



BARB Establishment Survey Annual Data Report Volume 3: ITV Areas

January 2013 to December 2013



Ipsos MediaCT
The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

January - December 2013

Contents	Page
Introduction	2
Annual Data Tables: Volume 3 - ITV areas	
ITV London	3
ITV Midlands	31
ITV North West	59
ITV Yorkshire	87
ITV North East	115
ITV Central Scotland	143
ITV North Scotland	171
ITV South, South East and Channel Islands	199
ITV East of England	227
ITV South West	255
ITV Ulster	283
ITV Border	311
ITV HTV West	339
ITV HTV Wales	367
ITV Channel Islands	395
ITV Scotland	423
ITV Wales and West	451
ITV West Macro	479
ITV MidWest	507
ITV South and South East	535
ITV South East Macro	563
ITV North Macro	591
ITV Yorkshire / North East Macro	619
ITV North West / Border Macro	647
S4C	675
C4/Five - South Macro Region	703
C4/Five - North Macro Region	731
C4/Five - Scotland Macro Region	759

See also

Volume 1 - Total Network and Appendices

Volume 2 - BBC areas

This reports contains the weighted data results from the Establishment survey for the period January - December 2013

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

Contents	Page
Household	
Table 1.1: Social Grade	4
Table 1.2: Housewife Age	5
Table 1.3: Size of Household	6
Table 1.4: Presence of Children	7
Table 1.5: Number of TV sets in household	8
Table 1.6: Screen size	9
Table 1.7: Location of ANY set in household	10
Table 1.8: Platform Provider	11
Table 1.9: Recorders and other equipment	12
Table 1.10: Computers and Internet	13
Sets	
Table 1.11: Screen Size	14
Table 1.12: Location of set	15
Table 1.13: Recorders	16
Table 1.14: Other TV equipment	16
Table 1.15: Main Set Screen Size	17
Table 1.16: Main Set Recorders	18
Table 1.17: Main Set - Other TV equipment	18
Table 1.18: Other Sets (non-Main Set) Screen Size	19
Table 1.19: Other Set (non-Main Set) Recorders	20
Table 1.20: Other Set (non-Main Set) - Other TV equipment	20
Individuals	
Table 1.21: Age of Children	21
Table 1.22: Adults - Age	22
Table 1.23: Social Grade (Adults 16+)	23
Table 1.24: Working Status (Adults 16+)	24
Table 1.25: Males - Age	25
Table 1.26: Social Grade (Males 16+)	26
Table 1.27: Working Status (Males 16+)	27
Table 1.28: Females - Age	28
Table 1.29: Social Grade (Females 16+)	29
Table 1.30: Working Status (Females 16+)	30

DATA PERIOD: ANNUAL
January - December 2013
ITV London
Household level data
Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5201	4810	2003	903	3303	1378	1925	4159
%H (All HH)		92.5%	38.5%	17.4%	63.5%	26.5%	37.0%	80.0%
%H (TV HH)			41.6%	18.8%	68.7%	28.6%	40.0%	
AB	1519	1435	623	316	958	452	506	1425
%V	29.2%	29.8%	31.1%	35.0%	29.0%	32.8%	26.3%	34.3%
%H (All HH)		94.5%	41.0%	20.8%	63.1%	29.8%	33.3%	93.8%
%H (TV HH)			43.4%	22.0%	66.8%	31.5%	35.3%	
C1	1567	1416	576	277	995	426	568	1324
%V	30.1%	29.4%	28.8%	30.7%	30.1%	30.9%	29.5%	31.8%
%H (All HH)		90.4%	36.8%	17.7%	63.5%	27.2%	36.2%	84.5%
%H (TV HH)			40.7%	19.6%	70.3%	30.1%	40.1%	
C2	836	788	367	139	537	247	290	655
%V	16.1%	16.4%	18.3%	15.4%	16.3%	17.9%	15.1%	15.7%
%H (All HH)		94.3%	43.9%	16.6%	64.2%	29.5%	34.7%	78.3%
%H (TV HH)			46.6%	17.6%	68.1%	31.3%	36.8%	
D	725	656	272	96	443	155	288	489
%V	13.9%	13.6%	13.6%	10.6%	13.4%	11.2%	15.0%	11.8%
%H (All HH)		90.5%	37.5%	13.2%	61.1%	21.4%	39.7%	67.4%
%H (TV HH)			41.5%	14.6%	67.5%	23.6%	43.9%	
E	555	515	166	75	370	97	273	265
%V	10.7%	10.7%	8.3%	8.3%	11.2%	7.0%	14.2%	6.4%
%H (All HH)		92.8%	29.9%	13.5%	66.7%	17.5%	49.2%	47.7%
%H (TV HH)			32.2%	14.6%	71.8%	18.8%	53.0%	

Base: ITV 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 2013
ITV London
Household level data
Table 1.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5201	4810	2003	903	3303	1378	1925	4159
%V (All HH)		92.5%	38.5%	17.4%	63.5%	26.5%	37.0%	80.0%
%H (TV HH)			41.6%	18.8%	68.7%	28.6%	40.0%	
Under 25	231	173	67	31	112	43	69	185
%V	4.4%	3.6%	3.3%	3.4%	3.4%	3.1%	3.6%	4.4%
%H (All HH)		74.9%	29.0%	13.4%	48.5%	18.6%	29.9%	80.1%
%H (TV HH)			38.7%	17.9%	64.7%	24.9%	39.9%	
25 - 34	1067	934	416	181	560	222	338	959
%V	20.5%	19.4%	20.8%	20.0%	17.0%	16.1%	17.6%	23.1%
%H (All HH)		87.5%	39.0%	17.0%	52.5%	20.8%	31.7%	89.9%
%H (TV HH)			44.5%	19.4%	60.0%	23.8%	36.2%	
35 - 44	1059	985	485	208	596	302	294	984
%V	20.4%	20.5%	24.2%	23.0%	18.0%	21.9%	15.3%	23.7%
%H (All HH)		93.0%	45.8%	19.6%	56.3%	28.5%	27.8%	92.9%
%H (TV HH)			49.2%	21.1%	60.5%	30.7%	29.8%	
45 - 54	1012	955	422	208	654	318	336	887
%V	19.5%	19.9%	21.1%	23.0%	19.8%	23.1%	17.5%	21.3%
%H (All HH)		94.4%	41.7%	20.6%	64.6%	31.4%	33.2%	87.6%
%H (TV HH)			44.2%	21.8%	68.5%	33.3%	35.2%	
55 - 64	733	703	303	135	514	241	273	595
%V	14.1%	14.6%	15.1%	15.0%	15.6%	17.5%	14.2%	14.3%
%H (All HH)		95.9%	41.3%	18.4%	70.1%	32.9%	37.2%	81.2%
%H (TV HH)			43.1%	19.2%	73.1%	34.3%	38.8%	
65 +	1099	1060	311	140	867	252	615	549
%V	21.1%	22.0%	15.5%	15.5%	26.2%	18.3%	31.9%	13.2%
%H (All HH)		96.5%	28.3%	12.7%	78.9%	22.9%	56.0%	50.0%
%H (TV HH)			29.3%	13.2%	81.8%	23.8%	58.0%	

Base: ITV 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 2013
ITV London
Household level data
Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5201	4810	2003	903	3303	1378	1925	4159
%H (All HH)		92.5%	38.5%	17.4%	63.5%	26.5%	37.0%	80.0%
%H (TV HH)			41.6%	18.8%	68.7%	28.6%	40.0%	
1	1593	1414	385	197	1075	248	827	911
%V	30.6%	29.4%	19.2%	21.8%	32.5%	18.0%	43.0%	21.9%
%H (All HH)		88.8%	24.2%	12.4%	67.5%	15.6%	51.9%	57.2%
%H (TV HH)			27.2%	13.9%	76.0%	17.5%	58.5%	
2	1506	1421	586	275	999	433	567	1272
%V	29.0%	29.5%	29.3%	30.5%	30.2%	31.4%	29.5%	30.6%
%H (All HH)		94.4%	38.9%	18.3%	66.3%	28.8%	37.6%	84.5%
%H (TV HH)			41.2%	19.4%	70.3%	30.5%	39.9%	
3	889	835	396	184	541	279	261	822
%V	17.1%	17.4%	19.8%	20.4%	16.4%	20.2%	13.6%	19.8%
%H (All HH)		93.9%	44.5%	20.7%	60.9%	31.4%	29.4%	92.5%
%H (TV HH)			47.4%	22.0%	64.8%	33.4%	31.3%	
4	793	747	406	161	459	271	188	753
%V	15.2%	15.5%	20.3%	17.8%	13.9%	19.7%	9.8%	18.1%
%H (All HH)		94.2%	51.2%	20.3%	57.9%	34.2%	23.7%	95.0%
%H (TV HH)			54.4%	21.6%	61.4%	36.3%	25.2%	
5+	421	393	231	85	229	147	82	401
%V	8.1%	8.2%	11.5%	9.4%	6.9%	10.7%	4.3%	9.6%
%H (All HH)		93.3%	54.9%	20.2%	54.4%	34.9%	19.5%	95.2%
%H (TV HH)			58.8%	21.6%	58.3%	37.4%	20.9%	
Average HH size	2.47	2.49	2.82	2.70	2.37	2.80	2.06	2.68

Base: ITV 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 2013
ITV London
Household level data
Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5201	4810	2003	903	3303	1378	1925	4159
%H (All HH)		92.5%	38.5%	17.4%	63.5%	26.5%	37.0%	80.0%
%H (TV HH)			41.6%	18.8%	68.7%	28.6%	40.0%	
Without	3728	3403	1265	603	2451	907	1544	2795
%V	71.7%	70.7%	63.2%	66.8%	74.2%	65.8%	80.2%	67.2%
%H (All HH)		91.3%	33.9%	16.2%	65.7%	24.3%	41.4%	75.0%
%H (TV HH)			37.2%	17.7%	72.0%	26.7%	45.4%	
With	1473	1407	738	300	852	472	380	1363
%V	28.3%	29.3%	36.8%	33.2%	25.8%	34.3%	19.7%	32.8%
%H (All HH)		95.5%	50.1%	20.4%	57.8%	32.0%	25.8%	92.5%
%H (TV HH)			52.5%	21.3%	60.6%	33.5%	27.0%	
0 - 3	626	586	301	115	349	179	170	568
%V	12.0%	12.2%	15.0%	12.7%	10.6%	13.0%	8.8%	13.7%
%H (All HH)		93.6%	48.1%	18.4%	55.8%	28.6%	27.2%	90.7%
%H (TV HH)			51.4%	19.6%	59.6%	30.5%	29.0%	
4 - 9	721	688	375	138	404	226	178	665
%V	13.9%	14.3%	18.7%	15.3%	12.2%	16.4%	9.2%	16.0%
%H (All HH)		95.4%	52.0%	19.1%	56.0%	31.3%	24.7%	92.2%
%H (TV HH)			54.5%	20.1%	58.7%	32.8%	25.9%	
10 - 15	628	606	330	140	379	233	145	591
%V	12.1%	12.6%	16.5%	15.5%	11.5%	16.9%	7.5%	14.2%
%H (All HH)		96.5%	52.5%	22.3%	60.4%	37.1%	23.1%	94.1%
%H (TV HH)			54.5%	23.1%	62.5%	38.4%	23.9%	

Base: ITV 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 2013
ITV London
Household level data
Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5201	4810	2003	903	3303	1378	1925	4159
%H (All HH)		92.5%	38.5%	17.4%	63.5%	26.5%	37.0%	80.0%
%H (TV HH)			41.6%	18.8%	68.7%	28.6%	40.0%	
1	2412	2412	845	380	1521	353	1168	1789
%V	46.4%	50.1%	42.2%	42.1%	46.0%	25.6%	60.7%	43.0%
%H (All HH)		100.0%	35.0%	15.8%	63.1%	14.6%	48.4%	74.2%
%H (TV HH)			35.0%	15.8%	63.1%	14.6%	48.4%	
2	1470	1470	661	299	1045	521	524	1214
%V	28.3%	30.6%	33.0%	33.1%	31.6%	37.8%	27.2%	29.2%
%H (All HH)		100.0%	45.0%	20.3%	71.1%	35.4%	35.6%	82.6%
%H (TV HH)			45.0%	20.3%	71.1%	35.4%	35.6%	
3	597	597	301	138	467	296	170	545
%V	11.5%	12.4%	15.0%	15.3%	14.1%	21.5%	8.8%	13.1%
%H (All HH)		100.0%	50.4%	23.1%	78.2%	49.6%	28.5%	91.3%
%H (TV HH)			50.4%	23.1%	78.2%	49.6%	28.5%	
4	221	221	123	58	176	131	45	210
%V	4.2%	4.6%	6.1%	6.4%	5.3%	9.5%	2.3%	5.0%
%H (All HH)		100.0%	55.7%	26.2%	79.6%	59.3%	20.4%	95.0%
%H (TV HH)			55.7%	26.2%	79.6%	59.3%	20.4%	
5+	111	111	73	27	94	77	17	109
%V	2.1%	2.3%	3.6%	3.0%	2.8%	5.6%	0.9%	2.6%
%H (All HH)		100.0%	65.8%	24.3%	84.7%	69.4%	15.3%	98.2%
%H (TV HH)			65.8%	24.3%	84.7%	69.4%	15.3%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Household level data

Table 1.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5201	4810	2003	903	3303	1378	1925	4159
%H (All HH)		92.5%	38.5%	17.4%	63.5%	26.5%	37.0%	80.0%
%H (TV HH)			41.6%	18.8%	68.7%	28.6%	40.0%	
Under 20"	927	927	359	187	774	382	392	755
%V	17.8%	19.3%	17.9%	20.7%	23.4%	27.7%	20.4%	18.2%
%H (All HH)		100.0%	38.7%	20.2%	83.5%	41.2%	42.3%	81.4%
%H (TV HH)			38.7%	20.2%	83.5%	41.2%	42.3%	
20" - 29"	1654	1654	646	317	1274	563	711	1280
%V	31.8%	34.4%	32.3%	35.1%	38.6%	40.9%	36.9%	30.8%
%H (All HH)		100.0%	39.1%	19.2%	77.0%	34.0%	43.0%	77.4%
%H (TV HH)			39.1%	19.2%	77.0%	34.0%	43.0%	
30" - 39"	2344	2344	996	459	1659	749	910	1934
%V	45.1%	48.7%	49.7%	50.8%	50.2%	54.4%	47.3%	46.5%
%H (All HH)		100.0%	42.5%	19.6%	70.8%	32.0%	38.8%	82.5%
%H (TV HH)			42.5%	19.6%	70.8%	32.0%	38.8%	
40" and over	2001	2001	1098	432	1266	766	499	1796
%V	38.5%	41.6%	54.8%	47.8%	38.3%	55.6%	25.9%	43.2%
%H (All HH)		100.0%	54.9%	21.6%	63.3%	38.3%	24.9%	89.8%
%H (TV HH)			54.9%	21.6%	63.3%	38.3%	24.9%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5201	4810	2003	903	3303	1378	1925	4159
%H (All HH)		92.5%	38.5%	17.4%	63.5%	26.5%	37.0%	80.0%
%H (TV HH)			41.6%	18.8%	68.7%	28.6%	40.0%	
Main living room	4704	4704	1979	892	3233	1364	1869	3786
%V	90.4%	97.8%	98.8%	98.8%	97.9%	99.0%	97.1%	91.0%
%H (All HH)		100.0%	42.1%	19.0%	68.7%	29.0%	39.7%	80.5%
%H (TV HH)			42.1%	19.0%	68.7%	29.0%	39.7%	
Kitchen	476	476	229	103	394	235	159	417
%V	9.2%	9.9%	11.4%	11.4%	11.9%	17.1%	8.3%	10.0%
%H (All HH)		100.0%	48.1%	21.6%	82.8%	49.4%	33.4%	87.6%
%H (TV HH)			48.1%	21.6%	82.8%	49.4%	33.4%	
Adult's bedroom	1801	1801	872	398	1367	806	561	1560
%V	34.6%	37.4%	43.5%	44.1%	41.4%	58.5%	29.1%	37.5%
%H (All HH)		100.0%	48.4%	22.1%	75.9%	44.8%	31.1%	86.6%
%H (TV HH)			48.4%	22.1%	75.9%	44.8%	31.1%	
Child's bedroom	265	265	151	67	197	143	54	249
%V	5.1%	5.5%	7.5%	7.4%	6.0%	10.4%	2.8%	6.0%
%H (All HH)		100.0%	57.0%	25.3%	74.3%	54.0%	20.4%	94.0%
%H (TV HH)			57.0%	25.3%	74.3%	54.0%	20.4%	
Other bedroom	187	187	102	39	149	97	52	167
%V	3.6%	3.9%	5.1%	4.3%	4.5%	7.0%	2.7%	4.0%
%H (All HH)		100.0%	54.5%	20.9%	79.7%	51.9%	27.8%	89.3%
%H (TV HH)			54.5%	20.9%	79.7%	51.9%	27.8%	
Second living/dining room	317	317	156	68	248	149	99	286
%V	6.1%	6.6%	7.8%	7.5%	7.5%	10.8%	5.1%	6.9%
%H (All HH)		100.0%	49.2%	21.5%	78.2%	47.0%	31.2%	90.2%
%H (TV HH)			49.2%	21.5%	78.2%	47.0%	31.2%	
Study/office	81	81	47	18	62	44	18	79
%V	1.6%	1.7%	2.3%	2.0%	1.9%	3.2%	0.9%	1.9%
%H (All HH)		100.0%	58.0%	22.2%	76.5%	54.3%	22.2%	97.5%
%H (TV HH)			58.0%	22.2%	76.5%	54.3%	22.2%	
TV room	44	44	26	8	32	21	11	42
%V	0.8%	0.9%	1.3%	0.9%	1.0%	1.5%	0.6%	1.0%
%H (All HH)		100.0%	59.1%	18.2%	72.7%	47.7%	25.0%	95.5%
%H (TV HH)			59.1%	18.2%	72.7%	47.7%	25.0%	
Conservatory	42	42	27	6	34	24	10	37
%V	0.8%	0.9%	1.3%	0.7%	1.0%	1.7%	0.5%	0.9%
%H (All HH)		100.0%	64.3%	14.3%	81.0%	57.1%	23.8%	88.1%
%H (TV HH)			64.3%	14.3%	81.0%	57.1%	23.8%	
Attic or loft room	11	11	5	2	10	6	4	11
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	45.5%	18.2%	90.9%	54.5%	36.4%	100.0%
%H (TV HH)			45.5%	18.2%	90.9%	54.5%	36.4%	
No specific location	8	8	3	3	5	2	2	7
%V	0.2%	0.2%	0.1%	0.3%	0.2%	0.1%	0.1%	0.2%
%H (All HH)		100.0%	37.5%	37.5%	62.5%	25.0%	25.0%	87.5%
%H (TV HH)			37.5%	37.5%	62.5%	25.0%	25.0%	
Other	39	39	23	7	34	22	11	38
%V	0.7%	0.8%	1.1%	0.8%	1.0%	1.6%	0.6%	0.9%
%H (All HH)		100.0%	59.0%	17.9%	87.2%	56.4%	28.2%	97.4%
%H (TV HH)			59.0%	17.9%	87.2%	56.4%	28.2%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Household level data

Table 1.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5201	4810	2003	903	3303	1378	1925	4159
%H (All HH)		92.5%	38.5%	17.4%	63.5%	26.5%	37.0%	80.0%
%H (TV HH)			41.6%	18.8%	68.7%	28.6%	40.0%	
Any DSAT provider	2003	2003	2003	61	968	968	0	1778
%V	38.5%	41.6%	100.0%	6.8%	29.3%	70.2%	0.0%	42.8%
%H (All HH)			100.0%	3.0%	48.3%	48.3%	0.0%	88.8%
%H (TV HH)			100.0%	3.0%	48.3%	48.3%	0.0%	
Sky with subcription	1659	1659	1659	33	796	796	0	1495
%V	31.9%	34.5%	82.8%	3.7%	24.1%	57.8%	0.0%	35.9%
%H (All HH)			100.0%	2.0%	48.0%	48.0%	0.0%	90.1%
%H (TV HH)			100.0%	2.0%	48.0%	48.0%	0.0%	
Sky without subscription	95	95	95	9	37	37	0	76
%V	1.8%	2.0%	4.7%	1.0%	1.1%	2.7%	0.0%	1.8%
%H (All HH)			100.0%	9.5%	38.9%	38.9%	0.0%	80.0%
%H (TV HH)			100.0%	9.5%	38.9%	38.9%	0.0%	
Freesat	151	151	151	10	88	88	0	129
%V	2.9%	3.1%	7.5%	1.1%	2.7%	6.4%	0.0%	3.1%
%H (All HH)			100.0%	6.6%	58.3%	58.3%	0.0%	85.4%
%H (TV HH)			100.0%	6.6%	58.3%	58.3%	0.0%	
Other satellite provider	131	131	131	10	64	64	0	110
%V	2.5%	2.7%	6.5%	1.1%	1.9%	4.6%	0.0%	2.6%
%H (All HH)			100.0%	7.6%	48.9%	48.9%	0.0%	84.0%
%H (TV HH)			100.0%	7.6%	48.9%	48.9%	0.0%	
DCAB	903	903	61	903	437	437	0	825
%V	17.4%	18.8%	3.0%	100.0%	13.2%	31.7%	0.0%	19.8%
%H (All HH)			6.8%	100.0%	48.4%	48.4%	0.0%	91.4%
%H (TV HH)			6.8%	100.0%	48.4%	48.4%	0.0%	
DTT	3303	3303	968	437	3303	1378	1925	2540
%V	63.5%	68.7%	48.3%	48.4%	100.0%	100.0%	100.0%	61.1%
%H (All HH)		100.0%	29.3%	13.2%	100.0%	41.7%	58.3%	76.9%
%H (TV HH)			29.3%	13.2%	100.0%	41.7%	58.3%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5201	4810	2003	903	3303	1378	1925	4159
%H (All HH)		92.5%	38.5%	17.4%	63.5%	26.5%	37.0%	80.0%
%H (TV HH)			41.6%	18.8%	68.7%	28.6%	40.0%	
PVR	2736	2736	1623	673	1603	1117	486	2484
%V	52.6%	56.9%	81.0%	74.5%	48.5%	81.1%	25.2%	59.7%
%H (All HH)		100.0%	59.3%	24.6%	58.6%	40.8%	17.8%	90.8%
%H (TV HH)			59.3%	24.6%	58.6%	40.8%	17.8%	
DVDR	225	225	91	42	171	76	96	188
%V	4.3%	4.7%	4.5%	4.7%	5.2%	5.5%	5.0%	4.5%
%H (All HH)		100.0%	40.4%	18.7%	76.0%	33.8%	42.7%	83.6%
%H (TV HH)			40.4%	18.7%	76.0%	33.8%	42.7%	
VCR	167	167	55	27	135	46	88	120
%V	3.2%	3.5%	2.7%	3.0%	4.1%	3.3%	4.6%	2.9%
%H (All HH)		100.0%	32.9%	16.2%	80.8%	27.5%	52.7%	71.9%
%H (TV HH)			32.9%	16.2%	80.8%	27.5%	52.7%	
Any recorder	2884	2884	1648	692	1730	1139	591	2576
%V	55.5%	60.0%	82.3%	76.6%	52.4%	82.7%	30.7%	61.9%
%H (All HH)		100.0%	57.1%	24.0%	60.0%	39.5%	20.5%	89.3%
%H (TV HH)			57.1%	24.0%	60.0%	39.5%	20.5%	
Receives HDTV (via STB or built-in reception)	2711	2711	1311	709	1746	1005	741	2423
%V	52.1%	56.4%	65.5%	78.5%	52.9%	72.9%	38.5%	58.3%
%H (All HH)		100.0%	48.4%	26.2%	64.4%	37.1%	27.3%	89.4%
%H (TV HH)			48.4%	26.2%	64.4%	37.1%	27.3%	
DVD/Blu-ray player or recorder	3673	3673	1590	740	2522	1146	1376	3090
%V	70.6%	76.4%	79.4%	81.9%	76.4%	83.2%	71.5%	74.3%
%H (All HH)		100.0%	43.3%	20.1%	68.7%	31.2%	37.5%	84.1%
%H (TV HH)			43.3%	20.1%	68.7%	31.2%	37.5%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5201	4810	2003	903	3303	1378	1925	4159
%V		92.5%	38.5%	17.4%	63.5%	26.5%	37.0%	80.0%
%H (All HH)			41.6%	18.8%	68.7%	28.6%	40.0%	
%H (TV HH)								
Has broadband internet	4159	3867	1778	825	2540	1254	1286	4159
%V	80.0%	80.4%	88.8%	91.4%	76.9%	91.0%	66.8%	100.0%
%H (All HH)		93.0%	42.8%	19.8%	61.1%	30.2%	30.9%	100.0%
%H (TV HH)			46.0%	21.3%	65.7%	32.4%	33.3%	
Number of computers (PCs and laptops)								
0	892	813	188	75	652	103	550	52
%V	17.2%	16.9%	9.4%	8.3%	19.7%	7.5%	28.6%	1.3%
%H (All HH)		91.1%	21.1%	8.4%	73.1%	11.5%	61.7%	5.8%
%H (TV HH)			23.1%	9.2%	80.2%	12.7%	67.7%	
1	1850	1683	697	287	1151	450	700	1689
%V	35.6%	35.0%	34.8%	31.8%	34.8%	32.7%	36.4%	40.6%
%H (All HH)		91.0%	37.7%	15.5%	62.2%	24.3%	37.8%	91.3%
%H (TV HH)			41.4%	17.1%	68.4%	26.7%	41.6%	
2	1214	1136	525	255	725	362	363	1181
%V	23.3%	23.6%	26.2%	28.2%	21.9%	26.3%	18.9%	28.4%
%H (All HH)		93.6%	43.2%	21.0%	59.7%	29.8%	29.9%	97.3%
%H (TV HH)			46.2%	22.4%	63.8%	31.9%	32.0%	
3	585	550	264	132	371	209	162	579
%V	11.2%	11.4%	13.2%	14.6%	11.2%	15.2%	8.4%	13.9%
%H (All HH)		94.0%	45.1%	22.6%	63.4%	35.7%	27.7%	99.0%
%H (TV HH)			48.0%	24.0%	67.5%	38.0%	29.5%	
4	343	329	174	79	206	126	80	343
%V	6.6%	6.8%	8.7%	8.7%	6.2%	9.1%	4.2%	8.2%
%H (All HH)		95.9%	50.7%	23.0%	60.1%	36.7%	23.3%	100.0%
%H (TV HH)			52.9%	24.0%	62.6%	38.3%	24.3%	
5+	317	299	156	75	198	128	70	315
%V	6.1%	6.2%	7.8%	8.3%	6.0%	9.3%	3.6%	7.6%
%H (All HH)		94.3%	49.2%	23.7%	62.5%	40.4%	22.1%	99.4%
%H (TV HH)			52.2%	25.1%	66.2%	42.8%	23.4%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8625	3961	1771	6225	3227	2998	7284
%H		45.9%	20.5%	72.2%	37.4%	34.8%	84.5%
Under 20"	1157	457	238	983	505	479	959
%V	13.4%	11.5%	13.4%	15.8%	15.6%	16.0%	13.2%
%H		39.5%	20.6%	85.0%	43.6%	41.4%	82.9%
20" - 29"	2023	818	405	1586	758	828	1604
%V	23.5%	20.7%	22.9%	25.5%	23.5%	27.6%	22.0%
%H		40.4%	20.0%	78.4%	37.5%	40.9%	79.3%
30" - 39"	2714	1192	549	1936	930	1006	2276
%V	31.5%	30.1%	31.0%	31.1%	28.8%	33.6%	31.2%
%H		43.9%	20.2%	71.3%	34.3%	37.1%	83.9%
40" and over	2288	1291	503	1458	928	531	2073
%V	26.5%	32.6%	28.4%	23.4%	28.8%	17.7%	28.5%
%H		56.4%	22.0%	63.7%	40.6%	23.2%	90.6%
Don't know	256	106	36	176	60	116	205
%V	3.0%	2.7%	2.0%	2.8%	1.9%	3.9%	2.8%
%H		41.4%	14.1%	68.8%	23.4%	45.3%	80.1%
Not Asked	187	97	40	86	46	38	167
%V	2.2%	2.4%	2.3%	1.4%	1.4%	1.3%	2.3%
%H		51.9%	21.4%	46.0%	24.6%	20.3%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8625	3961	1771	6225	3227	2998	7284
%H		45.9%	20.5%	72.2%	37.4%	34.8%	84.5%
Main living room	4721	1989	894	3244	1369	1875	3801
%V	54.7%	50.2%	50.5%	52.1%	42.4%	62.5%	52.2%
%H		42.1%	18.9%	68.7%	29.0%	39.7%	80.5%
Kitchen	479	230	103	397	237	160	420
%V	5.6%	5.8%	5.8%	6.4%	7.3%	5.3%	5.8%
%H		48.0%	21.5%	82.9%	49.5%	33.4%	87.7%
Adult's bedroom	2142	1043	490	1654	1007	647	1884
%V	24.8%	26.3%	27.7%	26.6%	31.2%	21.6%	25.9%
%H		48.7%	22.9%	77.2%	47.0%	30.2%	88.0%
Child's bedroom	331	190	89	244	182	61	311
%V	3.8%	4.8%	5.0%	3.9%	5.6%	2.0%	4.3%
%H		57.4%	26.9%	73.7%	55.0%	18.4%	94.0%
Other bedroom	214	120	43	170	112	58	193
%V	2.5%	3.0%	2.4%	2.7%	3.5%	1.9%	2.6%
%H		56.1%	20.1%	79.4%	52.3%	27.1%	90.2%
Second living/dining room	320	158	69	250	150	100	288
%V	3.7%	4.0%	3.9%	4.0%	4.6%	3.3%	4.0%
%H		49.4%	21.6%	78.1%	46.9%	31.3%	90.0%
Study/office	84	49	18	64	45	19	81
%V	1.0%	1.2%	1.0%	1.0%	1.4%	0.6%	1.1%
%H		58.3%	21.4%	76.2%	53.6%	22.6%	96.4%
TV room	44	26	8	32	21	11	42
%V	0.5%	0.7%	0.5%	0.5%	0.7%	0.4%	0.6%
%H		59.1%	18.2%	72.7%	47.7%	25.0%	95.5%
Conservatory	42	27	6	34	24	10	37
%V	0.5%	0.7%	0.3%	0.5%	0.7%	0.3%	0.5%
%H		64.3%	14.3%	81.0%	57.1%	23.8%	88.1%
Attic or loft room	11	5	2	10	6	4	11
%V	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%
%H		45.5%	18.2%	90.9%	54.5%	36.4%	100.0%
No specific location	9	3	3	5	2	3	8
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	55.6%	22.2%	33.3%	88.9%
Other	42	25	7	36	24	12	41
%V	0.5%	0.6%	0.4%	0.6%	0.7%	0.4%	0.6%
%H		59.5%	16.7%	85.7%	57.1%	28.6%	97.6%
Not Asked	187	97	40	86	46	38	167
%V	2.2%	2.4%	2.3%	1.4%	1.4%	1.3%	2.3%
%H		51.9%	21.4%	46.0%	24.6%	20.3%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8625	3961	1771	6225	3227	2998	7284
%H		45.9%	20.5%	72.2%	37.4%	34.8%	84.5%
PVR	3559	2192	896	2061	1511	550	3268
%V	41.3%	55.3%	50.6%	33.1%	46.8%	18.3%	44.9%
%H		61.6%	25.2%	57.9%	42.5%	15.5%	91.8%
DVDR	247	102	47	187	84	103	206
%V	2.9%	2.6%	2.7%	3.0%	2.6%	3.4%	2.8%
%H		41.3%	19.0%	75.7%	34.0%	41.7%	83.4%
VCR	187	65	31	151	56	95	135
%V	2.2%	1.6%	1.8%	2.4%	1.7%	3.2%	1.9%
%H		34.8%	16.6%	80.7%	29.9%	50.8%	72.2%
Any recorder	3760	2243	929	2233	1564	669	3405
%V	43.6%	56.6%	52.5%	35.9%	48.5%	22.3%	46.7%
%H		59.7%	24.7%	59.4%	41.6%	17.8%	90.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8625	3961	1771	6225	3227	2998	7284
%H		45.9%	20.5%	72.2%	37.4%	34.8%	84.5%
Receives HDTV (via STB or built-in reception)	3682	1811	1013	2414	1476	938	3343
%V	42.7%	45.7%	57.2%	38.8%	45.7%	31.3%	45.9%
%H		49.2%	27.5%	65.6%	40.1%	25.5%	90.8%
DVD/Blu-ray player or recorder	5111	2340	1087	3666	1915	1751	4414
%V	59.3%	59.1%	61.4%	58.9%	59.3%	58.4%	60.6%
%H		45.8%	21.3%	71.7%	37.5%	34.3%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4802	2002	903	3298	1378	1919	3862
%H		41.7%	18.8%	68.7%	28.7%	40.0%	80.4%
Under 20"	115	18	13	92	9	82	72
%V	2.4%	0.9%	1.4%	2.8%	0.7%	4.3%	1.9%
%H		15.7%	11.3%	80.0%	7.8%	71.3%	62.6%
20" - 29"	790	198	117	607	133	475	507
%V	16.5%	9.9%	13.0%	18.4%	9.7%	24.8%	13.1%
%H		25.1%	14.8%	76.8%	16.8%	60.1%	64.2%
30" - 39"	1801	668	339	1281	477	804	1427
%V	37.5%	33.4%	37.5%	38.8%	34.6%	41.9%	36.9%
%H		37.1%	18.8%	71.1%	26.5%	44.6%	79.2%
40" and over	1948	1071	418	1226	741	485	1747
%V	40.6%	53.5%	46.3%	37.2%	53.8%	25.3%	45.2%
%H		55.0%	21.5%	62.9%	38.0%	24.9%	89.7%
Don't know	135	47	15	92	18	74	98
%V	2.8%	2.3%	1.7%	2.8%	1.3%	3.9%	2.5%
%H		34.8%	11.1%	68.1%	13.3%	54.8%	72.6%
Not Asked	13	0	1	0	0	0	11
%V	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%
%H		0.0%	7.7%	0.0%	0.0%	0.0%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4802	2002	903	3298	1378	1919	3862
%H		41.7%	18.8%	68.7%	28.7%	40.0%	80.4%
PVR	2674	1594	658	1554	1088	465	2431
%V	55.7%	79.6%	72.9%	47.1%	79.0%	24.2%	62.9%
%H		59.6%	24.6%	58.1%	40.7%	17.4%	90.9%
DVDR	192	74	32	145	58	88	156
%V	4.0%	3.7%	3.5%	4.4%	4.2%	4.6%	4.0%
%H		38.5%	16.7%	75.5%	30.2%	45.8%	81.3%
VCR	142	43	23	113	34	78	99
%V	3.0%	2.1%	2.5%	3.4%	2.5%	4.1%	2.6%
%H		30.3%	16.2%	79.6%	23.9%	54.9%	69.7%
Any recorder	2822	1621	678	1682	1114	568	2523
%V	58.8%	81.0%	75.1%	51.0%	80.8%	29.6%	65.3%
%H		57.4%	24.0%	59.6%	39.5%	20.1%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4802	2002	903	3298	1378	1919	3862
%H		41.7%	18.8%	68.7%	28.7%	40.0%	80.4%
Receives HDTV (via STB or built-in reception)	2627	1268	696	1677	967	710	2349
%V	54.7%	63.3%	77.1%	50.8%	70.2%	37.0%	60.8%
%H		48.3%	26.5%	63.8%	36.8%	27.0%	89.4%
DVD/Blu-ray player or recorder	3507	1513	701	2390	1068	1322	2949
%V	73.0%	75.6%	77.6%	72.5%	77.5%	68.9%	76.4%
%H		43.1%	20.0%	68.1%	30.5%	37.7%	84.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3823	1958	868	2928	1849	1079	3422
%H		51.2%	22.7%	76.6%	48.4%	28.2%	89.5%
Under 20"	1042	439	225	892	495	396	887
%V	27.3%	22.4%	25.9%	30.5%	26.8%	36.7%	25.9%
%H		42.1%	21.6%	85.6%	47.5%	38.0%	85.1%
20" - 29"	1233	620	288	978	625	353	1097
%V	32.3%	31.7%	33.2%	33.4%	33.8%	32.7%	32.1%
%H		50.3%	23.4%	79.3%	50.7%	28.6%	89.0%
30" - 39"	913	524	210	655	453	202	849
%V	23.9%	26.8%	24.2%	22.4%	24.5%	18.7%	24.8%
%H		57.4%	23.0%	71.7%	49.6%	22.1%	93.0%
40" and over	340	220	85	232	187	46	326
%V	8.9%	11.2%	9.8%	7.9%	10.1%	4.3%	9.5%
%H		64.7%	25.0%	68.2%	55.0%	13.5%	95.9%
Don't know	121	59	21	84	42	42	107
%V	3.2%	3.0%	2.4%	2.9%	2.3%	3.9%	3.1%
%H		48.8%	17.4%	69.4%	34.7%	34.7%	88.4%
Not Asked	174	96	39	87	47	40	156
%V	4.6%	4.9%	4.5%	3.0%	2.5%	3.7%	4.6%
%H		55.2%	22.4%	50.0%	27.0%	23.0%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3823	1958	868	2928	1849	1079	3422
%H		51.2%	22.7%	76.6%	48.4%	28.2%	89.5%
PVR	886	598	237	507	423	85	837
%V	23.2%	30.5%	27.3%	17.3%	22.9%	7.9%	24.5%
%H		67.5%	26.7%	57.2%	47.7%	9.6%	94.5%
DVDR	55	28	15	41	26	15	50
%V	1.4%	1.4%	1.7%	1.4%	1.4%	1.4%	1.5%
%H		50.9%	27.3%	74.5%	47.3%	27.3%	90.9%
VCR	44	22	9	38	21	17	35
%V	1.2%	1.1%	1.0%	1.3%	1.1%	1.6%	1.0%
%H		50.0%	20.5%	86.4%	47.7%	38.6%	79.5%
Any recorder	938	623	250	551	450	101	883
%V	24.5%	31.8%	28.8%	18.8%	24.3%	9.4%	25.8%
%H		66.4%	26.7%	58.7%	48.0%	10.8%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3823	1958	868	2928	1849	1079	3422
%H		51.2%	22.7%	76.6%	48.4%	28.2%	89.5%
Receives HDTV (via STB or built-in reception)	1056	543	317	737	509	228	993
%V	27.6%	27.7%	36.5%	25.2%	27.5%	21.1%	29.0%
%H		51.4%	30.0%	69.8%	48.2%	21.6%	94.0%
DVD/Blu-ray player or recorder	1604	827	386	1276	847	429	1465
%V	42.0%	42.2%	44.5%	43.6%	45.8%	39.8%	42.8%
%H		51.6%	24.1%	79.6%	52.8%	26.7%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12744	11887	5620	2409	7767	3829	3939	11113
%H		93.3%	44.1%	18.9%	60.9%	30.0%	30.9%	87.2%
Total Children	2571	2442	1306	515	1463	825	638	2369
%V	20.2%	20.5%	23.2%	21.4%	18.8%	21.5%	16.2%	21.3%
%H		95.0%	50.8%	20.0%	56.9%	32.1%	24.8%	92.1%
0 - 3	757	706	366	142	417	218	199	682
%V	5.9%	5.9%	6.5%	5.9%	5.4%	5.7%	5.1%	6.1%
%H		93.3%	48.3%	18.8%	55.1%	28.8%	26.3%	90.1%
4 - 15	1814	1736	940	373	1046	607	439	1687
%V	14.2%	14.6%	16.7%	15.5%	13.5%	15.9%	11.1%	15.2%
%H		95.7%	51.8%	20.6%	57.7%	33.5%	24.2%	93.0%
4 - 9	976	930	505	184	544	300	244	899
%V	7.7%	7.8%	9.0%	7.6%	7.0%	7.8%	6.2%	8.1%
%H		95.3%	51.7%	18.9%	55.7%	30.7%	25.0%	92.1%
10 - 15	838	806	435	189	503	307	195	788
%V	6.6%	6.8%	7.7%	7.8%	6.5%	8.0%	5.0%	7.1%
%H		96.2%	51.9%	22.6%	60.0%	36.6%	23.3%	94.0%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12744	11887	5620	2409	7767	3829	3939	11113
%H		93.3%	44.1%	18.9%	60.9%	30.0%	30.9%	87.2%
Total Adults (16+)	10173	9445	4314	1894	6304	3004	3300	8744
%V	79.8%	79.5%	76.8%	78.6%	81.2%	78.5%	83.8%	78.7%
%H		92.8%	42.4%	18.6%	62.0%	29.5%	32.4%	86.0%
16 - 19	565	541	292	124	355	221	134	541
%V	4.4%	4.6%	5.2%	5.1%	4.6%	5.8%	3.4%	4.9%
%H		95.8%	51.7%	21.9%	62.8%	39.1%	23.7%	95.8%
20 - 24	838	699	339	147	448	241	207	765
%V	6.6%	5.9%	6.0%	6.1%	5.8%	6.3%	5.3%	6.9%
%H		83.4%	40.5%	17.5%	53.5%	28.8%	24.7%	91.3%
25 - 34	2286	2010	939	403	1198	526	671	2105
%V	17.9%	16.9%	16.7%	16.7%	15.4%	13.7%	17.0%	18.9%
%H		87.9%	41.1%	17.6%	52.4%	23.0%	29.4%	92.1%
35 - 44	1901	1777	884	396	1066	562	505	1775
%V	14.9%	14.9%	15.7%	16.4%	13.7%	14.7%	12.8%	16.0%
%H		93.5%	46.5%	20.8%	56.1%	29.6%	26.6%	93.4%
45 - 54	1718	1644	780	361	1106	584	521	1553
%V	13.5%	13.8%	13.9%	15.0%	14.2%	15.3%	13.2%	14.0%
%H		95.7%	45.4%	21.0%	64.4%	34.0%	30.3%	90.4%
55 - 64	1210	1169	531	232	847	425	422	1039
%V	9.5%	9.8%	9.4%	9.6%	10.9%	11.1%	10.7%	9.3%
%H		96.6%	43.9%	19.2%	70.0%	35.1%	34.9%	85.9%
65+	1654	1606	549	231	1284	444	840	967
%V	13.0%	13.5%	9.8%	9.6%	16.5%	11.6%	21.3%	8.7%
%H		97.1%	33.2%	14.0%	77.6%	26.8%	50.8%	58.5%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10173	9445	4314	1894	6304	3004	3300	8744
%H		92.8%	42.4%	18.6%	62.0%	29.5%	32.4%	86.0%
AB	3119	2971	1377	667	1964	1010	954	2983
%V	30.7%	31.5%	31.9%	35.2%	31.2%	33.6%	28.9%	34.1%
%H		95.3%	44.1%	21.4%	63.0%	32.4%	30.6%	95.6%
C1	3091	2794	1240	587	1910	929	982	2771
%V	30.4%	29.6%	28.7%	31.0%	30.3%	30.9%	29.8%	31.7%
%H		90.4%	40.1%	19.0%	61.8%	30.1%	31.8%	89.6%
C2	1758	1666	846	315	1097	569	528	1478
%V	17.3%	17.6%	19.6%	16.6%	17.4%	18.9%	16.0%	16.9%
%H		94.8%	48.1%	17.9%	62.4%	32.4%	30.0%	84.1%
D	1426	1287	596	207	821	339	483	1080
%V	14.0%	13.6%	13.8%	10.9%	13.0%	11.3%	14.6%	12.4%
%H		90.3%	41.8%	14.5%	57.6%	23.8%	33.9%	75.7%
E	779	726	256	118	512	158	354	432
%V	7.7%	7.7%	5.9%	6.2%	8.1%	5.3%	10.7%	4.9%
%H		93.2%	32.9%	15.1%	65.7%	20.3%	45.4%	55.5%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10173	9445	4314	1894	6304	3004	3300	8744
%H		92.8%	42.4%	18.6%	62.0%	29.5%	32.4%	86.0%
Working full time	5071	4682	2241	1053	2948	1527	1421	4754
%V	49.8%	49.6%	51.9%	55.6%	46.8%	50.8%	43.1%	54.4%
%H		92.3%	44.2%	20.8%	58.1%	30.1%	28.0%	93.7%
Working part time	1066	1007	475	215	690	366	324	979
%V	10.5%	10.7%	11.0%	11.4%	10.9%	12.2%	9.8%	11.2%
%H		94.5%	44.6%	20.2%	64.7%	34.3%	30.4%	91.8%
Not working	4036	3756	1597	627	2665	1111	1555	3012
%V	39.7%	39.8%	37.0%	33.1%	42.3%	37.0%	47.1%	34.4%
%H		93.1%	39.6%	15.5%	66.0%	27.5%	38.5%	74.6%
Housewife/Houseperson	5201	4810	2003	903	3303	1378	1925	4159
%V	51.1%	50.9%	46.4%	47.7%	52.4%	45.9%	58.3%	47.6%
%H		92.5%	38.5%	17.4%	63.5%	26.5%	37.0%	80.0%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4987	4612	2113	949	3047	1476	1571	4332
%H		92.5%	42.4%	19.0%	61.1%	29.6%	31.5%	86.9%
16 - 19	293	283	153	65	188	118	70	277
%V	5.9%	6.1%	7.2%	6.8%	6.2%	8.0%	4.5%	6.4%
%H		96.6%	52.2%	22.2%	64.2%	40.3%	23.9%	94.5%
20 - 24	407	338	167	73	211	119	92	373
%V	8.2%	7.3%	7.9%	7.7%	6.9%	8.1%	5.9%	8.6%
%H		83.0%	41.0%	17.9%	51.8%	29.2%	22.6%	91.6%
25 - 34	1136	989	457	204	586	262	325	1050
%V	22.8%	21.4%	21.6%	21.5%	19.2%	17.8%	20.7%	24.2%
%H		87.1%	40.2%	18.0%	51.6%	23.1%	28.6%	92.4%
35 - 44	951	885	426	198	527	264	263	881
%V	19.1%	19.2%	20.2%	20.9%	17.3%	17.9%	16.7%	20.3%
%H		93.1%	44.8%	20.8%	55.4%	27.8%	27.7%	92.6%
45 - 54	851	814	379	181	547	285	262	762
%V	17.1%	17.6%	17.9%	19.1%	18.0%	19.3%	16.7%	17.6%
%H		95.7%	44.5%	21.3%	64.3%	33.5%	30.8%	89.5%
55 - 64	592	570	256	115	416	207	208	501
%V	11.9%	12.4%	12.1%	12.1%	13.7%	14.0%	13.2%	11.6%
%H		96.3%	43.2%	19.4%	70.3%	35.0%	35.1%	84.6%
65+	758	732	275	114	572	221	351	490
%V	15.2%	15.9%	13.0%	12.0%	18.8%	15.0%	22.3%	11.3%
%H		96.6%	36.3%	15.0%	75.5%	29.2%	46.3%	64.6%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4987	4612	2113	949	3047	1476	1571	4332
%H		92.5%	42.4%	19.0%	61.1%	29.6%	31.5%	86.9%
AB	1578	1504	697	344	987	512	475	1505
%V	31.6%	32.6%	33.0%	36.2%	32.4%	34.7%	30.2%	34.7%
%H		95.3%	44.2%	21.8%	62.5%	32.4%	30.1%	95.4%
C1	1455	1313	597	287	869	438	431	1336
%V	29.2%	28.5%	28.3%	30.2%	28.5%	29.7%	27.4%	30.8%
%H		90.2%	41.0%	19.7%	59.7%	30.1%	29.6%	91.8%
C2	944	885	435	170	586	293	293	778
%V	18.9%	19.2%	20.6%	17.9%	19.2%	19.9%	18.7%	18.0%
%H		93.8%	46.1%	18.0%	62.1%	31.0%	31.0%	82.4%
D	684	609	284	97	390	168	222	531
%V	13.7%	13.2%	13.4%	10.2%	12.8%	11.4%	14.1%	12.3%
%H		89.0%	41.5%	14.2%	57.0%	24.6%	32.5%	77.6%
E	326	300	99	50	215	64	151	182
%V	6.5%	6.5%	4.7%	5.3%	7.1%	4.3%	9.6%	4.2%
%H		92.0%	30.4%	15.3%	66.0%	19.6%	46.3%	55.8%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4987	4612	2113	949	3047	1476	1571	4332
%H		92.5%	42.4%	19.0%	61.1%	29.6%	31.5%	86.9%
Working full time	3086	2852	1383	637	1784	938	846	2877
%V	61.9%	61.8%	65.5%	67.1%	58.5%	63.6%	53.9%	66.4%
%H		92.4%	44.8%	20.6%	57.8%	30.4%	27.4%	93.2%
Working part time	272	249	107	48	171	74	97	243
%V	5.5%	5.4%	5.1%	5.1%	5.6%	5.0%	6.2%	5.6%
%H		91.5%	39.3%	17.6%	62.9%	27.2%	35.7%	89.3%
Not working	1629	1511	623	264	1092	464	628	1212
%V	32.7%	32.8%	29.5%	27.8%	35.8%	31.4%	40.0%	28.0%
%H		92.8%	38.2%	16.2%	67.0%	28.5%	38.6%	74.4%
Housewife/Houseperson	1285	1136	390	203	802	262	540	920
%V	25.8%	24.6%	18.5%	21.4%	26.3%	17.8%	34.4%	21.2%
%H		88.4%	30.4%	15.8%	62.4%	20.4%	42.0%	71.6%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5186	4833	2201	945	3257	1527	1730	4412
%H		93.2%	42.4%	18.2%	62.8%	29.4%	33.4%	85.1%
16 - 19	273	258	139	59	167	103	64	264
%V	5.3%	5.3%	6.3%	6.2%	5.1%	6.7%	3.7%	6.0%
%H		94.5%	50.9%	21.6%	61.2%	37.7%	23.4%	96.7%
20 - 24	431	360	171	75	237	122	115	392
%V	8.3%	7.4%	7.8%	7.9%	7.3%	8.0%	6.6%	8.9%
%H		83.5%	39.7%	17.4%	55.0%	28.3%	26.7%	91.0%
25 - 34	1150	1021	482	199	611	265	347	1055
%V	22.2%	21.1%	21.9%	21.1%	18.8%	17.4%	20.1%	23.9%
%H		88.8%	41.9%	17.3%	53.1%	23.0%	30.2%	91.7%
35 - 44	950	892	458	199	539	297	242	895
%V	18.3%	18.5%	20.8%	21.1%	16.5%	19.4%	14.0%	20.3%
%H		93.9%	48.2%	20.9%	56.7%	31.3%	25.5%	94.2%
45 - 54	867	829	402	180	558	300	259	791
%V	16.7%	17.2%	18.3%	19.0%	17.1%	19.6%	15.0%	17.9%
%H		95.6%	46.4%	20.8%	64.4%	34.6%	29.9%	91.2%
55 - 64	619	599	275	117	431	217	214	538
%V	11.9%	12.4%	12.5%	12.4%	13.2%	14.2%	12.4%	12.2%
%H		96.8%	44.4%	18.9%	69.6%	35.1%	34.6%	86.9%
65+	896	874	273	117	712	223	489	477
%V	17.3%	18.1%	12.4%	12.4%	21.9%	14.6%	28.3%	10.8%
%H		97.5%	30.5%	13.1%	79.5%	24.9%	54.6%	53.2%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5186	4833	2201	945	3257	1527	1730	4412
%H		93.2%	42.4%	18.2%	62.8%	29.4%	33.4%	85.1%
AB	1541	1467	680	323	977	498	479	1478
%V	29.7%	30.4%	30.9%	34.2%	30.0%	32.6%	27.7%	33.5%
%H		95.2%	44.1%	21.0%	63.4%	32.3%	31.1%	95.9%
C1	1636	1481	642	300	1041	490	551	1435
%V	31.5%	30.6%	29.2%	31.7%	32.0%	32.1%	31.8%	32.5%
%H		90.5%	39.2%	18.3%	63.6%	30.0%	33.7%	87.7%
C2	814	781	410	145	511	275	236	700
%V	15.7%	16.2%	18.6%	15.3%	15.7%	18.0%	13.6%	15.9%
%H		95.9%	50.4%	17.8%	62.8%	33.8%	29.0%	86.0%
D	742	678	311	110	431	170	261	549
%V	14.3%	14.0%	14.1%	11.6%	13.2%	11.1%	15.1%	12.4%
%H		91.4%	41.9%	14.8%	58.1%	22.9%	35.2%	74.0%
E	453	426	156	68	297	94	203	250
%V	8.7%	8.8%	7.1%	7.2%	9.1%	6.2%	11.7%	5.7%
%H		94.0%	34.4%	15.0%	65.6%	20.8%	44.8%	55.2%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5186	4833	2201	945	3257	1527	1730	4412
%H		93.2%	42.4%	18.2%	62.8%	29.4%	33.4%	85.1%
Working full time	1985	1830	858	416	1164	589	576	1877
%V	38.3%	37.9%	39.0%	44.0%	35.7%	38.6%	33.3%	42.5%
%H		92.2%	43.2%	21.0%	58.6%	29.7%	29.0%	94.6%
Working part time	794	758	369	167	519	293	227	736
%V	15.3%	15.7%	16.8%	17.7%	15.9%	19.2%	13.1%	16.7%
%H		95.5%	46.5%	21.0%	65.4%	36.9%	28.6%	92.7%
Not working	2407	2246	974	362	1573	646	927	1800
%V	46.4%	46.5%	44.3%	38.3%	48.3%	42.3%	53.6%	40.8%
%H		93.3%	40.5%	15.0%	65.4%	26.8%	38.5%	74.8%
Housewife/Houseperson	3917	3675	1613	700	2501	1117	1384	3239
%V	75.5%	76.0%	73.3%	74.1%	76.8%	73.1%	80.0%	73.4%
%H		93.8%	41.2%	17.9%	63.8%	28.5%	35.3%	82.7%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Midlands

Contents	Page
Household	
Table 2.1: Social Grade	32
Table 2.2: Housewife Age	33
Table 2.3: Size of Household	34
Table 2.4: Presence of Children	35
Table 2.5: Number of TV sets in household	36
Table 2.6: Screen size	37
Table 2.7: Location of ANY set in household	38
Table 2.8: Platform Provider	39
Table 2.9: Recorders and other equipment	40
Table 2.10: Computers and Internet	41
Sets	
Table 2.11: Screen Size	42
Table 2.12: Location of set	43
Table 2.13: Recorders	44
Table 2.14: Other TV equipment	44
Table 2.15: Main Set Screen Size	45
Table 2.16: Main Set Recorders	46
Table 2.17: Main Set - Other TV equipment	46
Table 2.18: Other Sets (non-Main Set) Screen Size	47
Table 2.19: Other Set (non-Main Set) Recorders	48
Table 2.20: Other Set (non-Main Set) - Other TV equipment	48
Individuals	
Table 2.21: Age of Children	49
Table 2.22: Adults - Age	50
Table 2.23: Social Grade (Adults 16+)	51
Table 2.24: Working Status (Adults 16+)	52
Table 2.25: Males - Age	53
Table 2.26: Social Grade (Males 16+)	54
Table 2.27: Working Status (Males 16+)	55
Table 2.28: Females - Age	56
Table 2.29: Social Grade (Females 16+)	57
Table 2.30: Working Status (Females 16+)	58

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Household level data

Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3943	3818	1538	692	2931	1334	1596	2907
%H (All HH)		96.8%	39.0%	17.6%	74.3%	33.8%	40.5%	73.7%
%H (TV HH)			40.3%	18.1%	76.8%	34.9%	41.8%	
AB	954	934	423	145	700	330	370	861
%V	24.2%	24.5%	27.5%	21.0%	23.9%	24.7%	23.2%	29.6%
%H (All HH)		97.9%	44.3%	15.2%	73.4%	34.6%	38.8%	90.3%
%H (TV HH)			45.3%	15.5%	74.9%	35.3%	39.6%	
C1	1015	984	383	202	753	352	400	838
%V	25.7%	25.8%	24.9%	29.2%	25.7%	26.4%	25.1%	28.8%
%H (All HH)		96.9%	37.7%	19.9%	74.2%	34.7%	39.4%	82.6%
%H (TV HH)			38.9%	20.5%	76.5%	35.8%	40.7%	
C2	856	843	356	166	659	336	322	657
%V	21.7%	22.1%	23.1%	24.0%	22.5%	25.2%	20.2%	22.6%
%H (All HH)		98.5%	41.6%	19.4%	77.0%	39.3%	37.6%	76.8%
%H (TV HH)			42.2%	19.7%	78.2%	39.9%	38.2%	
D	623	597	245	111	454	210	244	379
%V	15.8%	15.6%	15.9%	16.0%	15.5%	15.7%	15.3%	13.0%
%H (All HH)		95.8%	39.3%	17.8%	72.9%	33.7%	39.2%	60.8%
%H (TV HH)			41.0%	18.6%	76.0%	35.2%	40.9%	
E	494	461	132	68	365	105	260	171
%V	12.5%	12.1%	8.6%	9.8%	12.5%	7.9%	16.3%	5.9%
%H (All HH)		93.3%	26.7%	13.8%	73.9%	21.3%	52.6%	34.6%
%H (TV HH)			28.6%	14.8%	79.2%	22.8%	56.4%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3943	3818	1538	692	2931	1334	1596	2907
%V (All HH)		96.8%	39.0%	17.6%	74.3%	33.8%	40.5%	73.7%
%H (TV HH)			40.3%	18.1%	76.8%	34.9%	41.8%	
Under 25	176	156	54	25	117	46	72	129
%V	4.5%	4.1%	3.5%	3.6%	4.0%	3.4%	4.5%	4.4%
%H (All HH)		88.6%	30.7%	14.2%	66.5%	26.1%	40.9%	73.3%
%H (TV HH)			34.6%	16.0%	75.0%	29.5%	46.2%	
25 - 34	597	571	269	120	385	204	182	502
%V	15.1%	15.0%	17.5%	17.3%	13.1%	15.3%	11.4%	17.3%
%H (All HH)		95.6%	45.1%	20.1%	64.5%	34.2%	30.5%	84.1%
%H (TV HH)			47.1%	21.0%	67.4%	35.7%	31.9%	
35 - 44	681	662	322	161	456	277	179	617
%V	17.3%	17.3%	20.9%	23.3%	15.6%	20.8%	11.2%	21.2%
%H (All HH)		97.2%	47.3%	23.6%	67.0%	40.7%	26.3%	90.6%
%H (TV HH)			48.6%	24.3%	68.9%	41.8%	27.0%	
45 - 54	776	755	347	153	581	322	259	672
%V	19.7%	19.8%	22.6%	22.1%	19.8%	24.1%	16.2%	23.1%
%H (All HH)		97.3%	44.7%	19.7%	74.9%	41.5%	33.4%	86.6%
%H (TV HH)			46.0%	20.3%	77.0%	42.6%	34.3%	
55 - 64	652	636	261	114	509	244	264	511
%V	16.5%	16.7%	17.0%	16.5%	17.4%	18.3%	16.5%	17.6%
%H (All HH)		97.5%	40.0%	17.5%	78.1%	37.4%	40.5%	78.4%
%H (TV HH)			41.0%	17.9%	80.0%	38.4%	41.5%	
65 +	1059	1039	285	118	882	241	642	475
%V	26.9%	27.2%	18.5%	17.1%	30.1%	18.1%	40.2%	16.3%
%H (All HH)		98.1%	26.9%	11.1%	83.3%	22.8%	60.6%	44.9%
%H (TV HH)			27.4%	11.4%	84.9%	23.2%	61.8%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Household level data

Table 2.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3943	3818	1538	692	2931	1334	1596	2907
%H (All HH)		96.8%	39.0%	17.6%	74.3%	33.8%	40.5%	73.7%
%H (TV HH)			40.3%	18.1%	76.8%	34.9%	41.8%	
1	1176	1107	283	145	895	226	669	556
%V	29.8%	29.0%	18.4%	21.0%	30.5%	16.9%	41.9%	19.1%
%H (All HH)		94.1%	24.1%	12.3%	76.1%	19.2%	56.9%	47.3%
%H (TV HH)			25.6%	13.1%	80.8%	20.4%	60.4%	
2	1318	1293	511	225	1014	454	560	1031
%V	33.4%	33.9%	33.2%	32.5%	34.6%	34.0%	35.1%	35.5%
%H (All HH)		98.1%	38.8%	17.1%	76.9%	34.4%	42.5%	78.2%
%H (TV HH)			39.5%	17.4%	78.4%	35.1%	43.3%	
3	646	635	318	139	469	286	183	572
%V	16.4%	16.6%	20.7%	20.1%	16.0%	21.4%	11.5%	19.7%
%H (All HH)		98.3%	49.2%	21.5%	72.6%	44.3%	28.3%	88.5%
%H (TV HH)			50.1%	21.9%	73.9%	45.0%	28.8%	
4	529	517	281	118	368	240	128	493
%V	13.4%	13.5%	18.3%	17.1%	12.6%	18.0%	8.0%	17.0%
%H (All HH)		97.7%	53.1%	22.3%	69.6%	45.4%	24.2%	93.2%
%H (TV HH)			54.4%	22.8%	71.2%	46.4%	24.8%	
5+	275	266	146	64	185	129	56	256
%V	7.0%	7.0%	9.5%	9.2%	6.3%	9.7%	3.5%	8.8%
%H (All HH)		96.7%	53.1%	23.3%	67.3%	46.9%	20.4%	93.1%
%H (TV HH)			54.9%	24.1%	69.5%	48.5%	21.1%	
Average HH size	2.38	2.39	2.72	2.66	2.32	2.74	1.97	2.65

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3943	3818	1538	692	2931	1334	1596	2907
%H (All HH)		96.8%	39.0%	17.6%	74.3%	33.8%	40.5%	73.7%
%H (TV HH)			40.3%	18.1%	76.8%	34.9%	41.8%	
Without	2891	2786	1008	452	2207	883	1324	1970
%V	73.3%	73.0%	65.5%	65.3%	75.3%	66.2%	83.0%	67.8%
%H (All HH)		96.4%	34.9%	15.6%	76.3%	30.5%	45.8%	68.1%
%H (TV HH)			36.2%	16.2%	79.2%	31.7%	47.5%	
With	1052	1032	530	240	723	451	272	937
%V	26.7%	27.0%	34.5%	34.7%	24.7%	33.8%	17.0%	32.2%
%H (All HH)		98.1%	50.4%	22.8%	68.7%	42.9%	25.9%	89.1%
%H (TV HH)			51.4%	23.3%	70.1%	43.7%	26.4%	
0 - 3	420	410	216	86	279	170	109	352
%V	10.7%	10.7%	14.0%	12.4%	9.5%	12.7%	6.8%	12.1%
%H (All HH)		97.6%	51.4%	20.5%	66.4%	40.5%	26.0%	83.8%
%H (TV HH)			52.7%	21.0%	68.0%	41.5%	26.6%	
4 - 9	516	506	258	120	353	222	131	460
%V	13.1%	13.3%	16.8%	17.3%	12.0%	16.6%	8.2%	15.8%
%H (All HH)		98.1%	50.0%	23.3%	68.4%	43.0%	25.4%	89.1%
%H (TV HH)			51.0%	23.7%	69.8%	43.9%	25.9%	
10 - 15	491	483	249	123	339	222	117	460
%V	12.5%	12.7%	16.2%	17.8%	11.6%	16.6%	7.3%	15.8%
%H (All HH)		98.4%	50.7%	25.1%	69.0%	45.2%	23.8%	93.7%
%H (TV HH)			51.6%	25.5%	70.2%	46.0%	24.2%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3943	3818	1538	692	2931	1334	1596	2907
%H (All HH)		96.8%	39.0%	17.6%	74.3%	33.8%	40.5%	73.7%
%H (TV HH)			40.3%	18.1%	76.8%	34.9%	41.8%	
1	1566	1566	497	244	1100	295	805	961
%V	39.7%	41.0%	32.3%	35.3%	37.5%	22.1%	50.4%	33.1%
%H (All HH)		100.0%	31.7%	15.6%	70.2%	18.8%	51.4%	61.4%
%H (TV HH)			31.7%	15.6%	70.2%	18.8%	51.4%	
2	1287	1287	546	233	1011	494	518	991
%V	32.6%	33.7%	35.5%	33.7%	34.5%	37.0%	32.5%	34.1%
%H (All HH)		100.0%	42.4%	18.1%	78.6%	38.4%	40.2%	77.0%
%H (TV HH)			42.4%	18.1%	78.6%	38.4%	40.2%	
3	622	622	307	128	522	327	195	563
%V	15.8%	16.3%	20.0%	18.5%	17.8%	24.5%	12.2%	19.4%
%H (All HH)		100.0%	49.4%	20.6%	83.9%	52.6%	31.4%	90.5%
%H (TV HH)			49.4%	20.6%	83.9%	52.6%	31.4%	
4	226	226	116	59	198	142	56	207
%V	5.7%	5.9%	7.5%	8.5%	6.8%	10.6%	3.5%	7.1%
%H (All HH)		100.0%	51.3%	26.1%	87.6%	62.8%	24.8%	91.6%
%H (TV HH)			51.3%	26.1%	87.6%	62.8%	24.8%	
5+	118	118	72	27	100	77	23	115
%V	3.0%	3.1%	4.7%	3.9%	3.4%	5.8%	1.4%	4.0%
%H (All HH)		100.0%	61.0%	22.9%	84.7%	65.3%	19.5%	97.5%
%H (TV HH)			61.0%	22.9%	84.7%	65.3%	19.5%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Household level data

Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3943	3818	1538	692	2931	1334	1596	2907
%H (All HH)		96.8%	39.0%	17.6%	74.3%	33.8%	40.5%	73.7%
%H (TV HH)			40.3%	18.1%	76.8%	34.9%	41.8%	
Under 20"	944	944	395	168	818	427	391	752
%V	23.9%	24.7%	25.7%	24.3%	27.9%	32.0%	24.5%	25.9%
%H (All HH)		100.0%	41.8%	17.8%	86.7%	45.2%	41.4%	79.7%
%H (TV HH)			41.8%	17.8%	86.7%	45.2%	41.4%	
20" - 29"	1488	1488	562	255	1227	545	682	1104
%V	37.7%	39.0%	36.5%	36.8%	41.9%	40.9%	42.7%	38.0%
%H (All HH)		100.0%	37.8%	17.1%	82.5%	36.6%	45.8%	74.2%
%H (TV HH)			37.8%	17.1%	82.5%	36.6%	45.8%	
30" - 39"	2028	2028	832	396	1592	774	818	1548
%V	51.4%	53.1%	54.1%	57.2%	54.3%	58.0%	51.3%	53.3%
%H (All HH)		100.0%	41.0%	19.5%	78.5%	38.2%	40.3%	76.3%
%H (TV HH)			41.0%	19.5%	78.5%	38.2%	40.3%	
40" and over	1496	1496	804	317	1082	692	389	1296
%V	37.9%	39.2%	52.3%	45.8%	36.9%	51.9%	24.4%	44.6%
%H (All HH)		100.0%	53.7%	21.2%	72.3%	46.3%	26.0%	86.6%
%H (TV HH)			53.7%	21.2%	72.3%	46.3%	26.0%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3943	3818	1538	692	2931	1334	1596	2907
%V (All HH)		96.8%	39.0%	17.6%	74.3%	33.8%	40.5%	73.7%
%H (TV HH)			40.3%	18.1%	76.8%	34.9%	41.8%	
Main living room	3762	3762	1527	687	2895	1325	1570	2798
%V	95.4%	98.5%	99.3%	99.3%	98.8%	99.3%	98.4%	96.3%
%H (All HH)		100.0%	40.6%	18.3%	77.0%	35.2%	41.7%	74.4%
%H (TV HH)			40.6%	18.3%	77.0%	35.2%	41.7%	
Kitchen	472	472	219	78	415	233	181	397
%V	12.0%	12.4%	14.2%	11.3%	14.2%	17.5%	11.3%	13.7%
%H (All HH)		100.0%	46.4%	16.5%	87.9%	49.4%	38.3%	84.1%
%H (TV HH)			46.4%	16.5%	87.9%	49.4%	38.3%	
Adult's bedroom	1594	1594	751	321	1321	778	542	1335
%V	40.4%	41.7%	48.8%	46.4%	45.1%	58.3%	34.0%	45.9%
%H (All HH)		100.0%	47.1%	20.1%	82.9%	48.8%	34.0%	83.8%
%H (TV HH)			47.1%	20.1%	82.9%	48.8%	34.0%	
Child's bedroom	325	325	165	91	268	194	74	305
%V	8.2%	8.5%	10.7%	13.2%	9.1%	14.5%	4.6%	10.5%
%H (All HH)		100.0%	50.8%	28.0%	82.5%	59.7%	22.8%	93.8%
%H (TV HH)			50.8%	28.0%	82.5%	59.7%	22.8%	
Other bedroom	164	164	82	42	136	91	46	153
%V	4.2%	4.3%	5.3%	6.1%	4.6%	6.8%	2.9%	5.3%
%H (All HH)		100.0%	50.0%	25.6%	82.9%	55.5%	28.0%	93.3%
%H (TV HH)			50.0%	25.6%	82.9%	55.5%	28.0%	
Second living/dining room	376	376	180	83	313	191	122	318
%V	9.5%	9.8%	11.7%	12.0%	10.7%	14.3%	7.6%	10.9%
%H (All HH)		100.0%	47.9%	22.1%	83.2%	50.8%	32.4%	84.6%
%H (TV HH)			47.9%	22.1%	83.2%	50.8%	32.4%	
Study/office	59	59	28	7	46	22	24	58
%V	1.5%	1.5%	1.8%	1.0%	1.6%	1.6%	1.5%	2.0%
%H (All HH)		100.0%	47.5%	11.9%	78.0%	37.3%	40.7%	98.3%
%H (TV HH)			47.5%	11.9%	78.0%	37.3%	40.7%	
TV room	25	25	13	4	21	14	7	23
%V	0.6%	0.7%	0.8%	0.6%	0.7%	1.0%	0.4%	0.8%
%H (All HH)		100.0%	52.0%	16.0%	84.0%	56.0%	28.0%	92.0%
%H (TV HH)			52.0%	16.0%	84.0%	56.0%	28.0%	
Conservatory	85	85	45	17	72	46	26	77
%V	2.2%	2.2%	2.9%	2.5%	2.5%	3.4%	1.6%	2.6%
%H (All HH)		100.0%	52.9%	20.0%	84.7%	54.1%	30.6%	90.6%
%H (TV HH)			52.9%	20.0%	84.7%	54.1%	30.6%	
Attic or loft room	3	3	1	1	3	2	1	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	66.7%	33.3%	
No specific location	4	4	1	0	4	1	3	4
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	25.0%	0.0%	100.0%	25.0%	75.0%	100.0%
%H (TV HH)			25.0%	0.0%	100.0%	25.0%	75.0%	
Other	21	21	7	7	19	11	8	20
%V	0.5%	0.6%	0.5%	1.0%	0.6%	0.8%	0.5%	0.7%
%H (All HH)		100.0%	33.3%	33.3%	90.5%	52.4%	38.1%	95.2%
%H (TV HH)			33.3%	33.3%	90.5%	52.4%	38.1%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Household level data

Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3943	3818	1538	692	2931	1334	1596	2907
%H (All HH)		96.8%	39.0%	17.6%	74.3%	33.8%	40.5%	73.7%
%H (TV HH)			40.3%	18.1%	76.8%	34.9%	41.8%	
Any DSAT provider	1538	1538	1538	39	941	941	0	1322
%V	39.0%	40.3%	100.0%	5.6%	32.1%	70.5%	0.0%	45.5%
%H (All HH)			100.0%	2.5%	61.2%	61.2%	0.0%	86.0%
%H (TV HH)			100.0%	2.5%	61.2%	61.2%	0.0%	
Sky with subcription	1241	1241	1241	22	776	776	0	1096
%V	31.5%	32.5%	80.7%	3.2%	26.5%	58.2%	0.0%	37.7%
%H (All HH)			100.0%	1.8%	62.5%	62.5%	0.0%	88.3%
%H (TV HH)			100.0%	1.8%	62.5%	62.5%	0.0%	
Sky without subscription	102	102	102	5	48	48	0	69
%V	2.6%	2.7%	6.6%	0.7%	1.6%	3.6%	0.0%	2.4%
%H (All HH)			100.0%	4.9%	47.1%	47.1%	0.0%	67.6%
%H (TV HH)			100.0%	4.9%	47.1%	47.1%	0.0%	
Freesat	180	180	180	9	117	117	0	147
%V	4.6%	4.7%	11.7%	1.3%	4.0%	8.8%	0.0%	5.1%
%H (All HH)			100.0%	5.0%	65.0%	65.0%	0.0%	81.7%
%H (TV HH)			100.0%	5.0%	65.0%	65.0%	0.0%	
Other satellite provider	47	47	47	3	22	22	0	40
%V	1.2%	1.2%	3.1%	0.4%	0.8%	1.6%	0.0%	1.4%
%H (All HH)			100.0%	6.4%	46.8%	46.8%	0.0%	85.1%
%H (TV HH)			100.0%	6.4%	46.8%	46.8%	0.0%	
DCAB	692	692	39	692	416	416	0	595
%V	17.6%	18.1%	2.5%	100.0%	14.2%	31.2%	0.0%	20.5%
%H (All HH)			5.6%	100.0%	60.1%	60.1%	0.0%	86.0%
%H (TV HH)			5.6%	100.0%	60.1%	60.1%	0.0%	
DTT	2931	2931	941	416	2931	1334	1596	2098
%V	74.3%	76.8%	61.2%	60.1%	100.0%	100.0%	100.0%	72.2%
%H (All HH)		100.0%	32.1%	14.2%	100.0%	45.5%	54.5%	71.6%
%H (TV HH)			32.1%	14.2%	100.0%	45.5%	54.5%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3943	3818	1538	692	2931	1334	1596	2907
%H (All HH)		96.8%	39.0%	17.6%	74.3%	33.8%	40.5%	73.7%
%H (TV HH)			40.3%	18.1%	76.8%	34.9%	41.8%	
PVR	2236	2236	1255	486	1609	1083	525	1942
%V	56.7%	58.6%	81.6%	70.2%	54.9%	81.2%	32.9%	66.8%
%H (All HH)		100.0%	56.1%	21.7%	72.0%	48.4%	23.5%	86.9%
%H (TV HH)			56.1%	21.7%	72.0%	48.4%	23.5%	
DVDR	211	211	84	37	165	72	93	173
%V	5.4%	5.5%	5.5%	5.3%	5.6%	5.4%	5.8%	6.0%
%H (All HH)		100.0%	39.8%	17.5%	78.2%	34.1%	44.1%	82.0%
%H (TV HH)			39.8%	17.5%	78.2%	34.1%	44.1%	
VCR	129	129	44	21	110	45	65	77
%V	3.3%	3.4%	2.9%	3.0%	3.8%	3.4%	4.1%	2.6%
%H (All HH)		100.0%	34.1%	16.3%	85.3%	34.9%	50.4%	59.7%
%H (TV HH)			34.1%	16.3%	85.3%	34.9%	50.4%	
Any recorder	2382	2382	1285	505	1735	1112	623	2027
%V	60.4%	62.4%	83.6%	73.0%	59.2%	83.4%	39.0%	69.7%
%H (All HH)		100.0%	53.9%	21.2%	72.8%	46.7%	26.2%	85.1%
%H (TV HH)			53.9%	21.2%	72.8%	46.7%	26.2%	
Receives HDTV (via STB or built-in reception)	2053	2053	999	516	1508	938	570	1767
%V	52.1%	53.8%	65.0%	74.6%	51.5%	70.3%	35.7%	60.8%
%H (All HH)		100.0%	48.7%	25.1%	73.5%	45.7%	27.8%	86.1%
%H (TV HH)			48.7%	25.1%	73.5%	45.7%	27.8%	
DVD/Blu-ray player or recorder	2966	2966	1265	577	2297	1143	1153	2357
%V	75.2%	77.7%	82.2%	83.4%	78.4%	85.7%	72.2%	81.1%
%H (All HH)		100.0%	42.7%	19.5%	77.4%	38.5%	38.9%	79.5%
%H (TV HH)			42.7%	19.5%	77.4%	38.5%	38.9%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3943	3818	1538	692	2931	1334	1596	2907
%V (All HH)		96.8%	39.0%	17.6%	74.3%	33.8%	40.5%	73.7%
%H (TV HH)			40.3%	18.1%	76.8%	34.9%	41.8%	
Has broadband internet	2907	2837	1322	595	2098	1166	931	2907
%V	73.7%	74.3%	86.0%	86.0%	71.6%	87.4%	58.3%	100.0%
%H (All HH)		97.6%	45.5%	20.5%	72.2%	40.1%	32.0%	100.0%
%H (TV HH)			46.6%	21.0%	74.0%	41.1%	32.8%	
Number of computers (PCs and laptops)								
0	888	842	184	86	712	139	572	43
%V	22.5%	22.1%	12.0%	12.4%	24.3%	10.4%	35.8%	1.5%
%H (All HH)		94.8%	20.7%	9.7%	80.2%	15.7%	64.4%	4.8%
%H (TV HH)			21.9%	10.2%	84.6%	16.5%	67.9%	
1	1377	1335	540	242	1031	480	551	1228
%V	34.9%	35.0%	35.1%	35.0%	35.2%	36.0%	34.5%	42.2%
%H (All HH)		96.9%	39.2%	17.6%	74.9%	34.9%	40.0%	89.2%
%H (TV HH)			40.4%	18.1%	77.2%	36.0%	41.3%	
2	827	812	388	179	593	344	249	794
%V	21.0%	21.3%	25.2%	25.9%	20.2%	25.8%	15.6%	27.3%
%H (All HH)		98.2%	46.9%	21.6%	71.7%	41.6%	30.1%	96.0%
%H (TV HH)			47.8%	22.0%	73.0%	42.4%	30.7%	
3	436	422	211	92	306	185	121	431
%V	11.1%	11.1%	13.7%	13.3%	10.4%	13.9%	7.6%	14.8%
%H (All HH)		96.8%	48.4%	21.1%	70.2%	42.4%	27.8%	98.9%
%H (TV HH)			50.0%	21.8%	72.5%	43.8%	28.7%	
4	203	201	104	45	142	90	52	202
%V	5.1%	5.3%	6.8%	6.5%	4.8%	6.7%	3.3%	6.9%
%H (All HH)		99.0%	51.2%	22.2%	70.0%	44.3%	25.6%	99.5%
%H (TV HH)			51.7%	22.4%	70.6%	44.8%	25.9%	
5+	211	207	111	48	147	96	51	208
%V	5.4%	5.4%	7.2%	6.9%	5.0%	7.2%	3.2%	7.2%
%H (All HH)		98.1%	52.6%	22.7%	69.7%	45.5%	24.2%	98.6%
%H (TV HH)			53.6%	23.2%	71.0%	46.4%	24.6%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV Midlands

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7545	3362	1476	6019	3244	2776	6082
%H		44.6%	19.6%	79.8%	43.0%	36.8%	80.6%
Under 20"	1198	506	221	1054	565	488	978
%V	15.9%	15.1%	15.0%	17.5%	17.4%	17.6%	16.1%
%H		42.2%	18.4%	88.0%	47.2%	40.7%	81.6%
20" - 29"	1868	727	334	1560	736	824	1428
%V	24.8%	21.6%	22.6%	25.9%	22.7%	29.7%	23.5%
%H		38.9%	17.9%	83.5%	39.4%	44.1%	76.4%
30" - 39"	2387	1020	479	1892	978	914	1873
%V	31.6%	30.3%	32.5%	31.4%	30.1%	32.9%	30.8%
%H		42.7%	20.1%	79.3%	41.0%	38.3%	78.5%
40" and over	1728	946	374	1257	831	426	1515
%V	22.9%	28.1%	25.3%	20.9%	25.6%	15.3%	24.9%
%H		54.7%	21.6%	72.7%	48.1%	24.7%	87.7%
Don't know	139	54	25	122	62	60	91
%V	1.8%	1.6%	1.7%	2.0%	1.9%	2.2%	1.5%
%H		38.8%	18.0%	87.8%	44.6%	43.2%	65.5%
Not Asked	225	109	43	134	72	64	197
%V	3.0%	3.2%	2.9%	2.2%	2.2%	2.3%	3.2%
%H		48.4%	19.1%	59.6%	32.0%	28.4%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7545	3362	1476	6019	3244	2776	6082
%H		44.6%	19.6%	79.8%	43.0%	36.8%	80.6%
Main living room	3777	1534	689	2904	1330	1574	2809
%V	50.1%	45.6%	46.7%	48.2%	41.0%	56.7%	46.2%
%H		40.6%	18.2%	76.9%	35.2%	41.7%	74.4%
Kitchen	476	222	79	418	237	181	401
%V	6.3%	6.6%	5.4%	6.9%	7.3%	6.5%	6.6%
%H		46.6%	16.6%	87.8%	49.8%	38.0%	84.2%
Adult's bedroom	1872	908	372	1567	951	616	1589
%V	24.8%	27.0%	25.2%	26.0%	29.3%	22.2%	26.1%
%H		48.5%	19.9%	83.7%	50.8%	32.9%	84.9%
Child's bedroom	423	213	120	353	256	97	397
%V	5.6%	6.3%	8.1%	5.9%	7.9%	3.5%	6.5%
%H		50.4%	28.4%	83.5%	60.5%	22.9%	93.9%
Other bedroom	192	97	52	160	109	51	181
%V	2.5%	2.9%	3.5%	2.7%	3.4%	1.8%	3.0%
%H		50.5%	27.1%	83.3%	56.8%	26.6%	94.3%
Second living/dining room	381	183	84	316	194	123	322
%V	5.0%	5.4%	5.7%	5.3%	6.0%	4.4%	5.3%
%H		48.0%	22.0%	82.9%	50.9%	32.3%	84.5%
Study/office	60	28	7	46	22	24	58
%V	0.8%	0.8%	0.5%	0.8%	0.7%	0.9%	1.0%
%H		46.7%	11.7%	76.7%	36.7%	40.0%	96.7%
TV room	25	13	4	21	14	7	23
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%	0.4%
%H		52.0%	16.0%	84.0%	56.0%	28.0%	92.0%
Conservatory	86	45	17	72	46	26	78
%V	1.1%	1.3%	1.2%	1.2%	1.4%	0.9%	1.3%
%H		52.3%	19.8%	83.7%	53.5%	30.2%	90.7%
Attic or loft room	3	1	1	3	2	1	3
%V	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%
%H		33.3%	33.3%	100.0%	66.7%	33.3%	100.0%
No specific location	5	1	0	5	1	3	5
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		20.0%	0.0%	100.0%	20.0%	60.0%	100.0%
Other	22	7	7	20	11	8	21
%V	0.3%	0.2%	0.5%	0.3%	0.3%	0.3%	0.3%
%H		31.8%	31.8%	90.9%	50.0%	36.4%	95.5%
Not Asked	225	109	43	134	72	64	197
%V	3.0%	3.2%	2.9%	2.2%	2.2%	2.3%	3.2%
%H		48.4%	19.1%	59.6%	32.0%	28.4%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7545	3362	1476	6019	3244	2776	6082
%H		44.6%	19.6%	79.8%	43.0%	36.8%	80.6%
PVR	2880	1701	631	2028	1434	594	2547
%V	38.2%	50.6%	42.8%	33.7%	44.2%	21.4%	41.9%
%H		59.1%	21.9%	70.4%	49.8%	20.6%	88.4%
DVDR	229	94	42	176	80	96	189
%V	3.0%	2.8%	2.8%	2.9%	2.5%	3.5%	3.1%
%H		41.0%	18.3%	76.9%	34.9%	41.9%	82.5%
VCR	137	46	24	117	49	68	82
%V	1.8%	1.4%	1.6%	1.9%	1.5%	2.4%	1.3%
%H		33.6%	17.5%	85.4%	35.8%	49.6%	59.9%
Any recorder	3068	1750	659	2193	1486	707	2666
%V	40.7%	52.1%	44.6%	36.4%	45.8%	25.5%	43.8%
%H		57.0%	21.5%	71.5%	48.4%	23.0%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7545	3362	1476	6019	3244	2776	6082
%H		44.6%	19.6%	79.8%	43.0%	36.8%	80.6%
Receives HDTV (via STB or built-in reception)	2846	1395	755	2116	1364	753	2510
%V	37.7%	41.5%	51.2%	35.2%	42.0%	27.1%	41.3%
%H		49.0%	26.5%	74.3%	47.9%	26.5%	88.2%
DVD/Blu-ray player or recorder	4334	1941	904	3456	1911	1545	3598
%V	57.4%	57.7%	61.2%	57.4%	58.9%	55.7%	59.2%
%H		44.8%	20.9%	79.7%	44.1%	35.6%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3816	1538	691	2929	1334	1596	2835
%H		40.3%	18.1%	76.8%	35.0%	41.8%	74.3%
Under 20"	80	14	7	65	9	56	46
%V	2.1%	0.9%	1.0%	2.2%	0.7%	3.5%	1.6%
%H		17.5%	8.8%	81.3%	11.3%	70.0%	57.5%
20" - 29"	635	145	87	525	121	404	361
%V	16.6%	9.4%	12.6%	17.9%	9.1%	25.3%	12.7%
%H		22.8%	13.7%	82.7%	19.1%	63.6%	56.9%
30" - 39"	1578	582	278	1239	512	727	1133
%V	41.4%	37.8%	40.2%	42.3%	38.4%	45.6%	40.0%
%H		36.9%	17.6%	78.5%	32.4%	46.1%	71.8%
40" and over	1452	782	307	1048	671	377	1255
%V	38.1%	50.8%	44.4%	35.8%	50.3%	23.6%	44.3%
%H		53.9%	21.1%	72.2%	46.2%	26.0%	86.4%
Don't know	62	17	12	53	20	32	33
%V	1.6%	1.1%	1.7%	1.8%	1.5%	2.0%	1.2%
%H		27.4%	19.4%	85.5%	32.3%	51.6%	53.2%
Not Asked	9	0	0	0	1	0	7
%V	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%
%H		0.0%	0.0%	0.0%	11.1%	0.0%	77.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV Midlands

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3816	1538	691	2929	1334	1596	2835
%H		40.3%	18.1%	76.8%	35.0%	41.8%	74.3%
PVR	2181	1231	478	1560	1059	501	1895
%V	57.2%	80.0%	69.2%	53.3%	79.4%	31.4%	66.8%
%H		56.4%	21.9%	71.5%	48.6%	23.0%	86.9%
DVDR	179	70	28	140	57	83	145
%V	4.7%	4.6%	4.1%	4.8%	4.3%	5.2%	5.1%
%H		39.1%	15.6%	78.2%	31.8%	46.4%	81.0%
VCR	105	33	18	87	31	56	60
%V	2.8%	2.1%	2.6%	3.0%	2.3%	3.5%	2.1%
%H		31.4%	17.1%	82.9%	29.5%	53.3%	57.1%
Any recorder	2324	1263	495	1684	1089	595	1981
%V	60.9%	82.1%	71.6%	57.5%	81.6%	37.3%	69.9%
%H		54.3%	21.3%	72.5%	46.9%	25.6%	85.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3816	1538	691	2929	1334	1596	2835
%H		40.3%	18.1%	76.8%	35.0%	41.8%	74.3%
Receives HDTV (via STB or built-in reception)	1975	968	503	1441	905	535	1702
%V	51.8%	62.9%	72.8%	49.2%	67.8%	33.5%	60.0%
%H		49.0%	25.5%	73.0%	45.8%	27.1%	86.2%
DVD/Blu-ray player or recorder	2802	1193	541	2157	1061	1096	2223
%V	73.4%	77.6%	78.3%	73.6%	79.5%	68.7%	78.4%
%H		42.6%	19.3%	77.0%	37.9%	39.1%	79.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3729	1823	785	3090	1910	1180	3247
%H		48.9%	21.1%	82.9%	51.2%	31.6%	87.1%
Under 20"	1118	492	213	989	556	432	933
%V	30.0%	27.0%	27.1%	32.0%	29.1%	36.6%	28.7%
%H		44.0%	19.1%	88.5%	49.7%	38.6%	83.5%
20" - 29"	1234	582	247	1035	614	420	1067
%V	33.1%	31.9%	31.5%	33.5%	32.1%	35.6%	32.9%
%H		47.2%	20.0%	83.9%	49.8%	34.0%	86.5%
30" - 39"	809	439	201	653	466	188	741
%V	21.7%	24.1%	25.6%	21.1%	24.4%	15.9%	22.8%
%H		54.3%	24.8%	80.7%	57.6%	23.2%	91.6%
40" and over	276	165	67	209	160	49	261
%V	7.4%	9.1%	8.5%	6.8%	8.4%	4.2%	8.0%
%H		59.8%	24.3%	75.7%	58.0%	17.8%	94.6%
Don't know	77	37	12	69	42	28	58
%V	2.1%	2.0%	1.5%	2.2%	2.2%	2.4%	1.8%
%H		48.1%	15.6%	89.6%	54.5%	36.4%	75.3%
Not Asked	215	108	45	135	72	63	187
%V	5.8%	5.9%	5.7%	4.4%	3.8%	5.3%	5.8%
%H		50.2%	20.9%	62.8%	33.5%	29.3%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3729	1823	785	3090	1910	1180	3247
%H		48.9%	21.1%	82.9%	51.2%	31.6%	87.1%
PVR	700	470	153	468	375	94	651
%V	18.8%	25.8%	19.5%	15.1%	19.6%	8.0%	20.0%
%H		67.1%	21.9%	66.9%	53.6%	13.4%	93.0%
DVDR	50	24	14	35	23	13	44
%V	1.3%	1.3%	1.8%	1.1%	1.2%	1.1%	1.4%
%H		48.0%	28.0%	70.0%	46.0%	26.0%	88.0%
VCR	31	14	6	30	18	12	22
%V	0.8%	0.8%	0.8%	1.0%	0.9%	1.0%	0.7%
%H		45.2%	19.4%	96.8%	58.1%	38.7%	71.0%
Any recorder	744	487	164	509	397	112	685
%V	20.0%	26.7%	20.9%	16.5%	20.8%	9.5%	21.1%
%H		65.5%	22.0%	68.4%	53.4%	15.1%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3729	1823	785	3090	1910	1180	3247
%H		48.9%	21.1%	82.9%	51.2%	31.6%	87.1%
Receives HDTV (via STB or built-in reception)	871	427	252	676	458	218	808
%V	23.4%	23.4%	32.1%	21.9%	24.0%	18.5%	24.9%
%H		49.0%	28.9%	77.6%	52.6%	25.0%	92.8%
DVD/Blu-ray player or recorder	1532	748	363	1299	850	449	1374
%V	41.1%	41.0%	46.2%	42.0%	44.5%	38.1%	42.3%
%H		48.8%	23.7%	84.8%	55.5%	29.3%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	9351	9106	4183	1825	6795	3647	3148	7691
%H		97.4%	44.7%	19.5%	72.7%	39.0%	33.7%	82.2%
Total Children	1836	1798	928	422	1243	783	460	1642
%V	19.6%	19.7%	22.2%	23.1%	18.3%	21.5%	14.6%	21.3%
%H		97.9%	50.5%	23.0%	67.7%	42.6%	25.1%	89.4%
0 - 3	506	492	257	107	338	208	130	423
%V	5.4%	5.4%	6.1%	5.9%	5.0%	5.7%	4.1%	5.5%
%H		97.2%	50.8%	21.1%	66.8%	41.1%	25.7%	83.6%
4 - 15	1330	1306	671	316	906	575	331	1218
%V	14.2%	14.3%	16.0%	17.3%	13.3%	15.8%	10.5%	15.8%
%H		98.2%	50.5%	23.8%	68.1%	43.2%	24.9%	91.6%
4 - 9	688	674	348	157	468	294	174	614
%V	7.4%	7.4%	8.3%	8.6%	6.9%	8.1%	5.5%	8.0%
%H		98.0%	50.6%	22.8%	68.0%	42.7%	25.3%	89.2%
10 - 15	643	632	323	159	438	281	157	604
%V	6.9%	6.9%	7.7%	8.7%	6.4%	7.7%	5.0%	7.9%
%H		98.3%	50.2%	24.7%	68.1%	43.7%	24.4%	93.9%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	9351	9106	4183	1825	6795	3647	3148	7691
%H		97.4%	44.7%	19.5%	72.7%	39.0%	33.7%	82.2%
Total Adults (16+)	7515	7308	3255	1402	5552	2864	2688	6049
%V	80.4%	80.3%	77.8%	76.8%	81.7%	78.5%	85.4%	78.7%
%H		97.2%	43.3%	18.7%	73.9%	38.1%	35.8%	80.5%
16 - 19	462	443	226	94	333	212	120	428
%V	4.9%	4.9%	5.4%	5.2%	4.9%	5.8%	3.8%	5.6%
%H		95.9%	48.9%	20.3%	72.1%	45.9%	26.0%	92.6%
20 - 24	591	557	255	122	427	245	181	513
%V	6.3%	6.1%	6.1%	6.7%	6.3%	6.7%	5.7%	6.7%
%H		94.2%	43.1%	20.6%	72.3%	41.5%	30.6%	86.8%
25 - 34	1219	1170	589	246	798	461	337	1055
%V	13.0%	12.8%	14.1%	13.5%	11.7%	12.6%	10.7%	13.7%
%H		96.0%	48.3%	20.2%	65.5%	37.8%	27.6%	86.5%
35 - 44	1207	1179	597	282	814	512	301	1107
%V	12.9%	12.9%	14.3%	15.5%	12.0%	14.0%	9.6%	14.4%
%H		97.7%	49.5%	23.4%	67.4%	42.4%	24.9%	91.7%
45 - 54	1338	1308	635	270	997	583	414	1192
%V	14.3%	14.4%	15.2%	14.8%	14.7%	16.0%	13.2%	15.5%
%H		97.8%	47.5%	20.2%	74.5%	43.6%	30.9%	89.1%
55 - 64	1080	1060	456	198	843	427	417	887
%V	11.5%	11.6%	10.9%	10.8%	12.4%	11.7%	13.2%	11.5%
%H		98.1%	42.2%	18.3%	78.1%	39.5%	38.6%	82.1%
65+	1618	1592	495	189	1341	424	916	867
%V	17.3%	17.5%	11.8%	10.4%	19.7%	11.6%	29.1%	11.3%
%H		98.4%	30.6%	11.7%	82.9%	26.2%	56.6%	53.6%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7515	7308	3255	1402	5552	2864	2688	6049
%H		97.2%	43.3%	18.7%	73.9%	38.1%	35.8%	80.5%
AB	1932	1899	928	306	1421	741	680	1794
%V	25.7%	26.0%	28.5%	21.8%	25.6%	25.9%	25.3%	29.7%
%H		98.3%	48.0%	15.8%	73.6%	38.4%	35.2%	92.9%
C1	1959	1899	810	401	1449	760	689	1710
%V	26.1%	26.0%	24.9%	28.6%	26.1%	26.5%	25.6%	28.3%
%H		96.9%	41.3%	20.5%	74.0%	38.8%	35.2%	87.3%
C2	1733	1709	771	369	1323	741	582	1424
%V	23.1%	23.4%	23.7%	26.3%	23.8%	25.9%	21.7%	23.5%
%H		98.6%	44.5%	21.3%	76.3%	42.8%	33.6%	82.2%
D	1186	1139	527	219	851	450	401	818
%V	15.8%	15.6%	16.2%	15.6%	15.3%	15.7%	14.9%	13.5%
%H		96.0%	44.4%	18.5%	71.8%	37.9%	33.8%	69.0%
E	705	662	219	106	509	173	336	304
%V	9.4%	9.1%	6.7%	7.6%	9.2%	6.0%	12.5%	5.0%
%H		93.9%	31.1%	15.0%	72.2%	24.5%	47.7%	43.1%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7515	7308	3255	1402	5552	2864	2688	6049
%H		97.2%	43.3%	18.7%	73.9%	38.1%	35.8%	80.5%
Working full time	3343	3281	1611	711	2397	1419	978	3050
%V	44.5%	44.9%	49.5%	50.7%	43.2%	49.5%	36.4%	50.4%
%H		98.1%	48.2%	21.3%	71.7%	42.4%	29.3%	91.2%
Working part time	818	800	393	163	589	340	249	730
%V	10.9%	10.9%	12.1%	11.6%	10.6%	11.9%	9.3%	12.1%
%H		97.8%	48.0%	19.9%	72.0%	41.6%	30.4%	89.2%
Not working	3354	3227	1251	527	2566	1105	1461	2270
%V	44.6%	44.2%	38.4%	37.6%	46.2%	38.6%	54.4%	37.5%
%H		96.2%	37.3%	15.7%	76.5%	32.9%	43.6%	67.7%
Housewife/Houseperson	3943	3818	1538	692	2931	1334	1596	2907
%V	52.5%	52.2%	47.3%	49.4%	52.8%	46.6%	59.4%	48.1%
%H		96.8%	39.0%	17.6%	74.3%	33.8%	40.5%	73.7%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3676	3560	1628	684	2671	1415	1256	3015
%H		96.8%	44.3%	18.6%	72.7%	38.5%	34.2%	82.0%
16 - 19	227	219	101	49	166	101	65	212
%V	6.2%	6.2%	6.2%	7.2%	6.2%	7.1%	5.2%	7.0%
%H		96.5%	44.5%	21.6%	73.1%	44.5%	28.6%	93.4%
20 - 24	300	280	131	59	212	123	89	269
%V	8.2%	7.9%	8.0%	8.6%	7.9%	8.7%	7.1%	8.9%
%H		93.3%	43.7%	19.7%	70.7%	41.0%	29.7%	89.7%
25 - 34	609	582	297	120	400	232	168	531
%V	16.6%	16.3%	18.2%	17.5%	15.0%	16.4%	13.4%	17.6%
%H		95.6%	48.8%	19.7%	65.7%	38.1%	27.6%	87.2%
35 - 44	592	578	296	131	396	247	149	536
%V	16.1%	16.2%	18.2%	19.2%	14.8%	17.5%	11.9%	17.8%
%H		97.6%	50.0%	22.1%	66.9%	41.7%	25.2%	90.5%
45 - 54	663	645	315	135	485	286	200	584
%V	18.0%	18.1%	19.3%	19.7%	18.2%	20.2%	15.9%	19.4%
%H		97.3%	47.5%	20.4%	73.2%	43.1%	30.2%	88.1%
55 - 64	538	525	227	100	413	210	203	437
%V	14.6%	14.7%	13.9%	14.6%	15.5%	14.8%	16.2%	14.5%
%H		97.6%	42.2%	18.6%	76.8%	39.0%	37.7%	81.2%
65+	745	730	262	89	599	216	383	446
%V	20.3%	20.5%	16.1%	13.0%	22.4%	15.3%	30.5%	14.8%
%H		98.0%	35.2%	11.9%	80.4%	29.0%	51.4%	59.9%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3676	3560	1628	684	2671	1415	1256	3015
%H		96.8%	44.3%	18.6%	72.7%	38.5%	34.2%	82.0%
AB	972	953	472	155	706	374	332	913
%V	26.4%	26.8%	29.0%	22.7%	26.4%	26.4%	26.4%	30.3%
%H		98.0%	48.6%	15.9%	72.6%	38.5%	34.2%	93.9%
C1	917	884	397	180	667	362	305	816
%V	24.9%	24.8%	24.4%	26.3%	25.0%	25.6%	24.3%	27.1%
%H		96.4%	43.3%	19.6%	72.7%	39.5%	33.3%	89.0%
C2	928	912	406	202	695	388	307	752
%V	25.2%	25.6%	24.9%	29.5%	26.0%	27.4%	24.4%	24.9%
%H		98.3%	43.8%	21.8%	74.9%	41.8%	33.1%	81.0%
D	571	547	262	104	400	217	183	398
%V	15.5%	15.4%	16.1%	15.2%	15.0%	15.3%	14.6%	13.2%
%H		95.8%	45.9%	18.2%	70.1%	38.0%	32.0%	69.7%
E	288	265	91	43	203	74	130	136
%V	7.8%	7.4%	5.6%	6.3%	7.6%	5.2%	10.4%	4.5%
%H		92.0%	31.6%	14.9%	70.5%	25.7%	45.1%	47.2%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3676	3560	1628	684	2671	1415	1256	3015
%H		96.8%	44.3%	18.6%	72.7%	38.5%	34.2%	82.0%
Working full time	2109	2065	1043	441	1497	905	592	1915
%V	57.4%	58.0%	64.1%	64.5%	56.0%	64.0%	47.1%	63.5%
%H		97.9%	49.5%	20.9%	71.0%	42.9%	28.1%	90.8%
Working part time	174	166	73	28	117	55	62	144
%V	4.7%	4.7%	4.5%	4.1%	4.4%	3.9%	4.9%	4.8%
%H		95.4%	42.0%	16.1%	67.2%	31.6%	35.6%	82.8%
Not working	1393	1330	512	215	1057	455	602	956
%V	37.9%	37.4%	31.4%	31.4%	39.6%	32.2%	47.9%	31.7%
%H		95.5%	36.8%	15.4%	75.9%	32.7%	43.2%	68.6%
Housewife/Houseperson	819	770	277	123	579	219	359	509
%V	22.3%	21.6%	17.0%	18.0%	21.7%	15.5%	28.6%	16.9%
%H		94.0%	33.8%	15.0%	70.7%	26.7%	43.8%	62.1%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3840	3748	1627	718	2881	1449	1432	3035
%H		97.6%	42.4%	18.7%	75.0%	37.7%	37.3%	79.0%
16 - 19	235	224	125	45	167	111	56	216
%V	6.1%	6.0%	7.7%	6.3%	5.8%	7.7%	3.9%	7.1%
%H		95.3%	53.2%	19.1%	71.1%	47.2%	23.8%	91.9%
20 - 24	290	277	125	63	215	122	93	245
%V	7.6%	7.4%	7.7%	8.8%	7.5%	8.4%	6.5%	8.1%
%H		95.5%	43.1%	21.7%	74.1%	42.1%	32.1%	84.5%
25 - 34	610	588	293	126	398	229	169	525
%V	15.9%	15.7%	18.0%	17.5%	13.8%	15.8%	11.8%	17.3%
%H		96.4%	48.0%	20.7%	65.2%	37.5%	27.7%	86.1%
35 - 44	614	601	301	152	418	265	153	570
%V	16.0%	16.0%	18.5%	21.2%	14.5%	18.3%	10.7%	18.8%
%H		97.9%	49.0%	24.8%	68.1%	43.2%	24.9%	92.8%
45 - 54	675	663	321	135	512	297	215	608
%V	17.6%	17.7%	19.7%	18.8%	17.8%	20.5%	15.0%	20.0%
%H		98.2%	47.6%	20.0%	75.9%	44.0%	31.9%	90.1%
55 - 64	542	535	230	98	430	217	213	450
%V	14.1%	14.3%	14.1%	13.6%	14.9%	15.0%	14.9%	14.8%
%H		98.7%	42.4%	18.1%	79.3%	40.0%	39.3%	83.0%
65+	873	862	233	101	742	208	534	421
%V	22.7%	23.0%	14.3%	14.1%	25.8%	14.4%	37.3%	13.9%
%H		98.7%	26.7%	11.6%	85.0%	23.8%	61.2%	48.2%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3840	3748	1627	718	2881	1449	1432	3035
%H		97.6%	42.4%	18.7%	75.0%	37.7%	37.3%	79.0%
AB	960	946	456	151	715	367	348	880
%V	25.0%	25.2%	28.0%	21.0%	24.8%	25.3%	24.3%	29.0%
%H		98.5%	47.5%	15.7%	74.5%	38.2%	36.3%	91.7%
C1	1043	1015	413	222	782	398	384	894
%V	27.2%	27.1%	25.4%	30.9%	27.1%	27.5%	26.8%	29.5%
%H		97.3%	39.6%	21.3%	75.0%	38.2%	36.8%	85.7%
C2	805	797	365	167	628	353	275	672
%V	21.0%	21.3%	22.4%	23.3%	21.8%	24.4%	19.2%	22.1%
%H		99.0%	45.3%	20.7%	78.0%	43.9%	34.2%	83.5%
D	615	592	265	115	451	233	218	420
%V	16.0%	15.8%	16.3%	16.0%	15.7%	16.1%	15.2%	13.8%
%H		96.3%	43.1%	18.7%	73.3%	37.9%	35.4%	68.3%
E	417	397	128	63	305	99	206	168
%V	10.9%	10.6%	7.9%	8.8%	10.6%	6.8%	14.4%	5.5%
%H		95.2%	30.7%	15.1%	73.1%	23.7%	49.4%	40.3%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Midlands

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3840	3748	1627	718	2881	1449	1432	3035
%H		97.6%	42.4%	18.7%	75.0%	37.7%	37.3%	79.0%
Working full time	1234	1216	568	271	900	514	386	1135
%V	32.1%	32.4%	34.9%	37.7%	31.2%	35.5%	27.0%	37.4%
%H		98.5%	46.0%	22.0%	72.9%	41.7%	31.3%	92.0%
Working part time	644	634	320	135	472	284	188	586
%V	16.8%	16.9%	19.7%	18.8%	16.4%	19.6%	13.1%	19.3%
%H		98.4%	49.7%	21.0%	73.3%	44.1%	29.2%	91.0%
Not working	1961	1898	739	312	1509	650	858	1314
%V	51.1%	50.6%	45.4%	43.5%	52.4%	44.9%	59.9%	43.3%
%H		96.8%	37.7%	15.9%	77.0%	33.1%	43.8%	67.0%
Housewife/Houseperson	3123	3048	1261	568	2352	1115	1237	2398
%V	81.3%	81.3%	77.5%	79.1%	81.6%	76.9%	86.4%	79.0%
%H		97.6%	40.4%	18.2%	75.3%	35.7%	39.6%	76.8%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Contents	Page
Household	
Table 3.1: Social Grade	60
Table 3.2: Housewife Age	61
Table 3.3: Size of Household	62
Table 3.4: Presence of Children	63
Table 3.5: Number of TV sets in household	64
Table 3.6: Screen size	65
Table 3.7: Location of ANY set in household	66
Table 3.8: Platform Provider	67
Table 3.9: Recorders and other equipment	68
Table 3.10: Computers and Internet	69
Sets	
Table 3.11: Screen Size	70
Table 3.12: Location of set	71
Table 3.13: Recorders	72
Table 3.14: Other TV equipment	72
Table 3.15: Main Set Screen Size	73
Table 3.16: Main Set Recorders	74
Table 3.17: Main Set - Other TV equipment	74
Table 3.18: Other Sets (non-Main Set) Screen Size	75
Table 3.19: Other Set (non-Main Set) Recorders	76
Table 3.20: Other Set (non-Main Set) - Other TV equipment	76
Individuals	
Table 3.21: Age of Children	77
Table 3.22: Adults - Age	78
Table 3.23: Social Grade (Adults 16+)	79
Table 3.24: Working Status (Adults 16+)	80
Table 3.25: Males - Age	81
Table 3.26: Social Grade (Males 16+)	82
Table 3.27: Working Status (Males 16+)	83
Table 3.28: Females - Age	84
Table 3.29: Social Grade (Females 16+)	85
Table 3.30: Working Status (Females 16+)	86

DATA PERIOD: ANNUAL
January - December 2013
ITV North West
Household level data
Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2992	2895	1189	500	2302	1090	1212	2199
%H (All HH)		96.8%	39.7%	16.7%	76.9%	36.4%	40.5%	73.5%
%H (TV HH)			41.1%	17.3%	79.5%	37.7%	41.9%	
AB	641	623	286	105	493	258	236	588
%V	21.4%	21.5%	24.1%	21.0%	21.4%	23.7%	19.5%	26.7%
%H (All HH)		97.2%	44.6%	16.4%	76.9%	40.2%	36.8%	91.7%
%H (TV HH)			45.9%	16.9%	79.1%	41.4%	37.9%	
C1	803	778	353	130	606	310	296	654
%V	26.8%	26.9%	29.7%	26.0%	26.3%	28.4%	24.4%	29.7%
%H (All HH)		96.9%	44.0%	16.2%	75.5%	38.6%	36.9%	81.4%
%H (TV HH)			45.4%	16.7%	77.9%	39.8%	38.0%	
C2	623	609	264	118	487	257	230	470
%V	20.8%	21.0%	22.2%	23.6%	21.2%	23.6%	19.0%	21.4%
%H (All HH)		97.8%	42.4%	18.9%	78.2%	41.3%	36.9%	75.4%
%H (TV HH)			43.3%	19.4%	80.0%	42.2%	37.8%	
D	465	447	162	93	347	158	190	318
%V	15.5%	15.4%	13.6%	18.6%	15.1%	14.5%	15.7%	14.5%
%H (All HH)		96.1%	34.8%	20.0%	74.6%	34.0%	40.9%	68.4%
%H (TV HH)			36.2%	20.8%	77.6%	35.3%	42.5%	
E	460	438	124	54	369	109	261	170
%V	15.4%	15.1%	10.4%	10.8%	16.0%	10.0%	21.5%	7.7%
%H (All HH)		95.2%	27.0%	11.7%	80.2%	23.7%	56.7%	37.0%
%H (TV HH)			28.3%	12.3%	84.2%	24.9%	59.6%	

Base: ITV 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 2013

ITV North West

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2992	2895	1189	500	2302	1090	1212	2199
%V (All HH)		96.8%	39.7%	16.7%	76.9%	36.4%	40.5%	73.5%
%H (TV HH)			41.1%	17.3%	79.5%	37.7%	41.9%	
Under 25	142	128	47	17	96	36	60	97
%V	4.7%	4.4%	4.0%	3.4%	4.2%	3.3%	5.0%	4.4%
%H (All HH)		90.1%	33.1%	12.0%	67.6%	25.4%	42.3%	68.3%
%H (TV HH)			36.7%	13.3%	75.0%	28.1%	46.9%	
25 - 34	462	438	216	87	310	176	134	393
%V	15.4%	15.1%	18.2%	17.4%	13.5%	16.1%	11.1%	17.9%
%H (All HH)		94.8%	46.8%	18.8%	67.1%	38.1%	29.0%	85.1%
%H (TV HH)			49.3%	19.9%	70.8%	40.2%	30.6%	
35 - 44	525	507	252	105	372	219	152	462
%V	17.5%	17.5%	21.2%	21.0%	16.2%	20.1%	12.5%	21.0%
%H (All HH)		96.6%	48.0%	20.0%	70.9%	41.7%	29.0%	88.0%
%H (TV HH)			49.7%	20.7%	73.4%	43.2%	30.0%	
45 - 54	587	574	260	118	461	258	202	501
%V	19.6%	19.8%	21.9%	23.6%	20.0%	23.7%	16.7%	22.8%
%H (All HH)		97.8%	44.3%	20.1%	78.5%	44.0%	34.4%	85.3%
%H (TV HH)			45.3%	20.6%	80.3%	44.9%	35.2%	
55 - 64	498	482	201	87	384	189	195	383
%V	16.6%	16.6%	16.9%	17.4%	16.7%	17.3%	16.1%	17.4%
%H (All HH)		96.8%	40.4%	17.5%	77.1%	38.0%	39.2%	76.9%
%H (TV HH)			41.7%	18.0%	79.7%	39.2%	40.5%	
65 +	777	766	213	86	679	211	468	362
%V	26.0%	26.5%	17.9%	17.2%	29.5%	19.4%	38.6%	16.5%
%H (All HH)		98.6%	27.4%	11.1%	87.4%	27.2%	60.2%	46.6%
%H (TV HH)			27.8%	11.2%	88.6%	27.5%	61.1%	

Base: ITV 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 2013

ITV North West

Household level data

Table 3.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2992	2895	1189	500	2302	1090	1212	2199
%H (All HH)		96.8%	39.7%	16.7%	76.9%	36.4%	40.5%	73.5%
%H (TV HH)			41.1%	17.3%	79.5%	37.7%	41.9%	
1	970	919	236	113	782	218	564	477
%V	32.4%	31.7%	19.8%	22.6%	34.0%	20.0%	46.5%	21.7%
%H (All HH)		94.7%	24.3%	11.6%	80.6%	22.5%	58.1%	49.2%
%H (TV HH)			25.7%	12.3%	85.1%	23.7%	61.4%	
2	993	971	420	164	769	379	391	792
%V	33.2%	33.5%	35.3%	32.8%	33.4%	34.8%	32.3%	36.0%
%H (All HH)		97.8%	42.3%	16.5%	77.4%	38.2%	39.4%	79.8%
%H (TV HH)			43.3%	16.9%	79.2%	39.0%	40.3%	
3	468	457	230	99	345	216	129	414
%V	15.6%	15.8%	19.3%	19.8%	15.0%	19.8%	10.6%	18.8%
%H (All HH)		97.6%	49.1%	21.2%	73.7%	46.2%	27.6%	88.5%
%H (TV HH)			50.3%	21.7%	75.5%	47.3%	28.2%	
4	378	369	200	83	279	191	88	349
%V	12.6%	12.7%	16.8%	16.6%	12.1%	17.5%	7.3%	15.9%
%H (All HH)		97.6%	52.9%	22.0%	73.8%	50.5%	23.3%	92.3%
%H (TV HH)			54.2%	22.5%	75.6%	51.8%	23.8%	
5+	183	178	102	41	127	87	40	167
%V	6.1%	6.1%	8.6%	8.2%	5.5%	8.0%	3.3%	7.6%
%H (All HH)		97.3%	55.7%	22.4%	69.4%	47.5%	21.9%	91.3%
%H (TV HH)			57.3%	23.0%	71.3%	48.9%	22.5%	
Average HH size	2.29	2.30	2.63	2.58	2.24	2.63	1.89	2.55

Base: ITV 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 2013

ITV North West

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2992	2895	1189	500	2302	1090	1212	2199
%H (All HH)		96.8%	39.7%	16.7%	76.9%	36.4%	40.5%	73.5%
%H (TV HH)			41.1%	17.3%	79.5%	37.7%	41.9%	
Without	2226	2146	791	342	1756	742	1014	1528
%V	74.4%	74.1%	66.5%	68.4%	76.3%	68.1%	83.7%	69.5%
%H (All HH)		96.4%	35.5%	15.4%	78.9%	33.3%	45.6%	68.6%
%H (TV HH)			36.9%	15.9%	81.8%	34.6%	47.3%	
With	765	749	398	158	547	349	198	671
%V	25.6%	25.9%	33.5%	31.6%	23.8%	32.0%	16.3%	30.5%
%H (All HH)		97.9%	52.0%	20.7%	71.5%	45.6%	25.9%	87.7%
%H (TV HH)			53.1%	21.1%	73.0%	46.6%	26.4%	
0 - 3	293	285	146	56	195	111	84	239
%V	9.8%	9.8%	12.3%	11.2%	8.5%	10.2%	6.9%	10.9%
%H (All HH)		97.3%	49.8%	19.1%	66.6%	37.9%	28.7%	81.6%
%H (TV HH)			51.2%	19.6%	68.4%	38.9%	29.5%	
4 - 9	372	364	196	82	262	173	89	328
%V	12.4%	12.6%	16.5%	16.4%	11.4%	15.9%	7.3%	14.9%
%H (All HH)		97.8%	52.7%	22.0%	70.4%	46.5%	23.9%	88.2%
%H (TV HH)			53.8%	22.5%	72.0%	47.5%	24.5%	
10 - 15	354	346	188	79	258	176	82	323
%V	11.8%	12.0%	15.8%	15.8%	11.2%	16.1%	6.8%	14.7%
%H (All HH)		97.7%	53.1%	22.3%	72.9%	49.7%	23.2%	91.2%
%H (TV HH)			54.3%	22.8%	74.6%	50.9%	23.7%	

Base: ITV 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 2013

ITV North West

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2992	2895	1189	500	2302	1090	1212	2199
%H (All HH)		96.8%	39.7%	16.7%	76.9%	36.4%	40.5%	73.5%
%H (TV HH)			41.1%	17.3%	79.5%	37.7%	41.9%	
1	1133	1133	347	154	836	216	621	685
%V	37.9%	39.1%	29.2%	30.8%	36.3%	19.8%	51.2%	31.2%
%H (All HH)		100.0%	30.6%	13.6%	73.8%	19.1%	54.8%	60.5%
%H (TV HH)			30.6%	13.6%	73.8%	19.1%	54.8%	
2	1000	1000	435	185	817	430	386	771
%V	33.4%	34.5%	36.6%	37.0%	35.5%	39.4%	31.8%	35.1%
%H (All HH)		100.0%	43.5%	18.5%	81.7%	43.0%	38.6%	77.1%
%H (TV HH)			43.5%	18.5%	81.7%	43.0%	38.6%	
3	457	457	234	86	385	244	142	399
%V	15.3%	15.8%	19.7%	17.2%	16.7%	22.4%	11.7%	18.1%
%H (All HH)		100.0%	51.2%	18.8%	84.2%	53.4%	31.1%	87.3%
%H (TV HH)			51.2%	18.8%	84.2%	53.4%	31.1%	
4	202	202	114	48	176	130	46	190
%V	6.8%	7.0%	9.6%	9.6%	7.6%	11.9%	3.8%	8.6%
%H (All HH)		100.0%	56.4%	23.8%	87.1%	64.4%	22.8%	94.1%
%H (TV HH)			56.4%	23.8%	87.1%	64.4%	22.8%	
5+	102	102	59	26	88	71	17	98
%V	3.4%	3.5%	5.0%	5.2%	3.8%	6.5%	1.4%	4.5%
%H (All HH)		100.0%	57.8%	25.5%	86.3%	69.6%	16.7%	96.1%
%H (TV HH)			57.8%	25.5%	86.3%	69.6%	16.7%	

Base: ITV 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 2013
ITV North West
Household level data
Table 3.6: Screen size
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2992	2895	1189	500	2302	1090	1212	2199
%H (All HH)		96.8%	39.7%	16.7%	76.9%	36.4%	40.5%	73.5%
%H (TV HH)			41.1%	17.3%	79.5%	37.7%	41.9%	
Under 20"	619	619	258	105	547	285	262	474
%V	20.7%	21.4%	21.7%	21.0%	23.8%	26.1%	21.6%	21.6%
%H (All HH)		100.0%	41.7%	17.0%	88.4%	46.0%	42.3%	76.6%
%H (TV HH)			41.7%	17.0%	88.4%	46.0%	42.3%	
20" - 29"	1059	1059	429	176	896	436	460	785
%V	35.4%	36.6%	36.1%	35.2%	38.9%	40.0%	38.0%	35.7%
%H (All HH)		100.0%	40.5%	16.6%	84.6%	41.2%	43.4%	74.1%
%H (TV HH)			40.5%	16.6%	84.6%	41.2%	43.4%	
30" - 39"	1632	1632	666	295	1341	664	677	1235
%V	54.5%	56.4%	56.0%	59.0%	58.3%	60.9%	55.9%	56.2%
%H (All HH)		100.0%	40.8%	18.1%	82.2%	40.7%	41.5%	75.7%
%H (TV HH)			40.8%	18.1%	82.2%	40.7%	41.5%	
40" and over	1205	1205	643	252	905	583	322	1044
%V	40.3%	41.6%	54.1%	50.4%	39.3%	53.5%	26.6%	47.5%
%H (All HH)		100.0%	53.4%	20.9%	75.1%	48.4%	26.7%	86.6%
%H (TV HH)			53.4%	20.9%	75.1%	48.4%	26.7%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2992	2895	1189	500	2302	1090	1212	2199
%V (All HH)		96.8%	39.7%	16.7%	76.9%	36.4%	40.5%	73.5%
%H (TV HH)			41.1%	17.3%	79.5%	37.7%	41.9%	
Main living room	2862	2862	1179	497	2283	1084	1199	2119
%V	95.7%	98.9%	99.2%	99.4%	99.2%	99.4%	98.9%	96.4%
%H (All HH)		100.0%	41.2%	17.4%	79.8%	37.9%	41.9%	74.0%
%H (TV HH)			41.2%	17.4%	79.8%	37.9%	41.9%	
Kitchen	267	267	132	42	239	142	97	228
%V	8.9%	9.2%	11.1%	8.4%	10.4%	13.0%	8.0%	10.4%
%H (All HH)		100.0%	49.4%	15.7%	89.5%	53.2%	36.3%	85.4%
%H (TV HH)			49.4%	15.7%	89.5%	53.2%	36.3%	
Adult's bedroom	1313	1313	631	264	1094	664	429	1092
%V	43.9%	45.4%	53.1%	52.8%	47.5%	60.9%	35.4%	49.7%
%H (All HH)		100.0%	48.1%	20.1%	83.3%	50.6%	32.7%	83.2%
%H (TV HH)			48.1%	20.1%	83.3%	50.6%	32.7%	
Child's bedroom	248	248	134	61	209	153	55	227
%V	8.3%	8.6%	11.3%	12.2%	9.1%	14.0%	4.5%	10.3%
%H (All HH)		100.0%	54.0%	24.6%	84.3%	61.7%	22.2%	91.5%
%H (TV HH)			54.0%	24.6%	84.3%	61.7%	22.2%	
Other bedroom	155	155	81	38	136	98	39	138
%V	5.2%	5.4%	6.8%	7.6%	5.9%	9.0%	3.2%	6.3%
%H (All HH)		100.0%	52.3%	24.5%	87.7%	63.2%	25.2%	89.0%
%H (TV HH)			52.3%	24.5%	87.7%	63.2%	25.2%	
Second living/dining room	322	322	160	57	276	168	108	277
%V	10.8%	11.1%	13.5%	11.4%	12.0%	15.4%	8.9%	12.6%
%H (All HH)		100.0%	49.7%	17.7%	85.7%	52.2%	33.5%	86.0%
%H (TV HH)			49.7%	17.7%	85.7%	52.2%	33.5%	
Study/office	36	36	20	8	30	21	9	34
%V	1.2%	1.2%	1.7%	1.6%	1.3%	1.9%	0.7%	1.5%
%H (All HH)		100.0%	55.6%	22.2%	83.3%	58.3%	25.0%	94.4%
%H (TV HH)			55.6%	22.2%	83.3%	58.3%	25.0%	
TV room	15	15	9	2	10	7	3	14
%V	0.5%	0.5%	0.8%	0.4%	0.4%	0.6%	0.2%	0.6%
%H (All HH)		100.0%	60.0%	13.3%	66.7%	46.7%	20.0%	93.3%
%H (TV HH)			60.0%	13.3%	66.7%	46.7%	20.0%	
Conservatory	79	79	39	16	70	46	24	73
%V	2.6%	2.7%	3.3%	3.2%	3.0%	4.2%	2.0%	3.3%
%H (All HH)		100.0%	49.4%	20.3%	88.6%	58.2%	30.4%	92.4%
%H (TV HH)			49.4%	20.3%	88.6%	58.2%	30.4%	
Attic or loft room	7	7	3	0	5	2	4	6
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.2%	0.3%	0.3%
%H (All HH)		100.0%	42.9%	0.0%	71.4%	28.6%	57.1%	85.7%
%H (TV HH)			42.9%	0.0%	71.4%	28.6%	57.1%	
No specific location	5	5	2	2	4	3	1	4
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	40.0%	40.0%	80.0%	60.0%	20.0%	80.0%
%H (TV HH)			40.0%	40.0%	80.0%	60.0%	20.0%	
Other	12	12	6	1	9	5	5	10
%V	0.4%	0.4%	0.5%	0.2%	0.4%	0.5%	0.4%	0.5%
%H (All HH)		100.0%	50.0%	8.3%	75.0%	41.7%	41.7%	83.3%
%H (TV HH)			50.0%	8.3%	75.0%	41.7%	41.7%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Household level data

Table 3.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2992	2895	1189	500	2302	1090	1212	2199
%H (All HH)		96.8%	39.7%	16.7%	76.9%	36.4%	40.5%	73.5%
%H (TV HH)			41.1%	17.3%	79.5%	37.7%	41.9%	
Any DSAT provider	1189	1189	1189	25	791	791	0	1024
%V	39.7%	41.1%	100.0%	5.0%	34.4%	72.6%	0.0%	46.6%
%H (All HH)			100.0%	2.1%	66.5%	66.5%	0.0%	86.1%
%H (TV HH)			100.0%	2.1%	66.5%	66.5%	0.0%	
Sky with subcription	1017	1017	1017	15	669	669	0	897
%V	34.0%	35.1%	85.5%	3.0%	29.1%	61.4%	0.0%	40.8%
%H (All HH)			100.0%	1.5%	65.8%	65.8%	0.0%	88.2%
%H (TV HH)			100.0%	1.5%	65.8%	65.8%	0.0%	
Sky without subscription	79	79	79	5	55	55	0	53
%V	2.6%	2.7%	6.6%	1.0%	2.4%	5.0%	0.0%	2.4%
%H (All HH)			100.0%	6.3%	69.6%	69.6%	0.0%	67.1%
%H (TV HH)			100.0%	6.3%	69.6%	69.6%	0.0%	
Freesat	90	90	90	3	68	68	0	72
%V	3.0%	3.1%	7.6%	0.6%	3.0%	6.2%	0.0%	3.3%
%H (All HH)			100.0%	3.3%	75.6%	75.6%	0.0%	80.0%
%H (TV HH)			100.0%	3.3%	75.6%	75.6%	0.0%	
Other satellite provider	17	17	17	3	9	9	0	13
%V	0.6%	0.6%	1.4%	0.6%	0.4%	0.8%	0.0%	0.6%
%H (All HH)			100.0%	17.6%	52.9%	52.9%	0.0%	76.5%
%H (TV HH)			100.0%	17.6%	52.9%	52.9%	0.0%	
DCAB	500	500	25	500	317	317	0	434
%V	16.7%	17.3%	2.1%	100.0%	13.8%	29.1%	0.0%	19.7%
%H (All HH)			5.0%	100.0%	63.4%	63.4%	0.0%	86.8%
%H (TV HH)			5.0%	100.0%	63.4%	63.4%	0.0%	
DTT	2302	2302	791	317	2302	1090	1212	1654
%V	76.9%	79.5%	66.5%	63.4%	100.0%	100.0%	100.0%	75.2%
%H (All HH)		100.0%	34.4%	13.8%	100.0%	47.4%	52.6%	71.9%
%H (TV HH)			34.4%	13.8%	100.0%	47.4%	52.6%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2992	2895	1189	500	2302	1090	1212	2199
%H (All HH)		96.8%	39.7%	16.7%	76.9%	36.4%	40.5%	73.5%
%H (TV HH)			41.1%	17.3%	79.5%	37.7%	41.9%	
PVR	1725	1725	1011	359	1261	887	373	1506
%V	57.7%	59.6%	85.0%	71.8%	54.8%	81.4%	30.8%	68.5%
%H (All HH)		100.0%	58.6%	20.8%	73.1%	51.4%	21.6%	87.3%
%H (TV HH)			58.6%	20.8%	73.1%	51.4%	21.6%	
DVDR	83	83	38	17	71	43	29	70
%V	2.8%	2.9%	3.2%	3.4%	3.1%	3.9%	2.4%	3.2%
%H (All HH)		100.0%	45.8%	20.5%	85.5%	51.8%	34.9%	84.3%
%H (TV HH)			45.8%	20.5%	85.5%	51.8%	34.9%	
VCR	58	58	22	7	49	20	29	37
%V	1.9%	2.0%	1.9%	1.4%	2.1%	1.8%	2.4%	1.7%
%H (All HH)		100.0%	37.9%	12.1%	84.5%	34.5%	50.0%	63.8%
%H (TV HH)			37.9%	12.1%	84.5%	34.5%	50.0%	
Any recorder	1781	1781	1022	368	1309	900	409	1540
%V	59.5%	61.5%	86.0%	73.6%	56.9%	82.6%	33.7%	70.0%
%H (All HH)		100.0%	57.4%	20.7%	73.5%	50.5%	23.0%	86.5%
%H (TV HH)			57.4%	20.7%	73.5%	50.5%	23.0%	
Receives HDTV (via STB or built-in reception)	1473	1473	778	368	1089	744	345	1283
%V	49.2%	50.9%	65.4%	73.6%	47.3%	68.3%	28.5%	58.3%
%H (All HH)		100.0%	52.8%	25.0%	73.9%	50.5%	23.4%	87.1%
%H (TV HH)			52.8%	25.0%	73.9%	50.5%	23.4%	
DVD/Blu-ray player or recorder	2117	2117	935	394	1672	868	804	1662
%V	70.8%	73.1%	78.6%	78.8%	72.6%	79.6%	66.3%	75.6%
%H (All HH)		100.0%	44.2%	18.6%	79.0%	41.0%	38.0%	78.5%
%H (TV HH)			44.2%	18.6%	79.0%	41.0%	38.0%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2992	2895	1189	500	2302	1090	1212	2199
%V (All HH)		96.8%	39.7%	16.7%	76.9%	36.4%	40.5%	73.5%
%H (TV HH)			41.1%	17.3%	79.5%	37.7%	41.9%	
Has broadband internet	2199	2143	1024	434	1654	959	695	2199
%V	73.5%	74.0%	86.1%	86.8%	71.9%	88.0%	57.3%	100.0%
%H (All HH)		97.5%	46.6%	19.7%	75.2%	43.6%	31.6%	100.0%
%H (TV HH)			47.8%	20.3%	77.2%	44.8%	32.4%	
Number of computers (PCs and laptops)								
0	720	684	158	65	579	120	458	40
%V	24.1%	23.6%	13.3%	13.0%	25.2%	11.0%	37.8%	1.8%
%H (All HH)		95.0%	21.9%	9.0%	80.4%	16.7%	63.6%	5.6%
%H (TV HH)			23.1%	9.5%	84.6%	17.5%	67.0%	
1	1160	1123	461	213	885	434	451	1072
%V	38.8%	38.8%	38.8%	42.6%	38.4%	39.8%	37.2%	48.7%
%H (All HH)		96.8%	39.7%	18.4%	76.3%	37.4%	38.9%	92.4%
%H (TV HH)			41.1%	19.0%	78.8%	38.6%	40.2%	
2	583	570	284	113	435	258	176	565
%V	19.5%	19.7%	23.9%	22.6%	18.9%	23.7%	14.5%	25.7%
%H (All HH)		97.8%	48.7%	19.4%	74.6%	44.3%	30.2%	96.9%
%H (TV HH)			49.8%	19.8%	76.3%	45.3%	30.9%	
3	276	270	145	57	210	141	70	271
%V	9.2%	9.3%	12.2%	11.4%	9.1%	12.9%	5.8%	12.3%
%H (All HH)		97.8%	52.5%	20.7%	76.1%	51.1%	25.4%	98.2%
%H (TV HH)			53.7%	21.1%	77.8%	52.2%	25.9%	
4	130	128	68	26	99	65	34	128
%V	4.3%	4.4%	5.7%	5.2%	4.3%	6.0%	2.8%	5.8%
%H (All HH)		98.5%	52.3%	20.0%	76.2%	50.0%	26.2%	98.5%
%H (TV HH)			53.1%	20.3%	77.3%	50.8%	26.6%	
5+	124	120	72	27	94	72	22	122
%V	4.1%	4.1%	6.1%	5.4%	4.1%	6.6%	1.8%	5.5%
%H (All HH)		96.8%	58.1%	21.8%	75.8%	58.1%	17.7%	98.4%
%H (TV HH)			60.0%	22.5%	78.3%	60.0%	18.3%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV North West

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5870	2700	1117	4813	2720	2093	4721
%H		46.0%	19.0%	82.0%	46.3%	35.7%	80.4%
Under 20"	792	348	136	705	390	315	622
%V	13.5%	12.9%	12.2%	14.6%	14.3%	15.1%	13.2%
%H		43.9%	17.2%	89.0%	49.2%	39.8%	78.5%
20" - 29"	1368	577	237	1170	607	563	1051
%V	23.3%	21.4%	21.2%	24.3%	22.3%	26.9%	22.3%
%H		42.2%	17.3%	85.5%	44.4%	41.2%	76.8%
30" - 39"	1971	838	374	1634	865	768	1539
%V	33.6%	31.0%	33.5%	33.9%	31.8%	36.7%	32.6%
%H		42.5%	19.0%	82.9%	43.9%	39.0%	78.1%
40" and over	1430	791	303	1074	719	354	1261
%V	24.4%	29.3%	27.1%	22.3%	26.4%	16.9%	26.7%
%H		55.3%	21.2%	75.1%	50.3%	24.8%	88.2%
Don't know	130	49	28	106	53	54	97
%V	2.2%	1.8%	2.5%	2.2%	1.9%	2.6%	2.1%
%H		37.7%	21.5%	81.5%	40.8%	41.5%	74.6%
Not Asked	179	97	39	124	86	39	151
%V	3.0%	3.6%	3.5%	2.6%	3.2%	1.9%	3.2%
%H		54.2%	21.8%	69.3%	48.0%	21.8%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5870	2700	1117	4813	2720	2093	4721
%H		46.0%	19.0%	82.0%	46.3%	35.7%	80.4%
Main living room	2870	1182	499	2289	1087	1202	2126
%V	48.9%	43.8%	44.7%	47.6%	40.0%	57.4%	45.0%
%H		41.2%	17.4%	79.8%	37.9%	41.9%	74.1%
Kitchen	269	133	42	240	143	97	229
%V	4.6%	4.9%	3.8%	5.0%	5.3%	4.6%	4.9%
%H		49.4%	15.6%	89.2%	53.2%	36.1%	85.1%
Adult's bedroom	1564	766	329	1311	826	485	1326
%V	26.6%	28.4%	29.5%	27.2%	30.4%	23.2%	28.1%
%H		49.0%	21.0%	83.8%	52.8%	31.0%	84.8%
Child's bedroom	328	181	78	276	204	72	304
%V	5.6%	6.7%	7.0%	5.7%	7.5%	3.4%	6.4%
%H		55.2%	23.8%	84.1%	62.2%	22.0%	92.7%
Other bedroom	179	97	40	161	117	44	159
%V	3.0%	3.6%	3.6%	3.3%	4.3%	2.1%	3.4%
%H		54.2%	22.3%	89.9%	65.4%	24.6%	88.8%
Second living/dining room	326	163	57	280	170	110	281
%V	5.6%	6.0%	5.1%	5.8%	6.3%	5.3%	6.0%
%H		50.0%	17.5%	85.9%	52.1%	33.7%	86.2%
Study/office	37	21	9	31	22	9	35
%V	0.6%	0.8%	0.8%	0.6%	0.8%	0.4%	0.7%
%H		56.8%	24.3%	83.8%	59.5%	24.3%	94.6%
TV room	15	10	2	10	7	3	15
%V	0.3%	0.4%	0.2%	0.2%	0.3%	0.1%	0.3%
%H		66.7%	13.3%	66.7%	46.7%	20.0%	100.0%
Conservatory	79	39	16	70	46	24	73
%V	1.3%	1.4%	1.4%	1.5%	1.7%	1.1%	1.5%
%H		49.4%	20.3%	88.6%	58.2%	30.4%	92.4%
Attic or loft room	7	3	0	5	2	4	6
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		42.9%	0.0%	71.4%	28.6%	57.1%	85.7%
No specific location	6	2	3	5	4	1	5
%V	0.1%	0.1%	0.3%	0.1%	0.1%	0.0%	0.1%
%H		33.3%	50.0%	83.3%	66.7%	16.7%	83.3%
Other	13	7	1	10	5	5	11
%V	0.2%	0.3%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		53.8%	7.7%	76.9%	38.5%	38.5%	84.6%
Not Asked	179	97	39	124	86	39	151
%V	3.0%	3.6%	3.5%	2.6%	3.2%	1.9%	3.2%
%H		54.2%	21.8%	69.3%	48.0%	21.8%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV North West

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5870	2700	1117	4813	2720	2093	4721
%H		46.0%	19.0%	82.0%	46.3%	35.7%	80.4%
PVR	2295	1399	500	1613	1188	424	2048
%V	39.1%	51.8%	44.8%	33.5%	43.7%	20.3%	43.4%
%H		61.0%	21.8%	70.3%	51.8%	18.5%	89.2%
DVDR	93	43	19	79	47	32	79
%V	1.6%	1.6%	1.7%	1.6%	1.7%	1.5%	1.7%
%H		46.2%	20.4%	84.9%	50.5%	34.4%	84.9%
VCR	59	22	8	49	21	29	38
%V	1.0%	0.8%	0.7%	1.0%	0.8%	1.4%	0.8%
%H		37.3%	13.6%	83.1%	35.6%	49.2%	64.4%
Any recorder	2367	1419	513	1678	1213	465	2095
%V	40.3%	52.6%	45.9%	34.9%	44.6%	22.2%	44.4%
%H		59.9%	21.7%	70.9%	51.2%	19.6%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5870	2700	1117	4813	2720	2093	4721
%H		46.0%	19.0%	82.0%	46.3%	35.7%	80.4%
Receives HDTV (via STB or built-in reception)	2107	1119	551	1552	1089	463	1872
%V	35.9%	41.4%	49.3%	32.2%	40.0%	22.1%	39.7%
%H		53.1%	26.2%	73.7%	51.7%	22.0%	88.8%
DVD/Blu-ray player or recorder	3086	1453	615	2494	1451	1044	2554
%V	52.6%	53.8%	55.1%	51.8%	53.3%	49.9%	54.1%
%H		47.1%	19.9%	80.8%	47.0%	33.8%	82.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2891	1188	500	2302	1090	1211	2141
%H		41.1%	17.3%	79.6%	37.7%	41.9%	74.1%
Under 20"	56	10	5	48	6	42	28
%V	1.9%	0.8%	1.0%	2.1%	0.6%	3.5%	1.3%
%H		17.9%	8.9%	85.7%	10.7%	75.0%	50.0%
20" - 29"	386	98	39	326	79	247	206
%V	13.4%	8.2%	7.8%	14.2%	7.2%	20.4%	9.6%
%H		25.4%	10.1%	84.5%	20.5%	64.0%	53.4%
30" - 39"	1232	439	206	1018	431	588	868
%V	42.6%	37.0%	41.2%	44.2%	39.5%	48.6%	40.5%
%H		35.6%	16.7%	82.6%	35.0%	47.7%	70.5%
40" and over	1159	625	241	867	561	306	1002
%V	40.1%	52.6%	48.2%	37.7%	51.5%	25.3%	46.8%
%H		53.9%	20.8%	74.8%	48.4%	26.4%	86.5%
Don't know	54	17	9	43	13	29	33
%V	1.9%	1.4%	1.8%	1.9%	1.2%	2.4%	1.5%
%H		31.5%	16.7%	79.6%	24.1%	53.7%	61.1%
Not Asked	4	0	0	0	0	0	4
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2891	1188	500	2302	1090	1211	2141
%H		41.1%	17.3%	79.6%	37.7%	41.9%	74.1%
PVR	1686	997	349	1227	869	357	1471
%V	58.3%	83.9%	69.8%	53.3%	79.7%	29.5%	68.7%
%H		59.1%	20.7%	72.8%	51.5%	21.2%	87.2%
DVDR	68	29	14	57	32	25	56
%V	2.4%	2.4%	2.8%	2.5%	2.9%	2.1%	2.6%
%H		42.6%	20.6%	83.8%	47.1%	36.8%	82.4%
VCR	45	17	6	36	14	23	28
%V	1.6%	1.4%	1.2%	1.6%	1.3%	1.9%	1.3%
%H		37.8%	13.3%	80.0%	31.1%	51.1%	62.2%
Any recorder	1737	1007	358	1270	882	389	1501
%V	60.1%	84.8%	71.6%	55.2%	80.9%	32.1%	70.1%
%H		58.0%	20.6%	73.1%	50.8%	22.4%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2891	1188	500	2302	1090	1211	2141
%H		41.1%	17.3%	79.6%	37.7%	41.9%	74.1%
Receives HDTV (via STB or built-in reception)	1428	757	360	1053	725	328	1242
%V	49.4%	63.7%	72.0%	45.7%	66.5%	27.1%	58.0%
%H		53.0%	25.2%	73.7%	50.8%	23.0%	87.0%
DVD/Blu-ray player or recorder	1958	857	364	1538	788	750	1534
%V	67.7%	72.1%	72.8%	66.8%	72.3%	61.9%	71.6%
%H		43.8%	18.6%	78.5%	40.2%	38.3%	78.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2979	1512	618	2512	1630	882	2580
%H		50.8%	20.7%	84.3%	54.7%	29.6%	86.6%
Under 20"	736	338	131	657	383	274	594
%V	24.7%	22.4%	21.2%	26.2%	23.5%	31.1%	23.0%
%H		45.9%	17.8%	89.3%	52.0%	37.2%	80.7%
20" - 29"	982	479	198	844	528	316	845
%V	33.0%	31.7%	32.0%	33.6%	32.4%	35.8%	32.8%
%H		48.8%	20.2%	85.9%	53.8%	32.2%	86.0%
30" - 39"	740	399	168	615	435	181	671
%V	24.8%	26.4%	27.2%	24.5%	26.7%	20.5%	26.0%
%H		53.9%	22.7%	83.1%	58.8%	24.5%	90.7%
40" and over	271	166	62	207	158	49	258
%V	9.1%	11.0%	10.0%	8.2%	9.7%	5.6%	10.0%
%H		61.3%	22.9%	76.4%	58.3%	18.1%	95.2%
Don't know	75	32	19	64	39	24	64
%V	2.5%	2.1%	3.1%	2.5%	2.4%	2.7%	2.5%
%H		42.7%	25.3%	85.3%	52.0%	32.0%	85.3%
Not Asked	175	98	40	125	87	38	148
%V	5.9%	6.5%	6.5%	5.0%	5.3%	4.3%	5.7%
%H		56.0%	22.9%	71.4%	49.7%	21.7%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2979	1512	618	2512	1630	882	2580
%H		50.8%	20.7%	84.3%	54.7%	29.6%	86.6%
PVR	609	402	151	386	319	67	577
%V	20.4%	26.6%	24.4%	15.4%	19.6%	7.6%	22.4%
%H		66.0%	24.8%	63.4%	52.4%	11.0%	94.7%
DVDR	26	14	5	22	15	7	23
%V	0.9%	0.9%	0.8%	0.9%	0.9%	0.8%	0.9%
%H		53.8%	19.2%	84.6%	57.7%	26.9%	88.5%
VCR	14	5	2	13	7	6	11
%V	0.5%	0.3%	0.3%	0.5%	0.4%	0.7%	0.4%
%H		35.7%	14.3%	92.9%	50.0%	42.9%	78.6%
Any recorder	630	412	155	407	331	76	594
%V	21.1%	27.2%	25.1%	16.2%	20.3%	8.6%	23.0%
%H		65.4%	24.6%	64.6%	52.5%	12.1%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2979	1512	618	2512	1630	882	2580
%H		50.8%	20.7%	84.3%	54.7%	29.6%	86.6%
Receives HDTV (via STB or built-in reception)	679	362	191	499	365	134	629
%V	22.8%	23.9%	30.9%	19.9%	22.4%	15.2%	24.4%
%H		53.3%	28.1%	73.5%	53.8%	19.7%	92.6%
DVD/Blu-ray player or recorder	1128	596	250	956	663	294	1020
%V	37.9%	39.4%	40.5%	38.1%	40.7%	33.3%	39.5%
%H		52.8%	22.2%	84.8%	58.8%	26.1%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6862	6672	3123	1291	5159	2865	2294	5597
%H		97.2%	45.5%	18.8%	75.2%	41.8%	33.4%	81.6%
Total Children	1321	1290	690	286	923	595	327	1154
%V	19.3%	19.3%	22.1%	22.2%	17.9%	20.8%	14.3%	20.6%
%H		97.7%	52.2%	21.7%	69.9%	45.0%	24.8%	87.4%
0 - 3	354	344	174	70	232	131	101	288
%V	5.2%	5.2%	5.6%	5.4%	4.5%	4.6%	4.4%	5.1%
%H		97.2%	49.2%	19.8%	65.5%	37.0%	28.5%	81.4%
4 - 15	967	946	516	216	691	464	226	866
%V	14.1%	14.2%	16.5%	16.7%	13.4%	16.2%	9.9%	15.5%
%H		97.8%	53.4%	22.3%	71.5%	48.0%	23.4%	89.6%
4 - 9	506	495	270	116	359	243	116	446
%V	7.4%	7.4%	8.6%	9.0%	7.0%	8.5%	5.1%	8.0%
%H		97.8%	53.4%	22.9%	70.9%	48.0%	22.9%	88.1%
10 - 15	461	451	246	100	332	221	111	420
%V	6.7%	6.8%	7.9%	7.7%	6.4%	7.7%	4.8%	7.5%
%H		97.8%	53.4%	21.7%	72.0%	47.9%	24.1%	91.1%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6862	6672	3123	1291	5159	2865	2294	5597
%H		97.2%	45.5%	18.8%	75.2%	41.8%	33.4%	81.6%
Total Adults (16+)	5541	5382	2433	1005	4237	2270	1967	4443
%V	80.7%	80.7%	77.9%	77.8%	82.1%	79.2%	85.7%	79.4%
%H		97.1%	43.9%	18.1%	76.5%	41.0%	35.5%	80.2%
16 - 19	333	327	169	73	263	178	85	303
%V	4.9%	4.9%	5.4%	5.7%	5.1%	6.2%	3.7%	5.4%
%H		98.2%	50.8%	21.9%	79.0%	53.5%	25.5%	91.0%
20 - 24	464	439	202	80	338	181	156	391
%V	6.8%	6.6%	6.5%	6.2%	6.6%	6.3%	6.8%	7.0%
%H		94.6%	43.5%	17.2%	72.8%	39.0%	33.6%	84.3%
25 - 34	911	865	444	176	618	374	244	800
%V	13.3%	13.0%	14.2%	13.6%	12.0%	13.1%	10.6%	14.3%
%H		95.0%	48.7%	19.3%	67.8%	41.1%	26.8%	87.8%
35 - 44	893	864	436	187	633	385	248	796
%V	13.0%	12.9%	14.0%	14.5%	12.3%	13.4%	10.8%	14.2%
%H		96.8%	48.8%	20.9%	70.9%	43.1%	27.8%	89.1%
45 - 54	988	971	474	200	768	460	308	873
%V	14.4%	14.6%	15.2%	15.5%	14.9%	16.1%	13.4%	15.6%
%H		98.3%	48.0%	20.2%	77.7%	46.6%	31.2%	88.4%
55 - 64	804	785	344	150	628	335	293	659
%V	11.7%	11.8%	11.0%	11.6%	12.2%	11.7%	12.8%	11.8%
%H		97.6%	42.8%	18.7%	78.1%	41.7%	36.4%	82.0%
65+	1148	1131	363	138	990	357	633	621
%V	16.7%	17.0%	11.6%	10.7%	19.2%	12.5%	27.6%	11.1%
%H		98.5%	31.6%	12.0%	86.2%	31.1%	55.1%	54.1%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5541	5382	2433	1005	4237	2270	1967	4443
%H		97.1%	43.9%	18.1%	76.5%	41.0%	35.5%	80.2%
AB	1271	1237	613	213	979	561	418	1196
%V	22.9%	23.0%	25.2%	21.2%	23.1%	24.7%	21.3%	26.9%
%H		97.3%	48.2%	16.8%	77.0%	44.1%	32.9%	94.1%
C1	1549	1503	735	262	1165	656	509	1336
%V	28.0%	27.9%	30.2%	26.1%	27.5%	28.9%	25.9%	30.1%
%H		97.0%	47.4%	16.9%	75.2%	42.3%	32.9%	86.2%
C2	1218	1196	559	253	953	554	398	987
%V	22.0%	22.2%	23.0%	25.2%	22.5%	24.4%	20.2%	22.2%
%H		98.2%	45.9%	20.8%	78.2%	45.5%	32.7%	81.0%
D	852	822	329	192	622	325	297	641
%V	15.4%	15.3%	13.5%	19.1%	14.7%	14.3%	15.1%	14.4%
%H		96.5%	38.6%	22.5%	73.0%	38.1%	34.9%	75.2%
E	651	624	197	85	519	174	345	284
%V	11.7%	11.6%	8.1%	8.5%	12.2%	7.7%	17.5%	6.4%
%H		95.9%	30.3%	13.1%	79.7%	26.7%	53.0%	43.6%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5541	5382	2433	1005	4237	2270	1967	4443
%H		97.1%	43.9%	18.1%	76.5%	41.0%	35.5%	80.2%
Working full time	2478	2418	1234	495	1841	1136	704	2276
%V	44.7%	44.9%	50.7%	49.3%	43.5%	50.0%	35.8%	51.2%
%H		97.6%	49.8%	20.0%	74.3%	45.8%	28.4%	91.8%
Working part time	521	508	241	103	386	217	169	460
%V	9.4%	9.4%	9.9%	10.2%	9.1%	9.6%	8.6%	10.4%
%H		97.5%	46.3%	19.8%	74.1%	41.7%	32.4%	88.3%
Not working	2542	2455	959	407	2010	917	1094	1707
%V	45.9%	45.6%	39.4%	40.5%	47.4%	40.4%	55.6%	38.4%
%H		96.6%	37.7%	16.0%	79.1%	36.1%	43.0%	67.2%
Housewife/Houseperson	2992	2895	1189	500	2302	1090	1212	2199
%V	54.0%	53.8%	48.9%	49.8%	54.3%	48.0%	61.6%	49.5%
%H		96.8%	39.7%	16.7%	76.9%	36.4%	40.5%	73.5%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2695	2599	1204	500	2034	1128	906	2193
%H		96.4%	44.7%	18.6%	75.5%	41.9%	33.6%	81.4%
16 - 19	168	166	82	35	136	89	48	157
%V	6.2%	6.4%	6.8%	7.0%	6.7%	7.9%	5.3%	7.2%
%H		98.8%	48.8%	20.8%	81.0%	53.0%	28.6%	93.5%
20 - 24	229	214	104	41	172	101	71	198
%V	8.5%	8.2%	8.6%	8.2%	8.5%	9.0%	7.8%	9.0%
%H		93.4%	45.4%	17.9%	75.1%	44.1%	31.0%	86.5%
25 - 34	454	424	217	87	301	180	120	399
%V	16.8%	16.3%	18.0%	17.4%	14.8%	16.0%	13.2%	18.2%
%H		93.4%	47.8%	19.2%	66.3%	39.6%	26.4%	87.9%
35 - 44	438	421	206	96	307	184	123	383
%V	16.3%	16.2%	17.1%	19.2%	15.1%	16.3%	13.6%	17.5%
%H		96.1%	47.0%	21.9%	70.1%	42.0%	28.1%	87.4%
45 - 54	487	474	235	97	372	225	147	425
%V	18.1%	18.2%	19.5%	19.4%	18.3%	19.9%	16.2%	19.4%
%H		97.3%	48.3%	19.9%	76.4%	46.2%	30.2%	87.3%
55 - 64	396	385	167	75	306	162	144	316
%V	14.7%	14.8%	13.9%	15.0%	15.0%	14.4%	15.9%	14.4%
%H		97.2%	42.2%	18.9%	77.3%	40.9%	36.4%	79.8%
65+	524	514	193	69	441	187	254	315
%V	19.4%	19.8%	16.0%	13.8%	21.7%	16.6%	28.0%	14.4%
%H		98.1%	36.8%	13.2%	84.2%	35.7%	48.5%	60.1%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2695	2599	1204	500	2034	1128	906	2193
%H		96.4%	44.7%	18.6%	75.5%	41.9%	33.6%	81.4%
AB	634	616	305	107	487	280	207	597
%V	23.5%	23.7%	25.3%	21.4%	23.9%	24.8%	22.8%	27.2%
%H		97.2%	48.1%	16.9%	76.8%	44.2%	32.6%	94.2%
C1	719	691	357	125	527	317	211	636
%V	26.7%	26.6%	29.7%	25.0%	25.9%	28.1%	23.3%	29.0%
%H		96.1%	49.7%	17.4%	73.3%	44.1%	29.3%	88.5%
C2	660	646	298	140	516	300	216	530
%V	24.5%	24.9%	24.8%	28.0%	25.4%	26.6%	23.8%	24.2%
%H		97.9%	45.2%	21.2%	78.2%	45.5%	32.7%	80.3%
D	404	384	159	92	286	156	131	307
%V	15.0%	14.8%	13.2%	18.4%	14.1%	13.8%	14.5%	14.0%
%H		95.0%	39.4%	22.8%	70.8%	38.6%	32.4%	76.0%
E	279	262	85	36	217	75	142	123
%V	10.4%	10.1%	7.1%	7.2%	10.7%	6.6%	15.7%	5.6%
%H		93.9%	30.5%	12.9%	77.8%	26.9%	50.9%	44.1%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2695	2599	1204	500	2034	1128	906	2193
%H		96.4%	44.7%	18.6%	75.5%	41.9%	33.6%	81.4%
Working full time	1472	1427	737	297	1077	674	402	1352
%V	54.6%	54.9%	61.2%	59.4%	52.9%	59.8%	44.4%	61.7%
%H		96.9%	50.1%	20.2%	73.2%	45.8%	27.3%	91.8%
Working part time	128	125	57	24	94	49	46	108
%V	4.7%	4.8%	4.7%	4.8%	4.6%	4.3%	5.1%	4.9%
%H		97.7%	44.5%	18.8%	73.4%	38.3%	35.9%	84.4%
Not working	1095	1047	410	179	863	404	458	733
%V	40.6%	40.3%	34.1%	35.8%	42.4%	35.8%	50.6%	33.4%
%H		95.6%	37.4%	16.3%	78.8%	36.9%	41.8%	66.9%
Housewife/Houseperson	657	608	213	97	483	190	293	391
%V	24.4%	23.4%	17.7%	19.4%	23.7%	16.8%	32.3%	17.8%
%H		92.5%	32.4%	14.8%	73.5%	28.9%	44.6%	59.5%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2846	2783	1230	505	2203	1142	1061	2251
%H		97.8%	43.2%	17.7%	77.4%	40.1%	37.3%	79.1%
16 - 19	165	162	87	38	127	89	37	146
%V	5.8%	5.8%	7.1%	7.5%	5.8%	7.8%	3.5%	6.5%
%H		98.2%	52.7%	23.0%	77.0%	53.9%	22.4%	88.5%
20 - 24	235	224	98	39	166	81	85	193
%V	8.3%	8.0%	8.0%	7.7%	7.5%	7.1%	8.0%	8.6%
%H		95.3%	41.7%	16.6%	70.6%	34.5%	36.2%	82.1%
25 - 34	458	441	228	90	318	194	123	401
%V	16.1%	15.8%	18.5%	17.8%	14.4%	17.0%	11.6%	17.8%
%H		96.3%	49.8%	19.7%	69.4%	42.4%	26.9%	87.6%
35 - 44	455	443	230	91	326	201	126	413
%V	16.0%	15.9%	18.7%	18.0%	14.8%	17.6%	11.9%	18.3%
%H		97.4%	50.5%	20.0%	71.6%	44.2%	27.7%	90.8%
45 - 54	501	496	240	103	396	235	161	448
%V	17.6%	17.8%	19.5%	20.4%	18.0%	20.6%	15.2%	19.9%
%H		99.0%	47.9%	20.6%	79.0%	46.9%	32.1%	89.4%
55 - 64	408	400	177	75	322	173	149	343
%V	14.3%	14.4%	14.4%	14.9%	14.6%	15.1%	14.0%	15.2%
%H		98.0%	43.4%	18.4%	78.9%	42.4%	36.5%	84.1%
65+	624	617	170	69	549	170	379	306
%V	21.9%	22.2%	13.8%	13.7%	24.9%	14.9%	35.7%	13.6%
%H		98.9%	27.2%	11.1%	88.0%	27.2%	60.7%	49.0%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2846	2783	1230	505	2203	1142	1061	2251
%H		97.8%	43.2%	17.7%	77.4%	40.1%	37.3%	79.1%
AB	637	621	308	106	492	281	211	599
%V	22.4%	22.3%	25.0%	21.0%	22.3%	24.6%	19.9%	26.6%
%H		97.5%	48.4%	16.6%	77.2%	44.1%	33.1%	94.0%
C1	831	812	378	137	637	339	298	700
%V	29.2%	29.2%	30.7%	27.1%	28.9%	29.7%	28.1%	31.1%
%H		97.7%	45.5%	16.5%	76.7%	40.8%	35.9%	84.2%
C2	558	550	261	113	436	254	182	457
%V	19.6%	19.8%	21.2%	22.4%	19.8%	22.2%	17.2%	20.3%
%H		98.6%	46.8%	20.3%	78.1%	45.5%	32.6%	81.9%
D	448	438	170	100	336	169	166	334
%V	15.7%	15.7%	13.8%	19.8%	15.3%	14.8%	15.6%	14.8%
%H		97.8%	37.9%	22.3%	75.0%	37.7%	37.1%	74.6%
E	372	362	112	49	302	99	203	161
%V	13.1%	13.0%	9.1%	9.7%	13.7%	8.7%	19.1%	7.2%
%H		97.3%	30.1%	13.2%	81.2%	26.6%	54.6%	43.3%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2846	2783	1230	505	2203	1142	1061	2251
%H		97.8%	43.2%	17.7%	77.4%	40.1%	37.3%	79.1%
Working full time	1006	992	497	199	764	462	302	924
%V	35.3%	35.6%	40.4%	39.4%	34.7%	40.5%	28.5%	41.0%
%H		98.6%	49.4%	19.8%	75.9%	45.9%	30.0%	91.8%
Working part time	393	384	184	79	291	168	123	352
%V	13.8%	13.8%	15.0%	15.6%	13.2%	14.7%	11.6%	15.6%
%H		97.7%	46.8%	20.1%	74.0%	42.7%	31.3%	89.6%
Not working	1447	1408	549	228	1148	513	635	974
%V	50.8%	50.6%	44.6%	45.1%	52.1%	44.9%	59.8%	43.3%
%H		97.3%	37.9%	15.8%	79.3%	35.5%	43.9%	67.3%
Housewife/Houseperson	2335	2286	976	403	1819	900	919	1808
%V	82.0%	82.1%	79.3%	79.8%	82.6%	78.8%	86.6%	80.3%
%H		97.9%	41.8%	17.3%	77.9%	38.5%	39.4%	77.4%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Yorkshire

