	60.9%	85.3%	68.9%	57.7%	83.1%	35.2%
%H		99.9%	60.8%	14.3%	79.8%	54.0%	25.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: 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	2531	2506	1088	318	2112	992	1120
%H		99.0%	43.0%	12.6%	83.4%	39.2%	44.3%
Receives HDTV (via STB or built-in reception)	1144	1144	643	205	909	601	308
%V	45.2%	45.7%	59.1%	64.5%	43.0%	60.6%	27.5%
%H		100.0%	56.2%	17.9%	79.5%	52.5%	26.9%
DVD/Blu-ray player or recorder	1904	1897	849	266	1600	802	799
%V	75.2%	75.7%	78.0%	83.6%	75.8%	80.8%	71.3%
%H		99.6%	44.6%	14.0%	84.0%	42.1%	42.0%

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 2012

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	2779	2772	1475	406	2471	1550	921
%H		99.7%	53.1%	14.6%	88.9%	55.8%	33.1%
Under 20"	966	966	491	121	901	538	362
%V	34.8%	34.8%	33.3%	29.8%	36.5%	34.7%	39.3%
%H		100.0%	50.8%	12.5%	93.3%	55.7%	37.5%
20" - 29"	841	839	416	130	762	460	302
%V	30.3%	30.3%	28.2%	32.0%	30.8%	29.7%	32.8%
%H		99.8%	49.5%	15.5%	90.6%	54.7%	35.9%
30" - 39"	532	532	308	91	458	317	141
%V	19.1%	19.2%	20.9%	22.4%	18.5%	20.5%	15.3%
%H		100.0%	57.9%	17.1%	86.1%	59.6%	26.5%
40" and over	178	178	113	31	149	111	38
%V	6.4%	6.4%	7.7%	7.6%	6.0%	7.2%	4.1%
%H		100.0%	63.5%	17.4%	83.7%	62.4%	21.3%
Don't know	24	24	12	1	24	13	11
%V	0.9%	0.9%	0.8%	0.2%	1.0%	0.8%	1.2%
%H		100.0%	50.0%	4.2%	100.0%	54.2%	45.8%
Not Asked	238	233	135	32	177	111	67
%V	8.6%	8.4%	9.2%	7.9%	7.2%	7.2%	7.3%
%H		97.9%	56.7%	13.4%	74.4%	46.6%	28.2%

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 2012

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2779	2772	1475	406	2471	1550	921
%H		99.7%	53.1%	14.6%	88.9%	55.8%	33.1%
PVR	424	424	333	50	309	264	45
%V	15.3%	15.3%	22.6%	12.3%	12.5%	17.0%	4.9%
%H		100.0%	78.5%	11.8%	72.9%	62.3%	10.6%
DVDR	59	59	35	5	51	30	21
%V	2.1%	2.1%	2.4%	1.2%	2.1%	1.9%	2.3%
%H		100.0%	59.3%	8.5%	86.4%	50.8%	35.6%
VCR	67	67	34	11	60	36	24
%V	2.4%	2.4%	2.3%	2.7%	2.4%	2.3%	2.6%
%H		100.0%	50.7%	16.4%	89.6%	53.7%	35.8%
Any recorder	521	521	379	64	401	314	87
%V	18.7%	18.8%	25.7%	15.8%	16.2%	20.3%	9.4%
%H		100.0%	72.7%	12.3%	77.0%	60.3%	16.7%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2779	2772	1475	406	2471	1550	921
%H		99.7%	53.1%	14.6%	88.9%	55.8%	33.1%
Receives HDTV (via STB or built-in reception)	487	487	255	99	401	260	141
%V	17.5%	17.6%	17.3%	24.4%	16.2%	16.8%	15.3%
%H		100.0%	52.4%	20.3%	82.3%	53.4%	29.0%
DVD/Blu-ray player or recorder	1130	1130	608	189	1030	679	351
%V	40.7%	40.8%	41.2%	46.6%	41.7%	43.8%	38.1%
%H		100.0%	53.8%	16.7%	91.2%	60.1%	31.1%

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 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5984	5819	5757	2888	793	4733	2590	2143
%H		97.2%	96.2%	48.3%	13.3%	79.1%	43.3%	35.8%
Total Children	1114	1090	1076	633	161	816	516	300
%V	18.6%	18.7%	18.7%	21.9%	20.3%	17.2%	19.9%	14.0%
%H		97.8%	96.6%	56.8%	14.5%	73.2%	46.3%	26.9%
0 - 3	290	279	272	161	37	185	108	77
%V	4.8%	4.8%	4.7%	5.6%	4.7%	3.9%	4.2%	3.6%
%H		96.2%	93.8%	55.5%	12.8%	63.8%	37.2%	26.6%
4 - 15	824	811	804	472	124	631	408	222
%V	13.8%	13.9%	14.0%	16.3%	15.6%	13.3%	15.8%	10.4%
%H		98.4%	97.6%	57.3%	15.0%	76.6%	49.5%	26.9%
4 - 9	416	407	404	238	60	299	187	113
%V	7.0%	7.0%	7.0%	8.2%	7.6%	6.3%	7.2%	5.3%
%H		97.8%	97.1%	57.2%	14.4%	71.9%	45.0%	27.2%
10 - 15	408	404	400	234	64	331	222	110
%V	6.8%	6.9%	6.9%	8.1%	8.1%	7.0%	8.6%	5.1%
%H		99.0%	98.0%	57.4%	15.7%	81.1%	54.4%	27.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5984	5819	5757	2888	793	4733	2590	2143
%H		97.2%	96.2%	48.3%	13.3%	79.1%	43.3%	35.8%
Total Adults (16+)	4870	4729	4681	2255	632	3917	2074	1843
%V	81.4%	81.3%	81.3%	78.1%	79.7%	82.8%	80.1%	86.0%
%H		97.1%	96.1%	46.3%	13.0%	80.4%	42.6%	37.8%
16 - 19	310	302	298	162	46	255	163	92
%V	5.2%	5.2%	5.2%	5.6%	5.8%	5.4%	6.3%	4.3%
%H		97.4%	96.1%	52.3%	14.8%	82.3%	52.6%	29.7%
20 - 24	401	377	370	176	53	302	157	144
%V	6.7%	6.5%	6.4%	6.1%	6.7%	6.4%	6.1%	6.7%
%H		94.0%	92.3%	43.9%	13.2%	75.3%	39.2%	35.9%
25 - 34	823	776	757	445	108	559	342	217
%V	13.8%	13.3%	13.1%	15.4%	13.6%	11.8%	13.2%	10.1%
%H		94.3%	92.0%	54.1%	13.1%	67.9%	41.6%	26.4%
35 - 44	753	738	730	415	116	582	373	209
%V	12.6%	12.7%	12.7%	14.4%	14.6%	12.3%	14.4%	9.8%
%H		98.0%	96.9%	55.1%	15.4%	77.3%	49.5%	27.8%
45 - 54	861	843	837	445	124	702	426	276
%V	14.4%	14.5%	14.5%	15.4%	15.6%	14.8%	16.4%	12.9%
%H		97.9%	97.2%	51.7%	14.4%	81.5%	49.5%	32.1%
55 - 64	708	697	693	296	100	610	307	304
%V	11.8%	12.0%	12.0%	10.2%	12.6%	12.9%	11.9%	14.2%
%H		98.4%	97.9%	41.8%	14.1%	86.2%	43.4%	42.9%
65+	1014	998	997	316	84	907	307	601
%V	16.9%	17.2%	17.3%	10.9%	10.6%	19.2%	11.9%	28.0%
%H		98.4%	98.3%	31.2%	8.3%	89.4%	30.3%	59.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4870	4729	4681	2255	632	3917	2074	1843
%H		97.1%	96.1%	46.3%	13.0%	80.4%	42.6%	37.8%
AB	1019	989	983	531	134	807	476	331
%V	20.9%	20.9%	21.0%	23.5%	21.2%	20.6%	23.0%	18.0%
%H		97.1%	96.5%	52.1%	13.2%	79.2%	46.7%	32.5%
C1	1252	1202	1186	559	170	1003	534	469
%V	25.7%	25.4%	25.3%	24.8%	26.9%	25.6%	25.7%	25.4%
%H		96.0%	94.7%	44.6%	13.6%	80.1%	42.7%	37.5%
C2	1044	1033	1025	509	165	889	529	360
%V	21.4%	21.8%	21.9%	22.6%	26.1%	22.7%	25.5%	19.5%
%H		98.9%	98.2%	48.8%	15.8%	85.2%	50.7%	34.5%
D	944	923	910	471	104	725	376	349
%V	19.4%	19.5%	19.4%	20.9%	16.5%	18.5%	18.1%	18.9%
%H		97.8%	96.4%	49.9%	11.0%	76.8%	39.8%	37.0%
E	610	583	577	185	59	494	160	334
%V	12.5%	12.3%	12.3%	8.2%	9.3%	12.6%	7.7%	18.1%
%H		95.6%	94.6%	30.3%	9.7%	81.0%	26.2%	54.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4870	4729	4681	2255	632	3917	2074	1843
%H		97.1%	96.1%	46.3%	13.0%	80.4%	42.6%	37.8%
Working full time	2054	2015	1997	1114	310	1612	1016	597
%V	42.2%	42.6%	42.7%	49.4%	49.1%	41.2%	49.0%	32.4%
%H		98.1%	97.2%	54.2%	15.1%	78.5%	49.5%	29.1%
Working part time	541	532	524	259	85	432	242	190
%V	11.1%	11.2%	11.2%	11.5%	13.4%	11.0%	11.7%	10.3%
%H		98.3%	96.9%	47.9%	15.7%	79.9%	44.7%	35.1%
Not working	2275	2182	2160	882	236	1873	816	1057
%V	46.7%	46.1%	46.1%	39.1%	37.3%	47.8%	39.3%	57.4%
%H		95.9%	94.9%	38.8%	10.4%	82.3%	35.9%	46.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2402	2316	2288	1166	308	1894	1057	837
%H		96.4%	95.3%	48.5%	12.8%	78.9%	44.0%	34.8%
16 - 19	168	165	163	92	26	141	95	47
%V	7.0%	7.1%	7.1%	7.9%	8.4%	7.4%	9.0%	5.6%
%H		98.2%	97.0%	54.8%	15.5%	83.9%	56.5%	28.0%
20 - 24	198	182	178	97	24	150	90	60
%V	8.2%	7.9%	7.8%	8.3%	7.8%	7.9%	8.5%	7.2%
%H		91.9%	89.9%	49.0%	12.1%	75.8%	45.5%	30.3%
25 - 34	428	399	387	234	53	288	181	107
%V	17.8%	17.2%	16.9%	20.1%	17.2%	15.2%	17.1%	12.8%
%H		93.2%	90.4%	54.7%	12.4%	67.3%	42.3%	25.0%
35 - 44	368	357	353	204	53	275	174	101
%V	15.3%	15.4%	15.4%	17.5%	17.2%	14.5%	16.5%	12.1%
%H		97.0%	95.9%	55.4%	14.4%	74.7%	47.3%	27.4%
45 - 54	424	413	409	228	59	342	216	126
%V	17.7%	17.8%	17.9%	19.6%	19.2%	18.1%	20.4%	15.1%
%H		97.4%	96.5%	53.8%	13.9%	80.7%	50.9%	29.7%
55 - 64	353	345	342	148	48	299	148	150
%V	14.7%	14.9%	14.9%	12.7%	15.6%	15.8%	14.0%	17.9%
%H		97.7%	96.9%	41.9%	13.6%	84.7%	41.9%	42.5%
65+	463	454	454	164	46	399	153	246
%V	19.3%	19.6%	19.8%	14.1%	14.9%	21.1%	14.5%	29.4%
%H		98.1%	98.1%	35.4%	9.9%	86.2%	33.0%	53.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2402	2316	2288	1166	308	1894	1057	837
%H		96.4%	95.3%	48.5%	12.8%	78.9%	44.0%	34.8%
AB	515	496	494	274	70	405	249	156
%V	21.4%	21.4%	21.6%	23.5%	22.7%	21.4%	23.6%	18.6%
%H		96.3%	95.9%	53.2%	13.6%	78.6%	48.3%	30.3%
C1	598	565	552	289	77	461	269	192
%V	24.9%	24.4%	24.1%	24.8%	25.0%	24.3%	25.4%	22.9%
%H		94.5%	92.3%	48.3%	12.9%	77.1%	45.0%	32.1%
C2	559	551	547	285	84	471	286	185
%V	23.3%	23.8%	23.9%	24.4%	27.3%	24.9%	27.1%	22.1%
%H		98.6%	97.9%	51.0%	15.0%	84.3%	51.2%	33.1%
D	473	461	454	243	51	353	187	166
%V	19.7%	19.9%	19.8%	20.8%	16.6%	18.6%	17.7%	19.8%
%H		97.5%	96.0%	51.4%	10.8%	74.6%	39.5%	35.1%
E	257	243	240	76	26	203	66	138
%V	10.7%	10.5%	10.5%	6.5%	8.4%	10.7%	6.2%	16.5%
%H		94.6%	93.4%	29.6%	10.1%	79.0%	25.7%	53.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2402	2316	2288	1166	308	1894	1057	837
%H		96.4%	95.3%	48.5%	12.8%	78.9%	44.0%	34.8%
Working full time	1285	1257	1246	715	184	1001	638	363
%V	53.5%	54.3%	54.5%	61.3%	59.7%	52.9%	60.4%	43.4%
%H		97.8%	97.0%	55.6%	14.3%	77.9%	49.6%	28.2%
Working part time	117	112	111	51	21	87	45	42
%V	4.9%	4.8%	4.9%	4.4%	6.8%	4.6%	4.3%	5.0%
%H		95.7%	94.9%	43.6%	17.9%	74.4%	38.5%	35.9%
Not working	1001	946	930	401	103	806	374	432
%V	41.7%	40.8%	40.6%	34.4%	33.4%	42.6%	35.4%	51.6%
%H		94.5%	92.9%	40.1%	10.3%	80.5%	37.4%	43.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2468	2413	2394	1089	323	2023	1017	1006
%H		97.8%	97.0%	44.1%	13.1%	82.0%	41.2%	40.8%
16 - 19	141	137	135	70	21	113	68	46
%V	5.7%	5.7%	5.6%	6.4%	6.5%	5.6%	6.7%	4.6%
%H		97.2%	95.7%	49.6%	14.9%	80.1%	48.2%	32.6%
20 - 24	203	194	191	80	29	152	67	84
%V	8.2%	8.0%	8.0%	7.3%	9.0%	7.5%	6.6%	8.3%
%H		95.6%	94.1%	39.4%	14.3%	74.9%	33.0%	41.4%
25 - 34	395	376	369	211	55	271	162	110
%V	16.0%	15.6%	15.4%	19.4%	17.0%	13.4%	15.9%	10.9%
%H		95.2%	93.4%	53.4%	13.9%	68.6%	41.0%	27.8%
35 - 44	386	380	377	211	63	307	199	108
%V	15.6%	15.7%	15.7%	19.4%	19.5%	15.2%	19.6%	10.7%
%H		98.4%	97.7%	54.7%	16.3%	79.5%	51.6%	28.0%
45 - 54	437	430	428	217	65	360	210	150
%V	17.7%	17.8%	17.9%	19.9%	20.1%	17.8%	20.6%	14.9%
%H		98.4%	97.9%	49.7%	14.9%	82.4%	48.1%	34.3%
55 - 64	354	351	350	148	52	312	158	153
%V	14.3%	14.5%	14.6%	13.6%	16.1%	15.4%	15.5%	15.2%
%H		99.2%	98.9%	41.8%	14.7%	88.1%	44.6%	43.2%
65+	551	544	543	152	38	508	153	355
%V	22.3%	22.5%	22.7%	14.0%	11.8%	25.1%	15.0%	35.3%
%H		98.7%	98.5%	27.6%	6.9%	92.2%	27.8%	64.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2468	2413	2394	1089	323	2023	1017	1006
%H		97.8%	97.0%	44.1%	13.1%	82.0%	41.2%	40.8%
AB	504	492	489	257	64	402	227	175
%V	20.4%	20.4%	20.4%	23.6%	19.8%	19.9%	22.3%	17.4%
%H		97.6%	97.0%	51.0%	12.7%	79.8%	45.0%	34.7%
C1	654	637	633	270	93	542	265	277
%V	26.5%	26.4%	26.4%	24.8%	28.8%	26.8%	26.1%	27.5%
%H		97.4%	96.8%	41.3%	14.2%	82.9%	40.5%	42.4%
C2	485	481	478	225	81	418	242	176
%V	19.7%	19.9%	20.0%	20.7%	25.1%	20.7%	23.8%	17.5%
%H		99.2%	98.6%	46.4%	16.7%	86.2%	49.9%	36.3%
D	471	463	456	228	53	372	189	183
%V	19.1%	19.2%	19.0%	20.9%	16.4%	18.4%	18.6%	18.2%
%H		98.3%	96.8%	48.4%	11.3%	79.0%	40.1%	38.9%
E	353	340	337	109	33	290	94	196
%V	14.3%	14.1%	14.1%	10.0%	10.2%	14.3%	9.2%	19.5%
%H		96.3%	95.5%	30.9%	9.3%	82.2%	26.6%	55.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2468	2413	2394	1089	323	2023	1017	1006
%H		97.8%	97.0%	44.1%	13.1%	82.0%	41.2%	40.8%
Working full time	769	758	750	400	126	611	378	234
%V	31.2%	31.4%	31.3%	36.7%	39.0%	30.2%	37.2%	23.3%
%H		98.6%	97.5%	52.0%	16.4%	79.5%	49.2%	30.4%
Working part time	424	419	413	207	64	345	197	148
%V	17.2%	17.4%	17.3%	19.0%	19.8%	17.1%	19.4%	14.7%
%H		98.8%	97.4%	48.8%	15.1%	81.4%	46.5%	34.9%
Not working	1275	1235	1230	482	133	1067	442	624
%V	51.7%	51.2%	51.4%	44.3%	41.2%	52.7%	43.5%	62.0%
%H		96.9%	96.5%	37.8%	10.4%	83.7%	34.7%	48.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
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BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1521	1485	1444	610	217	1123	485	638
%H (All HH)		97.6%	94.9%	40.1%	14.3%	73.8%	31.9%	41.9%
%H (TV HH)			97.2%	41.1%	14.6%	75.6%	32.7%	43.0%
AB	297	289	283	129	43	208	92	116
%V	19.5%	19.5%	19.6%	21.1%	19.8%	18.5%	19.0%	18.2%
%H (All HH)		97.3%	95.3%	43.4%	14.5%	70.0%	31.0%	39.1%
%H (TV HH)			97.9%	44.6%	14.9%	72.0%	31.8%	40.1%
C1	360	349	343	161	53	258	123	135
%V	23.7%	23.5%	23.8%	26.4%	24.4%	23.0%	25.4%	21.2%
%H (All HH)		96.9%	95.3%	44.7%	14.7%	71.7%	34.2%	37.5%
%H (TV HH)			98.3%	46.1%	15.2%	73.9%	35.2%	38.7%
C2	328	323	315	145	53	247	124	123
%V	21.6%	21.8%	21.8%	23.8%	24.4%	22.0%	25.6%	19.3%
%H (All HH)		98.5%	96.0%	44.2%	16.2%	75.3%	37.8%	37.5%
%H (TV HH)			97.5%	44.9%	16.4%	76.5%	38.4%	38.1%
D	254	251	241	104	39	187	87	101
%V	16.7%	16.9%	16.7%	17.0%	18.0%	16.7%	17.9%	15.8%
%H (All HH)		98.8%	94.9%	40.9%	15.4%	73.6%	34.3%	39.8%
%H (TV HH)			96.0%	41.4%	15.5%	74.5%	34.7%	40.2%
E	283	273	261	70	29	223	60	163
%V	18.6%	18.4%	18.1%	11.5%	13.4%	19.9%	12.4%	25.5%
%H (All HH)		96.5%	92.2%	24.7%	10.2%	78.8%	21.2%	57.6%
%H (TV HH)			95.6%	25.6%	10.6%	81.7%	22.0%	59.7%

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 2012

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1521	1485	1444	610	217	1123	485	638
%H (All HH)		97.6%	94.9%	40.1%	14.3%	73.8%	31.9%	41.9%
%H (TV HH)			97.2%	41.1%	14.6%	75.6%	32.7%	43.0%
Under 25	77	73	71	38	5	55	27	28
%V	5.1%	4.9%	4.9%	6.2%	2.3%	4.9%	5.6%	4.4%
%H (All HH)		94.8%	92.2%	49.4%	6.5%	71.4%	35.1%	36.4%
%H (TV HH)			97.3%	52.1%	6.8%	75.3%	37.0%	38.4%
25 - 34	213	203	196	97	31	138	68	70
%V	14.0%	13.7%	13.6%	15.9%	14.3%	12.3%	14.0%	11.0%
%H (All HH)		95.3%	92.0%	45.5%	14.6%	64.8%	31.9%	32.9%
%H (TV HH)			96.6%	47.8%	15.3%	68.0%	33.5%	34.5%
35 - 44	239	235	234	135	41	166	103	63
%V	15.7%	15.8%	16.2%	22.1%	18.9%	14.8%	21.2%	9.9%
%H (All HH)		98.3%	97.9%	56.5%	17.2%	69.5%	43.1%	26.4%
%H (TV HH)			99.6%	57.4%	17.4%	70.6%	43.8%	26.8%
45 - 54	282	276	270	118	59	210	110	99
%V	18.5%	18.6%	18.7%	19.3%	27.2%	18.7%	22.7%	15.5%
%H (All HH)		97.9%	95.7%	41.8%	20.9%	74.5%	39.0%	35.1%
%H (TV HH)			97.8%	42.8%	21.4%	76.1%	39.9%	35.9%
55 - 64	266	259	254	96	41	196	75	121
%V	17.5%	17.4%	17.6%	15.7%	18.9%	17.5%	15.5%	19.0%
%H (All HH)		97.4%	95.5%	36.1%	15.4%	73.7%	28.2%	45.5%
%H (TV HH)			98.1%	37.1%	15.8%	75.7%	29.0%	46.7%
65 +	444	439	419	126	40	358	102	256
%V	29.2%	29.6%	29.0%	20.7%	18.4%	31.9%	21.0%	40.1%
%H (All HH)		98.9%	94.4%	28.4%	9.0%	80.6%	23.0%	57.7%
%H (TV HH)			95.4%	28.7%	9.1%	81.5%	23.2%	58.3%

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 2012

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1521	1485	1444	610	217	1123	485	638
%H (All HH)		97.6%	94.9%	40.1%	14.3%	73.8%	31.9%	41.9%
%H (TV HH)			97.2%	41.1%	14.6%	75.6%	32.7%	43.0%
1	535	515	491	129	54	404	94	310
%V	35.2%	34.7%	34.0%	21.1%	24.9%	36.0%	19.4%	48.6%
%H (All HH)		96.3%	91.8%	24.1%	10.1%	75.5%	17.6%	57.9%
%H (TV HH)			95.3%	25.0%	10.5%	78.4%	18.3%	60.2%
2	489	478	467	213	68	352	160	193
%V	32.1%	32.2%	32.3%	34.9%	31.3%	31.3%	33.0%	30.3%
%H (All HH)		97.8%	95.5%	43.6%	13.9%	72.0%	32.7%	39.5%
%H (TV HH)			97.7%	44.6%	14.2%	73.6%	33.5%	40.4%
3	248	246	243	127	47	178	103	75
%V	16.3%	16.6%	16.8%	20.8%	21.7%	15.9%	21.2%	11.8%
%H (All HH)		99.2%	98.0%	51.2%	19.0%	71.8%	41.5%	30.2%
%H (TV HH)			98.8%	51.6%	19.1%	72.4%	41.9%	30.5%
4	178	175	173	98	34	135	91	44
%V	11.7%	11.8%	12.0%	16.1%	15.7%	12.0%	18.8%	6.9%
%H (All HH)		98.3%	97.2%	55.1%	19.1%	75.8%	51.1%	24.7%
%H (TV HH)			98.9%	56.0%	19.4%	77.1%	52.0%	25.1%
5+	71	70	69	43	14	53	38	15
%V	4.7%	4.7%	4.8%	7.0%	6.5%	4.7%	7.8%	2.4%
%H (All HH)		98.6%	97.2%	60.6%	19.7%	74.6%	53.5%	21.1%
%H (TV HH)			98.6%	61.4%	20.0%	75.7%	54.3%	21.4%
Average HH size	2.20	2.21	2.23	2.55	2.50	2.20	2.66	1.85

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 2012

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1521	1485	1444	610	217	1123	485	638
%H (All HH)		97.6%	94.9%	40.1%	14.3%	73.8%	31.9%	41.9%
%H (TV HH)			97.2%	41.1%	14.6%	75.6%	32.7%	43.0%
Without	1173	1138	1100	422	150	873	333	541
%V	77.1%	76.6%	76.2%	69.2%	69.1%	77.7%	68.7%	84.8%
%H (All HH)		97.0%	93.8%	36.0%	12.8%	74.4%	28.4%	46.1%
%H (TV HH)			96.7%	37.1%	13.2%	76.7%	29.3%	47.5%
With	348	347	344	188	67	250	153	97
%V	22.9%	23.4%	23.8%	30.8%	30.9%	22.3%	31.5%	15.2%
%H (All HH)		99.7%	98.9%	54.0%	19.3%	71.8%	44.0%	27.9%
%H (TV HH)			99.1%	54.2%	19.3%	72.0%	44.1%	28.0%
0 - 3	137	136	134	74	21	100	59	41
%V	9.0%	9.2%	9.3%	12.1%	9.7%	8.9%	12.2%	6.4%
%H (All HH)		99.3%	97.8%	54.0%	15.3%	73.0%	43.1%	29.9%
%H (TV HH)			98.5%	54.4%	15.4%	73.5%	43.4%	30.1%
4 - 9	169	169	167	96	28	127	79	48
%V	11.1%	11.4%	11.6%	15.7%	12.9%	11.3%	16.3%	7.5%
%H (All HH)		100.0%	98.8%	56.8%	16.6%	75.1%	46.7%	28.4%
%H (TV HH)			98.8%	56.8%	16.6%	75.1%	46.7%	28.4%
10 - 15	168	168	166	92	38	119	77	42
%V	11.0%	11.3%	11.5%	15.1%	17.5%	10.6%	15.9%	6.6%
%H (All HH)		100.0%	98.8%	54.8%	22.6%	70.8%	45.8%	25.0%
%H (TV HH)			98.8%	54.8%	22.6%	70.8%	45.8%	25.0%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1521	1485	1444	610	217	1123	485	638
%H (All HH)		97.6%	94.9%	40.1%	14.3%	73.8%	31.9%	41.9%
%H (TV HH)			97.2%	41.1%	14.6%	75.6%	32.7%	43.0%
1	530	530	507	154	55	370	69	301
%V	34.8%	35.7%	35.1%	25.2%	25.3%	32.9%	14.2%	47.2%
%H (All HH)		100.0%	95.7%	29.1%	10.4%	69.8%	13.0%	56.8%
%H (TV HH)			95.7%	29.1%	10.4%	69.8%	13.0%	56.8%
2	556	556	539	230	84	424	193	230
%V	36.6%	37.4%	37.3%	37.7%	38.7%	37.8%	39.8%	36.1%
%H (All HH)		100.0%	96.9%	41.4%	15.1%	76.3%	34.7%	41.4%
%H (TV HH)			96.9%	41.4%	15.1%	76.3%	34.7%	41.4%
3	248	248	247	127	48	202	126	76
%V	16.3%	16.7%	17.1%	20.8%	22.1%	18.0%	26.0%	11.9%
%H (All HH)		100.0%	99.6%	51.2%	19.4%	81.5%	50.8%	30.6%
%H (TV HH)			99.6%	51.2%	19.4%	81.5%	50.8%	30.6%
4	96	96	96	62	15	78	57	21
%V	6.3%	6.5%	6.6%	10.2%	6.9%	6.9%	11.8%	3.3%
%H (All HH)		100.0%	100.0%	64.6%	15.6%	81.3%	59.4%	21.9%
%H (TV HH)			100.0%	64.6%	15.6%	81.3%	59.4%	21.9%
5+	55	55	55	37	14	49	40	8
%V	3.6%	3.7%	3.8%	6.1%	6.5%	4.4%	8.2%	1.3%
%H (All HH)		100.0%	100.0%	67.3%	25.5%	89.1%	72.7%	14.5%
%H (TV HH)			100.0%	67.3%	25.5%	89.1%	72.7%	14.5%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1521	1485	1444	610	217	1123	485	638
%H (All HH)		97.6%	94.9%	40.1%	14.3%	73.8%	31.9%	41.9%
%H (TV HH)			97.2%	41.1%	14.6%	75.6%	32.7%	43.0%
Under 20"	458	458	440	198	60	374	185	189
%V	30.1%	30.8%	30.5%	32.5%	27.6%	33.3%	38.1%	29.6%
%H (All HH)		100.0%	96.1%	43.2%	13.1%	81.7%	40.4%	41.3%
%H (TV HH)			96.1%	43.2%	13.1%	81.7%	40.4%	41.3%
20" - 29"	625	625	607	246	91	505	229	276
%V	41.1%	42.1%	42.0%	40.3%	41.9%	45.0%	47.2%	43.3%
%H (All HH)		100.0%	97.1%	39.4%	14.6%	80.8%	36.6%	44.2%
%H (TV HH)			97.1%	39.4%	14.6%	80.8%	36.6%	44.2%
30" - 39"	747	747	740	326	115	602	291	311
%V	49.1%	50.3%	51.2%	53.4%	53.0%	53.6%	60.0%	48.7%
%H (All HH)		100.0%	99.1%	43.6%	15.4%	80.6%	39.0%	41.6%
%H (TV HH)			99.1%	43.6%	15.4%	80.6%	39.0%	41.6%
40" and over	582	582	579	312	109	424	254	170
%V	38.3%	39.2%	40.1%	51.1%	50.2%	37.8%	52.4%	26.6%
%H (All HH)		100.0%	99.5%	53.6%	18.7%	72.9%	43.6%	29.2%
%H (TV HH)			99.5%	53.6%	18.7%	72.9%	43.6%	29.2%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2012

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1521	1485	1444	610	217	1123	485	638
%H (All HH)		97.6%	94.9%	40.1%	14.3%	73.8%	31.9%	41.9%
%H (TV HH)			97.2%	41.1%	14.6%	75.6%	32.7%	43.0%
Main living room	1465	1465	1429	605	217	1111	483	628
%V	96.3%	98.7%	99.0%	99.2%	100.0%	98.9%	99.6%	98.4%
%H (All HH)		100.0%	97.5%	41.3%	14.8%	75.8%	33.0%	42.9%
%H (TV HH)			97.5%	41.3%	14.8%	75.8%	33.0%	42.9%
Kitchen	193	193	191	93	28	164	91	73
%V	12.7%	13.0%	13.2%	15.2%	12.9%	14.6%	18.8%	11.4%
%H (All HH)		100.0%	99.0%	48.2%	14.5%	85.0%	47.2%	37.8%
%H (TV HH)			99.0%	48.2%	14.5%	85.0%	47.2%	37.8%
Adult's bedroom	663	663	653	326	118	536	314	222
%V	43.6%	44.6%	45.2%	53.4%	54.4%	47.7%	64.7%	34.8%
%H (All HH)		100.0%	98.5%	49.2%	17.8%	80.8%	47.4%	33.5%
%H (TV HH)			98.5%	49.2%	17.8%	80.8%	47.4%	33.5%
Child's bedroom	129	129	128	73	28	102	73	30
%V	8.5%	8.7%	8.9%	12.0%	12.9%	9.1%	15.1%	4.7%
%H (All HH)		100.0%	99.2%	56.6%	21.7%	79.1%	56.6%	23.3%
%H (TV HH)			99.2%	56.6%	21.7%	79.1%	56.6%	23.3%
Other bedroom	109	109	108	59	25	93	62	30
%V	7.2%	7.3%	7.5%	9.7%	11.5%	8.3%	12.8%	4.7%
%H (All HH)		100.0%	99.1%	54.1%	22.9%	85.3%	56.9%	27.5%
%H (TV HH)			99.1%	54.1%	22.9%	85.3%	56.9%	27.5%
Second living/dining room	138	138	133	67	19	111	61	50
%V	9.1%	9.3%	9.2%	11.0%	8.8%	9.9%	12.6%	7.8%
%H (All HH)		100.0%	96.4%	48.6%	13.8%	80.4%	44.2%	36.2%
%H (TV HH)			96.4%	48.6%	13.8%	80.4%	44.2%	36.2%
Study/office	20	20	20	8	3	16	7	9
%V	1.3%	1.3%	1.4%	1.3%	1.4%	1.4%	1.4%	1.4%
%H (All HH)		100.0%	100.0%	40.0%	15.0%	80.0%	35.0%	45.0%
%H (TV HH)			100.0%	40.0%	15.0%	80.0%	35.0%	45.0%
TV room	12	12	12	8	4	10	7	3
%V	0.8%	0.8%	0.8%	1.3%	1.8%	0.9%	1.4%	0.5%
%H (All HH)		100.0%	100.0%	66.7%	33.3%	83.3%	58.3%	25.0%
%H (TV HH)			100.0%	66.7%	33.3%	83.3%	58.3%	25.0%
Conservatory	26	26	26	17	4	24	18	6
%V	1.7%	1.8%	1.8%	2.8%	1.8%	2.1%	3.7%	0.9%
%H (All HH)		100.0%	100.0%	65.4%	15.4%	92.3%	69.2%	23.1%
%H (TV HH)			100.0%	65.4%	15.4%	92.3%	69.2%	23.1%
Attic or loft room	1	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
No specific location	2	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.2%	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	5	5	5	3	1	5	3	1
%V	0.3%	0.3%	0.3%	0.5%	0.5%	0.4%	0.6%	0.2%
%H (All HH)		100.0%	100.0%	60.0%	20.0%	100.0%	60.0%	20.0%
%H (TV HH)			100.0%	60.0%	20.0%	100.0%	60.0%	20.0%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC North East & Cumbria

Household level data

Table 9.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1521	1485	1444	610	217	1123	485	638
%H (All HH)		97.6%	94.9%	40.1%	14.3%	73.8%	31.9%	41.9%
%H (TV HH)			97.2%	41.1%	14.6%	75.6%	32.7%	43.0%
PVR	775	775	775	505	143	536	391	145
%V	51.0%	52.2%	53.7%	82.8%	65.9%	47.7%	80.6%	22.7%
%H (All HH)		100.0%	100.0%	65.2%	18.5%	69.2%	50.5%	18.7%
%H (TV HH)			100.0%	65.2%	18.5%	69.2%	50.5%	18.7%
DVDR	152	152	147	55	24	125	52	73
%V	10.0%	10.2%	10.2%	9.0%	11.1%	11.1%	10.7%	11.4%
%H (All HH)		100.0%	96.7%	36.2%	15.8%	82.2%	34.2%	48.0%
%H (TV HH)			96.7%	36.2%	15.8%	82.2%	34.2%	48.0%
VCR	133	133	123	43	13	104	35	69
%V	8.7%	9.0%	8.5%	7.0%	6.0%	9.3%	7.2%	10.8%
%H (All HH)		100.0%	92.5%	32.3%	9.8%	78.2%	26.3%	51.9%
%H (TV HH)			92.5%	32.3%	9.8%	78.2%	26.3%	51.9%
Any recorder	931	931	918	529	158	664	413	251
%V	61.2%	62.7%	63.6%	86.7%	72.8%	59.1%	85.2%	39.3%
%H (All HH)		100.0%	98.6%	56.8%	17.0%	71.3%	44.4%	27.0%
%H (TV HH)			98.6%	56.8%	17.0%	71.3%	44.4%	27.0%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

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	1521	1485	1444	610	217	1123	485	638
%H (All HH)		97.6%	94.9%	40.1%	14.3%	73.8%	31.9%	41.9%
%H (TV HH)			97.2%	41.1%	14.6%	75.6%	32.7%	43.0%
Receives HDTV (via STB or built-in reception)	670	670	670	339	161	488	301	187
%V	44.0%	45.1%	46.4%	55.6%	74.2%	43.5%	62.1%	29.3%
%H (All HH)		100.0%	100.0%	50.6%	24.0%	72.8%	44.9%	27.9%
%H (TV HH)			100.0%	50.6%	24.0%	72.8%	44.9%	27.9%
DVD/Blu-ray player or recorder	1140	1140	1121	493	173	881	409	472
%V	75.0%	76.8%	77.6%	80.8%	79.7%	78.5%	84.3%	74.0%
%H (All HH)		100.0%	98.3%	43.2%	15.2%	77.3%	35.9%	41.4%
%H (TV HH)			98.3%	43.2%	15.2%	77.3%	35.9%	41.4%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC North East & Cumbria

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1521	1485	1444	610	217	1123	485	638
%H (All HH)		97.6%	94.9%	40.1%	14.3%	73.8%	31.9%	41.9%
%H (TV HH)			97.2%	41.1%	14.6%	75.6%	32.7%	43.0%
Has PC or Laptop	1120	1096	1076	517	189	805	416	389
%V	73.6%	73.8%	74.5%	84.8%	87.1%	71.7%	85.8%	61.0%
%H (All HH)		97.9%	96.1%	46.2%	16.9%	71.9%	37.1%	34.7%
%H (TV HH)			98.2%	47.2%	17.2%	73.4%	38.0%	35.5%
Has broadband internet	1003	985	969	483	184	714	393	321
%V	65.9%	66.3%	67.1%	79.2%	84.8%	63.6%	81.0%	50.3%
%H (All HH)		98.2%	96.6%	48.2%	18.3%	71.2%	39.2%	32.0%
%H (TV HH)			98.4%	49.0%	18.7%	72.5%	39.9%	32.6%

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 2012

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	3066	3006	1444	501	2403	1281	1121
%H		98.0%	47.1%	16.3%	78.4%	41.8%	36.6%
Under 20"	577	557	258	77	475	245	230
%V	18.8%	18.5%	17.9%	15.4%	19.8%	19.1%	20.5%
%H		96.5%	44.7%	13.3%	82.3%	42.5%	39.9%
20" - 29"	767	746	327	117	617	301	316
%V	25.0%	24.8%	22.6%	23.4%	25.7%	23.5%	28.2%
%H		97.3%	42.6%	15.3%	80.4%	39.2%	41.2%
30" - 39"	868	861	389	145	704	356	347
%V	28.3%	28.6%	26.9%	28.9%	29.3%	27.8%	31.0%
%H		99.2%	44.8%	16.7%	81.1%	41.0%	40.0%
40" and over	673	670	374	127	497	311	186
%V	22.0%	22.3%	25.9%	25.3%	20.7%	24.3%	16.6%
%H		99.6%	55.6%	18.9%	73.8%	46.2%	27.6%
Don't know	30	27	10	9	19	11	8
%V	1.0%	0.9%	0.7%	1.8%	0.8%	0.9%	0.7%
%H		90.0%	33.3%	30.0%	63.3%	36.7%	26.7%
Not Asked	151	145	86	26	91	57	34
%V	4.9%	4.8%	6.0%	5.2%	3.8%	4.4%	3.0%
%H		96.0%	57.0%	17.2%	60.3%	37.7%	22.5%

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 2012

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3066	3006	1444	501	2403	1281	1121
%H		98.0%	47.1%	16.3%	78.4%	41.8%	36.6%
Main living room	1469	1434	607	217	1115	484	631
%V	47.9%	47.7%	42.0%	43.3%	46.4%	37.8%	56.3%
%H		97.6%	41.3%	14.8%	75.9%	32.9%	43.0%
Kitchen	195	194	94	28	165	91	74
%V	6.4%	6.5%	6.5%	5.6%	6.9%	7.1%	6.6%
%H		99.5%	48.2%	14.4%	84.6%	46.7%	37.9%
Adult's bedroom	751	742	382	133	613	371	242
%V	24.5%	24.7%	26.5%	26.5%	25.5%	29.0%	21.6%
%H		98.8%	50.9%	17.7%	81.6%	49.4%	32.2%
Child's bedroom	162	161	95	34	132	96	36
%V	5.3%	5.4%	6.6%	6.8%	5.5%	7.5%	3.2%
%H		99.4%	58.6%	21.0%	81.5%	59.3%	22.2%
Other bedroom	133	132	74	33	116	83	33
%V	4.3%	4.4%	5.1%	6.6%	4.8%	6.5%	2.9%
%H		99.2%	55.6%	24.8%	87.2%	62.4%	24.8%
Second living/dining room	139	134	68	19	112	61	51
%V	4.5%	4.5%	4.7%	3.8%	4.7%	4.8%	4.5%
%H		96.4%	48.9%	13.7%	80.6%	43.9%	36.7%
Study/office	20	20	8	3	16	7	9
%V	0.7%	0.7%	0.6%	0.6%	0.7%	0.5%	0.8%
%H		100.0%	40.0%	15.0%	80.0%	35.0%	45.0%
TV room	12	12	8	4	10	7	3
%V	0.4%	0.4%	0.6%	0.8%	0.4%	0.5%	0.3%
%H		100.0%	66.7%	33.3%	83.3%	58.3%	25.0%
Conservatory	26	26	17	4	24	18	6
%V	0.8%	0.9%	1.2%	0.8%	1.0%	1.4%	0.5%
%H		100.0%	65.4%	15.4%	92.3%	69.2%	23.1%
Attic or loft room	1	1	1	0	1	1	0
%V	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
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	5	5	3	1	5	3	1
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%
%H		100.0%	60.0%	20.0%	100.0%	60.0%	20.0%
Not Asked	151	145	86	26	91	57	34
%V	4.9%	4.8%	6.0%	5.2%	3.8%	4.4%	3.0%
%H		96.0%	57.0%	17.2%	60.3%	37.7%	22.5%

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 2012

BBC North East & Cumbria

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT +	DTT only
	HH	HH	HH	HH	HH	Cab/DSat	HH
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3066	3006	1444	501	2403	1281	1121
%H		98.0%	47.1%	16.3%	78.4%	41.8%	36.6%
PVR	978	978	671	180	655	503	152
%V	31.9%	32.5%	46.5%	35.9%	27.3%	39.3%	13.6%
%H		100.0%	68.6%	18.4%	67.0%	51.4%	15.5%
DVDR	175	169	64	30	148	67	81
%V	5.7%	5.6%	4.4%	6.0%	6.2%	5.2%	7.2%
%H		96.6%	36.6%	17.1%	84.6%	38.3%	46.3%
VCR	143	133	44	16	113	39	73
%V	4.7%	4.4%	3.0%	3.2%	4.7%	3.0%	6.5%
%H		93.0%	30.8%	11.2%	79.0%	27.3%	51.0%
Any recorder	1195	1182	723	208	835	557	277
%V	39.0%	39.3%	50.1%	41.5%	34.7%	43.5%	24.7%
%H		98.9%	60.5%	17.4%	69.9%	46.6%	23.2%

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	Multi-channel	DSat	Cable	DTT	DTT +	DTT only
	HH	HH	HH	HH	HH	Cab/DSat	HH
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3066	3006	1444	501	2403	1281	1121
%H		98.0%	47.1%	16.3%	78.4%	41.8%	36.6%
Receives HDTV (via STB or built-in reception)	897	897	455	232	648	409	238
%V	29.3%	29.8%	31.5%	46.3%	27.0%	31.9%	21.2%
%H		100.0%	50.7%	25.9%	72.2%	45.6%	26.5%
DVD/Blu-ray player or recorder	1706	1685	802	285	1359	723	636
%V	55.6%	56.1%	55.5%	56.9%	56.6%	56.4%	56.7%
%H		98.8%	47.0%	16.7%	79.7%	42.4%	37.3%

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 2012

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	1484	1443	609	217	1122	484	638
%H		97.2%	41.0%	14.6%	75.6%	32.6%	43.0%
Under 20"	43	36	7	5	31	7	24
%V	2.9%	2.5%	1.1%	2.3%	2.8%	1.4%	3.8%
%H		83.7%	16.3%	11.6%	72.1%	16.3%	55.8%
20" - 29"	279	261	68	28	211	43	168
%V	18.8%	18.1%	11.2%	12.9%	18.8%	8.9%	26.3%
%H		93.5%	24.4%	10.0%	75.6%	15.4%	60.2%
30" - 39"	576	569	224	75	461	185	276
%V	38.8%	39.4%	36.8%	34.6%	41.1%	38.2%	43.3%
%H		98.8%	38.9%	13.0%	80.0%	32.1%	47.9%
40" and over	565	562	303	105	410	244	165
%V	38.1%	38.9%	49.8%	48.4%	36.5%	50.4%	25.9%
%H		99.5%	53.6%	18.6%	72.6%	43.2%	29.2%
Don't know	16	14	6	4	9	5	5
%V	1.1%	1.0%	1.0%	1.8%	0.8%	1.0%	0.8%
%H		87.5%	37.5%	25.0%	56.3%	31.3%	31.3%
Not Asked	5	0	0	0	0	0	0
%V	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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 2012

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1484	1443	609	217	1122	484	638
%H		97.2%	41.0%	14.6%	75.6%	32.6%	43.0%
PVR	749	749	494	139	514	380	134
%V	50.5%	51.9%	81.1%	64.1%	45.8%	78.5%	21.0%
%H		100.0%	66.0%	18.6%	68.6%	50.7%	17.9%
DVDR	127	123	41	17	105	39	66
%V	8.6%	8.5%	6.7%	7.8%	9.4%	8.1%	10.3%
%H		96.9%	32.3%	13.4%	82.7%	30.7%	52.0%
VCR	113	104	29	12	89	24	65
%V	7.6%	7.2%	4.8%	5.5%	7.9%	5.0%	10.2%
%H		92.0%	25.7%	10.6%	78.8%	21.2%	57.5%
Any recorder	899	888	515	154	637	400	237
%V	60.6%	61.5%	84.6%	71.0%	56.8%	82.6%	37.1%
%H		98.8%	57.3%	17.1%	70.9%	44.5%	26.4%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1484	1443	609	217	1122	484	638
%H		97.2%	41.0%	14.6%	75.6%	32.6%	43.0%
Receives HDTV (via STB or built-in reception)	640	640	323	156	463	286	177
%V	43.1%	44.4%	53.0%	71.9%	41.3%	59.1%	27.7%
%H		100.0%	50.5%	24.4%	72.3%	44.7%	27.7%
DVD/Blu-ray player or recorder	1065	1049	461	159	820	376	444
%V	71.8%	72.7%	75.7%	73.3%	73.1%	77.7%	69.6%
%H		98.5%	43.3%	14.9%	77.0%	35.3%	41.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC North East & Cumbria

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	1582	1563	835	284	1281	797	484
%H		98.8%	52.8%	18.0%	81.0%	50.4%	30.6%
Under 20"	533	521	251	72	444	238	206
%V	33.7%	33.3%	30.1%	25.4%	34.7%	29.9%	42.6%
%H		97.7%	47.1%	13.5%	83.3%	44.7%	38.6%
20" - 29"	489	485	259	89	406	258	148
%V	30.9%	31.0%	31.0%	31.3%	31.7%	32.4%	30.6%
%H		99.2%	53.0%	18.2%	83.0%	52.8%	30.3%
30" - 39"	293	292	164	71	243	171	72
%V	18.5%	18.7%	19.6%	25.0%	19.0%	21.5%	14.9%
%H		99.7%	56.0%	24.2%	82.9%	58.4%	24.6%
40" and over	108	108	71	21	87	66	21
%V	6.8%	6.9%	8.5%	7.4%	6.8%	8.3%	4.3%
%H		100.0%	65.7%	19.4%	80.6%	61.1%	19.4%
Don't know	14	13	4	6	9	6	3
%V	0.9%	0.8%	0.5%	2.1%	0.7%	0.8%	0.6%
%H		92.9%	28.6%	42.9%	64.3%	42.9%	21.4%
Not Asked	145	144	86	25	92	58	34
%V	9.2%	9.2%	10.3%	8.8%	7.2%	7.3%	7.0%
%H		99.3%	59.3%	17.2%	63.4%	40.0%	23.4%

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 2012

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1582	1563	835	284	1281	797	484
%H		98.8%	52.8%	18.0%	81.0%	50.4%	30.6%
PVR	229	229	177	41	141	123	18
%V	14.5%	14.7%	21.2%	14.4%	11.0%	15.4%	3.7%
%H		100.0%	77.3%	17.9%	61.6%	53.7%	7.9%
DVDR	48	47	23	13	43	28	15
%V	3.0%	3.0%	2.8%	4.6%	3.4%	3.5%	3.1%
%H		97.9%	47.9%	27.1%	89.6%	58.3%	31.3%
VCR	30	29	16	4	24	15	8
%V	1.9%	1.9%	1.9%	1.4%	1.9%	1.9%	1.7%
%H		96.7%	53.3%	13.3%	80.0%	50.0%	26.7%
Any recorder	297	294	208	54	198	158	40
%V	18.8%	18.8%	24.9%	19.0%	15.5%	19.8%	8.3%
%H		99.0%	70.0%	18.2%	66.7%	53.2%	13.5%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1582	1563	835	284	1281	797	484
%H		98.8%	52.8%	18.0%	81.0%	50.4%	30.6%
Receives HDTV (via STB or built-in reception)	257	257	132	76	185	124	61
%V	16.2%	16.4%	15.8%	26.8%	14.4%	15.6%	12.6%
%H		100.0%	51.4%	29.6%	72.0%	48.2%	23.7%
DVD/Blu-ray player or recorder	641	636	340	126	539	347	192
%V	40.5%	40.7%	40.7%	44.4%	42.1%	43.5%	39.7%
%H		99.2%	53.0%	19.7%	84.1%	54.1%	30.0%

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 2012

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	3345	3282	3214	1556	543	2466	1289	1178
%H		98.1%	96.1%	46.5%	16.2%	73.7%	38.5%	35.2%
Total Children	589	586	582	322	109	439	274	165
%V	17.6%	17.9%	18.1%	20.7%	20.1%	17.8%	21.3%	14.0%
%H		99.5%	98.8%	54.7%	18.5%	74.5%	46.5%	28.0%
0 - 3	163	161	160	86	24	122	70	52
%V	4.9%	4.9%	5.0%	5.5%	4.4%	4.9%	5.4%	4.4%
%H		98.8%	98.2%	52.8%	14.7%	74.8%	42.9%	31.9%
4 - 15	426	425	422	237	85	317	204	113
%V	12.7%	12.9%	13.1%	15.2%	15.7%	12.9%	15.8%	9.6%
%H		99.8%	99.1%	55.6%	20.0%	74.4%	47.9%	26.5%
4 - 9	219	218	216	126	37	165	105	60
%V	6.5%	6.6%	6.7%	8.1%	6.8%	6.7%	8.1%	5.1%
%H		99.5%	98.6%	57.5%	16.9%	75.3%	47.9%	27.4%
10 - 15	207	207	205	111	48	152	99	53
%V	6.2%	6.3%	6.4%	7.1%	8.8%	6.2%	7.7%	4.5%
%H		100.0%	99.0%	53.6%	23.2%	73.4%	47.8%	25.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	3345	3282	3214	1556	543	2466	1289	1178
%H		98.1%	96.1%	46.5%	16.2%	73.7%	38.5%	35.2%
Total Adults (16+)	2757	2695	2632	1233	434	2028	1015	1013
%V	82.4%	82.1%	81.9%	79.2%	79.9%	82.2%	78.7%	86.0%
%H		97.8%	95.5%	44.7%	15.7%	73.6%	36.8%	36.7%
16 - 19	164	157	154	82	30	123	76	47
%V	4.9%	4.8%	4.8%	5.3%	5.5%	5.0%	5.9%	4.0%
%H		95.7%	93.9%	50.0%	18.3%	75.0%	46.3%	28.7%
20 - 24	225	218	217	111	38	164	95	69
%V	6.7%	6.6%	6.8%	7.1%	7.0%	6.7%	7.4%	5.9%
%H		96.9%	96.4%	49.3%	16.9%	72.9%	42.2%	30.7%
25 - 34	424	406	391	205	63	277	149	128
%V	12.7%	12.4%	12.2%	13.2%	11.6%	11.2%	11.6%	10.9%
%H		95.8%	92.2%	48.3%	14.9%	65.3%	35.1%	30.2%
35 - 44	404	399	397	236	70	284	182	103
%V	12.1%	12.2%	12.4%	15.2%	12.9%	11.5%	14.1%	8.7%
%H		98.8%	98.3%	58.4%	17.3%	70.3%	45.0%	25.5%
45 - 54	489	480	471	230	99	367	217	150
%V	14.6%	14.6%	14.7%	14.8%	18.2%	14.9%	16.8%	12.7%
%H		98.2%	96.3%	47.0%	20.2%	75.1%	44.4%	30.7%
55 - 64	427	419	413	179	68	315	142	173
%V	12.8%	12.8%	12.9%	11.5%	12.5%	12.8%	11.0%	14.7%
%H		98.1%	96.7%	41.9%	15.9%	73.8%	33.3%	40.5%
65+	624	616	589	189	65	498	155	343
%V	18.7%	18.8%	18.3%	12.1%	12.0%	20.2%	12.0%	29.1%
%H		98.7%	94.4%	30.3%	10.4%	79.8%	24.8%	55.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North East & Cumbria

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2757	2695	2632	1233	434	2028	1015	1013
%H		97.8%	95.5%	44.7%	15.7%	73.6%	36.8%	36.7%
AB	570	556	545	277	96	407	217	190
%V	20.7%	20.6%	20.7%	22.5%	22.1%	20.1%	21.4%	18.8%
%H		97.5%	95.6%	48.6%	16.8%	71.4%	38.1%	33.3%
C1	699	676	668	336	105	509	272	237
%V	25.4%	25.1%	25.4%	27.3%	24.2%	25.1%	26.8%	23.4%
%H		96.7%	95.6%	48.1%	15.0%	72.8%	38.9%	33.9%
C2	646	640	627	310	116	483	271	212
%V	23.4%	23.7%	23.8%	25.1%	26.7%	23.8%	26.7%	20.9%
%H		99.1%	97.1%	48.0%	18.0%	74.8%	42.0%	32.8%
D	464	457	442	205	77	332	167	165
%V	16.8%	17.0%	16.8%	16.6%	17.7%	16.4%	16.5%	16.3%
%H		98.5%	95.3%	44.2%	16.6%	71.6%	36.0%	35.6%
E	377	366	350	105	40	297	88	208
%V	13.7%	13.6%	13.3%	8.5%	9.2%	14.6%	8.7%	20.5%
%H		97.1%	92.8%	27.9%	10.6%	78.8%	23.3%	55.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North East & Cumbria

Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2757	2695	2632	1233	434	2028	1015	1013
%H		97.8%	95.5%	44.7%	15.7%	73.6%	36.8%	36.7%
Working full time	1142	1125	1106	590	202	823	492	331
%V	41.4%	41.7%	42.0%	47.9%	46.5%	40.6%	48.5%	32.7%
%H		98.5%	96.8%	51.7%	17.7%	72.1%	43.1%	29.0%
Working part time	301	296	295	166	54	215	131	84
%V	10.9%	11.0%	11.2%	13.5%	12.4%	10.6%	12.9%	8.3%
%H		98.3%	98.0%	55.1%	17.9%	71.4%	43.5%	27.9%
Not working	1313	1274	1230	477	177	990	392	598
%V	47.6%	47.3%	46.7%	38.7%	40.8%	48.8%	38.6%	59.0%
%H		97.0%	93.7%	36.3%	13.5%	75.4%	29.9%	45.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1344	1311	1280	626	210	979	512	468
%H		97.5%	95.2%	46.6%	15.6%	72.8%	38.1%	34.8%
16 - 19	86	83	83	40	18	70	42	27
%V	6.4%	6.3%	6.5%	6.4%	8.6%	7.2%	8.2%	5.8%
%H		96.5%	96.5%	46.5%	20.9%	81.4%	48.8%	31.4%
20 - 24	110	107	107	57	19	80	47	33
%V	8.2%	8.2%	8.4%	9.1%	9.0%	8.2%	9.2%	7.1%
%H		97.3%	97.3%	51.8%	17.3%	72.7%	42.7%	30.0%
25 - 34	218	209	200	114	30	140	80	60
%V	16.2%	15.9%	15.6%	18.2%	14.3%	14.3%	15.6%	12.8%
%H		95.9%	91.7%	52.3%	13.8%	64.2%	36.7%	27.5%
35 - 44	196	194	192	112	33	139	87	52
%V	14.6%	14.8%	15.0%	17.9%	15.7%	14.2%	17.0%	11.1%
%H		99.0%	98.0%	57.1%	16.8%	70.9%	44.4%	26.5%
45 - 54	239	232	225	114	43	177	105	72
%V	17.8%	17.7%	17.6%	18.2%	20.5%	18.1%	20.5%	15.4%
%H		97.1%	94.1%	47.7%	18.0%	74.1%	43.9%	30.1%
55 - 64	212	208	205	94	35	157	78	79
%V	15.8%	15.9%	16.0%	15.0%	16.7%	16.0%	15.2%	16.9%
%H		98.1%	96.7%	44.3%	16.5%	74.1%	36.8%	37.3%
65+	283	278	267	95	32	217	72	145
%V	21.1%	21.2%	20.9%	15.2%	15.2%	22.2%	14.1%	31.0%
%H		98.2%	94.3%	33.6%	11.3%	76.7%	25.4%	51.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1344	1311	1280	626	210	979	512	468
%H		97.5%	95.2%	46.6%	15.6%	72.8%	38.1%	34.8%
AB	288	280	273	144	49	201	112	89
%V	21.4%	21.4%	21.3%	23.0%	23.3%	20.5%	21.9%	19.0%
%H		97.2%	94.8%	50.0%	17.0%	69.8%	38.9%	30.9%
C1	327	318	314	169	45	240	134	106
%V	24.3%	24.3%	24.5%	27.0%	21.4%	24.5%	26.2%	22.6%
%H		97.2%	96.0%	51.7%	13.8%	73.4%	41.0%	32.4%
C2	347	344	336	166	61	260	146	114
%V	25.8%	26.2%	26.3%	26.5%	29.0%	26.6%	28.5%	24.4%
%H		99.1%	96.8%	47.8%	17.6%	74.9%	42.1%	32.9%
D	232	228	222	106	38	166	85	81
%V	17.3%	17.4%	17.3%	16.9%	18.1%	17.0%	16.6%	17.3%
%H		98.3%	95.7%	45.7%	16.4%	71.6%	36.6%	34.9%
E	150	142	135	41	18	112	35	77
%V	11.2%	10.8%	10.5%	6.5%	8.6%	11.4%	6.8%	16.5%
%H		94.7%	90.0%	27.3%	12.0%	74.7%	23.3%	51.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1344	1311	1280	626	210	979	512	468
%H		97.5%	95.2%	46.6%	15.6%	72.8%	38.1%	34.8%
Working full time	696	686	675	371	121	505	313	193
%V	51.8%	52.3%	52.7%	59.3%	57.6%	51.6%	61.1%	41.2%
%H		98.6%	97.0%	53.3%	17.4%	72.6%	45.0%	27.7%
Working part time	65	63	63	39	11	40	26	14
%V	4.8%	4.8%	4.9%	6.2%	5.2%	4.1%	5.1%	3.0%
%H		96.9%	96.9%	60.0%	16.9%	61.5%	40.0%	21.5%
Not working	583	562	543	216	78	434	174	261
%V	43.4%	42.9%	42.4%	34.5%	37.1%	44.3%	34.0%	55.8%
%H		96.4%	93.1%	37.0%	13.4%	74.4%	29.8%	44.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1413	1384	1352	607	224	1048	503	545
%H		97.9%	95.7%	43.0%	15.9%	74.2%	35.6%	38.6%
16 - 19	78	73	71	42	12	53	34	19
%V	5.5%	5.3%	5.3%	6.9%	5.4%	5.1%	6.8%	3.5%
%H		93.6%	91.0%	53.8%	15.4%	67.9%	43.6%	24.4%
20 - 24	114	111	110	55	20	84	48	36
%V	8.1%	8.0%	8.1%	9.1%	8.9%	8.0%	9.5%	6.6%
%H		97.4%	96.5%	48.2%	17.5%	73.7%	42.1%	31.6%
25 - 34	205	197	191	91	33	138	69	69
%V	14.5%	14.2%	14.1%	15.0%	14.7%	13.2%	13.7%	12.7%
%H		96.1%	93.2%	44.4%	16.1%	67.3%	33.7%	33.7%
35 - 44	208	205	204	124	36	146	95	51
%V	14.7%	14.8%	15.1%	20.4%	16.1%	13.9%	18.9%	9.4%
%H		98.6%	98.1%	59.6%	17.3%	70.2%	45.7%	24.5%
45 - 54	250	248	246	117	56	190	112	78
%V	17.7%	17.9%	18.2%	19.3%	25.0%	18.1%	22.3%	14.3%
%H		99.2%	98.4%	46.8%	22.4%	76.0%	44.8%	31.2%
55 - 64	216	212	208	84	34	157	63	94
%V	15.3%	15.3%	15.4%	13.8%	15.2%	15.0%	12.5%	17.2%
%H		98.1%	96.3%	38.9%	15.7%	72.7%	29.2%	43.5%
65+	341	338	321	94	32	281	83	198
%V	24.1%	24.4%	23.7%	15.5%	14.3%	26.8%	16.5%	36.3%
%H		99.1%	94.1%	27.6%	9.4%	82.4%	24.3%	58.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1413	1384	1352	607	224	1048	503	545
%H		97.9%	95.7%	43.0%	15.9%	74.2%	35.6%	38.6%
AB	283	276	271	133	47	206	105	100
%V	20.0%	19.9%	20.0%	21.9%	21.0%	19.7%	20.9%	18.3%
%H		97.5%	95.8%	47.0%	16.6%	72.8%	37.1%	35.3%
C1	372	358	354	168	61	269	138	131
%V	26.3%	25.9%	26.2%	27.7%	27.2%	25.7%	27.4%	24.0%
%H		96.2%	95.2%	45.2%	16.4%	72.3%	37.1%	35.2%
C2	299	296	291	144	56	223	125	98
%V	21.2%	21.4%	21.5%	23.7%	25.0%	21.3%	24.9%	18.0%
%H		99.0%	97.3%	48.2%	18.7%	74.6%	41.8%	32.8%
D	232	229	220	99	39	166	82	84
%V	16.4%	16.5%	16.3%	16.3%	17.4%	15.8%	16.3%	15.4%
%H		98.7%	94.8%	42.7%	16.8%	71.6%	35.3%	36.2%
E	227	224	215	63	22	184	53	131
%V	16.1%	16.2%	15.9%	10.4%	9.8%	17.6%	10.5%	24.0%
%H		98.7%	94.7%	27.8%	9.7%	81.1%	23.3%	57.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1413	1384	1352	607	224	1048	503	545
%H		97.9%	95.7%	43.0%	15.9%	74.2%	35.6%	38.6%
Working full time	446	439	432	219	81	318	180	138
%V	31.6%	31.7%	32.0%	36.1%	36.2%	30.3%	35.8%	25.3%
%H		98.4%	96.9%	49.1%	18.2%	71.3%	40.4%	30.9%
Working part time	236	233	233	127	43	175	106	70
%V	16.7%	16.8%	17.2%	20.9%	19.2%	16.7%	21.1%	12.8%
%H		98.7%	98.7%	53.8%	18.2%	74.2%	44.9%	29.7%
Not working	731	712	687	261	100	556	218	337
%V	51.7%	51.4%	50.8%	43.0%	44.6%	53.1%	43.3%	61.8%
%H		97.4%	94.0%	35.7%	13.7%	76.1%	29.8%	46.1%

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	2954	2871	2861	1164	485	2331	1093	1237
%H (All HH)		97.2%	96.9%	39.4%	16.4%	78.9%	37.0%	41.9%
%H (TV HH)			99.7%	40.5%	16.9%	81.2%	38.1%	43.1%
AB	574	564	563	264	92	443	233	210
%V	19.4%	19.6%	19.7%	22.7%	19.0%	19.0%	21.3%	17.0%
%H (All HH)		98.3%	98.1%	46.0%	16.0%	77.2%	40.6%	36.6%
%H (TV HH)			99.8%	46.8%	16.3%	78.5%	41.3%	37.2%
C1	780	763	758	320	148	603	305	299
%V	26.4%	26.6%	26.5%	27.5%	30.5%	25.9%	27.9%	24.2%
%H (All HH)		97.8%	97.2%	41.0%	19.0%	77.3%	39.1%	38.3%
%H (TV HH)			99.3%	41.9%	19.4%	79.0%	40.0%	39.2%
C2	639	624	623	270	119	516	276	240
%V	21.6%	21.7%	21.8%	23.2%	24.5%	22.1%	25.3%	19.4%
%H (All HH)		97.7%	97.5%	42.3%	18.6%	80.8%	43.2%	37.6%
%H (TV HH)			99.8%	43.3%	19.1%	82.7%	44.2%	38.5%
D	466	450	449	172	75	381	173	208
%V	15.8%	15.7%	15.7%	14.8%	15.5%	16.3%	15.8%	16.8%
%H (All HH)		96.6%	96.4%	36.9%	16.1%	81.8%	37.1%	44.6%
%H (TV HH)			99.8%	38.2%	16.7%	84.7%	38.4%	46.2%
E	495	471	467	139	52	388	107	281
%V	16.8%	16.4%	16.3%	11.9%	10.7%	16.6%	9.8%	22.7%
%H (All HH)		95.2%	94.3%	28.1%	10.5%	78.4%	21.6%	56.8%
%H (TV HH)			99.2%	29.5%	11.0%	82.4%	22.7%	59.7%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2954	2871	2861	1164	485	2331	1093	1237
%H (All HH)		97.2%	96.9%	39.4%	16.4%	78.9%	37.0%	41.9%
%H (TV HH)			99.7%	40.5%	16.9%	81.2%	38.1%	43.1%
Under 25	126	119	118	49	21	89	41	48
%V	4.3%	4.1%	4.1%	4.2%	4.3%	3.8%	3.8%	3.9%
%H (All HH)		94.4%	93.7%	38.9%	16.7%	70.6%	32.5%	38.1%
%H (TV HH)			99.2%	41.2%	17.6%	74.8%	34.5%	40.3%
25 - 34	442	423	420	210	74	311	173	138
%V	15.0%	14.7%	14.7%	18.0%	15.3%	13.3%	15.8%	11.2%
%H (All HH)		95.7%	95.0%	47.5%	16.7%	70.4%	39.1%	31.2%
%H (TV HH)			99.3%	49.6%	17.5%	73.5%	40.9%	32.6%
35 - 44	515	495	492	246	109	376	229	147
%V	17.4%	17.2%	17.2%	21.1%	22.5%	16.1%	21.0%	11.9%
%H (All HH)		96.1%	95.5%	47.8%	21.2%	73.0%	44.5%	28.5%
%H (TV HH)			99.4%	49.7%	22.0%	76.0%	46.3%	29.7%
45 - 54	589	577	576	264	113	466	263	203
%V	19.9%	20.1%	20.1%	22.7%	23.3%	20.0%	24.1%	16.4%
%H (All HH)		98.0%	97.8%	44.8%	19.2%	79.1%	44.7%	34.5%
%H (TV HH)			99.8%	45.8%	19.6%	80.8%	45.6%	35.2%
55 - 64	488	476	475	186	84	394	183	210
%V	16.5%	16.6%	16.6%	16.0%	17.3%	16.9%	16.7%	17.0%
%H (All HH)		97.5%	97.3%	38.1%	17.2%	80.7%	37.5%	43.0%
%H (TV HH)			99.8%	39.1%	17.6%	82.8%	38.4%	44.1%
65 +	794	781	780	209	84	694	204	490
%V	26.9%	27.2%	27.3%	18.0%	17.3%	29.8%	18.7%	39.6%
%H (All HH)		98.4%	98.2%	26.3%	10.6%	87.4%	25.7%	61.7%
%H (TV HH)			99.9%	26.8%	10.8%	88.9%	26.1%	62.7%

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 2012

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2954	2871	2861	1164	485	2331	1093	1237
%H (All HH)		97.2%	96.9%	39.4%	16.4%	78.9%	37.0%	41.9%
%H (TV HH)			99.7%	40.5%	16.9%	81.2%	38.1%	43.1%
1	1074	1027	1022	282	121	871	246	625
%V	36.4%	35.8%	35.7%	24.2%	24.9%	37.4%	22.5%	50.5%
%H (All HH)		95.6%	95.2%	26.3%	11.3%	81.1%	22.9%	58.2%
%H (TV HH)			99.5%	27.5%	11.8%	84.8%	24.0%	60.9%
2	867	853	850	366	145	688	341	347
%V	29.4%	29.7%	29.7%	31.4%	29.9%	29.5%	31.2%	28.1%
%H (All HH)		98.4%	98.0%	42.2%	16.7%	79.4%	39.3%	40.0%
%H (TV HH)			99.6%	42.9%	17.0%	80.7%	40.0%	40.7%
3	447	438	437	219	91	344	212	132
%V	15.1%	15.3%	15.3%	18.8%	18.8%	14.8%	19.4%	10.7%
%H (All HH)		98.0%	97.8%	49.0%	20.4%	77.0%	47.4%	29.5%
%H (TV HH)			99.8%	50.0%	20.8%	78.5%	48.4%	30.1%
4	372	367	366	199	82	292	203	89
%V	12.6%	12.8%	12.8%	17.1%	16.9%	12.5%	18.6%	7.2%
%H (All HH)		98.7%	98.4%	53.5%	22.0%	78.5%	54.6%	23.9%
%H (TV HH)			99.7%	54.2%	22.3%	79.6%	55.3%	24.3%
5+	193	186	186	99	46	136	91	45
%V	6.5%	6.5%	6.5%	8.5%	9.5%	5.8%	8.3%	3.6%
%H (All HH)		96.4%	96.4%	51.3%	23.8%	70.5%	47.2%	23.3%
%H (TV HH)			100.0%	53.2%	24.7%	73.1%	48.9%	24.2%
Average HH size	2.26	2.27	2.27	2.58	2.59	2.22	2.62	1.87

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 2012

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2954	2871	2861	1164	485	2331	1093	1237
%H (All HH)		97.2%	96.9%	39.4%	16.4%	78.9%	37.0%	41.9%
%H (TV HH)			99.7%	40.5%	16.9%	81.2%	38.1%	43.1%
Without	2213	2145	2136	781	335	1779	742	1036
%V	74.9%	74.7%	74.7%	67.1%	69.1%	76.3%	67.9%	83.8%
%H (All HH)		96.9%	96.5%	35.3%	15.1%	80.4%	33.5%	46.8%
%H (TV HH)			99.6%	36.4%	15.6%	82.9%	34.6%	48.3%
With	741	726	724	383	151	552	351	201
%V	25.1%	25.3%	25.3%	32.9%	31.1%	23.7%	32.1%	16.2%
%H (All HH)		98.0%	97.7%	51.7%	20.4%	74.5%	47.4%	27.1%
%H (TV HH)			99.7%	52.8%	20.8%	76.0%	48.3%	27.7%
0 - 3	280	271	271	147	47	200	121	79
%V	9.5%	9.4%	9.5%	12.6%	9.7%	8.6%	11.1%	6.4%
%H (All HH)		96.8%	96.8%	52.5%	16.8%	71.4%	43.2%	28.2%
%H (TV HH)			100.0%	54.2%	17.3%	73.8%	44.6%	29.2%
4 - 9	368	359	358	194	70	273	175	98
%V	12.5%	12.5%	12.5%	16.7%	14.4%	11.7%	16.0%	7.9%
%H (All HH)		97.6%	97.3%	52.7%	19.0%	74.2%	47.6%	26.6%
%H (TV HH)			99.7%	54.0%	19.5%	76.0%	48.7%	27.3%
10 - 15	362	356	356	185	86	272	180	92
%V	12.3%	12.4%	12.4%	15.9%	17.7%	11.7%	16.5%	7.4%
%H (All HH)		98.3%	98.3%	51.1%	23.8%	75.1%	49.7%	25.4%
%H (TV HH)			100.0%	52.0%	24.2%	76.4%	50.6%	25.8%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2954	2871	2861	1164	485	2331	1093	1237
%H (All HH)		97.2%	96.9%	39.4%	16.4%	78.9%	37.0%	41.9%
%H (TV HH)			99.7%	40.5%	16.9%	81.2%	38.1%	43.1%
1	1150	1150	1141	361	143	874	236	638
%V	38.9%	40.1%	39.9%	31.0%	29.5%	37.5%	21.6%	51.6%
%H (All HH)		100.0%	99.2%	31.4%	12.4%	76.0%	20.5%	55.5%
%H (TV HH)			99.2%	31.4%	12.4%	76.0%	20.5%	55.5%
2	988	988	987	417	175	826	418	407
%V	33.4%	34.4%	34.5%	35.8%	36.1%	35.4%	38.2%	32.9%
%H (All HH)		100.0%	99.9%	42.2%	17.7%	83.6%	42.3%	41.2%
%H (TV HH)			99.9%	42.2%	17.7%	83.6%	42.3%	41.2%
3	451	451	450	224	100	379	246	132
%V	15.3%	15.7%	15.7%	19.2%	20.6%	16.3%	22.5%	10.7%
%H (All HH)		100.0%	99.8%	49.7%	22.2%	84.0%	54.5%	29.3%
%H (TV HH)			99.8%	49.7%	22.2%	84.0%	54.5%	29.3%
4	194	194	194	108	49	172	131	41
%V	6.6%	6.8%	6.8%	9.3%	10.1%	7.4%	12.0%	3.3%
%H (All HH)		100.0%	100.0%	55.7%	25.3%	88.7%	67.5%	21.1%
%H (TV HH)			100.0%	55.7%	25.3%	88.7%	67.5%	21.1%
5+	88	88	88	54	18	79	61	18
%V	3.0%	3.1%	3.1%	4.6%	3.7%	3.4%	5.6%	1.5%
%H (All HH)		100.0%	100.0%	61.4%	20.5%	89.8%	69.3%	20.5%
%H (TV HH)			100.0%	61.4%	20.5%	89.8%	69.3%	20.5%

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 2012

BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2954	2871	2861	1164	485	2331	1093	1237
%H (All HH)		97.2%	96.9%	39.4%	16.4%	78.9%	37.0%	41.9%
%H (TV HH)			99.7%	40.5%	16.9%	81.2%	38.1%	43.1%
Under 20"	714	714	712	281	128	654	341	313
%V	24.2%	24.9%	24.9%	24.1%	26.4%	28.1%	31.2%	25.3%
%H (All HH)		100.0%	99.7%	39.4%	17.9%	91.6%	47.8%	43.8%
%H (TV HH)			99.7%	39.4%	17.9%	91.6%	47.8%	43.8%
20" - 29"	1121	1121	1120	433	179	979	459	520
%V	37.9%	39.0%	39.1%	37.2%	36.9%	42.0%	42.0%	42.0%
%H (All HH)		100.0%	99.9%	38.6%	16.0%	87.3%	40.9%	46.4%
%H (TV HH)			99.9%	38.6%	16.0%	87.3%	40.9%	46.4%
30" - 39"	1554	1554	1554	645	282	1283	642	640
%V	52.6%	54.1%	54.3%	55.4%	58.1%	55.0%	58.7%	51.7%
%H (All HH)		100.0%	100.0%	41.5%	18.1%	82.6%	41.3%	41.2%
%H (TV HH)			100.0%	41.5%	18.1%	82.6%	41.3%	41.2%
40" and over	1060	1060	1060	587	229	801	543	259
%V	35.9%	36.9%	37.0%	50.4%	47.2%	34.4%	49.7%	20.9%
%H (All HH)		100.0%	100.0%	55.4%	21.6%	75.6%	51.2%	24.4%
%H (TV HH)			100.0%	55.4%	21.6%	75.6%	51.2%	24.4%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2012

BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2954	2871	2861	1164	485	2331	1093	1237
%H (All HH)		97.2%	96.9%	39.4%	16.4%	78.9%	37.0%	41.9%
%H (TV HH)			99.7%	40.5%	16.9%	81.2%	38.1%	43.1%
Main living room	2832	2832	2828	1155	482	2304	1088	1216
%V	95.9%	98.6%	98.8%	99.2%	99.4%	98.8%	99.5%	98.3%
%H (All HH)		100.0%	99.9%	40.8%	17.0%	81.4%	38.4%	42.9%
%H (TV HH)			99.9%	40.8%	17.0%	81.4%	38.4%	42.9%
Kitchen	271	271	270	132	37	244	140	104
%V	9.2%	9.4%	9.4%	11.3%	7.6%	10.5%	12.8%	8.4%
%H (All HH)		100.0%	99.6%	48.7%	13.7%	90.0%	51.7%	38.4%
%H (TV HH)			99.6%	48.7%	13.7%	90.0%	51.7%	38.4%
Adult's bedroom	1227	1227	1226	570	253	1050	633	418
%V	41.5%	42.7%	42.9%	49.0%	52.2%	45.0%	57.9%	33.8%
%H (All HH)		100.0%	99.9%	46.5%	20.6%	85.6%	51.6%	34.1%
%H (TV HH)			99.9%	46.5%	20.6%	85.6%	51.6%	34.1%
Child's bedroom	274	274	274	146	67	243	175	68
%V	9.3%	9.5%	9.6%	12.5%	13.8%	10.4%	16.0%	5.5%
%H (All HH)		100.0%	100.0%	53.3%	24.5%	88.7%	63.9%	24.8%
%H (TV HH)			100.0%	53.3%	24.5%	88.7%	63.9%	24.8%
Other bedroom	100	100	100	55	22	87	61	26
%V	3.4%	3.5%	3.5%	4.7%	4.5%	3.7%	5.6%	2.1%
%H (All HH)		100.0%	100.0%	55.0%	22.0%	87.0%	61.0%	26.0%
%H (TV HH)			100.0%	55.0%	22.0%	87.0%	61.0%	26.0%
Second living/dining room	350	350	350	184	64	299	188	110
%V	11.8%	12.2%	12.2%	15.8%	13.2%	12.8%	17.2%	8.9%
%H (All HH)		100.0%	100.0%	52.6%	18.3%	85.4%	53.7%	31.4%
%H (TV HH)			100.0%	52.6%	18.3%	85.4%	53.7%	31.4%
Study/office	32	32	32	17	7	28	19	9
%V	1.1%	1.1%	1.1%	1.5%	1.4%	1.2%	1.7%	0.7%
%H (All HH)		100.0%	100.0%	53.1%	21.9%	87.5%	59.4%	28.1%
%H (TV HH)			100.0%	53.1%	21.9%	87.5%	59.4%	28.1%
TV room	18	18	18	10	3	14	9	5
%V	0.6%	0.6%	0.6%	0.9%	0.6%	0.6%	0.8%	0.4%
%H (All HH)		100.0%	100.0%	55.6%	16.7%	77.8%	50.0%	27.8%
%H (TV HH)			100.0%	55.6%	16.7%	77.8%	50.0%	27.8%
Conservatory	52	52	52	29	10	46	33	13
%V	1.8%	1.8%	1.8%	2.5%	2.1%	2.0%	3.0%	1.1%
%H (All HH)		100.0%	100.0%	55.8%	19.2%	88.5%	63.5%	25.0%
%H (TV HH)			100.0%	55.8%	19.2%	88.5%	63.5%	25.0%
Attic or loft room	4	4	4	2	0	3	2	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%	50.0%	0.0%	75.0%	50.0%	25.0%
%H (TV HH)			100.0%	50.0%	0.0%	75.0%	50.0%	25.0%
No specific location	6	6	6	2	1	5	3	3
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	100.0%	33.3%	16.7%	83.3%	50.0%	50.0%
%H (TV HH)			100.0%	33.3%	16.7%	83.3%	50.0%	50.0%
Other	10	10	10	5	4	9	7	2
%V	0.3%	0.3%	0.3%	0.4%	0.8%	0.4%	0.6%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	40.0%	90.0%	70.0%	20.0%
%H (TV HH)			100.0%	50.0%	40.0%	90.0%	70.0%	20.0%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

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	2954	2871	2861	1164	485	2331	1093	1237
%H (All HH)		97.2%	96.9%	39.4%	16.4%	78.9%	37.0%	41.9%
%H (TV HH)			99.7%	40.5%	16.9%	81.2%	38.1%	43.1%
PVR	1538	1538	1537	951	311	1130	836	294
%V	52.1%	53.6%	53.7%	81.7%	64.1%	48.5%	76.5%	23.8%
%H (All HH)		100.0%	99.9%	61.8%	20.2%	73.5%	54.4%	19.1%
%H (TV HH)			99.9%	61.8%	20.2%	73.5%	54.4%	19.1%
DVDR	189	189	189	78	35	161	84	77
%V	6.4%	6.6%	6.6%	6.7%	7.2%	6.9%	7.7%	6.2%
%H (All HH)		100.0%	100.0%	41.3%	18.5%	85.2%	44.4%	40.7%
%H (TV HH)			100.0%	41.3%	18.5%	85.2%	44.4%	40.7%
VCR	117	117	117	39	20	101	41	59
%V	4.0%	4.1%	4.1%	3.4%	4.1%	4.3%	3.8%	4.8%
%H (All HH)		100.0%	100.0%	33.3%	17.1%	86.3%	35.0%	50.4%
%H (TV HH)			100.0%	33.3%	17.1%	86.3%	35.0%	50.4%
Any recorder	1679	1679	1678	977	333	1255	867	387
%V	56.8%	58.5%	58.7%	83.9%	68.7%	53.8%	79.3%	31.3%
%H (All HH)		100.0%	99.9%	58.2%	19.8%	74.7%	51.6%	23.0%
%H (TV HH)			99.9%	58.2%	19.8%	74.7%	51.6%	23.0%

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 2012

BBC North West

Household level data

Table 10.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2954	2871	2861	1164	485	2331	1093	1237
%H (All HH)		97.2%	96.9%	39.4%	16.4%	78.9%	37.0%	41.9%
%H (TV HH)			99.7%	40.5%	16.9%	81.2%	38.1%	43.1%
Receives HDTV (via STB or built-in reception)	1307	1307	1307	688	344	993	699	294
%V	44.2%	45.5%	45.7%	59.1%	70.9%	42.6%	64.0%	23.8%
%H (All HH)		100.0%	100.0%	52.6%	26.3%	76.0%	53.5%	22.5%
%H (TV HH)			100.0%	52.6%	26.3%	76.0%	53.5%	22.5%
DVD/Blu-ray player or recorder	2153	2153	2151	927	399	1732	886	845
%V	72.9%	75.0%	75.2%	79.6%	82.3%	74.3%	81.1%	68.3%
%H (All HH)		100.0%	99.9%	43.1%	18.5%	80.4%	41.2%	39.2%
%H (TV HH)			99.9%	43.1%	18.5%	80.4%	41.2%	39.2%