Contents	Page
Household	
Table 4.1: Social Grade	88
Table 4.2: Housewife Age	89
Table 4.3: Size of Household	90
Table 4.4: Presence of Children	91
Table 4.5: Number of TV sets in household	92
Table 4.6: Screen size	93
Table 4.7: Location of ANY set in household	94
Table 4.8: Platform Provider	95
Table 4.9: Recorders and other equipment	96
Table 4.10: Computers and Internet	97
Sets	
Table 4.11: Screen Size	98
Table 4.12: Location of set	99
Table 4.13: Recorders	100
Table 4.14: Other TV equipment	100
Table 4.15: Main Set Screen Size	101
Table 4.16: Main Set Recorders	102
Table 4.17: Main Set - Other TV equipment	102
Table 4.18: Other Sets (non-Main Set) Screen Size	103
Table 4.19: Other Set (non-Main Set) Recorders	104
Table 4.20: Other Set (non-Main Set) - Other TV equipment	104
Individuals	
Table 4.21: Age of Children	105
Table 4.22: Adults - Age	106
Table 4.23: Social Grade (Adults 16+)	107
Table 4.24: Working Status (Adults 16+)	108
Table 4.25: Males - Age	109
Table 4.26: Social Grade (Males 16+)	110
Table 4.27: Working Status (Males 16+)	111
Table 4.28: Females - Age	112
Table 4.29: Social Grade (Females 16+)	113
Table 4.30: Working Status (Females 16+)	114

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Household level data

Table 4.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2729	2649	1154	347	2105	953	1152	1987
%H (All HH)		97.1%	42.3%	12.7%	77.1%	34.9%	42.2%	72.8%
%H (TV HH)			43.6%	13.1%	79.5%	36.0%	43.5%	
AB	577	561	258	73	438	210	229	512
%V	21.1%	21.2%	22.4%	21.0%	20.8%	22.0%	19.9%	25.8%
%H (All HH)		97.2%	44.7%	12.7%	75.9%	36.4%	39.7%	88.7%
%H (TV HH)			46.0%	13.0%	78.1%	37.4%	40.8%	
C1	699	677	290	93	547	250	297	561
%V	25.6%	25.6%	25.1%	26.8%	26.0%	26.2%	25.8%	28.2%
%H (All HH)		96.9%	41.5%	13.3%	78.3%	35.8%	42.5%	80.3%
%H (TV HH)			42.8%	13.7%	80.8%	36.9%	43.9%	
C2	598	588	288	77	469	244	225	460
%V	21.9%	22.2%	25.0%	22.2%	22.3%	25.6%	19.5%	23.2%
%H (All HH)		98.3%	48.2%	12.9%	78.4%	40.8%	37.6%	76.9%
%H (TV HH)			49.0%	13.1%	79.8%	41.5%	38.3%	
D	463	451	197	62	340	150	191	302
%V	17.0%	17.0%	17.1%	17.9%	16.2%	15.7%	16.6%	15.2%
%H (All HH)		97.4%	42.5%	13.4%	73.4%	32.4%	41.3%	65.2%
%H (TV HH)			43.7%	13.7%	75.4%	33.3%	42.4%	
E	392	373	122	41	310	99	211	151
%V	14.4%	14.1%	10.6%	11.8%	14.7%	10.4%	18.3%	7.6%
%H (All HH)		95.2%	31.1%	10.5%	79.1%	25.3%	53.8%	38.5%
%H (TV HH)			32.7%	11.0%	83.1%	26.5%	56.6%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2729	2649	1154	347	2105	953	1152	1987
%V (All HH)		97.1%	42.3%	12.7%	77.1%	34.9%	42.2%	72.8%
%H (TV HH)			43.6%	13.1%	79.5%	36.0%	43.5%	
Under 25	143	128	44	16	95	30	65	105
%V	5.2%	4.8%	3.8%	4.6%	4.5%	3.1%	5.6%	5.3%
%H (All HH)		89.5%	30.8%	11.2%	66.4%	21.0%	45.5%	73.4%
%H (TV HH)			34.4%	12.5%	74.2%	23.4%	50.8%	
25 - 34	411	392	214	55	273	153	120	344
%V	15.1%	14.8%	18.5%	15.9%	13.0%	16.1%	10.4%	17.3%
%H (All HH)		95.4%	52.1%	13.4%	66.4%	37.2%	29.2%	83.7%
%H (TV HH)			54.6%	14.0%	69.6%	39.0%	30.6%	
35 - 44	463	449	247	74	321	195	127	408
%V	17.0%	16.9%	21.4%	21.3%	15.2%	20.5%	11.0%	20.5%
%H (All HH)		97.0%	53.3%	16.0%	69.3%	42.1%	27.4%	88.1%
%H (TV HH)			55.0%	16.5%	71.5%	43.4%	28.3%	
45 - 54	530	518	243	76	417	215	202	455
%V	19.4%	19.6%	21.1%	21.9%	19.8%	22.6%	17.5%	22.9%
%H (All HH)		97.7%	45.8%	14.3%	78.7%	40.6%	38.1%	85.8%
%H (TV HH)			46.9%	14.7%	80.5%	41.5%	39.0%	
55 - 64	439	434	182	64	358	169	189	343
%V	16.1%	16.4%	15.8%	18.4%	17.0%	17.7%	16.4%	17.3%
%H (All HH)		98.9%	41.5%	14.6%	81.5%	38.5%	43.1%	78.1%
%H (TV HH)			41.9%	14.7%	82.5%	38.9%	43.5%	
65 +	743	729	225	61	640	191	449	333
%V	27.2%	27.5%	19.5%	17.6%	30.4%	20.0%	39.0%	16.8%
%H (All HH)		98.1%	30.3%	8.2%	86.1%	25.7%	60.4%	44.8%
%H (TV HH)			30.9%	8.4%	87.8%	26.2%	61.6%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Household level data

Table 4.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2729	2649	1154	347	2105	953	1152	1987
%H (All HH)		97.1%	42.3%	12.7%	77.1%	34.9%	42.2%	72.8%
%H (TV HH)			43.6%	13.1%	79.5%	36.0%	43.5%	
1	835	796	224	84	653	164	489	383
%V	30.6%	30.0%	19.4%	24.2%	31.0%	17.2%	42.4%	19.3%
%H (All HH)		95.3%	26.8%	10.1%	78.2%	19.6%	58.6%	45.9%
%H (TV HH)			28.1%	10.6%	82.0%	20.6%	61.4%	
2	961	942	403	119	767	351	416	761
%V	35.2%	35.6%	34.9%	34.3%	36.4%	36.8%	36.1%	38.3%
%H (All HH)		98.0%	41.9%	12.4%	79.8%	36.5%	43.3%	79.2%
%H (TV HH)			42.8%	12.6%	81.4%	37.3%	44.2%	
3	406	393	214	66	307	194	113	353
%V	14.9%	14.8%	18.5%	19.0%	14.6%	20.4%	9.8%	17.8%
%H (All HH)		96.8%	52.7%	16.3%	75.6%	47.8%	27.8%	86.9%
%H (TV HH)			54.5%	16.8%	78.1%	49.4%	28.8%	
4	350	347	210	59	254	170	84	330
%V	12.8%	13.1%	18.2%	17.0%	12.1%	17.8%	7.3%	16.6%
%H (All HH)		99.1%	60.0%	16.9%	72.6%	48.6%	24.0%	94.3%
%H (TV HH)			60.5%	17.0%	73.2%	49.0%	24.2%	
5+	176	171	102	19	123	74	49	160
%V	6.4%	6.5%	8.8%	5.5%	5.8%	7.8%	4.3%	8.1%
%H (All HH)		97.2%	58.0%	10.8%	69.9%	42.0%	27.8%	90.9%
%H (TV HH)			59.6%	11.1%	71.9%	43.3%	28.7%	
Average HH size	2.33	2.34	2.67	2.48	2.28	2.66	1.96	2.60

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2729	2649	1154	347	2105	953	1152	1987
%H (All HH)		97.1%	42.3%	12.7%	77.1%	34.9%	42.2%	72.8%
%H (TV HH)			43.6%	13.1%	79.5%	36.0%	43.5%	
Without	2031	1963	765	248	1604	650	954	1375
%V	74.4%	74.1%	66.3%	71.5%	76.2%	68.2%	82.8%	69.2%
%H (All HH)		96.7%	37.7%	12.2%	79.0%	32.0%	47.0%	67.7%
%H (TV HH)			39.0%	12.6%	81.7%	33.1%	48.6%	
With	698	686	389	99	500	302	198	612
%V	25.6%	25.9%	33.7%	28.5%	23.8%	31.7%	17.2%	30.8%
%H (All HH)		98.3%	55.7%	14.2%	71.6%	43.3%	28.4%	87.7%
%H (TV HH)			56.7%	14.4%	72.9%	44.0%	28.9%	
0 - 3	277	273	150	37	194	111	83	231
%V	10.2%	10.3%	13.0%	10.7%	9.2%	11.6%	7.2%	11.6%
%H (All HH)		98.6%	54.2%	13.4%	70.0%	40.1%	30.0%	83.4%
%H (TV HH)			54.9%	13.6%	71.1%	40.7%	30.4%	
4 - 9	329	320	192	41	226	139	87	281
%V	12.1%	12.1%	16.6%	11.8%	10.7%	14.6%	7.6%	14.1%
%H (All HH)		97.3%	58.4%	12.5%	68.7%	42.2%	26.4%	85.4%
%H (TV HH)			60.0%	12.8%	70.6%	43.4%	27.2%	
10 - 15	324	320	185	48	236	147	89	303
%V	11.9%	12.1%	16.0%	13.8%	11.2%	15.4%	7.7%	15.2%
%H (All HH)		98.8%	57.1%	14.8%	72.8%	45.4%	27.5%	93.5%
%H (TV HH)			57.8%	15.0%	73.8%	45.9%	27.8%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2729	2649	1154	347	2105	953	1152	1987
%H (All HH)		97.1%	42.3%	12.7%	77.1%	34.9%	42.2%	72.8%
%H (TV HH)			43.6%	13.1%	79.5%	36.0%	43.5%	
1	987	987	329	93	725	174	551	591
%V	36.2%	37.3%	28.5%	26.8%	34.4%	18.3%	47.8%	29.7%
%H (All HH)		100.0%	33.3%	9.4%	73.5%	17.6%	55.8%	59.9%
%H (TV HH)			33.3%	9.4%	73.5%	17.6%	55.8%	
2	919	919	411	134	750	369	381	685
%V	33.7%	34.7%	35.6%	38.6%	35.6%	38.7%	33.1%	34.5%
%H (All HH)		100.0%	44.7%	14.6%	81.6%	40.2%	41.5%	74.5%
%H (TV HH)			44.7%	14.6%	81.6%	40.2%	41.5%	
3	447	447	225	77	373	223	150	391
%V	16.4%	16.9%	19.5%	22.2%	17.7%	23.4%	13.0%	19.7%
%H (All HH)		100.0%	50.3%	17.2%	83.4%	49.9%	33.6%	87.5%
%H (TV HH)			50.3%	17.2%	83.4%	49.9%	33.6%	
4	193	193	119	26	166	116	51	181
%V	7.1%	7.3%	10.3%	7.5%	7.9%	12.2%	4.4%	9.1%
%H (All HH)		100.0%	61.7%	13.5%	86.0%	60.1%	26.4%	93.8%
%H (TV HH)			61.7%	13.5%	86.0%	60.1%	26.4%	
5+	102	102	69	16	90	71	19	96
%V	3.7%	3.9%	6.0%	4.6%	4.3%	7.5%	1.6%	4.8%
%H (All HH)		100.0%	67.6%	15.7%	88.2%	69.6%	18.6%	94.1%
%H (TV HH)			67.6%	15.7%	88.2%	69.6%	18.6%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2729	2649	1154	347	2105	953	1152	1987
%H (All HH)		97.1%	42.3%	12.7%	77.1%	34.9%	42.2%	72.8%
%H (TV HH)			43.6%	13.1%	79.5%	36.0%	43.5%	
Under 20"	716	716	302	93	639	314	325	560
%V	26.2%	27.0%	26.2%	26.8%	30.4%	32.9%	28.2%	28.2%
%H (All HH)		100.0%	42.2%	13.0%	89.2%	43.9%	45.4%	78.2%
%H (TV HH)			42.2%	13.0%	89.2%	43.9%	45.4%	
20" - 29"	992	992	407	147	842	398	444	728
%V	36.4%	37.4%	35.3%	42.4%	40.0%	41.8%	38.5%	36.6%
%H (All HH)		100.0%	41.0%	14.8%	84.9%	40.1%	44.8%	73.4%
%H (TV HH)			41.0%	14.8%	84.9%	40.1%	44.8%	
30" - 39"	1434	1434	634	201	1158	547	610	1085
%V	52.5%	54.1%	54.9%	57.9%	55.0%	57.4%	53.0%	54.6%
%H (All HH)		100.0%	44.2%	14.0%	80.8%	38.1%	42.5%	75.7%
%H (TV HH)			44.2%	14.0%	80.8%	38.1%	42.5%	
40" and over	1167	1167	677	162	899	560	339	982
%V	42.8%	44.1%	58.7%	46.7%	42.7%	58.8%	29.4%	49.4%
%H (All HH)		100.0%	58.0%	13.9%	77.0%	48.0%	29.0%	84.1%
%H (TV HH)			58.0%	13.9%	77.0%	48.0%	29.0%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2729	2649	1154	347	2105	953	1152	1987
%V (All HH)		97.1%	42.3%	12.7%	77.1%	34.9%	42.2%	72.8%
%H (TV HH)			43.6%	13.1%	79.5%	36.0%	43.5%	
Main living room	2610	2610	1146	344	2080	948	1132	1918
%V	95.6%	98.5%	99.3%	99.1%	98.8%	99.5%	98.3%	96.5%
%H (All HH)		100.0%	43.9%	13.2%	79.7%	36.3%	43.4%	73.5%
%H (TV HH)			43.9%	13.2%	79.7%	36.3%	43.4%	
Kitchen	343	343	160	46	316	175	141	279
%V	12.6%	12.9%	13.9%	13.3%	15.0%	18.4%	12.2%	14.0%
%H (All HH)		100.0%	46.6%	13.4%	92.1%	51.0%	41.1%	81.3%
%H (TV HH)			46.6%	13.4%	92.1%	51.0%	41.1%	
Adult's bedroom	1187	1187	595	190	1000	583	417	972
%V	43.5%	44.8%	51.6%	54.8%	47.5%	61.2%	36.2%	48.9%
%H (All HH)		100.0%	50.1%	16.0%	84.2%	49.1%	35.1%	81.9%
%H (TV HH)			50.1%	16.0%	84.2%	49.1%	35.1%	
Child's bedroom	254	254	159	42	207	151	56	239
%V	9.3%	9.6%	13.8%	12.1%	9.8%	15.8%	4.9%	12.0%
%H (All HH)		100.0%	62.6%	16.5%	81.5%	59.4%	22.0%	94.1%
%H (TV HH)			62.6%	16.5%	81.5%	59.4%	22.0%	
Other bedroom	141	141	76	16	129	79	50	126
%V	5.2%	5.3%	6.6%	4.6%	6.1%	8.3%	4.3%	6.3%
%H (All HH)		100.0%	53.9%	11.3%	91.5%	56.0%	35.5%	89.4%
%H (TV HH)			53.9%	11.3%	91.5%	56.0%	35.5%	
Second living/dining room	240	240	122	33	201	113	88	202
%V	8.8%	9.1%	10.6%	9.5%	9.5%	11.9%	7.6%	10.2%
%H (All HH)		100.0%	50.8%	13.8%	83.8%	47.1%	36.7%	84.2%
%H (TV HH)			50.8%	13.8%	83.8%	47.1%	36.7%	
Study/office	33	33	13	5	28	14	14	31
%V	1.2%	1.2%	1.1%	1.4%	1.3%	1.5%	1.2%	1.6%
%H (All HH)		100.0%	39.4%	15.2%	84.8%	42.4%	42.4%	93.9%
%H (TV HH)			39.4%	15.2%	84.8%	42.4%	42.4%	
TV room	8	8	3	1	8	4	4	7
%V	0.3%	0.3%	0.3%	0.3%	0.4%	0.4%	0.3%	0.4%
%H (All HH)		100.0%	37.5%	12.5%	100.0%	50.0%	50.0%	87.5%
%H (TV HH)			37.5%	12.5%	100.0%	50.0%	50.0%	
Conservatory	97	97	60	17	84	63	22	87
%V	3.6%	3.7%	5.2%	4.9%	4.0%	6.6%	1.9%	4.4%
%H (All HH)		100.0%	61.9%	17.5%	86.6%	64.9%	22.7%	89.7%
%H (TV HH)			61.9%	17.5%	86.6%	64.9%	22.7%	
Attic or loft room	6	6	2	2	5	3	2	6
%V	0.2%	0.2%	0.2%	0.6%	0.2%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	33.3%	33.3%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	83.3%	50.0%	33.3%	
No specific location	6	6	1	1	6	2	4	4
%V	0.2%	0.2%	0.1%	0.3%	0.3%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	16.7%	16.7%	100.0%	33.3%	66.7%	66.7%
%H (TV HH)			16.7%	16.7%	100.0%	33.3%	66.7%	
Other	22	22	12	4	19	13	6	22
%V	0.8%	0.8%	1.0%	1.2%	0.9%	1.4%	0.5%	1.1%
%H (All HH)		100.0%	54.5%	18.2%	86.4%	59.1%	27.3%	100.0%
%H (TV HH)			54.5%	18.2%	86.4%	59.1%	27.3%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Household level data

Table 4.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2729	2649	1154	347	2105	953	1152	1987
%H (All HH)		97.1%	42.3%	12.7%	77.1%	34.9%	42.2%	72.8%
%H (TV HH)			43.6%	13.1%	79.5%	36.0%	43.5%	
Any DSAT provider	1154	1154	1154	23	765	765	0	971
%V	42.3%	43.6%	100.0%	6.6%	36.3%	80.3%	0.0%	48.9%
%H (All HH)			100.0%	2.0%	66.3%	66.3%	0.0%	84.1%
%H (TV HH)			100.0%	2.0%	66.3%	66.3%	0.0%	
Sky with subcription	947	947	947	11	638	638	0	826
%V	34.7%	35.7%	82.1%	3.2%	30.3%	66.9%	0.0%	41.6%
%H (All HH)			100.0%	1.2%	67.4%	67.4%	0.0%	87.2%
%H (TV HH)			100.0%	1.2%	67.4%	67.4%	0.0%	
Sky without subscription	80	80	80	6	42	42	0	50
%V	2.9%	3.0%	6.9%	1.7%	2.0%	4.4%	0.0%	2.5%
%H (All HH)			100.0%	7.5%	52.5%	52.5%	0.0%	62.5%
%H (TV HH)			100.0%	7.5%	52.5%	52.5%	0.0%	
Freesat	104	104	104	3	72	72	0	79
%V	3.8%	3.9%	9.0%	0.9%	3.4%	7.6%	0.0%	4.0%
%H (All HH)			100.0%	2.9%	69.2%	69.2%	0.0%	76.0%
%H (TV HH)			100.0%	2.9%	69.2%	69.2%	0.0%	
Other satellite provider	36	36	36	2	21	21	0	27
%V	1.3%	1.4%	3.1%	0.6%	1.0%	2.2%	0.0%	1.4%
%H (All HH)			100.0%	5.6%	58.3%	58.3%	0.0%	75.0%
%H (TV HH)			100.0%	5.6%	58.3%	58.3%	0.0%	
DCAB	347	347	23	347	198	198	0	308
%V	12.7%	13.1%	2.0%	100.0%	9.4%	20.8%	0.0%	15.5%
%H (All HH)			6.6%	100.0%	57.1%	57.1%	0.0%	88.8%
%H (TV HH)			6.6%	100.0%	57.1%	57.1%	0.0%	
DTT	2105	2105	765	198	2105	953	1152	1487
%V	77.1%	79.5%	66.3%	57.1%	100.0%	100.0%	100.0%	74.8%
%H (All HH)		100.0%	36.3%	9.4%	100.0%	45.3%	54.7%	70.6%
%H (TV HH)			36.3%	9.4%	100.0%	45.3%	54.7%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Household level data

Table 4.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2729	2649	1154	347	2105	953	1152	1987
%H (All HH)		97.1%	42.3%	12.7%	77.1%	34.9%	42.2%	72.8%
%H (TV HH)			43.6%	13.1%	79.5%	36.0%	43.5%	
PVR	1596	1596	974	263	1192	811	381	1369
%V	58.5%	60.2%	84.4%	75.8%	56.6%	85.1%	33.1%	68.9%
%H (All HH)		100.0%	61.0%	16.5%	74.7%	50.8%	23.9%	85.8%
%H (TV HH)			61.0%	16.5%	74.7%	50.8%	23.9%	
DVDR	119	119	56	12	100	47	53	98
%V	4.4%	4.5%	4.9%	3.5%	4.8%	4.9%	4.6%	4.9%
%H (All HH)		100.0%	47.1%	10.1%	84.0%	39.5%	44.5%	82.4%
%H (TV HH)			47.1%	10.1%	84.0%	39.5%	44.5%	
VCR	188	188	75	19	155	59	97	132
%V	6.9%	7.1%	6.5%	5.5%	7.4%	6.2%	8.4%	6.6%
%H (All HH)		100.0%	39.9%	10.1%	82.4%	31.4%	51.6%	70.2%
%H (TV HH)			39.9%	10.1%	82.4%	31.4%	51.6%	
Any recorder	1714	1714	998	269	1297	827	471	1439
%V	62.8%	64.7%	86.5%	77.5%	61.6%	86.8%	40.9%	72.4%
%H (All HH)		100.0%	58.2%	15.7%	75.7%	48.2%	27.5%	84.0%
%H (TV HH)			58.2%	15.7%	75.7%	48.2%	27.5%	
Receives HDTV (via STB or built-in reception)	1356	1356	745	273	1038	678	360	1155
%V	49.7%	51.2%	64.6%	78.7%	49.3%	71.1%	31.3%	58.1%
%H (All HH)		100.0%	54.9%	20.1%	76.5%	50.0%	26.5%	85.2%
%H (TV HH)			54.9%	20.1%	76.5%	50.0%	26.5%	
DVD/Blu-ray player or recorder	2093	2093	952	291	1683	819	864	1612
%V	76.7%	79.0%	82.5%	83.9%	80.0%	85.9%	75.0%	81.1%
%H (All HH)		100.0%	45.5%	13.9%	80.4%	39.1%	41.3%	77.0%
%H (TV HH)			45.5%	13.9%	80.4%	39.1%	41.3%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2729	2649	1154	347	2105	953	1152	1987
%V (All HH)		97.1%	42.3%	12.7%	77.1%	34.9%	42.2%	72.8%
%H (TV HH)			43.6%	13.1%	79.5%	36.0%	43.5%	
Has broadband internet	1987	1943	971	308	1487	818	669	1987
%V	72.8%	73.3%	84.1%	88.8%	70.6%	85.8%	58.1%	100.0%
%H (All HH)		97.8%	48.9%	15.5%	74.8%	41.2%	33.7%	100.0%
%H (TV HH)			50.0%	15.9%	76.5%	42.1%	34.4%	
Number of computers (PCs and laptops)								
0	632	603	154	39	533	121	412	21
%V	23.2%	22.8%	13.3%	11.2%	25.3%	12.7%	35.8%	1.1%
%H (All HH)		95.4%	24.4%	6.2%	84.3%	19.1%	65.2%	3.3%
%H (TV HH)			25.5%	6.5%	88.4%	20.1%	68.3%	
1	959	931	405	125	719	317	402	855
%V	35.1%	35.1%	35.1%	36.0%	34.2%	33.3%	34.9%	43.0%
%H (All HH)		97.1%	42.2%	13.0%	75.0%	33.1%	41.9%	89.2%
%H (TV HH)			43.5%	13.4%	77.2%	34.0%	43.2%	
2	567	558	290	88	432	252	179	547
%V	20.8%	21.1%	25.1%	25.4%	20.5%	26.4%	15.5%	27.5%
%H (All HH)		98.4%	51.1%	15.5%	76.2%	44.4%	31.6%	96.5%
%H (TV HH)			52.0%	15.8%	77.4%	45.2%	32.1%	
3	282	273	145	48	216	135	81	280
%V	10.3%	10.3%	12.6%	13.8%	10.3%	14.2%	7.0%	14.1%
%H (All HH)		96.8%	51.4%	17.0%	76.6%	47.9%	28.7%	99.3%
%H (TV HH)			53.1%	17.6%	79.1%	49.5%	29.7%	
4	144	140	80	17	98	54	44	143
%V	5.3%	5.3%	6.9%	4.9%	4.7%	5.7%	3.8%	7.2%
%H (All HH)		97.2%	55.6%	11.8%	68.1%	37.5%	30.6%	99.3%
%H (TV HH)			57.1%	12.1%	70.0%	38.6%	31.4%	
5+	144	143	80	31	108	74	34	141
%V	5.3%	5.4%	6.9%	8.9%	5.1%	7.8%	3.0%	7.1%
%H (All HH)		99.3%	55.6%	21.5%	75.0%	51.4%	23.6%	97.9%
%H (TV HH)			55.9%	21.7%	75.5%	51.7%	23.8%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV Yorkshire

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5488	2677	781	4494	2429	2064	4372
%H		48.8%	14.2%	81.9%	44.3%	37.6%	79.7%
Under 20"	929	412	117	831	425	407	745
%V	16.9%	15.4%	15.0%	18.5%	17.5%	19.7%	17.0%
%H		44.3%	12.6%	89.5%	45.7%	43.8%	80.2%
20" - 29"	1265	550	193	1081	550	531	966
%V	23.1%	20.5%	24.7%	24.1%	22.6%	25.7%	22.1%
%H		43.5%	15.3%	85.5%	43.5%	42.0%	76.4%
30" - 39"	1711	792	245	1396	709	688	1319
%V	31.2%	29.6%	31.4%	31.1%	29.2%	33.3%	30.2%
%H		46.3%	14.3%	81.6%	41.4%	40.2%	77.1%
40" and over	1354	801	189	1046	667	379	1154
%V	24.7%	29.9%	24.2%	23.3%	27.5%	18.4%	26.4%
%H		59.2%	14.0%	77.3%	49.3%	28.0%	85.2%
Don't know	25	3	3	23	5	19	16
%V	0.5%	0.1%	0.4%	0.5%	0.2%	0.9%	0.4%
%H		12.0%	12.0%	92.0%	20.0%	76.0%	64.0%
Not Asked	204	119	34	117	73	40	172
%V	3.7%	4.4%	4.4%	2.6%	3.0%	1.9%	3.9%
%H		58.3%	16.7%	57.4%	35.8%	19.6%	84.3%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5488	2677	781	4494	2429	2064	4372
%H		48.8%	14.2%	81.9%	44.3%	37.6%	79.7%
Main living room	2627	1154	345	2096	955	1141	1931
%V	47.9%	43.1%	44.2%	46.6%	39.3%	55.3%	44.2%
%H		43.9%	13.1%	79.8%	36.4%	43.4%	73.5%
Kitchen	347	162	46	320	177	144	282
%V	6.3%	6.1%	5.9%	7.1%	7.3%	7.0%	6.5%
%H		46.7%	13.3%	92.2%	51.0%	41.5%	81.3%
Adult's bedroom	1387	715	222	1178	710	468	1152
%V	25.3%	26.7%	28.4%	26.2%	29.2%	22.7%	26.3%
%H		51.6%	16.0%	84.9%	51.2%	33.7%	83.1%
Child's bedroom	342	221	50	279	205	74	324
%V	6.2%	8.3%	6.4%	6.2%	8.4%	3.6%	7.4%
%H		64.6%	14.6%	81.6%	59.9%	21.6%	94.7%
Other bedroom	162	90	19	150	93	56	146
%V	3.0%	3.4%	2.4%	3.3%	3.8%	2.7%	3.3%
%H		55.6%	11.7%	92.6%	57.4%	34.6%	90.1%
Second living/dining room	243	124	34	204	116	88	206
%V	4.4%	4.6%	4.4%	4.5%	4.8%	4.3%	4.7%
%H		51.0%	14.0%	84.0%	47.7%	36.2%	84.8%
Study/office	33	13	5	29	14	15	32
%V	0.6%	0.5%	0.6%	0.6%	0.6%	0.7%	0.7%
%H		39.4%	15.2%	87.9%	42.4%	45.5%	97.0%
TV room	8	3	1	8	4	4	7
%V	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		37.5%	12.5%	100.0%	50.0%	50.0%	87.5%
Conservatory	98	60	18	84	63	22	88
%V	1.8%	2.2%	2.3%	1.9%	2.6%	1.1%	2.0%
%H		61.2%	18.4%	85.7%	64.3%	22.4%	89.8%
Attic or loft room	6	2	2	5	3	2	6
%V	0.1%	0.1%	0.3%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	83.3%	50.0%	33.3%	100.0%
No specific location	6	1	1	6	2	4	4
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.2%	0.1%
%H		16.7%	16.7%	100.0%	33.3%	66.7%	66.7%
Other	23	13	4	20	14	6	23
%V	0.4%	0.5%	0.5%	0.4%	0.6%	0.3%	0.5%
%H		56.5%	17.4%	87.0%	60.9%	26.1%	100.0%
Not Asked	204	119	34	117	73	40	172
%V	3.7%	4.4%	4.4%	2.6%	3.0%	1.9%	3.9%
%H		58.3%	16.7%	57.4%	35.8%	19.6%	84.3%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5488	2677	781	4494	2429	2064	4372
%H		48.8%	14.2%	81.9%	44.3%	37.6%	79.7%
PVR	2027	1296	346	1493	1069	423	1780
%V	36.9%	48.4%	44.3%	33.2%	44.0%	20.5%	40.7%
%H		63.9%	17.1%	73.7%	52.7%	20.9%	87.8%
DVDR	132	60	14	111	53	59	108
%V	2.4%	2.2%	1.8%	2.5%	2.2%	2.9%	2.5%
%H		45.5%	10.6%	84.1%	40.2%	44.7%	81.8%
VCR	200	79	22	164	64	100	140
%V	3.6%	3.0%	2.8%	3.6%	2.6%	4.8%	3.2%
%H		39.5%	11.0%	82.0%	32.0%	50.0%	70.0%
Any recorder	2193	1340	361	1639	1108	531	1887
%V	40.0%	50.1%	46.2%	36.5%	45.6%	25.7%	43.2%
%H		61.1%	16.5%	74.7%	50.5%	24.2%	86.0%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5488	2677	781	4494	2429	2064	4372
%H		48.8%	14.2%	81.9%	44.3%	37.6%	79.7%
Receives HDTV (via STB or built-in reception)	1843	1020	386	1435	959	476	1599
%V	33.6%	38.1%	49.4%	31.9%	39.5%	23.1%	36.6%
%H		55.3%	20.9%	77.9%	52.0%	25.8%	86.8%
DVD/Blu-ray player or recorder	3049	1476	465	2515	1372	1142	2470
%V	55.6%	55.1%	59.5%	56.0%	56.5%	55.3%	56.5%
%H		48.4%	15.3%	82.5%	45.0%	37.5%	81.0%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2644	1154	347	2103	953	1150	1940
%H		43.6%	13.1%	79.5%	36.0%	43.5%	73.4%
Under 20"	67	13	5	59	10	49	25
%V	2.5%	1.1%	1.4%	2.8%	1.0%	4.3%	1.3%
%H		19.4%	7.5%	88.1%	14.9%	73.1%	37.3%
20" - 29"	376	84	42	323	74	249	211
%V	14.2%	7.3%	12.1%	15.4%	7.8%	21.7%	10.9%
%H		22.3%	11.2%	85.9%	19.7%	66.2%	56.1%
30" - 39"	1055	398	145	843	326	518	747
%V	39.9%	34.5%	41.8%	40.1%	34.2%	45.0%	38.5%
%H		37.7%	13.7%	79.9%	30.9%	49.1%	70.8%
40" and over	1128	657	154	868	541	326	945
%V	42.7%	56.9%	44.4%	41.3%	56.8%	28.3%	48.7%
%H		58.2%	13.7%	77.0%	48.0%	28.9%	83.8%
Don't know	13	2	1	11	2	9	7
%V	0.5%	0.2%	0.3%	0.5%	0.2%	0.8%	0.4%
%H		15.4%	7.7%	84.6%	15.4%	69.2%	53.8%
Not Asked	5	0	0	0	0	0	5
%V	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2644	1154	347	2103	953	1150	1940
%H		43.6%	13.1%	79.5%	36.0%	43.5%	73.4%
PVR	1552	960	254	1154	795	359	1332
%V	58.7%	83.2%	73.2%	54.9%	83.4%	31.2%	68.7%
%H		61.9%	16.4%	74.4%	51.2%	23.1%	85.8%
DVDR	102	47	10	84	38	46	81
%V	3.9%	4.1%	2.9%	4.0%	4.0%	4.0%	4.2%
%H		46.1%	9.8%	82.4%	37.3%	45.1%	79.4%
VCR	155	59	13	126	41	85	104
%V	5.9%	5.1%	3.7%	6.0%	4.3%	7.4%	5.4%
%H		38.1%	8.4%	81.3%	26.5%	54.8%	67.1%
Any recorder	1666	984	259	1253	808	444	1397
%V	63.0%	85.3%	74.6%	59.6%	84.8%	38.6%	72.0%
%H		59.1%	15.5%	75.2%	48.5%	26.7%	83.9%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2644	1154	347	2103	953	1150	1940
%H		43.6%	13.1%	79.5%	36.0%	43.5%	73.4%
Receives HDTV (via STB or built-in reception)	1297	720	267	983	653	331	1104
%V	49.1%	62.4%	76.9%	46.7%	68.5%	28.8%	56.9%
%H		55.5%	20.6%	75.8%	50.3%	25.5%	85.1%
DVD/Blu-ray player or recorder	1951	890	273	1556	754	802	1499
%V	73.8%	77.1%	78.7%	74.0%	79.1%	69.7%	77.3%
%H		45.6%	14.0%	79.8%	38.6%	41.1%	76.8%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2843	1524	434	2390	1477	914	2432
%H		53.6%	15.3%	84.1%	52.0%	32.1%	85.5%
Under 20"	862	399	111	773	415	358	720
%V	30.3%	26.2%	25.6%	32.3%	28.1%	39.2%	29.6%
%H		46.3%	12.9%	89.7%	48.1%	41.5%	83.5%
20" - 29"	888	466	151	758	476	282	754
%V	31.2%	30.6%	34.8%	31.7%	32.2%	30.9%	31.0%
%H		52.5%	17.0%	85.4%	53.6%	31.8%	84.9%
30" - 39"	655	394	100	553	383	170	572
%V	23.0%	25.9%	23.0%	23.1%	25.9%	18.6%	23.5%
%H		60.2%	15.3%	84.4%	58.5%	26.0%	87.3%
40" and over	226	145	34	178	126	53	209
%V	7.9%	9.5%	7.8%	7.4%	8.5%	5.8%	8.6%
%H		64.2%	15.0%	78.8%	55.8%	23.5%	92.5%
Don't know	12	1	2	12	3	10	9
%V	0.4%	0.1%	0.5%	0.5%	0.2%	1.1%	0.4%
%H		8.3%	16.7%	100.0%	25.0%	83.3%	75.0%
Not Asked	200	119	36	116	74	41	168
%V	7.0%	7.8%	8.3%	4.9%	5.0%	4.5%	6.9%
%H		59.5%	18.0%	58.0%	37.0%	20.5%	84.0%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2843	1524	434	2390	1477	914	2432
%H		53.6%	15.3%	84.1%	52.0%	32.1%	85.5%
PVR	475	336	93	339	275	64	448
%V	16.7%	22.0%	21.4%	14.2%	18.6%	7.0%	18.4%
%H		70.7%	19.6%	71.4%	57.9%	13.5%	94.3%
DVDR	30	14	4	27	15	12	27
%V	1.1%	0.9%	0.9%	1.1%	1.0%	1.3%	1.1%
%H		46.7%	13.3%	90.0%	50.0%	40.0%	90.0%
VCR	45	20	9	39	23	16	36
%V	1.6%	1.3%	2.1%	1.6%	1.6%	1.8%	1.5%
%H		44.4%	20.0%	86.7%	51.1%	35.6%	80.0%
Any recorder	528	357	103	387	300	87	490
%V	18.6%	23.4%	23.7%	16.2%	20.3%	9.5%	20.1%
%H		67.6%	19.5%	73.3%	56.8%	16.5%	92.8%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2843	1524	434	2390	1477	914	2432
%H		53.6%	15.3%	84.1%	52.0%	32.1%	85.5%
Receives HDTV (via STB or built-in reception)	547	300	118	452	307	145	495
%V	19.2%	19.7%	27.2%	18.9%	20.8%	15.9%	20.4%
%H		54.8%	21.6%	82.6%	56.1%	26.5%	90.5%
DVD/Blu-ray player or recorder	1098	587	191	959	619	340	970
%V	38.6%	38.5%	44.0%	40.1%	41.9%	37.2%	39.9%
%H		53.5%	17.4%	87.3%	56.4%	31.0%	88.3%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6345	6191	3077	862	4795	2532	2263	5166
%H		97.6%	48.5%	13.6%	75.6%	39.9%	35.7%	81.4%
Total Children	1188	1167	677	168	836	512	324	1045
%V	18.7%	18.8%	22.0%	19.5%	17.4%	20.2%	14.3%	20.2%
%H		98.2%	57.0%	14.1%	70.4%	43.1%	27.3%	88.0%
0 - 3	322	319	176	46	224	131	94	272
%V	5.1%	5.2%	5.7%	5.3%	4.7%	5.2%	4.2%	5.3%
%H		99.1%	54.7%	14.3%	69.6%	40.7%	29.2%	84.5%
4 - 15	866	848	501	122	612	381	231	773
%V	13.6%	13.7%	16.3%	14.2%	12.8%	15.0%	10.2%	15.0%
%H		97.9%	57.9%	14.1%	70.7%	44.0%	26.7%	89.3%
4 - 9	435	423	259	54	300	189	111	370
%V	6.9%	6.8%	8.4%	6.3%	6.3%	7.5%	4.9%	7.2%
%H		97.2%	59.5%	12.4%	69.0%	43.4%	25.5%	85.1%
10 - 15	432	426	242	68	312	193	119	402
%V	6.8%	6.9%	7.9%	7.9%	6.5%	7.6%	5.3%	7.8%
%H		98.6%	56.0%	15.7%	72.2%	44.7%	27.5%	93.1%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6345	6191	3077	862	4795	2532	2263	5166
%H		97.6%	48.5%	13.6%	75.6%	39.9%	35.7%	81.4%
Total Adults (16+)	5156	5024	2400	694	3959	2020	1939	4121
%V	81.3%	81.2%	78.0%	80.5%	82.6%	79.8%	85.7%	79.8%
%H		97.4%	46.5%	13.5%	76.8%	39.2%	37.6%	79.9%
16 - 19	333	322	170	50	245	149	95	298
%V	5.2%	5.2%	5.5%	5.8%	5.1%	5.9%	4.2%	5.8%
%H		96.7%	51.1%	15.0%	73.6%	44.7%	28.5%	89.5%
20 - 24	440	412	207	52	310	163	148	386
%V	6.9%	6.7%	6.7%	6.0%	6.5%	6.4%	6.5%	7.5%
%H		93.6%	47.0%	11.8%	70.5%	37.0%	33.6%	87.7%
25 - 34	815	785	434	119	556	326	231	713
%V	12.8%	12.7%	14.1%	13.8%	11.6%	12.9%	10.2%	13.8%
%H		96.3%	53.3%	14.6%	68.2%	40.0%	28.3%	87.5%
35 - 44	813	793	449	126	577	358	219	729
%V	12.8%	12.8%	14.6%	14.6%	12.0%	14.1%	9.7%	14.1%
%H		97.5%	55.2%	15.5%	71.0%	44.0%	26.9%	89.7%
45 - 54	898	880	445	131	706	395	311	790
%V	14.2%	14.2%	14.5%	15.2%	14.7%	15.6%	13.7%	15.3%
%H		98.0%	49.6%	14.6%	78.6%	44.0%	34.6%	88.0%
55 - 64	741	732	319	110	606	297	309	611
%V	11.7%	11.8%	10.4%	12.8%	12.6%	11.7%	13.7%	11.8%
%H		98.8%	43.0%	14.8%	81.8%	40.1%	41.7%	82.5%
65+	1116	1099	378	106	959	333	626	596
%V	17.6%	17.8%	12.3%	12.3%	20.0%	13.2%	27.7%	11.5%
%H		98.5%	33.9%	9.5%	85.9%	29.8%	56.1%	53.4%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5156	5024	2400	694	3959	2020	1939	4121
%H		97.4%	46.5%	13.5%	76.8%	39.2%	37.6%	79.9%
AB	1168	1136	563	157	892	474	418	1077
%V	22.7%	22.6%	23.5%	22.6%	22.5%	23.5%	21.6%	26.1%
%H		97.3%	48.2%	13.4%	76.4%	40.6%	35.8%	92.2%
C1	1338	1298	608	183	1033	519	514	1134
%V	26.0%	25.8%	25.3%	26.4%	26.1%	25.7%	26.5%	27.5%
%H		97.0%	45.4%	13.7%	77.2%	38.8%	38.4%	84.8%
C2	1217	1202	625	163	963	546	417	1000
%V	23.6%	23.9%	26.0%	23.5%	24.3%	27.0%	21.5%	24.3%
%H		98.8%	51.4%	13.4%	79.1%	44.9%	34.3%	82.2%
D	877	857	411	125	632	314	318	645
%V	17.0%	17.1%	17.1%	18.0%	16.0%	15.5%	16.4%	15.7%
%H		97.7%	46.9%	14.3%	72.1%	35.8%	36.3%	73.5%
E	556	532	193	66	438	166	272	264
%V	10.8%	10.6%	8.0%	9.5%	11.1%	8.2%	14.0%	6.4%
%H		95.7%	34.7%	11.9%	78.8%	29.9%	48.9%	47.5%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5156	5024	2400	694	3959	2020	1939	4121
%H		97.4%	46.5%	13.5%	76.8%	39.2%	37.6%	79.9%
Working full time	2204	2160	1147	335	1651	965	687	2007
%V	42.7%	43.0%	47.8%	48.3%	41.7%	47.8%	35.4%	48.7%
%H		98.0%	52.0%	15.2%	74.9%	43.8%	31.2%	91.1%
Working part time	605	596	299	101	458	264	194	535
%V	11.7%	11.9%	12.5%	14.6%	11.6%	13.1%	10.0%	13.0%
%H		98.5%	49.4%	16.7%	75.7%	43.6%	32.1%	88.4%
Not working	2347	2267	955	259	1849	791	1058	1579
%V	45.5%	45.1%	39.8%	37.3%	46.7%	39.2%	54.6%	38.3%
%H		96.6%	40.7%	11.0%	78.8%	33.7%	45.1%	67.3%
Housewife/Houseperson	2729	2649	1154	347	2105	953	1152	1987
%V	52.9%	52.7%	48.1%	50.0%	53.2%	47.2%	59.4%	48.2%
%H		97.1%	42.3%	12.7%	77.1%	34.9%	42.2%	72.8%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2532	2458	1228	343	1909	1016	892	2061
%H		97.1%	48.5%	13.5%	75.4%	40.1%	35.2%	81.4%
16 - 19	181	175	94	26	129	79	51	164
%V	7.1%	7.1%	7.7%	7.6%	6.8%	7.8%	5.7%	8.0%
%H		96.7%	51.9%	14.4%	71.3%	43.6%	28.2%	90.6%
20 - 24	210	197	99	26	152	82	70	186
%V	8.3%	8.0%	8.1%	7.6%	8.0%	8.1%	7.8%	9.0%
%H		93.8%	47.1%	12.4%	72.4%	39.0%	33.3%	88.6%
25 - 34	406	390	215	62	279	169	111	360
%V	16.0%	15.9%	17.5%	18.1%	14.6%	16.6%	12.4%	17.5%
%H		96.1%	53.0%	15.3%	68.7%	41.6%	27.3%	88.7%
35 - 44	410	397	222	61	282	168	114	358
%V	16.2%	16.2%	18.1%	17.8%	14.8%	16.5%	12.8%	17.4%
%H		96.8%	54.1%	14.9%	68.8%	41.0%	27.8%	87.3%
45 - 54	447	435	234	65	342	201	141	389
%V	17.7%	17.7%	19.1%	19.0%	17.9%	19.8%	15.8%	18.9%
%H		97.3%	52.3%	14.5%	76.5%	45.0%	31.5%	87.0%
55 - 64	364	358	162	54	291	147	145	303
%V	14.4%	14.6%	13.2%	15.7%	15.2%	14.5%	16.3%	14.7%
%H		98.4%	44.5%	14.8%	79.9%	40.4%	39.8%	83.2%
65+	515	506	201	50	433	172	261	302
%V	20.3%	20.6%	16.4%	14.6%	22.7%	16.9%	29.3%	14.7%
%H		98.3%	39.0%	9.7%	84.1%	33.4%	50.7%	58.6%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2532	2458	1228	343	1909	1016	892	2061
%H		97.1%	48.5%	13.5%	75.4%	40.1%	35.2%	81.4%
AB	590	571	292	81	441	241	199	550
%V	23.3%	23.2%	23.8%	23.6%	23.1%	23.7%	22.3%	26.7%
%H		96.8%	49.5%	13.7%	74.7%	40.8%	33.7%	93.2%
C1	634	614	308	87	480	257	223	548
%V	25.0%	25.0%	25.1%	25.4%	25.1%	25.3%	25.0%	26.6%
%H		96.8%	48.6%	13.7%	75.7%	40.5%	35.2%	86.4%
C2	654	642	341	81	515	295	220	528
%V	25.8%	26.1%	27.8%	23.6%	27.0%	29.0%	24.7%	25.6%
%H		98.2%	52.1%	12.4%	78.7%	45.1%	33.6%	80.7%
D	417	407	197	63	293	147	146	315
%V	16.5%	16.6%	16.0%	18.4%	15.3%	14.5%	16.4%	15.3%
%H		97.6%	47.2%	15.1%	70.3%	35.3%	35.0%	75.5%
E	237	223	90	31	181	77	103	120
%V	9.4%	9.1%	7.3%	9.0%	9.5%	7.6%	11.5%	5.8%
%H		94.1%	38.0%	13.1%	76.4%	32.5%	43.5%	50.6%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2532	2458	1228	343	1909	1016	892	2061
%H		97.1%	48.5%	13.5%	75.4%	40.1%	35.2%	81.4%
Working full time	1377	1346	738	206	1014	608	406	1252
%V	54.4%	54.8%	60.1%	60.1%	53.1%	59.8%	45.5%	60.7%
%H		97.7%	53.6%	15.0%	73.6%	44.2%	29.5%	90.9%
Working part time	116	115	50	20	89	45	44	101
%V	4.6%	4.7%	4.1%	5.8%	4.7%	4.4%	4.9%	4.9%
%H		99.1%	43.1%	17.2%	76.7%	38.8%	37.9%	87.1%
Not working	1039	996	440	117	805	363	442	709
%V	41.0%	40.5%	35.8%	34.1%	42.2%	35.7%	49.6%	34.4%
%H		95.9%	42.3%	11.3%	77.5%	34.9%	42.5%	68.2%
Housewife/Houseperson	567	531	224	61	402	160	242	341
%V	22.4%	21.6%	18.2%	17.8%	21.1%	15.7%	27.1%	16.5%
%H		93.7%	39.5%	10.8%	70.9%	28.2%	42.7%	60.1%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2625	2566	1172	352	2050	1004	1047	2060
%H		97.8%	44.6%	13.4%	78.1%	38.2%	39.9%	78.5%
16 - 19	152	147	76	24	115	71	45	134
%V	5.8%	5.7%	6.5%	6.8%	5.6%	7.1%	4.3%	6.5%
%H		96.7%	50.0%	15.8%	75.7%	46.7%	29.6%	88.2%
20 - 24	230	215	108	26	159	81	78	199
%V	8.8%	8.4%	9.2%	7.4%	7.8%	8.1%	7.4%	9.7%
%H		93.5%	47.0%	11.3%	69.1%	35.2%	33.9%	86.5%
25 - 34	409	395	218	57	277	157	120	353
%V	15.6%	15.4%	18.6%	16.2%	13.5%	15.6%	11.5%	17.1%
%H		96.6%	53.3%	13.9%	67.7%	38.4%	29.3%	86.3%
35 - 44	403	396	227	65	295	190	105	371
%V	15.4%	15.4%	19.4%	18.5%	14.4%	18.9%	10.0%	18.0%
%H		98.3%	56.3%	16.1%	73.2%	47.1%	26.1%	92.1%
45 - 54	451	445	211	67	364	194	170	401
%V	17.2%	17.3%	18.0%	19.0%	17.8%	19.3%	16.2%	19.5%
%H		98.7%	46.8%	14.9%	80.7%	43.0%	37.7%	88.9%
55 - 64	377	374	156	56	315	150	165	308
%V	14.4%	14.6%	13.3%	15.9%	15.4%	14.9%	15.8%	15.0%
%H		99.2%	41.4%	14.9%	83.6%	39.8%	43.8%	81.7%
65+	601	593	176	57	526	161	365	294
%V	22.9%	23.1%	15.0%	16.2%	25.7%	16.0%	34.9%	14.3%
%H		98.7%	29.3%	9.5%	87.5%	26.8%	60.7%	48.9%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2625	2566	1172	352	2050	1004	1047	2060
%H		97.8%	44.6%	13.4%	78.1%	38.2%	39.9%	78.5%
AB	578	565	271	76	452	233	219	528
%V	22.0%	22.0%	23.1%	21.6%	22.0%	23.2%	20.9%	25.6%
%H		97.8%	46.9%	13.1%	78.2%	40.3%	37.9%	91.3%
C1	704	684	300	96	553	263	290	586
%V	26.8%	26.7%	25.6%	27.3%	27.0%	26.2%	27.7%	28.4%
%H		97.2%	42.6%	13.6%	78.6%	37.4%	41.2%	83.2%
C2	564	559	284	82	448	252	197	472
%V	21.5%	21.8%	24.2%	23.3%	21.9%	25.1%	18.8%	22.9%
%H		99.1%	50.4%	14.5%	79.4%	44.7%	34.9%	83.7%
D	461	449	214	62	340	167	172	330
%V	17.6%	17.5%	18.3%	17.6%	16.6%	16.6%	16.4%	16.0%
%H		97.4%	46.4%	13.4%	73.8%	36.2%	37.3%	71.6%
E	319	308	103	35	258	89	169	144
%V	12.2%	12.0%	8.8%	9.9%	12.6%	8.9%	16.1%	7.0%
%H		96.6%	32.3%	11.0%	80.9%	27.9%	53.0%	45.1%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2625	2566	1172	352	2050	1004	1047	2060
%H		97.8%	44.6%	13.4%	78.1%	38.2%	39.9%	78.5%
Working full time	827	814	408	129	637	356	281	756
%V	31.5%	31.7%	34.8%	36.6%	31.1%	35.5%	26.8%	36.7%
%H		98.4%	49.3%	15.6%	77.0%	43.0%	34.0%	91.4%
Working part time	489	481	249	81	369	219	150	434
%V	18.6%	18.7%	21.2%	23.0%	18.0%	21.8%	14.3%	21.1%
%H		98.4%	50.9%	16.6%	75.5%	44.8%	30.7%	88.8%
Not working	1308	1271	515	142	1044	428	616	870
%V	49.8%	49.5%	43.9%	40.3%	50.9%	42.6%	58.8%	42.2%
%H		97.2%	39.4%	10.9%	79.8%	32.7%	47.1%	66.5%
Housewife/Houseperson	2161	2118	930	286	1702	793	910	1646
%V	82.3%	82.5%	79.4%	81.3%	83.0%	79.0%	86.9%	79.9%
%H		98.0%	43.0%	13.2%	78.8%	36.7%	42.1%	76.2%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North East

Contents	Page
Household	
Table 5.1: Social Grade	116
Table 5.2: Housewife Age	117
Table 5.3: Size of Household	118
Table 5.4: Presence of Children	119
Table 5.5: Number of TV sets in household	120
Table 5.6: Screen size	121
Table 5.7: Location of ANY set in household	122
Table 5.8: Platform Provider	123
Table 5.9: Recorders and other equipment	124
Table 5.10: Computers and Internet	125
Sets	
Table 5.11: Screen Size	126
Table 5.12: Location of set	127
Table 5.13: Recorders	128
Table 5.14: Other TV equipment	128
Table 5.15: Main Set Screen Size	129
Table 5.16: Main Set Recorders	130
Table 5.17: Main Set - Other TV equipment	130
Table 5.18: Other Sets (non-Main Set) Screen Size	131
Table 5.19: Other Set (non-Main Set) Recorders	132
Table 5.20: Other Set (non-Main Set) - Other TV equipment	132
Individuals	
Table 5.21: Age of Children	133
Table 5.22: Adults - Age	134
Table 5.23: Social Grade (Adults 16+)	135
Table 5.24: Working Status (Adults 16+)	136
Table 5.25: Males - Age	137
Table 5.26: Social Grade (Males 16+)	138
Table 5.27: Working Status (Males 16+)	139
Table 5.28: Females - Age	140
Table 5.29: Social Grade (Females 16+)	141
Table 5.30: Working Status (Females 16+)	142

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Household level data

Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1218	1185	497	207	911	430	481	842
%H (All HH)		97.3%	40.8%	17.0%	74.8%	35.3%	39.5%	69.1%
%H (TV HH)			41.9%	17.5%	76.9%	36.3%	40.6%	
AB	255	250	121	43	193	105	87	228
%V	20.9%	21.1%	24.3%	20.8%	21.2%	24.4%	18.1%	27.1%
%H (All HH)		98.0%	47.5%	16.9%	75.7%	41.2%	34.1%	89.4%
%H (TV HH)			48.4%	17.2%	77.2%	42.0%	34.8%	
C1	297	287	127	48	214	103	111	228
%V	24.4%	24.2%	25.6%	23.2%	23.5%	24.0%	23.1%	27.1%
%H (All HH)		96.6%	42.8%	16.2%	72.1%	34.7%	37.4%	76.8%
%H (TV HH)			44.3%	16.7%	74.6%	35.9%	38.7%	
C2	239	236	110	53	182	107	75	173
%V	19.6%	19.9%	22.1%	25.6%	20.0%	24.9%	15.6%	20.5%
%H (All HH)		98.7%	46.0%	22.2%	76.2%	44.8%	31.4%	72.4%
%H (TV HH)			46.6%	22.5%	77.1%	45.3%	31.8%	
D	230	221	90	37	167	74	93	134
%V	18.9%	18.6%	18.1%	17.9%	18.3%	17.2%	19.3%	15.9%
%H (All HH)		96.1%	39.1%	16.1%	72.6%	32.2%	40.4%	58.3%
%H (TV HH)			40.7%	16.7%	75.6%	33.5%	42.1%	
E	197	191	48	27	155	41	114	78
%V	16.2%	16.1%	9.7%	13.0%	17.0%	9.5%	23.7%	9.3%
%H (All HH)		97.0%	24.4%	13.7%	78.7%	20.8%	57.9%	39.6%
%H (TV HH)			25.1%	14.1%	81.2%	21.5%	59.7%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1218	1185	497	207	911	430	481	842
%V (All HH)		97.3%	40.8%	17.0%	74.8%	35.3%	39.5%	69.1%
%H (TV HH)			41.9%	17.5%	76.9%	36.3%	40.6%	
Under 25	56	53	21	5	38	14	25	38
%V	4.6%	4.5%	4.2%	2.4%	4.2%	3.3%	5.2%	4.5%
%H (All HH)		94.6%	37.5%	8.9%	67.9%	25.0%	44.6%	67.9%
%H (TV HH)			39.6%	9.4%	71.7%	26.4%	47.2%	
25 - 34	179	170	100	31	110	71	38	154
%V	14.7%	14.3%	20.1%	15.0%	12.1%	16.5%	7.9%	18.3%
%H (All HH)		95.0%	55.9%	17.3%	61.5%	39.7%	21.2%	86.0%
%H (TV HH)			58.8%	18.2%	64.7%	41.8%	22.4%	
35 - 44	192	188	90	44	127	74	52	168
%V	15.8%	15.9%	18.1%	21.3%	13.9%	17.2%	10.8%	20.0%
%H (All HH)		97.9%	46.9%	22.9%	66.1%	38.5%	27.1%	87.5%
%H (TV HH)			47.9%	23.4%	67.6%	39.4%	27.7%	
45 - 54	232	227	108	46	174	101	73	196
%V	19.0%	19.2%	21.7%	22.2%	19.1%	23.5%	15.2%	23.3%
%H (All HH)		97.8%	46.6%	19.8%	75.0%	43.5%	31.5%	84.5%
%H (TV HH)			47.6%	20.3%	76.7%	44.5%	32.2%	
55 - 64	212	206	83	37	167	79	88	151
%V	17.4%	17.4%	16.7%	17.9%	18.3%	18.4%	18.3%	17.9%
%H (All HH)		97.2%	39.2%	17.5%	78.8%	37.3%	41.5%	71.2%
%H (TV HH)			40.3%	18.0%	81.1%	38.3%	42.7%	
65 +	346	342	95	44	296	92	205	135
%V	28.4%	28.9%	19.1%	21.3%	32.5%	21.4%	42.6%	16.0%
%H (All HH)		98.8%	27.5%	12.7%	85.5%	26.6%	59.2%	39.0%
%H (TV HH)			27.8%	12.9%	86.5%	26.9%	59.9%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1218	1185	497	207	911	430	481	842
%H (All HH)		97.3%	40.8%	17.0%	74.8%	35.3%	39.5%	69.1%
%H (TV HH)			41.9%	17.5%	76.9%	36.3%	40.6%	
1	393	377	91	45	312	72	240	151
%V	32.3%	31.8%	18.3%	21.7%	34.2%	16.7%	49.9%	17.9%
%H (All HH)		95.9%	23.2%	11.5%	79.4%	18.3%	61.1%	38.4%
%H (TV HH)			24.1%	11.9%	82.8%	19.1%	63.7%	
2	433	424	193	81	328	178	150	330
%V	35.6%	35.8%	38.8%	39.1%	36.0%	41.4%	31.2%	39.2%
%H (All HH)		97.9%	44.6%	18.7%	75.8%	41.1%	34.6%	76.2%
%H (TV HH)			45.5%	19.1%	77.4%	42.0%	35.4%	
3	180	177	95	40	118	76	42	162
%V	14.8%	14.9%	19.1%	19.3%	13.0%	17.7%	8.7%	19.2%
%H (All HH)		98.3%	52.8%	22.2%	65.6%	42.2%	23.3%	90.0%
%H (TV HH)			53.7%	22.6%	66.7%	42.9%	23.7%	
4	146	144	84	29	106	75	31	136
%V	12.0%	12.2%	16.9%	14.0%	11.6%	17.4%	6.4%	16.2%
%H (All HH)		98.6%	57.5%	19.9%	72.6%	51.4%	21.2%	93.2%
%H (TV HH)			58.3%	20.1%	73.6%	52.1%	21.5%	
5+	66	64	34	13	47	29	18	62
%V	5.4%	5.4%	6.8%	6.3%	5.2%	6.7%	3.7%	7.4%
%H (All HH)		97.0%	51.5%	19.7%	71.2%	43.9%	27.3%	93.9%
%H (TV HH)			53.1%	20.3%	73.4%	45.3%	28.1%	
Average HH size	2.25	2.25	2.57	2.47	2.19	2.58	1.84	2.58

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1218	1185	497	207	911	430	481	842
%H (All HH)		97.3%	40.8%	17.0%	74.8%	35.3%	39.5%	69.1%
%H (TV HH)			41.9%	17.5%	76.9%	36.3%	40.6%	
Without	921	895	331	144	717	296	420	575
%V	75.6%	75.5%	66.6%	69.6%	78.7%	68.8%	87.3%	68.3%
%H (All HH)		97.2%	35.9%	15.6%	77.9%	32.1%	45.6%	62.4%
%H (TV HH)			37.0%	16.1%	80.1%	33.1%	46.9%	
With	297	290	166	63	194	134	60	267
%V	24.4%	24.5%	33.4%	30.4%	21.3%	31.2%	12.5%	31.7%
%H (All HH)		97.6%	55.9%	21.2%	65.3%	45.1%	20.2%	89.9%
%H (TV HH)			57.2%	21.7%	66.9%	46.2%	20.7%	
0 - 3	105	102	56	24	65	44	21	92
%V	8.6%	8.6%	11.3%	11.6%	7.1%	10.2%	4.4%	10.9%
%H (All HH)		97.1%	53.3%	22.9%	61.9%	41.9%	20.0%	87.6%
%H (TV HH)			54.9%	23.5%	63.7%	43.1%	20.6%	
4 - 9	159	158	94	33	106	77	29	143
%V	13.1%	13.3%	18.9%	15.9%	11.6%	17.9%	6.0%	17.0%
%H (All HH)		99.4%	59.1%	20.8%	66.7%	48.4%	18.2%	89.9%
%H (TV HH)			59.5%	20.9%	67.1%	48.7%	18.4%	
10 - 15	141	139	78	30	101	70	31	133
%V	11.6%	11.7%	15.7%	14.5%	11.1%	16.3%	6.4%	15.8%
%H (All HH)		98.6%	55.3%	21.3%	71.6%	49.6%	22.0%	94.3%
%H (TV HH)			56.1%	21.6%	72.7%	50.4%	22.3%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1218	1185	497	207	911	430	481	842
%H (All HH)		97.3%	40.8%	17.0%	74.8%	35.3%	39.5%	69.1%
%H (TV HH)			41.9%	17.5%	76.9%	36.3%	40.6%	
1	453	453	144	56	321	73	248	255
%V	37.2%	38.2%	29.0%	27.1%	35.2%	17.0%	51.6%	30.3%
%H (All HH)		100.0%	31.8%	12.4%	70.9%	16.1%	54.7%	56.3%
%H (TV HH)			31.8%	12.4%	70.9%	16.1%	54.7%	
2	428	428	181	82	330	163	166	292
%V	35.1%	36.1%	36.4%	39.6%	36.2%	37.9%	34.5%	34.7%
%H (All HH)		100.0%	42.3%	19.2%	77.1%	38.1%	38.8%	68.2%
%H (TV HH)			42.3%	19.2%	77.1%	38.1%	38.8%	
3	192	192	102	46	163	119	44	172
%V	15.8%	16.2%	20.5%	22.2%	17.9%	27.7%	9.1%	20.4%
%H (All HH)		100.0%	53.1%	24.0%	84.9%	62.0%	22.9%	89.6%
%H (TV HH)			53.1%	24.0%	84.9%	62.0%	22.9%	
4	87	87	56	17	77	59	18	78
%V	7.1%	7.3%	11.3%	8.2%	8.5%	13.7%	3.7%	9.3%
%H (All HH)		100.0%	64.4%	19.5%	88.5%	67.8%	20.7%	89.7%
%H (TV HH)			64.4%	19.5%	88.5%	67.8%	20.7%	
5+	25	25	14	6	20	16	4	25
%V	2.1%	2.1%	2.8%	2.9%	2.2%	3.7%	0.8%	3.0%
%H (All HH)		100.0%	56.0%	24.0%	80.0%	64.0%	16.0%	100.0%
%H (TV HH)			56.0%	24.0%	80.0%	64.0%	16.0%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1218	1185	497	207	911	430	481	842
%V (All HH)		97.3%	40.8%	17.0%	74.8%	35.3%	39.5%	69.1%
%V (TV HH)			41.9%	17.5%	76.9%	36.3%	40.6%	
Under 20"	279	279	120	52	241	134	107	189
%V	22.9%	23.5%	24.1%	25.1%	26.5%	31.2%	22.2%	22.4%
%H (All HH)		100.0%	43.0%	18.6%	86.4%	48.0%	38.4%	67.7%
%H (TV HH)			43.0%	18.6%	86.4%	48.0%	38.4%	
20" - 29"	420	420	183	74	358	190	168	307
%V	34.5%	35.4%	36.8%	35.7%	39.3%	44.2%	34.9%	36.5%
%H (All HH)		100.0%	43.6%	17.6%	85.2%	45.2%	40.0%	73.1%
%H (TV HH)			43.6%	17.6%	85.2%	45.2%	40.0%	
30" - 39"	637	637	260	114	517	251	266	449
%V	52.3%	53.8%	52.3%	55.1%	56.8%	58.4%	55.3%	53.3%
%H (All HH)		100.0%	40.8%	17.9%	81.2%	39.4%	41.8%	70.5%
%H (TV HH)			40.8%	17.9%	81.2%	39.4%	41.8%	
40" and over	556	556	295	121	400	256	144	446
%V	45.6%	46.9%	59.4%	58.5%	43.9%	59.5%	29.9%	53.0%
%H (All HH)		100.0%	53.1%	21.8%	71.9%	46.0%	25.9%	80.2%
%H (TV HH)			53.1%	21.8%	71.9%	46.0%	25.9%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1218	1185	497	207	911	430	481	842
%V (All HH)		97.3%	40.8%	17.0%	74.8%	35.3%	39.5%	69.1%
%H (TV HH)			41.9%	17.5%	76.9%	36.3%	40.6%	
Main living room	1166	1166	493	207	901	429	472	810
%V	95.7%	98.4%	99.2%	100.0%	98.9%	99.8%	98.1%	96.2%
%H (All HH)		100.0%	42.3%	17.8%	77.3%	36.8%	40.5%	69.5%
%H (TV HH)			42.3%	17.8%	77.3%	36.8%	40.5%	
Kitchen	130	130	61	24	123	77	46	99
%V	10.7%	11.0%	12.3%	11.6%	13.5%	17.9%	9.6%	11.8%
%H (All HH)		100.0%	46.9%	18.5%	94.6%	59.2%	35.4%	76.2%
%H (TV HH)			46.9%	18.5%	94.6%	59.2%	35.4%	
Adult's bedroom	488	488	238	102	404	252	152	374
%V	40.1%	41.2%	47.9%	49.3%	44.3%	58.6%	31.6%	44.4%
%H (All HH)		100.0%	48.8%	20.9%	82.8%	51.6%	31.1%	76.6%
%H (TV HH)			48.8%	20.9%	82.8%	51.6%	31.1%	
Child's bedroom	126	126	76	23	95	67	28	114
%V	10.3%	10.6%	15.3%	11.1%	10.4%	15.6%	5.8%	13.5%
%H (All HH)		100.0%	60.3%	18.3%	75.4%	53.2%	22.2%	90.5%
%H (TV HH)			60.3%	18.3%	75.4%	53.2%	22.2%	
Other bedroom	91	91	46	26	77	57	20	81
%V	7.5%	7.7%	9.3%	12.6%	8.5%	13.3%	4.2%	9.6%
%H (All HH)		100.0%	50.5%	28.6%	84.6%	62.6%	22.0%	89.0%
%H (TV HH)			50.5%	28.6%	84.6%	62.6%	22.0%	
Second living/dining room	77	77	37	17	68	44	24	60
%V	6.3%	6.5%	7.4%	8.2%	7.5%	10.2%	5.0%	7.1%
%H (All HH)		100.0%	48.1%	22.1%	88.3%	57.1%	31.2%	77.9%
%H (TV HH)			48.1%	22.1%	88.3%	57.1%	31.2%	
Study/office	10	10	3	2	8	3	5	9
%V	0.8%	0.8%	0.6%	1.0%	0.9%	0.7%	1.0%	1.1%
%H (All HH)		100.0%	30.0%	20.0%	80.0%	30.0%	50.0%	90.0%
%H (TV HH)			30.0%	20.0%	80.0%	30.0%	50.0%	
TV room	4	4	2	2	4	3	1	3
%V	0.3%	0.3%	0.4%	1.0%	0.4%	0.7%	0.2%	0.4%
%H (All HH)		100.0%	50.0%	50.0%	100.0%	75.0%	25.0%	75.0%
%H (TV HH)			50.0%	50.0%	100.0%	75.0%	25.0%	
Conservatory	39	39	22	8	34	26	9	34
%V	3.2%	3.3%	4.4%	3.9%	3.7%	6.0%	1.9%	4.0%
%H (All HH)		100.0%	56.4%	20.5%	87.2%	66.7%	23.1%	87.2%
%H (TV HH)			56.4%	20.5%	87.2%	66.7%	23.1%	
Attic or loft room	1	1	1	0	1	1	1	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	100.0%	
No specific location	2	2	2	0	2	2	0	2
%V	0.2%	0.2%	0.4%	0.0%	0.2%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	17	17	10	3	14	10	4	17
%V	1.4%	1.4%	2.0%	1.4%	1.5%	2.3%	0.8%	2.0%
%H (All HH)		100.0%	58.8%	17.6%	82.4%	58.8%	23.5%	100.0%
%H (TV HH)			58.8%	17.6%	82.4%	58.8%	23.5%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Household level data