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 2012

BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2954	2871	2861	1164	485	2331	1093	1237
%H (All HH)		97.2%	96.9%	39.4%	16.4%	78.9%	37.0%	41.9%
%H (TV HH)			99.7%	40.5%	16.9%	81.2%	38.1%	43.1%
Has PC or Laptop	2152	2106	2099	1004	422	1650	954	696
%V	72.9%	73.4%	73.4%	86.3%	87.0%	70.8%	87.3%	56.3%
%H (All HH)		97.9%	97.5%	46.7%	19.6%	76.7%	44.3%	32.3%
%H (TV HH)			99.7%	47.7%	20.0%	78.3%	45.3%	33.0%
Has broadband internet	2031	1988	1982	966	417	1547	925	621
%V	68.8%	69.2%	69.3%	83.0%	86.0%	66.4%	84.6%	50.2%
%H (All HH)		97.9%	97.6%	47.6%	20.5%	76.2%	45.5%	30.6%
%H (TV HH)			99.7%	48.6%	21.0%	77.8%	46.5%	31.2%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5740	5725	2597	1089	4784	2673	2111
%H		99.7%	45.2%	19.0%	83.3%	46.6%	36.8%
Under 20"	923	921	373	176	847	462	385
%V	16.1%	16.1%	14.4%	16.2%	17.7%	17.3%	18.2%
%H		99.8%	40.4%	19.1%	91.8%	50.1%	41.7%
20" - 29"	1400	1398	555	230	1236	607	630
%V	24.4%	24.4%	21.4%	21.1%	25.8%	22.7%	29.8%
%H		99.9%	39.6%	16.4%	88.3%	43.4%	45.0%
30" - 39"	1846	1845	798	347	1527	811	716
%V	32.2%	32.2%	30.7%	31.9%	31.9%	30.3%	33.9%
%H		99.9%	43.2%	18.8%	82.7%	43.9%	38.8%
40" and over	1243	1241	710	272	939	656	283
%V	21.7%	21.7%	27.3%	25.0%	19.6%	24.5%	13.4%
%H		99.8%	57.1%	21.9%	75.5%	52.8%	22.8%
Don't know	85	85	37	13	67	30	37
%V	1.5%	1.5%	1.4%	1.2%	1.4%	1.1%	1.8%
%H		100.0%	43.5%	15.3%	78.8%	35.3%	43.5%
Not Asked	243	235	124	51	168	107	60
%V	4.2%	4.1%	4.8%	4.7%	3.5%	4.0%	2.8%
%H		96.7%	51.0%	21.0%	69.1%	44.0%	24.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	5740	5725	2597	1089	4784	2673	2111
%H		99.7%	45.2%	19.0%	83.3%	46.6%	36.8%
Main living room	2849	2845	1165	485	2320	1098	1222
%V	49.6%	49.7%	44.9%	44.5%	48.5%	41.1%	57.9%
%H		99.9%	40.9%	17.0%	81.4%	38.5%	42.9%
Kitchen	273	272	133	37	246	140	105
%V	4.8%	4.8%	5.1%	3.4%	5.1%	5.2%	5.0%
%H		99.6%	48.7%	13.6%	90.1%	51.3%	38.5%
Adult's bedroom	1430	1429	668	311	1226	759	468
%V	24.9%	25.0%	25.7%	28.6%	25.6%	28.4%	22.2%
%H		99.9%	46.7%	21.7%	85.7%	53.1%	32.7%
Child's bedroom	347	347	187	87	311	229	82
%V	6.0%	6.1%	7.2%	8.0%	6.5%	8.6%	3.9%
%H		100.0%	53.9%	25.1%	89.6%	66.0%	23.6%
Other bedroom	120	120	66	26	105	75	30
%V	2.1%	2.1%	2.5%	2.4%	2.2%	2.8%	1.4%
%H		100.0%	55.0%	21.7%	87.5%	62.5%	25.0%
Second living/dining room	354	353	186	65	301	190	111
%V	6.2%	6.2%	7.2%	6.0%	6.3%	7.1%	5.3%
%H		99.7%	52.5%	18.4%	85.0%	53.7%	31.4%
Study/office	32	32	17	7	28	19	9
%V	0.6%	0.6%	0.7%	0.6%	0.6%	0.7%	0.4%
%H		100.0%	53.1%	21.9%	87.5%	59.4%	28.1%
TV room	18	18	10	3	14	9	5
%V	0.3%	0.3%	0.4%	0.3%	0.3%	0.3%	0.2%
%H		100.0%	55.6%	16.7%	77.8%	50.0%	27.8%
Conservatory	52	52	29	10	46	33	13
%V	0.9%	0.9%	1.1%	0.9%	1.0%	1.2%	0.6%
%H		100.0%	55.8%	19.2%	88.5%	63.5%	25.0%
Attic or loft room	4	4	2	0	3	2	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	50.0%	0.0%	75.0%	50.0%	25.0%
No specific location	6	6	3	1	5	3	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	50.0%	16.7%	83.3%	50.0%	50.0%
Other	11	11	5	4	9	7	2
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.3%	0.1%
%H		100.0%	45.5%	36.4%	81.8%	63.6%	18.2%
Not Asked	243	235	124	51	168	107	60
%V	4.2%	4.1%	4.8%	4.7%	3.5%	4.0%	2.8%
%H		96.7%	51.0%	21.0%	69.1%	44.0%	24.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5740	5725	2597	1089	4784	2673	2111
%H		99.7%	45.2%	19.0%	83.3%	46.6%	36.8%
PVR	2048	2047	1338	409	1465	1133	332
%V	35.7%	35.8%	51.5%	37.6%	30.6%	42.4%	15.7%
%H		100.0%	65.3%	20.0%	71.5%	55.3%	16.2%
DVDR	212	212	89	42	181	96	85
%V	3.7%	3.7%	3.4%	3.9%	3.8%	3.6%	4.0%
%H		100.0%	42.0%	19.8%	85.4%	45.3%	40.1%
VCR	135	135	47	25	115	50	65
%V	2.4%	2.4%	1.8%	2.3%	2.4%	1.9%	3.1%
%H		100.0%	34.8%	18.5%	85.2%	37.0%	48.1%
Any recorder	2247	2246	1394	441	1640	1196	445
%V	39.1%	39.2%	53.7%	40.5%	34.3%	44.7%	21.1%
%H		100.0%	62.0%	19.6%	73.0%	53.2%	19.8%

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	5740	5725	2597	1089	4784	2673	2111
%H		99.7%	45.2%	19.0%	83.3%	46.6%	36.8%
Receives HDTV (via STB or built-in reception)	1831	1831	983	494	1380	994	386
%V	31.9%	32.0%	37.9%	45.4%	28.8%	37.2%	18.3%
%H		100.0%	53.7%	27.0%	75.4%	54.3%	21.1%
DVD/Blu-ray player or recorder	3229	3226	1479	644	2654	1510	1144
%V	56.3%	56.3%	57.0%	59.1%	55.5%	56.5%	54.2%
%H		99.9%	45.8%	19.9%	82.2%	46.8%	35.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2870	2860	1164	485	2329	1093	1237
%H		99.7%	40.6%	16.9%	81.1%	38.1%	43.1%
Under 20"	65	64	10	4	56	6	50
%V	2.3%	2.2%	0.9%	0.8%	2.4%	0.5%	4.0%
%H		98.5%	15.4%	6.2%	86.2%	9.2%	76.9%
20" - 29"	518	516	124	53	453	110	343
%V	18.0%	18.0%	10.7%	10.9%	19.5%	10.1%	27.7%
%H		99.6%	23.9%	10.2%	87.5%	21.2%	66.2%
30" - 39"	1220	1220	456	203	1018	448	570
%V	42.5%	42.7%	39.2%	41.9%	43.7%	41.0%	46.1%
%H		100.0%	37.4%	16.6%	83.4%	36.7%	46.7%
40" and over	1021	1021	563	220	772	520	252
%V	35.6%	35.7%	48.4%	45.4%	33.1%	47.6%	20.4%
%H		100.0%	55.1%	21.5%	75.6%	50.9%	24.7%
Don't know	40	39	12	6	30	9	21
%V	1.4%	1.4%	1.0%	1.2%	1.3%	0.8%	1.7%
%H		97.5%	30.0%	15.0%	75.0%	22.5%	52.5%
Not Asked	6	0	0	0	0	0	0
%V	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	2870	2860	1164	485	2329	1093	1237
%H		99.7%	40.6%	16.9%	81.1%	38.1%	43.1%
PVR	1499	1498	939	302	1093	818	275
%V	52.2%	52.4%	80.7%	62.3%	46.9%	74.8%	22.2%
%H		99.9%	62.6%	20.1%	72.9%	54.6%	18.3%
DVDR	155	155	59	28	132	63	69
%V	5.4%	5.4%	5.1%	5.8%	5.7%	5.8%	5.6%
%H		100.0%	38.1%	18.1%	85.2%	40.6%	44.5%
VCR	99	99	31	18	85	33	52
%V	3.4%	3.5%	2.7%	3.7%	3.6%	3.0%	4.2%
%H		100.0%	31.3%	18.2%	85.9%	33.3%	52.5%
Any recorder	1636	1635	966	322	1215	849	365
%V	57.0%	57.2%	83.0%	66.4%	52.2%	77.7%	29.5%
%H		99.9%	59.0%	19.7%	74.3%	51.9%	22.3%

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	2870	2860	1164	485	2329	1093	1237
%H		99.7%	40.6%	16.9%	81.1%	38.1%	43.1%
Receives HDTV (via STB or built-in reception)	1266	1266	671	339	956	682	274
%V	44.1%	44.3%	57.6%	69.9%	41.0%	62.4%	22.2%
%H		100.0%	53.0%	26.8%	75.5%	53.9%	21.6%
DVD/Blu-ray player or recorder	2026	2025	866	375	1620	818	802
%V	70.6%	70.8%	74.4%	77.3%	69.6%	74.8%	64.8%
%H		100.0%	42.7%	18.5%	80.0%	40.4%	39.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2870	2866	1432	604	2455	1580	875
%H		99.9%	49.9%	21.0%	85.5%	55.1%	30.5%
Under 20"	857	857	363	173	791	457	334
%V	29.9%	29.9%	25.3%	28.6%	32.2%	28.9%	38.2%
%H		100.0%	42.4%	20.2%	92.3%	53.3%	39.0%
20" - 29"	883	882	431	177	784	497	287
%V	30.8%	30.8%	30.1%	29.3%	31.9%	31.5%	32.8%
%H		99.9%	48.8%	20.0%	88.8%	56.3%	32.5%
30" - 39"	625	625	342	144	509	363	146
%V	21.8%	21.8%	23.9%	23.8%	20.7%	23.0%	16.7%
%H		100.0%	54.7%	23.0%	81.4%	58.1%	23.4%
40" and over	222	221	147	52	167	135	31
%V	7.7%	7.7%	10.3%	8.6%	6.8%	8.5%	3.5%
%H		99.5%	66.2%	23.4%	75.2%	60.8%	14.0%
Don't know	46	46	25	7	37	21	16
%V	1.6%	1.6%	1.7%	1.2%	1.5%	1.3%	1.8%
%H		100.0%	54.3%	15.2%	80.4%	45.7%	34.8%
Not Asked	237	235	124	51	167	107	61
%V	8.3%	8.2%	8.7%	8.4%	6.8%	6.8%	7.0%
%H		99.2%	52.3%	21.5%	70.5%	45.1%	25.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	2870	2866	1432	604	2455	1580	875
%H		99.9%	49.9%	21.0%	85.5%	55.1%	30.5%
PVR	549	549	400	107	372	315	57
%V	19.1%	19.2%	27.9%	17.7%	15.2%	19.9%	6.5%
%H		100.0%	72.9%	19.5%	67.8%	57.4%	10.4%
DVDR	57	57	30	13	50	34	16
%V	2.0%	2.0%	2.1%	2.2%	2.0%	2.2%	1.8%
%H		100.0%	52.6%	22.8%	87.7%	59.6%	28.1%
VCR	35	35	16	7	30	17	13
%V	1.2%	1.2%	1.1%	1.2%	1.2%	1.1%	1.5%
%H		100.0%	45.7%	20.0%	85.7%	48.6%	37.1%
Any recorder	611	611	428	119	426	346	80
%V	21.3%	21.3%	29.9%	19.7%	17.4%	21.9%	9.1%
%H		100.0%	70.0%	19.5%	69.7%	56.6%	13.1%

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	2870	2866	1432	604	2455	1580	875
%H		99.9%	49.9%	21.0%	85.5%	55.1%	30.5%
Receives HDTV (via STB or built-in reception)	565	565	312	155	424	312	113
%V	19.7%	19.7%	21.8%	25.7%	17.3%	19.7%	12.9%
%H		100.0%	55.2%	27.4%	75.0%	55.2%	20.0%
DVD/Blu-ray player or recorder	1202	1201	613	269	1033	692	341
%V	41.9%	41.9%	42.8%	44.5%	42.1%	43.8%	39.0%
%H		99.9%	51.0%	22.4%	85.9%	57.6%	28.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6686	6521	6502	3000	1259	5174	2861	2313
%H		97.5%	97.2%	44.9%	18.8%	77.4%	42.8%	34.6%
Total Children	1281	1249	1247	669	259	945	609	336
%V	19.2%	19.2%	19.2%	22.3%	20.6%	18.3%	21.3%	14.5%
%H		97.5%	97.3%	52.2%	20.2%	73.8%	47.5%	26.2%
0 - 3	334	322	322	174	55	241	146	95
%V	5.0%	4.9%	5.0%	5.8%	4.4%	4.7%	5.1%	4.1%
%H		96.4%	96.4%	52.1%	16.5%	72.2%	43.7%	28.4%
4 - 15	948	927	925	494	204	703	463	241
%V	14.2%	14.2%	14.2%	16.5%	16.2%	13.6%	16.2%	10.4%
%H		97.8%	97.6%	52.1%	21.5%	74.2%	48.8%	25.4%
4 - 9	483	471	470	259	94	360	236	123
%V	7.2%	7.2%	7.2%	8.6%	7.5%	7.0%	8.2%	5.3%
%H		97.5%	97.3%	53.6%	19.5%	74.5%	48.9%	25.5%
10 - 15	465	456	455	236	111	343	226	117
%V	7.0%	7.0%	7.0%	7.9%	8.8%	6.6%	7.9%	5.1%
%H		98.1%	97.8%	50.8%	23.9%	73.8%	48.6%	25.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6686	6521	6502	3000	1259	5174	2861	2313
%H		97.5%	97.2%	44.9%	18.8%	77.4%	42.8%	34.6%
Total Adults (16+)	5405	5271	5255	2332	1000	4229	2252	1978
%V	80.8%	80.8%	80.8%	77.7%	79.4%	81.7%	78.7%	85.5%
%H		97.5%	97.2%	43.1%	18.5%	78.2%	41.7%	36.6%
16 - 19	337	329	327	163	78	264	172	92
%V	5.0%	5.0%	5.0%	5.4%	6.2%	5.1%	6.0%	4.0%
%H		97.6%	97.0%	48.4%	23.1%	78.3%	51.0%	27.3%
20 - 24	448	430	429	207	99	331	203	128
%V	6.7%	6.6%	6.6%	6.9%	7.9%	6.4%	7.1%	5.5%
%H		96.0%	95.8%	46.2%	22.1%	73.9%	45.3%	28.6%
25 - 34	880	850	844	427	171	622	369	253
%V	13.2%	13.0%	13.0%	14.2%	13.6%	12.0%	12.9%	10.9%
%H		96.6%	95.9%	48.5%	19.4%	70.7%	41.9%	28.8%
35 - 44	867	840	837	424	186	642	400	241
%V	13.0%	12.9%	12.9%	14.1%	14.8%	12.4%	14.0%	10.4%
%H		96.9%	96.5%	48.9%	21.5%	74.0%	46.1%	27.8%
45 - 54	969	953	951	454	196	767	456	310
%V	14.5%	14.6%	14.6%	15.1%	15.6%	14.8%	15.9%	13.4%
%H		98.3%	98.1%	46.9%	20.2%	79.2%	47.1%	32.0%
55 - 64	783	765	764	327	139	625	318	307
%V	11.7%	11.7%	11.8%	10.9%	11.0%	12.1%	11.1%	13.3%
%H		97.7%	97.6%	41.8%	17.8%	79.8%	40.6%	39.2%
65+	1121	1105	1103	331	131	980	333	647
%V	16.8%	16.9%	17.0%	11.0%	10.4%	18.9%	11.6%	28.0%
%H		98.6%	98.4%	29.5%	11.7%	87.4%	29.7%	57.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5405	5271	5255	2332	1000	4229	2252	1978
%H		97.5%	97.2%	43.1%	18.5%	78.2%	41.7%	36.6%
AB	1172	1151	1150	561	209	901	516	385
%V	21.7%	21.8%	21.9%	24.1%	20.9%	21.3%	22.9%	19.5%
%H		98.2%	98.1%	47.9%	17.8%	76.9%	44.0%	32.8%
C1	1462	1430	1425	647	303	1116	625	491
%V	27.0%	27.1%	27.1%	27.7%	30.3%	26.4%	27.8%	24.8%
%H		97.8%	97.5%	44.3%	20.7%	76.3%	42.7%	33.6%
C2	1255	1228	1225	565	252	1007	584	423
%V	23.2%	23.3%	23.3%	24.2%	25.2%	23.8%	25.9%	21.4%
%H		97.8%	97.6%	45.0%	20.1%	80.2%	46.5%	33.7%
D	859	833	832	353	161	698	371	327
%V	15.9%	15.8%	15.8%	15.1%	16.1%	16.5%	16.5%	16.5%
%H		97.0%	96.9%	41.1%	18.7%	81.3%	43.2%	38.1%
E	658	629	624	205	74	507	155	352
%V	12.2%	11.9%	11.9%	8.8%	7.4%	12.0%	6.9%	17.8%
%H		95.6%	94.8%	31.2%	11.2%	77.1%	23.6%	53.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North West
Individual level data
Table 10.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5405	5271	5255	2332	1000	4229	2252	1978
%H		97.5%	97.2%	43.1%	18.5%	78.2%	41.7%	36.6%
Working full time	2387	2343	2339	1164	532	1816	1146	670
%V	44.2%	44.5%	44.5%	49.9%	53.2%	42.9%	50.9%	33.9%
%H		98.2%	98.0%	48.8%	22.3%	76.1%	48.0%	28.1%
Working part time	507	493	492	227	106	390	226	164
%V	9.4%	9.4%	9.4%	9.7%	10.6%	9.2%	10.0%	8.3%
%H		97.2%	97.0%	44.8%	20.9%	76.9%	44.6%	32.3%
Not working	2511	2435	2424	940	361	2023	880	1143
%V	46.5%	46.2%	46.1%	40.3%	36.1%	47.8%	39.1%	57.8%
%H		97.0%	96.5%	37.4%	14.4%	80.6%	35.0%	45.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2647	2572	2562	1167	501	2053	1133	920
%H		97.2%	96.8%	44.1%	18.9%	77.6%	42.8%	34.8%
16 - 19	174	169	168	89	39	135	94	41
%V	6.6%	6.6%	6.6%	7.6%	7.8%	6.6%	8.3%	4.5%
%H		97.1%	96.6%	51.1%	22.4%	77.6%	54.0%	23.6%
20 - 24	224	215	214	103	51	171	108	63
%V	8.5%	8.4%	8.4%	8.8%	10.2%	8.3%	9.5%	6.8%
%H		96.0%	95.5%	46.0%	22.8%	76.3%	48.2%	28.1%
25 - 34	451	436	431	211	97	316	189	127
%V	17.0%	17.0%	16.8%	18.1%	19.4%	15.4%	16.7%	13.8%
%H		96.7%	95.6%	46.8%	21.5%	70.1%	41.9%	28.2%
35 - 44	428	411	410	201	86	315	187	128
%V	16.2%	16.0%	16.0%	17.2%	17.2%	15.3%	16.5%	13.9%
%H		96.0%	95.8%	47.0%	20.1%	73.6%	43.7%	29.9%
45 - 54	477	465	464	218	97	375	220	155
%V	18.0%	18.1%	18.1%	18.7%	19.4%	18.3%	19.4%	16.8%
%H		97.5%	97.3%	45.7%	20.3%	78.6%	46.1%	32.5%
55 - 64	384	374	373	169	68	304	162	142
%V	14.5%	14.5%	14.6%	14.5%	13.6%	14.8%	14.3%	15.4%
%H		97.4%	97.1%	44.0%	17.7%	79.2%	42.2%	37.0%
65+	509	502	500	176	64	437	173	264
%V	19.2%	19.5%	19.5%	15.1%	12.8%	21.3%	15.3%	28.7%
%H		98.6%	98.2%	34.6%	12.6%	85.9%	34.0%	51.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2647	2572	2562	1167	501	2053	1133	920
%H		97.2%	96.8%	44.1%	18.9%	77.6%	42.8%	34.8%
AB	593	582	582	291	104	453	264	189
%V	22.4%	22.6%	22.7%	24.9%	20.8%	22.1%	23.3%	20.5%
%H		98.1%	98.1%	49.1%	17.5%	76.4%	44.5%	31.9%
C1	674	657	652	308	145	504	297	207
%V	25.5%	25.5%	25.4%	26.4%	28.9%	24.5%	26.2%	22.5%
%H		97.5%	96.7%	45.7%	21.5%	74.8%	44.1%	30.7%
C2	707	691	689	312	146	569	329	239
%V	26.7%	26.9%	26.9%	26.7%	29.1%	27.7%	29.0%	26.0%
%H		97.7%	97.5%	44.1%	20.7%	80.5%	46.5%	33.8%
D	393	381	381	167	76	315	173	142
%V	14.8%	14.8%	14.9%	14.3%	15.2%	15.3%	15.3%	15.4%
%H		96.9%	96.9%	42.5%	19.3%	80.2%	44.0%	36.1%
E	279	262	258	89	30	213	69	144
%V	10.5%	10.2%	10.1%	7.6%	6.0%	10.4%	6.1%	15.7%
%H		93.9%	92.5%	31.9%	10.8%	76.3%	24.7%	51.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2647	2572	2562	1167	501	2053	1133	920
%H		97.2%	96.8%	44.1%	18.9%	77.6%	42.8%	34.8%
Working full time	1451	1424	1422	702	318	1110	692	418
%V	54.8%	55.4%	55.5%	60.2%	63.5%	54.1%	61.1%	45.4%
%H		98.1%	98.0%	48.4%	21.9%	76.5%	47.7%	28.8%
Working part time	106	100	99	47	22	73	43	31
%V	4.0%	3.9%	3.9%	4.0%	4.4%	3.6%	3.8%	3.4%
%H		94.3%	93.4%	44.3%	20.8%	68.9%	40.6%	29.2%
Not working	1089	1049	1042	418	161	870	398	472
%V	41.1%	40.8%	40.7%	35.8%	32.1%	42.4%	35.1%	51.3%
%H		96.3%	95.7%	38.4%	14.8%	79.9%	36.5%	43.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2758	2699	2693	1164	499	2176	1119	1057
%H		97.9%	97.6%	42.2%	18.1%	78.9%	40.6%	38.3%
16 - 19	163	159	159	74	39	129	79	50
%V	5.9%	5.9%	5.9%	6.4%	7.8%	5.9%	7.1%	4.7%
%H		97.5%	97.5%	45.4%	23.9%	79.1%	48.5%	30.7%
20 - 24	224	215	214	104	48	159	95	64
%V	8.1%	8.0%	7.9%	8.9%	9.6%	7.3%	8.5%	6.1%
%H		96.0%	95.5%	46.4%	21.4%	71.0%	42.4%	28.6%
25 - 34	429	414	413	215	75	306	180	126
%V	15.6%	15.3%	15.3%	18.5%	15.0%	14.1%	16.1%	11.9%
%H		96.5%	96.3%	50.1%	17.5%	71.3%	42.0%	29.4%
35 - 44	438	428	426	223	100	327	213	114
%V	15.9%	15.9%	15.8%	19.2%	20.0%	15.0%	19.0%	10.8%
%H		97.7%	97.3%	50.9%	22.8%	74.7%	48.6%	26.0%
45 - 54	493	487	487	235	99	392	237	155
%V	17.9%	18.0%	18.1%	20.2%	19.8%	18.0%	21.2%	14.7%
%H		98.8%	98.8%	47.7%	20.1%	79.5%	48.1%	31.4%
55 - 64	399	392	391	158	71	321	156	165
%V	14.5%	14.5%	14.5%	13.6%	14.2%	14.8%	13.9%	15.6%
%H		98.2%	98.0%	39.6%	17.8%	80.5%	39.1%	41.4%
65+	611	603	602	155	67	543	160	383
%V	22.2%	22.3%	22.4%	13.3%	13.4%	25.0%	14.3%	36.2%
%H		98.7%	98.5%	25.4%	11.0%	88.9%	26.2%	62.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2758	2699	2693	1164	499	2176	1119	1057
%H		97.9%	97.6%	42.2%	18.1%	78.9%	40.6%	38.3%
AB	579	569	568	270	106	448	252	197
%V	21.0%	21.1%	21.1%	23.2%	21.2%	20.6%	22.5%	18.6%
%H		98.3%	98.1%	46.6%	18.3%	77.4%	43.5%	34.0%
C1	788	774	773	339	158	612	329	284
%V	28.6%	28.7%	28.7%	29.1%	31.7%	28.1%	29.4%	26.9%
%H		98.2%	98.1%	43.0%	20.1%	77.7%	41.8%	36.0%
C2	547	537	535	253	106	439	255	184
%V	19.8%	19.9%	19.9%	21.7%	21.2%	20.2%	22.8%	17.4%
%H		98.2%	97.8%	46.3%	19.4%	80.3%	46.6%	33.6%
D	465	452	451	186	86	383	198	185
%V	16.9%	16.7%	16.7%	16.0%	17.2%	17.6%	17.7%	17.5%
%H		97.2%	97.0%	40.0%	18.5%	82.4%	42.6%	39.8%
E	379	367	366	117	44	294	86	208
%V	13.7%	13.6%	13.6%	10.1%	8.8%	13.5%	7.7%	19.7%
%H		96.8%	96.6%	30.9%	11.6%	77.6%	22.7%	54.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2758	2699	2693	1164	499	2176	1119	1057
%H		97.9%	97.6%	42.2%	18.1%	78.9%	40.6%	38.3%
Working full time	936	919	917	462	214	706	454	252
%V	33.9%	34.0%	34.1%	39.7%	42.9%	32.4%	40.6%	23.8%
%H		98.2%	98.0%	49.4%	22.9%	75.4%	48.5%	26.9%
Working part time	401	393	393	180	84	317	183	133
%V	14.5%	14.6%	14.6%	15.5%	16.8%	14.6%	16.4%	12.6%
%H		98.0%	98.0%	44.9%	20.9%	79.1%	45.6%	33.2%
Not working	1422	1386	1382	523	201	1153	482	671
%V	51.6%	51.4%	51.3%	44.9%	40.3%	53.0%	43.1%	63.5%
%H		97.5%	97.2%	36.8%	14.1%	81.1%	33.9%	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
January - December 2012

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	2415	2322	2308	990	388	1791	846	945
%H (All HH)		96.1%	95.6%	41.0%	16.1%	74.2%	35.0%	39.1%
%H (TV HH)			99.4%	42.6%	16.7%	77.1%	36.4%	40.7%
AB	533	516	513	222	99	382	188	194
%V	22.1%	22.2%	22.2%	22.4%	25.5%	21.3%	22.2%	20.5%
%H (All HH)		96.8%	96.2%	41.7%	18.6%	71.7%	35.3%	36.4%
%H (TV HH)			99.4%	43.0%	19.2%	74.0%	36.4%	37.6%
C1	640	603	596	261	110	462	231	231
%V	26.5%	26.0%	25.8%	26.4%	28.4%	25.8%	27.3%	24.4%
%H (All HH)		94.2%	93.1%	40.8%	17.2%	72.2%	36.1%	36.1%
%H (TV HH)			98.8%	43.3%	18.2%	76.6%	38.3%	38.3%
C2	463	453	453	230	77	347	196	151
%V	19.2%	19.5%	19.6%	23.2%	19.8%	19.4%	23.2%	16.0%
%H (All HH)		97.8%	97.8%	49.7%	16.6%	74.9%	42.3%	32.6%
%H (TV HH)			100.0%	50.8%	17.0%	76.6%	43.3%	33.3%
D	385	373	370	162	67	285	139	145
%V	15.9%	16.1%	16.0%	16.4%	17.3%	15.9%	16.4%	15.3%
%H (All HH)		96.9%	96.1%	42.1%	17.4%	74.0%	36.1%	37.7%
%H (TV HH)			99.2%	43.4%	18.0%	76.4%	37.3%	38.9%
E	393	377	376	116	36	316	91	225
%V	16.3%	16.2%	16.3%	11.7%	9.3%	17.6%	10.8%	23.8%
%H (All HH)		95.9%	95.7%	29.5%	9.2%	80.4%	23.2%	57.3%
%H (TV HH)			99.7%	30.8%	9.5%	83.8%	24.1%	59.7%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2415	2322	2308	990	388	1791	846	945
%H (All HH)		96.1%	95.6%	41.0%	16.1%	74.2%	35.0%	39.1%
%H (TV HH)			99.4%	42.6%	16.7%	77.1%	36.4%	40.7%
Under 25	122	102	97	47	15	73	38	35
%V	5.1%	4.4%	4.2%	4.7%	3.9%	4.1%	4.5%	3.7%
%H (All HH)		83.6%	79.5%	38.5%	12.3%	59.8%	31.1%	28.7%
%H (TV HH)			95.1%	46.1%	14.7%	71.6%	37.3%	34.3%
25 - 34	372	346	342	175	62	236	128	108
%V	15.4%	14.9%	14.8%	17.7%	16.0%	13.2%	15.1%	11.4%
%H (All HH)		93.0%	91.9%	47.0%	16.7%	63.4%	34.4%	29.0%
%H (TV HH)			98.8%	50.6%	17.9%	68.2%	37.0%	31.2%
35 - 44	401	386	384	202	77	279	170	108
%V	16.6%	16.6%	16.6%	20.4%	19.8%	15.6%	20.1%	11.4%
%H (All HH)		96.3%	95.8%	50.4%	19.2%	69.6%	42.4%	26.9%
%H (TV HH)			99.5%	52.3%	19.9%	72.3%	44.0%	28.0%
45 - 54	473	461	461	216	75	359	187	172
%V	19.6%	19.9%	20.0%	21.8%	19.3%	20.0%	22.1%	18.2%
%H (All HH)		97.5%	97.5%	45.7%	15.9%	75.9%	39.5%	36.4%
%H (TV HH)			100.0%	46.9%	16.3%	77.9%	40.6%	37.3%
55 - 64	400	391	391	171	76	306	158	148
%V	16.6%	16.8%	16.9%	17.3%	19.6%	17.1%	18.7%	15.7%
%H (All HH)		97.8%	97.8%	42.8%	19.0%	76.5%	39.5%	37.0%
%H (TV HH)			100.0%	43.7%	19.4%	78.3%	40.4%	37.9%
65 +	647	636	634	180	84	538	165	373
%V	26.8%	27.4%	27.5%	18.2%	21.6%	30.0%	19.5%	39.5%
%H (All HH)		98.3%	98.0%	27.8%	13.0%	83.2%	25.5%	57.7%
%H (TV HH)			99.7%	28.3%	13.2%	84.6%	25.9%	58.6%

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 2012

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2415	2322	2308	990	388	1791	846	945
%H (All HH)		96.1%	95.6%	41.0%	16.1%	74.2%	35.0%	39.1%
%H (TV HH)			99.4%	42.6%	16.7%	77.1%	36.4%	40.7%
1	915	869	865	234	122	690	179	512
%V	37.9%	37.4%	37.5%	23.6%	31.4%	38.5%	21.2%	54.2%
%H (All HH)		95.0%	94.5%	25.6%	13.3%	75.4%	19.6%	56.0%
%H (TV HH)			99.5%	26.9%	14.0%	79.4%	20.6%	58.9%
2	782	752	746	354	135	580	318	261
%V	32.4%	32.4%	32.3%	35.8%	34.8%	32.4%	37.6%	27.6%
%H (All HH)		96.2%	95.4%	45.3%	17.3%	74.2%	40.7%	33.4%
%H (TV HH)			99.2%	47.1%	18.0%	77.1%	42.3%	34.7%
3	322	315	314	174	56	239	153	86
%V	13.3%	13.6%	13.6%	17.6%	14.4%	13.3%	18.1%	9.1%
%H (All HH)		97.8%	97.5%	54.0%	17.4%	74.2%	47.5%	26.7%
%H (TV HH)			99.7%	55.2%	17.8%	75.9%	48.6%	27.3%
4	285	279	277	169	51	205	144	61
%V	11.8%	12.0%	12.0%	17.1%	13.1%	11.4%	17.0%	6.5%
%H (All HH)		97.9%	97.2%	59.3%	17.9%	71.9%	50.5%	21.4%
%H (TV HH)			99.3%	60.6%	18.3%	73.5%	51.6%	21.9%
5+	111	108	107	60	24	77	52	25
%V	4.6%	4.7%	4.6%	6.1%	6.2%	4.3%	6.1%	2.6%
%H (All HH)		97.3%	96.4%	54.1%	21.6%	69.4%	46.8%	22.5%
%H (TV HH)			99.1%	55.6%	22.2%	71.3%	48.1%	23.1%
Average HH size	2.15	2.16	2.16	2.49	2.30	2.12	2.52	1.77

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 2012

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2415	2322	2308	990	388	1791	846	945
%H (All HH)		96.1%	95.6%	41.0%	16.1%	74.2%	35.0%	39.1%
%H (TV HH)			99.4%	42.6%	16.7%	77.1%	36.4%	40.7%
Without	1875	1790	1777	679	294	1408	594	814
%V	77.6%	77.1%	77.0%	68.6%	75.8%	78.6%	70.2%	86.1%
%H (All HH)		95.5%	94.8%	36.2%	15.7%	75.1%	31.7%	43.4%
%H (TV HH)			99.3%	37.9%	16.4%	78.7%	33.2%	45.5%
With	540	532	531	311	94	383	252	131
%V	22.4%	22.9%	23.0%	31.4%	24.2%	21.4%	29.8%	13.9%
%H (All HH)		98.5%	98.3%	57.6%	17.4%	70.9%	46.7%	24.3%
%H (TV HH)			99.8%	58.5%	17.7%	72.0%	47.4%	24.6%
0 - 3	199	195	195	120	31	137	91	46
%V	8.2%	8.4%	8.4%	12.1%	8.0%	7.6%	10.8%	4.9%
%H (All HH)		98.0%	98.0%	60.3%	15.6%	68.8%	45.7%	23.1%
%H (TV HH)			100.0%	61.5%	15.9%	70.3%	46.7%	23.6%
4 - 9	268	267	266	164	46	182	122	60
%V	11.1%	11.5%	11.5%	16.6%	11.9%	10.2%	14.4%	6.3%
%H (All HH)		99.6%	99.3%	61.2%	17.2%	67.9%	45.5%	22.4%
%H (TV HH)			99.6%	61.4%	17.2%	68.2%	45.7%	22.5%
10 - 15	255	253	252	141	49	188	125	64
%V	10.6%	10.9%	10.9%	14.2%	12.6%	10.5%	14.8%	6.8%
%H (All HH)		99.2%	98.8%	55.3%	19.2%	73.7%	49.0%	25.1%
%H (TV HH)			99.6%	55.7%	19.4%	74.3%	49.4%	25.3%

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 2012

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2415	2322	2308	990	388	1791	846	945
%H (All HH)		96.1%	95.6%	41.0%	16.1%	74.2%	35.0%	39.1%
%H (TV HH)			99.4%	42.6%	16.7%	77.1%	36.4%	40.7%
1	899	899	889	287	133	642	172	470
%V	37.2%	38.7%	38.5%	29.0%	34.3%	35.8%	20.3%	49.7%
%H (All HH)		100.0%	98.9%	31.9%	14.8%	71.4%	19.1%	52.3%
%H (TV HH)			98.9%	31.9%	14.8%	71.4%	19.1%	52.3%
2	820	820	817	353	132	659	322	337
%V	34.0%	35.3%	35.4%	35.7%	34.0%	36.8%	38.1%	35.7%
%H (All HH)		100.0%	99.6%	43.0%	16.1%	80.4%	39.3%	41.1%
%H (TV HH)			99.6%	43.0%	16.1%	80.4%	39.3%	41.1%
3	371	371	370	201	78	299	203	96
%V	15.4%	16.0%	16.0%	20.3%	20.1%	16.7%	24.0%	10.2%
%H (All HH)		100.0%	99.7%	54.2%	21.0%	80.6%	54.7%	25.9%
%H (TV HH)			99.7%	54.2%	21.0%	80.6%	54.7%	25.9%
4	163	163	163	105	33	134	106	28
%V	6.7%	7.0%	7.1%	10.6%	8.5%	7.5%	12.5%	3.0%
%H (All HH)		100.0%	100.0%	64.4%	20.2%	82.2%	65.0%	17.2%
%H (TV HH)			100.0%	64.4%	20.2%	82.2%	65.0%	17.2%
5+	69	69	69	44	11	57	43	14
%V	2.9%	3.0%	3.0%	4.4%	2.8%	3.2%	5.1%	1.5%
%H (All HH)		100.0%	100.0%	63.8%	15.9%	82.6%	62.3%	20.3%
%H (TV HH)			100.0%	63.8%	15.9%	82.6%	62.3%	20.3%

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 2012

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2415	2322	2308	990	388	1791	846	945
%H (All HH)		96.1%	95.6%	41.0%	16.1%	74.2%	35.0%	39.1%
%H (TV HH)			99.4%	42.6%	16.7%	77.1%	36.4%	40.7%
Under 20"	621	621	621	268	105	533	279	254
%V	25.7%	26.7%	26.9%	27.1%	27.1%	29.8%	33.0%	26.9%
%H (All HH)		100.0%	100.0%	43.2%	16.9%	85.8%	44.9%	40.9%
%H (TV HH)			100.0%	43.2%	16.9%	85.8%	44.9%	40.9%
20" - 29"	911	911	910	352	151	757	341	416
%V	37.7%	39.2%	39.4%	35.6%	38.9%	42.3%	40.3%	44.0%
%H (All HH)		100.0%	99.9%	38.6%	16.6%	83.1%	37.4%	45.7%
%H (TV HH)			99.9%	38.6%	16.6%	83.1%	37.4%	45.7%
30" - 39"	1195	1195	1192	536	231	933	498	435
%V	49.5%	51.5%	51.6%	54.1%	59.5%	52.1%	58.9%	46.0%
%H (All HH)		100.0%	99.7%	44.9%	19.3%	78.1%	41.7%	36.4%
%H (TV HH)			99.7%	44.9%	19.3%	78.1%	41.7%	36.4%
40" and over	945	945	945	539	164	701	452	250
%V	39.1%	40.7%	40.9%	54.4%	42.3%	39.1%	53.4%	26.5%
%H (All HH)		100.0%	100.0%	57.0%	17.4%	74.2%	47.8%	26.5%
%H (TV HH)			100.0%	57.0%	17.4%	74.2%	47.8%	26.5%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2012

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2415	2322	2308	990	388	1791	846	945
%H (All HH)		96.1%	95.6%	41.0%	16.1%	74.2%	35.0%	39.1%
%H (TV HH)			99.4%	42.6%	16.7%	77.1%	36.4%	40.7%
Main living room	2276	2276	2272	982	380	1762	837	925
%V	94.2%	98.0%	98.4%	99.2%	97.9%	98.4%	98.9%	97.9%
%H (All HH)		100.0%	99.8%	43.1%	16.7%	77.4%	36.8%	40.6%
%H (TV HH)			99.8%	43.1%	16.7%	77.4%	36.8%	40.6%
Kitchen	295	295	295	146	46	250	145	105
%V	12.2%	12.7%	12.8%	14.7%	11.9%	14.0%	17.1%	11.1%
%H (All HH)		100.0%	100.0%	49.5%	15.6%	84.7%	49.2%	35.6%
%H (TV HH)			100.0%	49.5%	15.6%	84.7%	49.2%	35.6%
Adult's bedroom	1007	1007	1006	506	189	837	516	321
%V	41.7%	43.4%	43.6%	51.1%	48.7%	46.7%	61.0%	34.0%
%H (All HH)		100.0%	99.9%	50.2%	18.8%	83.1%	51.2%	31.9%
%H (TV HH)			99.9%	50.2%	18.8%	83.1%	51.2%	31.9%
Child's bedroom	216	216	216	125	47	176	128	48
%V	8.9%	9.3%	9.4%	12.6%	12.1%	9.8%	15.1%	5.1%
%H (All HH)		100.0%	100.0%	57.9%	21.8%	81.5%	59.3%	22.2%
%H (TV HH)			100.0%	57.9%	21.8%	81.5%	59.3%	22.2%
Other bedroom	79	79	79	38	22	63	43	20
%V	3.3%	3.4%	3.4%	3.8%	5.7%	3.5%	5.1%	2.1%
%H (All HH)		100.0%	100.0%	48.1%	27.8%	79.7%	54.4%	25.3%
%H (TV HH)			100.0%	48.1%	27.8%	79.7%	54.4%	25.3%
Second living/dining room	174	174	174	90	30	142	87	55
%V	7.2%	7.5%	7.5%	9.1%	7.7%	7.9%	10.3%	5.8%
%H (All HH)		100.0%	100.0%	51.7%	17.2%	81.6%	50.0%	31.6%
%H (TV HH)			100.0%	51.7%	17.2%	81.6%	50.0%	31.6%
Study/office	26	26	26	11	6	22	13	9
%V	1.1%	1.1%	1.1%	1.1%	1.5%	1.2%	1.5%	1.0%
%H (All HH)		100.0%	100.0%	42.3%	23.1%	84.6%	50.0%	34.6%
%H (TV HH)			100.0%	42.3%	23.1%	84.6%	50.0%	34.6%
TV room	26	26	26	14	6	20	14	6
%V	1.1%	1.1%	1.1%	1.4%	1.5%	1.1%	1.7%	0.6%
%H (All HH)		100.0%	100.0%	53.8%	23.1%	76.9%	53.8%	23.1%
%H (TV HH)			100.0%	53.8%	23.1%	76.9%	53.8%	23.1%
Conservatory	27	27	27	14	7	20	14	6
%V	1.1%	1.2%	1.2%	1.4%	1.8%	1.1%	1.7%	0.6%
%H (All HH)		100.0%	100.0%	51.9%	25.9%	74.1%	51.9%	22.2%
%H (TV HH)			100.0%	51.9%	25.9%	74.1%	51.9%	22.2%
Attic or loft room	2	2	2	0	1	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.3%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	0.0%	50.0%	100.0%	50.0%	50.0%
No specific location	4	4	4	2	0	4	2	2
%V	0.2%	0.2%	0.2%	0.2%	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	11	11	11	7	1	8	5	3
%V	0.5%	0.5%	0.5%	0.7%	0.3%	0.4%	0.6%	0.3%
%H (All HH)		100.0%	100.0%	63.6%	9.1%	72.7%	45.5%	27.3%
%H (TV HH)			100.0%	63.6%	9.1%	72.7%	45.5%	27.3%

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 2012

BBC Scotland

Household level data

Table 11.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2415	2322	2308	990	388	1791	846	945
%H (All HH)		96.1%	95.6%	41.0%	16.1%	74.2%	35.0%	39.1%
%H (TV HH)			99.4%	42.6%	16.7%	77.1%	36.4%	40.7%
PVR	1236	1236	1236	800	239	851	642	210
%V	51.2%	53.2%	53.6%	80.8%	61.6%	47.5%	75.9%	22.2%
%H (All HH)		100.0%	100.0%	64.7%	19.3%	68.9%	51.9%	17.0%
%H (TV HH)			100.0%	64.7%	19.3%	68.9%	51.9%	17.0%
DVDR	175	175	175	66	39	137	65	73
%V	7.2%	7.5%	7.6%	6.7%	10.1%	7.6%	7.7%	7.7%
%H (All HH)		100.0%	100.0%	37.7%	22.3%	78.3%	37.1%	41.7%
%H (TV HH)			100.0%	37.7%	22.3%	78.3%	37.1%	41.7%
VCR	161	161	161	50	34	134	54	80
%V	6.7%	6.9%	7.0%	5.1%	8.8%	7.5%	6.4%	8.5%
%H (All HH)		100.0%	100.0%	31.1%	21.1%	83.2%	33.5%	49.7%
%H (TV HH)			100.0%	31.1%	21.1%	83.2%	33.5%	49.7%
Any recorder	1403	1403	1403	826	272	998	681	318
%V	58.1%	60.4%	60.8%	83.4%	70.1%	55.7%	80.5%	33.7%
%H (All HH)		100.0%	100.0%	58.9%	19.4%	71.1%	48.5%	22.7%
%H (TV HH)			100.0%	58.9%	19.4%	71.1%	48.5%	22.7%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

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	2415	2322	2308	990	388	1791	846	945
%H (All HH)		96.1%	95.6%	41.0%	16.1%	74.2%	35.0%	39.1%
%H (TV HH)			99.4%	42.6%	16.7%	77.1%	36.4%	40.7%
Receives HDTV (via STB or built-in reception)	1050	1050	1050	571	275	745	529	217
%V	43.5%	45.2%	45.5%	57.7%	70.9%	41.6%	62.5%	23.0%
%H (All HH)		100.0%	100.0%	54.4%	26.2%	71.0%	50.4%	20.7%
%H (TV HH)			100.0%	54.4%	26.2%	71.0%	50.4%	20.7%
DVD/Blu-ray player or recorder	1888	1888	1886	832	340	1470	742	728
%V	78.2%	81.3%	81.7%	84.0%	87.6%	82.1%	87.7%	77.0%
%H (All HH)		100.0%	99.9%	44.1%	18.0%	77.9%	39.3%	38.6%
%H (TV HH)			99.9%	44.1%	18.0%	77.9%	39.3%	38.6%

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 2012

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2415	2322	2308	990	388	1791	846	945
%H (All HH)		96.1%	95.6%	41.0%	16.1%	74.2%	35.0%	39.1%
%H (TV HH)			99.4%	42.6%	16.7%	77.1%	36.4%	40.7%
Has PC or Laptop	1771	1702	1691	834	330	1265	723	542
%V	73.3%	73.3%	73.3%	84.2%	85.1%	70.6%	85.5%	57.4%
%H (All HH)		96.1%	95.5%	47.1%	18.6%	71.4%	40.8%	30.6%
%H (TV HH)			99.4%	49.0%	19.4%	74.3%	42.5%	31.8%
Has broadband internet	1667	1611	1601	805	326	1185	701	484
%V	69.0%	69.4%	69.4%	81.3%	84.0%	66.2%	82.9%	51.2%
%H (All HH)		96.6%	96.0%	48.3%	19.6%	71.1%	42.1%	29.0%
%H (TV HH)			99.4%	50.0%	20.2%	73.6%	43.5%	30.0%

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 2012

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4673	4655	2253	827	3697	2081	1615
%H		99.6%	48.2%	17.7%	79.1%	44.5%	34.6%
Under 20"	787	787	360	133	674	372	302
%V	16.8%	16.9%	16.0%	16.1%	18.2%	17.9%	18.7%
%H		100.0%	45.7%	16.9%	85.6%	47.3%	38.4%
20" - 29"	1123	1122	453	186	946	454	492
%V	24.0%	24.1%	20.1%	22.5%	25.6%	21.8%	30.5%
%H		99.9%	40.3%	16.6%	84.2%	40.4%	43.8%
30" - 39"	1390	1387	650	272	1088	610	478
%V	29.7%	29.8%	28.9%	32.9%	29.4%	29.3%	29.6%
%H		99.8%	46.8%	19.6%	78.3%	43.9%	34.4%
40" and over	1100	1100	643	194	819	545	274
%V	23.5%	23.6%	28.5%	23.5%	22.2%	26.2%	17.0%
%H		100.0%	58.5%	17.6%	74.5%	49.5%	24.9%
Don't know	41	41	14	9	33	14	18
%V	0.9%	0.9%	0.6%	1.1%	0.9%	0.7%	1.1%
%H		100.0%	34.1%	22.0%	80.5%	34.1%	43.9%
Not Asked	232	218	133	33	137	86	51
%V	5.0%	4.7%	5.9%	4.0%	3.7%	4.1%	3.2%
%H		94.0%	57.3%	14.2%	59.1%	37.1%	22.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4673	4655	2253	827	3697	2081	1615
%H		99.6%	48.2%	17.7%	79.1%	44.5%	34.6%
Main living room	2289	2285	990	381	1772	842	930
%V	49.0%	49.1%	43.9%	46.1%	47.9%	40.5%	57.6%
%H		99.8%	43.3%	16.6%	77.4%	36.8%	40.6%
Kitchen	296	296	147	46	251	146	105
%V	6.3%	6.4%	6.5%	5.6%	6.8%	7.0%	6.5%
%H		100.0%	49.7%	15.5%	84.8%	49.3%	35.5%
Adult's bedroom	1223	1223	641	229	1026	659	367
%V	26.2%	26.3%	28.5%	27.7%	27.8%	31.7%	22.7%
%H		100.0%	52.4%	18.7%	83.9%	53.9%	30.0%
Child's bedroom	272	272	159	60	219	162	57
%V	5.8%	5.8%	7.1%	7.3%	5.9%	7.8%	3.5%
%H		100.0%	58.5%	22.1%	80.5%	59.6%	21.0%
Other bedroom	89	89	43	25	71	49	22
%V	1.9%	1.9%	1.9%	3.0%	1.9%	2.4%	1.4%
%H		100.0%	48.3%	28.1%	79.8%	55.1%	24.7%
Second living/dining room	176	176	92	30	144	88	56
%V	3.8%	3.8%	4.1%	3.6%	3.9%	4.2%	3.5%
%H		100.0%	52.3%	17.0%	81.8%	50.0%	31.8%
Study/office	26	26	11	6	23	14	9
%V	0.6%	0.6%	0.5%	0.7%	0.6%	0.7%	0.6%
%H		100.0%	42.3%	23.1%	88.5%	53.8%	34.6%
TV room	27	27	15	6	20	14	6
%V	0.6%	0.6%	0.7%	0.7%	0.5%	0.7%	0.4%
%H		100.0%	55.6%	22.2%	74.1%	51.9%	22.2%
Conservatory	27	27	14	7	20	14	6
%V	0.6%	0.6%	0.6%	0.8%	0.5%	0.7%	0.4%
%H		100.0%	51.9%	25.9%	74.1%	51.9%	22.2%
Attic or loft room	2	2	0	1	2	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	50.0%	100.0%	50.0%	50.0%
No specific location	4	4	2	0	4	2	2
%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	11	11	7	1	8	5	3
%V	0.2%	0.2%	0.3%	0.1%	0.2%	0.2%	0.2%
%H		100.0%	63.6%	9.1%	72.7%	45.5%	27.3%
Not Asked	232	218	133	33	137	86	51
%V	5.0%	4.7%	5.9%	4.0%	3.7%	4.1%	3.2%
%H		94.0%	57.3%	14.2%	59.1%	37.1%	22.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4673	4655	2253	827	3697	2081	1615
%H		99.6%	48.2%	17.7%	79.1%	44.5%	34.6%
PVR	1613	1613	1097	305	1063	833	231
%V	34.5%	34.7%	48.7%	36.9%	28.8%	40.0%	14.3%
%H		100.0%	68.0%	18.9%	65.9%	51.6%	14.3%
DVDR	195	195	74	41	152	71	81
%V	4.2%	4.2%	3.3%	5.0%	4.1%	3.4%	5.0%
%H		100.0%	37.9%	21.0%	77.9%	36.4%	41.5%
VCR	171	171	52	39	142	59	83
%V	3.7%	3.7%	2.3%	4.7%	3.8%	2.8%	5.1%
%H		100.0%	30.4%	22.8%	83.0%	34.5%	48.5%
Any recorder	1834	1834	1142	351	1257	896	361
%V	39.2%	39.4%	50.7%	42.4%	34.0%	43.1%	22.4%
%H		100.0%	62.3%	19.1%	68.5%	48.9%	19.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4673	4655	2253	827	3697	2081	1615
%H		99.6%	48.2%	17.7%	79.1%	44.5%	34.6%
Receives HDTV (via STB or built-in reception)	1400	1400	760	387	989	716	273
%V	30.0%	30.1%	33.7%	46.8%	26.8%	34.4%	16.9%
%H		100.0%	54.3%	27.6%	70.6%	51.1%	19.5%
DVD/Blu-ray player or recorder	2809	2807	1328	542	2244	1278	966
%V	60.1%	60.3%	58.9%	65.5%	60.7%	61.4%	59.8%
%H		99.9%	47.3%	19.3%	79.9%	45.5%	34.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	2320	2306	990	388	1789	846	943
%H		99.4%	42.7%	16.7%	77.1%	36.5%	40.6%
Under 20"	55	55	10	5	46	6	40
%V	2.4%	2.4%	1.0%	1.3%	2.6%	0.7%	4.2%
%H		100.0%	18.2%	9.1%	83.6%	10.9%	72.7%
20" - 29"	421	421	93	50	346	67	279
%V	18.1%	18.3%	9.4%	12.9%	19.3%	7.9%	29.6%
%H		100.0%	22.1%	11.9%	82.2%	15.9%	66.3%
30" - 39"	909	905	364	173	712	337	375
%V	39.2%	39.2%	36.8%	44.6%	39.8%	39.8%	39.8%
%H		99.6%	40.0%	19.0%	78.3%	37.1%	41.3%
40" and over	911	911	518	157	675	432	243
%V	39.3%	39.5%	52.3%	40.5%	37.7%	51.1%	25.8%
%H		100.0%	56.9%	17.2%	74.1%	47.4%	26.7%
Don't know	14	14	5	3	10	4	6
%V	0.6%	0.6%	0.5%	0.8%	0.6%	0.5%	0.6%
%H		100.0%	35.7%	21.4%	71.4%	28.6%	42.9%
Not Asked	10	0	0	0	0	0	0
%V	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2320	2306	990	388	1789	846	943
%H		99.4%	42.7%	16.7%	77.1%	36.5%	40.6%
PVR	1202	1202	784	231	823	626	197
%V	51.8%	52.1%	79.2%	59.5%	46.0%	74.0%	20.9%
%H		100.0%	65.2%	19.2%	68.5%	52.1%	16.4%
DVDR	144	144	53	31	114	52	62
%V	6.2%	6.2%	5.4%	8.0%	6.4%	6.1%	6.6%
%H		100.0%	36.8%	21.5%	79.2%	36.1%	43.1%
VCR	132	132	41	27	108	43	65
%V	5.7%	5.7%	4.1%	7.0%	6.0%	5.1%	6.9%
%H		100.0%	31.1%	20.5%	81.8%	32.6%	49.2%
Any recorder	1357	1357	810	263	957	663	295
%V	58.5%	58.8%	81.8%	67.8%	53.5%	78.4%	31.3%
%H		100.0%	59.7%	19.4%	70.5%	48.9%	21.7%

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	2320	2306	990	388	1789	846	943
%H		99.4%	42.7%	16.7%	77.1%	36.5%	40.6%
Receives HDTV (via STB or built-in reception)	1013	1013	551	268	716	509	207
%V	43.7%	43.9%	55.7%	69.1%	40.0%	60.2%	22.0%
%H		100.0%	54.4%	26.5%	70.7%	50.2%	20.4%
DVD/Blu-ray player or recorder	1755	1753	758	318	1359	669	690
%V	75.6%	76.0%	76.6%	82.0%	76.0%	79.1%	73.2%
%H		99.9%	43.2%	18.1%	77.4%	38.1%	39.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	2353	2349	1263	439	1908	1235	672
%H		99.8%	53.7%	18.7%	81.1%	52.5%	28.6%
Under 20"	732	732	350	128	628	366	262
%V	31.1%	31.2%	27.7%	29.2%	32.9%	29.6%	39.0%
%H		100.0%	47.8%	17.5%	85.8%	50.0%	35.8%
20" - 29"	702	701	360	136	600	388	212
%V	29.8%	29.8%	28.5%	31.0%	31.4%	31.4%	31.5%
%H		99.9%	51.3%	19.4%	85.5%	55.3%	30.2%
30" - 39"	481	481	286	99	376	273	103
%V	20.4%	20.5%	22.6%	22.6%	19.7%	22.1%	15.3%
%H		100.0%	59.5%	20.6%	78.2%	56.8%	21.4%
40" and over	189	189	124	37	144	113	31
%V	8.0%	8.0%	9.8%	8.4%	7.5%	9.1%	4.6%
%H		100.0%	65.6%	19.6%	76.2%	59.8%	16.4%
Don't know	27	27	10	5	23	11	12
%V	1.1%	1.1%	0.8%	1.1%	1.2%	0.9%	1.8%
%H		100.0%	37.0%	18.5%	85.2%	40.7%	44.4%
Not Asked	222	219	133	34	137	84	52
%V	9.4%	9.3%	10.5%	7.7%	7.2%	6.8%	7.7%
%H		98.6%	59.9%	15.3%	61.7%	37.8%	23.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Scotland

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2353	2349	1263	439	1908	1235	672
%H		99.8%	53.7%	18.7%	81.1%	52.5%	28.6%
PVR	412	412	313	74	241	207	34
%V	17.5%	17.5%	24.8%	16.9%	12.6%	16.8%	5.1%
%H		100.0%	76.0%	18.0%	58.5%	50.2%	8.3%
DVDR	50	50	22	10	38	19	19
%V	2.1%	2.1%	1.7%	2.3%	2.0%	1.5%	2.8%
%H		100.0%	44.0%	20.0%	76.0%	38.0%	38.0%
VCR	39	39	11	12	34	17	17
%V	1.7%	1.7%	0.9%	2.7%	1.8%	1.4%	2.5%
%H		100.0%	28.2%	30.8%	87.2%	43.6%	43.6%
Any recorder	477	477	332	88	300	234	66
%V	20.3%	20.3%	26.3%	20.0%	15.7%	18.9%	9.8%
%H		100.0%	69.6%	18.4%	62.9%	49.1%	13.8%

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	2353	2349	1263	439	1908	1235	672
%H		99.8%	53.7%	18.7%	81.1%	52.5%	28.6%
Receives HDTV (via STB or built-in reception)	387	387	209	120	273	206	67
%V	16.4%	16.5%	16.5%	27.3%	14.3%	16.7%	10.0%
%H		100.0%	54.0%	31.0%	70.5%	53.2%	17.3%
DVD/Blu-ray player or recorder	1054	1054	570	224	885	609	276
%V	44.8%	44.9%	45.1%	51.0%	46.4%	49.3%	41.1%
%H		100.0%	54.1%	21.3%	84.0%	57.8%	26.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	5182	5013	4982	2464	892	3802	2134	1668
%H		96.7%	96.1%	47.5%	17.2%	73.4%	41.2%	32.2%
Total Children	908	896	892	521	159	638	418	220
%V	17.5%	17.9%	17.9%	21.1%	17.8%	16.8%	19.6%	13.2%
%H		98.7%	98.2%	57.4%	17.5%	70.3%	46.0%	24.2%
0 - 3	236	229	229	137	40	160	105	55
%V	4.6%	4.6%	4.6%	5.6%	4.5%	4.2%	4.9%	3.3%
%H		97.0%	97.0%	58.1%	16.9%	67.8%	44.5%	23.3%
4 - 15	673	666	663	384	119	478	313	165
%V	13.0%	13.3%	13.3%	15.6%	13.3%	12.6%	14.7%	9.9%
%H		99.0%	98.5%	57.1%	17.7%	71.0%	46.5%	24.5%
4 - 9	342	339	339	203	58	234	153	82
%V	6.6%	6.8%	6.8%	8.2%	6.5%	6.2%	7.2%	4.9%
%H		99.1%	99.1%	59.4%	17.0%	68.4%	44.7%	24.0%
10 - 15	330	327	325	181	62	244	160	84
%V	6.4%	6.5%	6.5%	7.3%	7.0%	6.4%	7.5%	5.0%
%H		99.1%	98.5%	54.8%	18.8%	73.9%	48.5%	25.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	5182	5013	4982	2464	892	3802	2134	1668
%H		96.7%	96.1%	47.5%	17.2%	73.4%	41.2%	32.2%
Total Adults (16+)	4274	4118	4090	1943	733	3164	1716	1449
%V	82.5%	82.1%	82.1%	78.9%	82.2%	83.2%	80.4%	86.9%
%H		96.4%	95.7%	45.5%	17.2%	74.0%	40.1%	33.9%
16 - 19	243	232	226	128	42	182	123	59
%V	4.7%	4.6%	4.5%	5.2%	4.7%	4.8%	5.8%	3.5%
%H		95.5%	93.0%	52.7%	17.3%	74.9%	50.6%	24.3%
20 - 24	342	301	290	152	55	222	135	87
%V	6.6%	6.0%	5.8%	6.2%	6.2%	5.8%	6.3%	5.2%
%H		88.0%	84.8%	44.4%	16.1%	64.9%	39.5%	25.4%
25 - 34	696	653	649	346	121	453	266	187
%V	13.4%	13.0%	13.0%	14.0%	13.6%	11.9%	12.5%	11.2%
%H		93.8%	93.2%	49.7%	17.4%	65.1%	38.2%	26.9%
35 - 44	671	650	647	355	131	476	308	168
%V	12.9%	13.0%	13.0%	14.4%	14.7%	12.5%	14.4%	10.1%
%H		96.9%	96.4%	52.9%	19.5%	70.9%	45.9%	25.0%
45 - 54	782	768	766	387	133	599	347	252
%V	15.1%	15.3%	15.4%	15.7%	14.9%	15.8%	16.3%	15.1%
%H		98.2%	98.0%	49.5%	17.0%	76.6%	44.4%	32.2%
55 - 64	651	639	638	299	124	494	271	223
%V	12.6%	12.7%	12.8%	12.1%	13.9%	13.0%	12.7%	13.4%
%H		98.2%	98.0%	45.9%	19.0%	75.9%	41.6%	34.3%
65+	888	875	874	276	127	739	265	473
%V	17.1%	17.5%	17.5%	11.2%	14.2%	19.4%	12.4%	28.4%
%H		98.5%	98.4%	31.1%	14.3%	83.2%	29.8%	53.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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+)	4274	4118	4090	1943	733	3164	1716	1449
%H		96.4%	95.7%	45.5%	17.2%	74.0%	40.1%	33.9%
AB	1020	994	991	455	204	743	406	337
%V	23.9%	24.1%	24.2%	23.4%	27.8%	23.5%	23.7%	23.3%
%H		97.5%	97.2%	44.6%	20.0%	72.8%	39.8%	33.0%
C1	1180	1101	1084	522	210	833	467	366
%V	27.6%	26.7%	26.5%	26.9%	28.6%	26.3%	27.2%	25.3%
%H		93.3%	91.9%	44.2%	17.8%	70.6%	39.6%	31.0%
C2	895	882	882	488	150	682	431	251
%V	20.9%	21.4%	21.6%	25.1%	20.5%	21.6%	25.1%	17.3%
%H		98.5%	98.5%	54.5%	16.8%	76.2%	48.2%	28.0%
D	669	650	644	312	120	494	274	220
%V	15.7%	15.8%	15.7%	16.1%	16.4%	15.6%	16.0%	15.2%
%H		97.2%	96.3%	46.6%	17.9%	73.8%	41.0%	32.9%
E	510	491	488	166	50	412	138	274
%V	11.9%	11.9%	11.9%	8.5%	6.8%	13.0%	8.0%	18.9%
%H		96.3%	95.7%	32.5%	9.8%	80.8%	27.1%	53.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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+)	4274	4118	4090	1943	733	3164	1716	1449
%H		96.4%	95.7%	45.5%	17.2%	74.0%	40.1%	33.9%
Working full time	1935	1887	1877	1011	378	1384	874	510
%V	45.3%	45.8%	45.9%	52.0%	51.6%	43.7%	50.9%	35.2%
%H		97.5%	97.0%	52.2%	19.5%	71.5%	45.2%	26.4%
Working part time	391	382	381	203	68	284	171	112
%V	9.1%	9.3%	9.3%	10.4%	9.3%	9.0%	10.0%	7.7%
%H		97.7%	97.4%	51.9%	17.4%	72.6%	43.7%	28.6%
Not working	1948	1848	1832	729	286	1497	670	827
%V	45.6%	44.9%	44.8%	37.5%	39.0%	47.3%	39.0%	57.1%
%H		94.9%	94.0%	37.4%	14.7%	76.8%	34.4%	42.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2050	1959	1943	970	346	1483	836	647
%H		95.6%	94.8%	47.3%	16.9%	72.3%	40.8%	31.6%
16 - 19	125	117	111	66	17	90	61	29
%V	6.1%	6.0%	5.7%	6.8%	4.9%	6.1%	7.3%	4.5%
%H		93.6%	88.8%	52.8%	13.6%	72.0%	48.8%	23.2%
20 - 24	169	148	145	81	29	109	71	37
%V	8.2%	7.6%	7.5%	8.4%	8.4%	7.3%	8.5%	5.7%
%H		87.6%	85.8%	47.9%	17.2%	64.5%	42.0%	21.9%
25 - 34	351	325	322	172	57	232	135	96
%V	17.1%	16.6%	16.6%	17.7%	16.5%	15.6%	16.1%	14.8%
%H		92.6%	91.7%	49.0%	16.2%	66.1%	38.5%	27.4%
35 - 44	323	311	308	174	60	222	144	77
%V	15.8%	15.9%	15.9%	17.9%	17.3%	15.0%	17.2%	11.9%
%H		96.3%	95.4%	53.9%	18.6%	68.7%	44.6%	23.8%
45 - 54	374	365	364	185	64	284	164	120
%V	18.2%	18.6%	18.7%	19.1%	18.5%	19.2%	19.6%	18.5%
%H		97.6%	97.3%	49.5%	17.1%	75.9%	43.9%	32.1%
55 - 64	315	307	307	148	58	233	130	104
%V	15.4%	15.7%	15.8%	15.3%	16.8%	15.7%	15.6%	16.1%
%H		97.5%	97.5%	47.0%	18.4%	74.0%	41.3%	33.0%
65+	392	387	386	143	61	314	131	183
%V	19.1%	19.8%	19.9%	14.7%	17.6%	21.2%	15.7%	28.3%
%H		98.7%	98.5%	36.5%	15.6%	80.1%	33.4%	46.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2050	1959	1943	970	346	1483	836	647
%H		95.6%	94.8%	47.3%	16.9%	72.3%	40.8%	31.6%
AB	499	485	483	231	99	355	200	155
%V	24.3%	24.8%	24.9%	23.8%	28.6%	23.9%	23.9%	24.0%
%H		97.2%	96.8%	46.3%	19.8%	71.1%	40.1%	31.1%
C1	546	503	494	257	98	371	225	147
%V	26.6%	25.7%	25.4%	26.5%	28.3%	25.0%	26.9%	22.7%
%H		92.1%	90.5%	47.1%	17.9%	67.9%	41.2%	26.9%
C2	489	480	480	263	80	371	230	141
%V	23.9%	24.5%	24.7%	27.1%	23.1%	25.0%	27.5%	21.8%
%H		98.2%	98.2%	53.8%	16.4%	75.9%	47.0%	28.8%
D	303	291	288	145	48	222	123	98
%V	14.8%	14.9%	14.8%	14.9%	13.9%	15.0%	14.7%	15.1%
%H		96.0%	95.0%	47.9%	15.8%	73.3%	40.6%	32.3%
E	212	201	199	74	20	163	58	105
%V	10.3%	10.3%	10.2%	7.6%	5.8%	11.0%	6.9%	16.2%
%H		94.8%	93.9%	34.9%	9.4%	76.9%	27.4%	49.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2050	1959	1943	970	346	1483	836	647
%H		95.6%	94.8%	47.3%	16.9%	72.3%	40.8%	31.6%
Working full time	1169	1138	1132	628	220	835	534	301
%V	57.0%	58.1%	58.3%	64.7%	63.6%	56.3%	63.9%	46.5%
%H		97.3%	96.8%	53.7%	18.8%	71.4%	45.7%	25.7%
Working part time	68	64	64	29	12	48	25	23
%V	3.3%	3.3%	3.3%	3.0%	3.5%	3.2%	3.0%	3.6%
%H		94.1%	94.1%	42.6%	17.6%	70.6%	36.8%	33.8%
Not working	812	757	747	312	114	600	277	323
%V	39.6%	38.6%	38.4%	32.2%	32.9%	40.5%	33.1%	49.9%
%H		93.2%	92.0%	38.4%	14.0%	73.9%	34.1%	39.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2224	2159	2146	973	387	1681	879	802
%H		97.1%	96.5%	43.8%	17.4%	75.6%	39.5%	36.1%
16 - 19	118	116	115	62	25	92	62	30
%V	5.3%	5.4%	5.4%	6.4%	6.5%	5.5%	7.1%	3.7%
%H		98.3%	97.5%	52.5%	21.2%	78.0%	52.5%	25.4%
20 - 24	173	153	145	70	26	113	63	50
%V	7.8%	7.1%	6.8%	7.2%	6.7%	6.7%	7.2%	6.2%
%H		88.4%	83.8%	40.5%	15.0%	65.3%	36.4%	28.9%
25 - 34	344	327	326	174	63	222	131	91
%V	15.5%	15.1%	15.2%	17.9%	16.3%	13.2%	14.9%	11.3%
%H		95.1%	94.8%	50.6%	18.3%	64.5%	38.1%	26.5%
35 - 44	348	340	338	181	71	254	164	90
%V	15.6%	15.7%	15.8%	18.6%	18.3%	15.1%	18.7%	11.2%
%H		97.7%	97.1%	52.0%	20.4%	73.0%	47.1%	25.9%
45 - 54	408	403	402	202	69	316	183	133
%V	18.3%	18.7%	18.7%	20.8%	17.8%	18.8%	20.8%	16.6%
%H		98.8%	98.5%	49.5%	16.9%	77.5%	44.9%	32.6%
55 - 64	336	332	332	151	66	261	142	119
%V	15.1%	15.4%	15.5%	15.5%	17.1%	15.5%	16.2%	14.8%
%H		98.8%	98.8%	44.9%	19.6%	77.7%	42.3%	35.4%
65+	496	488	488	133	67	425	135	290
%V	22.3%	22.6%	22.7%	13.7%	17.3%	25.3%	15.4%	36.2%
%H		98.4%	98.4%	26.8%	13.5%	85.7%	27.2%	58.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2224	2159	2146	973	387	1681	879	802
%H		97.1%	96.5%	43.8%	17.4%	75.6%	39.5%	36.1%
AB	520	509	508	224	104	388	206	182
%V	23.4%	23.6%	23.7%	23.0%	26.9%	23.1%	23.4%	22.7%
%H		97.9%	97.7%	43.1%	20.0%	74.6%	39.6%	35.0%
C1	634	598	590	265	112	462	243	219
%V	28.5%	27.7%	27.5%	27.2%	28.9%	27.5%	27.6%	27.3%
%H		94.3%	93.1%	41.8%	17.7%	72.9%	38.3%	34.5%
C2	406	402	402	225	70	311	201	110
%V	18.3%	18.6%	18.7%	23.1%	18.1%	18.5%	22.9%	13.7%
%H		99.0%	99.0%	55.4%	17.2%	76.6%	49.5%	27.1%
D	366	359	356	167	71	272	151	122
%V	16.5%	16.6%	16.6%	17.2%	18.3%	16.2%	17.2%	15.2%
%H		98.1%	97.3%	45.6%	19.4%	74.3%	41.3%	33.3%
E	298	290	290	92	29	249	79	169
%V	13.4%	13.4%	13.5%	9.5%	7.5%	14.8%	9.0%	21.1%
%H		97.3%	97.3%	30.9%	9.7%	83.6%	26.5%	56.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2224	2159	2146	973	387	1681	879	802
%H		97.1%	96.5%	43.8%	17.4%	75.6%	39.5%	36.1%
Working full time	766	750	744	383	159	549	340	209
%V	34.4%	34.7%	34.7%	39.4%	41.1%	32.7%	38.7%	26.1%
%H		97.9%	97.1%	50.0%	20.8%	71.7%	44.4%	27.3%
Working part time	322	318	316	173	56	236	146	90
%V	14.5%	14.7%	14.7%	17.8%	14.5%	14.0%	16.6%	11.2%
%H		98.8%	98.1%	53.7%	17.4%	73.3%	45.3%	28.0%
Not working	1136	1091	1086	417	172	896	393	503
%V	51.1%	50.5%	50.6%	42.9%	44.4%	53.3%	44.7%	62.7%
%H		96.0%	95.6%	36.7%	15.1%	78.9%	34.6%	44.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
January - December 2012

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	727	708	653	360	58	448	210	237
%H (All HH)		97.4%	89.8%	49.5%	8.0%	61.6%	28.9%	32.6%
%H (TV HH)			92.2%	50.8%	8.2%	63.3%	29.7%	33.5%
AB	138	135	129	72	13	87	43	44
%V	19.0%	19.1%	19.8%	20.0%	22.4%	19.4%	20.5%	18.6%
%H (All HH)		97.8%	93.5%	52.2%	9.4%	63.0%	31.2%	31.9%
%H (TV HH)			95.6%	53.3%	9.6%	64.4%	31.9%	32.6%
C1	174	170	160	94	13	113	58	54
%V	23.9%	24.0%	24.5%	26.1%	22.4%	25.2%	27.6%	22.8%
%H (All HH)		97.7%	92.0%	54.0%	7.5%	64.9%	33.3%	31.0%
%H (TV HH)			94.1%	55.3%	7.6%	66.5%	34.1%	31.8%
C2	142	140	132	77	11	91	46	45
%V	19.5%	19.8%	20.2%	21.4%	19.0%	20.3%	21.9%	19.0%
%H (All HH)		98.6%	93.0%	54.2%	7.7%	64.1%	32.4%	31.7%
%H (TV HH)			94.3%	55.0%	7.9%	65.0%	32.9%	32.1%
D	127	123	110	64	10	72	35	37
%V	17.5%	17.4%	16.8%	17.8%	17.2%	16.1%	16.7%	15.6%
%H (All HH)		96.9%	86.6%	50.4%	7.9%	56.7%	27.6%	29.1%
%H (TV HH)			89.4%	52.0%	8.1%	58.5%	28.5%	30.1%
E	146	141	121	53	12	85	28	57
%V	20.1%	19.9%	18.5%	14.7%	20.7%	19.0%	13.3%	24.1%
%H (All HH)		96.6%	82.9%	36.3%	8.2%	58.2%	19.2%	39.0%
%H (TV HH)			85.8%	37.6%	8.5%	60.3%	19.9%	40.4%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	727	708	653	360	58	448	210	237
%H (All HH)		97.4%	89.8%	49.5%	8.0%	61.6%	28.9%	32.6%
%H (TV HH)			92.2%	50.8%	8.2%	63.3%	29.7%	33.5%
Under 25	28	24	21	10	3	15	6	9
%V	3.9%	3.4%	3.2%	2.8%	5.2%	3.3%	2.9%	3.8%
%H (All HH)		85.7%	75.0%	35.7%	10.7%	53.6%	21.4%	32.1%
%H (TV HH)			87.5%	41.7%	12.5%	62.5%	25.0%	37.5%
25 - 34	121	118	113	71	12	68	36	32
%V	16.6%	16.7%	17.3%	19.7%	20.7%	15.2%	17.1%	13.5%
%H (All HH)		97.5%	93.4%	58.7%	9.9%	56.2%	29.8%	26.4%
%H (TV HH)			95.8%	60.2%	10.2%	57.6%	30.5%	27.1%
35 - 44	138	136	132	87	11	84	50	34
%V	19.0%	19.2%	20.2%	24.2%	19.0%	18.8%	23.8%	14.3%
%H (All HH)		98.6%	95.7%	63.0%	8.0%	60.9%	36.2%	24.6%
%H (TV HH)			97.1%	64.0%	8.1%	61.8%	36.8%	25.0%
45 - 54	146	143	137	79	15	96	51	45
%V	20.1%	20.2%	21.0%	21.9%	25.9%	21.4%	24.3%	19.0%
%H (All HH)		97.9%	93.8%	54.1%	10.3%	65.8%	34.9%	30.8%
%H (TV HH)			95.8%	55.2%	10.5%	67.1%	35.7%	31.5%
55 - 64	119	117	110	60	9	79	38	41
%V	16.4%	16.5%	16.8%	16.7%	15.5%	17.6%	18.1%	17.3%
%H (All HH)		98.3%	92.4%	50.4%	7.6%	66.4%	31.9%	34.5%
%H (TV HH)			94.0%	51.3%	7.7%	67.5%	32.5%	35.0%
65 +	174	169	140	54	10	106	30	77
%V	23.9%	23.9%	21.4%	15.0%	17.2%	23.7%	14.3%	32.5%
%H (All HH)		97.1%	80.5%	31.0%	5.7%	60.9%	17.2%	44.3%
%H (TV HH)			82.8%	32.0%	5.9%	62.7%	17.8%	45.6%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	727	708	653	360	58	448	210	237
%H (All HH)		97.4%	89.8%	49.5%	8.0%	61.6%	28.9%	32.6%
%H (TV HH)			92.2%	50.8%	8.2%	63.3%	29.7%	33.5%
1	225	215	181	70	17	130	36	95
%V	30.9%	30.4%	27.7%	19.4%	29.3%	29.0%	17.1%	40.1%
%H (All HH)		95.6%	80.4%	31.1%	7.6%	57.8%	16.0%	42.2%
%H (TV HH)			84.2%	32.6%	7.9%	60.5%	16.7%	44.2%
2	208	204	191	105	16	133	63	70
%V	28.6%	28.8%	29.2%	29.2%	27.6%	29.7%	30.0%	29.5%
%H (All HH)		98.1%	91.8%	50.5%	7.7%	63.9%	30.3%	33.7%
%H (TV HH)			93.6%	51.5%	7.8%	65.2%	30.9%	34.3%
3	118	115	110	70	10	71	41	30
%V	16.2%	16.2%	16.8%	19.4%	17.2%	15.8%	19.5%	12.7%
%H (All HH)		97.5%	93.2%	59.3%	8.5%	60.2%	34.7%	25.4%
%H (TV HH)			95.7%	60.9%	8.7%	61.7%	35.7%	26.1%
4	108	107	105	71	10	66	41	25
%V	14.9%	15.1%	16.1%	19.7%	17.2%	14.7%	19.5%	10.5%
%H (All HH)		99.1%	97.2%	65.7%	9.3%	61.1%	38.0%	23.1%
%H (TV HH)			98.1%	66.4%	9.3%	61.7%	38.3%	23.4%
5+	68	67	66	43	6	47	29	18
%V	9.4%	9.5%	10.1%	11.9%	10.3%	10.5%	13.8%	7.6%
%H (All HH)		98.5%	97.1%	63.2%	8.8%	69.1%	42.6%	26.5%
%H (TV HH)			98.5%	64.2%	9.0%	70.1%	43.3%	26.9%
Average HH size	2.47	2.49	2.56	2.81	2.56	2.53	2.90	2.20

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 2012

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	727	708	653	360	58	448	210	237
%H (All HH)		97.4%	89.8%	49.5%	8.0%	61.6%	28.9%	32.6%
%H (TV HH)			92.2%	50.8%	8.2%	63.3%	29.7%	33.5%
Without	514	498	448	225	40	316	132	185
%V	70.7%	70.3%	68.6%	62.5%	69.0%	70.5%	62.9%	78.1%
%H (All HH)		96.9%	87.2%	43.8%	7.8%	61.5%	25.7%	36.0%
%H (TV HH)			90.0%	45.2%	8.0%	63.5%	26.5%	37.1%
With	213	210	205	134	19	132	79	53
%V	29.3%	29.7%	31.4%	37.2%	32.8%	29.5%	37.6%	22.4%
%H (All HH)		98.6%	96.2%	62.9%	8.9%	62.0%	37.1%	24.9%
%H (TV HH)			97.6%	63.8%	9.0%	62.9%	37.6%	25.2%
0 - 3	82	81	78	52	8	48	29	20
%V	11.3%	11.4%	11.9%	14.4%	13.8%	10.7%	13.8%	8.4%
%H (All HH)		98.8%	95.1%	63.4%	9.8%	58.5%	35.4%	24.4%
%H (TV HH)			96.3%	64.2%	9.9%	59.3%	35.8%	24.7%
4 - 9	111	109	106	73	9	67	42	26
%V	15.3%	15.4%	16.2%	20.3%	15.5%	15.0%	20.0%	11.0%
%H (All HH)		98.2%	95.5%	65.8%	8.1%	60.4%	37.8%	23.4%
%H (TV HH)			97.2%	67.0%	8.3%	61.5%	38.5%	23.9%
10 - 15	105	104	101	67	9	68	42	26
%V	14.4%	14.7%	15.5%	18.6%	15.5%	15.2%	20.0%	11.0%
%H (All HH)		99.0%	96.2%	63.8%	8.6%	64.8%	40.0%	24.8%
%H (TV HH)			97.1%	64.4%	8.7%	65.4%	40.4%	25.0%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	727	708	653	360	58	448	210	237
%H (All HH)		97.4%	89.8%	49.5%	8.0%	61.6%	28.9%	32.6%
%H (TV HH)			92.2%	50.8%	8.2%	63.3%	29.7%	33.5%
1	257	257	219	107	22	129	38	91
%V	35.4%	36.3%	33.5%	29.7%	37.9%	28.8%	18.1%	38.4%
%H (All HH)		100.0%	85.2%	41.6%	8.6%	50.2%	14.8%	35.4%
%H (TV HH)			85.2%	41.6%	8.6%	50.2%	14.8%	35.4%
2	258	258	243	131	23	171	81	90
%V	35.5%	36.4%	37.2%	36.4%	39.7%	38.2%	38.6%	38.0%
%H (All HH)		100.0%	94.2%	50.8%	8.9%	66.3%	31.4%	34.9%
%H (TV HH)			94.2%	50.8%	8.9%	66.3%	31.4%	34.9%
3	116	116	114	66	9	85	46	39
%V	16.0%	16.4%	17.5%	18.3%	15.5%	19.0%	21.9%	16.5%
%H (All HH)		100.0%	98.3%	56.9%	7.8%	73.3%	39.7%	33.6%
%H (TV HH)			98.3%	56.9%	7.8%	73.3%	39.7%	33.6%
4	50	50	49	35	3	40	29	11
%V	6.9%	7.1%	7.5%	9.7%	5.2%	8.9%	13.8%	4.6%
%H (All HH)		100.0%	98.0%	70.0%	6.0%	80.0%	58.0%	22.0%
%H (TV HH)			98.0%	70.0%	6.0%	80.0%	58.0%	22.0%
5+	28	28	28	20	2	23	17	6
%V	3.9%	4.0%	4.3%	5.6%	3.4%	5.1%	8.1%	2.5%
%H (All HH)		100.0%	100.0%	71.4%	7.1%	82.1%	60.7%	21.4%
%H (TV HH)			100.0%	71.4%	7.1%	82.1%	60.7%	21.4%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	727	708	653	360	58	448	210	237
%H (All HH)		97.4%	89.8%	49.5%	8.0%	61.6%	28.9%	32.6%
%H (TV HH)			92.2%	50.8%	8.2%	63.3%	29.7%	33.5%
Under 20"	175	175	164	90	10	127	62	65
%V	24.1%	24.7%	25.1%	25.0%	17.2%	28.3%	29.5%	27.4%
%H (All HH)		100.0%	93.7%	51.4%	5.7%	72.6%	35.4%	37.1%
%H (TV HH)			93.7%	51.4%	5.7%	72.6%	35.4%	37.1%
20" - 29"	322	322	290	151	24	218	102	115
%V	44.3%	45.5%	44.4%	41.9%	41.4%	48.7%	48.6%	48.5%
%H (All HH)		100.0%	90.1%	46.9%	7.5%	67.7%	31.7%	35.7%
%H (TV HH)			90.1%	46.9%	7.5%	67.7%	31.7%	35.7%
30" - 39"	375	375	361	205	31	254	127	127
%V	51.6%	53.0%	55.3%	56.9%	53.4%	56.7%	60.5%	53.6%
%H (All HH)		100.0%	96.3%	54.7%	8.3%	67.7%	33.9%	33.9%
%H (TV HH)			96.3%	54.7%	8.3%	67.7%	33.9%	33.9%
40" and over	273	273	267	177	26	177	112	65
%V	37.6%	38.6%	40.9%	49.2%	44.8%	39.5%	53.3%	27.4%
%H (All HH)		100.0%	97.8%	64.8%	9.5%	64.8%	41.0%	23.8%
%H (TV HH)			97.8%	64.8%	9.5%	64.8%	41.0%	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 2012