Table 5.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1218	1185	497	207	911	430	481	842
%H (All HH)		97.3%	40.8%	17.0%	74.8%	35.3%	39.5%	69.1%
%H (TV HH)			41.9%	17.5%	76.9%	36.3%	40.6%	
Any DSAT provider	497	497	497	9	314	314	0	414
%V	40.8%	41.9%	100.0%	4.3%	34.5%	73.0%	0.0%	49.2%
%H (All HH)			100.0%	1.8%	63.2%	63.2%	0.0%	83.3%
%H (TV HH)			100.0%	1.8%	63.2%	63.2%	0.0%	
Sky with subcription	437	437	437	6	281	281	0	372
%V	35.9%	36.9%	87.9%	2.9%	30.8%	65.3%	0.0%	44.2%
%H (All HH)			100.0%	1.4%	64.3%	64.3%	0.0%	85.1%
%H (TV HH)			100.0%	1.4%	64.3%	64.3%	0.0%	
Sky without subscription	20	20	20	1	10	10	0	13
%V	1.6%	1.7%	4.0%	0.5%	1.1%	2.3%	0.0%	1.5%
%H (All HH)			100.0%	5.0%	50.0%	50.0%	0.0%	65.0%
%H (TV HH)			100.0%	5.0%	50.0%	50.0%	0.0%	
Freesat	37	37	37	1	20	20	0	25
%V	3.0%	3.1%	7.4%	0.5%	2.2%	4.7%	0.0%	3.0%
%H (All HH)			100.0%	2.7%	54.1%	54.1%	0.0%	67.6%
%H (TV HH)			100.0%	2.7%	54.1%	54.1%	0.0%	
Other satellite provider	8	8	8	0	5	5	0	8
%V	0.7%	0.7%	1.6%	0.0%	0.5%	1.2%	0.0%	1.0%
%H (All HH)			100.0%	0.0%	62.5%	62.5%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	62.5%	62.5%	0.0%	
DCAB	207	207	9	207	122	122	0	181
%V	17.0%	17.5%	1.8%	100.0%	13.4%	28.4%	0.0%	21.5%
%H (All HH)			4.3%	100.0%	58.9%	58.9%	0.0%	87.4%
%H (TV HH)			4.3%	100.0%	58.9%	58.9%	0.0%	
DTT	911	911	314	122	911	430	481	593
%V	74.8%	76.9%	63.2%	58.9%	100.0%	100.0%	100.0%	70.4%
%H (All HH)		100.0%	34.5%	13.4%	100.0%	47.2%	52.8%	65.1%
%H (TV HH)			34.5%	13.4%	100.0%	47.2%	52.8%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Household level data

Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1218	1185	497	207	911	430	481	842
%H (All HH)		97.3%	40.8%	17.0%	74.8%	35.3%	39.5%	69.1%
%H (TV HH)			41.9%	17.5%	76.9%	36.3%	40.6%	
PVR	731	731	435	157	520	374	147	610
%V	60.0%	61.7%	87.5%	75.8%	57.1%	87.0%	30.6%	72.4%
%H (All HH)		100.0%	59.5%	21.5%	71.1%	51.2%	20.1%	83.4%
%H (TV HH)			59.5%	21.5%	71.1%	51.2%	20.1%	
DVDR	64	64	30	13	51	29	22	50
%V	5.3%	5.4%	6.0%	6.3%	5.6%	6.7%	4.6%	5.9%
%H (All HH)		100.0%	46.9%	20.3%	79.7%	45.3%	34.4%	78.1%
%H (TV HH)			46.9%	20.3%	79.7%	45.3%	34.4%	
VCR	23	23	6	2	20	5	15	11
%V	1.9%	1.9%	1.2%	1.0%	2.2%	1.2%	3.1%	1.3%
%H (All HH)		100.0%	26.1%	8.7%	87.0%	21.7%	65.2%	47.8%
%H (TV HH)			26.1%	8.7%	87.0%	21.7%	65.2%	
Any recorder	769	769	442	163	553	381	173	632
%V	63.1%	64.9%	88.9%	78.7%	60.7%	88.6%	36.0%	75.1%
%H (All HH)		100.0%	57.5%	21.2%	71.9%	49.5%	22.5%	82.2%
%H (TV HH)			57.5%	21.2%	71.9%	49.5%	22.5%	
Receives HDTV (via STB or built-in reception)	615	615	321	146	455	299	156	488
%V	50.5%	51.9%	64.6%	70.5%	49.9%	69.5%	32.4%	58.0%
%H (All HH)		100.0%	52.2%	23.7%	74.0%	48.6%	25.4%	79.3%
%H (TV HH)			52.2%	23.7%	74.0%	48.6%	25.4%	
DVD/Blu-ray player or recorder	916	916	403	172	708	361	347	666
%V	75.2%	77.3%	81.1%	83.1%	77.7%	84.0%	72.1%	79.1%
%H (All HH)		100.0%	44.0%	18.8%	77.3%	39.4%	37.9%	72.7%
%H (TV HH)			44.0%	18.8%	77.3%	39.4%	37.9%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1218	1185	497	207	911	430	481	842
%V (All HH)		97.3%	40.8%	17.0%	74.8%	35.3%	39.5%	69.1%
%H (TV HH)			41.9%	17.5%	76.9%	36.3%	40.6%	
Has broadband internet	842	822	414	181	593	366	227	842
%V	69.1%	69.4%	83.3%	87.4%	65.1%	85.1%	47.2%	100.0%
%H (All HH)		97.6%	49.2%	21.5%	70.4%	43.5%	27.0%	100.0%
%H (TV HH)			50.4%	22.0%	72.1%	44.5%	27.6%	
Number of computers (PCs and laptops)								
0	325	313	74	23	274	59	215	14
%V	26.7%	26.4%	14.9%	11.1%	30.1%	13.7%	44.7%	1.7%
%H (All HH)		96.3%	22.8%	7.1%	84.3%	18.2%	66.2%	4.3%
%H (TV HH)			23.6%	7.3%	87.5%	18.8%	68.7%	
1	418	406	177	77	301	150	151	369
%V	34.3%	34.3%	35.6%	37.2%	33.0%	34.9%	31.4%	43.8%
%H (All HH)		97.1%	42.3%	18.4%	72.0%	35.9%	36.1%	88.3%
%H (TV HH)			43.6%	19.0%	74.1%	36.9%	37.2%	
2	256	249	130	53	177	110	67	242
%V	21.0%	21.0%	26.2%	25.6%	19.4%	25.6%	13.9%	28.7%
%H (All HH)		97.3%	50.8%	20.7%	69.1%	43.0%	26.2%	94.5%
%H (TV HH)			52.2%	21.3%	71.1%	44.2%	26.9%	
3	116	114	63	26	82	59	24	115
%V	9.5%	9.6%	12.7%	12.6%	9.0%	13.7%	5.0%	13.7%
%H (All HH)		98.3%	54.3%	22.4%	70.7%	50.9%	20.7%	99.1%
%H (TV HH)			55.3%	22.8%	71.9%	51.8%	21.1%	
4	50	50	26	14	37	26	11	50
%V	4.1%	4.2%	5.2%	6.8%	4.1%	6.0%	2.3%	5.9%
%H (All HH)		100.0%	52.0%	28.0%	74.0%	52.0%	22.0%	100.0%
%H (TV HH)			52.0%	28.0%	74.0%	52.0%	22.0%	
5+	54	53	27	15	40	27	13	52
%V	4.4%	4.5%	5.4%	7.2%	4.4%	6.3%	2.7%	6.2%
%H (All HH)		98.1%	50.0%	27.8%	74.1%	50.0%	24.1%	96.3%
%H (TV HH)			50.9%	28.3%	75.5%	50.9%	24.5%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2365	1110	460	1882	1076	806	1800
%H		46.9%	19.5%	79.6%	45.5%	34.1%	76.1%
Under 20"	346	155	66	304	177	127	241
%V	14.6%	14.0%	14.3%	16.2%	16.4%	15.8%	13.4%
%H		44.8%	19.1%	87.9%	51.2%	36.7%	69.7%
20" - 29"	523	239	89	450	248	202	396
%V	22.1%	21.5%	19.3%	23.9%	23.0%	25.1%	22.0%
%H		45.7%	17.0%	86.0%	47.4%	38.6%	75.7%
30" - 39"	748	318	136	613	314	299	538
%V	31.6%	28.6%	29.6%	32.6%	29.2%	37.1%	29.9%
%H		42.5%	18.2%	82.0%	42.0%	40.0%	71.9%
40" and over	640	346	144	458	303	155	523
%V	27.1%	31.2%	31.3%	24.3%	28.2%	19.2%	29.1%
%H		54.1%	22.5%	71.6%	47.3%	24.2%	81.7%
Don't know	13	4	2	10	3	7	12
%V	0.5%	0.4%	0.4%	0.5%	0.3%	0.9%	0.7%
%H		30.8%	15.4%	76.9%	23.1%	53.8%	92.3%
Not Asked	95	48	23	47	31	16	90
%V	4.0%	4.3%	5.0%	2.5%	2.9%	2.0%	5.0%
%H		50.5%	24.2%	49.5%	32.6%	16.8%	94.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2365	1110	460	1882	1076	806	1800
%H		46.9%	19.5%	79.6%	45.5%	34.1%	76.1%
Main living room	1170	494	209	902	430	473	812
%V	49.5%	44.5%	45.4%	47.9%	40.0%	58.7%	45.1%
%H		42.2%	17.9%	77.1%	36.8%	40.4%	69.4%
Kitchen	130	61	24	123	77	46	99
%V	5.5%	5.5%	5.2%	6.5%	7.2%	5.7%	5.5%
%H		46.9%	18.5%	94.6%	59.2%	35.4%	76.2%
Adult's bedroom	552	277	113	463	296	167	432
%V	23.3%	25.0%	24.6%	24.6%	27.5%	20.7%	24.0%
%H		50.2%	20.5%	83.9%	53.6%	30.3%	78.3%
Child's bedroom	168	101	31	129	90	39	150
%V	7.1%	9.1%	6.7%	6.9%	8.4%	4.8%	8.3%
%H		60.1%	18.5%	76.8%	53.6%	23.2%	89.3%
Other bedroom	99	50	28	85	63	22	89
%V	4.2%	4.5%	6.1%	4.5%	5.9%	2.7%	4.9%
%H		50.5%	28.3%	85.9%	63.6%	22.2%	89.9%
Second living/dining room	77	37	17	68	44	24	60
%V	3.3%	3.3%	3.7%	3.6%	4.1%	3.0%	3.3%
%H		48.1%	22.1%	88.3%	57.1%	31.2%	77.9%
Study/office	10	3	2	8	3	5	9
%V	0.4%	0.3%	0.4%	0.4%	0.3%	0.6%	0.5%
%H		30.0%	20.0%	80.0%	30.0%	50.0%	90.0%
TV room	4	2	2	4	3	1	3
%V	0.2%	0.2%	0.4%	0.2%	0.3%	0.1%	0.2%
%H		50.0%	50.0%	100.0%	75.0%	25.0%	75.0%
Conservatory	39	22	8	34	26	9	34
%V	1.6%	2.0%	1.7%	1.8%	2.4%	1.1%	1.9%
%H		56.4%	20.5%	87.2%	66.7%	23.1%	87.2%
Attic or loft room	1	1	0	1	1	1	1
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
No specific location	2	2	0	2	2	0	2
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	19	12	3	16	12	4	18
%V	0.8%	1.1%	0.7%	0.9%	1.1%	0.5%	1.0%
%H		63.2%	15.8%	84.2%	63.2%	21.1%	94.7%
Not Asked	95	48	23	47	31	16	90
%V	4.0%	4.3%	5.0%	2.5%	2.9%	2.0%	5.0%
%H		50.5%	24.2%	49.5%	32.6%	16.8%	94.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2365	1110	460	1882	1076	806	1800
%H		46.9%	19.5%	79.6%	45.5%	34.1%	76.1%
PVR	919	573	201	647	489	158	785
%V	38.9%	51.6%	43.7%	34.4%	45.4%	19.6%	43.6%
%H		62.4%	21.9%	70.4%	53.2%	17.2%	85.4%
DVDR	72	33	15	57	33	24	57
%V	3.0%	3.0%	3.3%	3.0%	3.1%	3.0%	3.2%
%H		45.8%	20.8%	79.2%	45.8%	33.3%	79.2%
VCR	24	6	2	22	6	16	11
%V	1.0%	0.5%	0.4%	1.2%	0.6%	2.0%	0.6%
%H		25.0%	8.3%	91.7%	25.0%	66.7%	45.8%
Any recorder	971	587	210	693	505	188	816
%V	41.1%	52.9%	45.7%	36.8%	46.9%	23.3%	45.3%
%H		60.5%	21.6%	71.4%	52.0%	19.4%	84.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2365	1110	460	1882	1076	806	1800
%H		46.9%	19.5%	79.6%	45.5%	34.1%	76.1%
Receives HDTV (via STB or built-in reception)	835	432	211	628	424	204	681
%V	35.3%	38.9%	45.9%	33.4%	39.4%	25.3%	37.8%
%H		51.7%	25.3%	75.2%	50.8%	24.4%	81.6%
DVD/Blu-ray player or recorder	1265	585	258	1005	572	433	964
%V	53.5%	52.7%	56.1%	53.4%	53.2%	53.7%	53.6%
%H		46.2%	20.4%	79.4%	45.2%	34.2%	76.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1183	496	207	911	430	481	820
%H		41.9%	17.5%	77.0%	36.3%	40.7%	69.3%
Under 20"	26	7	1	20	3	17	7
%V	2.2%	1.4%	0.5%	2.2%	0.7%	3.5%	0.9%
%H		26.9%	3.8%	76.9%	11.5%	65.4%	26.9%
20" - 29"	136	33	15	113	25	88	69
%V	11.5%	6.7%	7.2%	12.4%	5.8%	18.3%	8.4%
%H		24.3%	11.0%	83.1%	18.4%	64.7%	50.7%
30" - 39"	475	172	72	390	155	235	307
%V	40.2%	34.7%	34.8%	42.8%	36.0%	48.9%	37.4%
%H		36.2%	15.2%	82.1%	32.6%	49.5%	64.6%
40" and over	539	285	118	386	246	139	431
%V	45.6%	57.5%	57.0%	42.4%	57.2%	28.9%	52.6%
%H		52.9%	21.9%	71.6%	45.6%	25.8%	80.0%
Don't know	3	0	1	2	0	2	3
%V	0.3%	0.0%	0.5%	0.2%	0.0%	0.4%	0.4%
%H		0.0%	33.3%	66.7%	0.0%	66.7%	100.0%
Not Asked	4	0	0	0	1	0	3
%V	0.3%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%
%H		0.0%	0.0%	0.0%	25.0%	0.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV North East

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1183	496	207	911	430	481	820
%H		41.9%	17.5%	77.0%	36.3%	40.7%	69.3%
PVR	714	431	152	504	366	138	597
%V	60.4%	86.9%	73.4%	55.3%	85.1%	28.7%	72.8%
%H		60.4%	21.3%	70.6%	51.3%	19.3%	83.6%
DVDR	55	24	10	42	21	21	44
%V	4.6%	4.8%	4.8%	4.6%	4.9%	4.4%	5.4%
%H		43.6%	18.2%	76.4%	38.2%	38.2%	80.0%
VCR	20	5	1	17	3	14	9
%V	1.7%	1.0%	0.5%	1.9%	0.7%	2.9%	1.1%
%H		25.0%	5.0%	85.0%	15.0%	70.0%	45.0%
Any recorder	750	437	157	535	372	164	619
%V	63.4%	88.1%	75.8%	58.7%	86.5%	34.1%	75.5%
%H		58.3%	20.9%	71.3%	49.6%	21.9%	82.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1183	496	207	911	430	481	820
%H		41.9%	17.5%	77.0%	36.3%	40.7%	69.3%
Receives HDTV (via STB or built-in reception)	596	312	141	437	288	149	475
%V	50.4%	62.9%	68.1%	48.0%	67.0%	31.0%	57.9%
%H		52.3%	23.7%	73.3%	48.3%	25.0%	79.7%
DVD/Blu-ray player or recorder	839	360	156	642	313	328	610
%V	70.9%	72.6%	75.4%	70.5%	72.8%	68.2%	74.4%
%H		42.9%	18.6%	76.5%	37.3%	39.1%	72.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1182	614	253	971	646	326	980
%H		51.9%	21.4%	82.1%	54.7%	27.6%	82.9%
Under 20"	320	148	65	284	174	110	233
%V	27.1%	24.1%	25.7%	29.2%	26.9%	33.7%	23.8%
%H		46.3%	20.3%	88.8%	54.4%	34.4%	72.8%
20" - 29"	386	206	74	337	223	114	327
%V	32.7%	33.6%	29.2%	34.7%	34.5%	35.0%	33.4%
%H		53.4%	19.2%	87.3%	57.8%	29.5%	84.7%
30" - 39"	273	146	64	223	159	64	231
%V	23.1%	23.8%	25.3%	23.0%	24.6%	19.6%	23.6%
%H		53.5%	23.4%	81.7%	58.2%	23.4%	84.6%
40" and over	101	61	26	73	57	16	93
%V	8.5%	9.9%	10.3%	7.5%	8.8%	4.9%	9.5%
%H		60.4%	25.7%	72.3%	56.4%	15.8%	92.1%
Don't know	11	4	1	9	3	5	10
%V	0.9%	0.7%	0.4%	0.9%	0.5%	1.5%	1.0%
%H		36.4%	9.1%	81.8%	27.3%	45.5%	90.9%
Not Asked	91	49	23	45	30	17	86
%V	7.7%	8.0%	9.1%	4.6%	4.6%	5.2%	8.8%
%H		53.8%	25.3%	49.5%	33.0%	18.7%	94.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1182	614	253	971	646	326	980
%H		51.9%	21.4%	82.1%	54.7%	27.6%	82.9%
PVR	205	142	49	144	123	20	188
%V	17.3%	23.1%	19.4%	14.8%	19.0%	6.1%	19.2%
%H		69.3%	23.9%	70.2%	60.0%	9.8%	91.7%
DVDR	18	9	5	15	12	3	13
%V	1.5%	1.5%	2.0%	1.5%	1.9%	0.9%	1.3%
%H		50.0%	27.8%	83.3%	66.7%	16.7%	72.2%
VCR	5	2	1	5	3	2	2
%V	0.4%	0.3%	0.4%	0.5%	0.5%	0.6%	0.2%
%H		40.0%	20.0%	100.0%	60.0%	40.0%	40.0%
Any recorder	221	150	53	158	134	24	197
%V	18.7%	24.4%	20.9%	16.3%	20.7%	7.4%	20.1%
%H		67.9%	24.0%	71.5%	60.6%	10.9%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1182	614	253	971	646	326	980
%H		51.9%	21.4%	82.1%	54.7%	27.6%	82.9%
Receives HDTV (via STB or built-in reception)	239	120	70	190	136	55	207
%V	20.2%	19.5%	27.7%	19.6%	21.1%	16.9%	21.1%
%H		50.2%	29.3%	79.5%	56.9%	23.0%	86.6%
DVD/Blu-ray player or recorder	425	225	103	363	259	105	354
%V	36.0%	36.6%	40.7%	37.4%	40.1%	32.2%	36.1%
%H		52.9%	24.2%	85.4%	60.9%	24.7%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2735	2672	1277	512	1999	1112	887	2174
%H		97.7%	46.7%	18.7%	73.1%	40.7%	32.4%	79.5%
Total Children	496	488	279	105	331	230	100	449
%V	18.1%	18.3%	21.8%	20.5%	16.6%	20.7%	11.3%	20.7%
%H		98.4%	56.3%	21.2%	66.7%	46.4%	20.2%	90.5%
0 - 3	127	122	69	27	75	51	24	110
%V	4.6%	4.6%	5.4%	5.3%	3.8%	4.6%	2.7%	5.1%
%H		96.1%	54.3%	21.3%	59.1%	40.2%	18.9%	86.6%
4 - 15	369	365	210	78	255	179	76	339
%V	13.5%	13.7%	16.4%	15.2%	12.8%	16.1%	8.6%	15.6%
%H		98.9%	56.9%	21.1%	69.1%	48.5%	20.6%	91.9%
4 - 9	191	190	113	40	127	92	35	171
%V	7.0%	7.1%	8.8%	7.8%	6.4%	8.3%	3.9%	7.9%
%H		99.5%	59.2%	20.9%	66.5%	48.2%	18.3%	89.5%
10 - 15	178	176	97	38	128	88	41	168
%V	6.5%	6.6%	7.6%	7.4%	6.4%	7.9%	4.6%	7.7%
%H		98.9%	54.5%	21.3%	71.9%	49.4%	23.0%	94.4%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2735	2672	1277	512	1999	1112	887	2174
%H		97.7%	46.7%	18.7%	73.1%	40.7%	32.4%	79.5%
Total Adults (16+)	2238	2184	997	406	1668	882	786	1725
%V	81.8%	81.7%	78.1%	79.3%	83.4%	79.3%	88.6%	79.3%
%H		97.6%	44.5%	18.1%	74.5%	39.4%	35.1%	77.1%
16 - 19	124	122	56	28	94	55	38	111
%V	4.5%	4.6%	4.4%	5.5%	4.7%	4.9%	4.3%	5.1%
%H		98.4%	45.2%	22.6%	75.8%	44.4%	30.6%	89.5%
20 - 24	191	183	80	24	138	62	76	164
%V	7.0%	6.8%	6.3%	4.7%	6.9%	5.6%	8.6%	7.5%
%H		95.8%	41.9%	12.6%	72.3%	32.5%	39.8%	85.9%
25 - 34	351	335	196	65	227	156	71	312
%V	12.8%	12.5%	15.3%	12.7%	11.4%	14.0%	8.0%	14.4%
%H		95.4%	55.8%	18.5%	64.7%	44.4%	20.2%	88.9%
35 - 44	330	322	166	76	215	133	82	293
%V	12.1%	12.1%	13.0%	14.8%	10.8%	12.0%	9.2%	13.5%
%H		97.6%	50.3%	23.0%	65.2%	40.3%	24.8%	88.8%
45 - 54	402	396	202	84	298	185	113	350
%V	14.7%	14.8%	15.8%	16.4%	14.9%	16.6%	12.7%	16.1%
%H		98.5%	50.2%	20.9%	74.1%	46.0%	28.1%	87.1%
55 - 64	342	335	146	58	272	140	132	258
%V	12.5%	12.5%	11.4%	11.3%	13.6%	12.6%	14.9%	11.9%
%H		98.0%	42.7%	17.0%	79.5%	40.9%	38.6%	75.4%
65+	497	492	151	70	425	150	274	237
%V	18.2%	18.4%	11.8%	13.7%	21.3%	13.5%	30.9%	10.9%
%H		99.0%	30.4%	14.1%	85.5%	30.2%	55.1%	47.7%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2238	2184	997	406	1668	882	786	1725
%H		97.6%	44.5%	18.1%	74.5%	39.4%	35.1%	77.1%
AB	511	502	262	86	393	232	161	472
%V	22.8%	23.0%	26.3%	21.2%	23.6%	26.3%	20.5%	27.4%
%H		98.2%	51.3%	16.8%	76.9%	45.4%	31.5%	92.4%
C1	556	539	245	102	400	208	193	471
%V	24.8%	24.7%	24.6%	25.1%	24.0%	23.6%	24.6%	27.3%
%H		96.9%	44.1%	18.3%	71.9%	37.4%	34.7%	84.7%
C2	481	474	229	111	367	229	138	370
%V	21.5%	21.7%	23.0%	27.3%	22.0%	26.0%	17.6%	21.4%
%H		98.5%	47.6%	23.1%	76.3%	47.6%	28.7%	76.9%
D	414	399	178	63	300	146	154	281
%V	18.5%	18.3%	17.9%	15.5%	18.0%	16.6%	19.6%	16.3%
%H		96.4%	43.0%	15.2%	72.5%	35.3%	37.2%	67.9%
E	276	271	84	45	208	68	140	130
%V	12.3%	12.4%	8.4%	11.1%	12.5%	7.7%	17.8%	7.5%
%H		98.2%	30.4%	16.3%	75.4%	24.6%	50.7%	47.1%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2238	2184	997	406	1668	882	786	1725
%H		97.6%	44.5%	18.1%	74.5%	39.4%	35.1%	77.1%
Working full time	938	901	498	187	649	429	220	851
%V	41.9%	41.3%	49.9%	46.1%	38.9%	48.6%	28.0%	49.3%
%H		96.1%	53.1%	19.9%	69.2%	45.7%	23.5%	90.7%
Working part time	221	219	107	47	162	95	67	196
%V	9.9%	10.0%	10.7%	11.6%	9.7%	10.8%	8.5%	11.4%
%H		99.1%	48.4%	21.3%	73.3%	43.0%	30.3%	88.7%
Not working	1080	1063	393	172	857	357	499	678
%V	48.3%	48.7%	39.4%	42.4%	51.4%	40.5%	63.5%	39.3%
%H		98.4%	36.4%	15.9%	79.4%	33.1%	46.2%	62.8%
Housewife/Houseperson	1218	1185	497	207	911	430	481	842
%V	54.4%	54.3%	49.8%	51.0%	54.6%	48.8%	61.2%	48.8%
%H		97.3%	40.8%	17.0%	74.8%	35.3%	39.5%	69.1%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1089	1057	492	200	808	440	368	862
%H		97.1%	45.2%	18.4%	74.2%	40.4%	33.8%	79.2%
16 - 19	60	59	29	14	45	29	16	56
%V	5.5%	5.6%	5.9%	7.0%	5.6%	6.6%	4.3%	6.5%
%H		98.3%	48.3%	23.3%	75.0%	48.3%	26.7%	93.3%
20 - 24	100	93	42	14	68	33	36	91
%V	9.2%	8.8%	8.5%	7.0%	8.4%	7.5%	9.8%	10.6%
%H		93.0%	42.0%	14.0%	68.0%	33.0%	36.0%	91.0%
25 - 34	174	166	90	30	118	74	44	153
%V	16.0%	15.7%	18.3%	15.0%	14.6%	16.8%	12.0%	17.7%
%H		95.4%	51.7%	17.2%	67.8%	42.5%	25.3%	87.9%
35 - 44	162	156	84	34	104	64	40	144
%V	14.9%	14.8%	17.1%	17.0%	12.9%	14.5%	10.9%	16.7%
%H		96.3%	51.9%	21.0%	64.2%	39.5%	24.7%	88.9%
45 - 54	196	193	98	44	144	90	54	169
%V	18.0%	18.3%	19.9%	22.0%	17.8%	20.5%	14.7%	19.6%
%H		98.5%	50.0%	22.4%	73.5%	45.9%	27.6%	86.2%
55 - 64	170	166	76	28	136	73	63	130
%V	15.6%	15.7%	15.4%	14.0%	16.8%	16.6%	17.1%	15.1%
%H		97.6%	44.7%	16.5%	80.0%	42.9%	37.1%	76.5%
65+	227	224	74	37	193	77	116	119
%V	20.8%	21.2%	15.0%	18.5%	23.9%	17.5%	31.5%	13.8%
%H		98.7%	32.6%	16.3%	85.0%	33.9%	51.1%	52.4%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1089	1057	492	200	808	440	368	862
%H		97.1%	45.2%	18.4%	74.2%	40.4%	33.8%	79.2%
AB	260	257	134	42	205	121	85	245
%V	23.9%	24.3%	27.2%	21.0%	25.4%	27.5%	23.1%	28.4%
%H		98.8%	51.5%	16.2%	78.8%	46.5%	32.7%	94.2%
C1	256	245	118	48	176	97	78	227
%V	23.5%	23.2%	24.0%	24.0%	21.8%	22.0%	21.2%	26.3%
%H		95.7%	46.1%	18.8%	68.8%	37.9%	30.5%	88.7%
C2	257	250	118	58	197	121	76	195
%V	23.6%	23.7%	24.0%	29.0%	24.4%	27.5%	20.7%	22.6%
%H		97.3%	45.9%	22.6%	76.7%	47.1%	29.6%	75.9%
D	189	180	82	32	135	70	65	135
%V	17.4%	17.0%	16.7%	16.0%	16.7%	15.9%	17.7%	15.7%
%H		95.2%	43.4%	16.9%	71.4%	37.0%	34.4%	71.4%
E	127	124	39	19	96	31	64	61
%V	11.7%	11.7%	7.9%	9.5%	11.9%	7.0%	17.4%	7.1%
%H		97.6%	30.7%	15.0%	75.6%	24.4%	50.4%	48.0%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1089	1057	492	200	808	440	368	862
%H		97.1%	45.2%	18.4%	74.2%	40.4%	33.8%	79.2%
Working full time	568	545	302	114	397	268	130	524
%V	52.2%	51.6%	61.4%	57.0%	49.1%	60.9%	35.3%	60.8%
%H		96.0%	53.2%	20.1%	69.9%	47.2%	22.9%	92.3%
Working part time	41	40	18	11	27	15	12	35
%V	3.8%	3.8%	3.7%	5.5%	3.3%	3.4%	3.3%	4.1%
%H		97.6%	43.9%	26.8%	65.9%	36.6%	29.3%	85.4%
Not working	481	472	171	75	383	157	226	303
%V	44.2%	44.7%	34.8%	37.5%	47.4%	35.7%	61.4%	35.2%
%H		98.1%	35.6%	15.6%	79.6%	32.6%	47.0%	63.0%
Housewife/Houseperson	284	270	88	47	215	80	134	166
%V	26.1%	25.5%	17.9%	23.5%	26.6%	18.2%	36.4%	19.3%
%H		95.1%	31.0%	16.5%	75.7%	28.2%	47.2%	58.5%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1149	1127	506	207	860	441	419	863
%H		98.1%	44.0%	18.0%	74.8%	38.4%	36.5%	75.1%
16 - 19	64	62	26	15	49	26	23	54
%V	5.6%	5.5%	5.1%	7.2%	5.7%	5.9%	5.5%	6.3%
%H		96.9%	40.6%	23.4%	76.6%	40.6%	35.9%	84.4%
20 - 24	91	90	38	10	70	30	41	73
%V	7.9%	8.0%	7.5%	4.8%	8.1%	6.8%	9.8%	8.5%
%H		98.9%	41.8%	11.0%	76.9%	33.0%	45.1%	80.2%
25 - 34	178	169	106	35	109	82	27	160
%V	15.5%	15.0%	20.9%	16.9%	12.7%	18.6%	6.4%	18.5%
%H		94.9%	59.6%	19.7%	61.2%	46.1%	15.2%	89.9%
35 - 44	168	165	83	42	111	69	41	148
%V	14.6%	14.6%	16.4%	20.3%	12.9%	15.6%	9.8%	17.1%
%H		98.2%	49.4%	25.0%	66.1%	41.1%	24.4%	88.1%
45 - 54	205	203	105	40	154	95	59	181
%V	17.8%	18.0%	20.8%	19.3%	17.9%	21.5%	14.1%	21.0%
%H		99.0%	51.2%	19.5%	75.1%	46.3%	28.8%	88.3%
55 - 64	172	169	70	31	136	67	69	128
%V	15.0%	15.0%	13.8%	15.0%	15.8%	15.2%	16.5%	14.8%
%H		98.3%	40.7%	18.0%	79.1%	39.0%	40.1%	74.4%
65+	270	268	77	33	231	73	159	118
%V	23.5%	23.8%	15.2%	15.9%	26.9%	16.6%	37.9%	13.7%
%H		99.3%	28.5%	12.2%	85.6%	27.0%	58.9%	43.7%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1149	1127	506	207	860	441	419	863
%H		98.1%	44.0%	18.0%	74.8%	38.4%	36.5%	75.1%
AB	251	244	128	43	188	111	77	228
%V	21.8%	21.7%	25.3%	20.8%	21.9%	25.2%	18.4%	26.4%
%H		97.2%	51.0%	17.1%	74.9%	44.2%	30.7%	90.8%
C1	300	294	127	54	225	110	115	244
%V	26.1%	26.1%	25.1%	26.1%	26.2%	24.9%	27.4%	28.3%
%H		98.0%	42.3%	18.0%	75.0%	36.7%	38.3%	81.3%
C2	224	223	111	52	170	108	62	176
%V	19.5%	19.8%	21.9%	25.1%	19.8%	24.5%	14.8%	20.4%
%H		99.6%	49.6%	23.2%	75.9%	48.2%	27.7%	78.6%
D	225	219	96	32	165	76	90	146
%V	19.6%	19.4%	19.0%	15.5%	19.2%	17.2%	21.5%	16.9%
%H		97.3%	42.7%	14.2%	73.3%	33.8%	40.0%	64.9%
E	149	147	45	26	112	36	76	69
%V	13.0%	13.0%	8.9%	12.6%	13.0%	8.2%	18.1%	8.0%
%H		98.7%	30.2%	17.4%	75.2%	24.2%	51.0%	46.3%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North East

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1149	1127	506	207	860	441	419	863
%H		98.1%	44.0%	18.0%	74.8%	38.4%	36.5%	75.1%
Working full time	370	357	195	73	251	161	91	327
%V	32.2%	31.7%	38.5%	35.3%	29.2%	36.5%	21.7%	37.9%
%H		96.5%	52.7%	19.7%	67.8%	43.5%	24.6%	88.4%
Working part time	180	179	89	36	135	80	55	161
%V	15.7%	15.9%	17.6%	17.4%	15.7%	18.1%	13.1%	18.7%
%H		99.4%	49.4%	20.0%	75.0%	44.4%	30.6%	89.4%
Not working	599	592	222	97	474	200	274	375
%V	52.1%	52.5%	43.9%	46.9%	55.1%	45.4%	65.4%	43.5%
%H		98.8%	37.1%	16.2%	79.1%	33.4%	45.7%	62.6%
Housewife/Houseperson	933	915	409	160	696	350	347	676
%V	81.2%	81.2%	80.8%	77.3%	80.9%	79.4%	82.8%	78.3%
%H		98.1%	43.8%	17.1%	74.6%	37.5%	37.2%	72.5%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Central Scotland

Contents	Page
Household	
Table 6.1: Social Grade	144
Table 6.2: Housewife Age	145
Table 6.3: Size of Household	146
Table 6.4: Presence of Children	147
Table 6.5: Number of TV sets in household	148
Table 6.6: Screen size	149
Table 6.7: Location of ANY set in household	150
Table 6.8: Platform Provider	151
Table 6.9: Recorders and other equipment	152
Table 6.10: Computers and Internet	153
Sets	
Table 6.11: Screen Size	154
Table 6.12: Location of set	155
Table 6.13: Recorders	156
Table 6.14: Other TV equipment	156
Table 6.15: Main Set Screen Size	157
Table 6.16: Main Set Recorders	158
Table 6.17: Main Set - Other TV equipment	158
Table 6.18: Other Sets (non-Main Set) Screen Size	159
Table 6.19: Other Set (non-Main Set) Recorders	160
Table 6.20: Other Set (non-Main Set) - Other TV equipment	160
Individuals	
Table 6.21: Age of Children	161
Table 6.22: Adults - Age	162
Table 6.23: Social Grade (Adults 16+)	163
Table 6.24: Working Status (Adults 16+)	164
Table 6.25: Males - Age	165
Table 6.26: Social Grade (Males 16+)	166
Table 6.27: Working Status (Males 16+)	167
Table 6.28: Females - Age	168
Table 6.29: Social Grade (Females 16+)	169
Table 6.30: Working Status (Females 16+)	170

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Household level data

Table 6.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1717	1646	655	356	1168	542	626	1245
%H (All HH)		95.9%	38.1%	20.7%	68.0%	31.6%	36.5%	72.5%
%H (TV HH)			39.8%	21.6%	71.0%	32.9%	38.0%	
AB	400	389	173	76	269	132	137	373
%V	23.3%	23.6%	26.4%	21.3%	23.0%	24.4%	21.9%	30.0%
%H (All HH)		97.3%	43.3%	19.0%	67.3%	33.0%	34.3%	93.3%
%H (TV HH)			44.5%	19.5%	69.2%	33.9%	35.2%	
C1	468	434	174	103	298	146	152	385
%V	27.3%	26.4%	26.6%	28.9%	25.5%	26.9%	24.3%	30.9%
%H (All HH)		92.7%	37.2%	22.0%	63.7%	31.2%	32.5%	82.3%
%H (TV HH)			40.1%	23.7%	68.7%	33.6%	35.0%	
C2	291	286	131	71	197	114	84	222
%V	16.9%	17.4%	20.0%	19.9%	16.9%	21.0%	13.4%	17.8%
%H (All HH)		98.3%	45.0%	24.4%	67.7%	39.2%	28.9%	76.3%
%H (TV HH)			45.8%	24.8%	68.9%	39.9%	29.4%	
D	293	282	113	66	198	96	102	181
%V	17.1%	17.1%	17.3%	18.5%	17.0%	17.7%	16.3%	14.5%
%H (All HH)		96.2%	38.6%	22.5%	67.6%	32.8%	34.8%	61.8%
%H (TV HH)			40.1%	23.4%	70.2%	34.0%	36.2%	
E	265	255	64	39	206	54	151	85
%V	15.4%	15.5%	9.8%	11.0%	17.6%	10.0%	24.1%	6.8%
%H (All HH)		96.2%	24.2%	14.7%	77.7%	20.4%	57.0%	32.1%
%H (TV HH)			25.1%	15.3%	80.8%	21.2%	59.2%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1717	1646	655	356	1168	542	626	1245
%V (All HH)		95.9%	38.1%	20.7%	68.0%	31.6%	36.5%	72.5%
%H (TV HH)			39.8%	21.6%	71.0%	32.9%	38.0%	
Under 25	85	67	30	15	41	22	20	67
%V	5.0%	4.1%	4.6%	4.2%	3.5%	4.1%	3.2%	5.4%
%H (All HH)		78.8%	35.3%	17.6%	48.2%	25.9%	23.5%	78.8%
%H (TV HH)			44.8%	22.4%	61.2%	32.8%	29.9%	
25 - 34	260	236	109	59	142	77	64	223
%V	15.1%	14.3%	16.6%	16.6%	12.2%	14.2%	10.2%	17.9%
%H (All HH)		90.8%	41.9%	22.7%	54.6%	29.6%	24.6%	85.8%
%H (TV HH)			46.2%	25.0%	60.2%	32.6%	27.1%	
35 - 44	284	275	128	62	176	93	83	246
%V	16.5%	16.7%	19.5%	17.4%	15.1%	17.2%	13.3%	19.8%
%H (All HH)		96.8%	45.1%	21.8%	62.0%	32.7%	29.2%	86.6%
%H (TV HH)			46.5%	22.5%	64.0%	33.8%	30.2%	
45 - 54	348	339	155	80	236	135	100	292
%V	20.3%	20.6%	23.7%	22.5%	20.2%	24.9%	16.0%	23.5%
%H (All HH)		97.4%	44.5%	23.0%	67.8%	38.8%	28.7%	83.9%
%H (TV HH)			45.7%	23.6%	69.6%	39.8%	29.5%	
55 - 64	306	299	119	74	220	112	108	235
%V	17.8%	18.2%	18.2%	20.8%	18.8%	20.7%	17.3%	18.9%
%H (All HH)		97.7%	38.9%	24.2%	71.9%	36.6%	35.3%	76.8%
%H (TV HH)			39.8%	24.7%	73.6%	37.5%	36.1%	
65 +	435	430	114	66	354	103	251	183
%V	25.3%	26.1%	17.4%	18.5%	30.3%	19.0%	40.1%	14.7%
%H (All HH)		98.9%	26.2%	15.2%	81.4%	23.7%	57.7%	42.1%
%H (TV HH)			26.5%	15.3%	82.3%	24.0%	58.4%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1717	1646	655	356	1168	542	626	1245
%H (All HH)		95.9%	38.1%	20.7%	68.0%	31.6%	36.5%	72.5%
%H (TV HH)			39.8%	21.6%	71.0%	32.9%	38.0%	
1	625	595	143	109	450	112	338	290
%V	36.4%	36.1%	21.8%	30.6%	38.5%	20.7%	54.0%	23.3%
%H (All HH)		95.2%	22.9%	17.4%	72.0%	17.9%	54.1%	46.4%
%H (TV HH)			24.0%	18.3%	75.6%	18.8%	56.8%	
2	573	549	243	117	394	209	186	471
%V	33.4%	33.4%	37.1%	32.9%	33.7%	38.6%	29.7%	37.8%
%H (All HH)		95.8%	42.4%	20.4%	68.8%	36.5%	32.5%	82.2%
%H (TV HH)			44.3%	21.3%	71.8%	38.1%	33.9%	
3	251	242	122	70	158	106	52	232
%V	14.6%	14.7%	18.6%	19.7%	13.5%	19.6%	8.3%	18.6%
%H (All HH)		96.4%	48.6%	27.9%	62.9%	42.2%	20.7%	92.4%
%H (TV HH)			50.4%	28.9%	65.3%	43.8%	21.5%	
4	203	195	110	44	129	88	41	191
%V	11.8%	11.8%	16.8%	12.4%	11.0%	16.2%	6.5%	15.3%
%H (All HH)		96.1%	54.2%	21.7%	63.5%	43.3%	20.2%	94.1%
%H (TV HH)			56.4%	22.6%	66.2%	45.1%	21.0%	
5+	66	64	38	16	36	26	9	61
%V	3.8%	3.9%	5.8%	4.5%	3.1%	4.8%	1.4%	4.9%
%H (All HH)		97.0%	57.6%	24.2%	54.5%	39.4%	13.6%	92.4%
%H (TV HH)			59.4%	25.0%	56.3%	40.6%	14.1%	
Average HH size	2.14	2.15	2.49	2.28	2.07	2.48	1.73	2.42

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1717	1646	655	356	1168	542	626	1245
%H (All HH)		95.9%	38.1%	20.7%	68.0%	31.6%	36.5%	72.5%
%H (TV HH)			39.8%	21.6%	71.0%	32.9%	38.0%	
Without	1321	1257	439	267	922	381	541	878
%V	76.9%	76.4%	67.0%	75.0%	78.9%	70.3%	86.4%	70.5%
%H (All HH)		95.2%	33.2%	20.2%	69.8%	28.8%	41.0%	66.5%
%H (TV HH)			34.9%	21.2%	73.3%	30.3%	43.0%	
With	397	389	216	89	246	161	85	367
%V	23.1%	23.6%	33.0%	25.0%	21.1%	29.7%	13.6%	29.5%
%H (All HH)		98.0%	54.4%	22.4%	62.0%	40.6%	21.4%	92.4%
%H (TV HH)			55.5%	22.9%	63.2%	41.4%	21.9%	
0 - 3	146	143	83	35	86	60	27	130
%V	8.5%	8.7%	12.7%	9.8%	7.4%	11.1%	4.3%	10.4%
%H (All HH)		97.9%	56.8%	24.0%	58.9%	41.1%	18.5%	89.0%
%H (TV HH)			58.0%	24.5%	60.1%	42.0%	18.9%	
4 - 9	183	179	95	40	104	61	43	167
%V	10.7%	10.9%	14.5%	11.2%	8.9%	11.3%	6.9%	13.4%
%H (All HH)		97.8%	51.9%	21.9%	56.8%	33.3%	23.5%	91.3%
%H (TV HH)			53.1%	22.3%	58.1%	34.1%	24.0%	
10 - 15	190	188	108	42	124	87	38	182
%V	11.1%	11.4%	16.5%	11.8%	10.6%	16.1%	6.1%	14.6%
%H (All HH)		98.9%	56.8%	22.1%	65.3%	45.8%	20.0%	95.8%
%H (TV HH)			57.4%	22.3%	66.0%	46.3%	20.2%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1717	1646	655	356	1168	542	626	1245
%H (All HH)		95.9%	38.1%	20.7%	68.0%	31.6%	36.5%	72.5%
%H (TV HH)			39.8%	21.6%	71.0%	32.9%	38.0%	
1	642	642	186	117	414	92	322	385
%V	37.4%	39.0%	28.4%	32.9%	35.4%	17.0%	51.4%	30.9%
%H (All HH)		100.0%	29.0%	18.2%	64.5%	14.3%	50.2%	60.0%
%H (TV HH)			29.0%	18.2%	64.5%	14.3%	50.2%	
2	600	600	245	136	442	221	222	443
%V	34.9%	36.5%	37.4%	38.2%	37.8%	40.8%	35.5%	35.6%
%H (All HH)		100.0%	40.8%	22.7%	73.7%	36.8%	37.0%	73.8%
%H (TV HH)			40.8%	22.7%	73.7%	36.8%	37.0%	
3	265	265	141	66	199	137	61	235
%V	15.4%	16.1%	21.5%	18.5%	17.0%	25.3%	9.7%	18.9%
%H (All HH)		100.0%	53.2%	24.9%	75.1%	51.7%	23.0%	88.7%
%H (TV HH)			53.2%	24.9%	75.1%	51.7%	23.0%	
4	93	93	53	25	74	58	16	87
%V	5.4%	5.7%	8.1%	7.0%	6.3%	10.7%	2.6%	7.0%
%H (All HH)		100.0%	57.0%	26.9%	79.6%	62.4%	17.2%	93.5%
%H (TV HH)			57.0%	26.9%	79.6%	62.4%	17.2%	
5+	46	46	31	11	39	34	5	45
%V	2.7%	2.8%	4.7%	3.1%	3.3%	6.3%	0.8%	3.6%
%H (All HH)		100.0%	67.4%	23.9%	84.8%	73.9%	10.9%	97.8%
%H (TV HH)			67.4%	23.9%	84.8%	73.9%	10.9%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Household level data

Table 6.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1717	1646	655	356	1168	542	626	1245
%H (All HH)		95.9%	38.1%	20.7%	68.0%	31.6%	36.5%	72.5%
%H (TV HH)			39.8%	21.6%	71.0%	32.9%	38.0%	
Under 20"	385	385	160	85	312	172	140	287
%V	22.4%	23.4%	24.4%	23.9%	26.7%	31.7%	22.4%	23.1%
%H (All HH)		100.0%	41.6%	22.1%	81.0%	44.7%	36.4%	74.5%
%H (TV HH)			41.6%	22.1%	81.0%	44.7%	36.4%	
20" - 29"	605	605	218	133	483	230	253	437
%V	35.2%	36.8%	33.3%	37.4%	41.4%	42.4%	40.4%	35.1%
%H (All HH)		100.0%	36.0%	22.0%	79.8%	38.0%	41.8%	72.2%
%H (TV HH)			36.0%	22.0%	79.8%	38.0%	41.8%	
30" - 39"	870	870	361	200	639	324	315	644
%V	50.7%	52.9%	55.1%	56.2%	54.7%	59.8%	50.3%	51.7%
%H (All HH)		100.0%	41.5%	23.0%	73.4%	37.2%	36.2%	74.0%
%H (TV HH)			41.5%	23.0%	73.4%	37.2%	36.2%	
40" and over	723	723	386	171	477	308	169	620
%V	42.1%	43.9%	58.9%	48.0%	40.8%	56.8%	27.0%	49.8%
%H (All HH)		100.0%	53.4%	23.7%	66.0%	42.6%	23.4%	85.8%
%H (TV HH)			53.4%	23.7%	66.0%	42.6%	23.4%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1717	1646	655	356	1168	542	626	1245
%V (All HH)		95.9%	38.1%	20.7%	68.0%	31.6%	36.5%	72.5%
%H (TV HH)			39.8%	21.6%	71.0%	32.9%	38.0%	
Main living room	1616	1616	651	354	1153	540	613	1171
%V	94.1%	98.2%	99.4%	99.4%	98.7%	99.6%	97.9%	94.1%
%H (All HH)		100.0%	40.3%	21.9%	71.3%	33.4%	37.9%	72.5%
%H (TV HH)			40.3%	21.9%	71.3%	33.4%	37.9%	
Kitchen	158	158	76	31	136	83	53	130
%V	9.2%	9.6%	11.6%	8.7%	11.6%	15.3%	8.5%	10.4%
%H (All HH)		100.0%	48.1%	19.6%	86.1%	52.5%	33.5%	82.3%
%H (TV HH)			48.1%	19.6%	86.1%	52.5%	33.5%	
Adult's bedroom	723	723	336	179	564	351	213	581
%V	42.1%	43.9%	51.3%	50.3%	48.3%	64.8%	34.0%	46.7%
%H (All HH)		100.0%	46.5%	24.8%	78.0%	48.5%	29.5%	80.4%
%H (TV HH)			46.5%	24.8%	78.0%	48.5%	29.5%	
Child's bedroom	174	174	101	46	121	91	29	161
%V	10.1%	10.6%	15.4%	12.9%	10.4%	16.8%	4.6%	12.9%
%H (All HH)		100.0%	58.0%	26.4%	69.5%	52.3%	16.7%	92.5%
%H (TV HH)			58.0%	26.4%	69.5%	52.3%	16.7%	
Other bedroom	67	67	37	17	52	39	13	57
%V	3.9%	4.1%	5.6%	4.8%	4.5%	7.2%	2.1%	4.6%
%H (All HH)		100.0%	55.2%	25.4%	77.6%	58.2%	19.4%	85.1%
%H (TV HH)			55.2%	25.4%	77.6%	58.2%	19.4%	
Second living/dining room	108	108	54	21	82	48	33	101
%V	6.3%	6.6%	8.2%	5.9%	7.0%	8.9%	5.3%	8.1%
%H (All HH)		100.0%	50.0%	19.4%	75.9%	44.4%	30.6%	93.5%
%H (TV HH)			50.0%	19.4%	75.9%	44.4%	30.6%	
Study/office	15	15	7	4	13	8	4	15
%V	0.9%	0.9%	1.1%	1.1%	1.1%	1.5%	0.6%	1.2%
%H (All HH)		100.0%	46.7%	26.7%	86.7%	53.3%	26.7%	100.0%
%H (TV HH)			46.7%	26.7%	86.7%	53.3%	26.7%	
TV room	18	18	10	4	14	9	5	17
%V	1.0%	1.1%	1.5%	1.1%	1.2%	1.7%	0.8%	1.4%
%H (All HH)		100.0%	55.6%	22.2%	77.8%	50.0%	27.8%	94.4%
%H (TV HH)			55.6%	22.2%	77.8%	50.0%	27.8%	
Conservatory	23	23	14	5	16	12	4	21
%V	1.3%	1.4%	2.1%	1.4%	1.4%	2.2%	0.6%	1.7%
%H (All HH)		100.0%	60.9%	21.7%	69.6%	52.2%	17.4%	91.3%
%H (TV HH)			60.9%	21.7%	69.6%	52.2%	17.4%	
Attic or loft room	5	5	2	2	3	2	1	5
%V	0.3%	0.3%	0.3%	0.6%	0.3%	0.4%	0.2%	0.4%
%H (All HH)		100.0%	40.0%	40.0%	60.0%	40.0%	20.0%	100.0%
%H (TV HH)			40.0%	40.0%	60.0%	40.0%	20.0%	
No specific location	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	10	10	7	3	8	7	1	9
%V	0.6%	0.6%	1.1%	0.8%	0.7%	1.3%	0.2%	0.7%
%H (All HH)		100.0%	70.0%	30.0%	80.0%	70.0%	10.0%	90.0%
%H (TV HH)			70.0%	30.0%	80.0%	70.0%	10.0%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Household level data

Table 6.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1717	1646	655	356	1168	542	626	1245
%H (All HH)		95.9%	38.1%	20.7%	68.0%	31.6%	36.5%	72.5%
%H (TV HH)			39.8%	21.6%	71.0%	32.9%	38.0%	
Any DSAT provider	655	655	655	11	359	359	0	556
%V	38.1%	39.8%	100.0%	3.1%	30.7%	66.2%	0.0%	44.7%
%H (All HH)			100.0%	1.7%	54.8%	54.8%	0.0%	84.9%
%H (TV HH)			100.0%	1.7%	54.8%	54.8%	0.0%	
Sky with subcription	586	586	586	8	323	323	0	506
%V	34.1%	35.6%	89.5%	2.2%	27.7%	59.6%	0.0%	40.6%
%H (All HH)			100.0%	1.4%	55.1%	55.1%	0.0%	86.3%
%H (TV HH)			100.0%	1.4%	55.1%	55.1%	0.0%	
Sky without subscription	27	27	27	2	13	13	0	18
%V	1.6%	1.6%	4.1%	0.6%	1.1%	2.4%	0.0%	1.4%
%H (All HH)			100.0%	7.4%	48.1%	48.1%	0.0%	66.7%
%H (TV HH)			100.0%	7.4%	48.1%	48.1%	0.0%	
Freesat	39	39	39	1	24	24	0	28
%V	2.3%	2.4%	6.0%	0.3%	2.1%	4.4%	0.0%	2.2%
%H (All HH)			100.0%	2.6%	61.5%	61.5%	0.0%	71.8%
%H (TV HH)			100.0%	2.6%	61.5%	61.5%	0.0%	
Other satellite provider	10	10	10	0	4	4	0	10
%V	0.6%	0.6%	1.5%	0.0%	0.3%	0.7%	0.0%	0.8%
%H (All HH)			100.0%	0.0%	40.0%	40.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	40.0%	40.0%	0.0%	
DCAB	356	356	11	356	188	188	0	305
%V	20.7%	21.6%	1.7%	100.0%	16.1%	34.7%	0.0%	24.5%
%H (All HH)			3.1%	100.0%	52.8%	52.8%	0.0%	85.7%
%H (TV HH)			3.1%	100.0%	52.8%	52.8%	0.0%	
DTT	1168	1168	359	188	1168	542	626	800
%V	68.0%	71.0%	54.8%	52.8%	100.0%	100.0%	100.0%	64.3%
%H (All HH)		100.0%	30.7%	16.1%	100.0%	46.4%	53.6%	68.5%
%H (TV HH)			30.7%	16.1%	100.0%	46.4%	53.6%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1717	1646	655	356	1168	542	626	1245
%H (All HH)		95.9%	38.1%	20.7%	68.0%	31.6%	36.5%	72.5%
%H (TV HH)			39.8%	21.6%	71.0%	32.9%	38.0%	
PVR	951	951	566	241	588	434	153	822
%V	55.4%	57.8%	86.4%	67.7%	50.3%	80.1%	24.4%	66.0%
%H (All HH)		100.0%	59.5%	25.3%	61.8%	45.6%	16.1%	86.4%
%H (TV HH)			59.5%	25.3%	61.8%	45.6%	16.1%	
DVDR	73	73	34	20	50	30	20	63
%V	4.3%	4.4%	5.2%	5.6%	4.3%	5.5%	3.2%	5.1%
%H (All HH)		100.0%	46.6%	27.4%	68.5%	41.1%	27.4%	86.3%
%H (TV HH)			46.6%	27.4%	68.5%	41.1%	27.4%	
VCR	70	70	13	21	54	18	36	34
%V	4.1%	4.3%	2.0%	5.9%	4.6%	3.3%	5.8%	2.7%
%H (All HH)		100.0%	18.6%	30.0%	77.1%	25.7%	51.4%	48.6%
%H (TV HH)			18.6%	30.0%	77.1%	25.7%	51.4%	
Any recorder	1013	1013	574	255	637	444	194	850
%V	59.0%	61.5%	87.6%	71.6%	54.5%	81.9%	31.0%	68.3%
%H (All HH)		100.0%	56.7%	25.2%	62.9%	43.8%	19.2%	83.9%
%H (TV HH)			56.7%	25.2%	62.9%	43.8%	19.2%	
Receives HDTV (via STB or built-in reception)	820	820	435	237	524	368	156	696
%V	47.8%	49.8%	66.4%	66.6%	44.9%	67.9%	24.9%	55.9%
%H (All HH)		100.0%	53.0%	28.9%	63.9%	44.9%	19.0%	84.9%
%H (TV HH)			53.0%	28.9%	63.9%	44.9%	19.0%	
DVD/Blu-ray player or recorder	1318	1318	547	299	951	471	480	1019
%V	76.8%	80.1%	83.5%	84.0%	81.4%	86.9%	76.7%	81.8%
%H (All HH)		100.0%	41.5%	22.7%	72.2%	35.7%	36.4%	77.3%
%H (TV HH)			41.5%	22.7%	72.2%	35.7%	36.4%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1717	1646	655	356	1168	542	626	1245
%V		95.9%	38.1%	20.7%	68.0%	31.6%	36.5%	72.5%
%H (All HH)			39.8%	21.6%	71.0%	32.9%	38.0%	
%H (TV HH)								
Has broadband internet	1245	1195	556	305	800	472	328	1245
%V	72.5%	72.6%	84.9%	85.7%	68.5%	87.1%	52.4%	100.0%
%H (All HH)		96.0%	44.7%	24.5%	64.3%	37.9%	26.3%	100.0%
%H (TV HH)			46.5%	25.5%	66.9%	39.5%	27.4%	
Number of computers (PCs and laptops)								
0	423	409	89	54	332	71	261	20
%V	24.6%	24.8%	13.6%	15.2%	28.4%	13.1%	41.7%	1.6%
%H (All HH)		96.7%	21.0%	12.8%	78.5%	16.8%	61.7%	4.7%
%H (TV HH)			21.8%	13.2%	81.2%	17.4%	63.8%	
1	580	556	229	137	379	187	192	530
%V	33.8%	33.8%	35.0%	38.5%	32.4%	34.5%	30.7%	42.6%
%H (All HH)		95.9%	39.5%	23.6%	65.3%	32.2%	33.1%	91.4%
%H (TV HH)			41.2%	24.6%	68.2%	33.6%	34.5%	
2	372	356	173	81	243	144	99	360
%V	21.7%	21.6%	26.4%	22.8%	20.8%	26.6%	15.8%	28.9%
%H (All HH)		95.7%	46.5%	21.8%	65.3%	38.7%	26.6%	96.8%
%H (TV HH)			48.6%	22.8%	68.3%	40.4%	27.8%	
3	176	167	84	40	109	69	40	172
%V	10.3%	10.1%	12.8%	11.2%	9.3%	12.7%	6.4%	13.8%
%H (All HH)		94.9%	47.7%	22.7%	61.9%	39.2%	22.7%	97.7%
%H (TV HH)			50.3%	24.0%	65.3%	41.3%	24.0%	
4	93	88	43	23	54	33	22	92
%V	5.4%	5.3%	6.6%	6.5%	4.6%	6.1%	3.5%	7.4%
%H (All HH)		94.6%	46.2%	24.7%	58.1%	35.5%	23.7%	98.9%
%H (TV HH)			48.9%	26.1%	61.4%	37.5%	25.0%	
5+	74	70	36	22	50	39	12	72
%V	4.3%	4.3%	5.5%	6.2%	4.3%	7.2%	1.9%	5.8%
%H (All HH)		94.6%	48.6%	29.7%	67.6%	52.7%	16.2%	97.3%
%H (TV HH)			51.4%	31.4%	71.4%	55.7%	17.1%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV Central Scotland

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3258	1474	751	2402	1364	1038	2568
%H		45.2%	23.1%	73.7%	41.9%	31.9%	78.8%
Under 20"	474	199	106	390	220	170	362
%V	14.5%	13.5%	14.1%	16.2%	16.1%	16.4%	14.1%
%H		42.0%	22.4%	82.3%	46.4%	35.9%	76.4%
20" - 29"	754	285	172	608	311	297	562
%V	23.1%	19.3%	22.9%	25.3%	22.8%	28.6%	21.9%
%H		37.8%	22.8%	80.6%	41.2%	39.4%	74.5%
30" - 39"	1021	448	240	752	409	343	779
%V	31.3%	30.4%	32.0%	31.3%	30.0%	33.0%	30.3%
%H		43.9%	23.5%	73.7%	40.1%	33.6%	76.3%
40" and over	844	465	196	555	368	187	735
%V	25.9%	31.5%	26.1%	23.1%	27.0%	18.0%	28.6%
%H		55.1%	23.2%	65.8%	43.6%	22.2%	87.1%
Don't know	34	11	8	22	8	15	22
%V	1.0%	0.7%	1.1%	0.9%	0.6%	1.4%	0.9%
%H		32.4%	23.5%	64.7%	23.5%	44.1%	64.7%
Not Asked	131	66	29	75	48	26	108
%V	4.0%	4.5%	3.9%	3.1%	3.5%	2.5%	4.2%
%H		50.4%	22.1%	57.3%	36.6%	19.8%	82.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3258	1474	751	2402	1364	1038	2568
%H		45.2%	23.1%	73.7%	41.9%	31.9%	78.8%
Main living room	1628	658	356	1161	543	617	1181
%V	50.0%	44.6%	47.4%	48.3%	39.8%	59.4%	46.0%
%H		40.4%	21.9%	71.3%	33.4%	37.9%	72.5%
Kitchen	159	76	31	137	83	54	130
%V	4.9%	5.2%	4.1%	5.7%	6.1%	5.2%	5.1%
%H		47.8%	19.5%	86.2%	52.2%	34.0%	81.8%
Adult's bedroom	861	406	219	682	441	241	707
%V	26.4%	27.5%	29.2%	28.4%	32.3%	23.2%	27.5%
%H		47.2%	25.4%	79.2%	51.2%	28.0%	82.1%
Child's bedroom	219	128	58	150	116	34	203
%V	6.7%	8.7%	7.7%	6.2%	8.5%	3.3%	7.9%
%H		58.4%	26.5%	68.5%	53.0%	15.5%	92.7%
Other bedroom	78	42	19	60	44	16	68
%V	2.4%	2.8%	2.5%	2.5%	3.2%	1.5%	2.6%
%H		53.8%	24.4%	76.9%	56.4%	20.5%	87.2%
Second living/dining room	110	55	21	84	50	34	103
%V	3.4%	3.7%	2.8%	3.5%	3.7%	3.3%	4.0%
%H		50.0%	19.1%	76.4%	45.5%	30.9%	93.6%
Study/office	16	7	4	13	9	4	15
%V	0.5%	0.5%	0.5%	0.5%	0.7%	0.4%	0.6%
%H		43.8%	25.0%	81.3%	56.3%	25.0%	93.8%
TV room	18	10	4	14	9	5	17
%V	0.6%	0.7%	0.5%	0.6%	0.7%	0.5%	0.7%
%H		55.6%	22.2%	77.8%	50.0%	27.8%	94.4%
Conservatory	23	14	5	16	12	4	21
%V	0.7%	0.9%	0.7%	0.7%	0.9%	0.4%	0.8%
%H		60.9%	21.7%	69.6%	52.2%	17.4%	91.3%
Attic or loft room	5	2	2	3	2	1	5
%V	0.2%	0.1%	0.3%	0.1%	0.1%	0.1%	0.2%
%H		40.0%	40.0%	60.0%	40.0%	20.0%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	10	7	3	8	7	1	9
%V	0.3%	0.5%	0.4%	0.3%	0.5%	0.1%	0.4%
%H		70.0%	30.0%	80.0%	70.0%	10.0%	90.0%
Not Asked	131	66	29	75	48	26	108
%V	4.0%	4.5%	3.9%	3.1%	3.5%	2.5%	4.2%
%H		50.4%	22.1%	57.3%	36.6%	19.8%	82.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3258	1474	751	2402	1364	1038	2568
%H		45.2%	23.1%	73.7%	41.9%	31.9%	78.8%
PVR	1275	785	338	757	591	166	1133
%V	39.1%	53.3%	45.0%	31.5%	43.3%	16.0%	44.1%
%H		61.6%	26.5%	59.4%	46.4%	13.0%	88.9%
DVDR	78	36	21	55	33	22	68
%V	2.4%	2.4%	2.8%	2.3%	2.4%	2.1%	2.6%
%H		46.2%	26.9%	70.5%	42.3%	28.2%	87.2%
VCR	72	14	22	55	19	36	35
%V	2.2%	0.9%	2.9%	2.3%	1.4%	3.5%	1.4%
%H		19.4%	30.6%	76.4%	26.4%	50.0%	48.6%
Any recorder	1355	803	356	820	610	211	1175
%V	41.6%	54.5%	47.4%	34.1%	44.7%	20.3%	45.8%
%H		59.3%	26.3%	60.5%	45.0%	15.6%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3258	1474	751	2402	1364	1038	2568
%H		45.2%	23.1%	73.7%	41.9%	31.9%	78.8%
Receives HDTV (via STB or built-in reception)	1143	613	356	727	541	186	1003
%V	35.1%	41.6%	47.4%	30.3%	39.7%	17.9%	39.1%
%H		53.6%	31.1%	63.6%	47.3%	16.3%	87.8%
DVD/Blu-ray player or recorder	1961	883	465	1466	840	626	1598
%V	60.2%	59.9%	61.9%	61.0%	61.6%	60.3%	62.2%
%H		45.0%	23.7%	74.8%	42.8%	31.9%	81.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1642	655	355	1167	542	625	1192
%H		39.9%	21.6%	71.1%	33.0%	38.1%	72.6%
Under 20"	43	4	7	35	5	30	23
%V	2.6%	0.6%	2.0%	3.0%	0.9%	4.8%	1.9%
%H		9.3%	16.3%	81.4%	11.6%	69.8%	53.5%
20" - 29"	236	49	36	189	41	148	123
%V	14.4%	7.5%	10.1%	16.2%	7.6%	23.7%	10.3%
%H		20.8%	15.3%	80.1%	17.4%	62.7%	52.1%
30" - 39"	636	224	139	474	199	275	431
%V	38.7%	34.2%	39.2%	40.6%	36.7%	44.0%	36.2%
%H		35.2%	21.9%	74.5%	31.3%	43.2%	67.8%
40" and over	700	373	167	458	293	164	598
%V	42.6%	56.9%	47.0%	39.2%	54.1%	26.2%	50.2%
%H		53.3%	23.9%	65.4%	41.9%	23.4%	85.4%
Don't know	19	5	6	12	4	7	12
%V	1.2%	0.8%	1.7%	1.0%	0.7%	1.1%	1.0%
%H		26.3%	31.6%	63.2%	21.1%	36.8%	63.2%
Not Asked	8	0	0	0	0	1	5
%V	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
%H		0.0%	0.0%	0.0%	0.0%	12.5%	62.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1642	655	355	1167	542	625	1192
%H		39.9%	21.6%	71.1%	33.0%	38.1%	72.6%
PVR	932	559	236	573	426	147	807
%V	56.8%	85.3%	66.5%	49.1%	78.6%	23.5%	67.7%
%H		60.0%	25.3%	61.5%	45.7%	15.8%	86.6%
DVDR	61	28	17	42	25	17	53
%V	3.7%	4.3%	4.8%	3.6%	4.6%	2.7%	4.4%
%H		45.9%	27.9%	68.9%	41.0%	27.9%	86.9%
VCR	59	10	18	45	14	31	27
%V	3.6%	1.5%	5.1%	3.9%	2.6%	5.0%	2.3%
%H		16.9%	30.5%	76.3%	23.7%	52.5%	45.8%
Any recorder	992	568	250	620	436	184	834
%V	60.4%	86.7%	70.4%	53.1%	80.4%	29.4%	70.0%
%H		57.3%	25.2%	62.5%	44.0%	18.5%	84.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1642	655	355	1167	542	625	1192
%H		39.9%	21.6%	71.1%	33.0%	38.1%	72.6%
Receives HDTV (via STB or built-in reception)	800	424	235	506	357	150	679
%V	48.7%	64.7%	66.2%	43.4%	65.9%	24.0%	57.0%
%H		53.0%	29.4%	63.3%	44.6%	18.8%	84.9%
DVD/Blu-ray player or recorder	1227	504	274	878	422	456	944
%V	74.7%	76.9%	77.2%	75.2%	77.9%	73.0%	79.2%
%H		41.1%	22.3%	71.6%	34.4%	37.2%	76.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1615	819	395	1235	822	413	1376
%H		50.7%	24.5%	76.5%	50.9%	25.6%	85.2%
Under 20"	431	195	99	355	215	140	339
%V	26.7%	23.8%	25.1%	28.7%	26.2%	33.9%	24.6%
%H		45.2%	23.0%	82.4%	49.9%	32.5%	78.7%
20" - 29"	518	236	136	419	271	149	440
%V	32.1%	28.8%	34.4%	33.9%	33.0%	36.1%	32.0%
%H		45.6%	26.3%	80.9%	52.3%	28.8%	84.9%
30" - 39"	385	224	100	277	210	67	348
%V	23.8%	27.4%	25.3%	22.4%	25.5%	16.2%	25.3%
%H		58.2%	26.0%	71.9%	54.5%	17.4%	90.4%
40" and over	143	92	30	97	74	23	137
%V	8.9%	11.2%	7.6%	7.9%	9.0%	5.6%	10.0%
%H		64.3%	21.0%	67.8%	51.7%	16.1%	95.8%
Don't know	15	6	2	11	4	7	10
%V	0.9%	0.7%	0.5%	0.9%	0.5%	1.7%	0.7%
%H		40.0%	13.3%	73.3%	26.7%	46.7%	66.7%
Not Asked	123	66	28	76	48	27	102
%V	7.6%	8.1%	7.1%	6.2%	5.8%	6.5%	7.4%
%H		53.7%	22.8%	61.8%	39.0%	22.0%	82.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1615	819	395	1235	822	413	1376
%H		50.7%	24.5%	76.5%	50.9%	25.6%	85.2%
PVR	343	226	103	184	165	18	326
%V	21.2%	27.6%	26.1%	14.9%	20.1%	4.4%	23.7%
%H		65.9%	30.0%	53.6%	48.1%	5.2%	95.0%
DVDR	17	8	4	13	9	5	15
%V	1.1%	1.0%	1.0%	1.1%	1.1%	1.2%	1.1%
%H		47.1%	23.5%	76.5%	52.9%	29.4%	88.2%
VCR	13	4	4	10	5	5	8
%V	0.8%	0.5%	1.0%	0.8%	0.6%	1.2%	0.6%
%H		30.8%	30.8%	76.9%	38.5%	38.5%	61.5%
Any recorder	364	235	106	201	174	27	341
%V	22.5%	28.7%	26.8%	16.3%	21.2%	6.5%	24.8%
%H		64.6%	29.1%	55.2%	47.8%	7.4%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1615	819	395	1235	822	413	1376
%H		50.7%	24.5%	76.5%	50.9%	25.6%	85.2%
Receives HDTV (via STB or built-in reception)	343	189	121	220	184	36	324
%V	21.2%	23.1%	30.6%	17.8%	22.4%	8.7%	23.5%
%H		55.1%	35.3%	64.1%	53.6%	10.5%	94.5%
DVD/Blu-ray player or recorder	734	379	191	588	418	170	654
%V	45.4%	46.3%	48.4%	47.6%	50.9%	41.2%	47.5%
%H		51.6%	26.0%	80.1%	56.9%	23.2%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3682	3541	1631	814	2423	1342	1081	3015
%H		96.2%	44.3%	22.1%	65.8%	36.4%	29.4%	81.9%
Total Children	647	636	361	144	389	257	132	601
%V	17.6%	18.0%	22.1%	17.7%	16.1%	19.2%	12.2%	19.9%
%H		98.3%	55.8%	22.3%	60.1%	39.7%	20.4%	92.9%
0 - 3	173	170	103	41	101	71	30	155
%V	4.7%	4.8%	6.3%	5.0%	4.2%	5.3%	2.8%	5.1%
%H		98.3%	59.5%	23.7%	58.4%	41.0%	17.3%	89.6%
4 - 15	474	466	259	103	287	186	102	446
%V	12.9%	13.2%	15.9%	12.7%	11.8%	13.9%	9.4%	14.8%
%H		98.3%	54.6%	21.7%	60.5%	39.2%	21.5%	94.1%
4 - 9	236	231	121	54	133	78	55	218
%V	6.4%	6.5%	7.4%	6.6%	5.5%	5.8%	5.1%	7.2%
%H		97.9%	51.3%	22.9%	56.4%	33.1%	23.3%	92.4%
10 - 15	238	235	137	49	154	108	46	228
%V	6.5%	6.6%	8.4%	6.0%	6.4%	8.0%	4.3%	7.6%
%H		98.7%	57.6%	20.6%	64.7%	45.4%	19.3%	95.8%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3682	3541	1631	814	2423	1342	1081	3015
%H		96.2%	44.3%	22.1%	65.8%	36.4%	29.4%	81.9%
Total Adults (16+)	3036	2905	1269	670	2034	1085	950	2414
%V	82.5%	82.0%	77.8%	82.3%	83.9%	80.8%	87.9%	80.1%
%H		95.7%	41.8%	22.1%	67.0%	35.7%	31.3%	79.5%
16 - 19	146	141	69	37	99	66	33	129
%V	4.0%	4.0%	4.2%	4.5%	4.1%	4.9%	3.1%	4.3%
%H		96.6%	47.3%	25.3%	67.8%	45.2%	22.6%	88.4%
20 - 24	265	218	104	54	139	86	53	231
%V	7.2%	6.2%	6.4%	6.6%	5.7%	6.4%	4.9%	7.7%
%H		82.3%	39.2%	20.4%	52.5%	32.5%	20.0%	87.2%
25 - 34	510	473	227	120	295	175	120	450
%V	13.9%	13.4%	13.9%	14.7%	12.2%	13.0%	11.1%	14.9%
%H		92.7%	44.5%	23.5%	57.8%	34.3%	23.5%	88.2%
35 - 44	474	461	226	108	291	167	124	424
%V	12.9%	13.0%	13.9%	13.3%	12.0%	12.4%	11.5%	14.1%
%H		97.3%	47.7%	22.8%	61.4%	35.2%	26.2%	89.5%
45 - 54	553	541	255	137	379	233	146	489
%V	15.0%	15.3%	15.6%	16.8%	15.6%	17.4%	13.5%	16.2%
%H		97.8%	46.1%	24.8%	68.5%	42.1%	26.4%	88.4%
55 - 64	479	469	204	119	340	191	149	386
%V	13.0%	13.2%	12.5%	14.6%	14.0%	14.2%	13.8%	12.8%
%H		97.9%	42.6%	24.8%	71.0%	39.9%	31.1%	80.6%
65+	609	603	183	96	492	167	324	304
%V	16.5%	17.0%	11.2%	11.8%	20.3%	12.4%	30.0%	10.1%
%H		99.0%	30.0%	15.8%	80.8%	27.4%	53.2%	49.9%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3036	2905	1269	670	2034	1085	950	2414
%H		95.7%	41.8%	22.1%	67.0%	35.7%	31.3%	79.5%
AB	765	749	351	156	515	278	237	729
%V	25.2%	25.8%	27.7%	23.3%	25.3%	25.6%	24.9%	30.2%
%H		97.9%	45.9%	20.4%	67.3%	36.3%	31.0%	95.3%
C1	868	792	348	195	543	303	240	746
%V	28.6%	27.3%	27.4%	29.1%	26.7%	27.9%	25.3%	30.9%
%H		91.2%	40.1%	22.5%	62.6%	34.9%	27.6%	85.9%
C2	556	547	266	139	377	237	140	455
%V	18.3%	18.8%	21.0%	20.7%	18.5%	21.8%	14.7%	18.8%
%H		98.4%	47.8%	25.0%	67.8%	42.6%	25.2%	81.8%
D	506	489	212	129	334	188	147	356
%V	16.7%	16.8%	16.7%	19.3%	16.4%	17.3%	15.5%	14.7%
%H		96.6%	41.9%	25.5%	66.0%	37.2%	29.1%	70.4%
E	340	329	91	49	265	79	187	127
%V	11.2%	11.3%	7.2%	7.3%	13.0%	7.3%	19.7%	5.3%
%H		96.8%	26.8%	14.4%	77.9%	23.2%	55.0%	37.4%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3036	2905	1269	670	2034	1085	950	2414
%H		95.7%	41.8%	22.1%	67.0%	35.7%	31.3%	79.5%
Working full time	1389	1353	671	354	887	563	324	1285
%V	45.8%	46.6%	52.9%	52.8%	43.6%	51.9%	34.1%	53.2%
%H		97.4%	48.3%	25.5%	63.9%	40.5%	23.3%	92.5%
Working part time	286	281	134	69	183	104	78	255
%V	9.4%	9.7%	10.6%	10.3%	9.0%	9.6%	8.2%	10.6%
%H		98.3%	46.9%	24.1%	64.0%	36.4%	27.3%	89.2%
Not working	1360	1272	465	247	965	417	547	874
%V	44.8%	43.8%	36.6%	36.9%	47.4%	38.4%	57.6%	36.2%
%H		93.5%	34.2%	18.2%	71.0%	30.7%	40.2%	64.3%
Housewife/Houseperson	1717	1646	655	356	1168	542	626	1245
%V	56.6%	56.7%	51.6%	53.1%	57.4%	50.0%	65.9%	51.6%
%H		95.9%	38.1%	20.7%	68.0%	31.6%	36.5%	72.5%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1445	1375	634	324	944	534	410	1167
%H		95.2%	43.9%	22.4%	65.3%	37.0%	28.4%	80.8%
16 - 19	68	67	34	17	43	29	14	60
%V	4.7%	4.9%	5.4%	5.2%	4.6%	5.4%	3.4%	5.1%
%H		98.5%	50.0%	25.0%	63.2%	42.6%	20.6%	88.2%
20 - 24	129	107	57	24	72	46	25	112
%V	8.9%	7.8%	9.0%	7.4%	7.6%	8.6%	6.1%	9.6%
%H		82.9%	44.2%	18.6%	55.8%	35.7%	19.4%	86.8%
25 - 34	259	238	118	61	148	93	55	226
%V	17.9%	17.3%	18.6%	18.8%	15.7%	17.4%	13.4%	19.4%
%H		91.9%	45.6%	23.6%	57.1%	35.9%	21.2%	87.3%
35 - 44	226	218	106	52	136	78	58	201
%V	15.6%	15.9%	16.7%	16.0%	14.4%	14.6%	14.1%	17.2%
%H		96.5%	46.9%	23.0%	60.2%	34.5%	25.7%	88.9%
45 - 54	267	259	126	67	178	113	65	235
%V	18.5%	18.8%	19.9%	20.7%	18.9%	21.2%	15.9%	20.1%
%H		97.0%	47.2%	25.1%	66.7%	42.3%	24.3%	88.0%
55 - 64	225	218	98	61	152	91	61	179
%V	15.6%	15.9%	15.5%	18.8%	16.1%	17.0%	14.9%	15.3%
%H		96.9%	43.6%	27.1%	67.6%	40.4%	27.1%	79.6%
65+	271	268	94	42	216	84	131	154
%V	18.8%	19.5%	14.8%	13.0%	22.9%	15.7%	32.0%	13.2%
%H		98.9%	34.7%	15.5%	79.7%	31.0%	48.3%	56.8%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1445	1375	634	324	944	534	410	1167
%H		95.2%	43.9%	22.4%	65.3%	37.0%	28.4%	80.8%
AB	377	366	179	76	251	142	109	362
%V	26.1%	26.6%	28.2%	23.5%	26.6%	26.6%	26.6%	31.0%
%H		97.1%	47.5%	20.2%	66.6%	37.7%	28.9%	96.0%
C1	384	349	164	88	236	142	94	337
%V	26.6%	25.4%	25.9%	27.2%	25.0%	26.6%	22.9%	28.9%
%H		90.9%	42.7%	22.9%	61.5%	37.0%	24.5%	87.8%
C2	302	296	146	78	201	129	72	244
%V	20.9%	21.5%	23.0%	24.1%	21.3%	24.2%	17.6%	20.9%
%H		98.0%	48.3%	25.8%	66.6%	42.7%	23.8%	80.8%
D	240	229	105	63	152	92	60	173
%V	16.6%	16.7%	16.6%	19.4%	16.1%	17.2%	14.6%	14.8%
%H		95.4%	43.8%	26.3%	63.3%	38.3%	25.0%	72.1%
E	142	136	39	19	104	30	75	52
%V	9.8%	9.9%	6.2%	5.9%	11.0%	5.6%	18.3%	4.5%
%H		95.8%	27.5%	13.4%	73.2%	21.1%	52.8%	36.6%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1445	1375	634	324	944	534	410	1167
%H		95.2%	43.9%	22.4%	65.3%	37.0%	28.4%	80.8%
Working full time	812	785	408	207	508	339	169	746
%V	56.2%	57.1%	64.4%	63.9%	53.8%	63.5%	41.2%	63.9%
%H		96.7%	50.2%	25.5%	62.6%	41.7%	20.8%	91.9%
Working part time	53	52	26	13	34	20	13	45
%V	3.7%	3.8%	4.1%	4.0%	3.6%	3.7%	3.2%	3.9%
%H		98.1%	49.1%	24.5%	64.2%	37.7%	24.5%	84.9%
Not working	580	539	199	104	402	174	228	376
%V	40.1%	39.2%	31.4%	32.1%	42.6%	32.6%	55.6%	32.2%
%H		92.9%	34.3%	17.9%	69.3%	30.0%	39.3%	64.8%
Housewife/Houseperson	419	387	139	75	267	98	169	252
%V	29.0%	28.1%	21.9%	23.1%	28.3%	18.4%	41.2%	21.6%
%H		92.4%	33.2%	17.9%	63.7%	23.4%	40.3%	60.1%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1590	1530	636	346	1090	551	540	1247
%H		96.2%	40.0%	21.8%	68.6%	34.7%	34.0%	78.4%
16 - 19	78	74	35	20	56	37	18	69
%V	4.9%	4.8%	5.5%	5.8%	5.1%	6.7%	3.3%	5.5%
%H		94.9%	44.9%	25.6%	71.8%	47.4%	23.1%	88.5%
20 - 24	135	111	47	30	67	40	28	119
%V	8.5%	7.3%	7.4%	8.7%	6.1%	7.3%	5.2%	9.5%
%H		82.2%	34.8%	22.2%	49.6%	29.6%	20.7%	88.1%
25 - 34	251	235	109	59	147	82	66	224
%V	15.8%	15.4%	17.1%	17.1%	13.5%	14.9%	12.2%	18.0%
%H		93.6%	43.4%	23.5%	58.6%	32.7%	26.3%	89.2%
35 - 44	248	243	119	55	155	89	66	223
%V	15.6%	15.9%	18.7%	15.9%	14.2%	16.2%	12.2%	17.9%
%H		98.0%	48.0%	22.2%	62.5%	35.9%	26.6%	89.9%
45 - 54	286	282	129	70	202	120	81	254
%V	18.0%	18.4%	20.3%	20.2%	18.5%	21.8%	15.0%	20.4%
%H		98.6%	45.1%	24.5%	70.6%	42.0%	28.3%	88.8%
55 - 64	254	251	106	58	187	99	88	207
%V	16.0%	16.4%	16.7%	16.8%	17.2%	18.0%	16.3%	16.6%
%H		98.8%	41.7%	22.8%	73.6%	39.0%	34.6%	81.5%
65+	338	334	90	54	276	83	193	150
%V	21.3%	21.8%	14.2%	15.6%	25.3%	15.1%	35.7%	12.0%
%H		98.8%	26.6%	16.0%	81.7%	24.6%	57.1%	44.4%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1590	1530	636	346	1090	551	540	1247
%H		96.2%	40.0%	21.8%	68.6%	34.7%	34.0%	78.4%
AB	388	383	172	80	264	137	127	367
%V	24.4%	25.0%	27.0%	23.1%	24.2%	24.9%	23.5%	29.4%
%H		98.7%	44.3%	20.6%	68.0%	35.3%	32.7%	94.6%
C1	484	443	184	107	307	161	146	409
%V	30.4%	29.0%	28.9%	30.9%	28.2%	29.2%	27.0%	32.8%
%H		91.5%	38.0%	22.1%	63.4%	33.3%	30.2%	84.5%
C2	254	251	121	62	176	108	68	212
%V	16.0%	16.4%	19.0%	17.9%	16.1%	19.6%	12.6%	17.0%
%H		98.8%	47.6%	24.4%	69.3%	42.5%	26.8%	83.5%
D	266	259	107	66	182	96	86	183
%V	16.7%	16.9%	16.8%	19.1%	16.7%	17.4%	15.9%	14.7%
%H		97.4%	40.2%	24.8%	68.4%	36.1%	32.3%	68.8%
E	198	193	52	30	161	49	112	75
%V	12.5%	12.6%	8.2%	8.7%	14.8%	8.9%	20.7%	6.0%
%H		97.5%	26.3%	15.2%	81.3%	24.7%	56.6%	37.9%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Central Scotland