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	727	708	653	360	58	448	210	237
%H (All HH)		97.4%	89.8%	49.5%	8.0%	61.6%	28.9%	32.6%
%H (TV HH)			92.2%	50.8%	8.2%	63.3%	29.7%	33.5%
Main living room	697	697	645	356	58	442	208	234
%V	95.9%	98.4%	98.8%	98.9%	100.0%	98.7%	99.0%	98.7%
%H (All HH)		100.0%	92.5%	51.1%	8.3%	63.4%	29.8%	33.6%
%H (TV HH)			92.5%	51.1%	8.3%	63.4%	29.8%	33.6%
Kitchen	174	174	166	95	10	129	67	62
%V	23.9%	24.6%	25.4%	26.4%	17.2%	28.8%	31.9%	26.2%
%H (All HH)		100.0%	95.4%	54.6%	5.7%	74.1%	38.5%	35.6%
%H (TV HH)			95.4%	54.6%	5.7%	74.1%	38.5%	35.6%
Adult's bedroom	255	255	248	149	23	186	109	77
%V	35.1%	36.0%	38.0%	41.4%	39.7%	41.5%	51.9%	32.5%
%H (All HH)		100.0%	97.3%	58.4%	9.0%	72.9%	42.7%	30.2%
%H (TV HH)			97.3%	58.4%	9.0%	72.9%	42.7%	30.2%
Child's bedroom	54	54	53	40	3	40	29	11
%V	7.4%	7.6%	8.1%	11.1%	5.2%	8.9%	13.8%	4.6%
%H (All HH)		100.0%	98.1%	74.1%	5.6%	74.1%	53.7%	20.4%
%H (TV HH)			98.1%	74.1%	5.6%	74.1%	53.7%	20.4%
Other bedroom	26	26	25	16	3	21	14	8
%V	3.6%	3.7%	3.8%	4.4%	5.2%	4.7%	6.7%	3.4%
%H (All HH)		100.0%	96.2%	61.5%	11.5%	80.8%	53.8%	30.8%
%H (TV HH)			96.2%	61.5%	11.5%	80.8%	53.8%	30.8%
Second living/dining room	116	116	112	71	8	85	52	34
%V	16.0%	16.4%	17.2%	19.7%	13.8%	19.0%	24.8%	14.3%
%H (All HH)		100.0%	96.6%	61.2%	6.9%	73.3%	44.8%	29.3%
%H (TV HH)			96.6%	61.2%	6.9%	73.3%	44.8%	29.3%
Study/office	9	9	9	5	0	7	5	3
%V	1.2%	1.3%	1.4%	1.4%	0.0%	1.6%	2.4%	1.3%
%H (All HH)		100.0%	100.0%	55.6%	0.0%	77.8%	55.6%	33.3%
%H (TV HH)			100.0%	55.6%	0.0%	77.8%	55.6%	33.3%
TV room	8	8	8	5	0	7	4	3
%V	1.1%	1.1%	1.2%	1.4%	0.0%	1.6%	1.9%	1.3%
%H (All HH)		100.0%	100.0%	62.5%	0.0%	87.5%	50.0%	37.5%
%H (TV HH)			100.0%	62.5%	0.0%	87.5%	50.0%	37.5%
Conservatory	8	8	7	5	0	6	4	2
%V	1.1%	1.1%	1.1%	1.4%	0.0%	1.3%	1.9%	0.8%
%H (All HH)		100.0%	87.5%	62.5%	0.0%	75.0%	50.0%	25.0%
%H (TV HH)			87.5%	62.5%	0.0%	75.0%	50.0%	25.0%
Attic or loft room	1	1	1	0	0	1	0	1
%V	0.1%	0.1%	0.2%	0.0%	0.0%	0.2%	0.0%	0.4%
%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%
No specific location	1	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.2%	0.3%	0.0%	0.2%	0.5%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	2	2	2	1	0	2	1	1
%V	0.3%	0.3%	0.3%	0.3%	0.0%	0.4%	0.5%	0.4%
%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 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 2012

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	727	708	653	360	58	448	210	237
%H (All HH)		97.4%	89.8%	49.5%	8.0%	61.6%	28.9%	32.6%
%H (TV HH)			92.2%	50.8%	8.2%	63.3%	29.7%	33.5%
PVR	316	316	315	261	28	179	152	27
%V	43.5%	44.6%	48.2%	72.5%	48.3%	40.0%	72.4%	11.4%
%H (All HH)		100.0%	99.7%	82.6%	8.9%	56.6%	48.1%	8.5%
%H (TV HH)			99.7%	82.6%	8.9%	56.6%	48.1%	8.5%
DVDR	72	72	69	37	4	52	23	28
%V	9.9%	10.2%	10.6%	10.3%	6.9%	11.6%	11.0%	11.8%
%H (All HH)		100.0%	95.8%	51.4%	5.6%	72.2%	31.9%	38.9%
%H (TV HH)			95.8%	51.4%	5.6%	72.2%	31.9%	38.9%
VCR	57	57	50	23	1	38	12	25
%V	7.8%	8.1%	7.7%	6.4%	1.7%	8.5%	5.7%	10.5%
%H (All HH)		100.0%	87.7%	40.4%	1.8%	66.7%	21.1%	43.9%
%H (TV HH)			87.7%	40.4%	1.8%	66.7%	21.1%	43.9%
Any recorder	382	382	372	277	29	228	160	68
%V	52.5%	54.0%	57.0%	76.9%	50.0%	50.9%	76.2%	28.7%
%H (All HH)		100.0%	97.4%	72.5%	7.6%	59.7%	41.9%	17.8%
%H (TV HH)			97.4%	72.5%	7.6%	59.7%	41.9%	17.8%

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 2012

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	727	708	653	360	58	448	210	237
%H (All HH)		97.4%	89.8%	49.5%	8.0%	61.6%	28.9%	32.6%
%H (TV HH)			92.2%	50.8%	8.2%	63.3%	29.7%	33.5%
Receives HDTV (via STB or built-in reception)	229	229	229	153	31	141	95	47
%V	31.5%	32.3%	35.1%	42.5%	53.4%	31.5%	45.2%	19.8%
%H (All HH)		100.0%	100.0%	66.8%	13.5%	61.6%	41.5%	20.5%
%H (TV HH)			100.0%	66.8%	13.5%	61.6%	41.5%	20.5%
DVD/Blu-ray player or recorder	518	518	496	285	43	345	175	170
%V	71.3%	73.2%	76.0%	79.2%	74.1%	77.0%	83.3%	71.7%
%H (All HH)		100.0%	95.8%	55.0%	8.3%	66.6%	33.8%	32.8%
%H (TV HH)			95.8%	55.0%	8.3%	66.6%	33.8%	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 2012

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	727	708	653	360	58	448	210	237
%H (All HH)		97.4%	89.8%	49.5%	8.0%	61.6%	28.9%	32.6%
%H (TV HH)			92.2%	50.8%	8.2%	63.3%	29.7%	33.5%
Has PC or Laptop	516	507	488	301	49	324	183	142
%V	71.0%	71.6%	74.7%	83.6%	84.5%	72.3%	87.1%	59.9%
%H (All HH)		98.3%	94.6%	58.3%	9.5%	62.8%	35.5%	27.5%
%H (TV HH)			96.3%	59.4%	9.7%	63.9%	36.1%	28.0%
Has broadband internet	485	478	462	288	48	306	177	129
%V	66.7%	67.5%	70.8%	80.0%	82.8%	68.3%	84.3%	54.4%
%H (All HH)		98.6%	95.3%	59.4%	9.9%	63.1%	36.5%	26.6%
%H (TV HH)			96.7%	60.3%	10.0%	64.0%	37.0%	27.0%

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 2012

BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1474	1397	821	117	1012	545	466
%H		94.8%	55.7%	7.9%	68.7%	37.0%	31.6%
Under 20"	229	216	118	13	170	85	85
%V	15.5%	15.5%	14.4%	11.1%	16.8%	15.6%	18.2%
%H		94.3%	51.5%	5.7%	74.2%	37.1%	37.1%
20" - 29"	433	394	214	31	300	151	149
%V	29.4%	28.2%	26.1%	26.5%	29.6%	27.7%	32.0%
%H		91.0%	49.4%	7.2%	69.3%	34.9%	34.4%
30" - 39"	442	428	248	37	304	159	146
%V	30.0%	30.6%	30.2%	31.6%	30.0%	29.2%	31.3%
%H		96.8%	56.1%	8.4%	68.8%	36.0%	33.0%
40" and over	312	305	205	30	206	132	73
%V	21.2%	21.8%	25.0%	25.6%	20.4%	24.2%	15.7%
%H		97.8%	65.7%	9.6%	66.0%	42.3%	23.4%
Don't know	11	10	4	1	7	2	5
%V	0.7%	0.7%	0.5%	0.9%	0.7%	0.4%	1.1%
%H		90.9%	36.4%	9.1%	63.6%	18.2%	45.5%
Not Asked	47	44	32	5	25	16	8
%V	3.2%	3.1%	3.9%	4.3%	2.5%	2.9%	1.7%
%H		93.6%	68.1%	10.6%	53.2%	34.0%	17.0%

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 12.12: 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	1474	1397	821	117	1012	545	466
%H		94.8%	55.7%	7.9%	68.7%	37.0%	31.6%
Main living room	709	656	362	59	450	212	238
%V	48.1%	47.0%	44.1%	50.4%	44.5%	38.9%	51.1%
%H		92.5%	51.1%	8.3%	63.5%	29.9%	33.6%
Kitchen	175	167	95	10	130	67	63
%V	11.9%	12.0%	11.6%	8.5%	12.8%	12.3%	13.5%
%H		95.4%	54.3%	5.7%	74.3%	38.3%	36.0%
Adult's bedroom	296	288	174	27	219	130	90
%V	20.1%	20.6%	21.2%	23.1%	21.6%	23.9%	19.3%
%H		97.3%	58.8%	9.1%	74.0%	43.9%	30.4%
Child's bedroom	70	69	51	4	52	37	15
%V	4.7%	4.9%	6.2%	3.4%	5.1%	6.8%	3.2%
%H		98.6%	72.9%	5.7%	74.3%	52.9%	21.4%
Other bedroom	31	30	19	3	25	17	9
%V	2.1%	2.1%	2.3%	2.6%	2.5%	3.1%	1.9%
%H		96.8%	61.3%	9.7%	80.6%	54.8%	29.0%
Second living/dining room	117	113	72	8	86	52	34
%V	7.9%	8.1%	8.8%	6.8%	8.5%	9.5%	7.3%
%H		96.6%	61.5%	6.8%	73.5%	44.4%	29.1%
Study/office	9	9	6	0	8	5	3
%V	0.6%	0.6%	0.7%	0.0%	0.8%	0.9%	0.6%
%H		100.0%	66.7%	0.0%	88.9%	55.6%	33.3%
TV room	8	8	5	0	7	4	3
%V	0.5%	0.6%	0.6%	0.0%	0.7%	0.7%	0.6%
%H		100.0%	62.5%	0.0%	87.5%	50.0%	37.5%
Conservatory	8	7	5	0	6	4	2
%V	0.5%	0.5%	0.6%	0.0%	0.6%	0.7%	0.4%
%H		87.5%	62.5%	0.0%	75.0%	50.0%	25.0%
Attic or loft room	1	1	0	0	1	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
No specific location	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	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%
Not Asked	47	44	32	5	25	16	8
%V	3.2%	3.1%	3.9%	4.3%	2.5%	2.9%	1.7%
%H		93.6%	68.1%	10.6%	53.2%	34.0%	17.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1474	1397	821	117	1012	545	466
%H		94.8%	55.7%	7.9%	68.7%	37.0%	31.6%
PVR	413	412	350	33	232	201	31
%V	28.0%	29.5%	42.6%	28.2%	22.9%	36.9%	6.7%
%H		99.8%	84.7%	8.0%	56.2%	48.7%	7.5%
DVDR	83	80	43	4	61	29	33
%V	5.6%	5.7%	5.2%	3.4%	6.0%	5.3%	7.1%
%H		96.4%	51.8%	4.8%	73.5%	34.9%	39.8%
VCR	64	57	26	1	44	14	30
%V	4.3%	4.1%	3.2%	0.9%	4.3%	2.6%	6.4%
%H		89.1%	40.6%	1.6%	68.8%	21.9%	46.9%
Any recorder	505	495	380	34	302	220	83
%V	34.3%	35.4%	46.3%	29.1%	29.8%	40.4%	17.8%
%H		98.0%	75.2%	6.7%	59.8%	43.6%	16.4%

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	1474	1397	821	117	1012	545	466
%H		94.8%	55.7%	7.9%	68.7%	37.0%	31.6%
Receives HDTV (via STB or built-in reception)	303	303	201	39	194	129	65
%V	20.6%	21.7%	24.5%	33.3%	19.2%	23.7%	13.9%
%H		100.0%	66.3%	12.9%	64.0%	42.6%	21.5%
DVD/Blu-ray player or recorder	734	711	426	60	513	284	228
%V	49.8%	50.9%	51.9%	51.3%	50.7%	52.1%	48.9%
%H		96.9%	58.0%	8.2%	69.9%	38.7%	31.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Ulster

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	708	653	360	58	448	210	237
%H		92.2%	50.8%	8.2%	63.3%	29.7%	33.5%
Under 20"	18	13	4	1	10	2	8
%V	2.5%	2.0%	1.1%	1.7%	2.2%	1.0%	3.4%
%H		72.2%	22.2%	5.6%	55.6%	11.1%	44.4%
20" - 29"	142	113	44	9	81	21	60
%V	20.1%	17.3%	12.2%	15.5%	18.1%	10.0%	25.3%
%H		79.6%	31.0%	6.3%	57.0%	14.8%	42.3%
30" - 39"	280	268	140	23	186	80	106
%V	39.5%	41.0%	38.9%	39.7%	41.5%	38.1%	44.7%
%H		95.7%	50.0%	8.2%	66.4%	28.6%	37.9%
40" and over	261	255	170	26	169	107	61
%V	36.9%	39.1%	47.2%	44.8%	37.7%	51.0%	25.7%
%H		97.7%	65.1%	10.0%	64.8%	41.0%	23.4%
Don't know	4	4	2	0	2	0	2
%V	0.6%	0.6%	0.6%	0.0%	0.4%	0.0%	0.8%
%H		100.0%	50.0%	0.0%	50.0%	0.0%	50.0%
Not Asked	3	0	0	0	0	0	0
%V	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	708	653	360	58	448	210	237
%H		92.2%	50.8%	8.2%	63.3%	29.7%	33.5%
PVR	307	307	256	28	172	148	24
%V	43.4%	47.0%	71.1%	48.3%	38.4%	70.5%	10.1%
%H		100.0%	83.4%	9.1%	56.0%	48.2%	7.8%
DVDR	58	55	29	4	41	18	23
%V	8.2%	8.4%	8.1%	6.9%	9.2%	8.6%	9.7%
%H		94.8%	50.0%	6.9%	70.7%	31.0%	39.7%
VCR	47	40	18	1	30	9	21
%V	6.6%	6.1%	5.0%	1.7%	6.7%	4.3%	8.9%
%H		85.1%	38.3%	2.1%	63.8%	19.1%	44.7%
Any recorder	365	356	270	29	213	155	58
%V	51.6%	54.5%	75.0%	50.0%	47.5%	73.8%	24.5%
%H		97.5%	74.0%	7.9%	58.4%	42.5%	15.9%

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	708	653	360	58	448	210	237
%H		92.2%	50.8%	8.2%	63.3%	29.7%	33.5%
Receives HDTV (via STB or built-in reception)	219	219	149	30	133	92	41
%V	30.9%	33.5%	41.4%	51.7%	29.7%	43.8%	17.3%
%H		100.0%	68.0%	13.7%	60.7%	42.0%	18.7%
DVD/Blu-ray player or recorder	483	462	266	40	319	162	157
%V	68.2%	70.8%	73.9%	69.0%	71.2%	77.1%	66.2%
%H		95.7%	55.1%	8.3%	66.0%	33.5%	32.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	766	745	461	58	564	335	229
%H		97.3%	60.2%	7.6%	73.6%	43.7%	29.9%
Under 20"	210	203	114	12	160	83	77
%V	27.4%	27.2%	24.7%	20.7%	28.4%	24.8%	33.6%
%H		96.7%	54.3%	5.7%	76.2%	39.5%	36.7%
20" - 29"	291	281	170	23	219	130	89
%V	38.0%	37.7%	36.9%	39.7%	38.8%	38.8%	38.9%
%H		96.6%	58.4%	7.9%	75.3%	44.7%	30.6%
30" - 39"	162	160	108	14	118	79	39
%V	21.1%	21.5%	23.4%	24.1%	20.9%	23.6%	17.0%
%H		98.8%	66.7%	8.6%	72.8%	48.8%	24.1%
40" and over	50	50	34	4	37	25	12
%V	6.5%	6.7%	7.4%	6.9%	6.6%	7.5%	5.2%
%H		100.0%	68.0%	8.0%	74.0%	50.0%	24.0%
Don't know	7	6	3	0	5	2	3
%V	0.9%	0.8%	0.7%	0.0%	0.9%	0.6%	1.3%
%H		85.7%	42.9%	0.0%	71.4%	28.6%	42.9%
Not Asked	46	45	32	5	25	16	9
%V	6.0%	6.0%	6.9%	8.6%	4.4%	4.8%	3.9%
%H		97.8%	69.6%	10.9%	54.3%	34.8%	19.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Ulster

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	766	745	461	58	564	335	229
%H		97.3%	60.2%	7.6%	73.6%	43.7%	29.9%
PVR	106	106	94	5	60	53	7
%V	13.8%	14.2%	20.4%	8.6%	10.6%	15.8%	3.1%
%H		100.0%	88.7%	4.7%	56.6%	50.0%	6.6%
DVDR	25	25	14	1	21	11	10
%V	3.3%	3.4%	3.0%	1.7%	3.7%	3.3%	4.4%
%H		100.0%	56.0%	4.0%	84.0%	44.0%	40.0%
VCR	18	17	8	0	14	5	9
%V	2.3%	2.3%	1.7%	0.0%	2.5%	1.5%	3.9%
%H		94.4%	44.4%	0.0%	77.8%	27.8%	50.0%
Any recorder	140	140	110	6	89	65	24
%V	18.3%	18.8%	23.9%	10.3%	15.8%	19.4%	10.5%
%H		100.0%	78.6%	4.3%	63.6%	46.4%	17.1%

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	766	745	461	58	564	335	229
%H		97.3%	60.2%	7.6%	73.6%	43.7%	29.9%
Receives HDTV (via STB or built-in reception)	85	85	52	9	61	37	24
%V	11.1%	11.4%	11.3%	15.5%	10.8%	11.0%	10.5%
%H		100.0%	61.2%	10.6%	71.8%	43.5%	28.2%
DVD/Blu-ray player or recorder	251	249	160	19	194	123	71
%V	32.8%	33.4%	34.7%	32.8%	34.4%	36.7%	31.0%
%H		99.2%	63.7%	7.6%	77.3%	49.0%	28.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	1800	1761	1672	1010	150	1131	610	522
%H		97.8%	92.9%	56.1%	8.3%	62.8%	33.9%	29.0%
Total Children	385	379	370	249	32	238	147	91
%V	21.4%	21.5%	22.1%	24.7%	21.3%	21.0%	24.1%	17.4%
%H		98.4%	96.1%	64.7%	8.3%	61.8%	38.2%	23.6%
0 - 3	98	96	94	62	9	58	35	23
%V	5.4%	5.5%	5.6%	6.1%	6.0%	5.1%	5.7%	4.4%
%H		98.0%	95.9%	63.3%	9.2%	59.2%	35.7%	23.5%
4 - 15	288	283	276	187	23	180	112	68
%V	16.0%	16.1%	16.5%	18.5%	15.3%	15.9%	18.4%	13.0%
%H		98.3%	95.8%	64.9%	8.0%	62.5%	38.9%	23.6%
4 - 9	147	143	141	97	12	88	55	33
%V	8.2%	8.1%	8.4%	9.6%	8.0%	7.8%	9.0%	6.3%
%H		97.3%	95.9%	66.0%	8.2%	59.9%	37.4%	22.4%
10 - 15	141	139	136	90	11	92	57	35
%V	7.8%	7.9%	8.1%	8.9%	7.3%	8.1%	9.3%	6.7%
%H		98.6%	96.5%	63.8%	7.8%	65.2%	40.4%	24.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1800	1761	1672	1010	150	1131	610	522
%H		97.8%	92.9%	56.1%	8.3%	62.8%	33.9%	29.0%
Total Adults (16+)	1414	1382	1301	760	117	893	463	430
%V	78.6%	78.5%	77.8%	75.2%	78.0%	79.0%	75.9%	82.4%
%H		97.7%	92.0%	53.7%	8.3%	63.2%	32.7%	30.4%
16 - 19	97	96	94	61	9	66	41	25
%V	5.4%	5.5%	5.6%	6.0%	6.0%	5.8%	6.7%	4.8%
%H		99.0%	96.9%	62.9%	9.3%	68.0%	42.3%	25.8%
20 - 24	114	108	102	58	13	71	38	33
%V	6.3%	6.1%	6.1%	5.7%	8.7%	6.3%	6.2%	6.3%
%H		94.7%	89.5%	50.9%	11.4%	62.3%	33.3%	28.9%
25 - 34	256	249	237	150	24	147	81	66
%V	14.2%	14.1%	14.2%	14.9%	16.0%	13.0%	13.3%	12.6%
%H		97.3%	92.6%	58.6%	9.4%	57.4%	31.6%	25.8%
35 - 44	241	238	231	156	20	147	90	57
%V	13.4%	13.5%	13.8%	15.4%	13.3%	13.0%	14.8%	10.9%
%H		98.8%	95.9%	64.7%	8.3%	61.0%	37.3%	23.7%
45 - 54	248	243	235	140	23	163	89	74
%V	13.8%	13.8%	14.1%	13.9%	15.3%	14.4%	14.6%	14.2%
%H		98.0%	94.8%	56.5%	9.3%	65.7%	35.9%	29.8%
55 - 64	195	192	182	102	14	132	66	65
%V	10.8%	10.9%	10.9%	10.1%	9.3%	11.7%	10.8%	12.5%
%H		98.5%	93.3%	52.3%	7.2%	67.7%	33.8%	33.3%
65+	261	255	220	94	15	169	57	111
%V	14.5%	14.5%	13.2%	9.3%	10.0%	14.9%	9.3%	21.3%
%H		97.7%	84.3%	36.0%	5.7%	64.8%	21.8%	42.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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+)	1414	1382	1301	760	117	893	463	430
%H		97.7%	92.0%	53.7%	8.3%	63.2%	32.7%	30.4%
AB	295	291	281	159	32	192	102	90
%V	20.9%	21.1%	21.6%	20.9%	27.4%	21.5%	22.0%	20.9%
%H		98.6%	95.3%	53.9%	10.8%	65.1%	34.6%	30.5%
C1	345	336	322	201	25	229	131	97
%V	24.4%	24.3%	24.8%	26.4%	21.4%	25.6%	28.3%	22.6%
%H		97.4%	93.3%	58.3%	7.2%	66.4%	38.0%	28.1%
C2	309	304	291	174	21	202	105	97
%V	21.9%	22.0%	22.4%	22.9%	17.9%	22.6%	22.7%	22.6%
%H		98.4%	94.2%	56.3%	6.8%	65.4%	34.0%	31.4%
D	255	246	227	140	23	147	80	66
%V	18.0%	17.8%	17.4%	18.4%	19.7%	16.5%	17.3%	15.3%
%H		96.5%	89.0%	54.9%	9.0%	57.6%	31.4%	25.9%
E	211	205	181	86	17	124	45	80
%V	14.9%	14.8%	13.9%	11.3%	14.5%	13.9%	9.7%	18.6%
%H		97.2%	85.8%	40.8%	8.1%	58.8%	21.3%	37.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Ulster

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1414	1382	1301	760	117	893	463	430
%H		97.7%	92.0%	53.7%	8.3%	63.2%	32.7%	30.4%
Working full time	582	571	549	350	47	366	211	156
%V	41.2%	41.3%	42.2%	46.1%	40.2%	41.0%	45.6%	36.3%
%H		98.1%	94.3%	60.1%	8.1%	62.9%	36.3%	26.8%
Working part time	164	162	155	94	17	105	60	45
%V	11.6%	11.7%	11.9%	12.4%	14.5%	11.8%	13.0%	10.5%
%H		98.8%	94.5%	57.3%	10.4%	64.0%	36.6%	27.4%
Not working	668	648	598	317	54	422	192	230
%V	47.2%	46.9%	46.0%	41.7%	46.2%	47.3%	41.5%	53.5%
%H		97.0%	89.5%	47.5%	8.1%	63.2%	28.7%	34.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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+)	688	670	631	380	57	428	230	198
%H		97.4%	91.7%	55.2%	8.3%	62.2%	33.4%	28.8%
16 - 19	50	49	48	33	4	31	20	11
%V	7.3%	7.3%	7.6%	8.7%	7.0%	7.2%	8.7%	5.6%
%H		98.0%	96.0%	66.0%	8.0%	62.0%	40.0%	22.0%
20 - 24	57	53	50	31	6	33	19	13
%V	8.3%	7.9%	7.9%	8.2%	10.5%	7.7%	8.3%	6.6%
%H		93.0%	87.7%	54.4%	10.5%	57.9%	33.3%	22.8%
25 - 34	128	123	116	73	12	73	40	33
%V	18.6%	18.4%	18.4%	19.2%	21.1%	17.1%	17.4%	16.7%
%H		96.1%	90.6%	57.0%	9.4%	57.0%	31.3%	25.8%
35 - 44	119	118	114	78	10	72	45	27
%V	17.3%	17.6%	18.1%	20.5%	17.5%	16.8%	19.6%	13.6%
%H		99.2%	95.8%	65.5%	8.4%	60.5%	37.8%	22.7%
45 - 54	121	118	113	68	11	78	42	36
%V	17.6%	17.6%	17.9%	17.9%	19.3%	18.2%	18.3%	18.2%
%H		97.5%	93.4%	56.2%	9.1%	64.5%	34.7%	29.8%
55 - 64	96	95	90	52	7	65	34	31
%V	14.0%	14.2%	14.3%	13.7%	12.3%	15.2%	14.8%	15.7%
%H		99.0%	93.8%	54.2%	7.3%	67.7%	35.4%	32.3%
65+	117	114	100	46	8	76	30	46
%V	17.0%	17.0%	15.8%	12.1%	14.0%	17.8%	13.0%	23.2%
%H		97.4%	85.5%	39.3%	6.8%	65.0%	25.6%	39.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	688	670	631	380	57	428	230	198
%H		97.4%	91.7%	55.2%	8.3%	62.2%	33.4%	28.8%
AB	148	145	141	81	15	97	52	45
%V	21.5%	21.6%	22.3%	21.3%	26.3%	22.7%	22.6%	22.7%
%H		98.0%	95.3%	54.7%	10.1%	65.5%	35.1%	30.4%
C1	160	155	148	98	11	103	63	40
%V	23.3%	23.1%	23.5%	25.8%	19.3%	24.1%	27.4%	20.2%
%H		96.9%	92.5%	61.3%	6.9%	64.4%	39.4%	25.0%
C2	169	166	158	96	12	108	57	51
%V	24.6%	24.8%	25.0%	25.3%	21.1%	25.2%	24.8%	25.8%
%H		98.2%	93.5%	56.8%	7.1%	63.9%	33.7%	30.2%
D	120	115	107	67	11	66	38	29
%V	17.4%	17.2%	17.0%	17.6%	19.3%	15.4%	16.5%	14.6%
%H		95.8%	89.2%	55.8%	9.2%	55.0%	31.7%	24.2%
E	92	89	78	38	7	54	20	34
%V	13.4%	13.3%	12.4%	10.0%	12.3%	12.6%	8.7%	17.2%
%H		96.7%	84.8%	41.3%	7.6%	58.7%	21.7%	37.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	688	670	631	380	57	428	230	198
%H		97.4%	91.7%	55.2%	8.3%	62.2%	33.4%	28.8%
Working full time	369	361	346	223	29	233	137	96
%V	53.6%	53.9%	54.8%	58.7%	50.9%	54.4%	59.6%	48.5%
%H		97.8%	93.8%	60.4%	7.9%	63.1%	37.1%	26.0%
Working part time	36	35	33	19	2	22	10	12
%V	5.2%	5.2%	5.2%	5.0%	3.5%	5.1%	4.3%	6.1%
%H		97.2%	91.7%	52.8%	5.6%	61.1%	27.8%	33.3%
Not working	284	274	252	137	25	173	82	91
%V	41.3%	40.9%	39.9%	36.1%	43.9%	40.4%	35.7%	46.0%
%H		96.5%	88.7%	48.2%	8.8%	60.9%	28.9%	32.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	726	712	670	381	60	466	233	233
%H		98.1%	92.3%	52.5%	8.3%	64.2%	32.1%	32.1%
16 - 19	48	47	46	28	5	34	21	13
%V	6.6%	6.6%	6.9%	7.3%	8.3%	7.3%	9.0%	5.6%
%H		97.9%	95.8%	58.3%	10.4%	70.8%	43.8%	27.1%
20 - 24	57	55	52	27	6	38	19	19
%V	7.9%	7.7%	7.8%	7.1%	10.0%	8.2%	8.2%	8.2%
%H		96.5%	91.2%	47.4%	10.5%	66.7%	33.3%	33.3%
25 - 34	128	125	121	77	12	74	41	33
%V	17.6%	17.6%	18.1%	20.2%	20.0%	15.9%	17.6%	14.2%
%H		97.7%	94.5%	60.2%	9.4%	57.8%	32.0%	25.8%
35 - 44	122	120	117	78	10	75	45	30
%V	16.8%	16.9%	17.5%	20.5%	16.7%	16.1%	19.3%	12.9%
%H		98.4%	95.9%	63.9%	8.2%	61.5%	36.9%	24.6%
45 - 54	127	125	121	72	12	85	47	38
%V	17.5%	17.6%	18.1%	18.9%	20.0%	18.2%	20.2%	16.3%
%H		98.4%	95.3%	56.7%	9.4%	66.9%	37.0%	29.9%
55 - 64	99	98	92	50	7	67	32	35
%V	13.6%	13.8%	13.7%	13.1%	11.7%	14.4%	13.7%	15.0%
%H		99.0%	92.9%	50.5%	7.1%	67.7%	32.3%	35.4%
65+	145	141	120	48	8	93	28	65
%V	20.0%	19.8%	17.9%	12.6%	13.3%	20.0%	12.0%	27.9%
%H		97.2%	82.8%	33.1%	5.5%	64.1%	19.3%	44.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	726	712	670	381	60	466	233	233
%H		98.1%	92.3%	52.5%	8.3%	64.2%	32.1%	32.1%
AB	147	146	140	79	16	95	50	45
%V	20.2%	20.5%	20.9%	20.7%	26.7%	20.4%	21.5%	19.3%
%H		99.3%	95.2%	53.7%	10.9%	64.6%	34.0%	30.6%
C1	185	181	174	103	14	125	68	57
%V	25.5%	25.4%	26.0%	27.0%	23.3%	26.8%	29.2%	24.5%
%H		97.8%	94.1%	55.7%	7.6%	67.6%	36.8%	30.8%
C2	140	138	133	78	9	94	48	46
%V	19.3%	19.4%	19.9%	20.5%	15.0%	20.2%	20.6%	19.7%
%H		98.6%	95.0%	55.7%	6.4%	67.1%	34.3%	32.9%
D	135	131	120	73	12	80	43	38
%V	18.6%	18.4%	17.9%	19.2%	20.0%	17.2%	18.5%	16.3%
%H		97.0%	88.9%	54.1%	8.9%	59.3%	31.9%	28.1%
E	119	116	103	48	10	70	24	46
%V	16.4%	16.3%	15.4%	12.6%	16.7%	15.0%	10.3%	19.7%
%H		97.5%	86.6%	40.3%	8.4%	58.8%	20.2%	38.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	726	712	670	381	60	466	233	233
%H		98.1%	92.3%	52.5%	8.3%	64.2%	32.1%	32.1%
Working full time	214	210	202	127	17	133	73	60
%V	29.5%	29.5%	30.1%	33.3%	28.3%	28.5%	31.3%	25.8%
%H		98.1%	94.4%	59.3%	7.9%	62.1%	34.1%	28.0%
Working part time	128	127	122	75	14	83	50	34
%V	17.6%	17.8%	18.2%	19.7%	23.3%	17.8%	21.5%	14.6%
%H		99.2%	95.3%	58.6%	10.9%	64.8%	39.1%	26.6%
Not working	384	375	346	179	28	249	110	139
%V	52.9%	52.7%	51.6%	47.0%	46.7%	53.4%	47.2%	59.7%
%H		97.7%	90.1%	46.6%	7.3%	64.8%	28.6%	36.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1353	1314	1306	751	113	917	470	447
%H (All HH)		97.1%	96.5%	55.5%	8.4%	67.8%	34.7%	33.0%
%H (TV HH)			99.4%	57.2%	8.6%	69.8%	35.8%	34.0%
AB	257	251	250	145	18	188	100	88
%V	19.0%	19.1%	19.1%	19.3%	15.9%	20.5%	21.3%	19.7%
%H (All HH)		97.7%	97.3%	56.4%	7.0%	73.2%	38.9%	34.2%
%H (TV HH)			99.6%	57.8%	7.2%	74.9%	39.8%	35.1%
C1	361	346	344	197	35	241	127	114
%V	26.7%	26.3%	26.3%	26.2%	31.0%	26.3%	27.0%	25.5%
%H (All HH)		95.8%	95.3%	54.6%	9.7%	66.8%	35.2%	31.6%
%H (TV HH)			99.4%	56.9%	10.1%	69.7%	36.7%	32.9%
C2	292	287	286	179	23	204	119	85
%V	21.6%	21.8%	21.9%	23.8%	20.4%	22.2%	25.3%	19.0%
%H (All HH)		98.3%	97.9%	61.3%	7.9%	69.9%	40.8%	29.1%
%H (TV HH)			99.7%	62.4%	8.0%	71.1%	41.5%	29.6%
D	241	236	235	139	24	156	83	73
%V	17.8%	18.0%	18.0%	18.5%	21.2%	17.0%	17.7%	16.3%
%H (All HH)		97.9%	97.5%	57.7%	10.0%	64.7%	34.4%	30.3%
%H (TV HH)			99.6%	58.9%	10.2%	66.1%	35.2%	30.9%
E	203	194	191	92	14	128	42	86
%V	15.0%	14.8%	14.6%	12.3%	12.4%	14.0%	8.9%	19.2%
%H (All HH)		95.6%	94.1%	45.3%	6.9%	63.1%	20.7%	42.4%
%H (TV HH)			98.5%	47.4%	7.2%	66.0%	21.6%	44.3%

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 2012

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1353	1314	1306	751	113	917	470	447
%H (All HH)		97.1%	96.5%	55.5%	8.4%	67.8%	34.7%	33.0%
%H (TV HH)			99.4%	57.2%	8.6%	69.8%	35.8%	34.0%
Under 25	81	75	73	38	11	45	20	25
%V	6.0%	5.7%	5.6%	5.1%	9.7%	4.9%	4.3%	5.6%
%H (All HH)		92.6%	90.1%	46.9%	13.6%	55.6%	24.7%	30.9%
%H (TV HH)			97.3%	50.7%	14.7%	60.0%	26.7%	33.3%
25 - 34	189	181	179	119	15	112	67	45
%V	14.0%	13.8%	13.7%	15.8%	13.3%	12.2%	14.3%	10.1%
%H (All HH)		95.8%	94.7%	63.0%	7.9%	59.3%	35.4%	23.8%
%H (TV HH)			98.9%	65.7%	8.3%	61.9%	37.0%	24.9%
35 - 44	210	204	202	138	18	128	81	47
%V	15.5%	15.5%	15.5%	18.4%	15.9%	14.0%	17.2%	10.5%
%H (All HH)		97.1%	96.2%	65.7%	8.6%	61.0%	38.6%	22.4%
%H (TV HH)			99.0%	67.6%	8.8%	62.7%	39.7%	23.0%
45 - 54	262	256	256	159	25	179	106	73
%V	19.4%	19.5%	19.6%	21.2%	22.1%	19.5%	22.6%	16.3%
%H (All HH)		97.7%	97.7%	60.7%	9.5%	68.3%	40.5%	27.9%
%H (TV HH)			100.0%	62.1%	9.8%	69.9%	41.4%	28.5%
55 - 64	230	224	223	124	19	165	85	80
%V	17.0%	17.0%	17.1%	16.5%	16.8%	18.0%	18.1%	17.9%
%H (All HH)		97.4%	97.0%	53.9%	8.3%	71.7%	37.0%	34.8%
%H (TV HH)			99.6%	55.4%	8.5%	73.7%	37.9%	35.7%
65 +	381	375	374	173	25	290	112	178
%V	28.2%	28.5%	28.6%	23.0%	22.1%	31.6%	23.8%	39.8%
%H (All HH)		98.4%	98.2%	45.4%	6.6%	76.1%	29.4%	46.7%
%H (TV HH)			99.7%	46.1%	6.7%	77.3%	29.9%	47.5%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1353	1314	1306	751	113	917	470	447
%H (All HH)		97.1%	96.5%	55.5%	8.4%	67.8%	34.7%	33.0%
%H (TV HH)			99.4%	57.2%	8.6%	69.8%	35.8%	34.0%
1	441	420	417	186	28	298	95	203
%V	32.6%	32.0%	31.9%	24.8%	24.8%	32.5%	20.2%	45.4%
%H (All HH)		95.2%	94.6%	42.2%	6.3%	67.6%	21.5%	46.0%
%H (TV HH)			99.3%	44.3%	6.7%	71.0%	22.6%	48.3%
2	497	489	486	287	44	347	189	158
%V	36.7%	37.2%	37.2%	38.2%	38.9%	37.8%	40.2%	35.3%
%H (All HH)		98.4%	97.8%	57.7%	8.9%	69.8%	38.0%	31.8%
%H (TV HH)			99.4%	58.7%	9.0%	71.0%	38.7%	32.3%
3	202	199	198	133	19	138	92	47
%V	14.9%	15.1%	15.2%	17.7%	16.8%	15.0%	19.6%	10.5%
%H (All HH)		98.5%	98.0%	65.8%	9.4%	68.3%	45.5%	23.3%
%H (TV HH)			99.5%	66.8%	9.5%	69.3%	46.2%	23.6%
4	146	143	142	101	14	96	68	28
%V	10.8%	10.9%	10.9%	13.4%	12.4%	10.5%	14.5%	6.3%
%H (All HH)		97.9%	97.3%	69.2%	9.6%	65.8%	46.6%	19.2%
%H (TV HH)			99.3%	70.6%	9.8%	67.1%	47.6%	19.6%
5+	68	64	63	45	8	38	27	12
%V	5.0%	4.9%	4.8%	6.0%	7.1%	4.1%	5.7%	2.7%
%H (All HH)		94.1%	92.6%	66.2%	11.8%	55.9%	39.7%	17.6%
%H (TV HH)			98.4%	70.3%	12.5%	59.4%	42.2%	18.8%
Average HH size	2.21	2.22	2.22	2.40	2.40	2.18	2.48	1.87

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1353	1314	1306	751	113	917	470	447
%H (All HH)		97.1%	96.5%	55.5%	8.4%	67.8%	34.7%	33.0%
%H (TV HH)			99.4%	57.2%	8.6%	69.8%	35.8%	34.0%
Without	1029	995	989	530	85	712	333	378
%V	76.1%	75.7%	75.7%	70.6%	75.2%	77.6%	70.9%	84.6%
%H (All HH)		96.7%	96.1%	51.5%	8.3%	69.2%	32.4%	36.7%
%H (TV HH)			99.4%	53.3%	8.5%	71.6%	33.5%	38.0%
With	324	320	318	221	28	206	137	69
%V	23.9%	24.4%	24.3%	29.4%	24.8%	22.5%	29.1%	15.4%
%H (All HH)		98.8%	98.1%	68.2%	8.6%	63.6%	42.3%	21.3%
%H (TV HH)			99.4%	69.1%	8.8%	64.4%	42.8%	21.6%
0 - 3	120	118	117	78	11	71	42	28
%V	8.9%	9.0%	9.0%	10.4%	9.7%	7.7%	8.9%	6.3%
%H (All HH)		98.3%	97.5%	65.0%	9.2%	59.2%	35.0%	23.3%
%H (TV HH)			99.2%	66.1%	9.3%	60.2%	35.6%	23.7%
4 - 9	159	157	157	114	12	97	65	31
%V	11.8%	11.9%	12.0%	15.2%	10.6%	10.6%	13.8%	6.9%
%H (All HH)		98.7%	98.7%	71.7%	7.5%	61.0%	40.9%	19.5%
%H (TV HH)			100.0%	72.6%	7.6%	61.8%	41.4%	19.7%
10 - 15	151	149	149	107	12	101	72	29
%V	11.2%	11.3%	11.4%	14.2%	10.6%	11.0%	15.3%	6.5%
%H (All HH)		98.7%	98.7%	70.9%	7.9%	66.9%	47.7%	19.2%
%H (TV HH)			100.0%	71.8%	8.1%	67.8%	48.3%	19.5%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1353	1314	1306	751	113	917	470	447
%H (All HH)		97.1%	96.5%	55.5%	8.4%	67.8%	34.7%	33.0%
%H (TV HH)			99.4%	57.2%	8.6%	69.8%	35.8%	34.0%
1	502	502	495	236	37	304	81	223
%V	37.1%	38.2%	37.9%	31.4%	32.7%	33.2%	17.2%	49.9%
%H (All HH)		100.0%	98.6%	47.0%	7.4%	60.6%	16.1%	44.4%
%H (TV HH)			98.6%	47.0%	7.4%	60.6%	16.1%	44.4%
2	477	477	476	274	46	353	195	158
%V	35.3%	36.3%	36.4%	36.5%	40.7%	38.5%	41.5%	35.3%
%H (All HH)		100.0%	99.8%	57.4%	9.6%	74.0%	40.9%	33.1%
%H (TV HH)			99.8%	57.4%	9.6%	74.0%	40.9%	33.1%
3	201	201	200	137	19	150	104	46
%V	14.9%	15.3%	15.3%	18.2%	16.8%	16.4%	22.1%	10.3%
%H (All HH)		100.0%	99.5%	68.2%	9.5%	74.6%	51.7%	22.9%
%H (TV HH)			99.5%	68.2%	9.5%	74.6%	51.7%	22.9%
4	89	89	89	69	6	72	57	15
%V	6.6%	6.8%	6.8%	9.2%	5.3%	7.9%	12.1%	3.4%
%H (All HH)		100.0%	100.0%	77.5%	6.7%	80.9%	64.0%	16.9%
%H (TV HH)			100.0%	77.5%	6.7%	80.9%	64.0%	16.9%
5+	46	46	46	35	4	39	33	6
%V	3.4%	3.5%	3.5%	4.7%	3.5%	4.3%	7.0%	1.3%
%H (All HH)		100.0%	100.0%	76.1%	8.7%	84.8%	71.7%	13.0%
%H (TV HH)			100.0%	76.1%	8.7%	84.8%	71.7%	13.0%

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 2012

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1353	1314	1306	751	113	917	470	447
%H (All HH)		97.1%	96.5%	55.5%	8.4%	67.8%	34.7%	33.0%
%H (TV HH)			99.4%	57.2%	8.6%	69.8%	35.8%	34.0%
Under 20"	354	354	354	211	27	294	176	118
%V	26.2%	26.9%	27.1%	28.1%	23.9%	32.1%	37.4%	26.4%
%H (All HH)		100.0%	100.0%	59.6%	7.6%	83.1%	49.7%	33.3%
%H (TV HH)			100.0%	59.6%	7.6%	83.1%	49.7%	33.3%
20" - 29"	562	562	561	305	46	434	221	212
%V	41.5%	42.8%	43.0%	40.6%	40.7%	47.3%	47.0%	47.4%
%H (All HH)		100.0%	99.8%	54.3%	8.2%	77.2%	39.3%	37.7%
%H (TV HH)			99.8%	54.3%	8.2%	77.2%	39.3%	37.7%
30" - 39"	682	682	681	418	62	483	279	204
%V	50.4%	51.9%	52.1%	55.7%	54.9%	52.7%	59.4%	45.6%
%H (All HH)		100.0%	99.9%	61.3%	9.1%	70.8%	40.9%	29.9%
%H (TV HH)			99.9%	61.3%	9.1%	70.8%	40.9%	29.9%
40" and over	460	460	460	319	42	310	210	100
%V	34.0%	35.0%	35.2%	42.5%	37.2%	33.8%	44.7%	22.4%
%H (All HH)		100.0%	100.0%	69.3%	9.1%	67.4%	45.7%	21.7%
%H (TV HH)			100.0%	69.3%	9.1%	67.4%	45.7%	21.7%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	1353	1314	1306	751	113	917	470	447
%V (All HH)		97.1%	96.5%	55.5%	8.4%	67.8%	34.7%	33.0%
%H (TV HH)			99.4%	57.2%	8.6%	69.8%	35.8%	34.0%
Main living room	1291	1291	1289	745	111	903	466	437
%V	95.4%	98.2%	98.7%	99.2%	98.2%	98.5%	99.1%	97.8%
%H (All HH)		100.0%	99.8%	57.7%	8.6%	69.9%	36.1%	33.8%
%H (TV HH)			99.8%	57.7%	8.6%	69.9%	36.1%	33.8%
Kitchen	177	177	177	110	13	149	94	55
%V	13.1%	13.5%	13.6%	14.6%	11.5%	16.2%	20.0%	12.3%
%H (All HH)		100.0%	100.0%	62.1%	7.3%	84.2%	53.1%	31.1%
%H (TV HH)			100.0%	62.1%	7.3%	84.2%	53.1%	31.1%
Adult's bedroom	518	518	518	331	53	410	272	137
%V	38.3%	39.4%	39.7%	44.1%	46.9%	44.7%	57.9%	30.6%
%H (All HH)		100.0%	100.0%	63.9%	10.2%	79.2%	52.5%	26.4%
%H (TV HH)			100.0%	63.9%	10.2%	79.2%	52.5%	26.4%
Child's bedroom	110	110	110	80	10	88	68	20
%V	8.1%	8.4%	8.4%	10.7%	8.8%	9.6%	14.5%	4.5%
%H (All HH)		100.0%	100.0%	72.7%	9.1%	80.0%	61.8%	18.2%
%H (TV HH)			100.0%	72.7%	9.1%	80.0%	61.8%	18.2%
Other bedroom	43	43	43	28	6	35	25	10
%V	3.2%	3.3%	3.3%	3.7%	5.3%	3.8%	5.3%	2.2%
%H (All HH)		100.0%	100.0%	65.1%	14.0%	81.4%	58.1%	23.3%
%H (TV HH)			100.0%	65.1%	14.0%	81.4%	58.1%	23.3%
Second living/dining room	152	152	152	98	13	125	83	42
%V	11.2%	11.6%	11.6%	13.0%	11.5%	13.6%	17.7%	9.4%
%H (All HH)		100.0%	100.0%	64.5%	8.6%	82.2%	54.6%	27.6%
%H (TV HH)			100.0%	64.5%	8.6%	82.2%	54.6%	27.6%
Study/office	18	18	18	10	2	15	10	5
%V	1.3%	1.4%	1.4%	1.3%	1.8%	1.6%	2.1%	1.1%
%H (All HH)		100.0%	100.0%	55.6%	11.1%	83.3%	55.6%	27.8%
%H (TV HH)			100.0%	55.6%	11.1%	83.3%	55.6%	27.8%
TV room	4	4	4	4	0	3	2	0
%V	0.3%	0.3%	0.3%	0.5%	0.0%	0.3%	0.4%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	75.0%	50.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	75.0%	50.0%	0.0%
Conservatory	22	22	22	16	1	18	13	5
%V	1.6%	1.7%	1.7%	2.1%	0.9%	2.0%	2.8%	1.1%
%H (All HH)		100.0%	100.0%	72.7%	4.5%	81.8%	59.1%	22.7%
%H (TV HH)			100.0%	72.7%	4.5%	81.8%	59.1%	22.7%
Attic or loft room	1	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
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	3	3	0
%V	0.3%	0.3%	0.3%	0.4%	0.0%	0.3%	0.6%	0.0%
%H (All HH)		100.0%	100.0%	75.0%	0.0%	75.0%	75.0%	0.0%
%H (TV HH)			100.0%	75.0%	0.0%	75.0%	75.0%	0.0%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Household level data

Table 13.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1353	1314	1306	751	113	917	470	447
%H (All HH)		97.1%	96.5%	55.5%	8.4%	67.8%	34.7%	33.0%
%H (TV HH)			99.4%	57.2%	8.6%	69.8%	35.8%	34.0%
PVR	738	738	737	573	69	460	361	99
%V	54.5%	56.2%	56.4%	76.3%	61.1%	50.2%	76.8%	22.1%
%H (All HH)		100.0%	99.9%	77.6%	9.3%	62.3%	48.9%	13.4%
%H (TV HH)			99.9%	77.6%	9.3%	62.3%	48.9%	13.4%
DVDR	135	135	135	84	8	101	57	45
%V	10.0%	10.3%	10.3%	11.2%	7.1%	11.0%	12.1%	10.1%
%H (All HH)		100.0%	100.0%	62.2%	5.9%	74.8%	42.2%	33.3%
%H (TV HH)			100.0%	62.2%	5.9%	74.8%	42.2%	33.3%
VCR	67	67	67	38	6	50	28	23
%V	5.0%	5.1%	5.1%	5.1%	5.3%	5.5%	6.0%	5.1%
%H (All HH)		100.0%	100.0%	56.7%	9.0%	74.6%	41.8%	34.3%
%H (TV HH)			100.0%	56.7%	9.0%	74.6%	41.8%	34.3%
Any recorder	819	819	819	600	74	528	379	149
%V	60.5%	62.3%	62.7%	79.9%	65.5%	57.6%	80.6%	33.3%
%H (All HH)		100.0%	100.0%	73.3%	9.0%	64.5%	46.3%	18.2%
%H (TV HH)			100.0%	73.3%	9.0%	64.5%	46.3%	18.2%

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 2012

BBC Wales
Household level data
Table 13.9: 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	1353	1314	1306	751	113	917	470	447
%H (All HH)		97.1%	96.5%	55.5%	8.4%	67.8%	34.7%	33.0%
%H (TV HH)			99.4%	57.2%	8.6%	69.8%	35.8%	34.0%
Receives HDTV (via STB or built-in reception)	500	500	500	341	75	328	240	88
%V	37.0%	38.1%	38.3%	45.4%	66.4%	35.8%	51.1%	19.7%
%H (All HH)		100.0%	100.0%	68.2%	15.0%	65.6%	48.0%	17.6%
%H (TV HH)			100.0%	68.2%	15.0%	65.6%	48.0%	17.6%
DVD/Blu-ray player or recorder	1028	1028	1026	620	98	715	402	313
%V	76.0%	78.2%	78.6%	82.6%	86.7%	78.0%	85.5%	70.0%
%H (All HH)		100.0%	99.8%	60.3%	9.5%	69.6%	39.1%	30.4%
%H (TV HH)			99.8%	60.3%	9.5%	69.6%	39.1%	30.4%

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 2012

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1353	1314	1306	751	113	917	470	447
%H (All HH)		97.1%	96.5%	55.5%	8.4%	67.8%	34.7%	33.0%
%H (TV HH)			99.4%	57.2%	8.6%	69.8%	35.8%	34.0%
Has PC or Laptop	979	954	947	601	94	649	393	255
%V	72.4%	72.6%	72.5%	80.0%	83.2%	70.8%	83.6%	57.0%
%H (All HH)		97.4%	96.7%	61.4%	9.6%	66.3%	40.1%	26.0%
%H (TV HH)			99.3%	63.0%	9.9%	68.0%	41.2%	26.7%
Has broadband internet	904	883	877	565	93	595	371	223
%V	66.8%	67.2%	67.2%	75.2%	82.3%	64.9%	78.9%	49.9%
%H (All HH)		97.7%	97.0%	62.5%	10.3%	65.8%	41.0%	24.7%
%H (TV HH)			99.3%	64.0%	10.5%	67.4%	42.0%	25.3%

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 2012

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2662	2651	1661	236	1956	1189	767
%H		99.6%	62.4%	8.9%	73.5%	44.7%	28.8%
Under 20"	459	459	280	37	387	242	144
%V	17.2%	17.3%	16.9%	15.7%	19.8%	20.4%	18.8%
%H		100.0%	61.0%	8.1%	84.3%	52.7%	31.4%
20" - 29"	694	693	385	56	549	295	254
%V	26.1%	26.1%	23.2%	23.7%	28.1%	24.8%	33.1%
%H		99.9%	55.5%	8.1%	79.1%	42.5%	36.6%
30" - 39"	787	786	490	76	566	342	224
%V	29.6%	29.6%	29.5%	32.2%	28.9%	28.8%	29.2%
%H		99.9%	62.3%	9.7%	71.9%	43.5%	28.5%
40" and over	514	513	361	48	350	242	108
%V	19.3%	19.4%	21.7%	20.3%	17.9%	20.4%	14.1%
%H		99.8%	70.2%	9.3%	68.1%	47.1%	21.0%
Don't know	23	23	10	4	18	9	9
%V	0.9%	0.9%	0.6%	1.7%	0.9%	0.8%	1.2%
%H		100.0%	43.5%	17.4%	78.3%	39.1%	39.1%
Not Asked	185	177	135	15	86	59	28
%V	6.9%	6.7%	8.1%	6.4%	4.4%	5.0%	3.7%
%H		95.7%	73.0%	8.1%	46.5%	31.9%	15.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2662	2651	1661	236	1956	1189	767
%H		99.6%	62.4%	8.9%	73.5%	44.7%	28.8%
Main living room	1302	1300	752	112	911	470	441
%V	48.9%	49.0%	45.3%	47.5%	46.6%	39.5%	57.5%
%H		99.8%	57.8%	8.6%	70.0%	36.1%	33.9%
Kitchen	178	178	111	13	150	95	55
%V	6.7%	6.7%	6.7%	5.5%	7.7%	8.0%	7.2%
%H		100.0%	62.4%	7.3%	84.3%	53.4%	30.9%
Adult's bedroom	600	599	391	60	483	332	152
%V	22.5%	22.6%	23.5%	25.4%	24.7%	27.9%	19.8%
%H		99.8%	65.2%	10.0%	80.5%	55.3%	25.3%
Child's bedroom	139	139	103	13	114	89	24
%V	5.2%	5.2%	6.2%	5.5%	5.8%	7.5%	3.1%
%H		100.0%	74.1%	9.4%	82.0%	64.0%	17.3%
Other bedroom	48	48	31	6	39	28	11
%V	1.8%	1.8%	1.9%	2.5%	2.0%	2.4%	1.4%
%H		100.0%	64.6%	12.5%	81.3%	58.3%	22.9%
Second living/dining room	155	155	100	13	128	85	43
%V	5.8%	5.8%	6.0%	5.5%	6.5%	7.1%	5.6%
%H		100.0%	64.5%	8.4%	82.6%	54.8%	27.7%
Study/office	18	18	10	3	15	10	5
%V	0.7%	0.7%	0.6%	1.3%	0.8%	0.8%	0.7%
%H		100.0%	55.6%	16.7%	83.3%	55.6%	27.8%
TV room	4	4	4	0	3	2	0
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.0%
%H		100.0%	100.0%	0.0%	75.0%	50.0%	0.0%
Conservatory	23	23	16	1	18	13	5
%V	0.9%	0.9%	1.0%	0.4%	0.9%	1.1%	0.7%
%H		100.0%	69.6%	4.3%	78.3%	56.5%	21.7%
Attic or loft room	2	2	2	0	2	2	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
No specific location	3	3	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	33.3%	0.0%	66.7%	33.3%	33.3%
Other	4	4	4	0	3	3	0
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.3%	0.0%
%H		100.0%	100.0%	0.0%	75.0%	75.0%	0.0%
Not Asked	185	177	135	15	86	59	28
%V	6.9%	6.7%	8.1%	6.4%	4.4%	5.0%	3.7%
%H		95.7%	73.0%	8.1%	46.5%	31.9%	15.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2662	2651	1661	236	1956	1189	767
%H		99.6%	62.4%	8.9%	73.5%	44.7%	28.8%
PVR	916	916	729	84	563	455	108
%V	34.4%	34.6%	43.9%	35.6%	28.8%	38.3%	14.1%
%H		100.0%	79.6%	9.2%	61.5%	49.7%	11.8%
DVDR	166	166	105	9	127	75	52
%V	6.2%	6.3%	6.3%	3.8%	6.5%	6.3%	6.8%
%H		100.0%	63.3%	5.4%	76.5%	45.2%	31.3%
VCR	73	73	42	6	56	31	25
%V	2.7%	2.8%	2.5%	2.5%	2.9%	2.6%	3.3%
%H		100.0%	57.5%	8.2%	76.7%	42.5%	34.2%
Any recorder	1041	1041	787	91	669	500	169
%V	39.1%	39.3%	47.4%	38.6%	34.2%	42.1%	22.0%
%H		100.0%	75.6%	8.7%	64.3%	48.0%	16.2%

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	2662	2651	1661	236	1956	1189	767
%H		99.6%	62.4%	8.9%	73.5%	44.7%	28.8%
Receives HDTV (via STB or built-in reception)	631	631	424	98	425	312	113
%V	23.7%	23.8%	25.5%	41.5%	21.7%	26.2%	14.7%
%H		100.0%	67.2%	15.5%	67.4%	49.4%	17.9%
DVD/Blu-ray player or recorder	1533	1531	971	155	1126	712	414
%V	57.6%	57.8%	58.5%	65.7%	57.6%	59.9%	54.0%
%H		99.9%	63.3%	10.1%	73.5%	46.4%	27.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1313	1305	751	113	915	470	446
%H		99.4%	57.2%	8.6%	69.7%	35.8%	34.0%
Under 20"	35	35	12	1	28	6	22
%V	2.7%	2.7%	1.6%	0.9%	3.1%	1.3%	4.9%
%H		100.0%	34.3%	2.9%	80.0%	17.1%	62.9%
20" - 29"	273	272	113	19	202	61	141
%V	20.8%	20.8%	15.0%	16.8%	22.1%	13.0%	31.6%
%H		99.6%	41.4%	7.0%	74.0%	22.3%	51.6%
30" - 39"	547	547	315	52	382	201	182
%V	41.7%	41.9%	41.9%	46.0%	41.7%	42.8%	40.8%
%H		100.0%	57.6%	9.5%	69.8%	36.7%	33.3%
40" and over	443	443	307	41	296	200	96
%V	33.7%	33.9%	40.9%	36.3%	32.3%	42.6%	21.5%
%H		100.0%	69.3%	9.3%	66.8%	45.1%	21.7%
Don't know	9	9	4	1	6	2	5
%V	0.7%	0.7%	0.5%	0.9%	0.7%	0.4%	1.1%
%H		100.0%	44.4%	11.1%	66.7%	22.2%	55.6%
Not Asked	6	0	0	0	0	0	0
%V	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1313	1305	751	113	915	470	446
%H		99.4%	57.2%	8.6%	69.7%	35.8%	34.0%
PVR	714	714	562	66	441	350	91
%V	54.4%	54.7%	74.8%	58.4%	48.2%	74.5%	20.4%
%H		100.0%	78.7%	9.2%	61.8%	49.0%	12.7%
DVDR	116	116	70	6	85	45	40
%V	8.8%	8.9%	9.3%	5.3%	9.3%	9.6%	9.0%
%H		100.0%	60.3%	5.2%	73.3%	38.8%	34.5%
VCR	53	53	28	5	39	19	20
%V	4.0%	4.1%	3.7%	4.4%	4.3%	4.0%	4.5%
%H		100.0%	52.8%	9.4%	73.6%	35.8%	37.7%
Any recorder	790	790	586	70	504	367	137
%V	60.2%	60.5%	78.0%	61.9%	55.1%	78.1%	30.7%
%H		100.0%	74.2%	8.9%	63.8%	46.5%	17.3%

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	1313	1305	751	113	915	470	446
%H		99.4%	57.2%	8.6%	69.7%	35.8%	34.0%
Receives HDTV (via STB or built-in reception)	481	481	329	72	312	229	83
%V	36.6%	36.9%	43.8%	63.7%	34.1%	48.7%	18.6%
%H		100.0%	68.4%	15.0%	64.9%	47.6%	17.3%
DVD/Blu-ray player or recorder	968	967	580	94	669	372	297
%V	73.7%	74.1%	77.2%	83.2%	73.1%	79.1%	66.6%
%H		99.9%	59.9%	9.7%	69.1%	38.4%	30.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales
Set level data
Table 13.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1349	1346	910	123	1041	719	321
%H		99.8%	67.5%	9.1%	77.2%	53.3%	23.8%
Under 20"	424	424	268	36	359	237	122
%V	31.4%	31.5%	29.5%	29.3%	34.5%	33.0%	38.0%
%H		100.0%	63.2%	8.5%	84.7%	55.9%	28.8%
20" - 29"	421	421	272	37	346	233	113
%V	31.2%	31.3%	29.9%	30.1%	33.2%	32.4%	35.2%
%H		100.0%	64.6%	8.8%	82.2%	55.3%	26.8%
30" - 39"	240	240	175	24	184	141	42
%V	17.8%	17.8%	19.2%	19.5%	17.7%	19.6%	13.1%
%H		100.0%	72.9%	10.0%	76.7%	58.8%	17.5%
40" and over	71	71	53	7	53	42	12
%V	5.3%	5.3%	5.8%	5.7%	5.1%	5.8%	3.7%
%H		100.0%	74.6%	9.9%	74.6%	59.2%	16.9%
Don't know	14	14	6	3	12	7	5
%V	1.0%	1.0%	0.7%	2.4%	1.2%	1.0%	1.6%
%H		100.0%	42.9%	21.4%	85.7%	50.0%	35.7%
Not Asked	179	176	136	16	87	59	27
%V	13.3%	13.1%	14.9%	13.0%	8.4%	8.2%	8.4%
%H		98.3%	76.0%	8.9%	48.6%	33.0%	15.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1349	1346	910	123	1041	719	321
%H		99.8%	67.5%	9.1%	77.2%	53.3%	23.8%
PVR	201	201	167	18	122	105	17
%V	14.9%	14.9%	18.4%	14.6%	11.7%	14.6%	5.3%
%H		100.0%	83.1%	9.0%	60.7%	52.2%	8.5%
DVDR	50	50	35	3	41	29	12
%V	3.7%	3.7%	3.8%	2.4%	3.9%	4.0%	3.7%
%H		100.0%	70.0%	6.0%	82.0%	58.0%	24.0%
VCR	20	20	14	1	17	12	5
%V	1.5%	1.5%	1.5%	0.8%	1.6%	1.7%	1.6%
%H		100.0%	70.0%	5.0%	85.0%	60.0%	25.0%
Any recorder	251	251	200	20	165	133	32
%V	18.6%	18.6%	22.0%	16.3%	15.9%	18.5%	10.0%
%H		100.0%	79.7%	8.0%	65.7%	53.0%	12.7%

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	1349	1346	910	123	1041	719	321
%H		99.8%	67.5%	9.1%	77.2%	53.3%	23.8%
Receives HDTV (via STB or built-in reception)	150	150	95	26	113	82	30
%V	11.1%	11.1%	10.4%	21.1%	10.9%	11.4%	9.3%
%H		100.0%	63.3%	17.3%	75.3%	54.7%	20.0%
DVD/Blu-ray player or recorder	565	565	391	60	457	340	117
%V	41.9%	42.0%	43.0%	48.8%	43.9%	47.3%	36.4%
%H		100.0%	69.2%	10.6%	80.9%	60.2%	20.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2991	2915	2896	1801	271	1999	1163	835
%H		97.5%	96.8%	60.2%	9.1%	66.8%	38.9%	27.9%
Total Children	545	538	535	382	45	337	227	110
%V	18.2%	18.5%	18.5%	21.2%	16.6%	16.9%	19.5%	13.2%
%H		98.7%	98.2%	70.1%	8.3%	61.8%	41.7%	20.2%
0 - 3	137	134	133	90	12	81	49	32
%V	4.6%	4.6%	4.6%	5.0%	4.4%	4.1%	4.2%	3.8%
%H		97.8%	97.1%	65.7%	8.8%	59.1%	35.8%	23.4%
4 - 15	408	404	402	292	32	256	178	78
%V	13.6%	13.9%	13.9%	16.2%	11.8%	12.8%	15.3%	9.3%
%H		99.0%	98.5%	71.6%	7.8%	62.7%	43.6%	19.1%
4 - 9	209	208	207	152	16	126	86	40
%V	7.0%	7.1%	7.1%	8.4%	5.9%	6.3%	7.4%	4.8%
%H		99.5%	99.0%	72.7%	7.7%	60.3%	41.1%	19.1%
10 - 15	198	196	194	140	16	130	92	38
%V	6.6%	6.7%	6.7%	7.8%	5.9%	6.5%	7.9%	4.6%
%H		99.0%	98.0%	70.7%	8.1%	65.7%	46.5%	19.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2991	2915	2896	1801	271	1999	1163	835
%H		97.5%	96.8%	60.2%	9.1%	66.8%	38.9%	27.9%
Total Adults (16+)	2446	2377	2361	1420	227	1661	936	725
%V	81.8%	81.5%	81.5%	78.8%	83.8%	83.1%	80.5%	86.8%
%H		97.2%	96.5%	58.1%	9.3%	67.9%	38.3%	29.6%
16 - 19	129	124	122	79	14	87	57	30
%V	4.3%	4.3%	4.2%	4.4%	5.2%	4.4%	4.9%	3.6%
%H		96.1%	94.6%	61.2%	10.9%	67.4%	44.2%	23.3%
20 - 24	227	207	202	112	34	134	76	58
%V	7.6%	7.1%	7.0%	6.2%	12.5%	6.7%	6.5%	6.9%
%H		91.2%	89.0%	49.3%	15.0%	59.0%	33.5%	25.6%
25 - 34	364	351	347	232	32	220	136	84
%V	12.2%	12.0%	12.0%	12.9%	11.8%	11.0%	11.7%	10.1%
%H		96.4%	95.3%	63.7%	8.8%	60.4%	37.4%	23.1%
35 - 44	360	353	350	240	33	227	148	80
%V	12.0%	12.1%	12.1%	13.3%	12.2%	11.4%	12.7%	9.6%
%H		98.1%	97.2%	66.7%	9.2%	63.1%	41.1%	22.2%
45 - 54	419	412	410	265	41	284	177	107
%V	14.0%	14.1%	14.2%	14.7%	15.1%	14.2%	15.2%	12.8%
%H		98.3%	97.9%	63.2%	9.8%	67.8%	42.2%	25.5%
55 - 64	378	370	368	215	34	276	155	121
%V	12.6%	12.7%	12.7%	11.9%	12.5%	13.8%	13.3%	14.5%
%H		97.9%	97.4%	56.9%	9.0%	73.0%	41.0%	32.0%
65+	569	561	560	278	39	433	187	246
%V	19.0%	19.2%	19.3%	15.4%	14.4%	21.7%	16.1%	29.5%
%H		98.6%	98.4%	48.9%	6.9%	76.1%	32.9%	43.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2446	2377	2361	1420	227	1661	936	725
%H		97.2%	96.5%	58.1%	9.3%	67.9%	38.3%	29.6%
AB	493	485	483	291	37	365	207	157
%V	20.2%	20.4%	20.5%	20.5%	16.3%	22.0%	22.1%	21.7%
%H		98.4%	98.0%	59.0%	7.5%	74.0%	42.0%	31.8%
C1	683	648	641	372	79	447	254	192
%V	27.9%	27.3%	27.1%	26.2%	34.8%	26.9%	27.1%	26.5%
%H		94.9%	93.9%	54.5%	11.6%	65.4%	37.2%	28.1%
C2	558	552	550	358	44	395	245	150
%V	22.8%	23.2%	23.3%	25.2%	19.4%	23.8%	26.2%	20.7%
%H		98.9%	98.6%	64.2%	7.9%	70.8%	43.9%	26.9%
D	431	421	419	262	44	278	163	115
%V	17.6%	17.7%	17.7%	18.5%	19.4%	16.7%	17.4%	15.9%
%H		97.7%	97.2%	60.8%	10.2%	64.5%	37.8%	26.7%
E	281	271	268	137	22	177	67	110
%V	11.5%	11.4%	11.4%	9.6%	9.7%	10.7%	7.2%	15.2%
%H		96.4%	95.4%	48.8%	7.8%	63.0%	23.8%	39.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2446	2377	2361	1420	227	1661	936	725
%H		97.2%	96.5%	58.1%	9.3%	67.9%	38.3%	29.6%
Working full time	1015	999	993	659	91	679	433	247
%V	41.5%	42.0%	42.1%	46.4%	40.1%	40.9%	46.3%	34.1%
%H		98.4%	97.8%	64.9%	9.0%	66.9%	42.7%	24.3%
Working part time	216	212	212	136	22	147	91	56
%V	8.8%	8.9%	9.0%	9.6%	9.7%	8.9%	9.7%	7.7%
%H		98.1%	98.1%	63.0%	10.2%	68.1%	42.1%	25.9%
Not working	1215	1165	1155	625	114	835	413	422
%V	49.7%	49.0%	48.9%	44.0%	50.2%	50.3%	44.1%	58.2%
%H		95.9%	95.1%	51.4%	9.4%	68.7%	34.0%	34.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1191	1152	1142	701	111	795	459	336
%H		96.7%	95.9%	58.9%	9.3%	66.8%	38.5%	28.2%
16 - 19	70	66	65	43	7	45	31	15
%V	5.9%	5.7%	5.7%	6.1%	6.3%	5.7%	6.8%	4.5%
%H		94.3%	92.9%	61.4%	10.0%	64.3%	44.3%	21.4%
20 - 24	114	103	100	57	16	67	39	28
%V	9.6%	8.9%	8.8%	8.1%	14.4%	8.4%	8.5%	8.3%
%H		90.4%	87.7%	50.0%	14.0%	58.8%	34.2%	24.6%
25 - 34	183	175	172	112	18	108	65	42
%V	15.4%	15.2%	15.1%	16.0%	16.2%	13.6%	14.2%	12.5%
%H		95.6%	94.0%	61.2%	9.8%	59.0%	35.5%	23.0%
35 - 44	175	170	169	116	14	110	70	40
%V	14.7%	14.8%	14.8%	16.5%	12.6%	13.8%	15.3%	11.9%
%H		97.1%	96.6%	66.3%	8.0%	62.9%	40.0%	22.9%
45 - 54	204	200	199	128	20	135	82	53
%V	17.1%	17.4%	17.4%	18.3%	18.0%	17.0%	17.9%	15.8%
%H		98.0%	97.5%	62.7%	9.8%	66.2%	40.2%	26.0%
55 - 64	185	180	179	105	17	134	76	57
%V	15.5%	15.6%	15.7%	15.0%	15.3%	16.9%	16.6%	17.0%
%H		97.3%	96.8%	56.8%	9.2%	72.4%	41.1%	30.8%
65+	261	257	257	139	18	196	96	101
%V	21.9%	22.3%	22.5%	19.8%	16.2%	24.7%	20.9%	30.1%
%H		98.5%	98.5%	53.3%	6.9%	75.1%	36.8%	38.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1191	1152	1142	701	111	795	459	336
%H		96.7%	95.9%	58.9%	9.3%	66.8%	38.5%	28.2%
AB	245	241	240	147	18	181	105	76
%V	20.6%	20.9%	21.0%	21.0%	16.2%	22.8%	22.9%	22.6%
%H		98.4%	98.0%	60.0%	7.3%	73.9%	42.9%	31.0%
C1	322	302	299	177	39	207	123	84
%V	27.0%	26.2%	26.2%	25.2%	35.1%	26.0%	26.8%	25.0%
%H		93.8%	92.9%	55.0%	12.1%	64.3%	38.2%	26.1%
C2	301	297	296	190	23	213	129	84
%V	25.3%	25.8%	25.9%	27.1%	20.7%	26.8%	28.1%	25.0%
%H		98.7%	98.3%	63.1%	7.6%	70.8%	42.9%	27.9%
D	207	201	199	130	21	126	76	50
%V	17.4%	17.4%	17.4%	18.5%	18.9%	15.8%	16.6%	14.9%
%H		97.1%	96.1%	62.8%	10.1%	60.9%	36.7%	24.2%
E	116	111	109	57	10	69	26	43
%V	9.7%	9.6%	9.5%	8.1%	9.0%	8.7%	5.7%	12.8%
%H		95.7%	94.0%	49.1%	8.6%	59.5%	22.4%	37.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1191	1152	1142	701	111	795	459	336
%H		96.7%	95.9%	58.9%	9.3%	66.8%	38.5%	28.2%
Working full time	607	597	593	395	55	400	253	146
%V	51.0%	51.8%	51.9%	56.3%	49.5%	50.3%	55.1%	43.5%
%H		98.4%	97.7%	65.1%	9.1%	65.9%	41.7%	24.1%
Working part time	42	41	41	25	4	30	18	13
%V	3.5%	3.6%	3.6%	3.6%	3.6%	3.8%	3.9%	3.9%
%H		97.6%	97.6%	59.5%	9.5%	71.4%	42.9%	31.0%
Not working	542	514	508	281	52	365	188	177
%V	45.5%	44.6%	44.5%	40.1%	46.8%	45.9%	41.0%	52.7%
%H		94.8%	93.7%	51.8%	9.6%	67.3%	34.7%	32.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1255	1225	1218	718	116	867	477	389
%H		97.6%	97.1%	57.2%	9.2%	69.1%	38.0%	31.0%
16 - 19	60	57	57	35	7	42	27	15
%V	4.8%	4.7%	4.7%	4.9%	6.0%	4.8%	5.7%	3.9%
%H		95.0%	95.0%	58.3%	11.7%	70.0%	45.0%	25.0%
20 - 24	113	104	102	54	18	67	37	30
%V	9.0%	8.5%	8.4%	7.5%	15.5%	7.7%	7.8%	7.7%
%H		92.0%	90.3%	47.8%	15.9%	59.3%	32.7%	26.5%
25 - 34	181	176	175	119	14	113	71	42
%V	14.4%	14.4%	14.4%	16.6%	12.1%	13.0%	14.9%	10.8%
%H		97.2%	96.7%	65.7%	7.7%	62.4%	39.2%	23.2%
35 - 44	185	183	181	124	18	118	78	40
%V	14.7%	14.9%	14.9%	17.3%	15.5%	13.6%	16.4%	10.3%
%H		98.9%	97.8%	67.0%	9.7%	63.8%	42.2%	21.6%
45 - 54	215	212	211	138	21	148	95	54
%V	17.1%	17.3%	17.3%	19.2%	18.1%	17.1%	19.9%	13.9%
%H		98.6%	98.1%	64.2%	9.8%	68.8%	44.2%	25.1%
55 - 64	193	190	189	110	16	142	79	64
%V	15.4%	15.5%	15.5%	15.3%	13.8%	16.4%	16.6%	16.5%
%H		98.4%	97.9%	57.0%	8.3%	73.6%	40.9%	33.2%
65+	308	304	303	139	21	237	91	145
%V	24.5%	24.8%	24.9%	19.4%	18.1%	27.3%	19.1%	37.3%
%H		98.7%	98.4%	45.1%	6.8%	76.9%	29.5%	47.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1255	1225	1218	718	116	867	477	389
%H		97.6%	97.1%	57.2%	9.2%	69.1%	38.0%	31.0%
AB	249	243	243	144	19	184	103	81
%V	19.8%	19.8%	20.0%	20.1%	16.4%	21.2%	21.6%	20.8%
%H		97.6%	97.6%	57.8%	7.6%	73.9%	41.4%	32.5%
C1	361	346	343	195	40	240	131	109
%V	28.8%	28.2%	28.2%	27.2%	34.5%	27.7%	27.5%	28.0%
%H		95.8%	95.0%	54.0%	11.1%	66.5%	36.3%	30.2%
C2	257	255	254	168	21	182	116	66
%V	20.5%	20.8%	20.9%	23.4%	18.1%	21.0%	24.3%	17.0%
%H		99.2%	98.8%	65.4%	8.2%	70.8%	45.1%	25.7%
D	223	220	220	132	23	153	87	66
%V	17.8%	18.0%	18.1%	18.4%	19.8%	17.6%	18.2%	17.0%
%H		98.7%	98.7%	59.2%	10.3%	68.6%	39.0%	29.6%
E	165	160	159	80	13	108	40	67
%V	13.1%	13.1%	13.1%	11.1%	11.2%	12.5%	8.4%	17.2%
%H		97.0%	96.4%	48.5%	7.9%	65.5%	24.2%	40.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1255	1225	1218	718	116	867	477	389
%H		97.6%	97.1%	57.2%	9.2%	69.1%	38.0%	31.0%
Working full time	408	402	400	264	36	280	179	101
%V	32.5%	32.8%	32.8%	36.8%	31.0%	32.3%	37.5%	26.0%
%H		98.5%	98.0%	64.7%	8.8%	68.6%	43.9%	24.8%
Working part time	174	171	171	111	18	117	74	43
%V	13.9%	14.0%	14.0%	15.5%	15.5%	13.5%	15.5%	11.1%
%H		98.3%	98.3%	63.8%	10.3%	67.2%	42.5%	24.7%
Not working	673	651	647	343	62	470	225	245
%V	53.6%	53.1%	53.1%	47.8%	53.4%	54.2%	47.2%	63.0%
%H		96.7%	96.1%	51.0%	9.2%	69.8%	33.4%	36.4%

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	2609	2525	2511	989	482	2056	986	1071
%H (All HH)		96.8%	96.2%	37.9%	18.5%	78.8%	37.8%	41.1%
%H (TV HH)			99.4%	39.2%	19.1%	81.4%	39.0%	42.4%
AB	602	585	583	271	102	463	246	217
%V	23.1%	23.2%	23.2%	27.4%	21.2%	22.5%	24.9%	20.3%
%H (All HH)		97.2%	96.8%	45.0%	16.9%	76.9%	40.9%	36.0%
%H (TV HH)			99.7%	46.3%	17.4%	79.1%	42.1%	37.1%
C1	636	616	611	242	126	501	250	251
%V	24.4%	24.4%	24.3%	24.5%	26.1%	24.4%	25.4%	23.4%
%H (All HH)		96.9%	96.1%	38.1%	19.8%	78.8%	39.3%	39.5%
%H (TV HH)			99.2%	39.3%	20.5%	81.3%	40.6%	40.7%
C2	530	520	517	207	128	423	233	191
%V	20.3%	20.6%	20.6%	20.9%	26.6%	20.6%	23.6%	17.8%
%H (All HH)		98.1%	97.5%	39.1%	24.2%	79.8%	44.0%	36.0%
%H (TV HH)			99.4%	39.8%	24.6%	81.3%	44.8%	36.7%
D	436	419	418	171	77	328	153	176
%V	16.7%	16.6%	16.6%	17.3%	16.0%	16.0%	15.5%	16.4%
%H (All HH)		96.1%	95.9%	39.2%	17.7%	75.2%	35.1%	40.4%
%H (TV HH)			99.8%	40.8%	18.4%	78.3%	36.5%	42.0%
E	405	385	382	99	49	341	105	236
%V	15.5%	15.2%	15.2%	10.0%	10.2%	16.6%	10.6%	22.0%
%H (All HH)		95.1%	94.3%	24.4%	12.1%	84.2%	25.9%	58.3%
%H (TV HH)			99.2%	25.7%	12.7%	88.6%	27.3%	61.3%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2609	2525	2511	989	482	2056	986	1071
%H (All HH)		96.8%	96.2%	37.9%	18.5%	78.8%	37.8%	41.1%
%H (TV HH)			99.4%	39.2%	19.1%	81.4%	39.0%	42.4%
Under 25	108	97	95	37	21	73	35	38
%V	4.1%	3.8%	3.8%	3.7%	4.4%	3.6%	3.5%	3.5%
%H (All HH)		89.8%	88.0%	34.3%	19.4%	67.6%	32.4%	35.2%
%H (TV HH)			97.9%	38.1%	21.6%	75.3%	36.1%	39.2%
25 - 34	393	374	369	173	78	272	149	123
%V	15.1%	14.8%	14.7%	17.5%	16.2%	13.2%	15.1%	11.5%
%H (All HH)		95.2%	93.9%	44.0%	19.8%	69.2%	37.9%	31.3%
%H (TV HH)			98.7%	46.3%	20.9%	72.7%	39.8%	32.9%
35 - 44	451	433	431	218	100	327	209	119
%V	17.3%	17.1%	17.2%	22.0%	20.7%	15.9%	21.2%	11.1%
%H (All HH)		96.0%	95.6%	48.3%	22.2%	72.5%	46.3%	26.4%
%H (TV HH)			99.5%	50.3%	23.1%	75.5%	48.3%	27.5%
45 - 54	491	484	482	205	113	387	213	174
%V	18.8%	19.2%	19.2%	20.7%	23.4%	18.8%	21.6%	16.2%
%H (All HH)		98.6%	98.2%	41.8%	23.0%	78.8%	43.4%	35.4%
%H (TV HH)			99.6%	42.4%	23.3%	80.0%	44.0%	36.0%
55 - 64	435	423	423	163	83	361	180	181
%V	16.7%	16.8%	16.8%	16.5%	17.2%	17.6%	18.3%	16.9%
%H (All HH)		97.2%	97.2%	37.5%	19.1%	83.0%	41.4%	41.6%
%H (TV HH)			100.0%	38.5%	19.6%	85.3%	42.6%	42.8%
65 +	730	714	712	194	87	635	199	436
%V	28.0%	28.3%	28.4%	19.6%	18.0%	30.9%	20.2%	40.7%
%H (All HH)		97.8%	97.5%	26.6%	11.9%	87.0%	27.3%	59.7%
%H (TV HH)			99.7%	27.2%	12.2%	88.9%	27.9%	61.1%

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 2012

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2609	2525	2511	989	482	2056	986	1071
%H (All HH)		96.8%	96.2%	37.9%	18.5%	78.8%	37.8%	41.1%
%H (TV HH)			99.4%	39.2%	19.1%	81.4%	39.0%	42.4%
1	888	844	836	210	118	723	209	514
%V	34.0%	33.4%	33.3%	21.2%	24.5%	35.2%	21.2%	48.0%
%H (All HH)		95.0%	94.1%	23.6%	13.3%	81.4%	23.5%	57.9%
%H (TV HH)			99.1%	24.9%	14.0%	85.7%	24.8%	60.9%
2	796	778	775	314	150	635	317	318
%V	30.5%	30.8%	30.9%	31.7%	31.1%	30.9%	32.2%	29.7%
%H (All HH)		97.7%	97.4%	39.4%	18.8%	79.8%	39.8%	39.9%
%H (TV HH)			99.6%	40.4%	19.3%	81.6%	40.7%	40.9%
3	406	400	398	192	89	312	191	121
%V	15.6%	15.8%	15.9%	19.4%	18.5%	15.2%	19.4%	11.3%
%H (All HH)		98.5%	98.0%	47.3%	21.9%	76.8%	47.0%	29.8%
%H (TV HH)			99.5%	48.0%	22.3%	78.0%	47.8%	30.3%
4	334	326	326	170	81	256	174	82
%V	12.8%	12.9%	13.0%	17.2%	16.8%	12.5%	17.6%	7.7%
%H (All HH)		97.6%	97.6%	50.9%	24.3%	76.6%	52.1%	24.6%
%H (TV HH)			100.0%	52.1%	24.8%	78.5%	53.4%	25.2%
5+	185	177	177	104	43	131	95	36
%V	7.1%	7.0%	7.0%	10.5%	8.9%	6.4%	9.6%	3.4%
%H (All HH)		95.7%	95.7%	56.2%	23.2%	70.8%	51.4%	19.5%
%H (TV HH)			100.0%	58.8%	24.3%	74.0%	53.7%	20.3%
Average HH size	2.32	2.33	2.34	2.71	2.60	2.27	2.68	1.90