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1590	1530	636	346	1090	551	540	1247
%H		96.2%	40.0%	21.8%	68.6%	34.7%	34.0%	78.4%
Working full time	577	568	263	147	379	224	155	538
%V	36.3%	37.1%	41.4%	42.5%	34.8%	40.7%	28.7%	43.1%
%H		98.4%	45.6%	25.5%	65.7%	38.8%	26.9%	93.2%
Working part time	233	229	107	56	149	84	65	211
%V	14.7%	15.0%	16.8%	16.2%	13.7%	15.2%	12.0%	16.9%
%H		98.3%	45.9%	24.0%	63.9%	36.1%	27.9%	90.6%
Not working	780	733	266	143	563	243	320	498
%V	49.1%	47.9%	41.8%	41.3%	51.7%	44.1%	59.3%	39.9%
%H		94.0%	34.1%	18.3%	72.2%	31.2%	41.0%	63.8%
Housewife/Houseperson	1299	1259	516	281	901	444	457	994
%V	81.7%	82.3%	81.1%	81.2%	82.7%	80.6%	84.6%	79.7%
%H		96.9%	39.7%	21.6%	69.4%	34.2%	35.2%	76.5%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North Scotland

Contents	Page
Household	
Table 7.1: Social Grade	172
Table 7.2: Housewife Age	173
Table 7.3: Size of Household	174
Table 7.4: Presence of Children	175
Table 7.5: Number of TV sets in household	176
Table 7.6: Screen size	177
Table 7.7: Location of ANY set in household	178
Table 7.8: Platform Provider	179
Table 7.9: Recorders and other equipment	180
Table 7.10: Computers and Internet	181
Sets	
Table 7.11: Screen Size	182
Table 7.12: Location of set	183
Table 7.13: Recorders	184
Table 7.14: Other TV equipment	184
Table 7.15: Main Set Screen Size	185
Table 7.16: Main Set Recorders	186
Table 7.17: Main Set - Other TV equipment	186
Table 7.18: Other Sets (non-Main Set) Screen Size	187
Table 7.19: Other Set (non-Main Set) Recorders	188
Table 7.20: Other Set (non-Main Set) - Other TV equipment	188
Individuals	
Table 7.21: Age of Children	189
Table 7.22: Adults - Age	190
Table 7.23: Social Grade (Adults 16+)	191
Table 7.24: Working Status (Adults 16+)	192
Table 7.25: Males - Age	193
Table 7.26: Social Grade (Males 16+)	194
Table 7.27: Working Status (Males 16+)	195
Table 7.28: Females - Age	196
Table 7.29: Social Grade (Females 16+)	197
Table 7.30: Working Status (Females 16+)	198

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Household level data

Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	600	570	275	44	433	193	239	452
%H (All HH)		95.0%	45.8%	7.3%	72.2%	32.2%	39.8%	75.3%
%H (TV HH)			48.2%	7.7%	76.0%	33.9%	41.9%	
AB	147	141	75	11	107	54	53	136
%V	24.5%	24.7%	27.3%	25.0%	24.7%	28.0%	22.2%	30.1%
%H (All HH)		95.9%	51.0%	7.5%	72.8%	36.7%	36.1%	92.5%
%H (TV HH)			53.2%	7.8%	75.9%	38.3%	37.6%	
C1	158	151	76	14	109	52	57	129
%V	26.3%	26.5%	27.6%	31.8%	25.2%	26.9%	23.8%	28.5%
%H (All HH)		95.6%	48.1%	8.9%	69.0%	32.9%	36.1%	81.6%
%H (TV HH)			50.3%	9.3%	72.2%	34.4%	37.7%	
C2	127	122	64	9	93	46	47	105
%V	21.2%	21.4%	23.3%	20.5%	21.5%	23.8%	19.7%	23.2%
%H (All HH)		96.1%	50.4%	7.1%	73.2%	36.2%	37.0%	82.7%
%H (TV HH)			52.5%	7.4%	76.2%	37.7%	38.5%	
D	97	90	40	6	70	29	41	58
%V	16.2%	15.8%	14.5%	13.6%	16.2%	15.0%	17.2%	12.8%
%H (All HH)		92.8%	41.2%	6.2%	72.2%	29.9%	42.3%	59.8%
%H (TV HH)			44.4%	6.7%	77.8%	32.2%	45.6%	
E	71	66	20	4	54	14	40	24
%V	11.8%	11.6%	7.3%	9.1%	12.5%	7.3%	16.7%	5.3%
%H (All HH)		93.0%	28.2%	5.6%	76.1%	19.7%	56.3%	33.8%
%H (TV HH)			30.3%	6.1%	81.8%	21.2%	60.6%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	600	570	275	44	433	193	239	452
%V (All HH)		95.0%	45.8%	7.3%	72.2%	32.2%	39.8%	75.3%
%H (TV HH)			48.2%	7.7%	76.0%	33.9%	41.9%	
Under 25	35	33	13	2	24	10	14	28
%V	5.8%	5.8%	4.7%	4.5%	5.5%	5.2%	5.9%	6.2%
%H (All HH)		94.3%	37.1%	5.7%	68.6%	28.6%	40.0%	80.0%
%H (TV HH)			39.4%	6.1%	72.7%	30.3%	42.4%	
25 - 34	103	97	53	8	69	40	29	90
%V	17.2%	17.0%	19.3%	18.2%	15.9%	20.7%	12.1%	19.9%
%H (All HH)		94.2%	51.5%	7.8%	67.0%	38.8%	28.2%	87.4%
%H (TV HH)			54.6%	8.2%	71.1%	41.2%	29.9%	
35 - 44	91	86	47	9	60	31	28	79
%V	15.2%	15.1%	17.1%	20.5%	13.9%	16.1%	11.7%	17.5%
%H (All HH)		94.5%	51.6%	9.9%	65.9%	34.1%	30.8%	86.8%
%H (TV HH)			54.7%	10.5%	69.8%	36.0%	32.6%	
45 - 54	121	116	63	10	87	43	44	111
%V	20.2%	20.4%	22.9%	22.7%	20.1%	22.3%	18.4%	24.6%
%H (All HH)		95.9%	52.1%	8.3%	71.9%	35.5%	36.4%	91.7%
%H (TV HH)			54.3%	8.6%	75.0%	37.1%	37.9%	
55 - 64	89	83	42	4	64	28	36	74
%V	14.8%	14.6%	15.3%	9.1%	14.8%	14.5%	15.1%	16.4%
%H (All HH)		93.3%	47.2%	4.5%	71.9%	31.5%	40.4%	83.1%
%H (TV HH)			50.6%	4.8%	77.1%	33.7%	43.4%	
65 +	162	156	57	11	129	42	88	71
%V	27.0%	27.4%	20.7%	25.0%	29.8%	21.8%	36.8%	15.7%
%H (All HH)		96.3%	35.2%	6.8%	79.6%	25.9%	54.3%	43.8%
%H (TV HH)			36.5%	7.1%	82.7%	26.9%	56.4%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	600	570	275	44	433	193	239	452
%H (All HH)		95.0%	45.8%	7.3%	72.2%	32.2%	39.8%	75.3%
%H (TV HH)			48.2%	7.7%	76.0%	33.9%	41.9%	
1	205	187	65	11	147	44	104	106
%V	34.2%	32.8%	23.6%	25.0%	33.9%	22.8%	43.5%	23.5%
%H (All HH)		91.2%	31.7%	5.4%	71.7%	21.5%	50.7%	51.7%
%H (TV HH)			34.8%	5.9%	78.6%	23.5%	55.6%	
2	215	209	98	18	160	71	90	177
%V	35.8%	36.7%	35.6%	40.9%	37.0%	36.8%	37.7%	39.2%
%H (All HH)		97.2%	45.6%	8.4%	74.4%	33.0%	41.9%	82.3%
%H (TV HH)			46.9%	8.6%	76.6%	34.0%	43.1%	
3	93	90	56	6	69	42	27	84
%V	15.5%	15.8%	20.4%	13.6%	15.9%	21.8%	11.3%	18.6%
%H (All HH)		96.8%	60.2%	6.5%	74.2%	45.2%	29.0%	90.3%
%H (TV HH)			62.2%	6.7%	76.7%	46.7%	30.0%	
4	60	58	39	6	38	25	13	59
%V	10.0%	10.2%	14.2%	13.6%	8.8%	13.0%	5.4%	13.1%
%H (All HH)		96.7%	65.0%	10.0%	63.3%	41.7%	21.7%	98.3%
%H (TV HH)			67.2%	10.3%	65.5%	43.1%	22.4%	
5+	27	26	17	3	18	12	6	26
%V	4.5%	4.6%	6.2%	6.8%	4.2%	6.2%	2.5%	5.8%
%H (All HH)		96.3%	63.0%	11.1%	66.7%	44.4%	22.2%	96.3%
%H (TV HH)			65.4%	11.5%	69.2%	46.2%	23.1%	
Average HH size	2.21	2.24	2.47	2.40	2.19	2.45	1.99	2.47

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	600	570	275	44	433	193	239	452
%H (All HH)		95.0%	45.8%	7.3%	72.2%	32.2%	39.8%	75.3%
%H (TV HH)			48.2%	7.7%	76.0%	33.9%	41.9%	
Without	457	431	187	33	336	135	201	320
%V	76.2%	75.6%	68.0%	75.0%	77.6%	69.9%	84.1%	70.8%
%H (All HH)		94.3%	40.9%	7.2%	73.5%	29.5%	44.0%	70.0%
%H (TV HH)			43.4%	7.7%	78.0%	31.3%	46.6%	
With	143	139	89	11	97	59	38	132
%V	23.8%	24.4%	32.4%	25.0%	22.4%	30.6%	15.9%	29.2%
%H (All HH)		97.2%	62.2%	7.7%	67.8%	41.3%	26.6%	92.3%
%H (TV HH)			64.0%	7.9%	69.8%	42.4%	27.3%	
0 - 3	50	48	32	3	36	23	13	44
%V	8.3%	8.4%	11.6%	6.8%	8.3%	11.9%	5.4%	9.7%
%H (All HH)		96.0%	64.0%	6.0%	72.0%	46.0%	26.0%	88.0%
%H (TV HH)			66.7%	6.3%	75.0%	47.9%	27.1%	
4 - 9	70	68	46	7	47	32	15	65
%V	11.7%	11.9%	16.7%	15.9%	10.9%	16.6%	6.3%	14.4%
%H (All HH)		97.1%	65.7%	10.0%	67.1%	45.7%	21.4%	92.9%
%H (TV HH)			67.6%	10.3%	69.1%	47.1%	22.1%	
10 - 15	64	61	37	7	40	23	17	61
%V	10.7%	10.7%	13.5%	15.9%	9.2%	11.9%	7.1%	13.5%
%H (All HH)		95.3%	57.8%	10.9%	62.5%	35.9%	26.6%	95.3%
%H (TV HH)			60.7%	11.5%	65.6%	37.7%	27.9%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	600	570	275	44	433	193	239	452
%H (All HH)		95.0%	45.8%	7.3%	72.2%	32.2%	39.8%	75.3%
%H (TV HH)			48.2%	7.7%	76.0%	33.9%	41.9%	
1	227	227	88	16	160	45	115	145
%V	37.8%	39.8%	32.0%	36.4%	37.0%	23.3%	48.1%	32.1%
%H (All HH)		100.0%	38.8%	7.0%	70.5%	19.8%	50.7%	63.9%
%H (TV HH)			38.8%	7.0%	70.5%	19.8%	50.7%	
2	194	194	92	12	153	66	86	154
%V	32.3%	34.0%	33.5%	27.3%	35.3%	34.2%	36.0%	34.1%
%H (All HH)		100.0%	47.4%	6.2%	78.9%	34.0%	44.3%	79.4%
%H (TV HH)			47.4%	6.2%	78.9%	34.0%	44.3%	
3	93	93	52	11	74	45	28	81
%V	15.5%	16.3%	18.9%	25.0%	17.1%	23.3%	11.7%	17.9%
%H (All HH)		100.0%	55.9%	11.8%	79.6%	48.4%	30.1%	87.1%
%H (TV HH)			55.9%	11.8%	79.6%	48.4%	30.1%	
4	35	35	26	3	28	23	5	33
%V	5.8%	6.1%	9.5%	6.8%	6.5%	11.9%	2.1%	7.3%
%H (All HH)		100.0%	74.3%	8.6%	80.0%	65.7%	14.3%	94.3%
%H (TV HH)			74.3%	8.6%	80.0%	65.7%	14.3%	
5+	23	23	17	1	18	14	4	22
%V	3.8%	4.0%	6.2%	2.3%	4.2%	7.3%	1.7%	4.9%
%H (All HH)		100.0%	73.9%	4.3%	78.3%	60.9%	17.4%	95.7%
%H (TV HH)			73.9%	4.3%	78.3%	60.9%	17.4%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Household level data

Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	600	570	275	44	433	193	239	452
%V (All HH)		95.0%	45.8%	7.3%	72.2%	32.2%	39.8%	75.3%
%V (TV HH)			48.2%	7.7%	76.0%	33.9%	41.9%	
Under 20"	135	135	69	10	107	52	55	111
%V	22.5%	23.7%	25.1%	22.7%	24.7%	26.9%	23.0%	24.6%
%H (All HH)		100.0%	51.1%	7.4%	79.3%	38.5%	40.7%	82.2%
%H (TV HH)			51.1%	7.4%	79.3%	38.5%	40.7%	
20" - 29"	227	227	109	17	176	78	98	170
%V	37.8%	39.8%	39.6%	38.6%	40.6%	40.4%	41.0%	37.6%
%H (All HH)		100.0%	48.0%	7.5%	77.5%	34.4%	43.2%	74.9%
%H (TV HH)			48.0%	7.5%	77.5%	34.4%	43.2%	
30" - 39"	290	290	135	23	238	109	129	217
%V	48.3%	50.9%	49.1%	52.3%	55.0%	56.5%	54.0%	48.0%
%H (All HH)		100.0%	46.6%	7.9%	82.1%	37.6%	44.5%	74.8%
%H (TV HH)			46.6%	7.9%	82.1%	37.6%	44.5%	
40" and over	262	262	167	23	194	123	72	232
%V	43.7%	46.0%	60.7%	52.3%	44.8%	63.7%	30.1%	51.3%
%H (All HH)		100.0%	63.7%	8.8%	74.0%	46.9%	27.5%	88.5%
%H (TV HH)			63.7%	8.8%	74.0%	46.9%	27.5%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	600	570	275	44	433	193	239	452
%V (All HH)		95.0%	45.8%	7.3%	72.2%	32.2%	39.8%	75.3%
%H (TV HH)			48.2%	7.7%	76.0%	33.9%	41.9%	
Main living room	551	551	267	43	425	190	235	420
%V	91.8%	96.7%	97.1%	97.7%	98.2%	98.4%	98.3%	92.9%
%H (All HH)		100.0%	48.5%	7.8%	77.1%	34.5%	42.6%	76.2%
%H (TV HH)			48.5%	7.8%	77.1%	34.5%	42.6%	
Kitchen	94	94	53	3	80	42	38	81
%V	15.7%	16.5%	19.3%	6.8%	18.5%	21.8%	15.9%	17.9%
%H (All HH)		100.0%	56.4%	3.2%	85.1%	44.7%	40.4%	86.2%
%H (TV HH)			56.4%	3.2%	85.1%	44.7%	40.4%	
Adult's bedroom	213	213	121	19	173	101	71	177
%V	35.5%	37.4%	44.0%	43.2%	40.0%	52.3%	29.7%	39.2%
%H (All HH)		100.0%	56.8%	8.9%	81.2%	47.4%	33.3%	83.1%
%H (TV HH)			56.8%	8.9%	81.2%	47.4%	33.3%	
Child's bedroom	62	62	44	7	42	31	11	58
%V	10.3%	10.9%	16.0%	15.9%	9.7%	16.1%	4.6%	12.8%
%H (All HH)		100.0%	71.0%	11.3%	67.7%	50.0%	17.7%	93.5%
%H (TV HH)			71.0%	11.3%	67.7%	50.0%	17.7%	
Other bedroom	29	29	21	0	22	14	8	25
%V	4.8%	5.1%	7.6%	0.0%	5.1%	7.3%	3.3%	5.5%
%H (All HH)		100.0%	72.4%	0.0%	75.9%	48.3%	27.6%	86.2%
%H (TV HH)			72.4%	0.0%	75.9%	48.3%	27.6%	
Second living/dining room	56	56	32	5	47	28	19	50
%V	9.3%	9.8%	11.6%	11.4%	10.9%	14.5%	7.9%	11.1%
%H (All HH)		100.0%	57.1%	8.9%	83.9%	50.0%	33.9%	89.3%
%H (TV HH)			57.1%	8.9%	83.9%	50.0%	33.9%	
Study/office	13	13	7	2	11	7	4	12
%V	2.2%	2.3%	2.5%	4.5%	2.5%	3.6%	1.7%	2.7%
%H (All HH)		100.0%	53.8%	15.4%	84.6%	53.8%	30.8%	92.3%
%H (TV HH)			53.8%	15.4%	84.6%	53.8%	30.8%	
TV room	12	12	6	1	11	5	5	10
%V	2.0%	2.1%	2.2%	2.3%	2.5%	2.6%	2.1%	2.2%
%H (All HH)		100.0%	50.0%	8.3%	91.7%	41.7%	41.7%	83.3%
%H (TV HH)			50.0%	8.3%	91.7%	41.7%	41.7%	
Conservatory	16	16	8	1	15	8	7	14
%V	2.7%	2.8%	2.9%	2.3%	3.5%	4.1%	2.9%	3.1%
%H (All HH)		100.0%	50.0%	6.3%	93.8%	50.0%	43.8%	87.5%
%H (TV HH)			50.0%	6.3%	93.8%	50.0%	43.8%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	0.2%	0.2%	0.4%	0.0%	0.2%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	4	4	2	0	2	1	2	4
%V	0.7%	0.7%	0.7%	0.0%	0.5%	0.5%	0.8%	0.9%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	25.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	25.0%	50.0%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Household level data

Table 7.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	600	570	275	44	433	193	239	452
%H (All HH)		95.0%	45.8%	7.3%	72.2%	32.2%	39.8%	75.3%
%H (TV HH)			48.2%	7.7%	76.0%	33.9%	41.9%	
Any DSAT provider	275	275	275	2	167	167	0	241
%V	45.8%	48.2%	100.0%	4.5%	38.6%	86.5%	0.0%	53.3%
%H (All HH)			100.0%	0.7%	60.7%	60.7%	0.0%	87.6%
%H (TV HH)			100.0%	0.7%	60.7%	60.7%	0.0%	
Sky with subcription	221	221	221	2	141	141	0	193
%V	36.8%	38.8%	80.4%	4.5%	32.6%	73.1%	0.0%	42.7%
%H (All HH)			100.0%	0.9%	63.8%	63.8%	0.0%	87.3%
%H (TV HH)			100.0%	0.9%	63.8%	63.8%	0.0%	
Sky without subscription	14	14	14	0	8	8	0	11
%V	2.3%	2.5%	5.1%	0.0%	1.8%	4.1%	0.0%	2.4%
%H (All HH)			100.0%	0.0%	57.1%	57.1%	0.0%	78.6%
%H (TV HH)			100.0%	0.0%	57.1%	57.1%	0.0%	
Freesat	35	35	35	0	16	16	0	32
%V	5.8%	6.1%	12.7%	0.0%	3.7%	8.3%	0.0%	7.1%
%H (All HH)			100.0%	0.0%	45.7%	45.7%	0.0%	91.4%
%H (TV HH)			100.0%	0.0%	45.7%	45.7%	0.0%	
Other satellite provider	13	13	13	0	7	7	0	13
%V	2.2%	2.3%	4.7%	0.0%	1.6%	3.6%	0.0%	2.9%
%H (All HH)			100.0%	0.0%	53.8%	53.8%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	53.8%	53.8%	0.0%	
DCAB	44	44	2	44	28	28	0	36
%V	7.3%	7.7%	0.7%	100.0%	6.5%	14.5%	0.0%	8.0%
%H (All HH)			4.5%	100.0%	63.6%	63.6%	0.0%	81.8%
%H (TV HH)			4.5%	100.0%	63.6%	63.6%	0.0%	
DTT	433	433	167	28	433	193	239	318
%V	72.2%	76.0%	60.7%	63.6%	100.0%	100.0%	100.0%	70.4%
%H (All HH)		100.0%	38.6%	6.5%	100.0%	44.6%	55.2%	73.4%
%H (TV HH)			38.6%	6.5%	100.0%	44.6%	55.2%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	600	570	275	44	433	193	239	452
%H (All HH)		95.0%	45.8%	7.3%	72.2%	32.2%	39.8%	75.3%
%H (TV HH)			48.2%	7.7%	76.0%	33.9%	41.9%	
PVR	337	337	213	33	256	164	93	287
%V	56.2%	59.1%	77.5%	75.0%	59.1%	85.0%	38.9%	63.5%
%H (All HH)		100.0%	63.2%	9.8%	76.0%	48.7%	27.6%	85.2%
%H (TV HH)			63.2%	9.8%	76.0%	48.7%	27.6%	
DVDR	24	24	16	4	15	10	5	21
%V	4.0%	4.2%	5.8%	9.1%	3.5%	5.2%	2.1%	4.6%
%H (All HH)		100.0%	66.7%	16.7%	62.5%	41.7%	20.8%	87.5%
%H (TV HH)			66.7%	16.7%	62.5%	41.7%	20.8%	
VCR	15	15	5	3	13	7	6	10
%V	2.5%	2.6%	1.8%	6.8%	3.0%	3.6%	2.5%	2.2%
%H (All HH)		100.0%	33.3%	20.0%	86.7%	46.7%	40.0%	66.7%
%H (TV HH)			33.3%	20.0%	86.7%	46.7%	40.0%	
Any recorder	351	351	219	36	264	166	97	298
%V	58.5%	61.6%	79.6%	81.8%	61.0%	86.0%	40.6%	65.9%
%H (All HH)		100.0%	62.4%	10.3%	75.2%	47.3%	27.6%	84.9%
%H (TV HH)			62.4%	10.3%	75.2%	47.3%	27.6%	
Receives HDTV (via STB or built-in reception)	268	268	173	36	203	142	61	236
%V	44.7%	47.0%	62.9%	81.8%	46.9%	73.6%	25.5%	52.2%
%H (All HH)		100.0%	64.6%	13.4%	75.7%	53.0%	22.8%	88.1%
%H (TV HH)			64.6%	13.4%	75.7%	53.0%	22.8%	
DVD/Blu-ray player or recorder	438	438	225	34	341	161	180	351
%V	73.0%	76.8%	81.8%	77.3%	78.8%	83.4%	75.3%	77.7%
%H (All HH)		100.0%	51.4%	7.8%	77.9%	36.8%	41.1%	80.1%
%H (TV HH)			51.4%	7.8%	77.9%	36.8%	41.1%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	600	570	275	44	433	193	239	452
%V (All HH)		95.0%	45.8%	7.3%	72.2%	32.2%	39.8%	75.3%
%H (TV HH)			48.2%	7.7%	76.0%	33.9%	41.9%	
Has broadband internet	452	435	241	36	318	169	150	452
%V	75.3%	76.3%	87.6%	81.8%	73.4%	87.6%	62.8%	100.0%
%H (All HH)		96.2%	53.3%	8.0%	70.4%	37.4%	33.2%	100.0%
%H (TV HH)			55.4%	8.3%	73.1%	38.9%	34.5%	
Number of computers (PCs and laptops)								
0	132	122	33	6	106	22	82	8
%V	22.0%	21.4%	12.0%	13.6%	24.5%	11.4%	34.3%	1.8%
%H (All HH)		92.4%	25.0%	4.5%	80.3%	16.7%	62.1%	6.1%
%H (TV HH)			27.0%	4.9%	86.9%	18.0%	67.2%	
1	190	180	90	13	136	64	72	171
%V	31.7%	31.6%	32.7%	29.5%	31.4%	33.2%	30.1%	37.8%
%H (All HH)		94.7%	47.4%	6.8%	71.6%	33.7%	37.9%	90.0%
%H (TV HH)			50.0%	7.2%	75.6%	35.6%	40.0%	
2	125	118	61	12	84	42	43	120
%V	20.8%	20.7%	22.2%	27.3%	19.4%	21.8%	18.0%	26.5%
%H (All HH)		94.4%	48.8%	9.6%	67.2%	33.6%	34.4%	96.0%
%H (TV HH)			51.7%	10.2%	71.2%	35.6%	36.4%	
3	80	76	50	4	54	34	20	79
%V	13.3%	13.3%	18.2%	9.1%	12.5%	17.6%	8.4%	17.5%
%H (All HH)		95.0%	62.5%	5.0%	67.5%	42.5%	25.0%	98.8%
%H (TV HH)			65.8%	5.3%	71.1%	44.7%	26.3%	
4	35	34	18	4	25	13	12	35
%V	5.8%	6.0%	6.5%	9.1%	5.8%	6.7%	5.0%	7.7%
%H (All HH)		97.1%	51.4%	11.4%	71.4%	37.1%	34.3%	100.0%
%H (TV HH)			52.9%	11.8%	73.5%	38.2%	35.3%	
5+	39	39	24	4	28	18	10	38
%V	6.5%	6.8%	8.7%	9.1%	6.5%	9.3%	4.2%	8.4%
%H (All HH)		100.0%	61.5%	10.3%	71.8%	46.2%	25.6%	97.4%
%H (TV HH)			61.5%	10.3%	71.8%	46.2%	25.6%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV North Scotland

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1158	629	94	904	482	422	955
%H		54.3%	8.1%	78.1%	41.6%	36.4%	82.5%
Under 20"	165	89	12	133	70	63	138
%V	14.2%	14.1%	12.8%	14.7%	14.5%	14.9%	14.5%
%H		53.9%	7.3%	80.6%	42.4%	38.2%	83.6%
20" - 29"	286	145	19	222	103	119	223
%V	24.7%	23.1%	20.2%	24.6%	21.4%	28.2%	23.4%
%H		50.7%	6.6%	77.6%	36.0%	41.6%	78.0%
30" - 39"	342	168	26	283	138	145	264
%V	29.5%	26.7%	27.7%	31.3%	28.6%	34.4%	27.6%
%H		49.1%	7.6%	82.7%	40.4%	42.4%	77.2%
40" and over	309	202	30	231	154	78	277
%V	26.7%	32.1%	31.9%	25.6%	32.0%	18.5%	29.0%
%H		65.4%	9.7%	74.8%	49.8%	25.2%	89.6%
Don't know	9	0	0	9	0	9	9
%V	0.8%	0.0%	0.0%	1.0%	0.0%	2.1%	0.9%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Not Asked	47	25	7	26	17	8	44
%V	4.1%	4.0%	7.4%	2.9%	3.5%	1.9%	4.6%
%H		53.2%	14.9%	55.3%	36.2%	17.0%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1158	629	94	904	482	422	955
%H		54.3%	8.1%	78.1%	41.6%	36.4%	82.5%
Main living room	556	270	43	428	192	236	425
%V	48.0%	42.9%	45.7%	47.3%	39.8%	55.9%	44.5%
%H		48.6%	7.7%	77.0%	34.5%	42.4%	76.4%
Kitchen	94	54	3	81	43	38	81
%V	8.1%	8.6%	3.2%	9.0%	8.9%	9.0%	8.5%
%H		57.4%	3.2%	86.2%	45.7%	40.4%	86.2%
Adult's bedroom	242	139	24	199	122	78	203
%V	20.9%	22.1%	25.5%	22.0%	25.3%	18.5%	21.3%
%H		57.4%	9.9%	82.2%	50.4%	32.2%	83.9%
Child's bedroom	76	54	9	53	40	13	71
%V	6.6%	8.6%	9.6%	5.9%	8.3%	3.1%	7.4%
%H		71.1%	11.8%	69.7%	52.6%	17.1%	93.4%
Other bedroom	35	28	0	26	18	8	32
%V	3.0%	4.5%	0.0%	2.9%	3.7%	1.9%	3.4%
%H		80.0%	0.0%	74.3%	51.4%	22.9%	91.4%
Second living/dining room	56	32	5	48	29	19	51
%V	4.8%	5.1%	5.3%	5.3%	6.0%	4.5%	5.3%
%H		57.1%	8.9%	85.7%	51.8%	33.9%	91.1%
Study/office	13	7	2	11	7	4	12
%V	1.1%	1.1%	2.1%	1.2%	1.5%	0.9%	1.3%
%H		53.8%	15.4%	84.6%	53.8%	30.8%	92.3%
TV room	12	6	1	11	5	5	10
%V	1.0%	1.0%	1.1%	1.2%	1.0%	1.2%	1.0%
%H		50.0%	8.3%	91.7%	41.7%	41.7%	83.3%
Conservatory	16	8	1	15	8	7	14
%V	1.4%	1.3%	1.1%	1.7%	1.7%	1.7%	1.5%
%H		50.0%	6.3%	93.8%	50.0%	43.8%	87.5%
Attic or loft room	1	1	0	1	1	0	1
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	9	3	0	7	1	6	9
%V	0.8%	0.5%	0.0%	0.8%	0.2%	1.4%	0.9%
%H		33.3%	0.0%	77.8%	11.1%	66.7%	100.0%
Not Asked	47	25	7	26	17	8	44
%V	4.1%	4.0%	7.4%	2.9%	3.5%	1.9%	4.6%
%H		53.2%	14.9%	55.3%	36.2%	17.0%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1158	629	94	904	482	422	955
%H		54.3%	8.1%	78.1%	41.6%	36.4%	82.5%
PVR	450	305	44	341	237	104	394
%V	38.9%	48.5%	46.8%	37.7%	49.2%	24.6%	41.3%
%H		67.8%	9.8%	75.8%	52.7%	23.1%	87.6%
DVDR	25	16	4	16	10	6	21
%V	2.2%	2.5%	4.3%	1.8%	2.1%	1.4%	2.2%
%H		64.0%	16.0%	64.0%	40.0%	24.0%	84.0%
VCR	16	5	3	14	7	8	11
%V	1.4%	0.8%	3.2%	1.5%	1.5%	1.9%	1.2%
%H		31.3%	18.8%	87.5%	43.8%	50.0%	68.8%
Any recorder	467	312	47	352	241	110	407
%V	40.3%	49.6%	50.0%	38.9%	50.0%	26.1%	42.6%
%H		66.8%	10.1%	75.4%	51.6%	23.6%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1158	629	94	904	482	422	955
%H		54.3%	8.1%	78.1%	41.6%	36.4%	82.5%
Receives HDTV (via STB or built-in reception)	355	239	44	276	202	73	320
%V	30.7%	38.0%	46.8%	30.5%	41.9%	17.3%	33.5%
%H		67.3%	12.4%	77.7%	56.9%	20.6%	90.1%
DVD/Blu-ray player or recorder	630	343	51	506	269	237	525
%V	54.4%	54.5%	54.3%	56.0%	55.8%	56.2%	55.0%
%H		54.4%	8.1%	80.3%	42.7%	37.6%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	569	275	44	433	193	239	435
%H		48.3%	7.7%	76.1%	33.9%	42.0%	76.4%
Under 20"	11	4	0	8	1	7	7
%V	1.9%	1.5%	0.0%	1.8%	0.5%	2.9%	1.6%
%H		36.4%	0.0%	72.7%	9.1%	63.6%	63.6%
20" - 29"	89	30	4	63	12	51	54
%V	15.6%	10.9%	9.1%	14.5%	6.2%	21.3%	12.4%
%H		33.7%	4.5%	70.8%	13.5%	57.3%	60.7%
30" - 39"	209	81	17	172	64	108	143
%V	36.7%	29.5%	38.6%	39.7%	33.2%	45.2%	32.9%
%H		38.8%	8.1%	82.3%	30.6%	51.7%	68.4%
40" and over	253	160	23	188	117	71	224
%V	44.5%	58.2%	52.3%	43.4%	60.6%	29.7%	51.5%
%H		63.2%	9.1%	74.3%	46.2%	28.1%	88.5%
Don't know	3	0	0	3	0	3	3
%V	0.5%	0.0%	0.0%	0.7%	0.0%	1.3%	0.7%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Not Asked	4	0	0	0	0	0	4
%V	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	569	275	44	433	193	239	435
%H		48.3%	7.7%	76.1%	33.9%	42.0%	76.4%
PVR	332	211	32	251	161	90	284
%V	58.3%	76.7%	72.7%	58.0%	83.4%	37.7%	65.3%
%H		63.6%	9.6%	75.6%	48.5%	27.1%	85.5%
DVDR	20	14	2	12	8	4	16
%V	3.5%	5.1%	4.5%	2.8%	4.1%	1.7%	3.7%
%H		70.0%	10.0%	60.0%	40.0%	20.0%	80.0%
VCR	12	4	2	10	4	6	9
%V	2.1%	1.5%	4.5%	2.3%	2.1%	2.5%	2.1%
%H		33.3%	16.7%	83.3%	33.3%	50.0%	75.0%
Any recorder	344	217	34	258	163	95	293
%V	60.5%	78.9%	77.3%	59.6%	84.5%	39.7%	67.4%
%H		63.1%	9.9%	75.0%	47.4%	27.6%	85.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	569	275	44	433	193	239	435
%H		48.3%	7.7%	76.1%	33.9%	42.0%	76.4%
Receives HDTV (via STB or built-in reception)	260	169	34	196	138	58	231
%V	45.7%	61.5%	77.3%	45.3%	71.5%	24.3%	53.1%
%H		65.0%	13.1%	75.4%	53.1%	22.3%	88.8%
DVD/Blu-ray player or recorder	414	209	31	324	150	174	327
%V	72.8%	76.0%	70.5%	74.8%	77.7%	72.8%	75.2%
%H		50.5%	7.5%	78.3%	36.2%	42.0%	79.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	589	353	50	472	289	183	520
%H		59.9%	8.5%	80.1%	49.1%	31.1%	88.3%
Under 20"	154	85	12	125	69	56	131
%V	26.1%	24.1%	24.0%	26.5%	23.9%	30.6%	25.2%
%H		55.2%	7.8%	81.2%	44.8%	36.4%	85.1%
20" - 29"	197	115	15	159	92	67	168
%V	33.4%	32.6%	30.0%	33.7%	31.8%	36.6%	32.3%
%H		58.4%	7.6%	80.7%	46.7%	34.0%	85.3%
30" - 39"	133	87	9	112	74	38	121
%V	22.6%	24.6%	18.0%	23.7%	25.6%	20.8%	23.3%
%H		65.4%	6.8%	84.2%	55.6%	28.6%	91.0%
40" and over	56	42	7	44	37	7	54
%V	9.5%	11.9%	14.0%	9.3%	12.8%	3.8%	10.4%
%H		75.0%	12.5%	78.6%	66.1%	12.5%	96.4%
Don't know	7	0	0	7	0	7	6
%V	1.2%	0.0%	0.0%	1.5%	0.0%	3.8%	1.2%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	85.7%
Not Asked	42	24	7	25	17	8	40
%V	7.1%	6.8%	14.0%	5.3%	5.9%	4.4%	7.7%
%H		57.1%	16.7%	59.5%	40.5%	19.0%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	589	353	50	472	289	183	520
%H		59.9%	8.5%	80.1%	49.1%	31.1%	88.3%
PVR	119	94	11	90	76	14	110
%V	20.2%	26.6%	22.0%	19.1%	26.3%	7.7%	21.2%
%H		79.0%	9.2%	75.6%	63.9%	11.8%	92.4%
DVDR	6	2	2	4	2	2	5
%V	1.0%	0.6%	4.0%	0.8%	0.7%	1.1%	1.0%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	83.3%
VCR	5	2	1	5	3	2	3
%V	0.8%	0.6%	2.0%	1.1%	1.0%	1.1%	0.6%
%H		40.0%	20.0%	100.0%	60.0%	40.0%	60.0%
Any recorder	123	95	14	94	79	15	113
%V	20.9%	26.9%	28.0%	19.9%	27.3%	8.2%	21.7%
%H		77.2%	11.4%	76.4%	64.2%	12.2%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	589	353	50	472	289	183	520
%H		59.9%	8.5%	80.1%	49.1%	31.1%	88.3%
Receives HDTV (via STB or built-in reception)	95	70	10	80	64	15	90
%V	16.1%	19.8%	20.0%	16.9%	22.1%	8.2%	17.3%
%H		73.7%	10.5%	84.2%	67.4%	15.8%	94.7%
DVD/Blu-ray player or recorder	216	135	20	182	119	63	199
%V	36.7%	38.2%	40.0%	38.6%	41.2%	34.4%	38.3%
%H		62.5%	9.3%	84.3%	55.1%	29.2%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1300	1250	680	106	924	475	449	1091
%H		96.2%	52.3%	8.2%	71.1%	36.5%	34.5%	83.9%
Total Children	234	227	146	20	157	96	61	218
%V	18.0%	18.2%	21.5%	18.9%	17.0%	20.2%	13.6%	20.0%
%H		97.0%	62.4%	8.5%	67.1%	41.0%	26.1%	93.2%
0 - 3	57	55	35	4	42	26	16	51
%V	4.4%	4.4%	5.1%	3.8%	4.5%	5.5%	3.6%	4.7%
%H		96.5%	61.4%	7.0%	73.7%	45.6%	28.1%	89.5%
4 - 15	177	172	110	16	115	70	44	167
%V	13.6%	13.8%	16.2%	15.1%	12.4%	14.7%	9.8%	15.3%
%H		97.2%	62.1%	9.0%	65.0%	39.5%	24.9%	94.4%
4 - 9	93	90	62	8	63	42	20	86
%V	7.2%	7.2%	9.1%	7.5%	6.8%	8.8%	4.5%	7.9%
%H		96.8%	66.7%	8.6%	67.7%	45.2%	21.5%	92.5%
10 - 15	84	82	49	8	52	28	24	80
%V	6.5%	6.6%	7.2%	7.5%	5.6%	5.9%	5.3%	7.3%
%H		97.6%	58.3%	9.5%	61.9%	33.3%	28.6%	95.2%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1300	1250	680	106	924	475	449	1091
%H		96.2%	52.3%	8.2%	71.1%	36.5%	34.5%	83.9%
Total Adults (16+)	1066	1023	534	86	767	378	389	873
%V	82.0%	81.8%	78.5%	81.1%	83.0%	79.6%	86.6%	80.0%
%H		96.0%	50.1%	8.1%	72.0%	35.5%	36.5%	81.9%
16 - 19	62	62	38	5	44	26	19	58
%V	4.8%	5.0%	5.6%	4.7%	4.8%	5.5%	4.2%	5.3%
%H		100.0%	61.3%	8.1%	71.0%	41.9%	30.6%	93.5%
20 - 24	86	83	39	9	58	29	29	77
%V	6.6%	6.6%	5.7%	8.5%	6.3%	6.1%	6.5%	7.1%
%H		96.5%	45.3%	10.5%	67.4%	33.7%	33.7%	89.5%
25 - 34	175	164	95	15	118	69	48	156
%V	13.5%	13.1%	14.0%	14.2%	12.8%	14.5%	10.7%	14.3%
%H		93.7%	54.3%	8.6%	67.4%	39.4%	27.4%	89.1%
35 - 44	159	152	85	15	109	59	50	143
%V	12.2%	12.2%	12.5%	14.2%	11.8%	12.4%	11.1%	13.1%
%H		95.6%	53.5%	9.4%	68.6%	37.1%	31.4%	89.9%
45 - 54	196	188	103	18	142	73	68	180
%V	15.1%	15.0%	15.1%	17.0%	15.4%	15.4%	15.1%	16.5%
%H		95.9%	52.6%	9.2%	72.4%	37.2%	34.7%	91.8%
55 - 64	150	143	80	8	104	50	54	131
%V	11.5%	11.4%	11.8%	7.5%	11.3%	10.5%	12.0%	12.0%
%H		95.3%	53.3%	5.3%	69.3%	33.3%	36.0%	87.3%
65+	238	231	94	16	192	70	121	127
%V	18.3%	18.5%	13.8%	15.1%	20.8%	14.7%	26.9%	11.6%
%H		97.1%	39.5%	6.7%	80.7%	29.4%	50.8%	53.4%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1066	1023	534	86	767	378	389	873
%H		96.0%	50.1%	8.1%	72.0%	35.5%	36.5%	81.9%
AB	283	273	152	21	209	110	99	267
%V	26.5%	26.7%	28.5%	24.4%	27.2%	29.1%	25.4%	30.6%
%H		96.5%	53.7%	7.4%	73.9%	38.9%	35.0%	94.3%
C1	299	288	157	28	200	104	96	260
%V	28.0%	28.2%	29.4%	32.6%	26.1%	27.5%	24.7%	29.8%
%H		96.3%	52.5%	9.4%	66.9%	34.8%	32.1%	87.0%
C2	244	236	125	22	182	93	89	210
%V	22.9%	23.1%	23.4%	25.6%	23.7%	24.6%	22.9%	24.1%
%H		96.7%	51.2%	9.0%	74.6%	38.1%	36.5%	86.1%
D	149	141	72	9	107	51	56	99
%V	14.0%	13.8%	13.5%	10.5%	14.0%	13.5%	14.4%	11.3%
%H		94.6%	48.3%	6.0%	71.8%	34.2%	37.6%	66.4%
E	91	85	28	6	69	20	50	38
%V	8.5%	8.3%	5.2%	7.0%	9.0%	5.3%	12.9%	4.4%
%H		93.4%	30.8%	6.6%	75.8%	22.0%	54.9%	41.8%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Individual level data

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1066	1023	534	86	767	378	389	873
%H		96.0%	50.1%	8.1%	72.0%	35.5%	36.5%	81.9%
Working full time	503	481	272	47	356	198	158	459
%V	47.2%	47.0%	50.9%	54.7%	46.4%	52.4%	40.6%	52.6%
%H		95.6%	54.1%	9.3%	70.8%	39.4%	31.4%	91.3%
Working part time	105	101	62	7	70	39	31	97
%V	9.8%	9.9%	11.6%	8.1%	9.1%	10.3%	8.0%	11.1%
%H		96.2%	59.0%	6.7%	66.7%	37.1%	29.5%	92.4%
Not working	457	441	200	32	341	141	201	317
%V	42.9%	43.1%	37.5%	37.2%	44.5%	37.3%	51.7%	36.3%
%H		96.5%	43.8%	7.0%	74.6%	30.9%	44.0%	69.4%
Housewife/Houseperson	600	570	275	44	433	193	239	452
%V	56.3%	55.7%	51.5%	51.2%	56.5%	51.1%	61.4%	51.8%
%H		95.0%	45.8%	7.3%	72.2%	32.2%	39.8%	75.3%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	534	507	268	41	375	187	187	440
%H		94.9%	50.2%	7.7%	70.2%	35.0%	35.0%	82.4%
16 - 19	37	37	24	2	26	16	10	36
%V	6.9%	7.3%	9.0%	4.9%	6.9%	8.6%	5.3%	8.2%
%H		100.0%	64.9%	5.4%	70.3%	43.2%	27.0%	97.3%
20 - 24	53	53	22	6	36	18	19	47
%V	9.9%	10.5%	8.2%	14.6%	9.6%	9.6%	10.2%	10.7%
%H		100.0%	41.5%	11.3%	67.9%	34.0%	35.8%	88.7%
25 - 34	86	79	44	7	57	32	25	76
%V	16.1%	15.6%	16.4%	17.1%	15.2%	17.1%	13.4%	17.3%
%H		91.9%	51.2%	8.1%	66.3%	37.2%	29.1%	88.4%
35 - 44	81	76	43	6	54	29	25	71
%V	15.2%	15.0%	16.0%	14.6%	14.4%	15.5%	13.4%	16.1%
%H		93.8%	53.1%	7.4%	66.7%	35.8%	30.9%	87.7%
45 - 54	92	87	47	10	65	33	31	82
%V	17.2%	17.2%	17.5%	24.4%	17.3%	17.6%	16.6%	18.6%
%H		94.6%	51.1%	10.9%	70.7%	35.9%	33.7%	89.1%
55 - 64	80	74	42	4	52	25	27	69
%V	15.0%	14.6%	15.7%	9.8%	13.9%	13.4%	14.4%	15.7%
%H		92.5%	52.5%	5.0%	65.0%	31.3%	33.8%	86.3%
65+	105	101	45	6	85	35	50	60
%V	19.7%	19.9%	16.8%	14.6%	22.7%	18.7%	26.7%	13.6%
%H		96.2%	42.9%	5.7%	81.0%	33.3%	47.6%	57.1%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	534	507	268	41	375	187	187	440
%H		94.9%	50.2%	7.7%	70.2%	35.0%	35.0%	82.4%
AB	140	135	76	11	103	56	47	132
%V	26.2%	26.6%	28.4%	26.8%	27.5%	29.9%	25.1%	30.0%
%H		96.4%	54.3%	7.9%	73.6%	40.0%	33.6%	94.3%
C1	147	141	76	14	95	50	45	129
%V	27.5%	27.8%	28.4%	34.1%	25.3%	26.7%	24.1%	29.3%
%H		95.9%	51.7%	9.5%	64.6%	34.0%	30.6%	87.8%
C2	134	129	68	11	98	50	49	110
%V	25.1%	25.4%	25.4%	26.8%	26.1%	26.7%	26.2%	25.0%
%H		96.3%	50.7%	8.2%	73.1%	37.3%	36.6%	82.1%
D	71	63	34	3	46	23	24	51
%V	13.3%	12.4%	12.7%	7.3%	12.3%	12.3%	12.8%	11.6%
%H		88.7%	47.9%	4.2%	64.8%	32.4%	33.8%	71.8%
E	42	39	13	2	32	9	23	17
%V	7.9%	7.7%	4.9%	4.9%	8.5%	4.8%	12.3%	3.9%
%H		92.9%	31.0%	4.8%	76.2%	21.4%	54.8%	40.5%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	534	507	268	41	375	187	187	440
%H		94.9%	50.2%	7.7%	70.2%	35.0%	35.0%	82.4%
Working full time	320	302	174	27	220	122	98	287
%V	59.9%	59.6%	64.9%	65.9%	58.7%	65.2%	52.4%	65.2%
%H		94.4%	54.4%	8.4%	68.8%	38.1%	30.6%	89.7%
Working part time	15	14	6	1	10	3	7	14
%V	2.8%	2.8%	2.2%	2.4%	2.7%	1.6%	3.7%	3.2%
%H		93.3%	40.0%	6.7%	66.7%	20.0%	46.7%	93.3%
Not working	199	191	88	13	144	62	83	139
%V	37.3%	37.7%	32.8%	31.7%	38.4%	33.2%	44.4%	31.6%
%H		96.0%	44.2%	6.5%	72.4%	31.2%	41.7%	69.8%
Housewife/Houseperson	139	122	47	8	93	33	60	86
%V	26.0%	24.1%	17.5%	19.5%	24.8%	17.6%	32.1%	19.5%
%H		87.8%	33.8%	5.8%	66.9%	23.7%	43.2%	61.9%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	532	516	266	45	392	191	202	433
%H		97.0%	50.0%	8.5%	73.7%	35.9%	38.0%	81.4%
16 - 19	25	25	14	3	18	10	9	23
%V	4.7%	4.8%	5.3%	6.7%	4.6%	5.2%	4.5%	5.3%
%H		100.0%	56.0%	12.0%	72.0%	40.0%	36.0%	92.0%
20 - 24	32	30	16	3	22	12	10	30
%V	6.0%	5.8%	6.0%	6.7%	5.6%	6.3%	5.0%	6.9%
%H		93.8%	50.0%	9.4%	68.8%	37.5%	31.3%	93.8%
25 - 34	89	85	51	8	61	38	23	80
%V	16.7%	16.5%	19.2%	17.8%	15.6%	19.9%	11.4%	18.5%
%H		95.5%	57.3%	9.0%	68.5%	42.7%	25.8%	89.9%
35 - 44	79	76	43	8	55	30	25	73
%V	14.8%	14.7%	16.2%	17.8%	14.0%	15.7%	12.4%	16.9%
%H		96.2%	54.4%	10.1%	69.6%	38.0%	31.6%	92.4%
45 - 54	104	101	56	8	77	40	37	98
%V	19.5%	19.6%	21.1%	17.8%	19.6%	20.9%	18.3%	22.6%
%H		97.1%	53.8%	7.7%	74.0%	38.5%	35.6%	94.2%
55 - 64	71	69	37	4	52	25	26	61
%V	13.3%	13.4%	13.9%	8.9%	13.3%	13.1%	12.9%	14.1%
%H		97.2%	52.1%	5.6%	73.2%	35.2%	36.6%	85.9%
65+	133	130	48	11	107	36	71	68
%V	25.0%	25.2%	18.0%	24.4%	27.3%	18.8%	35.1%	15.7%
%H		97.7%	36.1%	8.3%	80.5%	27.1%	53.4%	51.1%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	532	516	266	45	392	191	202	433
%H		97.0%	50.0%	8.5%	73.7%	35.9%	38.0%	81.4%
AB	143	138	76	10	106	54	52	135
%V	26.9%	26.7%	28.6%	22.2%	27.0%	28.3%	25.7%	31.2%
%H		96.5%	53.1%	7.0%	74.1%	37.8%	36.4%	94.4%
C1	152	147	82	14	105	54	51	130
%V	28.6%	28.5%	30.8%	31.1%	26.8%	28.3%	25.2%	30.0%
%H		96.7%	53.9%	9.2%	69.1%	35.5%	33.6%	85.5%
C2	111	107	56	11	84	44	40	99
%V	20.9%	20.7%	21.1%	24.4%	21.4%	23.0%	19.8%	22.9%
%H		96.4%	50.5%	9.9%	75.7%	39.6%	36.0%	89.2%
D	79	77	37	6	61	28	32	48
%V	14.8%	14.9%	13.9%	13.3%	15.6%	14.7%	15.8%	11.1%
%H		97.5%	46.8%	7.6%	77.2%	35.4%	40.5%	60.8%
E	48	46	15	4	37	10	27	21
%V	9.0%	8.9%	5.6%	8.9%	9.4%	5.2%	13.4%	4.8%
%H		95.8%	31.3%	8.3%	77.1%	20.8%	56.3%	43.8%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Scotland

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	532	516	266	45	392	191	202	433
%H		97.0%	50.0%	8.5%	73.7%	35.9%	38.0%	81.4%
Working full time	183	179	98	20	135	76	60	172
%V	34.4%	34.7%	36.8%	44.4%	34.4%	39.8%	29.7%	39.7%
%H		97.8%	53.6%	10.9%	73.8%	41.5%	32.8%	94.0%
Working part time	91	87	56	6	60	36	24	83
%V	17.1%	16.9%	21.1%	13.3%	15.3%	18.8%	11.9%	19.2%
%H		95.6%	61.5%	6.6%	65.9%	39.6%	26.4%	91.2%
Not working	258	250	112	20	197	79	118	178
%V	48.5%	48.4%	42.1%	44.4%	50.3%	41.4%	58.4%	41.1%
%H		96.9%	43.4%	7.8%	76.4%	30.6%	45.7%	69.0%
Housewife/Houseperson	461	448	228	37	340	161	179	366
%V	86.7%	86.8%	85.7%	82.2%	86.7%	84.3%	88.6%	84.5%
%H		97.2%	49.5%	8.0%	73.8%	34.9%	38.8%	79.4%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South, South East and Channel Islands

Contents	Page
Household	
Table 8.1: Social Grade	200
Table 8.2: Housewife Age	201
Table 8.3: Size of Household	202
Table 8.4: Presence of Children	203
Table 8.5: Number of TV sets in household	204
Table 8.6: Screen size	205
Table 8.7: Location of ANY set in household	206
Table 8.8: Platform Provider	207
Table 8.9: Recorders and other equipment	208
Table 8.10: Computers and Internet	209
Sets	
Table 8.11: Screen Size	210
Table 8.12: Location of set	211
Table 8.13: Recorders	212
Table 8.14: Other TV equipment	212
Table 8.15: Main Set Screen Size	213
Table 8.16: Main Set Recorders	214
Table 8.17: Main Set - Other TV equipment	214
Table 8.18: Other Sets (non-Main Set) Screen Size	215
Table 8.19: Other Set (non-Main Set) Recorders	216
Table 8.20: Other Set (non-Main Set) - Other TV equipment	216
Individuals	
Table 8.21: Age of Children	217
Table 8.22: Adults - Age	218
Table 8.23: Social Grade (Adults 16+)	219
Table 8.24: Working Status (Adults 16+)	220
Table 8.25: Males - Age	221
Table 8.26: Social Grade (Males 16+)	222
Table 8.27: Working Status (Males 16+)	223
Table 8.28: Females - Age	224
Table 8.29: Social Grade (Females 16+)	225
Table 8.30: Working Status (Females 16+)	226

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Household level data

Table 8.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2728	2621	1197	418	1882	873	1009	2129
%H (All HH)		96.1%	43.9%	15.3%	69.0%	32.0%	37.0%	78.0%
%H (TV HH)			45.7%	15.9%	71.8%	33.3%	38.5%	
AB	835	811	396	126	578	289	289	764
%V	30.6%	30.9%	33.1%	30.1%	30.7%	33.1%	28.6%	35.9%
%H (All HH)		97.1%	47.4%	15.1%	69.2%	34.6%	34.6%	91.5%
%H (TV HH)			48.8%	15.5%	71.3%	35.6%	35.6%	
C1	788	749	350	129	522	250	272	647
%V	28.9%	28.6%	29.2%	30.9%	27.7%	28.6%	27.0%	30.4%
%H (All HH)		95.1%	44.4%	16.4%	66.2%	31.7%	34.5%	82.1%
%H (TV HH)			46.7%	17.2%	69.7%	33.4%	36.3%	
C2	528	519	247	92	381	197	183	411
%V	19.4%	19.8%	20.6%	22.0%	20.2%	22.6%	18.1%	19.3%
%H (All HH)		98.3%	46.8%	17.4%	72.2%	37.3%	34.7%	77.8%
%H (TV HH)			47.6%	17.7%	73.4%	38.0%	35.3%	
D	325	306	122	50	216	85	130	211
%V	11.9%	11.7%	10.2%	12.0%	11.5%	9.7%	12.9%	9.9%
%H (All HH)		94.2%	37.5%	15.4%	66.5%	26.2%	40.0%	64.9%
%H (TV HH)			39.9%	16.3%	70.6%	27.8%	42.5%	
E	252	236	80	21	185	51	134	97
%V	9.2%	9.0%	6.7%	5.0%	9.8%	5.8%	13.3%	4.6%
%H (All HH)		93.7%	31.7%	8.3%	73.4%	20.2%	53.2%	38.5%
%H (TV HH)			33.9%	8.9%	78.4%	21.6%	56.8%	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2728	2621	1197	418	1882	873	1009	2129
%V (All HH)		96.1%	43.9%	15.3%	69.0%	32.0%	37.0%	78.0%
%H (TV HH)			45.7%	15.9%	71.8%	33.3%	38.5%	
Under 25	94	80	24	13	56	17	39	73
%V	3.4%	3.1%	2.0%	3.1%	3.0%	1.9%	3.9%	3.4%
%H (All HH)		85.1%	25.5%	13.8%	59.6%	18.1%	41.5%	77.7%
%H (TV HH)			30.0%	16.3%	70.0%	21.3%	48.8%	
25 - 34	379	359	189	78	213	125	88	339
%V	13.9%	13.7%	15.8%	18.7%	11.3%	14.3%	8.7%	15.9%
%H (All HH)		94.7%	49.9%	20.6%	56.2%	33.0%	23.2%	89.4%
%H (TV HH)			52.6%	21.7%	59.3%	34.8%	24.5%	
35 - 44	468	454	244	84	288	164	124	432
%V	17.2%	17.3%	20.4%	20.1%	15.3%	18.8%	12.3%	20.3%
%H (All HH)		97.0%	52.1%	17.9%	61.5%	35.0%	26.5%	92.3%
%H (TV HH)			53.7%	18.5%	63.4%	36.1%	27.3%	
45 - 54	536	512	253	99	366	202	164	491
%V	19.6%	19.5%	21.1%	23.7%	19.4%	23.1%	16.3%	23.1%
%H (All HH)		95.5%	47.2%	18.5%	68.3%	37.7%	30.6%	91.6%
%H (TV HH)			49.4%	19.3%	71.5%	39.5%	32.0%	
55 - 64	432	416	206	57	307	150	157	363
%V	15.8%	15.9%	17.2%	13.6%	16.3%	17.2%	15.6%	17.1%
%H (All HH)		96.3%	47.7%	13.2%	71.1%	34.7%	36.3%	84.0%
%H (TV HH)			49.5%	13.7%	73.8%	36.1%	37.7%	
65 +	818	800	281	87	652	215	437	430
%V	30.0%	30.5%	23.5%	20.8%	34.6%	24.6%	43.3%	20.2%
%H (All HH)		97.8%	34.4%	10.6%	79.7%	26.3%	53.4%	52.6%
%H (TV HH)			35.1%	10.9%	81.5%	26.9%	54.6%	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Household level data

Table 8.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2728	2621	1197	418	1882	873	1009	2129
%H (All HH)		96.1%	43.9%	15.3%	69.0%	32.0%	37.0%	78.0%
%H (TV HH)			45.7%	15.9%	71.8%	33.3%	38.5%	
1	826	769	245	86	598	161	436	443
%V	30.3%	29.3%	20.5%	20.6%	31.8%	18.4%	43.2%	20.8%
%H (All HH)		93.1%	29.7%	10.4%	72.4%	19.5%	52.8%	53.6%
%H (TV HH)			31.9%	11.2%	77.8%	20.9%	56.7%	
2	947	925	438	140	672	326	346	793
%V	34.7%	35.3%	36.6%	33.5%	35.7%	37.3%	34.3%	37.2%
%H (All HH)		97.7%	46.3%	14.8%	71.0%	34.4%	36.5%	83.7%
%H (TV HH)			47.4%	15.1%	72.6%	35.2%	37.4%	
3	414	404	215	83	276	168	108	378
%V	15.2%	15.4%	18.0%	19.9%	14.7%	19.2%	10.7%	17.8%
%H (All HH)		97.6%	51.9%	20.0%	66.7%	40.6%	26.1%	91.3%
%H (TV HH)			53.2%	20.5%	68.3%	41.6%	26.7%	
4	378	369	218	75	231	151	80	357
%V	13.9%	14.1%	18.2%	17.9%	12.3%	17.3%	7.9%	16.8%
%H (All HH)		97.6%	57.7%	19.8%	61.1%	39.9%	21.2%	94.4%
%H (TV HH)			59.1%	20.3%	62.6%	40.9%	21.7%	
5+	163	154	80	34	104	66	38	157
%V	6.0%	5.9%	6.7%	8.1%	5.5%	7.6%	3.8%	7.4%
%H (All HH)		94.5%	49.1%	20.9%	63.8%	40.5%	23.3%	96.3%
%H (TV HH)			51.9%	22.1%	67.5%	42.9%	24.7%	
Average HH size	2.33	2.34	2.56	2.63	2.26	2.61	1.96	2.55

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2728	2621	1197	418	1882	873	1009	2129
%V (All HH)		96.1%	43.9%	15.3%	69.0%	32.0%	37.0%	78.0%
%H (TV HH)			45.7%	15.9%	71.8%	33.3%	38.5%	
Without	2018	1925	804	287	1439	603	836	1470
%V	74.0%	73.4%	67.2%	68.7%	76.5%	69.1%	82.9%	69.0%
%H (All HH)		95.4%	39.8%	14.2%	71.3%	29.9%	41.4%	72.8%
%H (TV HH)			41.8%	14.9%	74.8%	31.3%	43.4%	
With	710	697	392	131	443	270	173	659
%V	26.0%	26.6%	32.7%	31.3%	23.5%	30.9%	17.1%	31.0%
%H (All HH)		98.2%	55.2%	18.5%	62.4%	38.0%	24.4%	92.8%
%H (TV HH)			56.2%	18.8%	63.6%	38.7%	24.8%	
0 - 3	261	255	137	46	153	83	70	237
%V	9.6%	9.7%	11.4%	11.0%	8.1%	9.5%	6.9%	11.1%
%H (All HH)		97.7%	52.5%	17.6%	58.6%	31.8%	26.8%	90.8%
%H (TV HH)			53.7%	18.0%	60.0%	32.5%	27.5%	
4 - 9	351	345	195	68	213	133	80	324
%V	12.9%	13.2%	16.3%	16.3%	11.3%	15.2%	7.9%	15.2%
%H (All HH)		98.3%	55.6%	19.4%	60.7%	37.9%	22.8%	92.3%
%H (TV HH)			56.5%	19.7%	61.7%	38.6%	23.2%	
10 - 15	331	326	195	64	220	150	70	312
%V	12.1%	12.4%	16.3%	15.3%	11.7%	17.2%	6.9%	14.7%
%H (All HH)		98.5%	58.9%	19.3%	66.5%	45.3%	21.1%	94.3%
%H (TV HH)			59.8%	19.6%	67.5%	46.0%	21.5%	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2728	2621	1197	418	1882	873	1009	2129
%H (All HH)		96.1%	43.9%	15.3%	69.0%	32.0%	37.0%	78.0%
%H (TV HH)			45.7%	15.9%	71.8%	33.3%	38.5%	
1	1048	1048	369	136	691	160	530	723
%V	38.4%	40.0%	30.8%	32.5%	36.7%	18.3%	52.5%	34.0%
%H (All HH)		100.0%	35.2%	13.0%	65.9%	15.3%	50.6%	69.0%
%H (TV HH)			35.2%	13.0%	65.9%	15.3%	50.6%	
2	908	908	433	149	664	334	330	729
%V	33.3%	34.6%	36.2%	35.6%	35.3%	38.3%	32.7%	34.2%
%H (All HH)		100.0%	47.7%	16.4%	73.1%	36.8%	36.3%	80.3%
%H (TV HH)			47.7%	16.4%	73.1%	36.8%	36.3%	
3	420	420	240	80	327	223	104	374
%V	15.4%	16.0%	20.1%	19.1%	17.4%	25.5%	10.3%	17.6%
%H (All HH)		100.0%	57.1%	19.0%	77.9%	53.1%	24.8%	89.0%
%H (TV HH)			57.1%	19.0%	77.9%	53.1%	24.8%	
4	169	169	108	35	135	104	31	159
%V	6.2%	6.4%	9.0%	8.4%	7.2%	11.9%	3.1%	7.5%
%H (All HH)		100.0%	63.9%	20.7%	79.9%	61.5%	18.3%	94.1%
%H (TV HH)			63.9%	20.7%	79.9%	61.5%	18.3%	
5+	76	76	46	17	65	51	14	75
%V	2.8%	2.9%	3.8%	4.1%	3.5%	5.8%	1.4%	3.5%
%H (All HH)		100.0%	60.5%	22.4%	85.5%	67.1%	18.4%	98.7%
%H (TV HH)			60.5%	22.4%	85.5%	67.1%	18.4%	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Household level data