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 2012

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2609	2525	2511	989	482	2056	986	1071
%H (All HH)		96.8%	96.2%	37.9%	18.5%	78.8%	37.8%	41.1%
%H (TV HH)			99.4%	39.2%	19.1%	81.4%	39.0%	42.4%
Without	1946	1877	1866	659	325	1574	672	901
%V	74.6%	74.3%	74.3%	66.6%	67.4%	76.6%	68.2%	84.1%
%H (All HH)		96.5%	95.9%	33.9%	16.7%	80.9%	34.5%	46.3%
%H (TV HH)			99.4%	35.1%	17.3%	83.9%	35.8%	48.0%
With	663	648	645	330	158	483	313	169
%V	25.4%	25.7%	25.7%	33.4%	32.8%	23.5%	31.7%	15.8%
%H (All HH)		97.7%	97.3%	49.8%	23.8%	72.9%	47.2%	25.5%
%H (TV HH)			99.5%	50.9%	24.4%	74.5%	48.3%	26.1%
0 - 3	254	245	244	125	64	168	109	59
%V	9.7%	9.7%	9.7%	12.6%	13.3%	8.2%	11.1%	5.5%
%H (All HH)		96.5%	96.1%	49.2%	25.2%	66.1%	42.9%	23.2%
%H (TV HH)			99.6%	51.0%	26.1%	68.6%	44.5%	24.1%
4 - 9	329	320	319	167	75	239	158	81
%V	12.6%	12.7%	12.7%	16.9%	15.6%	11.6%	16.0%	7.6%
%H (All HH)		97.3%	97.0%	50.8%	22.8%	72.6%	48.0%	24.6%
%H (TV HH)			99.7%	52.2%	23.4%	74.7%	49.4%	25.3%
10 - 15	322	317	316	165	79	248	169	79
%V	12.3%	12.6%	12.6%	16.7%	16.4%	12.1%	17.1%	7.4%
%H (All HH)		98.4%	98.1%	51.2%	24.5%	77.0%	52.5%	24.5%
%H (TV HH)			99.7%	52.1%	24.9%	78.2%	53.3%	24.9%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2609	2525	2511	989	482	2056	986	1071
%H (All HH)		96.8%	96.2%	37.9%	18.5%	78.8%	37.8%	41.1%
%H (TV HH)			99.4%	39.2%	19.1%	81.4%	39.0%	42.4%
1	1031	1031	1019	318	151	770	215	555
%V	39.5%	40.8%	40.6%	32.2%	31.3%	37.5%	21.8%	51.8%
%H (All HH)		100.0%	98.8%	30.8%	14.6%	74.7%	20.9%	53.8%
%H (TV HH)			98.8%	30.8%	14.6%	74.7%	20.9%	53.8%
2	825	825	824	329	174	696	366	330
%V	31.6%	32.7%	32.8%	33.3%	36.1%	33.9%	37.1%	30.8%
%H (All HH)		100.0%	99.9%	39.9%	21.1%	84.4%	44.4%	40.0%
%H (TV HH)			99.9%	39.9%	21.1%	84.4%	44.4%	40.0%
3	405	405	405	196	89	359	232	127
%V	15.5%	16.0%	16.1%	19.8%	18.5%	17.5%	23.5%	11.9%
%H (All HH)		100.0%	100.0%	48.4%	22.0%	88.6%	57.3%	31.4%
%H (TV HH)			100.0%	48.4%	22.0%	88.6%	57.3%	31.4%
4	187	187	186	104	48	166	125	41
%V	7.2%	7.4%	7.4%	10.5%	10.0%	8.1%	12.7%	3.8%
%H (All HH)		100.0%	99.5%	55.6%	25.7%	88.8%	66.8%	21.9%
%H (TV HH)			99.5%	55.6%	25.7%	88.8%	66.8%	21.9%
5+	77	77	77	42	20	65	47	18
%V	3.0%	3.0%	3.1%	4.2%	4.1%	3.2%	4.8%	1.7%
%H (All HH)		100.0%	100.0%	54.5%	26.0%	84.4%	61.0%	23.4%
%H (TV HH)			100.0%	54.5%	26.0%	84.4%	61.0%	23.4%

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 2012

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2609	2525	2511	989	482	2056	986	1071
%H (All HH)		96.8%	96.2%	37.9%	18.5%	78.8%	37.8%	41.1%
%H (TV HH)			99.4%	39.2%	19.1%	81.4%	39.0%	42.4%
Under 20"	681	681	681	279	137	618	342	276
%V	26.1%	27.0%	27.1%	28.2%	28.4%	30.1%	34.7%	25.8%
%H (All HH)		100.0%	100.0%	41.0%	20.1%	90.7%	50.2%	40.5%
%H (TV HH)			100.0%	41.0%	20.1%	90.7%	50.2%	40.5%
20" - 29"	1075	1075	1073	383	202	936	434	502
%V	41.2%	42.6%	42.7%	38.7%	41.9%	45.5%	44.0%	46.9%
%H (All HH)		100.0%	99.8%	35.6%	18.8%	87.1%	40.4%	46.7%
%H (TV HH)			99.8%	35.6%	18.8%	87.1%	40.4%	46.7%
30" - 39"	1300	1300	1299	537	255	1081	556	525
%V	49.8%	51.5%	51.7%	54.3%	52.9%	52.6%	56.4%	49.0%
%H (All HH)		100.0%	99.9%	41.3%	19.6%	83.2%	42.8%	40.4%
%H (TV HH)			99.9%	41.3%	19.6%	83.2%	42.8%	40.4%
40" and over	919	919	918	479	222	725	493	232
%V	35.2%	36.4%	36.6%	48.4%	46.1%	35.3%	50.0%	21.7%
%H (All HH)		100.0%	99.9%	52.1%	24.2%	78.9%	53.6%	25.2%
%H (TV HH)			99.9%	52.1%	24.2%	78.9%	53.6%	25.2%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2012

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2609	2525	2511	989	482	2056	986	1071
%H (All HH)		96.8%	96.2%	37.9%	18.5%	78.8%	37.8%	41.1%
%H (TV HH)			99.4%	39.2%	19.1%	81.4%	39.0%	42.4%
Main living room	2493	2493	2489	982	480	2038	980	1057
%V	95.6%	98.7%	99.1%	99.3%	99.6%	99.1%	99.4%	98.7%
%H (All HH)		100.0%	99.8%	39.4%	19.3%	81.7%	39.3%	42.4%
%H (TV HH)			99.8%	39.4%	19.3%	81.7%	39.3%	42.4%
Kitchen	336	336	336	154	58	303	176	127
%V	12.9%	13.3%	13.4%	15.6%	12.0%	14.7%	17.8%	11.9%
%H (All HH)		100.0%	100.0%	45.8%	17.3%	90.2%	52.4%	37.8%
%H (TV HH)			100.0%	45.8%	17.3%	90.2%	52.4%	37.8%
Adult's bedroom	1070	1070	1069	496	240	937	578	358
%V	41.0%	42.4%	42.6%	50.2%	49.8%	45.6%	58.6%	33.4%
%H (All HH)		100.0%	99.9%	46.4%	22.4%	87.6%	54.0%	33.5%
%H (TV HH)			99.9%	46.4%	22.4%	87.6%	54.0%	33.5%
Child's bedroom	219	219	219	108	58	192	135	57
%V	8.4%	8.7%	8.7%	10.9%	12.0%	9.3%	13.7%	5.3%
%H (All HH)		100.0%	100.0%	49.3%	26.5%	87.7%	61.6%	26.0%
%H (TV HH)			100.0%	49.3%	26.5%	87.7%	61.6%	26.0%
Other bedroom	76	76	76	35	16	68	39	28
%V	2.9%	3.0%	3.0%	3.5%	3.3%	3.3%	4.0%	2.6%
%H (All HH)		100.0%	100.0%	46.1%	21.1%	89.5%	51.3%	36.8%
%H (TV HH)			100.0%	46.1%	21.1%	89.5%	51.3%	36.8%
Second living/dining room	225	225	225	114	44	197	125	72
%V	8.6%	8.9%	9.0%	11.5%	9.1%	9.6%	12.7%	6.7%
%H (All HH)		100.0%	100.0%	50.7%	19.6%	87.6%	55.6%	32.0%
%H (TV HH)			100.0%	50.7%	19.6%	87.6%	55.6%	32.0%
Study/office	41	41	41	22	8	37	24	14
%V	1.6%	1.6%	1.6%	2.2%	1.7%	1.8%	2.4%	1.3%
%H (All HH)		100.0%	100.0%	53.7%	19.5%	90.2%	58.5%	34.1%
%H (TV HH)			100.0%	53.7%	19.5%	90.2%	58.5%	34.1%
TV room	18	18	18	9	2	16	10	6
%V	0.7%	0.7%	0.7%	0.9%	0.4%	0.8%	1.0%	0.6%
%H (All HH)		100.0%	100.0%	50.0%	11.1%	88.9%	55.6%	33.3%
%H (TV HH)			100.0%	50.0%	11.1%	88.9%	55.6%	33.3%
Conservatory	50	50	50	25	14	43	31	11
%V	1.9%	2.0%	2.0%	2.5%	2.9%	2.1%	3.1%	1.0%
%H (All HH)		100.0%	100.0%	50.0%	28.0%	86.0%	62.0%	22.0%
%H (TV HH)			100.0%	50.0%	28.0%	86.0%	62.0%	22.0%
Attic or loft room	3	3	3	2	1	2	2	0
%V	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%
%H (All HH)		100.0%	100.0%	66.7%	33.3%	66.7%	66.7%	0.0%
%H (TV HH)			100.0%	66.7%	33.3%	66.7%	66.7%	0.0%
No specific location	7	7	7	3	2	6	4	2
%V	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	100.0%	42.9%	28.6%	85.7%	57.1%	28.6%
%H (TV HH)			100.0%	42.9%	28.6%	85.7%	57.1%	28.6%
Other	11	11	11	4	5	10	8	1
%V	0.4%	0.4%	0.4%	0.4%	1.0%	0.5%	0.8%	0.1%
%H (All HH)		100.0%	100.0%	36.4%	45.5%	90.9%	72.7%	9.1%
%H (TV HH)			100.0%	36.4%	45.5%	90.9%	72.7%	9.1%

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 2012

BBC Midlands West

Household level data

Table 14.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2609	2525	2511	989	482	2056	986	1071
%H (All HH)		96.8%	96.2%	37.9%	18.5%	78.8%	37.8%	41.1%
%H (TV HH)			99.4%	39.2%	19.1%	81.4%	39.0%	42.4%
PVR	1283	1283	1283	763	293	973	725	247
%V	49.2%	50.8%	51.1%	77.1%	60.8%	47.3%	73.5%	23.1%
%H (All HH)		100.0%	100.0%	59.5%	22.8%	75.8%	56.5%	19.3%
%H (TV HH)			100.0%	59.5%	22.8%	75.8%	56.5%	19.3%
DVDR	166	166	166	63	25	143	63	80
%V	6.4%	6.6%	6.6%	6.4%	5.2%	7.0%	6.4%	7.5%
%H (All HH)		100.0%	100.0%	38.0%	15.1%	86.1%	38.0%	48.2%
%H (TV HH)			100.0%	38.0%	15.1%	86.1%	38.0%	48.2%
VCR	147	147	146	50	22	129	52	77
%V	5.6%	5.8%	5.8%	5.1%	4.6%	6.3%	5.3%	7.2%
%H (All HH)		100.0%	99.3%	34.0%	15.0%	87.8%	35.4%	52.4%
%H (TV HH)			99.3%	34.0%	15.0%	87.8%	35.4%	52.4%
Any recorder	1447	1447	1446	796	311	1117	755	362
%V	55.5%	57.3%	57.6%	80.5%	64.5%	54.3%	76.6%	33.8%
%H (All HH)		100.0%	99.9%	55.0%	21.5%	77.2%	52.2%	25.0%
%H (TV HH)			99.9%	55.0%	21.5%	77.2%	52.2%	25.0%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West

Household level data

Table 14.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2609	2525	2511	989	482	2056	986	1071
%H (All HH)		96.8%	96.2%	37.9%	18.5%	78.8%	37.8%	41.1%
%H (TV HH)			99.4%	39.2%	19.1%	81.4%	39.0%	42.4%
Receives HDTV (via STB or built-in reception)	1206	1206	1206	570	354	955	652	303
%V	46.2%	47.8%	48.0%	57.6%	73.4%	46.4%	66.1%	28.3%
%H (All HH)		100.0%	100.0%	47.3%	29.4%	79.2%	54.1%	25.1%
%H (TV HH)			100.0%	47.3%	29.4%	79.2%	54.1%	25.1%
DVD/Blu-ray player or recorder	2004	2004	2002	822	404	1663	860	803
%V	76.8%	79.4%	79.7%	83.1%	83.8%	80.9%	87.2%	75.0%
%H (All HH)		100.0%	99.9%	41.0%	20.2%	83.0%	42.9%	40.1%
%H (TV HH)			99.9%	41.0%	20.2%	83.0%	42.9%	40.1%

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 2012

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2609	2525	2511	989	482	2056	986	1071
%H (All HH)		96.8%	96.2%	37.9%	18.5%	78.8%	37.8%	41.1%
%H (TV HH)			99.4%	39.2%	19.1%	81.4%	39.0%	42.4%
Has PC or Laptop	1899	1846	1836	840	411	1457	845	612
%V	72.8%	73.1%	73.1%	84.9%	85.3%	70.9%	85.7%	57.1%
%H (All HH)		97.2%	96.7%	44.2%	21.6%	76.7%	44.5%	32.2%
%H (TV HH)			99.5%	45.5%	22.3%	78.9%	45.8%	33.2%
Has broadband internet	1776	1729	1720	809	403	1353	820	534
%V	68.1%	68.5%	68.5%	81.8%	83.6%	65.8%	83.2%	49.9%
%H (All HH)		97.4%	96.8%	45.6%	22.7%	76.2%	46.2%	30.1%
%H (TV HH)			99.5%	46.8%	23.3%	78.3%	47.4%	30.9%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5052	5034	2202	1063	4247	2390	1856
%H		99.6%	43.6%	21.0%	84.1%	47.3%	36.7%
Under 20"	880	880	383	172	800	459	341
%V	17.4%	17.5%	17.4%	16.2%	18.8%	19.2%	18.4%
%H		100.0%	43.5%	19.5%	90.9%	52.2%	38.8%
20" - 29"	1335	1334	509	250	1177	583	594
%V	26.4%	26.5%	23.1%	23.5%	27.7%	24.4%	32.0%
%H		99.9%	38.1%	18.7%	88.2%	43.7%	44.5%
30" - 39"	1524	1522	648	312	1273	685	588
%V	30.2%	30.2%	29.4%	29.4%	30.0%	28.7%	31.7%
%H		99.9%	42.5%	20.5%	83.5%	44.9%	38.6%
40" and over	1037	1036	549	258	813	564	250
%V	20.5%	20.6%	24.9%	24.3%	19.1%	23.6%	13.5%
%H		99.9%	52.9%	24.9%	78.4%	54.4%	24.1%
Don't know	93	93	38	9	71	27	45
%V	1.8%	1.8%	1.7%	0.8%	1.7%	1.1%	2.4%
%H		100.0%	40.9%	9.7%	76.3%	29.0%	48.4%
Not Asked	183	169	75	62	113	72	38
%V	3.6%	3.4%	3.4%	5.8%	2.7%	3.0%	2.0%
%H		92.3%	41.0%	33.9%	61.7%	39.3%	20.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5052	5034	2202	1063	4247	2390	1856
%H		99.6%	43.6%	21.0%	84.1%	47.3%	36.7%
Main living room	2511	2507	989	483	2053	986	1067
%V	49.7%	49.8%	44.9%	45.4%	48.3%	41.3%	57.5%
%H		99.8%	39.4%	19.2%	81.8%	39.3%	42.5%
Kitchen	336	336	154	58	303	176	127
%V	6.7%	6.7%	7.0%	5.5%	7.1%	7.4%	6.8%
%H		100.0%	45.8%	17.3%	90.2%	52.4%	37.8%
Adult's bedroom	1292	1291	617	294	1141	731	410
%V	25.6%	25.6%	28.0%	27.7%	26.9%	30.6%	22.1%
%H		99.9%	47.8%	22.8%	88.3%	56.6%	31.7%
Child's bedroom	285	285	144	72	248	174	74
%V	5.6%	5.7%	6.5%	6.8%	5.8%	7.3%	4.0%
%H		100.0%	50.5%	25.3%	87.0%	61.1%	26.0%
Other bedroom	88	88	41	19	77	44	33
%V	1.7%	1.7%	1.9%	1.8%	1.8%	1.8%	1.8%
%H		100.0%	46.6%	21.6%	87.5%	50.0%	37.5%
Second living/dining room	226	226	115	44	198	126	72
%V	4.5%	4.5%	5.2%	4.1%	4.7%	5.3%	3.9%
%H		100.0%	50.9%	19.5%	87.6%	55.8%	31.9%
Study/office	41	41	22	8	37	24	14
%V	0.8%	0.8%	1.0%	0.8%	0.9%	1.0%	0.8%
%H		100.0%	53.7%	19.5%	90.2%	58.5%	34.1%
TV room	19	19	10	2	16	10	6
%V	0.4%	0.4%	0.5%	0.2%	0.4%	0.4%	0.3%
%H		100.0%	52.6%	10.5%	84.2%	52.6%	31.6%
Conservatory	50	50	25	14	43	31	11
%V	1.0%	1.0%	1.1%	1.3%	1.0%	1.3%	0.6%
%H		100.0%	50.0%	28.0%	86.0%	62.0%	22.0%
Attic or loft room	3	3	2	1	2	2	0
%V	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%
%H		100.0%	66.7%	33.3%	66.7%	66.7%	0.0%
No specific location	7	7	3	2	6	4	2
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%
%H		100.0%	42.9%	28.6%	85.7%	57.1%	28.6%
Other	11	11	5	5	10	9	1
%V	0.2%	0.2%	0.2%	0.5%	0.2%	0.4%	0.1%
%H		100.0%	45.5%	45.5%	90.9%	81.8%	9.1%
Not Asked	183	169	75	62	113	72	38
%V	3.6%	3.4%	3.4%	5.8%	2.7%	3.0%	2.0%
%H		92.3%	41.0%	33.9%	61.7%	39.3%	20.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5052	5034	2202	1063	4247	2390	1856
%H		99.6%	43.6%	21.0%	84.1%	47.3%	36.7%
PVR	1636	1636	1026	362	1219	943	276
%V	32.4%	32.5%	46.6%	34.1%	28.7%	39.5%	14.9%
%H		100.0%	62.7%	22.1%	74.5%	57.6%	16.9%
DVDR	176	176	68	27	150	66	84
%V	3.5%	3.5%	3.1%	2.5%	3.5%	2.8%	4.5%
%H		100.0%	38.6%	15.3%	85.2%	37.5%	47.7%
VCR	158	157	56	25	138	58	81
%V	3.1%	3.1%	2.5%	2.4%	3.2%	2.4%	4.4%
%H		99.4%	35.4%	15.8%	87.3%	36.7%	51.3%
Any recorder	1845	1844	1081	389	1407	999	408
%V	36.5%	36.6%	49.1%	36.6%	33.1%	41.8%	22.0%
%H		99.9%	58.6%	21.1%	76.3%	54.1%	22.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: 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	5052	5034	2202	1063	4247	2390	1856
%H		99.6%	43.6%	21.0%	84.1%	47.3%	36.7%
Receives HDTV (via STB or built-in reception)	1687	1687	816	503	1347	946	401
%V	33.4%	33.5%	37.1%	47.3%	31.7%	39.6%	21.6%
%H		100.0%	48.4%	29.8%	79.8%	56.1%	23.8%
DVD/Blu-ray player or recorder	2950	2948	1313	628	2505	1445	1060
%V	58.4%	58.6%	59.6%	59.1%	59.0%	60.5%	57.1%
%H		99.9%	44.5%	21.3%	84.9%	49.0%	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 2012

BBC Midlands West

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2524	2510	988	482	2055	985	1070
%H		99.4%	39.1%	19.1%	81.4%	39.0%	42.4%
Under 20"	60	60	11	6	52	9	43
%V	2.4%	2.4%	1.1%	1.2%	2.5%	0.9%	4.0%
%H		100.0%	18.3%	10.0%	86.7%	15.0%	71.7%
20" - 29"	495	493	121	64	424	113	311
%V	19.6%	19.6%	12.2%	13.3%	20.6%	11.5%	29.1%
%H		99.6%	24.4%	12.9%	85.7%	22.8%	62.8%
30" - 39"	1024	1023	380	190	845	379	466
%V	40.6%	40.8%	38.5%	39.4%	41.1%	38.5%	43.6%
%H		99.9%	37.1%	18.6%	82.5%	37.0%	45.5%
40" and over	888	887	463	216	698	476	222
%V	35.2%	35.3%	46.9%	44.8%	34.0%	48.3%	20.7%
%H		99.9%	52.1%	24.3%	78.6%	53.6%	25.0%
Don't know	47	47	13	7	36	8	28
%V	1.9%	1.9%	1.3%	1.5%	1.8%	0.8%	2.6%
%H		100.0%	27.7%	14.9%	76.6%	17.0%	59.6%
Not Asked	10	0	0	0	0	0	0
%V	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West
Set level data
Table 14.16: Main Set Recorders

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2524	2510	988	482	2055	985	1070
%H		99.4%	39.1%	19.1%	81.4%	39.0%	42.4%
PVR	1249	1249	748	287	941	708	233
%V	49.5%	49.8%	75.7%	59.5%	45.8%	71.9%	21.8%
%H		100.0%	59.9%	23.0%	75.3%	56.7%	18.7%
DVDR	144	144	55	20	122	52	70
%V	5.7%	5.7%	5.6%	4.1%	5.9%	5.3%	6.5%
%H		100.0%	38.2%	13.9%	84.7%	36.1%	48.6%
VCR	124	123	38	17	108	38	70
%V	4.9%	4.9%	3.8%	3.5%	5.3%	3.9%	6.5%
%H		99.2%	30.6%	13.7%	87.1%	30.6%	56.5%
Any recorder	1407	1406	780	304	1082	737	344
%V	55.7%	56.0%	78.9%	63.1%	52.7%	74.8%	32.1%
%H		99.9%	55.4%	21.6%	76.9%	52.4%	24.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2524	2510	988	482	2055	985	1070
%H		99.4%	39.1%	19.1%	81.4%	39.0%	42.4%
Receives HDTV (via STB or built-in reception)	1163	1163	556	346	914	630	283
%V	46.1%	46.3%	56.3%	71.8%	44.5%	64.0%	26.4%
%H		100.0%	47.8%	29.8%	78.6%	54.2%	24.3%
DVD/Blu-ray player or recorder	1893	1891	777	374	1563	800	764
%V	75.0%	75.3%	78.6%	77.6%	76.1%	81.2%	71.4%
%H		99.9%	41.0%	19.8%	82.6%	42.3%	40.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West

Set level data

Table 14.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2528	2524	1214	581	2192	1405	787
%H		99.8%	48.0%	23.0%	86.7%	55.6%	31.1%
Under 20"	820	820	373	166	748	449	298
%V	32.4%	32.5%	30.7%	28.6%	34.1%	32.0%	37.9%
%H		100.0%	45.5%	20.2%	91.2%	54.8%	36.3%
20" - 29"	841	841	387	186	753	470	283
%V	33.3%	33.3%	31.9%	32.0%	34.4%	33.5%	36.0%
%H		100.0%	46.0%	22.1%	89.5%	55.9%	33.7%
30" - 39"	499	499	268	122	428	306	122
%V	19.7%	19.8%	22.1%	21.0%	19.5%	21.8%	15.5%
%H		100.0%	53.7%	24.4%	85.8%	61.3%	24.4%
40" and over	149	149	85	42	115	88	28
%V	5.9%	5.9%	7.0%	7.2%	5.2%	6.3%	3.6%
%H		100.0%	57.0%	28.2%	77.2%	59.1%	18.8%
Don't know	46	46	26	3	35	18	17
%V	1.8%	1.8%	2.1%	0.5%	1.6%	1.3%	2.2%
%H		100.0%	56.5%	6.5%	76.1%	39.1%	37.0%
Not Asked	173	169	75	62	113	74	39
%V	6.8%	6.7%	6.2%	10.7%	5.2%	5.3%	5.0%
%H		97.7%	43.4%	35.8%	65.3%	42.8%	22.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West

Set level data

Table 14.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2528	2524	1214	581	2192	1405	787
%H		99.8%	48.0%	23.0%	86.7%	55.6%	31.1%
PVR	387	387	279	75	278	236	42
%V	15.3%	15.3%	23.0%	12.9%	12.7%	16.8%	5.3%
%H		100.0%	72.1%	19.4%	71.8%	61.0%	10.9%
DVDR	32	32	14	6	28	14	14
%V	1.3%	1.3%	1.2%	1.0%	1.3%	1.0%	1.8%
%H		100.0%	43.8%	18.8%	87.5%	43.8%	43.8%
VCR	34	34	18	8	30	19	11
%V	1.3%	1.3%	1.5%	1.4%	1.4%	1.4%	1.4%
%H		100.0%	52.9%	23.5%	88.2%	55.9%	32.4%
Any recorder	438	438	301	85	325	262	64
%V	17.3%	17.4%	24.8%	14.6%	14.8%	18.6%	8.1%
%H		100.0%	68.7%	19.4%	74.2%	59.8%	14.6%

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	2528	2524	1214	581	2192	1405	787
%H		99.8%	48.0%	23.0%	86.7%	55.6%	31.1%
Receives HDTV (via STB or built-in reception)	524	524	260	158	433	316	117
%V	20.7%	20.8%	21.4%	27.2%	19.8%	22.5%	14.9%
%H		100.0%	49.6%	30.2%	82.6%	60.3%	22.3%
DVD/Blu-ray player or recorder	1057	1057	536	254	942	645	297
%V	41.8%	41.9%	44.2%	43.7%	43.0%	45.9%	37.7%
%H		100.0%	50.7%	24.0%	89.1%	61.0%	28.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6065	5888	5867	2676	1255	4673	2642	2031
%H		97.1%	96.7%	44.1%	20.7%	77.0%	43.6%	33.5%
Total Children	1182	1149	1146	605	278	852	566	286
%V	19.5%	19.5%	19.5%	22.6%	22.2%	18.2%	21.4%	14.1%
%H		97.2%	97.0%	51.2%	23.5%	72.1%	47.9%	24.2%
0 - 3	312	301	300	150	78	207	129	78
%V	5.1%	5.1%	5.1%	5.6%	6.2%	4.4%	4.9%	3.8%
%H		96.5%	96.2%	48.1%	25.0%	66.3%	41.3%	25.0%
4 - 15	870	848	846	455	200	645	436	208
%V	14.3%	14.4%	14.4%	17.0%	15.9%	13.8%	16.5%	10.2%
%H		97.5%	97.2%	52.3%	23.0%	74.1%	50.1%	23.9%
4 - 9	449	433	433	234	98	329	221	108
%V	7.4%	7.4%	7.4%	8.7%	7.8%	7.0%	8.4%	5.3%
%H		96.4%	96.4%	52.1%	21.8%	73.3%	49.2%	24.1%
10 - 15	421	415	413	220	102	316	216	101
%V	6.9%	7.0%	7.0%	8.2%	8.1%	6.8%	8.2%	5.0%
%H		98.6%	98.1%	52.3%	24.2%	75.1%	51.3%	24.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6065	5888	5867	2676	1255	4673	2642	2031
%H		97.1%	96.7%	44.1%	20.7%	77.0%	43.6%	33.5%
Total Adults (16+)	4883	4739	4721	2071	977	3821	2076	1745
%V	80.5%	80.5%	80.5%	77.4%	77.8%	81.8%	78.6%	85.9%
%H		97.1%	96.7%	42.4%	20.0%	78.3%	42.5%	35.7%
16 - 19	308	304	302	159	75	233	159	74
%V	5.1%	5.2%	5.1%	5.9%	6.0%	5.0%	6.0%	3.6%
%H		98.7%	98.1%	51.6%	24.4%	75.6%	51.6%	24.0%
20 - 24	369	345	343	166	78	278	173	105
%V	6.1%	5.9%	5.8%	6.2%	6.2%	5.9%	6.5%	5.2%
%H		93.5%	93.0%	45.0%	21.1%	75.3%	46.9%	28.5%
25 - 34	798	763	758	367	177	561	337	224
%V	13.2%	13.0%	12.9%	13.7%	14.1%	12.0%	12.8%	11.0%
%H		95.6%	95.0%	46.0%	22.2%	70.3%	42.2%	28.1%
35 - 44	778	749	746	397	174	566	379	187
%V	12.8%	12.7%	12.7%	14.8%	13.9%	12.1%	14.3%	9.2%
%H		96.3%	95.9%	51.0%	22.4%	72.8%	48.7%	24.0%
45 - 54	850	837	835	375	194	674	392	281
%V	14.0%	14.2%	14.2%	14.0%	15.5%	14.4%	14.8%	13.8%
%H		98.5%	98.2%	44.1%	22.8%	79.3%	46.1%	33.1%
55 - 64	708	690	689	283	134	582	300	282
%V	11.7%	11.7%	11.7%	10.6%	10.7%	12.5%	11.4%	13.9%
%H		97.5%	97.3%	40.0%	18.9%	82.2%	42.4%	39.8%
65+	1072	1051	1048	323	145	928	337	591
%V	17.7%	17.8%	17.9%	12.1%	11.6%	19.9%	12.8%	29.1%
%H		98.0%	97.8%	30.1%	13.5%	86.6%	31.4%	55.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4883	4739	4721	2071	977	3821	2076	1745
%H		97.1%	96.7%	42.4%	20.0%	78.3%	42.5%	35.7%
AB	1197	1171	1166	575	213	928	533	395
%V	24.5%	24.7%	24.7%	27.8%	21.8%	24.3%	25.7%	22.6%
%H		97.8%	97.4%	48.0%	17.8%	77.5%	44.5%	33.0%
C1	1222	1181	1176	503	260	956	526	430
%V	25.0%	24.9%	24.9%	24.3%	26.6%	25.0%	25.3%	24.6%
%H		96.6%	96.2%	41.2%	21.3%	78.2%	43.0%	35.2%
C2	1055	1037	1032	445	267	843	505	338
%V	21.6%	21.9%	21.9%	21.5%	27.3%	22.1%	24.3%	19.4%
%H		98.3%	97.8%	42.2%	25.3%	79.9%	47.9%	32.0%
D	847	813	812	381	161	626	339	287
%V	17.3%	17.2%	17.2%	18.4%	16.5%	16.4%	16.3%	16.4%
%H		96.0%	95.9%	45.0%	19.0%	73.9%	40.0%	33.9%
E	562	537	534	167	76	468	173	295
%V	11.5%	11.3%	11.3%	8.1%	7.8%	12.2%	8.3%	16.9%
%H		95.6%	95.0%	29.7%	13.5%	83.3%	30.8%	52.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	4883	4739	4721	2071	977	3821	2076	1745
%H		97.1%	96.7%	42.4%	20.0%	78.3%	42.5%	35.7%
Working full time	2143	2089	2081	1018	495	1626	1026	600
%V	43.9%	44.1%	44.1%	49.2%	50.7%	42.6%	49.4%	34.4%
%H		97.5%	97.1%	47.5%	23.1%	75.9%	47.9%	28.0%
Working part time	502	492	490	235	112	377	224	153
%V	10.3%	10.4%	10.4%	11.3%	11.5%	9.9%	10.8%	8.8%
%H		98.0%	97.6%	46.8%	22.3%	75.1%	44.6%	30.5%
Not working	2238	2158	2149	818	370	1818	826	992
%V	45.8%	45.5%	45.5%	39.5%	37.9%	47.6%	39.8%	56.8%
%H		96.4%	96.0%	36.6%	16.5%	81.2%	36.9%	44.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2389	2307	2297	1042	485	1842	1035	807
%H		96.6%	96.1%	43.6%	20.3%	77.1%	43.3%	33.8%
16 - 19	155	153	152	83	37	118	82	36
%V	6.5%	6.6%	6.6%	8.0%	7.6%	6.4%	7.9%	4.5%
%H		98.7%	98.1%	53.5%	23.9%	76.1%	52.9%	23.2%
20 - 24	182	170	169	91	35	136	89	47
%V	7.6%	7.4%	7.4%	8.7%	7.2%	7.4%	8.6%	5.8%
%H		93.4%	92.9%	50.0%	19.2%	74.7%	48.9%	25.8%
25 - 34	399	378	374	179	89	279	169	109
%V	16.7%	16.4%	16.3%	17.2%	18.4%	15.1%	16.3%	13.5%
%H		94.7%	93.7%	44.9%	22.3%	69.9%	42.4%	27.3%
35 - 44	384	365	364	194	89	273	186	87
%V	16.1%	15.8%	15.8%	18.6%	18.4%	14.8%	18.0%	10.8%
%H		95.1%	94.8%	50.5%	23.2%	71.1%	48.4%	22.7%
45 - 54	427	419	419	191	102	332	197	134
%V	17.9%	18.2%	18.2%	18.3%	21.0%	18.0%	19.0%	16.6%
%H		98.1%	98.1%	44.7%	23.9%	77.8%	46.1%	31.4%
55 - 64	347	337	337	136	60	283	139	145
%V	14.5%	14.6%	14.7%	13.1%	12.4%	15.4%	13.4%	18.0%
%H		97.1%	97.1%	39.2%	17.3%	81.6%	40.1%	41.8%
65+	494	484	483	167	73	421	173	248
%V	20.7%	21.0%	21.0%	16.0%	15.1%	22.9%	16.7%	30.7%
%H		98.0%	97.8%	33.8%	14.8%	85.2%	35.0%	50.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2389	2307	2297	1042	485	1842	1035	807
%H		96.6%	96.1%	43.6%	20.3%	77.1%	43.3%	33.8%
AB	590	577	575	293	105	454	268	186
%V	24.7%	25.0%	25.0%	28.1%	21.6%	24.6%	25.9%	23.0%
%H		97.8%	97.5%	49.7%	17.8%	76.9%	45.4%	31.5%
C1	581	557	554	247	128	443	256	187
%V	24.3%	24.1%	24.1%	23.7%	26.4%	24.0%	24.7%	23.2%
%H		95.9%	95.4%	42.5%	22.0%	76.2%	44.1%	32.2%
C2	574	563	560	243	143	459	275	184
%V	24.0%	24.4%	24.4%	23.3%	29.5%	24.9%	26.6%	22.8%
%H		98.1%	97.6%	42.3%	24.9%	80.0%	47.9%	32.1%
D	428	406	405	191	82	308	167	141
%V	17.9%	17.6%	17.6%	18.3%	16.9%	16.7%	16.1%	17.5%
%H		94.9%	94.6%	44.6%	19.2%	72.0%	39.0%	32.9%
E	216	204	203	69	27	178	69	108
%V	9.0%	8.8%	8.8%	6.6%	5.6%	9.7%	6.7%	13.4%
%H		94.4%	94.0%	31.9%	12.5%	82.4%	31.9%	50.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2389	2307	2297	1042	485	1842	1035	807
%H		96.6%	96.1%	43.6%	20.3%	77.1%	43.3%	33.8%
Working full time	1354	1315	1309	655	309	1018	653	366
%V	56.7%	57.0%	57.0%	62.9%	63.7%	55.3%	63.1%	45.4%
%H		97.1%	96.7%	48.4%	22.8%	75.2%	48.2%	27.0%
Working part time	115	111	111	55	21	84	46	38
%V	4.8%	4.8%	4.8%	5.3%	4.3%	4.6%	4.4%	4.7%
%H		96.5%	96.5%	47.8%	18.3%	73.0%	40.0%	33.0%
Not working	919	881	878	333	155	739	337	402
%V	38.5%	38.2%	38.2%	32.0%	32.0%	40.1%	32.6%	49.8%
%H		95.9%	95.5%	36.2%	16.9%	80.4%	36.7%	43.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2494	2432	2424	1029	492	1980	1041	938
%H		97.5%	97.2%	41.3%	19.7%	79.4%	41.7%	37.6%
16 - 19	153	151	149	76	38	114	77	38
%V	6.1%	6.2%	6.1%	7.4%	7.7%	5.8%	7.4%	4.1%
%H		98.7%	97.4%	49.7%	24.8%	74.5%	50.3%	24.8%
20 - 24	187	175	174	75	44	142	84	58
%V	7.5%	7.2%	7.2%	7.3%	8.9%	7.2%	8.1%	6.2%
%H		93.6%	93.0%	40.1%	23.5%	75.9%	44.9%	31.0%
25 - 34	400	385	384	188	88	282	167	115
%V	16.0%	15.8%	15.8%	18.3%	17.9%	14.2%	16.0%	12.3%
%H		96.3%	96.0%	47.0%	22.0%	70.5%	41.8%	28.8%
35 - 44	395	384	383	202	85	293	193	100
%V	15.8%	15.8%	15.8%	19.6%	17.3%	14.8%	18.5%	10.7%
%H		97.2%	97.0%	51.1%	21.5%	74.2%	48.9%	25.3%
45 - 54	423	418	417	184	92	342	195	147
%V	17.0%	17.2%	17.2%	17.9%	18.7%	17.3%	18.7%	15.7%
%H		98.8%	98.6%	43.5%	21.7%	80.9%	46.1%	34.8%
55 - 64	360	353	353	148	74	299	161	138
%V	14.4%	14.5%	14.6%	14.4%	15.0%	15.1%	15.5%	14.7%
%H		98.1%	98.1%	41.1%	20.6%	83.1%	44.7%	38.3%
65+	578	567	565	156	72	507	164	343
%V	23.2%	23.3%	23.3%	15.2%	14.6%	25.6%	15.8%	36.6%
%H		98.1%	97.8%	27.0%	12.5%	87.7%	28.4%	59.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2012

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2494	2432	2424	1029	492	1980	1041	938
%H		97.5%	97.2%	41.3%	19.7%	79.4%	41.7%	37.6%
AB	607	594	591	282	108	474	265	209
%V	24.3%	24.4%	24.4%	27.4%	22.0%	23.9%	25.5%	22.3%
%H		97.9%	97.4%	46.5%	17.8%	78.1%	43.7%	34.4%
C1	641	624	622	256	132	513	270	243
%V	25.7%	25.7%	25.7%	24.9%	26.8%	25.9%	25.9%	25.9%
%H		97.3%	97.0%	39.9%	20.6%	80.0%	42.1%	37.9%
C2	481	474	472	203	124	385	231	154
%V	19.3%	19.5%	19.5%	19.7%	25.2%	19.4%	22.2%	16.4%
%H		98.5%	98.1%	42.2%	25.8%	80.0%	48.0%	32.0%
D	419	407	407	191	79	318	172	146
%V	16.8%	16.7%	16.8%	18.6%	16.1%	16.1%	16.5%	15.6%
%H		97.1%	97.1%	45.6%	18.9%	75.9%	41.1%	34.8%
E	346	333	331	98	49	291	104	187
%V	13.9%	13.7%	13.7%	9.5%	10.0%	14.7%	10.0%	19.9%
%H		96.2%	95.7%	28.3%	14.2%	84.1%	30.1%	54.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2494	2432	2424	1029	492	1980	1041	938
%H		97.5%	97.2%	41.3%	19.7%	79.4%	41.7%	37.6%
Working full time	789	774	773	363	186	607	373	234
%V	31.6%	31.8%	31.9%	35.3%	37.8%	30.7%	35.8%	24.9%
%H		98.1%	98.0%	46.0%	23.6%	76.9%	47.3%	29.7%
Working part time	387	381	380	180	91	293	178	115
%V	15.5%	15.7%	15.7%	17.5%	18.5%	14.8%	17.1%	12.3%
%H		98.4%	98.2%	46.5%	23.5%	75.7%	46.0%	29.7%
Not working	1318	1277	1272	485	215	1079	490	589
%V	52.8%	52.5%	52.5%	47.1%	43.7%	54.5%	47.1%	62.8%
%H		96.9%	96.5%	36.8%	16.3%	81.9%	37.2%	44.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	970	938	927	329	241	739	367	372
%H (All HH)		96.7%	95.6%	33.9%	24.8%	76.2%	37.8%	38.4%
%H (TV HH)			98.8%	35.1%	25.7%	78.8%	39.1%	39.7%
AB	192	188	187	74	45	148	78	70
%V	19.8%	20.0%	20.2%	22.5%	18.7%	20.0%	21.3%	18.8%
%H (All HH)		97.9%	97.4%	38.5%	23.4%	77.1%	40.6%	36.5%
%H (TV HH)			99.5%	39.4%	23.9%	78.7%	41.5%	37.2%
C1	252	241	237	86	66	195	106	90
%V	26.0%	25.7%	25.6%	26.1%	27.4%	26.4%	28.9%	24.2%
%H (All HH)		95.6%	94.0%	34.1%	26.2%	77.4%	42.1%	35.7%
%H (TV HH)			98.3%	35.7%	27.4%	80.9%	44.0%	37.3%
C2	198	193	192	71	50	156	82	74
%V	20.4%	20.6%	20.7%	21.6%	20.7%	21.1%	22.3%	19.9%
%H (All HH)		97.5%	97.0%	35.9%	25.3%	78.8%	41.4%	37.4%
%H (TV HH)			99.5%	36.8%	25.9%	80.8%	42.5%	38.3%
D	168	165	162	54	49	121	59	62
%V	17.3%	17.6%	17.5%	16.4%	20.3%	16.4%	16.1%	16.7%
%H (All HH)		98.2%	96.4%	32.1%	29.2%	72.0%	35.1%	36.9%
%H (TV HH)			98.2%	32.7%	29.7%	73.3%	35.8%	37.6%
E	161	151	149	44	31	119	43	76
%V	16.6%	16.1%	16.1%	13.4%	12.9%	16.1%	11.7%	20.4%
%H (All HH)		93.8%	92.5%	27.3%	19.3%	73.9%	26.7%	47.2%
%H (TV HH)			98.7%	29.1%	20.5%	78.8%	28.5%	50.3%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	970	938	927	329	241	739	367	372
%H (All HH)		96.7%	95.6%	33.9%	24.8%	76.2%	37.8%	38.4%
%H (TV HH)			98.8%	35.1%	25.7%	78.8%	39.1%	39.7%
Under 25	45	39	37	11	9	28	10	18
%V	4.6%	4.2%	4.0%	3.3%	3.7%	3.8%	2.7%	4.8%
%H (All HH)		86.7%	82.2%	24.4%	20.0%	62.2%	22.2%	40.0%
%H (TV HH)			94.9%	28.2%	23.1%	71.8%	25.6%	46.2%
25 - 34	169	162	156	66	49	113	71	42
%V	17.4%	17.3%	16.8%	20.1%	20.3%	15.3%	19.3%	11.3%
%H (All HH)		95.9%	92.3%	39.1%	29.0%	66.9%	42.0%	24.9%
%H (TV HH)			96.3%	40.7%	30.2%	69.8%	43.8%	25.9%
35 - 44	170	165	165	69	51	127	78	49
%V	17.5%	17.6%	17.8%	21.0%	21.2%	17.2%	21.3%	13.2%
%H (All HH)		97.1%	97.1%	40.6%	30.0%	74.7%	45.9%	28.8%
%H (TV HH)			100.0%	41.8%	30.9%	77.0%	47.3%	29.7%
45 - 54	175	171	171	71	49	134	81	53
%V	18.0%	18.2%	18.4%	21.6%	20.3%	18.1%	22.1%	14.2%
%H (All HH)		97.7%	97.7%	40.6%	28.0%	76.6%	46.3%	30.3%
%H (TV HH)			100.0%	41.5%	28.7%	78.4%	47.4%	31.0%
55 - 64	165	159	158	53	40	130	62	67
%V	17.0%	17.0%	17.0%	16.1%	16.6%	17.6%	16.9%	18.0%
%H (All HH)		96.4%	95.8%	32.1%	24.2%	78.8%	37.6%	40.6%
%H (TV HH)			99.4%	33.3%	25.2%	81.8%	39.0%	42.1%
65 +	247	242	242	59	44	207	66	141
%V	25.5%	25.8%	26.1%	17.9%	18.3%	28.0%	18.0%	37.9%
%H (All HH)		98.0%	98.0%	23.9%	17.8%	83.8%	26.7%	57.1%
%H (TV HH)			100.0%	24.4%	18.2%	85.5%	27.3%	58.3%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	970	938	927	329	241	739	367	372
%H (All HH)		96.7%	95.6%	33.9%	24.8%	76.2%	37.8%	38.4%
%H (TV HH)			98.8%	35.1%	25.7%	78.8%	39.1%	39.7%
1	337	316	312	73	62	255	76	178
%V	34.7%	33.7%	33.7%	22.2%	25.7%	34.5%	20.7%	47.8%
%H (All HH)		93.8%	92.6%	21.7%	18.4%	75.7%	22.6%	52.8%
%H (TV HH)			98.7%	23.1%	19.6%	80.7%	24.1%	56.3%
2	284	279	276	103	69	227	118	109
%V	29.3%	29.7%	29.8%	31.3%	28.6%	30.7%	32.2%	29.3%
%H (All HH)		98.2%	97.2%	36.3%	24.3%	79.9%	41.5%	38.4%
%H (TV HH)			98.9%	36.9%	24.7%	81.4%	42.3%	39.1%
3	154	152	151	63	50	116	74	42
%V	15.9%	16.2%	16.3%	19.1%	20.7%	15.7%	20.2%	11.3%
%H (All HH)		98.7%	98.1%	40.9%	32.5%	75.3%	48.1%	27.3%
%H (TV HH)			99.3%	41.4%	32.9%	76.3%	48.7%	27.6%
4	126	122	121	52	39	97	66	31
%V	13.0%	13.0%	13.1%	15.8%	16.2%	13.1%	18.0%	8.3%
%H (All HH)		96.8%	96.0%	41.3%	31.0%	77.0%	52.4%	24.6%
%H (TV HH)			99.2%	42.6%	32.0%	79.5%	54.1%	25.4%
5+	69	69	67	38	20	45	33	12
%V	7.1%	7.4%	7.2%	11.6%	8.3%	6.1%	9.0%	3.2%
%H (All HH)		100.0%	97.1%	55.1%	29.0%	65.2%	47.8%	17.4%
%H (TV HH)			97.1%	55.1%	29.0%	65.2%	47.8%	17.4%
Average HH size	2.32	2.33	2.34	2.68	2.56	2.28	2.66	1.90

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 2012

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	970	938	927	329	241	739	367	372
%H (All HH)		96.7%	95.6%	33.9%	24.8%	76.2%	37.8%	38.4%
%H (TV HH)			98.8%	35.1%	25.7%	78.8%	39.1%	39.7%
Without	719	690	681	213	169	553	244	309
%V	74.1%	73.6%	73.5%	64.7%	70.1%	74.8%	66.5%	83.1%
%H (All HH)		96.0%	94.7%	29.6%	23.5%	76.9%	33.9%	43.0%
%H (TV HH)			98.7%	30.9%	24.5%	80.1%	35.4%	44.8%
With	251	248	246	116	72	186	124	62
%V	25.9%	26.4%	26.5%	35.3%	29.9%	25.2%	33.8%	16.7%
%H (All HH)		98.8%	98.0%	46.2%	28.7%	74.1%	49.4%	24.7%
%H (TV HH)			99.2%	46.8%	29.0%	75.0%	50.0%	25.0%
0 - 3	93	91	89	43	24	66	43	24
%V	9.6%	9.7%	9.6%	13.1%	10.0%	8.9%	11.7%	6.5%
%H (All HH)		97.8%	95.7%	46.2%	25.8%	71.0%	46.2%	25.8%
%H (TV HH)			97.8%	47.3%	26.4%	72.5%	47.3%	26.4%
4 - 9	122	122	121	55	38	87	58	29
%V	12.6%	13.0%	13.1%	16.7%	15.8%	11.8%	15.8%	7.8%
%H (All HH)		100.0%	99.2%	45.1%	31.1%	71.3%	47.5%	23.8%
%H (TV HH)			99.2%	45.1%	31.1%	71.3%	47.5%	23.8%
10 - 15	117	117	117	60	34	90	65	26
%V	12.1%	12.5%	12.6%	18.2%	14.1%	12.2%	17.7%	7.0%
%H (All HH)		100.0%	100.0%	51.3%	29.1%	76.9%	55.6%	22.2%
%H (TV HH)			100.0%	51.3%	29.1%	76.9%	55.6%	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 2012

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	970	938	927	329	241	739	367	372
%H (All HH)		96.7%	95.6%	33.9%	24.8%	76.2%	37.8%	38.4%
%H (TV HH)			98.8%	35.1%	25.7%	78.8%	39.1%	39.7%
1	408	408	399	112	91	291	93	198
%V	42.1%	43.5%	43.0%	34.0%	37.8%	39.4%	25.3%	53.2%
%H (All HH)		100.0%	97.8%	27.5%	22.3%	71.3%	22.8%	48.5%
%H (TV HH)			97.8%	27.5%	22.3%	71.3%	22.8%	48.5%
2	297	297	296	111	79	246	135	111
%V	30.6%	31.7%	31.9%	33.7%	32.8%	33.3%	36.8%	29.8%
%H (All HH)		100.0%	99.7%	37.4%	26.6%	82.8%	45.5%	37.4%
%H (TV HH)			99.7%	37.4%	26.6%	82.8%	45.5%	37.4%
3	139	139	139	59	42	119	76	43
%V	14.3%	14.8%	15.0%	17.9%	17.4%	16.1%	20.7%	11.6%
%H (All HH)		100.0%	100.0%	42.4%	30.2%	85.6%	54.7%	30.9%
%H (TV HH)			100.0%	42.4%	30.2%	85.6%	54.7%	30.9%
4	63	63	63	33	20	53	42	11
%V	6.5%	6.7%	6.8%	10.0%	8.3%	7.2%	11.4%	3.0%
%H (All HH)		100.0%	100.0%	52.4%	31.7%	84.1%	66.7%	17.5%
%H (TV HH)			100.0%	52.4%	31.7%	84.1%	66.7%	17.5%
5+	30	30	30	13	9	30	21	8
%V	3.1%	3.2%	3.2%	4.0%	3.7%	4.1%	5.7%	2.2%
%H (All HH)		100.0%	100.0%	43.3%	30.0%	100.0%	70.0%	26.7%
%H (TV HH)			100.0%	43.3%	30.0%	100.0%	70.0%	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 2012

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	970	938	927	329	241	739	367	372
%H (All HH)		96.7%	95.6%	33.9%	24.8%	76.2%	37.8%	38.4%
%H (TV HH)			98.8%	35.1%	25.7%	78.8%	39.1%	39.7%
Under 20"	244	244	244	89	63	218	122	96
%V	25.2%	26.0%	26.3%	27.1%	26.1%	29.5%	33.2%	25.8%
%H (All HH)		100.0%	100.0%	36.5%	25.8%	89.3%	50.0%	39.3%
%H (TV HH)			100.0%	36.5%	25.8%	89.3%	50.0%	39.3%
20" - 29"	382	382	381	126	105	321	164	157
%V	39.4%	40.7%	41.1%	38.3%	43.6%	43.4%	44.7%	42.2%
%H (All HH)		100.0%	99.7%	33.0%	27.5%	84.0%	42.9%	41.1%
%H (TV HH)			99.7%	33.0%	27.5%	84.0%	42.9%	41.1%
30" - 39"	495	495	494	184	127	400	210	190
%V	51.0%	52.8%	53.3%	55.9%	52.7%	54.1%	57.2%	51.1%
%H (All HH)		100.0%	99.8%	37.2%	25.7%	80.8%	42.4%	38.4%
%H (TV HH)			99.8%	37.2%	25.7%	80.8%	42.4%	38.4%
40" and over	328	328	327	155	101	252	174	79
%V	33.8%	35.0%	35.3%	47.1%	41.9%	34.1%	47.4%	21.2%
%H (All HH)		100.0%	99.7%	47.3%	30.8%	76.8%	53.0%	24.1%
%H (TV HH)			99.7%	47.3%	30.8%	76.8%	53.0%	24.1%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2012

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	970	938	927	329	241	739	367	372
%H (All HH)		96.7%	95.6%	33.9%	24.8%	76.2%	37.8%	38.4%
%H (TV HH)			98.8%	35.1%	25.7%	78.8%	39.1%	39.7%
Main living room	919	919	917	326	238	731	364	367
%V	94.7%	98.0%	98.9%	99.1%	98.8%	98.9%	99.2%	98.7%
%H (All HH)		100.0%	99.8%	35.5%	25.9%	79.5%	39.6%	39.9%
%H (TV HH)			99.8%	35.5%	25.9%	79.5%	39.6%	39.9%
Kitchen	102	102	102	42	28	92	58	34
%V	10.5%	10.9%	11.0%	12.8%	11.6%	12.4%	15.8%	9.1%
%H (All HH)		100.0%	100.0%	41.2%	27.5%	90.2%	56.9%	33.3%
%H (TV HH)			100.0%	41.2%	27.5%	90.2%	56.9%	33.3%
Adult's bedroom	367	367	367	155	102	322	204	119
%V	37.8%	39.1%	39.6%	47.1%	42.3%	43.6%	55.6%	32.0%
%H (All HH)		100.0%	100.0%	42.2%	27.8%	87.7%	55.6%	32.4%
%H (TV HH)			100.0%	42.2%	27.8%	87.7%	55.6%	32.4%
Child's bedroom	75	75	75	36	22	66	49	17
%V	7.7%	8.0%	8.1%	10.9%	9.1%	8.9%	13.4%	4.6%
%H (All HH)		100.0%	100.0%	48.0%	29.3%	88.0%	65.3%	22.7%
%H (TV HH)			100.0%	48.0%	29.3%	88.0%	65.3%	22.7%
Other bedroom	56	56	56	25	20	48	34	14
%V	5.8%	6.0%	6.0%	7.6%	8.3%	6.5%	9.3%	3.8%
%H (All HH)		100.0%	100.0%	44.6%	35.7%	85.7%	60.7%	25.0%
%H (TV HH)			100.0%	44.6%	35.7%	85.7%	60.7%	25.0%
Second living/dining room	82	82	81	32	24	70	41	28
%V	8.5%	8.7%	8.7%	9.7%	10.0%	9.5%	11.2%	7.5%
%H (All HH)		100.0%	98.8%	39.0%	29.3%	85.4%	50.0%	34.1%
%H (TV HH)			98.8%	39.0%	29.3%	85.4%	50.0%	34.1%
Study/office	12	12	12	6	2	11	7	4
%V	1.2%	1.3%	1.3%	1.8%	0.8%	1.5%	1.9%	1.1%
%H (All HH)		100.0%	100.0%	50.0%	16.7%	91.7%	58.3%	33.3%
%H (TV HH)			100.0%	50.0%	16.7%	91.7%	58.3%	33.3%
TV room	7	7	7	4	1	6	5	1
%V	0.7%	0.7%	0.8%	1.2%	0.4%	0.8%	1.4%	0.3%
%H (All HH)		100.0%	100.0%	57.1%	14.3%	85.7%	71.4%	14.3%
%H (TV HH)			100.0%	57.1%	14.3%	85.7%	71.4%	14.3%
Conservatory	17	17	17	8	4	16	10	6
%V	1.8%	1.8%	1.8%	2.4%	1.7%	2.2%	2.7%	1.6%
%H (All HH)		100.0%	100.0%	47.1%	23.5%	94.1%	58.8%	35.3%
%H (TV HH)			100.0%	47.1%	23.5%	94.1%	58.8%	35.3%
Attic or loft room	2	2	2	1	1	2	1	1
%V	0.2%	0.2%	0.2%	0.3%	0.4%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	100.0%	50.0%	50.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	50.0%	100.0%	50.0%	50.0%
No specific location	2	2	2	1	1	2	1	1
%V	0.2%	0.2%	0.2%	0.3%	0.4%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	100.0%	50.0%	50.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	50.0%	100.0%	50.0%	50.0%
Other	9	9	9	4	4	8	6	2
%V	0.9%	1.0%	1.0%	1.2%	1.7%	1.1%	1.6%	0.5%
%H (All HH)		100.0%	100.0%	44.4%	44.4%	88.9%	66.7%	22.2%
%H (TV HH)			100.0%	44.4%	44.4%	88.9%	66.7%	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 2012

BBC Midlands East

Household level data

Table 15.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	970	938	927	329	241	739	367	372
%H (All HH)		96.7%	95.6%	33.9%	24.8%	76.2%	37.8%	38.4%
%H (TV HH)			98.8%	35.1%	25.7%	78.8%	39.1%	39.7%
PVR	499	499	499	269	145	373	278	95
%V	51.4%	53.2%	53.8%	81.8%	60.2%	50.5%	75.7%	25.5%
%H (All HH)		100.0%	100.0%	53.9%	29.1%	74.7%	55.7%	19.0%
%H (TV HH)			100.0%	53.9%	29.1%	74.7%	55.7%	19.0%
DVDR	131	131	131	43	34	111	55	55
%V	13.5%	14.0%	14.1%	13.1%	14.1%	15.0%	15.0%	14.8%
%H (All HH)		100.0%	100.0%	32.8%	26.0%	84.7%	42.0%	42.0%
%H (TV HH)			100.0%	32.8%	26.0%	84.7%	42.0%	42.0%
VCR	80	80	80	20	23	65	27	38
%V	8.2%	8.5%	8.6%	6.1%	9.5%	8.8%	7.4%	10.2%
%H (All HH)		100.0%	100.0%	25.0%	28.8%	81.3%	33.8%	47.5%
%H (TV HH)			100.0%	25.0%	28.8%	81.3%	33.8%	47.5%
Any recorder	595	595	595	282	169	458	302	156
%V	61.3%	63.4%	64.2%	85.7%	70.1%	62.0%	82.3%	41.9%
%H (All HH)		100.0%	100.0%	47.4%	28.4%	77.0%	50.8%	26.2%
%H (TV HH)			100.0%	47.4%	28.4%	77.0%	50.8%	26.2%

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 2012

BBC Midlands East

Household level data

Table 15.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	970	938	927	329	241	739	367	372
%H (All HH)		96.7%	95.6%	33.9%	24.8%	76.2%	37.8%	38.4%
%H (TV HH)			98.8%	35.1%	25.7%	78.8%	39.1%	39.7%
Receives HDTV (via STB or built-in reception)	482	482	482	209	175	366	257	108
%V	49.7%	51.4%	52.0%	63.5%	72.6%	49.5%	70.0%	29.0%
%H (All HH)		100.0%	100.0%	43.4%	36.3%	75.9%	53.3%	22.4%
%H (TV HH)			100.0%	43.4%	36.3%	75.9%	53.3%	22.4%
DVD/Blu-ray player or recorder	753	753	751	280	200	607	324	283
%V	77.6%	80.3%	81.0%	85.1%	83.0%	82.1%	88.3%	76.1%
%H (All HH)		100.0%	99.7%	37.2%	26.6%	80.6%	43.0%	37.6%
%H (TV HH)			99.7%	37.2%	26.6%	80.6%	43.0%	37.6%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

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	970	938	927	329	241	739	367	372
%H (All HH)		96.7%	95.6%	33.9%	24.8%	76.2%	37.8%	38.4%
%H (TV HH)			98.8%	35.1%	25.7%	78.8%	39.1%	39.7%
Has PC or Laptop	733	712	704	280	207	548	319	229
%V	75.6%	75.9%	75.9%	85.1%	85.9%	74.2%	86.9%	61.6%
%H (All HH)		97.1%	96.0%	38.2%	28.2%	74.8%	43.5%	31.2%
%H (TV HH)			98.9%	39.3%	29.1%	77.0%	44.8%	32.2%
Has broadband internet	693	674	667	274	201	517	313	204
%V	71.4%	71.9%	72.0%	83.3%	83.4%	70.0%	85.3%	54.8%
%H (All HH)		97.3%	96.2%	39.5%	29.0%	74.6%	45.2%	29.4%
%H (TV HH)			99.0%	40.7%	29.8%	76.7%	46.4%	30.3%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1835	1823	715	505	1511	871	639
%H		99.3%	39.0%	27.5%	82.3%	47.5%	34.8%
Under 20"	320	320	117	84	287	163	124
%V	17.4%	17.6%	16.4%	16.6%	19.0%	18.7%	19.4%
%H		100.0%	36.6%	26.3%	89.7%	50.9%	38.8%
20" - 29"	467	467	159	129	401	213	187
%V	25.4%	25.6%	22.2%	25.5%	26.5%	24.5%	29.3%
%H		100.0%	34.0%	27.6%	85.9%	45.6%	40.0%
30" - 39"	568	567	219	147	467	259	209
%V	31.0%	31.1%	30.6%	29.1%	30.9%	29.7%	32.7%
%H		99.8%	38.6%	25.9%	82.2%	45.6%	36.8%
40" and over	365	364	173	115	283	196	87
%V	19.9%	20.0%	24.2%	22.8%	18.7%	22.5%	13.6%
%H		99.7%	47.4%	31.5%	77.5%	53.7%	23.8%
Don't know	28	28	13	4	23	11	12
%V	1.5%	1.5%	1.8%	0.8%	1.5%	1.3%	1.9%
%H		100.0%	46.4%	14.3%	82.1%	39.3%	42.9%
Not Asked	87	77	34	26	50	29	20
%V	4.7%	4.2%	4.8%	5.1%	3.3%	3.3%	3.1%
%H		88.5%	39.1%	29.9%	57.5%	33.3%	23.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	1835	1823	715	505	1511	871	639
%H		99.3%	39.0%	27.5%	82.3%	47.5%	34.8%
Main living room	922	919	327	239	733	366	367
%V	50.2%	50.4%	45.7%	47.3%	48.5%	42.0%	57.4%
%H		99.7%	35.5%	25.9%	79.5%	39.7%	39.8%
Kitchen	103	103	42	28	92	58	35
%V	5.6%	5.7%	5.9%	5.5%	6.1%	6.7%	5.5%
%H		100.0%	40.8%	27.2%	89.3%	56.3%	34.0%
Adult's bedroom	423	423	178	119	374	238	136
%V	23.1%	23.2%	24.9%	23.6%	24.8%	27.3%	21.3%
%H		100.0%	42.1%	28.1%	88.4%	56.3%	32.2%
Child's bedroom	101	101	50	31	89	68	22
%V	5.5%	5.5%	7.0%	6.1%	5.9%	7.8%	3.4%
%H		100.0%	49.5%	30.7%	88.1%	67.3%	21.8%
Other bedroom	67	67	28	24	58	40	17
%V	3.7%	3.7%	3.9%	4.8%	3.8%	4.6%	2.7%
%H		100.0%	41.8%	35.8%	86.6%	59.7%	25.4%
Second living/dining room	83	82	32	24	70	42	28
%V	4.5%	4.5%	4.5%	4.8%	4.6%	4.8%	4.4%
%H		98.8%	38.6%	28.9%	84.3%	50.6%	33.7%
Study/office	12	12	6	2	11	7	4
%V	0.7%	0.7%	0.8%	0.4%	0.7%	0.8%	0.6%
%H		100.0%	50.0%	16.7%	91.7%	58.3%	33.3%
TV room	7	7	4	1	6	5	2
%V	0.4%	0.4%	0.6%	0.2%	0.4%	0.6%	0.3%
%H		100.0%	57.1%	14.3%	85.7%	71.4%	28.6%
Conservatory	17	17	8	4	16	10	6
%V	0.9%	0.9%	1.1%	0.8%	1.1%	1.1%	0.9%
%H		100.0%	47.1%	23.5%	94.1%	58.8%	35.3%
Attic or loft room	2	2	1	1	2	1	1
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%
%H		100.0%	50.0%	50.0%	100.0%	50.0%	50.0%
No specific location	2	2	1	1	2	1	1
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%
%H		100.0%	50.0%	50.0%	100.0%	50.0%	50.0%
Other	9	9	4	4	8	6	2
%V	0.5%	0.5%	0.6%	0.8%	0.5%	0.7%	0.3%
%H		100.0%	44.4%	44.4%	88.9%	66.7%	22.2%
Not Asked	87	77	34	26	50	29	20
%V	4.7%	4.2%	4.8%	5.1%	3.3%	3.3%	3.1%
%H		88.5%	39.1%	29.9%	57.5%	33.3%	23.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	1835	1823	715	505	1511	871	639
%H		99.3%	39.0%	27.5%	82.3%	47.5%	34.8%
PVR	647	647	368	183	491	381	110
%V	35.3%	35.5%	51.5%	36.2%	32.5%	43.7%	17.2%
%H		100.0%	56.9%	28.3%	75.9%	58.9%	17.0%
DVDR	149	149	48	40	126	64	62
%V	8.1%	8.2%	6.7%	7.9%	8.3%	7.3%	9.7%
%H		100.0%	32.2%	26.8%	84.6%	43.0%	41.6%
VCR	87	87	22	26	71	30	41
%V	4.7%	4.8%	3.1%	5.1%	4.7%	3.4%	6.4%
%H		100.0%	25.3%	29.9%	81.6%	34.5%	47.1%
Any recorder	783	783	395	219	612	428	184
%V	42.7%	43.0%	55.2%	43.4%	40.5%	49.1%	28.8%
%H		100.0%	50.4%	28.0%	78.2%	54.7%	23.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1835	1823	715	505	1511	871	639
%H		99.3%	39.0%	27.5%	82.3%	47.5%	34.8%
Receives HDTV (via STB or built-in reception)	697	697	304	257	547	395	152
%V	38.0%	38.2%	42.5%	50.9%	36.2%	45.4%	23.8%
%H		100.0%	43.6%	36.9%	78.5%	56.7%	21.8%
DVD/Blu-ray player or recorder	1098	1097	434	305	919	541	377
%V	59.8%	60.2%	60.7%	60.4%	60.8%	62.1%	59.0%
%H		99.9%	39.5%	27.8%	83.7%	49.3%	34.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012
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	937	927	329	241	738	367	371
%H		98.9%	35.1%	25.7%	78.8%	39.2%	39.6%
Under 20"	26	26	6	3	23	6	17
%V	2.8%	2.8%	1.8%	1.2%	3.1%	1.6%	4.6%
%H		100.0%	23.1%	11.5%	88.5%	23.1%	65.4%
20" - 29"	182	182	37	42	147	43	104
%V	19.4%	19.6%	11.2%	17.4%	19.9%	11.7%	28.0%
%H		100.0%	20.3%	23.1%	80.8%	23.6%	57.1%
30" - 39"	402	401	135	99	323	153	171
%V	42.9%	43.3%	41.0%	41.1%	43.8%	41.7%	46.1%
%H		99.8%	33.6%	24.6%	80.3%	38.1%	42.5%
40" and over	312	311	148	96	238	163	75
%V	33.3%	33.5%	45.0%	39.8%	32.2%	44.4%	20.2%
%H		99.7%	47.4%	30.8%	76.3%	52.2%	24.0%
Don't know	7	7	2	1	6	2	4
%V	0.7%	0.8%	0.6%	0.4%	0.8%	0.5%	1.1%
%H		100.0%	28.6%	14.3%	85.7%	28.6%	57.1%
Not Asked	8	0	0	0	0	0	0
%V	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	937	927	329	241	738	367	371
%H		98.9%	35.1%	25.7%	78.8%	39.2%	39.6%
PVR	484	484	265	142	360	272	88
%V	51.7%	52.2%	80.5%	58.9%	48.8%	74.1%	23.7%
%H		100.0%	54.8%	29.3%	74.4%	56.2%	18.2%
DVDR	113	113	34	30	94	44	50
%V	12.1%	12.2%	10.3%	12.4%	12.7%	12.0%	13.5%
%H		100.0%	30.1%	26.5%	83.2%	38.9%	44.2%
VCR	70	70	18	20	57	23	34
%V	7.5%	7.6%	5.5%	8.3%	7.7%	6.3%	9.2%
%H		100.0%	25.7%	28.6%	81.4%	32.9%	48.6%
Any recorder	582	582	278	166	446	296	150
%V	62.1%	62.8%	84.5%	68.9%	60.4%	80.7%	40.4%
%H		100.0%	47.8%	28.5%	76.6%	50.9%	25.8%

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	937	927	329	241	738	367	371
%H		98.9%	35.1%	25.7%	78.8%	39.2%	39.6%
Receives HDTV (via STB or built-in reception)	464	464	199	172	350	247	103
%V	49.5%	50.1%	60.5%	71.4%	47.4%	67.3%	27.8%
%H		100.0%	42.9%	37.1%	75.4%	53.2%	22.2%
DVD/Blu-ray player or recorder	710	708	262	189	569	299	269
%V	75.8%	76.4%	79.6%	78.4%	77.1%	81.5%	72.5%
%H		99.7%	36.9%	26.6%	80.1%	42.1%	37.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	898	896	386	264	773	504	268
%H		99.8%	43.0%	29.4%	86.1%	56.1%	29.8%
Under 20"	294	294	111	81	264	157	107
%V	32.7%	32.8%	28.8%	30.7%	34.2%	31.2%	39.9%
%H		100.0%	37.8%	27.6%	89.8%	53.4%	36.4%
20" - 29"	286	285	121	87	253	170	83
%V	31.8%	31.8%	31.3%	33.0%	32.7%	33.7%	31.0%
%H		99.7%	42.3%	30.4%	88.5%	59.4%	29.0%
30" - 39"	165	165	83	49	144	106	38
%V	18.4%	18.4%	21.5%	18.6%	18.6%	21.0%	14.2%
%H		100.0%	50.3%	29.7%	87.3%	64.2%	23.0%
40" and over	54	54	25	19	45	33	12
%V	6.0%	6.0%	6.5%	7.2%	5.8%	6.5%	4.5%
%H		100.0%	46.3%	35.2%	83.3%	61.1%	22.2%
Don't know	21	21	11	3	17	9	8
%V	2.3%	2.3%	2.8%	1.1%	2.2%	1.8%	3.0%
%H		100.0%	52.4%	14.3%	81.0%	42.9%	38.1%
Not Asked	78	77	35	25	50	29	20
%V	8.7%	8.6%	9.1%	9.5%	6.5%	5.8%	7.5%
%H		98.7%	44.9%	32.1%	64.1%	37.2%	25.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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	898	896	386	264	773	504	268
%H		99.8%	43.0%	29.4%	86.1%	56.1%	29.8%
PVR	163	163	103	42	131	109	21
%V	18.2%	18.2%	26.7%	15.9%	16.9%	21.6%	7.8%
%H		100.0%	63.2%	25.8%	80.4%	66.9%	12.9%
DVDR	36	36	14	10	32	20	12
%V	4.0%	4.0%	3.6%	3.8%	4.1%	4.0%	4.5%
%H		100.0%	38.9%	27.8%	88.9%	55.6%	33.3%
VCR	17	17	4	6	14	7	7
%V	1.9%	1.9%	1.0%	2.3%	1.8%	1.4%	2.6%
%H		100.0%	23.5%	35.3%	82.4%	41.2%	41.2%
Any recorder	201	201	117	53	166	132	34
%V	22.4%	22.4%	30.3%	20.1%	21.5%	26.2%	12.7%
%H		100.0%	58.2%	26.4%	82.6%	65.7%	16.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: 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	898	896	386	264	773	504	268
%H		99.8%	43.0%	29.4%	86.1%	56.1%	29.8%
Receives HDTV (via STB or built-in reception)	233	233	105	85	198	149	49
%V	25.9%	26.0%	27.2%	32.2%	25.6%	29.6%	18.3%
%H		100.0%	45.1%	36.5%	85.0%	63.9%	21.0%
DVD/Blu-ray player or recorder	388	388	171	117	350	242	108
%V	43.2%	43.3%	44.3%	44.3%	45.3%	48.0%	40.3%
%H		100.0%	44.1%	30.2%	90.2%	62.4%	27.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2246	2189	2167	882	618	1682	976	707
%H		97.5%	96.5%	39.3%	27.5%	74.9%	43.5%	31.5%
Total Children	425	419	417	203	123	312	213	99
%V	18.9%	19.1%	19.2%	23.0%	19.9%	18.5%	21.8%	14.0%
%H		98.6%	98.1%	47.8%	28.9%	73.4%	50.1%	23.3%
0 - 3	110	106	104	51	29	76	50	27
%V	4.9%	4.8%	4.8%	5.8%	4.7%	4.5%	5.1%	3.8%
%H		96.4%	94.5%	46.4%	26.4%	69.1%	45.5%	24.5%
4 - 15	315	313	312	152	94	235	163	72
%V	14.0%	14.3%	14.4%	17.2%	15.2%	14.0%	16.7%	10.2%
%H		99.4%	99.0%	48.3%	29.8%	74.6%	51.7%	22.9%
4 - 9	164	164	163	74	51	117	78	40
%V	7.3%	7.5%	7.5%	8.4%	8.3%	7.0%	8.0%	5.7%
%H		100.0%	99.4%	45.1%	31.1%	71.3%	47.6%	24.4%
10 - 15	150	150	150	78	43	118	85	33
%V	6.7%	6.9%	6.9%	8.8%	7.0%	7.0%	8.7%	4.7%
%H		100.0%	100.0%	52.0%	28.7%	78.7%	56.7%	22.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2246	2189	2167	882	618	1682	976	707
%H		97.5%	96.5%	39.3%	27.5%	74.9%	43.5%	31.5%
Total Adults (16+)	1822	1770	1750	679	495	1371	763	608
%V	81.1%	80.9%	80.8%	77.0%	80.1%	81.5%	78.2%	86.0%
%H		97.1%	96.0%	37.3%	27.2%	75.2%	41.9%	33.4%
16 - 19	112	108	106	49	33	78	52	26
%V	5.0%	4.9%	4.9%	5.6%	5.3%	4.6%	5.3%	3.7%
%H		96.4%	94.6%	43.8%	29.5%	69.6%	46.4%	23.2%
20 - 24	173	160	154	54	53	109	60	49
%V	7.7%	7.3%	7.1%	6.1%	8.6%	6.5%	6.1%	6.9%
%H		92.5%	89.0%	31.2%	30.6%	63.0%	34.7%	28.3%
25 - 34	314	303	294	132	91	218	140	78
%V	14.0%	13.8%	13.6%	15.0%	14.7%	13.0%	14.3%	11.0%
%H		96.5%	93.6%	42.0%	29.0%	69.4%	44.6%	24.8%
35 - 44	301	295	294	130	93	224	145	79
%V	13.4%	13.5%	13.6%	14.7%	15.0%	13.3%	14.9%	11.2%
%H		98.0%	97.7%	43.2%	30.9%	74.4%	48.2%	26.2%
45 - 54	304	299	299	126	90	234	146	88
%V	13.5%	13.7%	13.8%	14.3%	14.6%	13.9%	15.0%	12.4%
%H		98.4%	98.4%	41.4%	29.6%	77.0%	48.0%	28.9%
55 - 64	265	258	257	91	68	211	108	103
%V	11.8%	11.8%	11.9%	10.3%	11.0%	12.5%	11.1%	14.6%
%H		97.4%	97.0%	34.3%	25.7%	79.6%	40.8%	38.9%
65+	353	347	346	98	68	296	112	185
%V	15.7%	15.9%	16.0%	11.1%	11.0%	17.6%	11.5%	26.2%
%H		98.3%	98.0%	27.8%	19.3%	83.9%	31.7%	52.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands East

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1822	1770	1750	679	495	1371	763	608
%H		97.1%	96.0%	37.3%	27.2%	75.2%	41.9%	33.4%
AB	383	376	374	161	95	297	169	128
%V	21.0%	21.2%	21.4%	23.7%	19.2%	21.7%	22.1%	21.1%
%H		98.2%	97.7%	42.0%	24.8%	77.5%	44.1%	33.4%
C1	495	472	463	174	142	370	216	155
%V	27.2%	26.7%	26.5%	25.6%	28.7%	27.0%	28.3%	25.5%
%H		95.4%	93.5%	35.2%	28.7%	74.7%	43.6%	31.3%
C2	391	385	384	159	101	310	181	130
%V	21.5%	21.8%	21.9%	23.4%	20.4%	22.6%	23.7%	21.4%
%H		98.5%	98.2%	40.7%	25.8%	79.3%	46.3%	33.2%
D	335	330	323	122	107	233	132	101
%V	18.4%	18.6%	18.5%	18.0%	21.6%	17.0%	17.3%	16.6%
%H		98.5%	96.4%	36.4%	31.9%	69.6%	39.4%	30.1%
E	219	208	206	64	50	161	65	95
%V	12.0%	11.8%	11.8%	9.4%	10.1%	11.7%	8.5%	15.6%
%H		95.0%	94.1%	29.2%	22.8%	73.5%	29.7%	43.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands East

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1822	1770	1750	679	495	1371	763	608
%H		97.1%	96.0%	37.3%	27.2%	75.2%	41.9%	33.4%
Working full time	786	774	770	335	235	596	378	218
%V	43.1%	43.7%	44.0%	49.3%	47.5%	43.5%	49.5%	35.9%
%H		98.5%	98.0%	42.6%	29.9%	75.8%	48.1%	27.7%
Working part time	198	195	192	80	56	151	93	58
%V	10.9%	11.0%	11.0%	11.8%	11.3%	11.0%	12.2%	9.5%
%H		98.5%	97.0%	40.4%	28.3%	76.3%	47.0%	29.3%
Not working	837	800	788	265	204	623	292	331
%V	45.9%	45.2%	45.0%	39.0%	41.2%	45.4%	38.3%	54.4%
%H		95.6%	94.1%	31.7%	24.4%	74.4%	34.9%	39.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	890	862	849	335	248	661	380	281
%H		96.9%	95.4%	37.6%	27.9%	74.3%	42.7%	31.6%
16 - 19	62	60	59	26	20	44	29	14
%V	7.0%	7.0%	6.9%	7.8%	8.1%	6.7%	7.6%	5.0%
%H		96.8%	95.2%	41.9%	32.3%	71.0%	46.8%	22.6%
20 - 24	88	82	77	26	29	55	33	22
%V	9.9%	9.5%	9.1%	7.8%	11.7%	8.3%	8.7%	7.8%
%H		93.2%	87.5%	29.5%	33.0%	62.5%	37.5%	25.0%
25 - 34	150	143	138	62	42	104	67	37
%V	16.9%	16.6%	16.3%	18.5%	16.9%	15.7%	17.6%	13.2%
%H		95.3%	92.0%	41.3%	28.0%	69.3%	44.7%	24.7%
35 - 44	154	150	150	66	48	113	73	40
%V	17.3%	17.4%	17.7%	19.7%	19.4%	17.1%	19.2%	14.2%
%H		97.4%	97.4%	42.9%	31.2%	73.4%	47.4%	26.0%
45 - 54	148	145	144	62	41	112	69	43
%V	16.6%	16.8%	17.0%	18.5%	16.5%	16.9%	18.2%	15.3%
%H		98.0%	97.3%	41.9%	27.7%	75.7%	46.6%	29.1%
55 - 64	129	126	125	44	34	102	53	49
%V	14.5%	14.6%	14.7%	13.1%	13.7%	15.4%	13.9%	17.4%
%H		97.7%	96.9%	34.1%	26.4%	79.1%	41.1%	38.0%
65+	160	156	156	49	33	132	56	76
%V	18.0%	18.1%	18.4%	14.6%	13.3%	20.0%	14.7%	27.0%
%H		97.5%	97.5%	30.6%	20.6%	82.5%	35.0%	47.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	890	862	849	335	248	661	380	281
%H		96.9%	95.4%	37.6%	27.9%	74.3%	42.7%	31.6%
AB	190	186	186	81	49	148	88	59
%V	21.3%	21.6%	21.9%	24.2%	19.8%	22.4%	23.2%	21.0%
%H		97.9%	97.9%	42.6%	25.8%	77.9%	46.3%	31.1%
C1	234	222	215	88	66	171	106	65
%V	26.3%	25.8%	25.3%	26.3%	26.6%	25.9%	27.9%	23.1%
%H		94.9%	91.9%	37.6%	28.2%	73.1%	45.3%	27.8%
C2	201	197	197	78	52	159	90	68
%V	22.6%	22.9%	23.2%	23.3%	21.0%	24.1%	23.7%	24.2%
%H		98.0%	98.0%	38.8%	25.9%	79.1%	44.8%	33.8%
D	177	174	171	63	60	122	72	51
%V	19.9%	20.2%	20.1%	18.8%	24.2%	18.5%	18.9%	18.1%
%H		98.3%	96.6%	35.6%	33.9%	68.9%	40.7%	28.8%
E	88	82	81	25	21	62	24	37
%V	9.9%	9.5%	9.5%	7.5%	8.5%	9.4%	6.3%	13.2%
%H		93.2%	92.0%	28.4%	23.9%	70.5%	27.3%	42.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	890	862	849	335	248	661	380	281
%H		96.9%	95.4%	37.6%	27.9%	74.3%	42.7%	31.6%
Working full time	488	480	477	210	144	369	237	132
%V	54.8%	55.7%	56.2%	62.7%	58.1%	55.8%	62.4%	47.0%
%H		98.4%	97.7%	43.0%	29.5%	75.6%	48.6%	27.0%
Working part time	40	38	36	15	9	28	16	12
%V	4.5%	4.4%	4.2%	4.5%	3.6%	4.2%	4.2%	4.3%
%H		95.0%	90.0%	37.5%	22.5%	70.0%	40.0%	30.0%
Not working	363	344	336	110	94	264	127	137
%V	40.8%	39.9%	39.6%	32.8%	37.9%	39.9%	33.4%	48.8%
%H		94.8%	92.6%	30.3%	25.9%	72.7%	35.0%	37.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	932	908	901	344	248	709	383	326
%H		97.4%	96.7%	36.9%	26.6%	76.1%	41.1%	35.0%
16 - 19	50	48	47	23	12	35	23	12
%V	5.4%	5.3%	5.2%	6.7%	4.8%	4.9%	6.0%	3.7%
%H		96.0%	94.0%	46.0%	24.0%	70.0%	46.0%	24.0%
20 - 24	85	78	77	28	24	54	27	27
%V	9.1%	8.6%	8.5%	8.1%	9.7%	7.6%	7.0%	8.3%
%H		91.8%	90.6%	32.9%	28.2%	63.5%	31.8%	31.8%
25 - 34	164	160	156	70	49	114	73	41
%V	17.6%	17.6%	17.3%	20.3%	19.8%	16.1%	19.1%	12.6%
%H		97.6%	95.1%	42.7%	29.9%	69.5%	44.5%	25.0%
35 - 44	148	145	144	64	45	112	73	39
%V	15.9%	16.0%	16.0%	18.6%	18.1%	15.8%	19.1%	12.0%
%H		98.0%	97.3%	43.2%	30.4%	75.7%	49.3%	26.4%
45 - 54	156	154	154	63	48	122	76	46
%V	16.7%	17.0%	17.1%	18.3%	19.4%	17.2%	19.8%	14.1%
%H		98.7%	98.7%	40.4%	30.8%	78.2%	48.7%	29.5%
55 - 64	136	132	132	47	34	108	55	54
%V	14.6%	14.5%	14.7%	13.7%	13.7%	15.2%	14.4%	16.6%
%H		97.1%	97.1%	34.6%	25.0%	79.4%	40.4%	39.7%
65+	193	191	190	49	35	164	56	108
%V	20.7%	21.0%	21.1%	14.2%	14.1%	23.1%	14.6%	33.1%
%H		99.0%	98.4%	25.4%	18.1%	85.0%	29.0%	56.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2012

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	932	908	901	344	248	709	383	326
%H		97.4%	96.7%	36.9%	26.6%	76.1%	41.1%	35.0%
AB	192	189	189	80	46	149	81	68
%V	20.6%	20.8%	21.0%	23.3%	18.5%	21.0%	21.1%	20.9%
%H		98.4%	98.4%	41.7%	24.0%	77.6%	42.2%	35.4%
C1	261	250	248	86	76	199	110	89
%V	28.0%	27.5%	27.5%	25.0%	30.6%	28.1%	28.7%	27.3%
%H		95.8%	95.0%	33.0%	29.1%	76.2%	42.1%	34.1%
C2	189	187	187	80	48	152	91	61
%V	20.3%	20.6%	20.8%	23.3%	19.4%	21.4%	23.8%	18.7%
%H		98.9%	98.9%	42.3%	25.4%	80.4%	48.1%	32.3%
D	157	155	153	58	47	110	60	50
%V	16.8%	17.1%	17.0%	16.9%	19.0%	15.5%	15.7%	15.3%
%H		98.7%	97.5%	36.9%	29.9%	70.1%	38.2%	31.8%
E	131	126	125	40	30	99	41	58
%V	14.1%	13.9%	13.9%	11.6%	12.1%	14.0%	10.7%	17.8%
%H		96.2%	95.4%	30.5%	22.9%	75.6%	31.3%	44.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	932	908	901	344	248	709	383	326
%H		97.4%	96.7%	36.9%	26.6%	76.1%	41.1%	35.0%
Working full time	299	294	293	125	91	227	141	87
%V	32.1%	32.4%	32.5%	36.3%	36.7%	32.0%	36.8%	26.7%
%H		98.3%	98.0%	41.8%	30.4%	75.9%	47.2%	29.1%
Working part time	159	158	156	65	47	123	77	46
%V	17.1%	17.4%	17.3%	18.9%	19.0%	17.3%	20.1%	14.1%
%H		99.4%	98.1%	40.9%	29.6%	77.4%	48.4%	28.9%
Not working	474	456	452	155	109	359	165	194
%V	50.9%	50.2%	50.2%	45.1%	44.0%	50.6%	43.1%	59.5%
%H		96.2%	95.4%	32.7%	23.0%	75.7%	34.8%	40.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total