Table 8.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2728	2621	1197	418	1882	873	1009	2129
%H (All HH)		96.1%	43.9%	15.3%	69.0%	32.0%	37.0%	78.0%
%H (TV HH)			45.7%	15.9%	71.8%	33.3%	38.5%	
Under 20"	714	714	337	107	588	316	271	587
%V	26.2%	27.2%	28.2%	25.6%	31.2%	36.2%	26.9%	27.6%
%H (All HH)		100.0%	47.2%	15.0%	82.4%	44.3%	38.0%	82.2%
%H (TV HH)			47.2%	15.0%	82.4%	44.3%	38.0%	
20" - 29"	1036	1036	435	173	806	369	437	776
%V	38.0%	39.5%	36.3%	41.4%	42.8%	42.3%	43.3%	36.4%
%H (All HH)		100.0%	42.0%	16.7%	77.8%	35.6%	42.2%	74.9%
%H (TV HH)			42.0%	16.7%	77.8%	35.6%	42.2%	
30" - 39"	1345	1345	642	234	972	494	478	1098
%V	49.3%	51.3%	53.6%	56.0%	51.6%	56.6%	47.4%	51.6%
%H (All HH)		100.0%	47.7%	17.4%	72.3%	36.7%	35.5%	81.6%
%H (TV HH)			47.7%	17.4%	72.3%	36.7%	35.5%	
40" and over	1035	1035	620	192	691	455	236	924
%V	37.9%	39.5%	51.8%	45.9%	36.7%	52.1%	23.4%	43.4%
%H (All HH)		100.0%	59.9%	18.6%	66.8%	44.0%	22.8%	89.3%
%H (TV HH)			59.9%	18.6%	66.8%	44.0%	22.8%	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2728	2621	1197	418	1882	873	1009	2129
%H (All HH)		96.1%	43.9%	15.3%	69.0%	32.0%	37.0%	78.0%
%H (TV HH)			45.7%	15.9%	71.8%	33.3%	38.5%	
Main living room	2573	2573	1184	413	1854	867	987	2026
%V	94.3%	98.2%	98.9%	98.8%	98.5%	99.3%	97.8%	95.2%
%H (All HH)		100.0%	46.0%	16.1%	72.1%	33.7%	38.4%	78.7%
%H (TV HH)			46.0%	16.1%	72.1%	33.7%	38.4%	
Kitchen	348	348	180	49	293	171	122	289
%V	12.8%	13.3%	15.0%	11.7%	15.6%	19.6%	12.1%	13.6%
%H (All HH)		100.0%	51.7%	14.1%	84.2%	49.1%	35.1%	83.0%
%H (TV HH)			51.7%	14.1%	84.2%	49.1%	35.1%	
Adult's bedroom	1111	1111	596	197	855	527	328	943
%V	40.7%	42.4%	49.8%	47.1%	45.4%	60.4%	32.5%	44.3%
%H (All HH)		100.0%	53.6%	17.7%	77.0%	47.4%	29.5%	84.9%
%H (TV HH)			53.6%	17.7%	77.0%	47.4%	29.5%	
Child's bedroom	207	207	129	50	148	118	30	196
%V	7.6%	7.9%	10.8%	12.0%	7.9%	13.5%	3.0%	9.2%
%H (All HH)		100.0%	62.3%	24.2%	71.5%	57.0%	14.5%	94.7%
%H (TV HH)			62.3%	24.2%	71.5%	57.0%	14.5%	
Other bedroom	139	139	79	27	111	75	36	125
%V	5.1%	5.3%	6.6%	6.5%	5.9%	8.6%	3.6%	5.9%
%H (All HH)		100.0%	56.8%	19.4%	79.9%	54.0%	25.9%	89.9%
%H (TV HH)			56.8%	19.4%	79.9%	54.0%	25.9%	
Second living/dining room	194	194	111	36	149	100	49	171
%V	7.1%	7.4%	9.3%	8.6%	7.9%	11.5%	4.9%	8.0%
%H (All HH)		100.0%	57.2%	18.6%	76.8%	51.5%	25.3%	88.1%
%H (TV HH)			57.2%	18.6%	76.8%	51.5%	25.3%	
Study/office	59	59	32	9	48	29	19	57
%V	2.2%	2.3%	2.7%	2.2%	2.6%	3.3%	1.9%	2.7%
%H (All HH)		100.0%	54.2%	15.3%	81.4%	49.2%	32.2%	96.6%
%H (TV HH)			54.2%	15.3%	81.4%	49.2%	32.2%	
TV room	22	22	14	5	10	7	3	21
%V	0.8%	0.8%	1.2%	1.2%	0.5%	0.8%	0.3%	1.0%
%H (All HH)		100.0%	63.6%	22.7%	45.5%	31.8%	13.6%	95.5%
%H (TV HH)			63.6%	22.7%	45.5%	31.8%	13.6%	
Conservatory	47	47	27	7	43	28	14	42
%V	1.7%	1.8%	2.3%	1.7%	2.3%	3.2%	1.4%	2.0%
%H (All HH)		100.0%	57.4%	14.9%	91.5%	59.6%	29.8%	89.4%
%H (TV HH)			57.4%	14.9%	91.5%	59.6%	29.8%	
Attic or loft room	7	7	3	2	7	4	2	7
%V	0.3%	0.3%	0.3%	0.5%	0.4%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	42.9%	28.6%	100.0%	57.1%	28.6%	100.0%
%H (TV HH)			42.9%	28.6%	100.0%	57.1%	28.6%	
No specific location	10	10	5	2	8	5	4	9
%V	0.4%	0.4%	0.4%	0.5%	0.4%	0.6%	0.4%	0.4%
%H (All HH)		100.0%	50.0%	20.0%	80.0%	50.0%	40.0%	90.0%
%H (TV HH)			50.0%	20.0%	80.0%	50.0%	40.0%	
Other	25	25	15	4	17	9	8	24
%V	0.9%	1.0%	1.3%	1.0%	0.9%	1.0%	0.8%	1.1%
%H (All HH)		100.0%	60.0%	16.0%	68.0%	36.0%	32.0%	96.0%
%H (TV HH)			60.0%	16.0%	68.0%	36.0%	32.0%	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Household level data

Table 8.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2728	2621	1197	418	1882	873	1009	2129
%H (All HH)		96.1%	43.9%	15.3%	69.0%	32.0%	37.0%	78.0%
%H (TV HH)			45.7%	15.9%	71.8%	33.3%	38.5%	
Any DSAT provider	1197	1197	1197	20	668	668	0	1040
%V	43.9%	45.7%	100.0%	4.8%	35.5%	76.5%	0.0%	48.8%
%H (All HH)			100.0%	1.7%	55.8%	55.8%	0.0%	86.9%
%H (TV HH)			100.0%	1.7%	55.8%	55.8%	0.0%	
Sky with subcription	969	969	969	11	540	540	0	857
%V	35.5%	37.0%	81.0%	2.6%	28.7%	61.9%	0.0%	40.3%
%H (All HH)			100.0%	1.1%	55.7%	55.7%	0.0%	88.4%
%H (TV HH)			100.0%	1.1%	55.7%	55.7%	0.0%	
Sky without subscription	58	58	58	2	30	30	0	42
%V	2.1%	2.2%	4.8%	0.5%	1.6%	3.4%	0.0%	2.0%
%H (All HH)			100.0%	3.4%	51.7%	51.7%	0.0%	72.4%
%H (TV HH)			100.0%	3.4%	51.7%	51.7%	0.0%	
Freesat	165	165	165	8	93	93	0	136
%V	6.0%	6.3%	13.8%	1.9%	4.9%	10.7%	0.0%	6.4%
%H (All HH)			100.0%	4.8%	56.4%	56.4%	0.0%	82.4%
%H (TV HH)			100.0%	4.8%	56.4%	56.4%	0.0%	
Other satellite provider	33	33	33	2	17	17	0	28
%V	1.2%	1.3%	2.8%	0.5%	0.9%	1.9%	0.0%	1.3%
%H (All HH)			100.0%	6.1%	51.5%	51.5%	0.0%	84.8%
%H (TV HH)			100.0%	6.1%	51.5%	51.5%	0.0%	
DCAB	418	418	20	418	214	214	0	374
%V	15.3%	15.9%	1.7%	100.0%	11.4%	24.5%	0.0%	17.6%
%H (All HH)			4.8%	100.0%	51.2%	51.2%	0.0%	89.5%
%H (TV HH)			4.8%	100.0%	51.2%	51.2%	0.0%	
DTT	1882	1882	668	214	1882	873	1009	1428
%V	69.0%	71.8%	55.8%	51.2%	100.0%	100.0%	100.0%	67.1%
%H (All HH)		100.0%	35.5%	11.4%	100.0%	46.4%	53.6%	75.9%
%H (TV HH)			35.5%	11.4%	100.0%	46.4%	53.6%	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2728	2621	1197	418	1882	873	1009	2129
%H (All HH)		96.1%	43.9%	15.3%	69.0%	32.0%	37.0%	78.0%
%H (TV HH)			45.7%	15.9%	71.8%	33.3%	38.5%	
PVR	1649	1649	984	319	1091	728	363	1455
%V	60.4%	62.9%	82.2%	76.3%	58.0%	83.4%	36.0%	68.3%
%H (All HH)		100.0%	59.7%	19.3%	66.2%	44.1%	22.0%	88.2%
%H (TV HH)			59.7%	19.3%	66.2%	44.1%	22.0%	
DVDR	124	124	49	26	97	48	49	103
%V	4.5%	4.7%	4.1%	6.2%	5.2%	5.5%	4.9%	4.8%
%H (All HH)		100.0%	39.5%	21.0%	78.2%	38.7%	39.5%	83.1%
%H (TV HH)			39.5%	21.0%	78.2%	38.7%	39.5%	
VCR	85	85	32	10	70	27	43	60
%V	3.1%	3.2%	2.7%	2.4%	3.7%	3.1%	4.3%	2.8%
%H (All HH)		100.0%	37.6%	11.8%	82.4%	31.8%	50.6%	70.6%
%H (TV HH)			37.6%	11.8%	82.4%	31.8%	50.6%	
Any recorder	1723	1723	1004	324	1152	740	412	1500
%V	63.2%	65.7%	83.9%	77.5%	61.2%	84.8%	40.8%	70.5%
%H (All HH)		100.0%	58.3%	18.8%	66.9%	42.9%	23.9%	87.1%
%H (TV HH)			58.3%	18.8%	66.9%	42.9%	23.9%	
Receives HDTV (via STB or built-in reception)	1357	1357	754	310	894	585	309	1207
%V	49.7%	51.8%	63.0%	74.2%	47.5%	67.0%	30.6%	56.7%
%H (All HH)		100.0%	55.6%	22.8%	65.9%	43.1%	22.8%	88.9%
%H (TV HH)			55.6%	22.8%	65.9%	43.1%	22.8%	
DVD/Blu-ray player or recorder	2114	2114	1010	356	1519	761	758	1743
%V	77.5%	80.7%	84.4%	85.2%	80.7%	87.2%	75.1%	81.9%
%H (All HH)		100.0%	47.8%	16.8%	71.9%	36.0%	35.9%	82.5%
%H (TV HH)			47.8%	16.8%	71.9%	36.0%	35.9%	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2728	2621	1197	418	1882	873	1009	2129
%V (All HH)		96.1%	43.9%	15.3%	69.0%	32.0%	37.0%	78.0%
%H (TV HH)			45.7%	15.9%	71.8%	33.3%	38.5%	
Has broadband internet	2129	2061	1040	374	1428	778	649	2129
%V	78.0%	78.6%	86.9%	89.5%	75.9%	89.1%	64.3%	100.0%
%H (All HH)		96.8%	48.8%	17.6%	67.1%	36.5%	30.5%	100.0%
%H (TV HH)			50.5%	18.1%	69.3%	37.7%	31.5%	
Number of computers (PCs and laptops)								
0	510	484	132	41	395	82	313	23
%V	18.7%	18.5%	11.0%	9.8%	21.0%	9.4%	31.0%	1.1%
%H (All HH)		94.9%	25.9%	8.0%	77.5%	16.1%	61.4%	4.5%
%H (TV HH)			27.3%	8.5%	81.6%	16.9%	64.7%	
1	889	847	365	123	607	254	353	804
%V	32.6%	32.3%	30.5%	29.4%	32.3%	29.1%	35.0%	37.8%
%H (All HH)		95.3%	41.1%	13.8%	68.3%	28.6%	39.7%	90.4%
%H (TV HH)			43.1%	14.5%	71.7%	30.0%	41.7%	
2	609	592	321	101	412	236	176	592
%V	22.3%	22.6%	26.8%	24.2%	21.9%	27.0%	17.4%	27.8%
%H (All HH)		97.2%	52.7%	16.6%	67.7%	38.8%	28.9%	97.2%
%H (TV HH)			54.2%	17.1%	69.6%	39.9%	29.7%	
3	325	320	168	70	212	131	81	322
%V	11.9%	12.2%	14.0%	16.7%	11.3%	15.0%	8.0%	15.1%
%H (All HH)		98.5%	51.7%	21.5%	65.2%	40.3%	24.9%	99.1%
%H (TV HH)			52.5%	21.9%	66.3%	40.9%	25.3%	
4	191	188	109	40	126	84	42	188
%V	7.0%	7.2%	9.1%	9.6%	6.7%	9.6%	4.2%	8.8%
%H (All HH)		98.4%	57.1%	20.9%	66.0%	44.0%	22.0%	98.4%
%H (TV HH)			58.0%	21.3%	67.0%	44.7%	22.3%	
5+	204	190	102	43	130	86	44	200
%V	7.5%	7.2%	8.5%	10.3%	6.9%	9.9%	4.4%	9.4%
%H (All HH)		93.1%	50.0%	21.1%	63.7%	42.2%	21.6%	98.0%
%H (TV HH)			53.7%	22.6%	68.4%	45.3%	23.2%	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5215	2638	911	3891	2190	1701	4347
%H		50.6%	17.5%	74.6%	42.0%	32.6%	83.4%
Under 20"	929	458	136	777	438	339	779
%V	17.8%	17.4%	14.9%	20.0%	20.0%	19.9%	17.9%
%H		49.3%	14.6%	83.6%	47.1%	36.5%	83.9%
20" - 29"	1275	559	218	1008	498	510	977
%V	24.4%	21.2%	23.9%	25.9%	22.7%	30.0%	22.5%
%H		43.8%	17.1%	79.1%	39.1%	40.0%	76.6%
30" - 39"	1572	775	282	1134	605	529	1308
%V	30.1%	29.4%	31.0%	29.1%	27.6%	31.1%	30.1%
%H		49.3%	17.9%	72.1%	38.5%	33.7%	83.2%
40" and over	1189	722	224	804	544	259	1071
%V	22.8%	27.4%	24.6%	20.7%	24.8%	15.2%	24.6%
%H		60.7%	18.8%	67.6%	45.8%	21.8%	90.1%
Don't know	59	23	9	48	23	25	40
%V	1.1%	0.9%	1.0%	1.2%	1.1%	1.5%	0.9%
%H		39.0%	15.3%	81.4%	39.0%	42.4%	67.8%
Not Asked	191	101	42	120	82	39	172
%V	3.7%	3.8%	4.6%	3.1%	3.7%	2.3%	4.0%
%H		52.9%	22.0%	62.8%	42.9%	20.4%	90.1%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5215	2638	911	3891	2190	1701	4347
%H		50.6%	17.5%	74.6%	42.0%	32.6%	83.4%
Main living room	2593	1190	419	1868	873	995	2041
%V	49.7%	45.1%	46.0%	48.0%	39.9%	58.5%	47.0%
%H		45.9%	16.2%	72.0%	33.7%	38.4%	78.7%
Kitchen	348	180	49	293	171	122	289
%V	6.7%	6.8%	5.4%	7.5%	7.8%	7.2%	6.6%
%H		51.7%	14.1%	84.2%	49.1%	35.1%	83.0%
Adult's bedroom	1273	690	236	993	628	364	1097
%V	24.4%	26.2%	25.9%	25.5%	28.7%	21.4%	25.2%
%H		54.2%	18.5%	78.0%	49.3%	28.6%	86.2%
Child's bedroom	270	173	64	193	157	36	257
%V	5.2%	6.6%	7.0%	5.0%	7.2%	2.1%	5.9%
%H		64.1%	23.7%	71.5%	58.1%	13.3%	95.2%
Other bedroom	171	93	36	139	94	46	156
%V	3.3%	3.5%	4.0%	3.6%	4.3%	2.7%	3.6%
%H		54.4%	21.1%	81.3%	55.0%	26.9%	91.2%
Second living/dining room	196	113	36	151	102	49	172
%V	3.8%	4.3%	4.0%	3.9%	4.7%	2.9%	4.0%
%H		57.7%	18.4%	77.0%	52.0%	25.0%	87.8%
Study/office	59	32	9	48	29	19	57
%V	1.1%	1.2%	1.0%	1.2%	1.3%	1.1%	1.3%
%H		54.2%	15.3%	81.4%	49.2%	32.2%	96.6%
TV room	22	14	5	10	7	3	21
%V	0.4%	0.5%	0.5%	0.3%	0.3%	0.2%	0.5%
%H		63.6%	22.7%	45.5%	31.8%	13.6%	95.5%
Conservatory	47	27	7	43	28	14	42
%V	0.9%	1.0%	0.8%	1.1%	1.3%	0.8%	1.0%
%H		57.4%	14.9%	91.5%	59.6%	29.8%	89.4%
Attic or loft room	8	3	2	7	4	3	8
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		37.5%	25.0%	87.5%	50.0%	37.5%	100.0%
No specific location	11	6	2	9	5	4	10
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		54.5%	18.2%	81.8%	45.5%	36.4%	90.9%
Other	26	16	4	17	9	8	25
%V	0.5%	0.6%	0.4%	0.4%	0.4%	0.5%	0.6%
%H		61.5%	15.4%	65.4%	34.6%	30.8%	96.2%
Not Asked	191	101	42	120	82	39	172
%V	3.7%	3.8%	4.6%	3.1%	3.7%	2.3%	4.0%
%H		52.9%	22.0%	62.8%	42.9%	20.4%	90.1%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5215	2638	911	3891	2190	1701	4347
%H		50.6%	17.5%	74.6%	42.0%	32.6%	83.4%
PVR	2144	1336	425	1376	965	412	1920
%V	41.1%	50.6%	46.7%	35.4%	44.1%	24.2%	44.2%
%H		62.3%	19.8%	64.2%	45.0%	19.2%	89.6%
DVDR	134	55	29	107	55	52	113
%V	2.6%	2.1%	3.2%	2.7%	2.5%	3.1%	2.6%
%H		41.0%	21.6%	79.9%	41.0%	38.8%	84.3%
VCR	91	35	11	74	30	44	64
%V	1.7%	1.3%	1.2%	1.9%	1.4%	2.6%	1.5%
%H		38.5%	12.1%	81.3%	33.0%	48.4%	70.3%
Any recorder	2248	1370	436	1464	993	471	1993
%V	43.1%	51.9%	47.9%	37.6%	45.3%	27.7%	45.8%
%H		60.9%	19.4%	65.1%	44.2%	21.0%	88.7%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5215	2638	911	3891	2190	1701	4347
%H		50.6%	17.5%	74.6%	42.0%	32.6%	83.4%
Receives HDTV (via STB or built-in reception)	1873	1047	454	1231	832	398	1692
%V	35.9%	39.7%	49.8%	31.6%	38.0%	23.4%	38.9%
%H		55.9%	24.2%	65.7%	44.4%	21.2%	90.3%
DVD/Blu-ray player or recorder	2998	1513	526	2230	1249	980	2548
%V	57.5%	57.4%	57.7%	57.3%	57.0%	57.6%	58.6%
%H		50.5%	17.5%	74.4%	41.7%	32.7%	85.0%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2618	1196	418	1881	873	1008	2058
%H		45.7%	16.0%	71.8%	33.3%	38.5%	78.6%
Under 20"	61	8	1	53	3	49	37
%V	2.3%	0.7%	0.2%	2.8%	0.3%	4.9%	1.8%
%H		13.1%	1.6%	86.9%	4.9%	80.3%	60.7%
20" - 29"	502	134	70	391	91	300	313
%V	19.2%	11.2%	16.7%	20.8%	10.4%	29.8%	15.2%
%H		26.7%	13.9%	77.9%	18.1%	59.8%	62.4%
30" - 39"	1024	444	161	754	334	419	799
%V	39.1%	37.1%	38.5%	40.1%	38.3%	41.6%	38.8%
%H		43.4%	15.7%	73.6%	32.6%	40.9%	78.0%
40" and over	1004	603	184	667	438	229	895
%V	38.3%	50.4%	44.0%	35.5%	50.2%	22.7%	43.5%
%H		60.1%	18.3%	66.4%	43.6%	22.8%	89.1%
Don't know	21	7	2	17	6	11	10
%V	0.8%	0.6%	0.5%	0.9%	0.7%	1.1%	0.5%
%H		33.3%	9.5%	81.0%	28.6%	52.4%	47.6%
Not Asked	6	0	0	0	1	0	4
%V	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%
%H		0.0%	0.0%	0.0%	16.7%	0.0%	66.7%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2618	1196	418	1881	873	1008	2058
%H		45.7%	16.0%	71.8%	33.3%	38.5%	78.6%
PVR	1616	969	315	1063	714	349	1426
%V	61.7%	81.0%	75.4%	56.5%	81.8%	34.6%	69.3%
%H		60.0%	19.5%	65.8%	44.2%	21.6%	88.2%
DVDR	104	37	22	81	37	45	86
%V	4.0%	3.1%	5.3%	4.3%	4.2%	4.5%	4.2%
%H		35.6%	21.2%	77.9%	35.6%	43.3%	82.7%
VCR	69	26	7	56	21	36	48
%V	2.6%	2.2%	1.7%	3.0%	2.4%	3.6%	2.3%
%H		37.7%	10.1%	81.2%	30.4%	52.2%	69.6%
Any recorder	1689	987	321	1124	725	398	1474
%V	64.5%	82.5%	76.8%	59.8%	83.0%	39.5%	71.6%
%H		58.4%	19.0%	66.5%	42.9%	23.6%	87.3%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2618	1196	418	1881	873	1008	2058
%H		45.7%	16.0%	71.8%	33.3%	38.5%	78.6%
Receives HDTV (via STB or built-in reception)	1326	741	303	868	571	297	1179
%V	50.6%	62.0%	72.5%	46.1%	65.4%	29.5%	57.3%
%H		55.9%	22.9%	65.5%	43.1%	22.4%	88.9%
DVD/Blu-ray player or recorder	2014	958	332	1437	705	732	1660
%V	76.9%	80.1%	79.4%	76.4%	80.8%	72.6%	80.7%
%H		47.6%	16.5%	71.4%	35.0%	36.3%	82.4%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2597	1442	493	2010	1317	693	2289
%H		55.5%	19.0%	77.4%	50.7%	26.7%	88.1%
Under 20"	868	451	134	725	435	290	743
%V	33.4%	31.3%	27.2%	36.1%	33.0%	41.8%	32.5%
%H		52.0%	15.4%	83.5%	50.1%	33.4%	85.6%
20" - 29"	773	426	149	617	407	210	664
%V	29.8%	29.5%	30.2%	30.7%	30.9%	30.3%	29.0%
%H		55.1%	19.3%	79.8%	52.7%	27.2%	85.9%
30" - 39"	548	331	121	380	271	109	509
%V	21.1%	23.0%	24.5%	18.9%	20.6%	15.7%	22.2%
%H		60.4%	22.1%	69.3%	49.5%	19.9%	92.9%
40" and over	185	119	40	137	107	30	176
%V	7.1%	8.3%	8.1%	6.8%	8.1%	4.3%	7.7%
%H		64.3%	21.6%	74.1%	57.8%	16.2%	95.1%
Don't know	37	15	7	31	17	14	30
%V	1.4%	1.0%	1.4%	1.5%	1.3%	2.0%	1.3%
%H		40.5%	18.9%	83.8%	45.9%	37.8%	81.1%
Not Asked	186	100	42	120	80	40	167
%V	7.2%	6.9%	8.5%	6.0%	6.1%	5.8%	7.3%
%H		53.8%	22.6%	64.5%	43.0%	21.5%	89.8%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2597	1442	493	2010	1317	693	2289
%H		55.5%	19.0%	77.4%	50.7%	26.7%	88.1%
PVR	528	367	110	314	251	63	494
%V	20.3%	25.5%	22.3%	15.6%	19.1%	9.1%	21.6%
%H		69.5%	20.8%	59.5%	47.5%	11.9%	93.6%
DVDR	30	17	6	25	18	7	27
%V	1.2%	1.2%	1.2%	1.2%	1.4%	1.0%	1.2%
%H		56.7%	20.0%	83.3%	60.0%	23.3%	90.0%
VCR	21	9	4	18	9	8	16
%V	0.8%	0.6%	0.8%	0.9%	0.7%	1.2%	0.7%
%H		42.9%	19.0%	85.7%	42.9%	38.1%	76.2%
Any recorder	559	383	116	340	267	73	519
%V	21.5%	26.6%	23.5%	16.9%	20.3%	10.5%	22.7%
%H		68.5%	20.8%	60.8%	47.8%	13.1%	92.8%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2597	1442	493	2010	1317	693	2289
%H		55.5%	19.0%	77.4%	50.7%	26.7%	88.1%
Receives HDTV (via STB or built-in reception)	547	307	151	362	261	101	513
%V	21.1%	21.3%	30.6%	18.0%	19.8%	14.6%	22.4%
%H		56.1%	27.6%	66.2%	47.7%	18.5%	93.8%
DVD/Blu-ray player or recorder	984	555	194	792	545	248	888
%V	37.9%	38.5%	39.4%	39.4%	41.4%	35.8%	38.8%
%H		56.4%	19.7%	80.5%	55.4%	25.2%	90.2%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6351	6133	3066	1100	4249	2275	1974	5439
%H		96.6%	48.3%	17.3%	66.9%	35.8%	31.1%	85.6%
Total Children	1210	1187	662	230	747	450	297	1126
%V	19.1%	19.4%	21.6%	20.9%	17.6%	19.8%	15.0%	20.7%
%H		98.1%	54.7%	19.0%	61.7%	37.2%	24.5%	93.1%
0 - 3	317	308	164	57	181	97	84	287
%V	5.0%	5.0%	5.3%	5.2%	4.3%	4.3%	4.3%	5.3%
%H		97.2%	51.7%	18.0%	57.1%	30.6%	26.5%	90.5%
4 - 15	893	879	498	172	566	353	213	839
%V	14.1%	14.3%	16.2%	15.6%	13.3%	15.5%	10.8%	15.4%
%H		98.4%	55.8%	19.3%	63.4%	39.5%	23.9%	94.0%
4 - 9	459	450	252	88	276	167	110	426
%V	7.2%	7.3%	8.2%	8.0%	6.5%	7.3%	5.6%	7.8%
%H		98.0%	54.9%	19.2%	60.1%	36.4%	24.0%	92.8%
10 - 15	435	429	246	84	290	186	103	414
%V	6.8%	7.0%	8.0%	7.6%	6.8%	8.2%	5.2%	7.6%
%H		98.6%	56.6%	19.3%	66.7%	42.8%	23.7%	95.2%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6351	6133	3066	1100	4249	2275	1974	5439
%H		96.6%	48.3%	17.3%	66.9%	35.8%	31.1%	85.6%
Total Adults (16+)	5140	4946	2404	870	3502	1825	1677	4312
%V	80.9%	80.6%	78.4%	79.1%	82.4%	80.2%	85.0%	79.3%
%H		96.2%	46.8%	16.9%	68.1%	35.5%	32.6%	83.9%
16 - 19	304	288	153	61	197	130	67	278
%V	4.8%	4.7%	5.0%	5.5%	4.6%	5.7%	3.4%	5.1%
%H		94.7%	50.3%	20.1%	64.8%	42.8%	22.0%	91.4%
20 - 24	346	312	135	80	205	115	90	311
%V	5.4%	5.1%	4.4%	7.3%	4.8%	5.1%	4.6%	5.7%
%H		90.2%	39.0%	23.1%	59.2%	33.2%	26.0%	89.9%
25 - 34	801	756	407	156	468	280	187	734
%V	12.6%	12.3%	13.3%	14.2%	11.0%	12.3%	9.5%	13.5%
%H		94.4%	50.8%	19.5%	58.4%	35.0%	23.3%	91.6%
35 - 44	827	800	440	148	507	298	209	773
%V	13.0%	13.0%	14.4%	13.5%	11.9%	13.1%	10.6%	14.2%
%H		96.7%	53.2%	17.9%	61.3%	36.0%	25.3%	93.5%
45 - 54	933	900	457	184	643	375	268	863
%V	14.7%	14.7%	14.9%	16.7%	15.1%	16.5%	13.6%	15.9%
%H		96.5%	49.0%	19.7%	68.9%	40.2%	28.7%	92.5%
55 - 64	709	691	350	105	508	262	246	618
%V	11.2%	11.3%	11.4%	9.5%	12.0%	11.5%	12.5%	11.4%
%H		97.5%	49.4%	14.8%	71.7%	37.0%	34.7%	87.2%
65+	1220	1198	463	135	974	365	609	736
%V	19.2%	19.5%	15.1%	12.3%	22.9%	16.0%	30.9%	13.5%
%H		98.2%	38.0%	11.1%	79.8%	29.9%	49.9%	60.3%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5140	4946	2404	870	3502	1825	1677	4312
%H		96.2%	46.8%	16.9%	68.1%	35.5%	32.6%	83.9%
AB	1630	1593	814	270	1126	613	512	1530
%V	31.7%	32.2%	33.9%	31.0%	32.2%	33.6%	30.5%	35.5%
%H		97.7%	49.9%	16.6%	69.1%	37.6%	31.4%	93.9%
C1	1512	1420	689	267	979	517	462	1321
%V	29.4%	28.7%	28.7%	30.7%	28.0%	28.3%	27.5%	30.6%
%H		93.9%	45.6%	17.7%	64.7%	34.2%	30.6%	87.4%
C2	1067	1053	535	199	768	437	330	881
%V	20.8%	21.3%	22.3%	22.9%	21.9%	23.9%	19.7%	20.4%
%H		98.7%	50.1%	18.7%	72.0%	41.0%	30.9%	82.6%
D	584	552	244	99	373	170	203	423
%V	11.4%	11.2%	10.1%	11.4%	10.7%	9.3%	12.1%	9.8%
%H		94.5%	41.8%	17.0%	63.9%	29.1%	34.8%	72.4%
E	347	328	122	35	256	88	169	156
%V	6.8%	6.6%	5.1%	4.0%	7.3%	4.8%	10.1%	3.6%
%H		94.5%	35.2%	10.1%	73.8%	25.4%	48.7%	45.0%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5140	4946	2404	870	3502	1825	1677	4312
%H		96.2%	46.8%	16.9%	68.1%	35.5%	32.6%	83.9%
Working full time	2322	2250	1197	466	1486	890	596	2174
%V	45.2%	45.5%	49.8%	53.6%	42.4%	48.8%	35.5%	50.4%
%H		96.9%	51.6%	20.1%	64.0%	38.3%	25.7%	93.6%
Working part time	587	572	291	100	410	226	184	530
%V	11.4%	11.6%	12.1%	11.5%	11.7%	12.4%	11.0%	12.3%
%H		97.4%	49.6%	17.0%	69.8%	38.5%	31.3%	90.3%
Not working	2231	2124	916	304	1606	710	897	1608
%V	43.4%	42.9%	38.1%	34.9%	45.9%	38.9%	53.5%	37.3%
%H		95.2%	41.1%	13.6%	72.0%	31.8%	40.2%	72.1%
Housewife/Houseperson	2728	2621	1197	418	1882	873	1009	2129
%V	53.1%	53.0%	49.8%	48.0%	53.7%	47.8%	60.2%	49.4%
%H		96.1%	43.9%	15.3%	69.0%	32.0%	37.0%	78.0%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2494	2386	1184	441	1666	903	763	2133
%H		95.7%	47.5%	17.7%	66.8%	36.2%	30.6%	85.5%
16 - 19	155	145	73	33	102	67	35	140
%V	6.2%	6.1%	6.2%	7.5%	6.1%	7.4%	4.6%	6.6%
%H		93.5%	47.1%	21.3%	65.8%	43.2%	22.6%	90.3%
20 - 24	176	153	75	41	93	60	34	158
%V	7.1%	6.4%	6.3%	9.3%	5.6%	6.6%	4.5%	7.4%
%H		86.9%	42.6%	23.3%	52.8%	34.1%	19.3%	89.8%
25 - 34	396	376	205	77	239	145	94	360
%V	15.9%	15.8%	17.3%	17.5%	14.3%	16.1%	12.3%	16.9%
%H		94.9%	51.8%	19.4%	60.4%	36.6%	23.7%	90.9%
35 - 44	401	384	205	69	240	134	106	374
%V	16.1%	16.1%	17.3%	15.6%	14.4%	14.8%	13.9%	17.5%
%H		95.8%	51.1%	17.2%	59.9%	33.4%	26.4%	93.3%
45 - 54	466	448	226	98	316	187	129	425
%V	18.7%	18.8%	19.1%	22.2%	19.0%	20.7%	16.9%	19.9%
%H		96.1%	48.5%	21.0%	67.8%	40.1%	27.7%	91.2%
55 - 64	349	341	174	55	249	133	116	305
%V	14.0%	14.3%	14.7%	12.5%	14.9%	14.7%	15.2%	14.3%
%H		97.7%	49.9%	15.8%	71.3%	38.1%	33.2%	87.4%
65+	549	537	226	68	426	177	249	370
%V	22.0%	22.5%	19.1%	15.4%	25.6%	19.6%	32.6%	17.3%
%H		97.8%	41.2%	12.4%	77.6%	32.2%	45.4%	67.4%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2494	2386	1184	441	1666	903	763	2133
%H		95.7%	47.5%	17.7%	66.8%	36.2%	30.6%	85.5%
AB	822	800	413	141	558	310	248	777
%V	33.0%	33.5%	34.9%	32.0%	33.5%	34.3%	32.5%	36.4%
%H		97.3%	50.2%	17.2%	67.9%	37.7%	30.2%	94.5%
C1	698	649	327	130	437	245	192	626
%V	28.0%	27.2%	27.6%	29.5%	26.2%	27.1%	25.2%	29.3%
%H		93.0%	46.8%	18.6%	62.6%	35.1%	27.5%	89.7%
C2	561	551	277	108	400	229	171	464
%V	22.5%	23.1%	23.4%	24.5%	24.0%	25.4%	22.4%	21.8%
%H		98.2%	49.4%	19.3%	71.3%	40.8%	30.5%	82.7%
D	278	262	120	49	173	83	91	203
%V	11.1%	11.0%	10.1%	11.1%	10.4%	9.2%	11.9%	9.5%
%H		94.2%	43.2%	17.6%	62.2%	29.9%	32.7%	73.0%
E	134	123	47	13	97	36	61	62
%V	5.4%	5.2%	4.0%	2.9%	5.8%	4.0%	8.0%	2.9%
%H		91.8%	35.1%	9.7%	72.4%	26.9%	45.5%	46.3%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2494	2386	1184	441	1666	903	763	2133
%H		95.7%	47.5%	17.7%	66.8%	36.2%	30.6%	85.5%
Working full time	1435	1382	740	285	914	551	363	1338
%V	57.5%	57.9%	62.5%	64.6%	54.9%	61.0%	47.6%	62.7%
%H		96.3%	51.6%	19.9%	63.7%	38.4%	25.3%	93.2%
Working part time	133	127	64	16	93	45	48	115
%V	5.3%	5.3%	5.4%	3.6%	5.6%	5.0%	6.3%	5.4%
%H		95.5%	48.1%	12.0%	69.9%	33.8%	36.1%	86.5%
Not working	926	876	380	139	659	307	352	680
%V	37.1%	36.7%	32.1%	31.5%	39.6%	34.0%	46.1%	31.9%
%H		94.6%	41.0%	15.0%	71.2%	33.2%	38.0%	73.4%
Housewife/Houseperson	546	501	203	77	360	138	222	377
%V	21.9%	21.0%	17.1%	17.5%	21.6%	15.3%	29.1%	17.7%
%H		91.8%	37.2%	14.1%	65.9%	25.3%	40.7%	69.0%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2647	2560	1220	429	1836	922	914	2180
%H		96.7%	46.1%	16.2%	69.4%	34.8%	34.5%	82.4%
16 - 19	149	143	80	29	95	63	32	137
%V	5.6%	5.6%	6.6%	6.8%	5.2%	6.8%	3.5%	6.3%
%H		96.0%	53.7%	19.5%	63.8%	42.3%	21.5%	91.9%
20 - 24	170	159	60	39	112	55	56	153
%V	6.4%	6.2%	4.9%	9.1%	6.1%	6.0%	6.1%	7.0%
%H		93.5%	35.3%	22.9%	65.9%	32.4%	32.9%	90.0%
25 - 34	405	380	202	79	229	136	93	374
%V	15.3%	14.8%	16.6%	18.4%	12.5%	14.8%	10.2%	17.2%
%H		93.8%	49.9%	19.5%	56.5%	33.6%	23.0%	92.3%
35 - 44	426	417	235	80	267	164	103	399
%V	16.1%	16.3%	19.3%	18.6%	14.5%	17.8%	11.3%	18.3%
%H		97.9%	55.2%	18.8%	62.7%	38.5%	24.2%	93.7%
45 - 54	466	452	230	86	328	188	140	438
%V	17.6%	17.7%	18.9%	20.0%	17.9%	20.4%	15.3%	20.1%
%H		97.0%	49.4%	18.5%	70.4%	40.3%	30.0%	94.0%
55 - 64	360	350	175	49	259	129	130	313
%V	13.6%	13.7%	14.3%	11.4%	14.1%	14.0%	14.2%	14.4%
%H		97.2%	48.6%	13.6%	71.9%	35.8%	36.1%	86.9%
65+	671	660	237	67	547	187	360	365
%V	25.3%	25.8%	19.4%	15.6%	29.8%	20.3%	39.4%	16.7%
%H		98.4%	35.3%	10.0%	81.5%	27.9%	53.7%	54.4%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2647	2560	1220	429	1836	922	914	2180
%H		96.7%	46.1%	16.2%	69.4%	34.8%	34.5%	82.4%
AB	809	793	401	130	567	303	264	753
%V	30.6%	31.0%	32.9%	30.3%	30.9%	32.9%	28.9%	34.5%
%H		98.0%	49.6%	16.1%	70.1%	37.5%	32.6%	93.1%
C1	814	772	362	137	542	272	270	696
%V	30.8%	30.2%	29.7%	31.9%	29.5%	29.5%	29.5%	31.9%
%H		94.8%	44.5%	16.8%	66.6%	33.4%	33.2%	85.5%
C2	506	501	258	91	368	209	159	417
%V	19.1%	19.6%	21.1%	21.2%	20.0%	22.7%	17.4%	19.1%
%H		99.0%	51.0%	18.0%	72.7%	41.3%	31.4%	82.4%
D	305	289	124	50	200	87	113	220
%V	11.5%	11.3%	10.2%	11.7%	10.9%	9.4%	12.4%	10.1%
%H		94.8%	40.7%	16.4%	65.6%	28.5%	37.0%	72.1%
E	213	205	75	22	159	51	108	94
%V	8.0%	8.0%	6.1%	5.1%	8.7%	5.5%	11.8%	4.3%
%H		96.2%	35.2%	10.3%	74.6%	23.9%	50.7%	44.1%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South, South East and Channel Islands

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2647	2560	1220	429	1836	922	914	2180
%H		96.7%	46.1%	16.2%	69.4%	34.8%	34.5%	82.4%
Working full time	888	867	456	181	572	339	233	836
%V	33.5%	33.9%	37.4%	42.2%	31.2%	36.8%	25.5%	38.3%
%H		97.6%	51.4%	20.4%	64.4%	38.2%	26.2%	94.1%
Working part time	455	444	227	84	317	181	136	416
%V	17.2%	17.3%	18.6%	19.6%	17.3%	19.6%	14.9%	19.1%
%H		97.6%	49.9%	18.5%	69.7%	39.8%	29.9%	91.4%
Not working	1304	1248	536	164	947	402	545	928
%V	49.3%	48.8%	43.9%	38.2%	51.6%	43.6%	59.6%	42.6%
%H		95.7%	41.1%	12.6%	72.6%	30.8%	41.8%	71.2%
Housewife/Houseperson	2182	2120	994	341	1521	735	787	1752
%V	82.4%	82.8%	81.5%	79.5%	82.8%	79.7%	86.1%	80.4%
%H		97.2%	45.6%	15.6%	69.7%	33.7%	36.1%	80.3%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV East of England

Contents	Page
Household	
Table 9.1: Social Grade	228
Table 9.2: Housewife Age	229
Table 9.3: Size of Household	230
Table 9.4: Presence of Children	231
Table 9.5: Number of TV sets in household	232
Table 9.6: Screen size	233
Table 9.7: Location of ANY set in household	234
Table 9.8: Platform Provider	235
Table 9.9: Recorders and other equipment	236
Table 9.10: Computers and Internet	237
Sets	
Table 9.11: Screen Size	238
Table 9.12: Location of set	239
Table 9.13: Recorders	240
Table 9.14: Other TV equipment	240
Table 9.15: Main Set Screen Size	241
Table 9.16: Main Set Recorders	242
Table 9.17: Main Set - Other TV equipment	242
Table 9.18: Other Sets (non-Main Set) Screen Size	243
Table 9.19: Other Set (non-Main Set) Recorders	244
Table 9.20: Other Set (non-Main Set) - Other TV equipment	244
Individuals	
Table 9.21: Age of Children	245
Table 9.22: Adults - Age	246
Table 9.23: Social Grade (Adults 16+)	247
Table 9.24: Working Status (Adults 16+)	248
Table 9.25: Males - Age	249
Table 9.26: Social Grade (Males 16+)	250
Table 9.27: Working Status (Males 16+)	251
Table 9.28: Females - Age	252
Table 9.29: Social Grade (Females 16+)	253
Table 9.30: Working Status (Females 16+)	254

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2005	1937	905	266	1438	670	768	1588
%H (All HH)		96.6%	45.1%	13.3%	71.7%	33.4%	38.3%	79.2%
%H (TV HH)			46.7%	13.7%	74.2%	34.6%	39.6%	
AB	518	502	243	73	376	189	187	479
%V	25.8%	25.9%	26.9%	27.4%	26.1%	28.2%	24.3%	30.2%
%H (All HH)		96.9%	46.9%	14.1%	72.6%	36.5%	36.1%	92.5%
%H (TV HH)			48.4%	14.5%	74.9%	37.6%	37.3%	
C1	581	560	261	90	413	201	212	488
%V	29.0%	28.9%	28.8%	33.8%	28.7%	30.0%	27.6%	30.7%
%H (All HH)		96.4%	44.9%	15.5%	71.1%	34.6%	36.5%	84.0%
%H (TV HH)			46.6%	16.1%	73.8%	35.9%	37.9%	
C2	454	441	221	51	329	164	166	351
%V	22.6%	22.8%	24.4%	19.2%	22.9%	24.5%	21.6%	22.1%
%H (All HH)		97.1%	48.7%	11.2%	72.5%	36.1%	36.6%	77.3%
%H (TV HH)			50.1%	11.6%	74.6%	37.2%	37.6%	
D	286	273	126	34	193	80	113	193
%V	14.3%	14.1%	13.9%	12.8%	13.4%	11.9%	14.7%	12.2%
%H (All HH)		95.5%	44.1%	11.9%	67.5%	28.0%	39.5%	67.5%
%H (TV HH)			46.2%	12.5%	70.7%	29.3%	41.4%	
E	166	161	54	18	126	36	90	75
%V	8.3%	8.3%	6.0%	6.8%	8.8%	5.4%	11.7%	4.7%
%H (All HH)		97.0%	32.5%	10.8%	75.9%	21.7%	54.2%	45.2%
%H (TV HH)			33.5%	11.2%	78.3%	22.4%	55.9%	

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2005	1937	905	266	1438	670	768	1588
%H (All HH)		96.6%	45.1%	13.3%	71.7%	33.4%	38.3%	79.2%
%H (TV HH)			46.7%	13.7%	74.2%	34.6%	39.6%	
Under 25	78	67	31	7	43	18	26	59
%V	3.9%	3.5%	3.4%	2.6%	3.0%	2.7%	3.4%	3.7%
%H (All HH)		85.9%	39.7%	9.0%	55.1%	23.1%	33.3%	75.6%
%H (TV HH)			46.3%	10.4%	64.2%	26.9%	38.8%	
25 - 34	286	268	146	45	164	90	74	262
%V	14.3%	13.8%	16.1%	16.9%	11.4%	13.4%	9.6%	16.5%
%H (All HH)		93.7%	51.0%	15.7%	57.3%	31.5%	25.9%	91.6%
%H (TV HH)			54.5%	16.8%	61.2%	33.6%	27.6%	
35 - 44	337	327	180	49	219	121	98	315
%V	16.8%	16.9%	19.9%	18.4%	15.2%	18.1%	12.8%	19.8%
%H (All HH)		97.0%	53.4%	14.5%	65.0%	35.9%	29.1%	93.5%
%H (TV HH)			55.0%	15.0%	67.0%	37.0%	30.0%	
45 - 54	384	375	184	63	284	154	130	348
%V	19.2%	19.4%	20.3%	23.7%	19.7%	23.0%	16.9%	21.9%
%H (All HH)		97.7%	47.9%	16.4%	74.0%	40.1%	33.9%	90.6%
%H (TV HH)			49.1%	16.8%	75.7%	41.1%	34.7%	
55 - 64	349	341	164	48	255	124	131	297
%V	17.4%	17.6%	18.1%	18.0%	17.7%	18.5%	17.1%	18.7%
%H (All HH)		97.7%	47.0%	13.8%	73.1%	35.5%	37.5%	85.1%
%H (TV HH)			48.1%	14.1%	74.8%	36.4%	38.4%	
65 +	572	559	200	53	472	163	309	306
%V	28.5%	28.9%	22.1%	19.9%	32.8%	24.3%	40.2%	19.3%
%H (All HH)		97.7%	35.0%	9.3%	82.5%	28.5%	54.0%	53.5%
%H (TV HH)			35.8%	9.5%	84.4%	29.2%	55.3%	

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Household level data

Table 9.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2005	1937	905	266	1438	670	768	1588
%H (All HH)		96.6%	45.1%	13.3%	71.7%	33.4%	38.3%	79.2%
%H (TV HH)			46.7%	13.7%	74.2%	34.6%	39.6%	
1	573	544	175	56	427	119	308	307
%V	28.6%	28.1%	19.3%	21.1%	29.7%	17.8%	40.1%	19.3%
%H (All HH)		94.9%	30.5%	9.8%	74.5%	20.8%	53.8%	53.6%
%H (TV HH)			32.2%	10.3%	78.5%	21.9%	56.6%	
2	734	714	348	92	543	262	281	617
%V	36.6%	36.9%	38.5%	34.6%	37.8%	39.1%	36.6%	38.9%
%H (All HH)		97.3%	47.4%	12.5%	74.0%	35.7%	38.3%	84.1%
%H (TV HH)			48.7%	12.9%	76.1%	36.7%	39.4%	
3	290	283	160	49	189	115	74	271
%V	14.5%	14.6%	17.7%	18.4%	13.1%	17.2%	9.6%	17.1%
%H (All HH)		97.6%	55.2%	16.9%	65.2%	39.7%	25.5%	93.4%
%H (TV HH)			56.5%	17.3%	66.8%	40.6%	26.1%	
4	279	272	150	43	191	116	75	269
%V	13.9%	14.0%	16.6%	16.2%	13.3%	17.3%	9.8%	16.9%
%H (All HH)		97.5%	53.8%	15.4%	68.5%	41.6%	26.9%	96.4%
%H (TV HH)			55.1%	15.8%	70.2%	42.6%	27.6%	
5+	129	125	72	25	88	59	29	124
%V	6.4%	6.5%	8.0%	9.4%	6.1%	8.8%	3.8%	7.8%
%H (All HH)		96.9%	55.8%	19.4%	68.2%	45.7%	22.5%	96.1%
%H (TV HH)			57.6%	20.0%	70.4%	47.2%	23.2%	
Average HH size	2.35	2.36	2.58	2.62	2.31	2.63	2.02	2.58

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2005	1937	905	266	1438	670	768	1588
%H (All HH)		96.6%	45.1%	13.3%	71.7%	33.4%	38.3%	79.2%
%H (TV HH)			46.7%	13.7%	74.2%	34.6%	39.6%	
Without	1507	1453	625	191	1112	472	640	1118
%V	75.2%	75.0%	69.1%	71.8%	77.3%	70.4%	83.3%	70.4%
%H (All HH)		96.4%	41.5%	12.7%	73.8%	31.3%	42.5%	74.2%
%H (TV HH)			43.0%	13.1%	76.5%	32.5%	44.0%	
With	499	484	280	75	326	198	128	470
%V	24.9%	25.0%	30.9%	28.2%	22.7%	29.6%	16.7%	29.6%
%H (All HH)		97.0%	56.1%	15.0%	65.3%	39.7%	25.7%	94.2%
%H (TV HH)			57.9%	15.5%	67.4%	40.9%	26.4%	
0 - 3	190	185	110	23	116	68	48	174
%V	9.5%	9.6%	12.2%	8.6%	8.1%	10.1%	6.3%	11.0%
%H (All HH)		97.4%	57.9%	12.1%	61.1%	35.8%	25.3%	91.6%
%H (TV HH)			59.5%	12.4%	62.7%	36.8%	25.9%	
4 - 9	263	256	156	37	162	99	63	249
%V	13.1%	13.2%	17.2%	13.9%	11.3%	14.8%	8.2%	15.7%
%H (All HH)		97.3%	59.3%	14.1%	61.6%	37.6%	24.0%	94.7%
%H (TV HH)			60.9%	14.5%	63.3%	38.7%	24.6%	
10 - 15	232	225	123	43	165	105	60	223
%V	11.6%	11.6%	13.6%	16.2%	11.5%	15.7%	7.8%	14.0%
%H (All HH)		97.0%	53.0%	18.5%	71.1%	45.3%	25.9%	96.1%
%H (TV HH)			54.7%	19.1%	73.3%	46.7%	26.7%	

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2005	1937	905	266	1438	670	768	1588
%H (All HH)		96.6%	45.1%	13.3%	71.7%	33.4%	38.3%	79.2%
%H (TV HH)			46.7%	13.7%	74.2%	34.6%	39.6%	
1	735	735	275	94	483	124	359	508
%V	36.7%	37.9%	30.4%	35.3%	33.6%	18.5%	46.7%	32.0%
%H (All HH)		100.0%	37.4%	12.8%	65.7%	16.9%	48.8%	69.1%
%H (TV HH)			37.4%	12.8%	65.7%	16.9%	48.8%	
2	681	681	321	102	519	257	262	547
%V	34.0%	35.2%	35.5%	38.3%	36.1%	38.4%	34.1%	34.4%
%H (All HH)		100.0%	47.1%	15.0%	76.2%	37.7%	38.5%	80.3%
%H (TV HH)			47.1%	15.0%	76.2%	37.7%	38.5%	
3	315	315	183	48	251	164	87	288
%V	15.7%	16.3%	20.2%	18.0%	17.5%	24.5%	11.3%	18.1%
%H (All HH)		100.0%	58.1%	15.2%	79.7%	52.1%	27.6%	91.4%
%H (TV HH)			58.1%	15.2%	79.7%	52.1%	27.6%	
4	127	127	74	14	111	71	40	121
%V	6.3%	6.6%	8.2%	5.3%	7.7%	10.6%	5.2%	7.6%
%H (All HH)		100.0%	58.3%	11.0%	87.4%	55.9%	31.5%	95.3%
%H (TV HH)			58.3%	11.0%	87.4%	55.9%	31.5%	
5+	79	79	51	8	73	53	19	76
%V	3.9%	4.1%	5.6%	3.0%	5.1%	7.9%	2.5%	4.8%
%H (All HH)		100.0%	64.6%	10.1%	92.4%	67.1%	24.1%	96.2%
%H (TV HH)			64.6%	10.1%	92.4%	67.1%	24.1%	

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Household level data

Table 9.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2005	1937	905	266	1438	670	768	1588
%H (All HH)		96.6%	45.1%	13.3%	71.7%	33.4%	38.3%	79.2%
%H (TV HH)			46.7%	13.7%	74.2%	34.6%	39.6%	
Under 20"	602	602	277	76	517	267	250	487
%V	30.0%	31.1%	30.6%	28.6%	36.0%	39.9%	32.6%	30.7%
%H (All HH)		100.0%	46.0%	12.6%	85.9%	44.4%	41.5%	80.9%
%H (TV HH)			46.0%	12.6%	85.9%	44.4%	41.5%	
20" - 29"	740	740	328	86	614	285	329	566
%V	36.9%	38.2%	36.2%	32.3%	42.7%	42.5%	42.8%	35.6%
%H (All HH)		100.0%	44.3%	11.6%	83.0%	38.5%	44.5%	76.5%
%H (TV HH)			44.3%	11.6%	83.0%	38.5%	44.5%	
30" - 39"	1028	1028	503	152	772	393	379	847
%V	51.3%	53.1%	55.6%	57.1%	53.7%	58.7%	49.3%	53.3%
%H (All HH)		100.0%	48.9%	14.8%	75.1%	38.2%	36.9%	82.4%
%H (TV HH)			48.9%	14.8%	75.1%	38.2%	36.9%	
40" and over	773	773	466	119	536	342	193	701
%V	38.6%	39.9%	51.5%	44.7%	37.3%	51.0%	25.1%	44.1%
%H (All HH)		100.0%	60.3%	15.4%	69.3%	44.2%	25.0%	90.7%
%H (TV HH)			60.3%	15.4%	69.3%	44.2%	25.0%	

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2005	1937	905	266	1438	670	768	1588
%V (All HH)		96.6%	45.1%	13.3%	71.7%	33.4%	38.3%	79.2%
%H (TV HH)			46.7%	13.7%	74.2%	34.6%	39.6%	
Main living room	1905	1905	894	261	1420	663	757	1515
%V	95.0%	98.3%	98.8%	98.1%	98.7%	99.0%	98.6%	95.4%
%H (All HH)		100.0%	46.9%	13.7%	74.5%	34.8%	39.7%	79.5%
%H (TV HH)			46.9%	13.7%	74.5%	34.8%	39.7%	
Kitchen	278	278	144	38	245	147	98	237
%V	13.9%	14.4%	15.9%	14.3%	17.0%	21.9%	12.8%	14.9%
%H (All HH)		100.0%	51.8%	13.7%	88.1%	52.9%	35.3%	85.3%
%H (TV HH)			51.8%	13.7%	88.1%	52.9%	35.3%	
Adult's bedroom	836	836	452	116	687	415	272	732
%V	41.7%	43.2%	49.9%	43.6%	47.8%	61.9%	35.4%	46.1%
%H (All HH)		100.0%	54.1%	13.9%	82.2%	49.6%	32.5%	87.6%
%H (TV HH)			54.1%	13.9%	82.2%	49.6%	32.5%	
Child's bedroom	181	181	114	28	140	98	42	174
%V	9.0%	9.3%	12.6%	10.5%	9.7%	14.6%	5.5%	11.0%
%H (All HH)		100.0%	63.0%	15.5%	77.3%	54.1%	23.2%	96.1%
%H (TV HH)			63.0%	15.5%	77.3%	54.1%	23.2%	
Other bedroom	113	113	70	12	91	61	30	104
%V	5.6%	5.8%	7.7%	4.5%	6.3%	9.1%	3.9%	6.5%
%H (All HH)		100.0%	61.9%	10.6%	80.5%	54.0%	26.5%	92.0%
%H (TV HH)			61.9%	10.6%	80.5%	54.0%	26.5%	
Second living/dining room	179	179	84	25	146	75	72	154
%V	8.9%	9.2%	9.3%	9.4%	10.2%	11.2%	9.4%	9.7%
%H (All HH)		100.0%	46.9%	14.0%	81.6%	41.9%	40.2%	86.0%
%H (TV HH)			46.9%	14.0%	81.6%	41.9%	40.2%	
Study/office	36	36	26	2	31	22	9	35
%V	1.8%	1.9%	2.9%	0.8%	2.2%	3.3%	1.2%	2.2%
%H (All HH)		100.0%	72.2%	5.6%	86.1%	61.1%	25.0%	97.2%
%H (TV HH)			72.2%	5.6%	86.1%	61.1%	25.0%	
TV room	20	20	9	4	16	9	7	20
%V	1.0%	1.0%	1.0%	1.5%	1.1%	1.3%	0.9%	1.3%
%H (All HH)		100.0%	45.0%	20.0%	80.0%	45.0%	35.0%	100.0%
%H (TV HH)			45.0%	20.0%	80.0%	45.0%	35.0%	
Conservatory	45	45	29	6	40	29	11	41
%V	2.2%	2.3%	3.2%	2.3%	2.8%	4.3%	1.4%	2.6%
%H (All HH)		100.0%	64.4%	13.3%	88.9%	64.4%	24.4%	91.1%
%H (TV HH)			64.4%	13.3%	88.9%	64.4%	24.4%	
Attic or loft room	6	6	3	1	6	4	2	4
%V	0.3%	0.3%	0.3%	0.4%	0.4%	0.6%	0.3%	0.3%
%H (All HH)		100.0%	50.0%	16.7%	100.0%	66.7%	33.3%	66.7%
%H (TV HH)			50.0%	16.7%	100.0%	66.7%	33.3%	
No specific location	6	6	2	1	4	2	2	5
%V	0.3%	0.3%	0.2%	0.4%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	33.3%	16.7%	66.7%	33.3%	33.3%	83.3%
%H (TV HH)			33.3%	16.7%	66.7%	33.3%	33.3%	
Other	26	26	18	1	20	13	7	23
%V	1.3%	1.3%	2.0%	0.4%	1.4%	1.9%	0.9%	1.4%
%H (All HH)		100.0%	69.2%	3.8%	76.9%	50.0%	26.9%	88.5%
%H (TV HH)			69.2%	3.8%	76.9%	50.0%	26.9%	

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Household level data

Table 9.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2005	1937	905	266	1438	670	768	1588
%H (All HH)		96.6%	45.1%	13.3%	71.7%	33.4%	38.3%	79.2%
%H (TV HH)			46.7%	13.7%	74.2%	34.6%	39.6%	
Any DSAT provider	905	905	905	18	534	534	0	790
%V	45.1%	46.7%	100.0%	6.8%	37.1%	79.7%	0.0%	49.7%
%H (All HH)			100.0%	2.0%	59.0%	59.0%	0.0%	87.3%
%H (TV HH)			100.0%	2.0%	59.0%	59.0%	0.0%	
Sky with subcription	704	704	704	8	406	406	0	637
%V	35.1%	36.3%	77.8%	3.0%	28.2%	60.6%	0.0%	40.1%
%H (All HH)			100.0%	1.1%	57.7%	57.7%	0.0%	90.5%
%H (TV HH)			100.0%	1.1%	57.7%	57.7%	0.0%	
Sky without subscription	53	53	53	2	34	34	0	42
%V	2.6%	2.7%	5.9%	0.8%	2.4%	5.1%	0.0%	2.6%
%H (All HH)			100.0%	3.8%	64.2%	64.2%	0.0%	79.2%
%H (TV HH)			100.0%	3.8%	64.2%	64.2%	0.0%	
Freesat	132	132	132	5	89	89	0	103
%V	6.6%	6.8%	14.6%	1.9%	6.2%	13.3%	0.0%	6.5%
%H (All HH)			100.0%	3.8%	67.4%	67.4%	0.0%	78.0%
%H (TV HH)			100.0%	3.8%	67.4%	67.4%	0.0%	
Other satellite provider	39	39	39	4	21	21	0	31
%V	1.9%	2.0%	4.3%	1.5%	1.5%	3.1%	0.0%	2.0%
%H (All HH)			100.0%	10.3%	53.8%	53.8%	0.0%	79.5%
%H (TV HH)			100.0%	10.3%	53.8%	53.8%	0.0%	
DCAB	266	266	18	266	142	142	0	244
%V	13.3%	13.7%	2.0%	100.0%	9.9%	21.2%	0.0%	15.4%
%H (All HH)			6.8%	100.0%	53.4%	53.4%	0.0%	91.7%
%H (TV HH)			6.8%	100.0%	53.4%	53.4%	0.0%	
DTT	1438	1438	534	142	1438	670	768	1104
%V	71.7%	74.2%	59.0%	53.4%	100.0%	100.0%	100.0%	69.5%
%H (All HH)		100.0%	37.1%	9.9%	100.0%	46.6%	53.4%	76.8%
%H (TV HH)			37.1%	9.9%	100.0%	46.6%	53.4%	

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2005	1937	905	266	1438	670	768	1588
%H (All HH)		96.6%	45.1%	13.3%	71.7%	33.4%	38.3%	79.2%
%H (TV HH)			46.7%	13.7%	74.2%	34.6%	39.6%	
PVR	1211	1211	760	203	813	553	261	1073
%V	60.4%	62.5%	84.0%	76.3%	56.5%	82.5%	34.0%	67.6%
%H (All HH)		100.0%	62.8%	16.8%	67.1%	45.7%	21.6%	88.6%
%H (TV HH)			62.8%	16.8%	67.1%	45.7%	21.6%	
DVDR	183	183	99	23	144	81	63	158
%V	9.1%	9.4%	10.9%	8.6%	10.0%	12.1%	8.2%	9.9%
%H (All HH)		100.0%	54.1%	12.6%	78.7%	44.3%	34.4%	86.3%
%H (TV HH)			54.1%	12.6%	78.7%	44.3%	34.4%	
VCR	107	107	47	15	91	43	47	75
%V	5.3%	5.5%	5.2%	5.6%	6.3%	6.4%	6.1%	4.7%
%H (All HH)		100.0%	43.9%	14.0%	85.0%	40.2%	43.9%	70.1%
%H (TV HH)			43.9%	14.0%	85.0%	40.2%	43.9%	
Any recorder	1292	1292	776	209	883	565	319	1123
%V	64.4%	66.7%	85.7%	78.6%	61.4%	84.3%	41.5%	70.7%
%H (All HH)		100.0%	60.1%	16.2%	68.3%	43.7%	24.7%	86.9%
%H (TV HH)			60.1%	16.2%	68.3%	43.7%	24.7%	
Receives HDTV (via STB or built-in reception)	1094	1094	598	218	777	487	290	962
%V	54.6%	56.5%	66.1%	82.0%	54.0%	72.7%	37.8%	60.6%
%H (All HH)		100.0%	54.7%	19.9%	71.0%	44.5%	26.5%	87.9%
%H (TV HH)			54.7%	19.9%	71.0%	44.5%	26.5%	
DVD/Blu-ray player or recorder	1447	1447	744	209	1050	547	503	1207
%V	72.2%	74.7%	82.2%	78.6%	73.0%	81.6%	65.5%	76.0%
%H (All HH)		100.0%	51.4%	14.4%	72.6%	37.8%	34.8%	83.4%
%H (TV HH)			51.4%	14.4%	72.6%	37.8%	34.8%	

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2005	1937	905	266	1438	670	768	1588
%V (All HH)		96.6%	45.1%	13.3%	71.7%	33.4%	38.3%	79.2%
%H (TV HH)			46.7%	13.7%	74.2%	34.6%	39.6%	
Has broadband internet	1588	1541	790	244	1104	595	509	1588
%V	79.2%	79.6%	87.3%	91.7%	76.8%	88.8%	66.3%	100.0%
%H (All HH)		97.0%	49.7%	15.4%	69.5%	37.5%	32.1%	100.0%
%H (TV HH)			51.3%	15.8%	71.6%	38.6%	33.0%	
Number of computers (PCs and laptops)								
0	361	341	101	23	286	68	218	23
%V	18.0%	17.6%	11.2%	8.6%	19.9%	10.1%	28.4%	1.4%
%H (All HH)		94.5%	28.0%	6.4%	79.2%	18.8%	60.4%	6.4%
%H (TV HH)			29.6%	6.7%	83.9%	19.9%	63.9%	
1	653	629	272	79	463	187	276	590
%V	32.6%	32.5%	30.1%	29.7%	32.2%	27.9%	35.9%	37.2%
%H (All HH)		96.3%	41.7%	12.1%	70.9%	28.6%	42.3%	90.4%
%H (TV HH)			43.2%	12.6%	73.6%	29.7%	43.9%	
2	476	462	246	72	322	177	145	463
%V	23.7%	23.9%	27.2%	27.1%	22.4%	26.4%	18.9%	29.2%
%H (All HH)		97.1%	51.7%	15.1%	67.6%	37.2%	30.5%	97.3%
%H (TV HH)			53.2%	15.6%	69.7%	38.3%	31.4%	
3	243	237	132	44	165	102	63	240
%V	12.1%	12.2%	14.6%	16.5%	11.5%	15.2%	8.2%	15.1%
%H (All HH)		97.5%	54.3%	18.1%	67.9%	42.0%	25.9%	98.8%
%H (TV HH)			55.7%	18.6%	69.6%	43.0%	26.6%	
4	133	130	77	24	97	68	29	132
%V	6.6%	6.7%	8.5%	9.0%	6.7%	10.1%	3.8%	8.3%
%H (All HH)		97.7%	57.9%	18.0%	72.9%	51.1%	21.8%	99.2%
%H (TV HH)			59.2%	18.5%	74.6%	52.3%	22.3%	
5+	140	138	78	24	104	67	37	140
%V	7.0%	7.1%	8.6%	9.0%	7.2%	10.0%	4.8%	8.8%
%H (All HH)		98.6%	55.7%	17.1%	74.3%	47.9%	26.4%	100.0%
%H (TV HH)			56.5%	17.4%	75.4%	48.6%	26.8%	

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3967	2033	541	3106	1699	1407	3358
%H		51.2%	13.6%	78.3%	42.8%	35.5%	84.6%
Under 20"	804	384	99	694	374	320	667
%V	20.3%	18.9%	18.3%	22.3%	22.0%	22.7%	19.9%
%H		47.8%	12.3%	86.3%	46.5%	39.8%	83.0%
20" - 29"	939	434	106	795	391	404	742
%V	23.7%	21.3%	19.6%	25.6%	23.0%	28.7%	22.1%
%H		46.2%	11.3%	84.7%	41.6%	43.0%	79.0%
30" - 39"	1197	600	181	911	488	423	1008
%V	30.2%	29.5%	33.5%	29.3%	28.7%	30.1%	30.0%
%H		50.1%	15.1%	76.1%	40.8%	35.3%	84.2%
40" and over	889	546	134	620	404	215	816
%V	22.4%	26.9%	24.8%	20.0%	23.8%	15.3%	24.3%
%H		61.4%	15.1%	69.7%	45.4%	24.2%	91.8%
Don't know	29	13	3	25	13	12	26
%V	0.7%	0.6%	0.6%	0.8%	0.8%	0.9%	0.8%
%H		44.8%	10.3%	86.2%	44.8%	41.4%	89.7%
Not Asked	109	56	18	61	29	33	99
%V	2.7%	2.8%	3.3%	2.0%	1.7%	2.3%	2.9%
%H		51.4%	16.5%	56.0%	26.6%	30.3%	90.8%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3967	2033	541	3106	1699	1407	3358
%H		51.2%	13.6%	78.3%	42.8%	35.5%	84.6%
Main living room	1920	901	264	1429	667	762	1528
%V	48.4%	44.3%	48.8%	46.0%	39.3%	54.2%	45.5%
%H		46.9%	13.8%	74.4%	34.7%	39.7%	79.6%
Kitchen	281	144	38	248	147	101	238
%V	7.1%	7.1%	7.0%	8.0%	8.7%	7.2%	7.1%
%H		51.2%	13.5%	88.3%	52.3%	35.9%	84.7%
Adult's bedroom	971	531	133	810	498	312	863
%V	24.5%	26.1%	24.6%	26.1%	29.3%	22.2%	25.7%
%H		54.7%	13.7%	83.4%	51.3%	32.1%	88.9%
Child's bedroom	233	150	34	183	130	54	225
%V	5.9%	7.4%	6.3%	5.9%	7.7%	3.8%	6.7%
%H		64.4%	14.6%	78.5%	55.8%	23.2%	96.6%
Other bedroom	131	80	14	109	71	37	120
%V	3.3%	3.9%	2.6%	3.5%	4.2%	2.6%	3.6%
%H		61.1%	10.7%	83.2%	54.2%	28.2%	91.6%
Second living/dining room	179	84	25	146	75	72	154
%V	4.5%	4.1%	4.6%	4.7%	4.4%	5.1%	4.6%
%H		46.9%	14.0%	81.6%	41.9%	40.2%	86.0%
Study/office	39	27	3	33	24	10	37
%V	1.0%	1.3%	0.6%	1.1%	1.4%	0.7%	1.1%
%H		69.2%	7.7%	84.6%	61.5%	25.6%	94.9%
TV room	20	9	4	16	9	7	20
%V	0.5%	0.4%	0.7%	0.5%	0.5%	0.5%	0.6%
%H		45.0%	20.0%	80.0%	45.0%	35.0%	100.0%
Conservatory	45	29	6	40	29	11	41
%V	1.1%	1.4%	1.1%	1.3%	1.7%	0.8%	1.2%
%H		64.4%	13.3%	88.9%	64.4%	24.4%	91.1%
Attic or loft room	6	3	1	6	4	2	4
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.1%	0.1%
%H		50.0%	16.7%	100.0%	66.7%	33.3%	66.7%
No specific location	6	2	1	4	2	2	5
%V	0.2%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	16.7%	66.7%	33.3%	33.3%	83.3%
Other	26	19	1	20	13	7	24
%V	0.7%	0.9%	0.2%	0.6%	0.8%	0.5%	0.7%
%H		73.1%	3.8%	76.9%	50.0%	26.9%	92.3%
Not Asked	109	56	18	61	29	33	99
%V	2.7%	2.8%	3.3%	2.0%	1.7%	2.3%	2.9%
%H		51.4%	16.5%	56.0%	26.6%	30.3%	90.8%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3967	2033	541	3106	1699	1407	3358
%H		51.2%	13.6%	78.3%	42.8%	35.5%	84.6%
PVR	1588	1050	266	1061	770	291	1435
%V	40.0%	51.6%	49.2%	34.2%	45.3%	20.7%	42.7%
%H		66.1%	16.8%	66.8%	48.5%	18.3%	90.4%
DVDR	212	117	28	166	97	69	185
%V	5.3%	5.8%	5.2%	5.3%	5.7%	4.9%	5.5%
%H		55.2%	13.2%	78.3%	45.8%	32.5%	87.3%
VCR	111	48	16	94	46	49	78
%V	2.8%	2.4%	3.0%	3.0%	2.7%	3.5%	2.3%
%H		43.2%	14.4%	84.7%	41.4%	44.1%	70.3%
Any recorder	1708	1093	276	1163	805	358	1520
%V	43.1%	53.8%	51.0%	37.4%	47.4%	25.4%	45.3%
%H		64.0%	16.2%	68.1%	47.1%	21.0%	89.0%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3967	2033	541	3106	1699	1407	3358
%H		51.2%	13.6%	78.3%	42.8%	35.5%	84.6%
Receives HDTV (via STB or built-in reception)	1534	843	303	1121	715	406	1376
%V	38.7%	41.5%	56.0%	36.1%	42.1%	28.9%	41.0%
%H		55.0%	19.8%	73.1%	46.6%	26.5%	89.7%
DVD/Blu-ray player or recorder	2085	1123	301	1572	895	676	1800
%V	52.6%	55.2%	55.6%	50.6%	52.7%	48.0%	53.6%
%H		53.9%	14.4%	75.4%	42.9%	32.4%	86.3%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1936	905	266	1438	670	768	1541
%H		46.7%	13.7%	74.3%	34.6%	39.7%	79.6%
Under 20"	70	10	4	63	9	55	45
%V	3.6%	1.1%	1.5%	4.4%	1.3%	7.2%	2.9%
%H		14.3%	5.7%	90.0%	12.9%	78.6%	64.3%
20" - 29"	316	88	31	259	62	198	188
%V	16.3%	9.7%	11.7%	18.0%	9.3%	25.8%	12.2%
%H		27.8%	9.8%	82.0%	19.6%	62.7%	59.5%
30" - 39"	784	349	113	589	265	324	614
%V	40.5%	38.6%	42.5%	41.0%	39.6%	42.2%	39.8%
%H		44.5%	14.4%	75.1%	33.8%	41.3%	78.3%
40" and over	750	455	116	516	332	184	680
%V	38.7%	50.3%	43.6%	35.9%	49.6%	24.0%	44.1%
%H		60.7%	15.5%	68.8%	44.3%	24.5%	90.7%
Don't know	13	3	2	11	3	8	11
%V	0.7%	0.3%	0.8%	0.8%	0.4%	1.0%	0.7%
%H		23.1%	15.4%	84.6%	23.1%	61.5%	84.6%
Not Asked	3	0	0	0	0	0	3
%V	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1936	905	266	1438	670	768	1541
%H		46.7%	13.7%	74.3%	34.6%	39.7%	79.6%
PVR	1188	753	201	791	544	247	1051
%V	61.4%	83.2%	75.6%	55.0%	81.2%	32.2%	68.2%
%H		63.4%	16.9%	66.6%	45.8%	20.8%	88.5%
DVDR	163	87	20	125	68	58	140
%V	8.4%	9.6%	7.5%	8.7%	10.1%	7.6%	9.1%
%H		53.4%	12.3%	76.7%	41.7%	35.6%	85.9%
VCR	90	37	11	77	34	43	60
%V	4.6%	4.1%	4.1%	5.4%	5.1%	5.6%	3.9%
%H		41.1%	12.2%	85.6%	37.8%	47.8%	66.7%
Any recorder	1268	770	208	860	557	303	1102
%V	65.5%	85.1%	78.2%	59.8%	83.1%	39.5%	71.5%
%H		60.7%	16.4%	67.8%	43.9%	23.9%	86.9%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1936	905	266	1438	670	768	1541
%H		46.7%	13.7%	74.3%	34.6%	39.7%	79.6%
Receives HDTV (via STB or built-in reception)	1059	585	213	745	471	274	931
%V	54.7%	64.6%	80.1%	51.8%	70.3%	35.7%	60.4%
%H		55.2%	20.1%	70.3%	44.5%	25.9%	87.9%
DVD/Blu-ray player or recorder	1355	703	195	973	509	464	1127
%V	70.0%	77.7%	73.3%	67.7%	76.0%	60.4%	73.1%
%H		51.9%	14.4%	71.8%	37.6%	34.2%	83.2%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2032	1128	275	1668	1029	639	1817
%H		55.5%	13.5%	82.1%	50.6%	31.4%	89.4%
Under 20"	733	374	95	631	365	266	622
%V	36.1%	33.2%	34.5%	37.8%	35.5%	41.6%	34.2%
%H		51.0%	13.0%	86.1%	49.8%	36.3%	84.9%
20" - 29"	623	346	75	535	329	206	554
%V	30.7%	30.7%	27.3%	32.1%	32.0%	32.2%	30.5%
%H		55.5%	12.0%	85.9%	52.8%	33.1%	88.9%
30" - 39"	413	251	68	322	223	100	394
%V	20.3%	22.3%	24.7%	19.3%	21.7%	15.6%	21.7%
%H		60.8%	16.5%	78.0%	54.0%	24.2%	95.4%
40" and over	140	91	18	104	72	32	136
%V	6.9%	8.1%	6.5%	6.2%	7.0%	5.0%	7.5%
%H		65.0%	12.9%	74.3%	51.4%	22.9%	97.1%
Don't know	16	10	1	15	10	4	15
%V	0.8%	0.9%	0.4%	0.9%	1.0%	0.6%	0.8%
%H		62.5%	6.3%	93.8%	62.5%	25.0%	93.8%
Not Asked	107	56	18	61	30	31	96
%V	5.3%	5.0%	6.5%	3.7%	2.9%	4.9%	5.3%
%H		52.3%	16.8%	57.0%	28.0%	29.0%	89.7%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2032	1128	275	1668	1029	639	1817
%H		55.5%	13.5%	82.1%	50.6%	31.4%	89.4%
PVR	400	297	65	270	226	44	384
%V	19.7%	26.3%	23.6%	16.2%	22.0%	6.9%	21.1%
%H		74.3%	16.3%	67.5%	56.5%	11.0%	96.0%
DVDR	49	30	8	41	29	12	45
%V	2.4%	2.7%	2.9%	2.5%	2.8%	1.9%	2.5%
%H		61.2%	16.3%	83.7%	59.2%	24.5%	91.8%
VCR	21	11	6	17	12	5	17
%V	1.0%	1.0%	2.2%	1.0%	1.2%	0.8%	0.9%
%H		52.4%	28.6%	81.0%	57.1%	23.8%	81.0%
Any recorder	439	323	68	303	248	56	418
%V	21.6%	28.6%	24.7%	18.2%	24.1%	8.8%	23.0%
%H		73.6%	15.5%	69.0%	56.5%	12.8%	95.2%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2032	1128	275	1668	1029	639	1817
%H		55.5%	13.5%	82.1%	50.6%	31.4%	89.4%
Receives HDTV (via STB or built-in reception)	475	258	90	376	243	132	444
%V	23.4%	22.9%	32.7%	22.5%	23.6%	20.7%	24.4%
%H		54.3%	18.9%	79.2%	51.2%	27.8%	93.5%
DVD/Blu-ray player or recorder	730	420	106	599	387	212	673
%V	35.9%	37.2%	38.5%	35.9%	37.6%	33.2%	37.0%
%H		57.5%	14.5%	82.1%	53.0%	29.0%	92.2%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4722	4577	2335	696	3314	1765	1550	4096
%H		96.9%	49.4%	14.7%	70.2%	37.4%	32.8%	86.7%
Total Children	890	864	504	138	574	353	221	841
%V	18.8%	18.9%	21.6%	19.8%	17.3%	20.0%	14.3%	20.5%
%H		97.1%	56.6%	15.5%	64.5%	39.7%	24.8%	94.5%
0 - 3	221	214	131	28	135	82	53	203
%V	4.7%	4.7%	5.6%	4.0%	4.1%	4.6%	3.4%	5.0%
%H		96.8%	59.3%	12.7%	61.1%	37.1%	24.0%	91.9%
4 - 15	669	650	374	110	439	271	168	638
%V	14.2%	14.2%	16.0%	15.8%	13.2%	15.4%	10.8%	15.6%
%H		97.2%	55.9%	16.4%	65.6%	40.5%	25.1%	95.4%
4 - 9	367	356	213	57	222	136	86	350
%V	7.8%	7.8%	9.1%	8.2%	6.7%	7.7%	5.5%	8.5%
%H		97.0%	58.0%	15.5%	60.5%	37.1%	23.4%	95.4%
10 - 15	302	294	161	54	216	135	81	288
%V	6.4%	6.4%	6.9%	7.8%	6.5%	7.6%	5.2%	7.0%
%H		97.4%	53.3%	17.9%	71.5%	44.7%	26.8%	95.4%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4722	4577	2335	696	3314	1765	1550	4096
%H		96.9%	49.4%	14.7%	70.2%	37.4%	32.8%	86.7%
Total Adults (16+)	3833	3712	1831	558	2740	1411	1329	3255
%V	81.2%	81.1%	78.4%	80.2%	82.7%	79.9%	85.7%	79.5%
%H		96.8%	47.8%	14.6%	71.5%	36.8%	34.7%	84.9%
16 - 19	224	215	104	44	160	97	63	212
%V	4.7%	4.7%	4.5%	6.3%	4.8%	5.5%	4.1%	5.2%
%H		96.0%	46.4%	19.6%	71.4%	43.3%	28.1%	94.6%
20 - 24	272	251	122	43	179	96	82	247
%V	5.8%	5.5%	5.2%	6.2%	5.4%	5.4%	5.3%	6.0%
%H		92.3%	44.9%	15.8%	65.8%	35.3%	30.1%	90.8%
25 - 34	583	560	322	95	345	205	140	546
%V	12.3%	12.2%	13.8%	13.6%	10.4%	11.6%	9.0%	13.3%
%H		96.1%	55.2%	16.3%	59.2%	35.2%	24.0%	93.7%
35 - 44	613	594	322	97	402	228	174	576
%V	13.0%	13.0%	13.8%	13.9%	12.1%	12.9%	11.2%	14.1%
%H		96.9%	52.5%	15.8%	65.6%	37.2%	28.4%	94.0%
45 - 54	662	644	322	106	495	276	219	609
%V	14.0%	14.1%	13.8%	15.2%	14.9%	15.6%	14.1%	14.9%
%H		97.3%	48.6%	16.0%	74.8%	41.7%	33.1%	92.0%
55 - 64	589	577	292	79	433	221	212	518
%V	12.5%	12.6%	12.5%	11.4%	13.1%	12.5%	13.7%	12.6%
%H		98.0%	49.6%	13.4%	73.5%	37.5%	36.0%	87.9%
65+	889	871	347	94	727	288	439	547
%V	18.8%	19.0%	14.9%	13.5%	21.9%	16.3%	28.3%	13.4%
%H		98.0%	39.0%	10.6%	81.8%	32.4%	49.4%	61.5%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3833	3712	1831	558	2740	1411	1329	3255
%H		96.8%	47.8%	14.6%	71.5%	36.8%	34.7%	84.9%
AB	1049	1022	508	152	776	412	364	994
%V	27.4%	27.5%	27.7%	27.2%	28.3%	29.2%	27.4%	30.5%
%H		97.4%	48.4%	14.5%	74.0%	39.3%	34.7%	94.8%
C1	1109	1067	534	188	780	427	353	985
%V	28.9%	28.7%	29.2%	33.7%	28.5%	30.3%	26.6%	30.3%
%H		96.2%	48.2%	17.0%	70.3%	38.5%	31.8%	88.8%
C2	935	910	469	121	676	360	316	774
%V	24.4%	24.5%	25.6%	21.7%	24.7%	25.5%	23.8%	23.8%
%H		97.3%	50.2%	12.9%	72.3%	38.5%	33.8%	82.8%
D	520	501	245	69	346	161	185	392
%V	13.6%	13.5%	13.4%	12.4%	12.6%	11.4%	13.9%	12.0%
%H		96.3%	47.1%	13.3%	66.5%	31.0%	35.6%	75.4%
E	220	213	76	29	163	52	111	110
%V	5.7%	5.7%	4.2%	5.2%	5.9%	3.7%	8.4%	3.4%
%H		96.8%	34.5%	13.2%	74.1%	23.6%	50.5%	50.0%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3833	3712	1831	558	2740	1411	1329	3255
%H		96.8%	47.8%	14.6%	71.5%	36.8%	34.7%	84.9%
Working full time	1748	1696	902	289	1197	690	506	1636
%V	45.6%	45.7%	49.3%	51.8%	43.7%	48.9%	38.1%	50.3%
%H		97.0%	51.6%	16.5%	68.5%	39.5%	28.9%	93.6%
Working part time	428	421	223	68	301	168	133	396
%V	11.2%	11.3%	12.2%	12.2%	11.0%	11.9%	10.0%	12.2%
%H		98.4%	52.1%	15.9%	70.3%	39.3%	31.1%	92.5%
Not working	1657	1595	706	201	1243	553	690	1223
%V	43.2%	43.0%	38.6%	36.0%	45.4%	39.2%	51.9%	37.6%
%H		96.3%	42.6%	12.1%	75.0%	33.4%	41.6%	73.8%
Housewife/Houseperson	2005	1937	905	266	1438	670	768	1588
%V	52.3%	52.2%	49.4%	47.7%	52.5%	47.5%	57.8%	48.8%
%H		96.6%	45.1%	13.3%	71.7%	33.4%	38.3%	79.2%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1880	1821	930	281	1333	718	615	1629
%H		96.9%	49.5%	14.9%	70.9%	38.2%	32.7%	86.6%
16 - 19	127	124	61	28	92	58	34	120
%V	6.8%	6.8%	6.6%	10.0%	6.9%	8.1%	5.5%	7.4%
%H		97.6%	48.0%	22.0%	72.4%	45.7%	26.8%	94.5%
20 - 24	134	123	57	23	92	51	41	126
%V	7.1%	6.8%	6.1%	8.2%	6.9%	7.1%	6.7%	7.7%
%H		91.8%	42.5%	17.2%	68.7%	38.1%	30.6%	94.0%
25 - 34	297	288	171	44	174	103	71	276
%V	15.8%	15.8%	18.4%	15.7%	13.1%	14.3%	11.5%	16.9%
%H		97.0%	57.6%	14.8%	58.6%	34.7%	23.9%	92.9%
35 - 44	306	294	159	51	197	112	85	280
%V	16.3%	16.1%	17.1%	18.1%	14.8%	15.6%	13.8%	17.2%
%H		96.1%	52.0%	16.7%	64.4%	36.6%	27.8%	91.5%
45 - 54	321	312	156	48	243	135	108	296
%V	17.1%	17.1%	16.8%	17.1%	18.2%	18.8%	17.6%	18.2%
%H		97.2%	48.6%	15.0%	75.7%	42.1%	33.6%	92.2%
55 - 64	284	277	142	36	208	107	102	249
%V	15.1%	15.2%	15.3%	12.8%	15.6%	14.9%	16.6%	15.3%
%H		97.5%	50.0%	12.7%	73.2%	37.7%	35.9%	87.7%
65+	412	402	185	50	327	153	174	280
%V	21.9%	22.1%	19.9%	17.8%	24.5%	21.3%	28.3%	17.2%
%H		97.6%	44.9%	12.1%	79.4%	37.1%	42.2%	68.0%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1880	1821	930	281	1333	718	615	1629
%H		96.9%	49.5%	14.9%	70.9%	38.2%	32.7%	86.6%
AB	529	514	260	76	391	211	180	497
%V	28.1%	28.2%	28.0%	27.0%	29.3%	29.4%	29.3%	30.5%
%H		97.2%	49.1%	14.4%	73.9%	39.9%	34.0%	94.0%
C1	515	497	258	93	359	209	151	471
%V	27.4%	27.3%	27.7%	33.1%	26.9%	29.1%	24.6%	28.9%
%H		96.5%	50.1%	18.1%	69.7%	40.6%	29.3%	91.5%
C2	503	489	255	66	360	194	166	415
%V	26.8%	26.9%	27.4%	23.5%	27.0%	27.0%	27.0%	25.5%
%H		97.2%	50.7%	13.1%	71.6%	38.6%	33.0%	82.5%
D	246	237	125	33	161	83	78	197
%V	13.1%	13.0%	13.4%	11.7%	12.1%	11.6%	12.7%	12.1%
%H		96.3%	50.8%	13.4%	65.4%	33.7%	31.7%	80.1%
E	87	84	32	13	62	22	40	49
%V	4.6%	4.6%	3.4%	4.6%	4.7%	3.1%	6.5%	3.0%
%H		96.6%	36.8%	14.9%	71.3%	25.3%	46.0%	56.3%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1880	1821	930	281	1333	718	615	1629
%H		96.9%	49.5%	14.9%	70.9%	38.2%	32.7%	86.6%
Working full time	1117	1080	584	178	760	441	319	1036
%V	59.4%	59.3%	62.8%	63.3%	57.0%	61.4%	51.9%	63.6%
%H		96.7%	52.3%	15.9%	68.0%	39.5%	28.6%	92.7%
Working part time	84	82	41	16	57	30	28	78
%V	4.5%	4.5%	4.4%	5.7%	4.3%	4.2%	4.6%	4.8%
%H		97.6%	48.8%	19.0%	67.9%	35.7%	33.3%	92.9%
Not working	679	659	305	88	516	248	268	515
%V	36.1%	36.2%	32.8%	31.3%	38.7%	34.5%	43.6%	31.6%
%H		97.1%	44.9%	13.0%	76.0%	36.5%	39.5%	75.8%
Housewife/Houseperson	389	368	172	46	268	116	152	268
%V	20.7%	20.2%	18.5%	16.4%	20.1%	16.2%	24.7%	16.5%
%H		94.6%	44.2%	11.8%	68.9%	29.8%	39.1%	68.9%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1953	1891	901	277	1407	693	714	1626
%H		96.8%	46.1%	14.2%	72.0%	35.5%	36.6%	83.3%
16 - 19	98	90	43	16	68	39	29	91
%V	5.0%	4.8%	4.8%	5.8%	4.8%	5.6%	4.1%	5.6%
%H		91.8%	43.9%	16.3%	69.4%	39.8%	29.6%	92.9%
20 - 24	138	128	65	20	87	45	42	121
%V	7.1%	6.8%	7.2%	7.2%	6.2%	6.5%	5.9%	7.4%
%H		92.8%	47.1%	14.5%	63.0%	32.6%	30.4%	87.7%
25 - 34	287	272	151	52	171	102	69	270
%V	14.7%	14.4%	16.8%	18.8%	12.2%	14.7%	9.7%	16.6%
%H		94.8%	52.6%	18.1%	59.6%	35.5%	24.0%	94.1%
35 - 44	307	300	164	46	205	117	89	295
%V	15.7%	15.9%	18.2%	16.6%	14.6%	16.9%	12.5%	18.1%
%H		97.7%	53.4%	15.0%	66.8%	38.1%	29.0%	96.1%
45 - 54	341	332	166	58	252	141	111	313
%V	17.5%	17.6%	18.4%	20.9%	17.9%	20.3%	15.5%	19.2%
%H		97.4%	48.7%	17.0%	73.9%	41.3%	32.6%	91.8%
55 - 64	305	299	150	42	224	114	110	269
%V	15.6%	15.8%	16.6%	15.2%	15.9%	16.5%	15.4%	16.5%
%H		98.0%	49.2%	13.8%	73.4%	37.4%	36.1%	88.2%
65+	477	469	162	44	400	135	265	267
%V	24.4%	24.8%	18.0%	15.9%	28.4%	19.5%	37.1%	16.4%
%H		98.3%	34.0%	9.2%	83.9%	28.3%	55.6%	56.0%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1953	1891	901	277	1407	693	714	1626
%H		96.8%	46.1%	14.2%	72.0%	35.5%	36.6%	83.3%
AB	520	508	248	76	385	201	184	497
%V	26.6%	26.9%	27.5%	27.4%	27.4%	29.0%	25.8%	30.6%
%H		97.7%	47.7%	14.6%	74.0%	38.7%	35.4%	95.6%
C1	594	570	276	95	420	218	202	514
%V	30.4%	30.1%	30.6%	34.3%	29.9%	31.5%	28.3%	31.6%
%H		96.0%	46.5%	16.0%	70.7%	36.7%	34.0%	86.5%
C2	432	420	213	55	315	166	150	359
%V	22.1%	22.2%	23.6%	19.9%	22.4%	24.0%	21.0%	22.1%
%H		97.2%	49.3%	12.7%	72.9%	38.4%	34.7%	83.1%
D	274	263	121	36	185	78	108	195
%V	14.0%	13.9%	13.4%	13.0%	13.1%	11.3%	15.1%	12.0%
%H		96.0%	44.2%	13.1%	67.5%	28.5%	39.4%	71.2%
E	133	129	44	16	101	31	71	62
%V	6.8%	6.8%	4.9%	5.8%	7.2%	4.5%	9.9%	3.8%
%H		97.0%	33.1%	12.0%	75.9%	23.3%	53.4%	46.6%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV East of England

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1953	1891	901	277	1407	693	714	1626
%H		96.8%	46.1%	14.2%	72.0%	35.5%	36.6%	83.3%
Working full time	632	616	318	111	437	249	187	600
%V	32.4%	32.6%	35.3%	40.1%	31.1%	35.9%	26.2%	36.9%
%H		97.5%	50.3%	17.6%	69.1%	39.4%	29.6%	94.9%
Working part time	344	339	182	52	243	138	105	318
%V	17.6%	17.9%	20.2%	18.8%	17.3%	19.9%	14.7%	19.6%
%H		98.5%	52.9%	15.1%	70.6%	40.1%	30.5%	92.4%
Not working	977	937	401	114	727	305	422	708
%V	50.0%	49.6%	44.5%	41.2%	51.7%	44.0%	59.1%	43.5%
%H		95.9%	41.0%	11.7%	74.4%	31.2%	43.2%	72.5%
Housewife/Houseperson	1617	1568	733	220	1170	554	616	1320
%V	82.8%	82.9%	81.4%	79.4%	83.2%	79.9%	86.3%	81.2%
%H		97.0%	45.3%	13.6%	72.4%	34.3%	38.1%	81.6%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South West

Contents	Page
Household	
Table 10.1: Social Grade	256
Table 10.2: Housewife Age	257
Table 10.3: Size of Household	258
Table 10.4: Presence of Children	259
Table 10.5: Number of TV sets in household	260
Table 10.6: Screen size	261
Table 10.7: Location of ANY set in household	262
Table 10.8: Platform Provider	263
Table 10.9: Recorders and other equipment	264
Table 10.10: Computers and Internet	265
Sets	
Table 10.11: Screen Size	266
Table 10.12: Location of set	267
Table 10.13: Recorders	268
Table 10.14: Other TV equipment	268
Table 10.15: Main Set Screen Size	269
Table 10.16: Main Set Recorders	270
Table 10.17: Main Set - Other TV equipment	270
Table 10.18: Other Sets (non-Main Set) Screen Size	271
Table 10.19: Other Set (non-Main Set) Recorders	272
Table 10.20: Other Set (non-Main Set) - Other TV equipment	272
Individuals	
Table 10.21: Age of Children	273
Table 10.22: Adults - Age	274
Table 10.23: Social Grade (Adults 16+)	275
Table 10.24: Working Status (Adults 16+)	276
Table 10.25: Males - Age	277
Table 10.26: Social Grade (Males 16+)	278
Table 10.27: Working Status (Males 16+)	279
Table 10.28: Females - Age	280
Table 10.29: Social Grade (Females 16+)	281
Table 10.30: Working Status (Females 16+)	282

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	792	758	330	61	574	215	359	609
%H (All HH)		95.7%	41.7%	7.7%	72.5%	27.1%	45.3%	76.9%
%H (TV HH)			43.5%	8.0%	75.7%	28.4%	47.4%	
AB	208	200	89	16	151	57	94	183
%V	26.3%	26.4%	27.0%	26.2%	26.3%	26.5%	26.2%	30.0%
%H (All HH)		96.2%	42.8%	7.7%	72.6%	27.4%	45.2%	88.0%
%H (TV HH)			44.5%	8.0%	75.5%	28.5%	47.0%	
C1	246	234	94	24	178	63	115	196
%V	31.1%	30.9%	28.5%	39.3%	31.0%	29.3%	32.0%	32.2%
%H (All HH)		95.1%	38.2%	9.8%	72.4%	25.6%	46.7%	79.7%
%H (TV HH)			40.2%	10.3%	76.1%	26.9%	49.1%	
C2	185	179	89	13	139	63	76	143
%V	23.4%	23.6%	27.0%	21.3%	24.2%	29.3%	21.2%	23.5%
%H (All HH)		96.8%	48.1%	7.0%	75.1%	34.1%	41.1%	77.3%
%H (TV HH)			49.7%	7.3%	77.7%	35.2%	42.5%	
D	94	89	38	5	65	21	44	61
%V	11.9%	11.7%	11.5%	8.2%	11.3%	9.8%	12.3%	10.0%
%H (All HH)		94.7%	40.4%	5.3%	69.1%	22.3%	46.8%	64.9%
%H (TV HH)			42.7%	5.6%	73.0%	23.6%	49.4%	
E	60	57	20	3	41	11	30	26
%V	7.6%	7.5%	6.1%	4.9%	7.1%	5.1%	8.4%	4.3%
%H (All HH)		95.0%	33.3%	5.0%	68.3%	18.3%	50.0%	43.3%
%H (TV HH)			35.1%	5.3%	71.9%	19.3%	52.6%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	792	758	330	61	574	215	359	609
%V (All HH)		95.7%	41.7%	7.7%	72.5%	27.1%	45.3%	76.9%
%H (TV HH)			43.5%	8.0%	75.7%	28.4%	47.4%	
Under 25	36	30	12	5	18	6	12	28
%V	4.5%	4.0%	3.6%	8.2%	3.1%	2.8%	3.3%	4.6%
%H (All HH)		83.3%	33.3%	13.9%	50.0%	16.7%	33.3%	77.8%
%H (TV HH)			40.0%	16.7%	60.0%	20.0%	40.0%	
25 - 34	96	90	44	10	64	29	34	84
%V	12.1%	11.9%	13.3%	16.4%	11.1%	13.5%	9.5%	13.8%
%H (All HH)		93.8%	45.8%	10.4%	66.7%	30.2%	35.4%	87.5%
%H (TV HH)			48.9%	11.1%	71.1%	32.2%	37.8%	
35 - 44	118	113	59	13	77	39	39	110
%V	14.9%	14.9%	17.9%	21.3%	13.4%	18.1%	10.9%	18.1%
%H (All HH)		95.8%	50.0%	11.0%	65.3%	33.1%	33.1%	93.2%
%H (TV HH)			52.2%	11.5%	68.1%	34.5%	34.5%	
45 - 54	144	136	68	11	103	46	57	128
%V	18.2%	17.9%	20.6%	18.0%	17.9%	21.4%	15.9%	21.0%
%H (All HH)		94.4%	47.2%	7.6%	71.5%	31.9%	39.6%	88.9%
%H (TV HH)			50.0%	8.1%	75.7%	33.8%	41.9%	
55 - 64	141	138	58	11	107	39	68	120
%V	17.8%	18.2%	17.6%	18.0%	18.6%	18.1%	18.9%	19.7%
%H (All HH)		97.9%	41.1%	7.8%	75.9%	27.7%	48.2%	85.1%
%H (TV HH)			42.0%	8.0%	77.5%	28.3%	49.3%	
65 +	256	251	89	11	206	56	149	139
%V	32.3%	33.1%	27.0%	18.0%	35.9%	26.0%	41.5%	22.8%
%H (All HH)		98.0%	34.8%	4.3%	80.5%	21.9%	58.2%	54.3%
%H (TV HH)			35.5%	4.4%	82.1%	22.3%	59.4%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	792	758	330	61	574	215	359	609
%H (All HH)		95.7%	41.7%	7.7%	72.5%	27.1%	45.3%	76.9%
%H (TV HH)			43.5%	8.0%	75.7%	28.4%	47.4%	
1	247	232	72	13	180	37	143	130
%V	31.2%	30.6%	21.8%	21.3%	31.4%	17.2%	39.8%	21.3%
%H (All HH)		93.9%	29.1%	5.3%	72.9%	15.0%	57.9%	52.6%
%H (TV HH)			31.0%	5.6%	77.6%	15.9%	61.6%	
2	296	286	127	23	222	87	136	248
%V	37.4%	37.7%	38.5%	37.7%	38.7%	40.5%	37.9%	40.7%
%H (All HH)		96.6%	42.9%	7.8%	75.0%	29.4%	45.9%	83.8%
%H (TV HH)			44.4%	8.0%	77.6%	30.4%	47.6%	
3	115	113	61	11	81	42	40	107
%V	14.5%	14.9%	18.5%	18.0%	14.1%	19.5%	11.1%	17.6%
%H (All HH)		98.3%	53.0%	9.6%	70.4%	36.5%	34.8%	93.0%
%H (TV HH)			54.0%	9.7%	71.7%	37.2%	35.4%	
4	91	87	49	10	61	34	28	85
%V	11.5%	11.5%	14.8%	16.4%	10.6%	15.8%	7.8%	14.0%
%H (All HH)		95.6%	53.8%	11.0%	67.0%	37.4%	30.8%	93.4%
%H (TV HH)			56.3%	11.5%	70.1%	39.1%	32.2%	
5+	43	40	21	5	29	16	13	39
%V	5.4%	5.3%	6.4%	8.2%	5.1%	7.4%	3.6%	6.4%
%H (All HH)		93.0%	48.8%	11.6%	67.4%	37.2%	30.2%	90.7%
%H (TV HH)			52.5%	12.5%	72.5%	40.0%	32.5%	
Average HH size	2.24	2.25	2.49	2.56	2.21	2.58	1.99	2.46

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	792	758	330	61	574	215	359	609
%H (All HH)		95.7%	41.7%	7.7%	72.5%	27.1%	45.3%	76.9%
%H (TV HH)			43.5%	8.0%	75.7%	28.4%	47.4%	
Without	615	587	236	42	454	151	303	448
%V	77.7%	77.4%	71.5%	68.9%	79.1%	70.2%	84.4%	73.6%
%H (All HH)		95.4%	38.4%	6.8%	73.8%	24.6%	49.3%	72.8%
%H (TV HH)			40.2%	7.2%	77.3%	25.7%	51.6%	
With	176	172	94	19	120	64	56	161
%V	22.2%	22.7%	28.5%	31.1%	20.9%	29.8%	15.6%	26.4%
%H (All HH)		97.7%	53.4%	10.8%	68.2%	36.4%	31.8%	91.5%
%H (TV HH)			54.7%	11.0%	69.8%	37.2%	32.6%	
0 - 3	67	65	35	7	45	22	23	58
%V	8.5%	8.6%	10.6%	11.5%	7.8%	10.2%	6.4%	9.5%
%H (All HH)		97.0%	52.2%	10.4%	67.2%	32.8%	34.3%	86.6%
%H (TV HH)			53.8%	10.8%	69.2%	33.8%	35.4%	
4 - 9	94	91	50	11	64	37	27	87
%V	11.9%	12.0%	15.2%	18.0%	11.1%	17.2%	7.5%	14.3%
%H (All HH)		96.8%	53.2%	11.7%	68.1%	39.4%	28.7%	92.6%
%H (TV HH)			54.9%	12.1%	70.3%	40.7%	29.7%	
10 - 15	79	75	42	8	55	30	25	73
%V	10.0%	9.9%	12.7%	13.1%	9.6%	14.0%	7.0%	12.0%
%H (All HH)		94.9%	53.2%	10.1%	69.6%	38.0%	31.6%	92.4%
%H (TV HH)			56.0%	10.7%	73.3%	40.0%	33.3%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	792	758	330	61	574	215	359	609
%H (All HH)		95.7%	41.7%	7.7%	72.5%	27.1%	45.3%	76.9%
%H (TV HH)			43.5%	8.0%	75.7%	28.4%	47.4%	
1	311	311	104	20	212	35	177	205
%V	39.3%	41.0%	31.5%	32.8%	36.9%	16.3%	49.3%	33.7%
%H (All HH)		100.0%	33.4%	6.4%	68.2%	11.3%	56.9%	65.9%
%H (TV HH)			33.4%	6.4%	68.2%	11.3%	56.9%	
2	273	273	130	19	215	92	123	217
%V	34.5%	36.0%	39.4%	31.1%	37.5%	42.8%	34.3%	35.6%
%H (All HH)		100.0%	47.6%	7.0%	78.8%	33.7%	45.1%	79.5%
%H (TV HH)			47.6%	7.0%	78.8%	33.7%	45.1%	
3	110	110	61	13	92	54	38	98
%V	13.9%	14.5%	18.5%	21.3%	16.0%	25.1%	10.6%	16.1%
%H (All HH)		100.0%	55.5%	11.8%	83.6%	49.1%	34.5%	89.1%
%H (TV HH)			55.5%	11.8%	83.6%	49.1%	34.5%	
4	41	41	22	5	34	20	14	40
%V	5.2%	5.4%	6.7%	8.2%	5.9%	9.3%	3.9%	6.6%
%H (All HH)		100.0%	53.7%	12.2%	82.9%	48.8%	34.1%	97.6%
%H (TV HH)			53.7%	12.2%	82.9%	48.8%	34.1%	
5+	24	24	15	4	21	15	6	23
%V	3.0%	3.2%	4.5%	6.6%	3.7%	7.0%	1.7%	3.8%
%H (All HH)		100.0%	62.5%	16.7%	87.5%	62.5%	25.0%	95.8%
%H (TV HH)			62.5%	16.7%	87.5%	62.5%	25.0%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Household level data

Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	792	758	330	61	574	215	359	609
%V (All HH)		95.7%	41.7%	7.7%	72.5%	27.1%	45.3%	76.9%
%H (TV HH)			43.5%	8.0%	75.7%	28.4%	47.4%	
Under 20"	247	247	107	19	211	89	121	202
%V	31.2%	32.6%	32.4%	31.1%	36.8%	41.4%	33.7%	33.2%
%H (All HH)		100.0%	43.3%	7.7%	85.4%	36.0%	49.0%	81.8%
%H (TV HH)			43.3%	7.7%	85.4%	36.0%	49.0%	
20" - 29"	328	328	133	22	273	101	171	247
%V	41.4%	43.3%	40.3%	36.1%	47.6%	47.0%	47.6%	40.6%
%H (All HH)		100.0%	40.5%	6.7%	83.2%	30.8%	52.1%	75.3%
%H (TV HH)			40.5%	6.7%	83.2%	30.8%	52.1%	
30" - 39"	375	375	171	34	293	122	171	294
%V	47.3%	49.5%	51.8%	55.7%	51.0%	56.7%	47.6%	48.3%
%H (All HH)		100.0%	45.6%	9.1%	78.1%	32.5%	45.6%	78.4%
%H (TV HH)			45.6%	9.1%	78.1%	32.5%	45.6%	
40" and over	254	254	153	31	173	101	72	229
%V	32.1%	33.5%	46.4%	50.8%	30.1%	47.0%	20.1%	37.6%
%H (All HH)		100.0%	60.2%	12.2%	68.1%	39.8%	28.3%	90.2%
%H (TV HH)			60.2%	12.2%	68.1%	39.8%	28.3%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	792	758	330	61	574	215	359	609
%V (All HH)		95.7%	41.7%	7.7%	72.5%	27.1%	45.3%	76.9%
%H (TV HH)			43.5%	8.0%	75.7%	28.4%	47.4%	
Main living room	742	742	327	60	568	214	354	572
%V	93.7%	97.9%	99.1%	98.4%	99.0%	99.5%	98.6%	93.9%
%H (All HH)		100.0%	44.1%	8.1%	76.5%	28.8%	47.7%	77.1%
%H (TV HH)			44.1%	8.1%	76.5%	28.8%	47.7%	
Kitchen	98	98	46	4	85	38	47	82
%V	12.4%	12.9%	13.9%	6.6%	14.8%	17.7%	13.1%	13.5%
%H (All HH)		100.0%	46.9%	4.1%	86.7%	38.8%	48.0%	83.7%
%H (TV HH)			46.9%	4.1%	86.7%	38.8%	48.0%	
Adult's bedroom	327	327	169	34	267	142	126	279
%V	41.3%	43.1%	51.2%	55.7%	46.5%	66.0%	35.1%	45.8%
%H (All HH)		100.0%	51.7%	10.4%	81.7%	43.4%	38.5%	85.3%
%H (TV HH)			51.7%	10.4%	81.7%	43.4%	38.5%	
Child's bedroom	60	60	37	7	47	32	15	56
%V	7.6%	7.9%	11.2%	11.5%	8.2%	14.9%	4.2%	9.2%
%H (All HH)		100.0%	61.7%	11.7%	78.3%	53.3%	25.0%	93.3%
%H (TV HH)			61.7%	11.7%	78.3%	53.3%	25.0%	
Other bedroom	28	28	15	4	24	15	9	25
%V	3.5%	3.7%	4.5%	6.6%	4.2%	7.0%	2.5%	4.1%
%H (All HH)		100.0%	53.6%	14.3%	85.7%	53.6%	32.1%	89.3%
%H (TV HH)			53.6%	14.3%	85.7%	53.6%	32.1%	
Second living/dining room	64	64	28	5	55	25	30	55
%V	8.1%	8.4%	8.5%	8.2%	9.6%	11.6%	8.4%	9.0%
%H (All HH)		100.0%	43.8%	7.8%	85.9%	39.1%	46.9%	85.9%
%H (TV HH)			43.8%	7.8%	85.9%	39.1%	46.9%	
Study/office	11	11	6	0	10	5	4	11
%V	1.4%	1.5%	1.8%	0.0%	1.7%	2.3%	1.1%	1.8%
%H (All HH)		100.0%	54.5%	0.0%	90.9%	45.5%	36.4%	100.0%
%H (TV HH)			54.5%	0.0%	90.9%	45.5%	36.4%	
TV room	3	3	1	1	1	1	0	2
%V	0.4%	0.4%	0.3%	1.6%	0.2%	0.5%	0.0%	0.3%
%H (All HH)		100.0%	33.3%	33.3%	33.3%	33.3%	0.0%	66.7%
%H (TV HH)			33.3%	33.3%	33.3%	33.3%	0.0%	
Conservatory	17	17	8	4	16	11	5	15
%V	2.1%	2.2%	2.4%	6.6%	2.8%	5.1%	1.4%	2.5%
%H (All HH)		100.0%	47.1%	23.5%	94.1%	64.7%	29.4%	88.2%
%H (TV HH)			47.1%	23.5%	94.1%	64.7%	29.4%	
Attic or loft room	2	2	2	0	2	2	1	2
%V	0.3%	0.3%	0.6%	0.0%	0.3%	0.9%	0.3%	0.3%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	50.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	50.0%	
No specific location	2	2	1	0	2	0	2	2
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.0%	0.6%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	0.0%	100.0%	
Other	4	4	2	2	3	2	1	4
%V	0.5%	0.5%	0.6%	3.3%	0.5%	0.9%	0.3%	0.7%
%H (All HH)		100.0%	50.0%	50.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			50.0%	50.0%	75.0%	50.0%	25.0%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Household level data

Table 10.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	792	758	330	61	574	215	359	609
%H (All HH)		95.7%	41.7%	7.7%	72.5%	27.1%	45.3%	76.9%
%H (TV HH)			43.5%	8.0%	75.7%	28.4%	47.4%	
Any DSAT provider	330	330	330	3	183	183	0	278
%V	41.7%	43.5%	100.0%	4.9%	31.9%	85.1%	0.0%	45.6%
%H (All HH)			100.0%	0.9%	55.5%	55.5%	0.0%	84.2%
%H (TV HH)			100.0%	0.9%	55.5%	55.5%	0.0%	
Sky with subcription	263	263	263	1	142	142	0	228
%V	33.2%	34.7%	79.7%	1.6%	24.7%	66.0%	0.0%	37.4%
%H (All HH)			100.0%	0.4%	54.0%	54.0%	0.0%	86.7%
%H (TV HH)			100.0%	0.4%	54.0%	54.0%	0.0%	
Sky without subscription	19	19	19	0	11	11	0	13
%V	2.4%	2.5%	5.8%	0.0%	1.9%	5.1%	0.0%	2.1%
%H (All HH)			100.0%	0.0%	57.9%	57.9%	0.0%	68.4%
%H (TV HH)			100.0%	0.0%	57.9%	57.9%	0.0%	
Freesat	49	49	49	1	31	31	0	38
%V	6.2%	6.5%	14.8%	1.6%	5.4%	14.4%	0.0%	6.2%
%H (All HH)			100.0%	2.0%	63.3%	63.3%	0.0%	77.6%
%H (TV HH)			100.0%	2.0%	63.3%	63.3%	0.0%	
Other satellite provider	4	4	4	0	2	2	0	3
%V	0.5%	0.5%	1.2%	0.0%	0.3%	0.9%	0.0%	0.5%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
DCAB	61	61	3	61	35	35	0	55
%V	7.7%	8.0%	0.9%	100.0%	6.1%	16.3%	0.0%	9.0%
%H (All HH)			4.9%	100.0%	57.4%	57.4%	0.0%	90.2%
%H (TV HH)			4.9%	100.0%	57.4%	57.4%	0.0%	
DTT	574	574	183	35	574	215	359	434
%V	72.5%	75.7%	55.5%	57.4%	100.0%	100.0%	100.0%	71.3%
%H (All HH)		100.0%	31.9%	6.1%	100.0%	37.5%	62.5%	75.6%
%H (TV HH)			31.9%	6.1%	100.0%	37.5%	62.5%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	792	758	330	61	574	215	359	609
%H (All HH)		95.7%	41.7%	7.7%	72.5%	27.1%	45.3%	76.9%
%H (TV HH)			43.5%	8.0%	75.7%	28.4%	47.4%	
PVR	480	480	282	42	341	184	157	415
%V	60.6%	63.3%	85.5%	68.9%	59.4%	85.6%	43.7%	68.1%
%H (All HH)		100.0%	58.8%	8.8%	71.0%	38.3%	32.7%	86.5%
%H (TV HH)			58.8%	8.8%	71.0%	38.3%	32.7%	
DVDR	46	46	21	4	36	14	22	37
%V	5.8%	6.1%	6.4%	6.6%	6.3%	6.5%	6.1%	6.1%
%H (All HH)		100.0%	45.7%	8.7%	78.3%	30.4%	47.8%	80.4%
%H (TV HH)			45.7%	8.7%	78.3%	30.4%	47.8%	
VCR	20	20	7	2	16	6	10	17
%V	2.5%	2.6%	2.1%	3.3%	2.8%	2.8%	2.8%	2.8%
%H (All HH)		100.0%	35.0%	10.0%	80.0%	30.0%	50.0%	85.0%
%H (TV HH)			35.0%	10.0%	80.0%	30.0%	50.0%	
Any recorder	503	503	287	45	360	187	173	430
%V	63.5%	66.4%	87.0%	73.8%	62.7%	87.0%	48.2%	70.6%
%H (All HH)		100.0%	57.1%	8.9%	71.6%	37.2%	34.4%	85.5%
%H (TV HH)			57.1%	8.9%	71.6%	37.2%	34.4%	
Receives HDTV (via STB or built-in reception)	355	355	202	47	249	139	110	313
%V	44.8%	46.8%	61.2%	77.0%	43.4%	64.7%	30.6%	51.4%
%H (All HH)		100.0%	56.9%	13.2%	70.1%	39.2%	31.0%	88.2%
%H (TV HH)			56.9%	13.2%	70.1%	39.2%	31.0%	
DVD/Blu-ray player or recorder	622	622	282	54	478	192	286	506
%V	78.5%	82.1%	85.5%	88.5%	83.3%	89.3%	79.7%	83.1%
%H (All HH)		100.0%	45.3%	8.7%	76.8%	30.9%	46.0%	81.4%
%H (TV HH)			45.3%	8.7%	76.8%	30.9%	46.0%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	792	758	330	61	574	215	359	609
%V (All HH)		95.7%	41.7%	7.7%	72.5%	27.1%	45.3%	76.9%
%H (TV HH)			43.5%	8.0%	75.7%	28.4%	47.4%	
Has broadband internet	609	583	278	55	434	189	245	609
%V	76.9%	76.9%	84.2%	90.2%	75.6%	87.9%	68.2%	100.0%
%H (All HH)		95.7%	45.6%	9.0%	71.3%	31.0%	40.2%	100.0%
%H (TV HH)			47.7%	9.4%	74.4%	32.4%	42.0%	
Number of computers (PCs and laptops)								
0	161	155	48	5	123	22	101	10
%V	20.3%	20.4%	14.5%	8.2%	21.4%	10.2%	28.1%	1.6%
%H (All HH)		96.3%	29.8%	3.1%	76.4%	13.7%	62.7%	6.2%
%H (TV HH)			31.0%	3.2%	79.4%	14.2%	65.2%	
1	254	242	97	16	186	60	126	231
%V	32.1%	31.9%	29.4%	26.2%	32.4%	27.9%	35.1%	37.9%
%H (All HH)		95.3%	38.2%	6.3%	73.2%	23.6%	49.6%	90.9%
%H (TV HH)			40.1%	6.6%	76.9%	24.8%	52.1%	
2	184	174	83	18	129	57	72	178
%V	23.2%	23.0%	25.2%	29.5%	22.5%	26.5%	20.1%	29.2%
%H (All HH)		94.6%	45.1%	9.8%	70.1%	31.0%	39.1%	96.7%
%H (TV HH)			47.7%	10.3%	74.1%	32.8%	41.4%	
3	99	97	55	10	71	39	32	97
%V	12.5%	12.8%	16.7%	16.4%	12.4%	18.1%	8.9%	15.9%
%H (All HH)		98.0%	55.6%	10.1%	71.7%	39.4%	32.3%	98.0%
%H (TV HH)			56.7%	10.3%	73.2%	40.2%	33.0%	
4	47	44	24	7	31	18	13	46
%V	5.9%	5.8%	7.3%	11.5%	5.4%	8.4%	3.6%	7.6%
%H (All HH)		93.6%	51.1%	14.9%	66.0%	38.3%	27.7%	97.9%
%H (TV HH)			54.5%	15.9%	70.5%	40.9%	29.5%	
5+	48	45	24	6	34	18	16	47
%V	6.1%	5.9%	7.3%	9.8%	5.9%	8.4%	4.5%	7.7%
%H (All HH)		93.8%	50.0%	12.5%	70.8%	37.5%	33.3%	97.9%
%H (TV HH)			53.3%	13.3%	75.6%	40.0%	35.6%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1480	712	138	1168	542	626	1214
%H		48.1%	9.3%	78.9%	36.6%	42.3%	82.0%
Under 20"	304	135	24	261	114	146	252
%V	20.5%	19.0%	17.4%	22.3%	21.0%	23.3%	20.8%
%H		44.4%	7.9%	85.9%	37.5%	48.0%	82.9%
20" - 29"	403	170	30	340	140	200	312
%V	27.2%	23.9%	21.7%	29.1%	25.8%	31.9%	25.7%
%H		42.2%	7.4%	84.4%	34.7%	49.6%	77.4%
30" - 39"	432	201	42	340	149	192	346
%V	29.2%	28.2%	30.4%	29.1%	27.5%	30.7%	28.5%
%H		46.5%	9.7%	78.7%	34.5%	44.4%	80.1%
40" and over	295	181	38	204	125	79	267
%V	19.9%	25.4%	27.5%	17.5%	23.1%	12.6%	22.0%
%H		61.4%	12.9%	69.2%	42.4%	26.8%	90.5%
Don't know	7	4	0	5	3	3	4
%V	0.5%	0.6%	0.0%	0.4%	0.6%	0.5%	0.3%
%H		57.1%	0.0%	71.4%	42.9%	42.9%	57.1%
Not Asked	39	21	4	18	11	6	33
%V	2.6%	2.9%	2.9%	1.5%	2.0%	1.0%	2.7%
%H		53.8%	10.3%	46.2%	28.2%	15.4%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1480	712	138	1168	542	626	1214
%H		48.1%	9.3%	78.9%	36.6%	42.3%	82.0%
Main living room	745	328	60	569	214	356	575
%V	50.3%	46.1%	43.5%	48.7%	39.5%	56.9%	47.4%
%H		44.0%	8.1%	76.4%	28.7%	47.8%	77.2%
Kitchen	98	46	4	85	38	47	82
%V	6.6%	6.5%	2.9%	7.3%	7.0%	7.5%	6.8%
%H		46.9%	4.1%	86.7%	38.8%	48.0%	83.7%
Adult's bedroom	383	200	42	314	171	143	328
%V	25.9%	28.1%	30.4%	26.9%	31.5%	22.8%	27.0%
%H		52.2%	11.0%	82.0%	44.6%	37.3%	85.6%
Child's bedroom	78	50	9	63	44	19	74
%V	5.3%	7.0%	6.5%	5.4%	8.1%	3.0%	6.1%
%H		64.1%	11.5%	80.8%	56.4%	24.4%	94.9%
Other bedroom	32	17	5	28	17	11	29
%V	2.2%	2.4%	3.6%	2.4%	3.1%	1.8%	2.4%
%H		53.1%	15.6%	87.5%	53.1%	34.4%	90.6%
Second living/dining room	64	28	5	55	25	30	55
%V	4.3%	3.9%	3.6%	4.7%	4.6%	4.8%	4.5%
%H		43.8%	7.8%	85.9%	39.1%	46.9%	85.9%
Study/office	11	6	0	10	6	4	11
%V	0.7%	0.8%	0.0%	0.9%	1.1%	0.6%	0.9%
%H		54.5%	0.0%	90.9%	54.5%	36.4%	100.0%
TV room	3	1	1	1	1	0	2
%V	0.2%	0.1%	0.7%	0.1%	0.2%	0.0%	0.2%
%H		33.3%	33.3%	33.3%	33.3%	0.0%	66.7%
Conservatory	18	9	4	17	11	5	16
%V	1.2%	1.3%	2.9%	1.5%	2.0%	0.8%	1.3%
%H		50.0%	22.2%	94.4%	61.1%	27.8%	88.9%
Attic or loft room	2	2	0	2	2	1	2
%V	0.1%	0.3%	0.0%	0.2%	0.4%	0.2%	0.2%
%H		100.0%	0.0%	100.0%	100.0%	50.0%	100.0%
No specific location	3	1	0	3	0	2	3
%V	0.2%	0.1%	0.0%	0.3%	0.0%	0.3%	0.2%
%H		33.3%	0.0%	100.0%	0.0%	66.7%	100.0%
Other	4	2	2	3	2	1	4
%V	0.3%	0.3%	1.4%	0.3%	0.4%	0.2%	0.3%
%H		50.0%	50.0%	75.0%	50.0%	25.0%	100.0%
Not Asked	39	21	4	18	11	6	33
%V	2.6%	2.9%	2.9%	1.5%	2.0%	1.0%	2.7%
%H		53.8%	10.3%	46.2%	28.2%	15.4%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1480	712	138	1168	542	626	1214
%H		48.1%	9.3%	78.9%	36.6%	42.3%	82.0%
PVR	604	371	59	417	239	179	533
%V	40.8%	52.1%	42.8%	35.7%	44.1%	28.6%	43.9%
%H		61.4%	9.8%	69.0%	39.6%	29.6%	88.2%
DVDR	49	23	4	40	17	23	40
%V	3.3%	3.2%	2.9%	3.4%	3.1%	3.7%	3.3%
%H		46.9%	8.2%	81.6%	34.7%	46.9%	81.6%
VCR	21	8	2	17	7	10	17
%V	1.4%	1.1%	1.4%	1.5%	1.3%	1.6%	1.4%
%H		38.1%	9.5%	81.0%	33.3%	47.6%	81.0%
Any recorder	633	378	63	441	245	196	553
%V	42.8%	53.1%	45.7%	37.8%	45.2%	31.3%	45.6%
%H		59.7%	10.0%	69.7%	38.7%	31.0%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1480	712	138	1168	542	626	1214
%H		48.1%	9.3%	78.9%	36.6%	42.3%	82.0%
Receives HDTV (via STB or built-in reception)	476	269	70	332	189	142	425
%V	32.2%	37.8%	50.7%	28.4%	34.9%	22.7%	35.0%
%H		56.5%	14.7%	69.7%	39.7%	29.8%	89.3%
DVD/Blu-ray player or recorder	919	451	90	733	353	380	777
%V	62.1%	63.3%	65.2%	62.8%	65.1%	60.7%	64.0%
%H		49.1%	9.8%	79.8%	38.4%	41.3%	84.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	758	330	61	574	215	359	583
%H		43.5%	8.0%	75.7%	28.4%	47.4%	76.9%
Under 20"	28	3	2	25	2	23	18
%V	3.7%	0.9%	3.3%	4.4%	0.9%	6.4%	3.1%
%H		10.7%	7.1%	89.3%	7.1%	82.1%	64.3%
20" - 29"	172	50	7	141	27	113	109
%V	22.7%	15.2%	11.5%	24.6%	12.6%	31.5%	18.7%
%H		29.1%	4.1%	82.0%	15.7%	65.7%	63.4%
30" - 39"	304	129	23	240	89	151	229
%V	40.1%	39.1%	37.7%	41.8%	41.4%	42.1%	39.3%
%H		42.4%	7.6%	78.9%	29.3%	49.7%	75.3%
40" and over	246	148	29	167	97	70	222
%V	32.5%	44.8%	47.5%	29.1%	45.1%	19.5%	38.1%
%H		60.2%	11.8%	67.9%	39.4%	28.5%	90.2%
Don't know	1	0	0	1	0	1	0
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Not Asked	7	0	0	0	0	1	5
%V	0.9%	0.0%	0.0%	0.0%	0.0%	0.3%	0.9%
%H		0.0%	0.0%	0.0%	0.0%	14.3%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV South West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	758	330	61	574	215	359	583
%H		43.5%	8.0%	75.7%	28.4%	47.4%	76.9%
PVR	469	277	42	330	178	152	406
%V	61.9%	83.9%	68.9%	57.5%	82.8%	42.3%	69.6%
%H		59.1%	9.0%	70.4%	38.0%	32.4%	86.6%
DVDR	43	18	3	33	12	22	34
%V	5.7%	5.5%	4.9%	5.7%	5.6%	6.1%	5.8%
%H		41.9%	7.0%	76.7%	27.9%	51.2%	79.1%
VCR	16	7	1	13	5	8	13
%V	2.1%	2.1%	1.6%	2.3%	2.3%	2.2%	2.2%
%H		43.8%	6.3%	81.3%	31.3%	50.0%	81.3%
Any recorder	491	281	44	348	181	167	421
%V	64.8%	85.2%	72.1%	60.6%	84.2%	46.5%	72.2%
%H		57.2%	9.0%	70.9%	36.9%	34.0%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	758	330	61	574	215	359	583
%H		43.5%	8.0%	75.7%	28.4%	47.4%	76.9%
Receives HDTV (via STB or built-in reception)	346	197	45	240	134	106	304
%V	45.6%	59.7%	73.8%	41.8%	62.3%	29.5%	52.1%
%H		56.9%	13.0%	69.4%	38.7%	30.6%	87.9%
DVD/Blu-ray player or recorder	596	272	52	456	184	273	485
%V	78.6%	82.4%	85.2%	79.4%	85.6%	76.0%	83.2%
%H		45.6%	8.7%	76.5%	30.9%	45.8%	81.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	721	382	77	594	326	267	631
%H		53.0%	10.7%	82.4%	45.2%	37.0%	87.5%
Under 20"	276	132	22	235	112	123	234
%V	38.3%	34.6%	28.6%	39.6%	34.4%	46.1%	37.1%
%H		47.8%	8.0%	85.1%	40.6%	44.6%	84.8%
20" - 29"	231	121	23	199	112	87	203
%V	32.0%	31.7%	29.9%	33.5%	34.4%	32.6%	32.2%
%H		52.4%	10.0%	86.1%	48.5%	37.7%	87.9%
30" - 39"	128	72	19	100	60	40	117
%V	17.8%	18.8%	24.7%	16.8%	18.4%	15.0%	18.5%
%H		56.3%	14.8%	78.1%	46.9%	31.3%	91.4%
40" and over	49	33	9	38	29	9	46
%V	6.8%	8.6%	11.7%	6.4%	8.9%	3.4%	7.3%
%H		67.3%	18.4%	77.6%	59.2%	18.4%	93.9%
Don't know	6	4	0	4	3	2	3
%V	0.8%	1.0%	0.0%	0.7%	0.9%	0.7%	0.5%
%H		66.7%	0.0%	66.7%	50.0%	33.3%	50.0%
Not Asked	31	20	4	18	10	6	28
%V	4.3%	5.2%	5.2%	3.0%	3.1%	2.2%	4.4%
%H		64.5%	12.9%	58.1%	32.3%	19.4%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	721	382	77	594	326	267	631
%H		53.0%	10.7%	82.4%	45.2%	37.0%	87.5%
PVR	136	94	17	88	61	27	127
%V	18.9%	24.6%	22.1%	14.8%	18.7%	10.1%	20.1%
%H		69.1%	12.5%	64.7%	44.9%	19.9%	93.4%
DVDR	7	5	1	6	5	1	6
%V	1.0%	1.3%	1.3%	1.0%	1.5%	0.4%	1.0%
%H		71.4%	14.3%	85.7%	71.4%	14.3%	85.7%
VCR	4	1	2	4	2	2	4
%V	0.6%	0.3%	2.6%	0.7%	0.6%	0.7%	0.6%
%H		25.0%	50.0%	100.0%	50.0%	50.0%	100.0%
Any recorder	142	97	20	93	64	29	133
%V	19.7%	25.4%	26.0%	15.7%	19.6%	10.9%	21.1%
%H		68.3%	14.1%	65.5%	45.1%	20.4%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	721	382	77	594	326	267	631
%H		53.0%	10.7%	82.4%	45.2%	37.0%	87.5%
Receives HDTV (via STB or built-in reception)	131	72	24	92	55	37	122
%V	18.2%	18.8%	31.2%	15.5%	16.9%	13.9%	19.3%
%H		55.0%	18.3%	70.2%	42.0%	28.2%	93.1%
DVD/Blu-ray player or recorder	323	180	38	276	169	107	292
%V	44.8%	47.1%	49.4%	46.5%	51.8%	40.1%	46.3%
%H		55.7%	11.8%	85.4%	52.3%	33.1%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1777	1708	821	156	1270	557	714	1497
%H		96.1%	46.2%	8.8%	71.5%	31.3%	40.2%	84.2%
Total Children	303	293	162	32	206	111	95	275
%V	17.1%	17.2%	19.7%	20.5%	16.2%	19.9%	13.3%	18.4%
%H		96.7%	53.5%	10.6%	68.0%	36.6%	31.4%	90.8%
0 - 3	75	73	41	7	50	25	25	65
%V	4.2%	4.3%	5.0%	4.5%	3.9%	4.5%	3.5%	4.3%
%H		97.3%	54.7%	9.3%	66.7%	33.3%	33.3%	86.7%
4 - 15	228	220	122	25	156	87	70	210
%V	12.8%	12.9%	14.9%	16.0%	12.3%	15.6%	9.8%	14.0%
%H		96.5%	53.5%	11.0%	68.4%	38.2%	30.7%	92.1%
4 - 9	125	121	65	15	86	48	38	116
%V	7.0%	7.1%	7.9%	9.6%	6.8%	8.6%	5.3%	7.7%
%H		96.8%	52.0%	12.0%	68.8%	38.4%	30.4%	92.8%
10 - 15	103	99	56	10	70	38	32	95
%V	5.8%	5.8%	6.8%	6.4%	5.5%	6.8%	4.5%	6.3%
%H		96.1%	54.4%	9.7%	68.0%	36.9%	31.1%	92.2%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1777	1708	821	156	1270	557	714	1497
%H		96.1%	46.2%	8.8%	71.5%	31.3%	40.2%	84.2%
Total Adults (16+)	1474	1415	659	124	1064	445	619	1222
%V	82.9%	82.8%	80.3%	79.5%	83.8%	79.9%	86.7%	81.6%
%H		96.0%	44.7%	8.4%	72.2%	30.2%	42.0%	82.9%
16 - 19	79	74	41	10	54	32	22	74
%V	4.4%	4.3%	5.0%	6.4%	4.3%	5.7%	3.1%	4.9%
%H		93.7%	51.9%	12.7%	68.4%	40.5%	27.8%	93.7%
20 - 24	111	97	41	16	64	28	36	99
%V	6.2%	5.7%	5.0%	10.3%	5.0%	5.0%	5.0%	6.6%
%H		87.4%	36.9%	14.4%	57.7%	25.2%	32.4%	89.2%
25 - 34	193	182	93	18	126	57	69	175
%V	10.9%	10.7%	11.3%	11.5%	9.9%	10.2%	9.7%	11.7%
%H		94.3%	48.2%	9.3%	65.3%	29.5%	35.8%	90.7%
35 - 44	214	206	109	22	144	72	72	196
%V	12.0%	12.1%	13.3%	14.1%	11.3%	12.9%	10.1%	13.1%
%H		96.3%	50.9%	10.3%	67.3%	33.6%	33.6%	91.6%
45 - 54	253	243	127	22	179	84	95	229
%V	14.2%	14.2%	15.5%	14.1%	14.1%	15.1%	13.3%	15.3%
%H		96.0%	50.2%	8.7%	70.8%	33.2%	37.5%	90.5%
55 - 64	234	228	105	17	179	74	105	205
%V	13.2%	13.3%	12.8%	10.9%	14.1%	13.3%	14.7%	13.7%
%H		97.4%	44.9%	7.3%	76.5%	31.6%	44.9%	87.6%
65+	390	384	143	19	318	98	220	245
%V	21.9%	22.5%	17.4%	12.2%	25.0%	17.6%	30.8%	16.4%
%H		98.5%	36.7%	4.9%	81.5%	25.1%	56.4%	62.8%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1474	1415	659	124	1064	445	619	1222
%H		96.0%	44.7%	8.4%	72.2%	30.2%	42.0%	82.9%
AB	400	388	180	31	296	121	176	365
%V	27.1%	27.4%	27.3%	25.0%	27.8%	27.2%	28.4%	29.9%
%H		97.0%	45.0%	7.8%	74.0%	30.3%	44.0%	91.3%
C1	455	431	184	51	321	130	191	389
%V	30.9%	30.5%	27.9%	41.1%	30.2%	29.2%	30.9%	31.8%
%H		94.7%	40.4%	11.2%	70.5%	28.6%	42.0%	85.5%
C2	370	359	188	28	278	135	142	307
%V	25.1%	25.4%	28.5%	22.6%	26.1%	30.3%	22.9%	25.1%
%H		97.0%	50.8%	7.6%	75.1%	36.5%	38.4%	83.0%
D	169	160	75	10	116	43	72	123
%V	11.5%	11.3%	11.4%	8.1%	10.9%	9.7%	11.6%	10.1%
%H		94.7%	44.4%	5.9%	68.6%	25.4%	42.6%	72.8%
E	80	78	32	4	53	16	38	37
%V	5.4%	5.5%	4.9%	3.2%	5.0%	3.6%	6.1%	3.0%
%H		97.5%	40.0%	5.0%	66.3%	20.0%	47.5%	46.3%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1474	1415	659	124	1064	445	619	1222
%H		96.0%	44.7%	8.4%	72.2%	30.2%	42.0%	82.9%
Working full time	602	579	297	59	422	200	222	550
%V	40.8%	40.9%	45.1%	47.6%	39.7%	44.9%	35.9%	45.0%
%H		96.2%	49.3%	9.8%	70.1%	33.2%	36.9%	91.4%
Working part time	199	189	94	17	142	65	77	182
%V	13.5%	13.4%	14.3%	13.7%	13.3%	14.6%	12.4%	14.9%
%H		95.0%	47.2%	8.5%	71.4%	32.7%	38.7%	91.5%
Not working	673	647	268	48	500	180	320	489
%V	45.7%	45.7%	40.7%	38.7%	47.0%	40.4%	51.7%	40.0%
%H		96.1%	39.8%	7.1%	74.3%	26.7%	47.5%	72.7%
Housewife/Houseperson	792	758	330	61	574	215	359	609
%V	53.7%	53.6%	50.1%	49.2%	53.9%	48.3%	58.0%	49.8%
%H		95.7%	41.7%	7.7%	72.5%	27.1%	45.3%	76.9%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	715	686	327	62	509	219	290	598
%H		95.9%	45.7%	8.7%	71.2%	30.6%	40.6%	83.6%
16 - 19	38	36	20	6	26	15	11	37
%V	5.3%	5.2%	6.1%	9.7%	5.1%	6.8%	3.8%	6.2%
%H		94.7%	52.6%	15.8%	68.4%	39.5%	28.9%	97.4%
20 - 24	54	49	17	10	32	12	20	48
%V	7.6%	7.1%	5.2%	16.1%	6.3%	5.5%	6.9%	8.0%
%H		90.7%	31.5%	18.5%	59.3%	22.2%	37.0%	88.9%
25 - 34	94	88	46	9	59	26	32	86
%V	13.1%	12.8%	14.1%	14.5%	11.6%	11.9%	11.0%	14.4%
%H		93.6%	48.9%	9.6%	62.8%	27.7%	34.0%	91.5%
35 - 44	108	105	55	9	76	37	40	97
%V	15.1%	15.3%	16.8%	14.5%	14.9%	16.9%	13.8%	16.2%
%H		97.2%	50.9%	8.3%	70.4%	34.3%	37.0%	89.8%
45 - 54	131	124	66	12	88	43	46	116
%V	18.3%	18.1%	20.2%	19.4%	17.3%	19.6%	15.9%	19.4%
%H		94.7%	50.4%	9.2%	67.2%	32.8%	35.1%	88.5%
55 - 64	106	102	48	8	82	36	46	92
%V	14.8%	14.9%	14.7%	12.9%	16.1%	16.4%	15.9%	15.4%
%H		96.2%	45.3%	7.5%	77.4%	34.0%	43.4%	86.8%
65+	184	180	75	9	145	51	94	122
%V	25.7%	26.2%	22.9%	14.5%	28.5%	23.3%	32.4%	20.4%
%H		97.8%	40.8%	4.9%	78.8%	27.7%	51.1%	66.3%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	715	686	327	62	509	219	290	598
%H		95.9%	45.7%	8.7%	71.2%	30.6%	40.6%	83.6%
AB	199	191	89	15	145	59	86	182
%V	27.8%	27.8%	27.2%	24.2%	28.5%	26.9%	29.7%	30.4%
%H		96.0%	44.7%	7.5%	72.9%	29.6%	43.2%	91.5%
C1	206	196	89	25	143	63	80	178
%V	28.8%	28.6%	27.2%	40.3%	28.1%	28.8%	27.6%	29.8%
%H		95.1%	43.2%	12.1%	69.4%	30.6%	38.8%	86.4%
C2	195	190	96	15	147	68	78	161
%V	27.3%	27.7%	29.4%	24.2%	28.9%	31.1%	26.9%	26.9%
%H		97.4%	49.2%	7.7%	75.4%	34.9%	40.0%	82.6%
D	83	77	38	5	55	22	33	62
%V	11.6%	11.2%	11.6%	8.1%	10.8%	10.0%	11.4%	10.4%
%H		92.8%	45.8%	6.0%	66.3%	26.5%	39.8%	74.7%
E	33	31	14	2	19	7	12	15
%V	4.6%	4.5%	4.3%	3.2%	3.7%	3.2%	4.1%	2.5%
%H		93.9%	42.4%	6.1%	57.6%	21.2%	36.4%	45.5%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	715	686	327	62	509	219	290	598
%H		95.9%	45.7%	8.7%	71.2%	30.6%	40.6%	83.6%
Working full time	373	360	190	35	261	128	133	341
%V	52.2%	52.5%	58.1%	56.5%	51.3%	58.4%	45.9%	57.0%
%H		96.5%	50.9%	9.4%	70.0%	34.3%	35.7%	91.4%
Working part time	48	43	18	4	33	12	21	43
%V	6.7%	6.3%	5.5%	6.5%	6.5%	5.5%	7.2%	7.2%
%H		89.6%	37.5%	8.3%	68.8%	25.0%	43.8%	89.6%
Not working	295	282	119	23	214	79	135	214
%V	41.3%	41.1%	36.4%	37.1%	42.0%	36.1%	46.6%	35.8%
%H		95.6%	40.3%	7.8%	72.5%	26.8%	45.8%	72.5%
Housewife/Houseperson	169	156	63	11	114	36	79	109
%V	23.6%	22.7%	19.3%	17.7%	22.4%	16.4%	27.2%	18.2%
%H		92.3%	37.3%	6.5%	67.5%	21.3%	46.7%	64.5%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	758	729	332	62	556	226	329	624
%H		96.2%	43.8%	8.2%	73.4%	29.8%	43.4%	82.3%
16 - 19	40	38	21	5	28	17	11	36
%V	5.3%	5.2%	6.3%	8.1%	5.0%	7.5%	3.3%	5.8%
%H		95.0%	52.5%	12.5%	70.0%	42.5%	27.5%	90.0%
20 - 24	57	48	24	6	32	16	16	51
%V	7.5%	6.6%	7.2%	9.7%	5.8%	7.1%	4.9%	8.2%
%H		84.2%	42.1%	10.5%	56.1%	28.1%	28.1%	89.5%
25 - 34	99	94	47	9	68	31	37	89
%V	13.1%	12.9%	14.2%	14.5%	12.2%	13.7%	11.2%	14.3%
%H		94.9%	47.5%	9.1%	68.7%	31.3%	37.4%	89.9%
35 - 44	106	100	54	13	68	36	32	99
%V	14.0%	13.7%	16.3%	21.0%	12.2%	15.9%	9.7%	15.9%
%H		94.3%	50.9%	12.3%	64.2%	34.0%	30.2%	93.4%
45 - 54	122	119	60	11	91	42	49	113
%V	16.1%	16.3%	18.1%	17.7%	16.4%	18.6%	14.9%	18.1%
%H		97.5%	49.2%	9.0%	74.6%	34.4%	40.2%	92.6%
55 - 64	128	126	57	10	97	38	59	113
%V	16.9%	17.3%	17.2%	16.1%	17.4%	16.8%	17.9%	18.1%
%H		98.4%	44.5%	7.8%	75.8%	29.7%	46.1%	88.3%
65+	206	204	68	9	173	47	126	123
%V	27.2%	28.0%	20.5%	14.5%	31.1%	20.8%	38.3%	19.7%
%H		99.0%	33.0%	4.4%	84.0%	22.8%	61.2%	59.7%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	758	729	332	62	556	226	329	624
%H		96.2%	43.8%	8.2%	73.4%	29.8%	43.4%	82.3%
AB	202	197	91	16	152	62	90	183
%V	26.6%	27.0%	27.4%	25.8%	27.3%	27.4%	27.4%	29.3%
%H		97.5%	45.0%	7.9%	75.2%	30.7%	44.6%	90.6%
C1	249	235	95	26	178	67	111	210
%V	32.8%	32.2%	28.6%	41.9%	32.0%	29.6%	33.7%	33.7%
%H		94.4%	38.2%	10.4%	71.5%	26.9%	44.6%	84.3%
C2	174	169	91	14	131	67	64	147
%V	23.0%	23.2%	27.4%	22.6%	23.6%	29.6%	19.5%	23.6%
%H		97.1%	52.3%	8.0%	75.3%	38.5%	36.8%	84.5%
D	86	83	38	4	61	21	39	61
%V	11.3%	11.4%	11.4%	6.5%	11.0%	9.3%	11.9%	9.8%
%H		96.5%	44.2%	4.7%	70.9%	24.4%	45.3%	70.9%
E	47	46	17	2	34	9	25	23
%V	6.2%	6.3%	5.1%	3.2%	6.1%	4.0%	7.6%	3.7%
%H		97.9%	36.2%	4.3%	72.3%	19.1%	53.2%	48.9%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	758	729	332	62	556	226	329	624
%H		96.2%	43.8%	8.2%	73.4%	29.8%	43.4%	82.3%
Working full time	229	219	107	24	161	72	88	209
%V	30.2%	30.0%	32.2%	38.7%	29.0%	31.9%	26.7%	33.5%
%H		95.6%	46.7%	10.5%	70.3%	31.4%	38.4%	91.3%
Working part time	152	146	76	13	109	53	56	139
%V	20.1%	20.0%	22.9%	21.0%	19.6%	23.5%	17.0%	22.3%
%H		96.1%	50.0%	8.6%	71.7%	34.9%	36.8%	91.4%
Not working	377	365	149	26	286	101	185	275
%V	49.7%	50.1%	44.9%	41.9%	51.4%	44.7%	56.2%	44.1%
%H		96.8%	39.5%	6.9%	75.9%	26.8%	49.1%	72.9%
Housewife/Houseperson	622	602	267	50	460	180	280	501
%V	82.1%	82.6%	80.4%	80.6%	82.7%	79.6%	85.1%	80.3%
%H		96.8%	42.9%	8.0%	74.0%	28.9%	45.0%	80.5%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Ulster

Contents	Page
Household	
Table 11.1: Social Grade	284
Table 11.2: Housewife Age	285
Table 11.3: Size of Household	286
Table 11.4: Presence of Children	287
Table 11.5: Number of TV sets in household	288
Table 11.6: Screen size	289
Table 11.7: Location of ANY set in household	290
Table 11.8: Platform Provider	291
Table 11.9: Recorders and other equipment	292
Table 11.10: Computers and Internet	293
Sets	
Table 11.11: Screen Size	294
Table 11.12: Location of set	295
Table 11.13: Recorders	296
Table 11.14: Other TV equipment	296
Table 11.15: Main Set Screen Size	297
Table 11.16: Main Set Recorders	298
Table 11.17: Main Set - Other TV equipment	298
Table 11.18: Other Sets (non-Main Set) Screen Size	299
Table 11.19: Other Set (non-Main Set) Recorders	300
Table 11.20: Other Set (non-Main Set) - Other TV equipment	300
Individuals	
Table 11.21: Age of Children	301
Table 11.22: Adults - Age	302
Table 11.23: Social Grade (Adults 16+)	303
Table 11.24: Working Status (Adults 16+)	304
Table 11.25: Males - Age	305
Table 11.26: Social Grade (Males 16+)	306
Table 11.27: Working Status (Males 16+)	307
Table 11.28: Females - Age	308
Table 11.29: Social Grade (Females 16+)	309
Table 11.30: Working Status (Females 16+)	310

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Household level data

Table 11.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
AB	137	134	74	15	100	53	47	123
%V	19.0%	19.2%	21.2%	22.4%	19.0%	21.8%	16.6%	24.2%
%H (All HH)		97.8%	54.0%	10.9%	73.0%	38.7%	34.3%	89.8%
%H (TV HH)			55.2%	11.2%	74.6%	39.6%	35.1%	
C1	171	165	86	16	125	64	61	137
%V	23.7%	23.6%	24.6%	23.9%	23.7%	26.3%	21.6%	26.9%
%H (All HH)		96.5%	50.3%	9.4%	73.1%	37.4%	35.7%	80.1%
%H (TV HH)			52.1%	9.7%	75.8%	38.8%	37.0%	
C2	144	140	76	11	105	51	54	110
%V	20.0%	20.0%	21.8%	16.4%	19.9%	21.0%	19.1%	21.6%
%H (All HH)		97.2%	52.8%	7.6%	72.9%	35.4%	37.5%	76.4%
%H (TV HH)			54.3%	7.9%	75.0%	36.4%	38.6%	
D	129	124	61	11	93	41	52	84
%V	17.9%	17.7%	17.5%	16.4%	17.6%	16.9%	18.4%	16.5%
%H (All HH)		96.1%	47.3%	8.5%	72.1%	31.8%	40.3%	65.1%
%H (TV HH)			49.2%	8.9%	75.0%	33.1%	41.9%	
E	141	136	52	14	104	34	70	56
%V	19.6%	19.5%	14.9%	20.9%	19.7%	14.0%	24.7%	11.0%
%H (All HH)		96.5%	36.9%	9.9%	73.8%	24.1%	49.6%	39.7%
%H (TV HH)			38.2%	10.3%	76.5%	25.0%	51.5%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
Under 25	23	21	9	2	15	5	9	17
%V	3.2%	3.0%	2.6%	3.0%	2.8%	2.1%	3.2%	3.3%
%H (All HH)		91.3%	39.1%	8.7%	65.2%	21.7%	39.1%	73.9%
%H (TV HH)			42.9%	9.5%	71.4%	23.8%	42.9%	
25 - 34	116	110	65	13	72	40	32	97
%V	16.1%	15.7%	18.6%	19.4%	13.7%	16.5%	11.3%	19.1%
%H (All HH)		94.8%	56.0%	11.2%	62.1%	34.5%	27.6%	83.6%
%H (TV HH)			59.1%	11.8%	65.5%	36.4%	29.1%	
35 - 44	139	134	82	13	92	52	40	120
%V	19.3%	19.2%	23.5%	19.4%	17.5%	21.4%	14.1%	23.6%
%H (All HH)		96.4%	59.0%	9.4%	66.2%	37.4%	28.8%	86.3%
%H (TV HH)			61.2%	9.7%	68.7%	38.8%	29.9%	
45 - 54	147	143	80	12	109	57	52	124
%V	20.4%	20.5%	22.9%	17.9%	20.7%	23.5%	18.4%	24.4%
%H (All HH)		97.3%	54.4%	8.2%	74.1%	38.8%	35.4%	84.4%
%H (TV HH)			55.9%	8.4%	76.2%	39.9%	36.4%	
55 - 64	119	115	57	14	91	46	45	86
%V	16.5%	16.5%	16.3%	20.9%	17.3%	18.9%	15.9%	16.9%
%H (All HH)		96.6%	47.9%	11.8%	76.5%	38.7%	37.8%	72.3%
%H (TV HH)			49.6%	12.2%	79.1%	40.0%	39.1%	
65 +	177	174	55	13	147	42	105	64
%V	24.5%	24.9%	15.8%	19.4%	27.9%	17.3%	37.1%	12.6%
%H (All HH)		98.3%	31.1%	7.3%	83.1%	23.7%	59.3%	36.2%
%H (TV HH)			31.6%	7.5%	84.5%	24.1%	60.3%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Household level data

Table 11.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
1	209	199	61	18	159	41	118	85
%V	29.0%	28.5%	17.5%	26.9%	30.2%	16.9%	41.7%	16.7%
%H (All HH)		95.2%	29.2%	8.6%	76.1%	19.6%	56.5%	40.7%
%H (TV HH)			30.7%	9.0%	79.9%	20.6%	59.3%	
2	213	207	106	21	157	77	80	152
%V	29.5%	29.6%	30.4%	31.3%	29.8%	31.7%	28.3%	29.9%
%H (All HH)		97.2%	49.8%	9.9%	73.7%	36.2%	37.6%	71.4%
%H (TV HH)			51.2%	10.1%	75.8%	37.2%	38.6%	
3	119	117	72	12	84	50	34	103
%V	16.5%	16.7%	20.6%	17.9%	15.9%	20.6%	12.0%	20.2%
%H (All HH)		98.3%	60.5%	10.1%	70.6%	42.0%	28.6%	86.6%
%H (TV HH)			61.5%	10.3%	71.8%	42.7%	29.1%	
4	106	104	66	12	74	47	26	99
%V	14.7%	14.9%	18.9%	17.9%	14.0%	19.3%	9.2%	19.4%
%H (All HH)		98.1%	62.3%	11.3%	69.8%	44.3%	24.5%	93.4%
%H (TV HH)			63.5%	11.5%	71.2%	45.2%	25.0%	
5+	74	72	43	4	53	28	25	70
%V	10.3%	10.3%	12.3%	6.0%	10.1%	11.5%	8.8%	13.8%
%H (All HH)		97.3%	58.1%	5.4%	71.6%	37.8%	33.8%	94.6%
%H (TV HH)			59.7%	5.6%	73.6%	38.9%	34.7%	
Average HH size	2.52	2.53	2.82	2.47	2.47	2.81	2.19	2.89

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
Without	514	495	221	48	388	161	227	322
%V	71.3%	70.8%	63.3%	71.6%	73.6%	66.3%	80.2%	63.3%
%H (All HH)		96.3%	43.0%	9.3%	75.5%	31.3%	44.2%	62.6%
%H (TV HH)			44.6%	9.7%	78.4%	32.5%	45.9%	
With	207	204	128	19	139	82	56	187
%V	28.7%	29.2%	36.7%	28.4%	26.4%	33.7%	19.8%	36.7%
%H (All HH)		98.6%	61.8%	9.2%	67.1%	39.6%	27.1%	90.3%
%H (TV HH)			62.7%	9.3%	68.1%	40.2%	27.5%	
0 - 3	80	78	50	7	52	31	21	70
%V	11.1%	11.2%	14.3%	10.4%	9.9%	12.8%	7.4%	13.8%
%H (All HH)		97.5%	62.5%	8.8%	65.0%	38.8%	26.3%	87.5%
%H (TV HH)			64.1%	9.0%	66.7%	39.7%	26.9%	
4 - 9	108	106	68	11	71	44	27	98
%V	15.0%	15.2%	19.5%	16.4%	13.5%	18.1%	9.5%	19.3%
%H (All HH)		98.1%	63.0%	10.2%	65.7%	40.7%	25.0%	90.7%
%H (TV HH)			64.2%	10.4%	67.0%	41.5%	25.5%	
10 - 15	102	101	62	9	70	41	29	95
%V	14.1%	14.4%	17.8%	13.4%	13.3%	16.9%	10.2%	18.7%
%H (All HH)		99.0%	60.8%	8.8%	68.6%	40.2%	28.4%	93.1%
%H (TV HH)			61.4%	8.9%	69.3%	40.6%	28.7%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
1	266	266	108	25	182	50	131	151
%V	36.9%	38.1%	30.9%	37.3%	34.5%	20.6%	46.3%	29.7%
%H (All HH)		100.0%	40.6%	9.4%	68.4%	18.8%	49.2%	56.8%
%H (TV HH)			40.6%	9.4%	68.4%	18.8%	49.2%	
2	257	257	131	28	198	98	100	189
%V	35.6%	36.8%	37.5%	41.8%	37.6%	40.3%	35.3%	37.1%
%H (All HH)		100.0%	51.0%	10.9%	77.0%	38.1%	38.9%	73.5%
%H (TV HH)			51.0%	10.9%	77.0%	38.1%	38.9%	
3	111	111	64	11	92	55	36	96
%V	15.4%	15.9%	18.3%	16.4%	17.5%	22.6%	12.7%	18.9%
%H (All HH)		100.0%	57.7%	9.9%	82.9%	49.5%	32.4%	86.5%
%H (TV HH)			57.7%	9.9%	82.9%	49.5%	32.4%	
4	42	42	29	3	35	25	11	39
%V	5.8%	6.0%	8.3%	4.5%	6.6%	10.3%	3.9%	7.7%
%H (All HH)		100.0%	69.0%	7.1%	83.3%	59.5%	26.2%	92.9%
%H (TV HH)			69.0%	7.1%	83.3%	59.5%	26.2%	
5+	22	22	16	1	20	15	6	22
%V	3.1%	3.1%	4.6%	1.5%	3.8%	6.2%	2.1%	4.3%
%H (All HH)		100.0%	72.7%	4.5%	90.9%	68.2%	27.3%	100.0%
%H (TV HH)			72.7%	4.5%	90.9%	68.2%	27.3%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Household level data

Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
Under 20"	128	128	65	11	112	60	52	94
%V	17.8%	18.3%	18.6%	16.4%	21.3%	24.7%	18.4%	18.5%
%H (All HH)		100.0%	50.8%	8.6%	87.5%	46.9%	40.6%	73.4%
%H (TV HH)			50.8%	8.6%	87.5%	46.9%	40.6%	
20" - 29"	283	283	133	22	231	103	128	197
%V	39.3%	40.5%	38.1%	32.8%	43.8%	42.4%	45.2%	38.7%
%H (All HH)		100.0%	47.0%	7.8%	81.6%	36.4%	45.2%	69.6%
%H (TV HH)			47.0%	7.8%	81.6%	36.4%	45.2%	
30" - 39"	391	391	200	40	297	146	151	290
%V	54.2%	55.9%	57.3%	59.7%	56.4%	60.1%	53.4%	57.0%
%H (All HH)		100.0%	51.2%	10.2%	76.0%	37.3%	38.6%	74.2%
%H (TV HH)			51.2%	10.2%	76.0%	37.3%	38.6%	
40" and over	304	304	192	30	222	138	84	256
%V	42.2%	43.5%	55.0%	44.8%	42.1%	56.8%	29.7%	50.3%
%H (All HH)		100.0%	63.2%	9.9%	73.0%	45.4%	27.6%	84.2%
%H (TV HH)			63.2%	9.9%	73.0%	45.4%	27.6%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
Main living room	687	687	346	66	518	241	277	489
%V	95.3%	98.3%	99.1%	98.5%	98.3%	99.2%	97.9%	96.1%
%H (All HH)		100.0%	50.4%	9.6%	75.4%	35.1%	40.3%	71.2%
%H (TV HH)			50.4%	9.6%	75.4%	35.1%	40.3%	
Kitchen	151	151	80	8	136	72	64	118
%V	20.9%	21.6%	22.9%	11.9%	25.8%	29.6%	22.6%	23.2%
%H (All HH)		100.0%	53.0%	5.3%	90.1%	47.7%	42.4%	78.1%
%H (TV HH)			53.0%	5.3%	90.1%	47.7%	42.4%	
Adult's bedroom	248	248	140	26	199	116	83	199
%V	34.4%	35.5%	40.1%	38.8%	37.8%	47.7%	29.3%	39.1%
%H (All HH)		100.0%	56.5%	10.5%	80.2%	46.8%	33.5%	80.2%
%H (TV HH)			56.5%	10.5%	80.2%	46.8%	33.5%	
Child's bedroom	58	58	40	5	45	32	13	53
%V	8.0%	8.3%	11.5%	7.5%	8.5%	13.2%	4.6%	10.4%
%H (All HH)		100.0%	69.0%	8.6%	77.6%	55.2%	22.4%	91.4%
%H (TV HH)			69.0%	8.6%	77.6%	55.2%	22.4%	
Other bedroom	27	27	16	3	23	15	8	24
%V	3.7%	3.9%	4.6%	4.5%	4.4%	6.2%	2.8%	4.7%
%H (All HH)		100.0%	59.3%	11.1%	85.2%	55.6%	29.6%	88.9%
%H (TV HH)			59.3%	11.1%	85.2%	55.6%	29.6%	
Second living/dining room	110	110	65	11	85	50	35	98
%V	15.3%	15.7%	18.6%	16.4%	16.1%	20.6%	12.4%	19.3%
%H (All HH)		100.0%	59.1%	10.0%	77.3%	45.5%	31.8%	89.1%
%H (TV HH)			59.1%	10.0%	77.3%	45.5%	31.8%	
Study/office	7	7	4	1	7	4	2	7
%V	1.0%	1.0%	1.1%	1.5%	1.3%	1.6%	0.7%	1.4%
%H (All HH)		100.0%	57.1%	14.3%	100.0%	57.1%	28.6%	100.0%
%H (TV HH)			57.1%	14.3%	100.0%	57.1%	28.6%	
TV room	7	7	5	0	5	4	2	7
%V	1.0%	1.0%	1.4%	0.0%	0.9%	1.6%	0.7%	1.4%
%H (All HH)		100.0%	71.4%	0.0%	71.4%	57.1%	28.6%	100.0%
%H (TV HH)			71.4%	0.0%	71.4%	57.1%	28.6%	
Conservatory	10	10	6	1	9	5	4	9
%V	1.4%	1.4%	1.7%	1.5%	1.7%	2.1%	1.4%	1.8%
%H (All HH)		100.0%	60.0%	10.0%	90.0%	50.0%	40.0%	90.0%
%H (TV HH)			60.0%	10.0%	90.0%	50.0%	40.0%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	1	1	0	0	1	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	0.0%	
Other	3	3	2	0	3	2	0	2
%V	0.4%	0.4%	0.6%	0.0%	0.6%	0.8%	0.0%	0.4%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	0.0%	66.7%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	0.0%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Household level data

Table 11.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
Any DSAT provider	349	349	349	4	218	218	0	291
%V	48.4%	49.9%	100.0%	6.0%	41.4%	89.7%	0.0%	57.2%
%H (All HH)			100.0%	1.1%	62.5%	62.5%	0.0%	83.4%
%H (TV HH)			100.0%	1.1%	62.5%	62.5%	0.0%	
Sky with subscription	311	311	311	3	196	196	0	264
%V	43.1%	44.5%	89.1%	4.5%	37.2%	80.7%	0.0%	51.9%
%H (All HH)			100.0%	1.0%	63.0%	63.0%	0.0%	84.9%
%H (TV HH)			100.0%	1.0%	63.0%	63.0%	0.0%	
Sky without subscription	16	16	16	0	10	10	0	9
%V	2.2%	2.3%	4.6%	0.0%	1.9%	4.1%	0.0%	1.8%
%H (All HH)			100.0%	0.0%	62.5%	62.5%	0.0%	56.3%
%H (TV HH)			100.0%	0.0%	62.5%	62.5%	0.0%	
Freesat	16	16	16	0	11	11	0	12
%V	2.2%	2.3%	4.6%	0.0%	2.1%	4.5%	0.0%	2.4%
%H (All HH)			100.0%	0.0%	68.8%	68.8%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	68.8%	68.8%	0.0%	
Other satellite provider	9	9	9	1	3	3	0	8
%V	1.2%	1.3%	2.6%	1.5%	0.6%	1.2%	0.0%	1.6%
%H (All HH)			100.0%	11.1%	33.3%	33.3%	0.0%	88.9%
%H (TV HH)			100.0%	11.1%	33.3%	33.3%	0.0%	
DCAB	67	67	4	67	29	29	0	56
%V	9.3%	9.6%	1.1%	100.0%	5.5%	11.9%	0.0%	11.0%
%H (All HH)			6.0%	100.0%	43.3%	43.3%	0.0%	83.6%
%H (TV HH)			6.0%	100.0%	43.3%	43.3%	0.0%	
DTT	527	527	218	29	527	243	283	355
%V	73.1%	75.4%	62.5%	43.3%	100.0%	100.0%	100.0%	69.7%
%H (All HH)		100.0%	41.4%	5.5%	100.0%	46.1%	53.7%	67.4%
%H (TV HH)			41.4%	5.5%	100.0%	46.1%	53.7%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%H (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
PVR	363	363	279	43	240	196	44	307
%V	50.3%	51.9%	79.9%	64.2%	45.5%	80.7%	15.5%	60.3%
%H (All HH)		100.0%	76.9%	11.8%	66.1%	54.0%	12.1%	84.6%
%H (TV HH)			76.9%	11.8%	66.1%	54.0%	12.1%	
DVDR	32	32	18	4	23	13	10	26
%V	4.4%	4.6%	5.2%	6.0%	4.4%	5.3%	3.5%	5.1%
%H (All HH)		100.0%	56.3%	12.5%	71.9%	40.6%	31.3%	81.3%
%H (TV HH)			56.3%	12.5%	71.9%	40.6%	31.3%	
VCR	15	15	5	1	13	4	9	10
%V	2.1%	2.1%	1.4%	1.5%	2.5%	1.6%	3.2%	2.0%
%H (All HH)		100.0%	33.3%	6.7%	86.7%	26.7%	60.0%	66.7%
%H (TV HH)			33.3%	6.7%	86.7%	26.7%	60.0%	
Any recorder	381	381	283	45	255	199	56	317
%V	52.8%	54.5%	81.1%	67.2%	48.4%	81.9%	19.8%	62.3%
%H (All HH)		100.0%	74.3%	11.8%	66.9%	52.2%	14.7%	83.2%
%H (TV HH)			74.3%	11.8%	66.9%	52.2%	14.7%	
Receives HDTV (via STB or built-in reception)	294	294	181	38	216	138	78	240
%V	40.8%	42.1%	51.9%	56.7%	41.0%	56.8%	27.6%	47.2%
%H (All HH)		100.0%	61.6%	12.9%	73.5%	46.9%	26.5%	81.6%
%H (TV HH)			61.6%	12.9%	73.5%	46.9%	26.5%	
DVD/Blu-ray player or recorder	503	503	272	50	379	196	183	393
%V	69.8%	72.0%	77.9%	74.6%	71.9%	80.7%	64.7%	77.2%
%H (All HH)		100.0%	54.1%	9.9%	75.3%	39.0%	36.4%	78.1%
%H (TV HH)			54.1%	9.9%	75.3%	39.0%	36.4%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	721	699	349	67	527	243	283	509
%V (All HH)		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%
%H (TV HH)			49.9%	9.6%	75.4%	34.8%	40.5%	
Has broadband internet	509	497	291	56	355	204	151	509
%V	70.6%	71.1%	83.4%	83.6%	67.4%	84.0%	53.4%	100.0%
%H (All HH)		97.6%	57.2%	11.0%	69.7%	40.1%	29.7%	100.0%
%H (TV HH)			58.6%	11.3%	71.4%	41.0%	30.4%	
Number of computers (PCs and laptops)								
0	198	190	54	12	162	36	124	13
%V	27.5%	27.2%	15.5%	17.9%	30.7%	14.8%	43.8%	2.6%
%H (All HH)		96.0%	27.3%	6.1%	81.8%	18.2%	62.6%	6.6%
%H (TV HH)			28.4%	6.3%	85.3%	18.9%	65.3%	
1	276	268	144	28	193	97	96	255
%V	38.3%	38.3%	41.3%	41.8%	36.6%	39.9%	33.9%	50.1%
%H (All HH)		97.1%	52.2%	10.1%	69.9%	35.1%	34.8%	92.4%
%H (TV HH)			53.7%	10.4%	72.0%	36.2%	35.8%	
2	143	140	85	16	98	60	39	138
%V	19.8%	20.0%	24.4%	23.9%	18.6%	24.7%	13.8%	27.1%
%H (All HH)		97.9%	59.4%	11.2%	68.5%	42.0%	27.3%	96.5%
%H (TV HH)			60.7%	11.4%	70.0%	42.9%	27.9%	
3	58	57	37	6	42	27	15	58
%V	8.0%	8.2%	10.6%	9.0%	8.0%	11.1%	5.3%	11.4%
%H (All HH)		98.3%	63.8%	10.3%	72.4%	46.6%	25.9%	100.0%
%H (TV HH)			64.9%	10.5%	73.7%	47.4%	26.3%	
4	24	23	17	3	16	13	4	24
%V	3.3%	3.3%	4.9%	4.5%	3.0%	5.3%	1.4%	4.7%
%H (All HH)		95.8%	70.8%	12.5%	66.7%	54.2%	16.7%	100.0%
%H (TV HH)			73.9%	13.0%	69.6%	56.5%	17.4%	
5+	22	21	13	3	16	11	6	22
%V	3.1%	3.0%	3.7%	4.5%	3.0%	4.5%	2.1%	4.3%
%H (All HH)		95.5%	59.1%	13.6%	72.7%	50.0%	27.3%	100.0%
%H (TV HH)			61.9%	14.3%	76.2%	52.4%	28.6%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV Ulster

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1403	766	128	1102	590	512	1090
%H		54.6%	9.1%	78.5%	42.1%	36.5%	77.7%
Under 20"	157	82	13	139	76	63	120
%V	11.2%	10.7%	10.2%	12.6%	12.9%	12.3%	11.0%
%H		52.2%	8.3%	88.5%	48.4%	40.1%	76.4%
20" - 29"	368	177	28	304	140	164	267
%V	26.2%	23.1%	21.9%	27.6%	23.7%	32.0%	24.5%
%H		48.1%	7.6%	82.6%	38.0%	44.6%	72.6%
30" - 39"	469	245	51	359	185	174	358
%V	33.4%	32.0%	39.8%	32.6%	31.4%	34.0%	32.8%
%H		52.2%	10.9%	76.5%	39.4%	37.1%	76.3%
40" and over	356	228	34	263	166	96	304
%V	25.4%	29.8%	26.6%	23.9%	28.1%	18.8%	27.9%
%H		64.0%	9.6%	73.9%	46.6%	27.0%	85.4%
Don't know	23	13	1	18	9	9	15
%V	1.6%	1.7%	0.8%	1.6%	1.5%	1.8%	1.4%
%H		56.5%	4.3%	78.3%	39.1%	39.1%	65.2%
Not Asked	30	21	1	19	14	6	26
%V	2.1%	2.7%	0.8%	1.7%	2.4%	1.2%	2.4%
%H		70.0%	3.3%	63.3%	46.7%	20.0%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1403	766	128	1102	590	512	1090
%H		54.6%	9.1%	78.5%	42.1%	36.5%	77.7%
Main living room	692	348	67	522	244	279	492
%V	49.3%	45.4%	52.3%	47.4%	41.4%	54.5%	45.1%
%H		50.3%	9.7%	75.4%	35.3%	40.3%	71.1%
Kitchen	151	80	8	136	72	64	118
%V	10.8%	10.4%	6.3%	12.3%	12.2%	12.5%	10.8%
%H		53.0%	5.3%	90.1%	47.7%	42.4%	78.1%
Adult's bedroom	281	160	30	226	133	93	228
%V	20.0%	20.9%	23.4%	20.5%	22.5%	18.2%	20.9%
%H		56.9%	10.7%	80.4%	47.3%	33.1%	81.1%
Child's bedroom	76	53	6	59	43	16	70
%V	5.4%	6.9%	4.7%	5.4%	7.3%	3.1%	6.4%
%H		69.7%	7.9%	77.6%	56.6%	21.1%	92.1%
Other bedroom	32	19	4	27	18	9	29
%V	2.3%	2.5%	3.1%	2.5%	3.1%	1.8%	2.7%
%H		59.4%	12.5%	84.4%	56.3%	28.1%	90.6%
Second living/dining room	112	65	11	86	50	36	100
%V	8.0%	8.5%	8.6%	7.8%	8.5%	7.0%	9.2%
%H		58.0%	9.8%	76.8%	44.6%	32.1%	89.3%
Study/office	7	4	1	7	4	2	7
%V	0.5%	0.5%	0.8%	0.6%	0.7%	0.4%	0.6%
%H		57.1%	14.3%	100.0%	57.1%	28.6%	100.0%
TV room	7	5	0	5	4	2	7
%V	0.5%	0.7%	0.0%	0.5%	0.7%	0.4%	0.6%
%H		71.4%	0.0%	71.4%	57.1%	28.6%	100.0%
Conservatory	10	6	1	9	5	4	9
%V	0.7%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
%H		60.0%	10.0%	90.0%	50.0%	40.0%	90.0%
Attic or loft room	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	1	0	0	1	0	0	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Other	3	3	0	3	3	0	3
%V	0.2%	0.4%	0.0%	0.3%	0.5%	0.0%	0.3%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Not Asked	30	21	1	19	14	6	26
%V	2.1%	2.7%	0.8%	1.7%	2.4%	1.2%	2.4%
%H		70.0%	3.3%	63.3%	46.7%	20.0%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1403	766	128	1102	590	512	1090
%H		54.6%	9.1%	78.5%	42.1%	36.5%	77.7%
PVR	495	395	55	323	274	50	431
%V	35.3%	51.6%	43.0%	29.3%	46.4%	9.8%	39.5%
%H		79.8%	11.1%	65.3%	55.4%	10.1%	87.1%
DVDR	35	20	5	26	15	11	29
%V	2.5%	2.6%	3.9%	2.4%	2.5%	2.1%	2.7%
%H		57.1%	14.3%	74.3%	42.9%	31.4%	82.9%
VCR	16	5	1	14	4	10	10
%V	1.1%	0.7%	0.8%	1.3%	0.7%	2.0%	0.9%
%H		31.3%	6.3%	87.5%	25.0%	62.5%	62.5%
Any recorder	519	403	57	344	280	64	447
%V	37.0%	52.6%	44.5%	31.2%	47.5%	12.5%	41.0%
%H		77.6%	11.0%	66.3%	53.9%	12.3%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1403	766	128	1102	590	512	1090
%H		54.6%	9.1%	78.5%	42.1%	36.5%	77.7%
Receives HDTV (via STB or built-in reception)	435	263	55	328	206	122	368
%V	31.0%	34.3%	43.0%	29.8%	34.9%	23.8%	33.8%
%H		60.5%	12.6%	75.4%	47.4%	28.0%	84.6%
DVD/Blu-ray player or recorder	713	406	72	549	310	239	589
%V	50.8%	53.0%	56.3%	49.8%	52.5%	46.7%	54.0%
%H		56.9%	10.1%	77.0%	43.5%	33.5%	82.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	697	348	67	526	243	283	496
%H		49.9%	9.6%	75.5%	34.9%	40.6%	71.2%
Under 20"	11	2	1	10	2	8	4
%V	1.6%	0.6%	1.5%	1.9%	0.8%	2.8%	0.8%
%H		18.2%	9.1%	90.9%	18.2%	72.7%	36.4%
20" - 29"	100	30	6	83	19	64	48
%V	14.3%	8.6%	9.0%	15.8%	7.8%	22.6%	9.7%
%H		30.0%	6.0%	83.0%	19.0%	64.0%	48.0%
30" - 39"	284	128	30	214	89	125	192
%V	40.7%	36.8%	44.8%	40.7%	36.6%	44.2%	38.7%
%H		45.1%	10.6%	75.4%	31.3%	44.0%	67.6%
40" and over	292	185	29	212	132	80	247
%V	41.9%	53.2%	43.3%	40.3%	54.3%	28.3%	49.8%
%H		63.4%	9.9%	72.6%	45.2%	27.4%	84.6%
Don't know	9	3	0	7	2	5	5
%V	1.3%	0.9%	0.0%	1.3%	0.8%	1.8%	1.0%
%H		33.3%	0.0%	77.8%	22.2%	55.6%	55.6%
Not Asked	1	0	1	0	0	1	0
%V	0.1%	0.0%	1.5%	0.0%	0.0%	0.4%	0.0%
%H		0.0%	100.0%	0.0%	0.0%	100.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	697	348	67	526	243	283	496
%H		49.9%	9.6%	75.5%	34.9%	40.6%	71.2%
PVR	356	275	42	234	193	41	303
%V	51.1%	79.0%	62.7%	44.5%	79.4%	14.5%	61.1%
%H		77.2%	11.8%	65.7%	54.2%	11.5%	85.1%
DVDR	27	15	4	19	10	9	22
%V	3.9%	4.3%	6.0%	3.6%	4.1%	3.2%	4.4%
%H		55.6%	14.8%	70.4%	37.0%	33.3%	81.5%
VCR	12	3	1	10	3	8	7
%V	1.7%	0.9%	1.5%	1.9%	1.2%	2.8%	1.4%
%H		25.0%	8.3%	83.3%	25.0%	66.7%	58.3%
Any recorder	372	280	44	248	196	52	312
%V	53.4%	80.5%	65.7%	47.1%	80.7%	18.4%	62.9%
%H		75.3%	11.8%	66.7%	52.7%	14.0%	83.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	697	348	67	526	243	283	496
%H		49.9%	9.6%	75.5%	34.9%	40.6%	71.2%
Receives HDTV (via STB or built-in reception)	279	175	37	201	130	70	229
%V	40.0%	50.3%	55.2%	38.2%	53.5%	24.7%	46.2%
%H		62.7%	13.3%	72.0%	46.6%	25.1%	82.1%
DVD/Blu-ray player or recorder	470	253	47	351	179	172	366
%V	67.4%	72.7%	70.1%	66.7%	73.7%	60.8%	73.8%
%H		53.8%	10.0%	74.7%	38.1%	36.6%	77.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	705	418	61	576	346	229	594
%H		59.3%	8.7%	81.7%	49.1%	32.5%	84.3%
Under 20"	146	81	12	129	74	54	116
%V	20.7%	19.4%	19.7%	22.4%	21.4%	23.6%	19.5%
%H		55.5%	8.2%	88.4%	50.7%	37.0%	79.5%
20" - 29"	268	147	22	221	122	100	219
%V	38.0%	35.2%	36.1%	38.4%	35.3%	43.7%	36.9%
%H		54.9%	8.2%	82.5%	45.5%	37.3%	81.7%
30" - 39"	185	116	21	145	96	49	166
%V	26.2%	27.8%	34.4%	25.2%	27.7%	21.4%	27.9%
%H		62.7%	11.4%	78.4%	51.9%	26.5%	89.7%
40" and over	64	43	5	51	35	16	57
%V	9.1%	10.3%	8.2%	8.9%	10.1%	7.0%	9.6%
%H		67.2%	7.8%	79.7%	54.7%	25.0%	89.1%
Don't know	14	9	0	11	7	4	11
%V	2.0%	2.2%	0.0%	1.9%	2.0%	1.7%	1.9%
%H		64.3%	0.0%	78.6%	50.0%	28.6%	78.6%
Not Asked	28	22	1	19	12	6	25
%V	4.0%	5.3%	1.6%	3.3%	3.5%	2.6%	4.2%
%H		78.6%	3.6%	67.9%	42.9%	21.4%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	705	418	61	576	346	229	594
%H		59.3%	8.7%	81.7%	49.1%	32.5%	84.3%
PVR	139	120	13	89	81	8	128
%V	19.7%	28.7%	21.3%	15.5%	23.4%	3.5%	21.5%
%H		86.3%	9.4%	64.0%	58.3%	5.8%	92.1%
DVDR	8	5	1	7	5	2	8
%V	1.1%	1.2%	1.6%	1.2%	1.4%	0.9%	1.3%
%H		62.5%	12.5%	87.5%	62.5%	25.0%	100.0%
VCR	4	2	0	4	2	2	3
%V	0.6%	0.5%	0.0%	0.7%	0.6%	0.9%	0.5%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	75.0%
Any recorder	147	123	13	96	85	12	134
%V	20.9%	29.4%	21.3%	16.7%	24.6%	5.2%	22.6%
%H		83.7%	8.8%	65.3%	57.8%	8.2%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	705	418	61	576	346	229	594
%H		59.3%	8.7%	81.7%	49.1%	32.5%	84.3%
Receives HDTV (via STB or built-in reception)	157	88	18	127	76	52	139
%V	22.3%	21.1%	29.5%	22.0%	22.0%	22.7%	23.4%
%H		56.1%	11.5%	80.9%	48.4%	33.1%	88.5%
DVD/Blu-ray player or recorder	243	153	24	198	131	67	223
%V	34.5%	36.6%	39.3%	34.4%	37.9%	29.3%	37.5%
%H		63.0%	9.9%	81.5%	53.9%	27.6%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1815	1767	984	165	1302	683	619	1469
%H		97.4%	54.2%	9.1%	71.7%	37.6%	34.1%	80.9%
Total Children	383	375	236	34	256	151	105	348
%V	21.1%	21.2%	24.0%	20.6%	19.7%	22.1%	17.0%	23.7%
%H		97.9%	61.6%	8.9%	66.8%	39.4%	27.4%	90.9%
0 - 3	98	96	61	9	64	37	26	86
%V	5.4%	5.4%	6.2%	5.5%	4.9%	5.4%	4.2%	5.9%
%H		98.0%	62.2%	9.2%	65.3%	37.8%	26.5%	87.8%
4 - 15	284	279	175	26	192	114	78	262
%V	15.6%	15.8%	17.8%	15.8%	14.7%	16.7%	12.6%	17.8%
%H		98.2%	61.6%	9.2%	67.6%	40.1%	27.5%	92.3%
4 - 9	145	142	91	14	96	59	37	133
%V	8.0%	8.0%	9.2%	8.5%	7.4%	8.6%	6.0%	9.1%
%H		97.9%	62.8%	9.7%	66.2%	40.7%	25.5%	91.7%
10 - 15	139	137	84	11	96	55	41	130
%V	7.7%	7.8%	8.5%	6.7%	7.4%	8.1%	6.6%	8.8%
%H		98.6%	60.4%	7.9%	69.1%	39.6%	29.5%	93.5%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1815	1767	984	165	1302	683	619	1469
%H		97.4%	54.2%	9.1%	71.7%	37.6%	34.1%	80.9%
Total Adults (16+)	1432	1392	748	131	1047	532	515	1122
%V	78.9%	78.8%	76.0%	79.4%	80.4%	77.9%	83.2%	76.4%
%H		97.2%	52.2%	9.1%	73.1%	37.2%	36.0%	78.4%
16 - 19	96	93	55	8	67	38	29	90
%V	5.3%	5.3%	5.6%	4.8%	5.1%	5.6%	4.7%	6.1%
%H		96.9%	57.3%	8.3%	69.8%	39.6%	30.2%	93.8%
20 - 24	117	111	61	10	84	45	39	103
%V	6.4%	6.3%	6.2%	6.1%	6.5%	6.6%	6.3%	7.0%
%H		94.9%	52.1%	8.5%	71.8%	38.5%	33.3%	88.0%
25 - 34	253	243	147	26	169	98	71	218
%V	13.9%	13.8%	14.9%	15.8%	13.0%	14.3%	11.5%	14.8%
%H		96.0%	58.1%	10.3%	66.8%	38.7%	28.1%	86.2%
35 - 44	244	237	145	23	164	94	69	216
%V	13.4%	13.4%	14.7%	13.9%	12.6%	13.8%	11.1%	14.7%
%H		97.1%	59.4%	9.4%	67.2%	38.5%	28.3%	88.5%
45 - 54	255	250	143	20	189	101	87	224
%V	14.0%	14.1%	14.5%	12.1%	14.5%	14.8%	14.1%	15.2%
%H		98.0%	56.1%	7.8%	74.1%	39.6%	34.1%	87.8%
55 - 64	199	194	102	23	153	82	71	153
%V	11.0%	11.0%	10.4%	13.9%	11.8%	12.0%	11.5%	10.4%
%H		97.5%	51.3%	11.6%	76.9%	41.2%	35.7%	76.9%
65+	268	263	94	20	221	73	148	118
%V	14.8%	14.9%	9.6%	12.1%	17.0%	10.7%	23.9%	8.0%
%H		98.1%	35.1%	7.5%	82.5%	27.2%	55.2%	44.0%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1432	1392	748	131	1047	532	515	1122
%H		97.2%	52.2%	9.1%	73.1%	37.2%	36.0%	78.4%
AB	302	294	168	32	223	125	97	278
%V	21.1%	21.1%	22.5%	24.4%	21.3%	23.5%	18.8%	24.8%
%H		97.4%	55.6%	10.6%	73.8%	41.4%	32.1%	92.1%
C1	359	346	194	35	262	147	115	310
%V	25.1%	24.9%	25.9%	26.7%	25.0%	27.6%	22.3%	27.6%
%H		96.4%	54.0%	9.7%	73.0%	40.9%	32.0%	86.4%
C2	317	311	176	24	232	120	112	260
%V	22.1%	22.3%	23.5%	18.3%	22.2%	22.6%	21.7%	23.2%
%H		98.1%	55.5%	7.6%	73.2%	37.9%	35.3%	82.0%
D	246	239	123	21	178	84	94	177
%V	17.2%	17.2%	16.4%	16.0%	17.0%	15.8%	18.3%	15.8%
%H		97.2%	50.0%	8.5%	72.4%	34.1%	38.2%	72.0%
E	208	202	86	20	152	56	96	97
%V	14.5%	14.5%	11.5%	15.3%	14.5%	10.5%	18.6%	8.6%
%H		97.1%	41.3%	9.6%	73.1%	26.9%	46.2%	46.6%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1432	1392	748	131	1047	532	515	1122
%H		97.2%	52.2%	9.1%	73.1%	37.2%	36.0%	78.4%
Working full time	610	593	347	58	437	247	189	540
%V	42.6%	42.6%	46.4%	44.3%	41.7%	46.4%	36.7%	48.1%
%H		97.2%	56.9%	9.5%	71.6%	40.5%	31.0%	88.5%
Working part time	152	150	89	14	110	64	47	134
%V	10.6%	10.8%	11.9%	10.7%	10.5%	12.0%	9.1%	11.9%
%H		98.7%	58.6%	9.2%	72.4%	42.1%	30.9%	88.2%
Not working	670	650	311	59	500	222	279	448
%V	46.8%	46.7%	41.6%	45.0%	47.8%	41.7%	54.2%	39.9%
%H		97.0%	46.4%	8.8%	74.6%	33.1%	41.6%	66.9%
Housewife/Houseperson	721	699	349	67	527	243	283	509
%V	50.3%	50.2%	46.7%	51.1%	50.3%	45.7%	55.0%	45.4%
%H		96.9%	48.4%	9.3%	73.1%	33.7%	39.3%	70.6%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	695	672	370	63	502	262	240	552
%H		96.7%	53.2%	9.1%	72.2%	37.7%	34.5%	79.4%
16 - 19	49	47	28	4	34	19	15	47
%V	7.1%	7.0%	7.6%	6.3%	6.8%	7.3%	6.3%	8.5%
%H		95.9%	57.1%	8.2%	69.4%	38.8%	30.6%	95.9%
20 - 24	59	56	32	5	41	24	17	52
%V	8.5%	8.3%	8.6%	7.9%	8.2%	9.2%	7.1%	9.4%
%H		94.9%	54.2%	8.5%	69.5%	40.7%	28.8%	88.1%
25 - 34	123	118	72	11	83	49	33	106
%V	17.7%	17.6%	19.5%	17.5%	16.5%	18.7%	13.8%	19.2%
%H		95.9%	58.5%	8.9%	67.5%	39.8%	26.8%	86.2%
35 - 44	120	116	71	11	80	46	34	104
%V	17.3%	17.3%	19.2%	17.5%	15.9%	17.6%	14.2%	18.8%
%H		96.7%	59.2%	9.2%	66.7%	38.3%	28.3%	86.7%
45 - 54	126	123	69	11	91	48	44	108
%V	18.1%	18.3%	18.6%	17.5%	18.1%	18.3%	18.3%	19.6%
%H		97.6%	54.8%	8.7%	72.2%	38.1%	34.9%	85.7%
55 - 64	98	95	51	11	76	42	34	76
%V	14.1%	14.1%	13.8%	17.5%	15.1%	16.0%	14.2%	13.8%
%H		96.9%	52.0%	11.2%	77.6%	42.9%	34.7%	77.6%
65+	120	118	47	10	97	35	61	59
%V	17.3%	17.6%	12.7%	15.9%	19.3%	13.4%	25.4%	10.7%
%H		98.3%	39.2%	8.3%	80.8%	29.2%	50.8%	49.2%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	695	672	370	63	502	262	240	552
%H		96.7%	53.2%	9.1%	72.2%	37.7%	34.5%	79.4%
AB	151	147	87	14	111	63	47	140
%V	21.7%	21.9%	23.5%	22.2%	22.1%	24.0%	19.6%	25.4%
%H		97.4%	57.6%	9.3%	73.5%	41.7%	31.1%	92.7%
C1	167	161	91	18	121	71	50	147
%V	24.0%	24.0%	24.6%	28.6%	24.1%	27.1%	20.8%	26.6%
%H		96.4%	54.5%	10.8%	72.5%	42.5%	29.9%	88.0%
C2	169	165	94	12	123	64	59	136
%V	24.3%	24.6%	25.4%	19.0%	24.5%	24.4%	24.6%	24.6%
%H		97.6%	55.6%	7.1%	72.8%	37.9%	34.9%	80.5%
D	118	114	61	11	83	42	41	87
%V	17.0%	17.0%	16.5%	17.5%	16.5%	16.0%	17.1%	15.8%
%H		96.6%	51.7%	9.3%	70.3%	35.6%	34.7%	73.7%
E	90	87	38	7	64	23	41	42
%V	12.9%	12.9%	10.3%	11.1%	12.7%	8.8%	17.1%	7.6%
%H		96.7%	42.2%	7.8%	71.1%	25.6%	45.6%	46.7%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	695	672	370	63	502	262	240	552
%H		96.7%	53.2%	9.1%	72.2%	37.7%	34.5%	79.4%
Working full time	379	368	217	35	269	152	117	334
%V	54.5%	54.8%	58.6%	55.6%	53.6%	58.0%	48.8%	60.5%
%H		97.1%	57.3%	9.2%	71.0%	40.1%	30.9%	88.1%
Working part time	32	31	17	3	26	15	12	26
%V	4.6%	4.6%	4.6%	4.8%	5.2%	5.7%	5.0%	4.7%
%H		96.9%	53.1%	9.4%	81.3%	46.9%	37.5%	81.3%
Not working	284	273	136	25	206	95	111	192
%V	40.9%	40.6%	36.8%	39.7%	41.0%	36.3%	46.3%	34.8%
%H		96.1%	47.9%	8.8%	72.5%	33.5%	39.1%	67.6%
Housewife/Houseperson	142	133	56	14	102	39	63	76
%V	20.4%	19.8%	15.1%	22.2%	20.3%	14.9%	26.3%	13.8%
%H		93.7%	39.4%	9.9%	71.8%	27.5%	44.4%	53.5%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	737	719	378	68	545	270	275	570
%H		97.6%	51.3%	9.2%	73.9%	36.6%	37.3%	77.3%
16 - 19	47	45	27	5	34	19	14	43
%V	6.4%	6.3%	7.1%	7.4%	6.2%	7.0%	5.1%	7.5%
%H		95.7%	57.4%	10.6%	72.3%	40.4%	29.8%	91.5%
20 - 24	58	55	29	5	43	22	21	51
%V	7.9%	7.6%	7.7%	7.4%	7.9%	8.1%	7.6%	8.9%
%H		94.8%	50.0%	8.6%	74.1%	37.9%	36.2%	87.9%
25 - 34	130	126	74	14	86	49	38	111
%V	17.6%	17.5%	19.6%	20.6%	15.8%	18.1%	13.8%	19.5%
%H		96.9%	56.9%	10.8%	66.2%	37.7%	29.2%	85.4%
35 - 44	124	122	75	12	83	49	35	113
%V	16.8%	17.0%	19.8%	17.6%	15.2%	18.1%	12.7%	19.8%
%H		98.4%	60.5%	9.7%	66.9%	39.5%	28.2%	91.1%
45 - 54	129	127	75	10	97	54	43	115
%V	17.5%	17.7%	19.8%	14.7%	17.8%	20.0%	15.6%	20.2%
%H		98.4%	58.1%	7.8%	75.2%	41.9%	33.3%	89.1%
55 - 64	101	99	51	12	77	40	37	77
%V	13.7%	13.8%	13.5%	17.6%	14.1%	14.8%	13.5%	13.5%
%H		98.0%	50.5%	11.9%	76.2%	39.6%	36.6%	76.2%
65+	148	145	48	10	124	37	87	59
%V	20.1%	20.2%	12.7%	14.7%	22.8%	13.7%	31.6%	10.4%
%H		98.0%	32.4%	6.8%	83.8%	25.0%	58.8%	39.9%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	737	719	378	68	545	270	275	570
%H		97.6%	51.3%	9.2%	73.9%	36.6%	37.3%	77.3%
AB	151	148	82	18	112	62	50	138
%V	20.5%	20.6%	21.7%	26.5%	20.6%	23.0%	18.2%	24.2%
%H		98.0%	54.3%	11.9%	74.2%	41.1%	33.1%	91.4%
C1	192	185	103	17	142	77	65	163
%V	26.1%	25.7%	27.2%	25.0%	26.1%	28.5%	23.6%	28.6%
%H		96.4%	53.6%	8.9%	74.0%	40.1%	33.9%	84.9%
C2	148	146	83	11	109	56	53	124
%V	20.1%	20.3%	22.0%	16.2%	20.0%	20.7%	19.3%	21.8%
%H		98.6%	56.1%	7.4%	73.6%	37.8%	35.8%	83.8%
D	128	125	63	9	95	42	52	90
%V	17.4%	17.4%	16.7%	13.2%	17.4%	15.6%	18.9%	15.8%
%H		97.7%	49.2%	7.0%	74.2%	32.8%	40.6%	70.3%
E	118	115	48	12	88	33	55	55
%V	16.0%	16.0%	12.7%	17.6%	16.1%	12.2%	20.0%	9.6%
%H		97.5%	40.7%	10.2%	74.6%	28.0%	46.6%	46.6%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Ulster

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	737	719	378	68	545	270	275	570
%H		97.6%	51.3%	9.2%	73.9%	36.6%	37.3%	77.3%
Working full time	231	224	130	23	167	95	73	206
%V	31.3%	31.2%	34.4%	33.8%	30.6%	35.2%	26.5%	36.1%
%H		97.0%	56.3%	10.0%	72.3%	41.1%	31.6%	89.2%
Working part time	120	119	73	11	84	49	35	108
%V	16.3%	16.6%	19.3%	16.2%	15.4%	18.1%	12.7%	18.9%
%H		99.2%	60.8%	9.2%	70.0%	40.8%	29.2%	90.0%
Not working	387	376	175	34	294	126	168	256
%V	52.5%	52.3%	46.3%	50.0%	53.9%	46.7%	61.1%	44.9%
%H		97.2%	45.2%	8.8%	76.0%	32.6%	43.4%	66.1%
Housewife/Houseperson	579	565	293	53	425	205	220	433
%V	78.6%	78.6%	77.5%	77.9%	78.0%	75.9%	80.0%	76.0%
%H		97.6%	50.6%	9.2%	73.4%	35.4%	38.0%	74.8%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Border

Contents	Page
Household	
Table 12.1: Social Grade	312
Table 12.2: Housewife Age	313
Table 12.3: Size of Household	314
Table 12.4: Presence of Children	315
Table 12.5: Number of TV sets in household	316
Table 12.6: Screen size	317
Table 12.7: Location of ANY set in household	318
Table 12.8: Platform Provider	319
Table 12.9: Recorders and other equipment	320
Table 12.10: Computers and Internet	321
Sets	
Table 12.11: Screen Size	322
Table 12.12: Location of set	323
Table 12.13: Recorders	324
Table 12.14: Other TV equipment	324
Table 12.15: Main Set Screen Size	325
Table 12.16: Main Set Recorders	326
Table 12.17: Main Set - Other TV equipment	326
Table 12.18: Other Sets (non-Main Set) Screen Size	327
Table 12.19: Other Set (non-Main Set) Recorders	328
Table 12.20: Other Set (non-Main Set) - Other TV equipment	328
Individuals	
Table 12.21: Age of Children	329
Table 12.22: Adults - Age	330
Table 12.23: Social Grade (Adults 16+)	331
Table 12.24: Working Status (Adults 16+)	332
Table 12.25: Males - Age	333
Table 12.26: Social Grade (Males 16+)	334
Table 12.27: Working Status (Males 16+)	335
Table 12.28: Females - Age	336
Table 12.29: Social Grade (Females 16+)	337
Table 12.30: Working Status (Females 16+)	338

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	155	3	233	108	124	200
%H (All HH)		98.3%	53.8%	1.0%	80.9%	37.5%	43.1%	69.4%
%H (TV HH)			54.8%	1.1%	82.3%	38.2%	43.8%	
AB	54	54	31	0	43	20	23	48
%V	18.8%	19.1%	20.0%	0.0%	18.5%	18.5%	18.5%	24.0%
%H (All HH)		100.0%	57.4%	0.0%	79.6%	37.0%	42.6%	88.9%
%H (TV HH)			57.4%	0.0%	79.6%	37.0%	42.6%	
C1	79	78	42	1	66	32	34	60
%V	27.4%	27.6%	27.1%	33.3%	28.3%	29.6%	27.4%	30.0%
%H (All HH)		98.7%	53.2%	1.3%	83.5%	40.5%	43.0%	75.9%
%H (TV HH)			53.8%	1.3%	84.6%	41.0%	43.6%	
C2	71	70	43	1	57	31	27	52
%V	24.7%	24.7%	27.7%	33.3%	24.5%	28.7%	21.8%	26.0%
%H (All HH)		98.6%	60.6%	1.4%	80.3%	43.7%	38.0%	73.2%
%H (TV HH)			61.4%	1.4%	81.4%	44.3%	38.6%	
D	46	46	25	0	38	18	20	29
%V	16.0%	16.3%	16.1%	0.0%	16.3%	16.7%	16.1%	14.5%
%H (All HH)		100.0%	54.3%	0.0%	82.6%	39.1%	43.5%	63.0%
%H (TV HH)			54.3%	0.0%	82.6%	39.1%	43.5%	
E	37	35	14	0	29	8	21	11
%V	12.8%	12.4%	9.0%	0.0%	12.4%	7.4%	16.9%	5.5%
%H (All HH)		94.6%	37.8%	0.0%	78.4%	21.6%	56.8%	29.7%
%H (TV HH)			40.0%	0.0%	82.9%	22.9%	60.0%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	155	3	233	108	124	200
%V (All HH)		98.3%	53.8%	1.0%	80.9%	37.5%	43.1%	69.4%
%H (TV HH)			54.8%	1.1%	82.3%	38.2%	43.8%	
Under 25	15	14	9	1	12	7	5	12
%V	5.2%	4.9%	5.8%	33.3%	5.2%	6.5%	4.0%	6.0%
%H (All HH)		93.3%	60.0%	6.7%	80.0%	46.7%	33.3%	80.0%
%H (TV HH)			64.3%	7.1%	85.7%	50.0%	35.7%	
25 - 34	35	35	27	1	24	17	7	30
%V	12.2%	12.4%	17.4%	33.3%	10.3%	15.7%	5.6%	15.0%
%H (All HH)		100.0%	77.1%	2.9%	68.6%	48.6%	20.0%	85.7%
%H (TV HH)			77.1%	2.9%	68.6%	48.6%	20.0%	
35 - 44	35	33	20	1	25	12	13	31
%V	12.2%	11.7%	12.9%	33.3%	10.7%	11.1%	10.5%	15.5%
%H (All HH)		94.3%	57.1%	2.9%	71.4%	34.3%	37.1%	88.6%
%H (TV HH)			60.6%	3.0%	75.8%	36.4%	39.4%	
45 - 54	54	54	33	0	46	26	21	48
%V	18.8%	19.1%	21.3%	0.0%	19.7%	24.1%	16.9%	24.0%
%H (All HH)		100.0%	61.1%	0.0%	85.2%	48.1%	38.9%	88.9%
%H (TV HH)			61.1%	0.0%	85.2%	48.1%	38.9%	
55 - 64	49	48	26	0	40	18	21	37
%V	17.0%	17.0%	16.8%	0.0%	17.2%	16.7%	16.9%	18.5%
%H (All HH)		98.0%	53.1%	0.0%	81.6%	36.7%	42.9%	75.5%
%H (TV HH)			54.2%	0.0%	83.3%	37.5%	43.8%	
65 +	100	99	41	1	85	28	58	42
%V	34.7%	35.0%	26.5%	33.3%	36.5%	25.9%	46.8%	21.0%
%H (All HH)		99.0%	41.0%	1.0%	85.0%	28.0%	58.0%	42.0%
%H (TV HH)			41.4%	1.0%	85.9%	28.3%	58.6%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Household level data

Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	155	3	233	108	124	200
%H (All HH)		98.3%	53.8%	1.0%	80.9%	37.5%	43.1%	69.4%
%H (TV HH)			54.8%	1.1%	82.3%	38.2%	43.8%	
1	96	93	31	0	79	17	62	42
%V	33.3%	32.9%	20.0%	0.0%	33.9%	15.7%	50.0%	21.0%
%H (All HH)		96.9%	32.3%	0.0%	82.3%	17.7%	64.6%	43.8%
%H (TV HH)			33.3%	0.0%	84.9%	18.3%	66.7%	
2	112	111	68	1	92	50	43	86
%V	38.9%	39.2%	43.9%	33.3%	39.5%	46.3%	34.7%	43.0%
%H (All HH)		99.1%	60.7%	0.9%	82.1%	44.6%	38.4%	76.8%
%H (TV HH)			61.3%	0.9%	82.9%	45.0%	38.7%	
3	40	39	32	1	29	22	7	35
%V	13.9%	13.8%	20.6%	33.3%	12.4%	20.4%	5.6%	17.5%
%H (All HH)		97.5%	80.0%	2.5%	72.5%	55.0%	17.5%	87.5%
%H (TV HH)			82.1%	2.6%	74.4%	56.4%	17.9%	
4	27	26	17	1	21	12	9	26
%V	9.4%	9.2%	11.0%	33.3%	9.0%	11.1%	7.3%	13.0%
%H (All HH)		96.3%	63.0%	3.7%	77.8%	44.4%	33.3%	96.3%
%H (TV HH)			65.4%	3.8%	80.8%	46.2%	34.6%	
5+	12	12	8	0	11	6	4	12
%V	4.2%	4.2%	5.2%	0.0%	4.7%	5.6%	3.2%	6.0%
%H (All HH)		100.0%	66.7%	0.0%	91.7%	50.0%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	91.7%	50.0%	33.3%	
Average HH size	2.13	2.14	2.39	2.75	2.11	2.46	1.81	2.42

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	155	3	233	108	124	200
%V (All HH)		98.3%	53.8%	1.0%	80.9%	37.5%	43.1%	69.4%
%H (TV HH)			54.8%	1.1%	82.3%	38.2%	43.8%	
Without	232	228	114	2	191	79	111	149
%V	80.6%	80.6%	73.5%	66.7%	82.0%	73.1%	89.5%	74.5%
%H (All HH)		98.3%	49.1%	0.9%	82.3%	34.1%	47.8%	64.2%
%H (TV HH)			50.0%	0.9%	83.8%	34.6%	48.7%	
With	56	55	41	1	42	29	13	52
%V	19.4%	19.4%	26.5%	33.3%	18.0%	26.9%	10.5%	26.0%
%H (All HH)		98.2%	73.2%	1.8%	75.0%	51.8%	23.2%	92.9%
%H (TV HH)			74.5%	1.8%	76.4%	52.7%	23.6%	
0 - 3	20	20	16	1	15	12	4	19
%V	6.9%	7.1%	10.3%	33.3%	6.4%	11.1%	3.2%	9.5%
%H (All HH)		100.0%	80.0%	5.0%	75.0%	60.0%	20.0%	95.0%
%H (TV HH)			80.0%	5.0%	75.0%	60.0%	20.0%	
4 - 9	29	29	20	1	21	13	8	26
%V	10.1%	10.2%	12.9%	33.3%	9.0%	12.0%	6.5%	13.0%
%H (All HH)		100.0%	69.0%	3.4%	72.4%	44.8%	27.6%	89.7%
%H (TV HH)			69.0%	3.4%	72.4%	44.8%	27.6%	
10 - 15	25	24	17	0	20	13	7	24
%V	8.7%	8.5%	11.0%	0.0%	8.6%	12.0%	5.6%	12.0%
%H (All HH)		96.0%	68.0%	0.0%	80.0%	52.0%	28.0%	96.0%
%H (TV HH)			70.8%	0.0%	83.3%	54.2%	29.2%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	155	3	233	108	124	200
%H (All HH)		98.3%	53.8%	1.0%	80.9%	37.5%	43.1%	69.4%
%H (TV HH)			54.8%	1.1%	82.3%	38.2%	43.8%	
1	126	126	53	1	97	26	71	70
%V	43.8%	44.5%	34.2%	33.3%	41.6%	24.1%	57.3%	35.0%
%H (All HH)		100.0%	42.1%	0.8%	77.0%	20.6%	56.3%	55.6%
%H (TV HH)			42.1%	0.8%	77.0%	20.6%	56.3%	
2	88	88	50	2	77	41	36	64
%V	30.6%	31.1%	32.3%	66.7%	33.0%	38.0%	29.0%	32.0%
%H (All HH)		100.0%	56.8%	2.3%	87.5%	46.6%	40.9%	72.7%
%H (TV HH)			56.8%	2.3%	87.5%	46.6%	40.9%	
3	46	46	34	0	37	25	12	40
%V	16.0%	16.3%	21.9%	0.0%	15.9%	23.1%	9.7%	20.0%
%H (All HH)		100.0%	73.9%	0.0%	80.4%	54.3%	26.1%	87.0%
%H (TV HH)			73.9%	0.0%	80.4%	54.3%	26.1%	
4	17	17	13	0	16	12	5	17
%V	5.9%	6.0%	8.4%	0.0%	6.9%	11.1%	4.0%	8.5%
%H (All HH)		100.0%	76.5%	0.0%	94.1%	70.6%	29.4%	100.0%
%H (TV HH)			76.5%	0.0%	94.1%	70.6%	29.4%	
5+	6	6	5	0	5	4	1	6
%V	2.1%	2.1%	3.2%	0.0%	2.1%	3.7%	0.8%	3.0%
%H (All HH)		100.0%	83.3%	0.0%	83.3%	66.7%	16.7%	100.0%
%H (TV HH)			83.3%	0.0%	83.3%	66.7%	16.7%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	155	3	233	108	124	200
%V (All HH)		98.3%	53.8%	1.0%	80.9%	37.5%	43.1%	69.4%
%H (TV HH)			54.8%	1.1%	82.3%	38.2%	43.8%	
Under 20"	80	80	47	0	74	41	32	63
%V	27.8%	28.3%	30.3%	0.0%	31.8%	38.0%	25.8%	31.5%
%H (All HH)		100.0%	58.8%	0.0%	92.5%	51.3%	40.0%	78.8%
%H (TV HH)			58.8%	0.0%	92.5%	51.3%	40.0%	
20" - 29"	116	116	54	0	100	39	61	75
%V	40.3%	41.0%	34.8%	0.0%	42.9%	36.1%	49.2%	37.5%
%H (All HH)		100.0%	46.6%	0.0%	86.2%	33.6%	52.6%	64.7%
%H (TV HH)			46.6%	0.0%	86.2%	33.6%	52.6%	
30" - 39"	142	142	84	2	121	65	56	106
%V	49.3%	50.2%	54.2%	66.7%	51.9%	60.2%	45.2%	53.0%
%H (All HH)		100.0%	59.2%	1.4%	85.2%	45.8%	39.4%	74.6%
%H (TV HH)			59.2%	1.4%	85.2%	45.8%	39.4%	
40" and over	100	100	73	2	77	51	26	85
%V	34.7%	35.3%	47.1%	66.7%	33.0%	47.2%	21.0%	42.5%
%H (All HH)		100.0%	73.0%	2.0%	77.0%	51.0%	26.0%	85.0%
%H (TV HH)			73.0%	2.0%	77.0%	51.0%	26.0%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	155	3	233	108	124	200
%V (All HH)		98.3%	53.8%	1.0%	80.9%	37.5%	43.1%	69.4%
%H (TV HH)			54.8%	1.1%	82.3%	38.2%	43.8%	
Main living room	279	279	153	3	231	108	123	195
%V	96.9%	98.6%	98.7%	100.0%	99.1%	100.0%	99.2%	97.5%
%H (All HH)		100.0%	54.8%	1.1%	82.8%	38.7%	44.1%	69.9%
%H (TV HH)			54.8%	1.1%	82.8%	38.7%	44.1%	
Kitchen	45	45	32	0	40	27	13	37
%V	15.6%	15.9%	20.6%	0.0%	17.2%	25.0%	10.5%	18.5%
%H (All HH)		100.0%	71.1%	0.0%	88.9%	60.0%	28.9%	82.2%
%H (TV HH)			71.1%	0.0%	88.9%	60.0%	28.9%	
Adult's bedroom	107	107	74	2	95	63	32	89
%V	37.2%	37.8%	47.7%	66.7%	40.8%	58.3%	25.8%	44.5%
%H (All HH)		100.0%	69.2%	1.9%	88.8%	58.9%	29.9%	83.2%
%H (TV HH)			69.2%	1.9%	88.8%	58.9%	29.9%	
Child's bedroom	24	24	16	0	19	12	8	21
%V	8.3%	8.5%	10.3%	0.0%	8.2%	11.1%	6.5%	10.5%
%H (All HH)		100.0%	66.7%	0.0%	79.2%	50.0%	33.3%	87.5%
%H (TV HH)			66.7%	0.0%	79.2%	50.0%	33.3%	
Other bedroom	3	3	2	0	3	1	2	3
%V	1.0%	1.1%	1.3%	0.0%	1.3%	0.9%	1.6%	1.5%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	33.3%	66.7%	100.0%
%H (TV HH)			66.7%	0.0%	100.0%	33.3%	66.7%	
Second living/dining room	24	24	13	0	19	9	10	19
%V	8.3%	8.5%	8.4%	0.0%	8.2%	8.3%	8.1%	9.5%
%H (All HH)		100.0%	54.2%	0.0%	79.2%	37.5%	41.7%	79.2%
%H (TV HH)			54.2%	0.0%	79.2%	37.5%	41.7%	
Study/office	3	3	2	0	2	2	0	3
%V	1.0%	1.1%	1.3%	0.0%	0.9%	1.9%	0.0%	1.5%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	66.7%	0.0%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	66.7%	0.0%	
TV room	3	3	1	0	2	1	2	2
%V	1.0%	1.1%	0.6%	0.0%	0.9%	0.9%	1.6%	1.0%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	33.3%	66.7%	66.7%
%H (TV HH)			33.3%	0.0%	66.7%	33.3%	66.7%	
Conservatory	6	6	3	0	5	3	2	6
%V	2.1%	2.1%	1.9%	0.0%	2.1%	2.8%	1.6%	3.0%
%H (All HH)		100.0%	50.0%	0.0%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			50.0%	0.0%	83.3%	50.0%	33.3%	
Attic or loft room	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	1	1	0	0	1	0	1	1
%V	0.3%	0.4%	0.0%	0.0%	0.4%	0.0%	0.8%	0.5%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Household level data

Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	155	3	233	108	124	200
%H (All HH)		98.3%	53.8%	1.0%	80.9%	37.5%	43.1%	69.4%
%H (TV HH)			54.8%	1.1%	82.3%	38.2%	43.8%	
Any DSAT provider	155	155	155	1	106	106	0	125
%V	53.8%	54.8%	100.0%	33.3%	45.5%	98.1%	0.0%	62.5%
%H (All HH)			100.0%	0.6%	68.4%	68.4%	0.0%	80.6%
%H (TV HH)			100.0%	0.6%	68.4%	68.4%	0.0%	
Sky with subcription	130	130	130	1	89	89	0	106
%V	45.1%	45.9%	83.9%	33.3%	38.2%	82.4%	0.0%	53.0%
%H (All HH)			100.0%	0.8%	68.5%	68.5%	0.0%	81.5%
%H (TV HH)			100.0%	0.8%	68.5%	68.5%	0.0%	
Sky without subscription	9	9	9	0	5	5	0	5
%V	3.1%	3.2%	5.8%	0.0%	2.1%	4.6%	0.0%	2.5%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	55.6%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
Freesat	16	16	16	0	12	12	0	13
%V	5.6%	5.7%	10.3%	0.0%	5.2%	11.1%	0.0%	6.5%
%H (All HH)			100.0%	0.0%	75.0%	75.0%	0.0%	81.3%
%H (TV HH)			100.0%	0.0%	75.0%	75.0%	0.0%	
Other satellite provider	2	2	2	0	2	2	0	2
%V	0.7%	0.7%	1.3%	0.0%	0.9%	1.9%	0.0%	1.0%
%H (All HH)			100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
DCAB	3	3	1	3	2	2	0	3
%V	1.0%	1.1%	0.6%	100.0%	0.9%	1.9%	0.0%	1.5%
%H (All HH)			33.3%	100.0%	66.7%	66.7%	0.0%	100.0%
%H (TV HH)			33.3%	100.0%	66.7%	66.7%	0.0%	
DTT	233	233	106	2	233	108	124	160
%V	80.9%	82.3%	68.4%	66.7%	100.0%	100.0%	100.0%	80.0%
%H (All HH)		100.0%	45.5%	0.9%	100.0%	46.4%	53.2%	68.7%
%H (TV HH)			45.5%	0.9%	100.0%	46.4%	53.2%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Household level data

Table 12.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	155	3	233	108	124	200
%H (All HH)		98.3%	53.8%	1.0%	80.9%	37.5%	43.1%	69.4%
%H (TV HH)			54.8%	1.1%	82.3%	38.2%	43.8%	
PVR	172	172	133	3	128	91	37	143
%V	59.7%	60.8%	85.8%	100.0%	54.9%	84.3%	29.8%	71.5%
%H (All HH)		100.0%	77.3%	1.7%	74.4%	52.9%	21.5%	83.1%
%H (TV HH)			77.3%	1.7%	74.4%	52.9%	21.5%	
DVDR	14	14	7	0	10	3	7	11
%V	4.9%	4.9%	4.5%	0.0%	4.3%	2.8%	5.6%	5.5%
%H (All HH)		100.0%	50.0%	0.0%	71.4%	21.4%	50.0%	78.6%
%H (TV HH)			50.0%	0.0%	71.4%	21.4%	50.0%	
VCR	5	5	1	0	4	0	4	2
%V	1.7%	1.8%	0.6%	0.0%	1.7%	0.0%	3.2%	1.0%
%H (All HH)		100.0%	20.0%	0.0%	80.0%	0.0%	80.0%	40.0%
%H (TV HH)			20.0%	0.0%	80.0%	0.0%	80.0%	
Any recorder	181	181	134	3	136	92	45	149
%V	62.8%	64.0%	86.5%	100.0%	58.4%	85.2%	36.3%	74.5%
%H (All HH)		100.0%	74.0%	1.7%	75.1%	50.8%	24.9%	82.3%
%H (TV HH)			74.0%	1.7%	75.1%	50.8%	24.9%	
Receives HDTV (via STB or built-in reception)	105	105	84	3	76	57	19	94
%V	36.5%	37.1%	54.2%	100.0%	32.6%	52.8%	15.3%	47.0%
%H (All HH)		100.0%	80.0%	2.9%	72.4%	54.3%	18.1%	89.5%
%H (TV HH)			80.0%	2.9%	72.4%	54.3%	18.1%	
DVD/Blu-ray player or recorder	237	237	134	2	196	97	100	179
%V	82.3%	83.7%	86.5%	66.7%	84.1%	89.8%	80.6%	89.5%
%H (All HH)		100.0%	56.5%	0.8%	82.7%	40.9%	42.2%	75.5%
%H (TV HH)			56.5%	0.8%	82.7%	40.9%	42.2%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	288	283	155	3	233	108	124	200
%V		98.3%	53.8%	1.0%	80.9%	37.5%	43.1%	69.4%
%H (All HH)			54.8%	1.1%	82.3%	38.2%	43.8%	
%H (TV HH)								
Has broadband internet	200	197	125	3	160	90	70	200
%V	69.4%	69.6%	80.6%	100.0%	68.7%	83.3%	56.5%	100.0%
%H (All HH)		98.5%	62.5%	1.5%	80.0%	45.0%	35.0%	100.0%
%H (TV HH)			63.5%	1.5%	81.2%	45.7%	35.5%	
Number of computers (PCs and laptops)								
0	80	79	28	0	66	16	49	2
%V	27.8%	27.9%	18.1%	0.0%	28.3%	14.8%	39.5%	1.0%
%H (All HH)		98.8%	35.0%	0.0%	82.5%	20.0%	61.3%	2.5%
%H (TV HH)			35.4%	0.0%	83.5%	20.3%	62.0%	
1	107	106	60	1	87	42	45	97
%V	37.2%	37.5%	38.7%	33.3%	37.3%	38.9%	36.3%	48.5%
%H (All HH)		99.1%	56.1%	0.9%	81.3%	39.3%	42.1%	90.7%
%H (TV HH)			56.6%	0.9%	82.1%	39.6%	42.5%	
2	62	60	41	0	50	31	19	62
%V	21.5%	21.2%	26.5%	0.0%	21.5%	28.7%	15.3%	31.0%
%H (All HH)		96.8%	66.1%	0.0%	80.6%	50.0%	30.6%	100.0%
%H (TV HH)			68.3%	0.0%	83.3%	51.7%	31.7%	
3	22	22	15	1	16	10	6	22
%V	7.6%	7.8%	9.7%	33.3%	6.9%	9.3%	4.8%	11.0%
%H (All HH)		100.0%	68.2%	4.5%	72.7%	45.5%	27.3%	100.0%
%H (TV HH)			68.2%	4.5%	72.7%	45.5%	27.3%	
4	8	8	5	0	6	4	2	8
%V	2.8%	2.8%	3.2%	0.0%	2.6%	3.7%	1.6%	4.0%
%H (All HH)		100.0%	62.5%	0.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			62.5%	0.0%	75.0%	50.0%	25.0%	
5+	9	9	6	0	7	5	3	9
%V	3.1%	3.2%	3.9%	0.0%	3.0%	4.6%	2.4%	4.5%
%H (All HH)		100.0%	66.7%	0.0%	77.8%	55.6%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	77.8%	55.6%	33.3%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	540	332	5	454	252	203	417
%H		61.5%	0.9%	84.1%	46.7%	37.6%	77.2%
Under 20"	107	64	0	99	58	42	86
%V	19.8%	19.3%	0.0%	21.8%	23.0%	20.7%	20.6%
%H		59.8%	0.0%	92.5%	54.2%	39.3%	80.4%
20" - 29"	140	69	0	119	49	70	94
%V	25.9%	20.8%	0.0%	26.2%	19.4%	34.5%	22.5%
%H		49.3%	0.0%	85.0%	35.0%	50.0%	67.1%
30" - 39"	167	104	3	142	81	61	129
%V	30.9%	31.3%	60.0%	31.3%	32.1%	30.0%	30.9%
%H		62.3%	1.8%	85.0%	48.5%	36.5%	77.2%
40" and over	113	84	2	86	59	27	97
%V	20.9%	25.3%	40.0%	18.9%	23.4%	13.3%	23.3%
%H		74.3%	1.8%	76.1%	52.2%	23.9%	85.8%
Don't know	2	2	0	1	0	1	1
%V	0.4%	0.6%	0.0%	0.2%	0.0%	0.5%	0.2%
%H		100.0%	0.0%	50.0%	0.0%	50.0%	50.0%
Not Asked	11	9	0	7	5	2	10
%V	2.0%	2.7%	0.0%	1.5%	2.0%	1.0%	2.4%
%H		81.8%	0.0%	63.6%	45.5%	18.2%	90.9%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	540	332	5	454	252	203	417
%H		61.5%	0.9%	84.1%	46.7%	37.6%	77.2%
Main living room	281	154	3	232	108	124	197
%V	52.0%	46.4%	60.0%	51.1%	42.9%	61.1%	47.2%
%H		54.8%	1.1%	82.6%	38.4%	44.1%	70.1%
Kitchen	45	32	0	40	27	13	37
%V	8.3%	9.6%	0.0%	8.8%	10.7%	6.4%	8.9%
%H		71.1%	0.0%	88.9%	60.0%	28.9%	82.2%
Adult's bedroom	131	93	2	116	80	37	111
%V	24.3%	28.0%	40.0%	25.6%	31.7%	18.2%	26.6%
%H		71.0%	1.5%	88.5%	61.1%	28.2%	84.7%
Child's bedroom	30	22	0	24	16	9	27
%V	5.6%	6.6%	0.0%	5.3%	6.3%	4.4%	6.5%
%H		73.3%	0.0%	80.0%	53.3%	30.0%	90.0%
Other bedroom	3	2	0	3	2	2	3
%V	0.6%	0.6%	0.0%	0.7%	0.8%	1.0%	0.7%
%H		66.7%	0.0%	100.0%	66.7%	66.7%	100.0%
Second living/dining room	25	13	0	19	9	11	20
%V	4.6%	3.9%	0.0%	4.2%	3.6%	5.4%	4.8%
%H		52.0%	0.0%	76.0%	36.0%	44.0%	80.0%
Study/office	3	2	0	2	2	0	3
%V	0.6%	0.6%	0.0%	0.4%	0.8%	0.0%	0.7%
%H		66.7%	0.0%	66.7%	66.7%	0.0%	100.0%
TV room	3	1	0	2	1	2	2
%V	0.6%	0.3%	0.0%	0.4%	0.4%	1.0%	0.5%
%H		33.3%	0.0%	66.7%	33.3%	66.7%	66.7%
Conservatory	6	3	0	5	3	2	6
%V	1.1%	0.9%	0.0%	1.1%	1.2%	1.0%	1.4%
%H		50.0%	0.0%	83.3%	50.0%	33.3%	100.0%
Attic or loft room	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	2	0	0	2	0	2	2
%V	0.4%	0.0%	0.0%	0.4%	0.0%	1.0%	0.5%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Not Asked	11	9	0	7	5	2	10
%V	2.0%	2.7%	0.0%	1.5%	2.0%	1.0%	2.4%
%H		81.8%	0.0%	63.6%	45.5%	18.2%	90.9%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	540	332	5	454	252	203	417
%H		61.5%	0.9%	84.1%	46.7%	37.6%	77.2%
PVR	218	176	4	158	118	39	187
%V	40.4%	53.0%	80.0%	34.8%	46.8%	19.2%	44.8%
%H		80.7%	1.8%	72.5%	54.1%	17.9%	85.8%
DVDR	15	7	0	12	4	8	12
%V	2.8%	2.1%	0.0%	2.6%	1.6%	3.9%	2.9%
%H		46.7%	0.0%	80.0%	26.7%	53.3%	80.0%
VCR	5	1	0	4	0	4	2
%V	0.9%	0.3%	0.0%	0.9%	0.0%	2.0%	0.5%
%H		20.0%	0.0%	80.0%	0.0%	80.0%	40.0%
Any recorder	228	178	4	167	120	47	194
%V	42.2%	53.6%	80.0%	36.8%	47.6%	23.2%	46.5%
%H		78.1%	1.8%	73.2%	52.6%	20.6%	85.1%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	540	332	5	454	252	203	417
%H		61.5%	0.9%	84.1%	46.7%	37.6%	77.2%
Receives HDTV (via STB or built-in reception)	137	110	3	99	74	25	125
%V	25.4%	33.1%	60.0%	21.8%	29.4%	12.3%	30.0%
%H		80.3%	2.2%	72.3%	54.0%	18.2%	91.2%
DVD/Blu-ray player or recorder	332	199	3	286	157	130	268
%V	61.5%	59.9%	60.0%	63.0%	62.3%	64.0%	64.3%
%H		59.9%	0.9%	86.1%	47.3%	39.2%	80.7%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	283	155	3	233	108	124	197
%H		54.8%	1.1%	82.3%	38.2%	43.8%	69.6%
Under 20"	6	0	0	5	0	5	3
%V	2.1%	0.0%	0.0%	2.1%	0.0%	4.0%	1.5%
%H		0.0%	0.0%	83.3%	0.0%	83.3%	50.0%
20" - 29"	63	22	0	53	11	42	31
%V	22.3%	14.2%	0.0%	22.7%	10.2%	33.9%	15.7%
%H		34.9%	0.0%	84.1%	17.5%	66.7%	49.2%
30" - 39"	118	64	2	101	48	53	84
%V	41.7%	41.3%	66.7%	43.3%	44.4%	42.7%	42.6%
%H		54.2%	1.7%	85.6%	40.7%	44.9%	71.2%
40" and over	95	69	2	73	49	24	79
%V	33.6%	44.5%	66.7%	31.3%	45.4%	19.4%	40.1%
%H		72.6%	2.1%	76.8%	51.6%	25.3%	83.2%
Don't know	1	0	0	1	0	1	0
%V	0.4%	0.0%	0.0%	0.4%	0.0%	0.8%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Not Asked	0	0	0	0	0	0	0
%V	0.0%	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: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	283	155	3	233	108	124	197
%H		54.8%	1.1%	82.3%	38.2%	43.8%	69.6%
PVR	167	131	3	124	90	34	139
%V	59.0%	84.5%	100.0%	53.2%	83.3%	27.4%	70.6%
%H		78.4%	1.8%	74.3%	53.9%	20.4%	83.2%
DVDR	12	6	0	9	2	6	10
%V	4.2%	3.9%	0.0%	3.9%	1.9%	4.8%	5.1%
%H		50.0%	0.0%	75.0%	16.7%	50.0%	83.3%
VCR	4	1	0	3	0	3	1
%V	1.4%	0.6%	0.0%	1.3%	0.0%	2.4%	0.5%
%H		25.0%	0.0%	75.0%	0.0%	75.0%	25.0%
Any recorder	175	132	3	131	90	41	143
%V	61.8%	85.2%	100.0%	56.2%	83.3%	33.1%	72.6%
%H		75.4%	1.7%	74.9%	51.4%	23.4%	81.7%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	283	155	3	233	108	124	197
%H		54.8%	1.1%	82.3%	38.2%	43.8%	69.6%
Receives HDTV (via STB or built-in reception)	103	83	3	74	56	18	93
%V	36.4%	53.5%	100.0%	31.8%	51.9%	14.5%	47.2%
%H		80.6%	2.9%	71.8%	54.4%	17.5%	90.3%
DVD/Blu-ray player or recorder	225	126	2	186	89	97	171
%V	79.5%	81.3%	66.7%	79.8%	82.4%	78.2%	86.8%
%H		56.0%	0.9%	82.7%	39.6%	43.1%	76.0%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Set level data

Table 12.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	257	177	2	222	143	78	220
%H		68.9%	0.8%	86.4%	55.6%	30.4%	85.6%
Under 20"	101	64	0	94	58	36	84
%V	39.3%	36.2%	0.0%	42.3%	40.6%	46.2%	38.2%
%H		63.4%	0.0%	93.1%	57.4%	35.6%	83.2%
20" - 29"	77	48	0	66	38	28	63
%V	30.0%	27.1%	0.0%	29.7%	26.6%	35.9%	28.6%
%H		62.3%	0.0%	85.7%	49.4%	36.4%	81.8%
30" - 39"	50	40	1	42	33	9	45
%V	19.5%	22.6%	50.0%	18.9%	23.1%	11.5%	20.5%
%H		80.0%	2.0%	84.0%	66.0%	18.0%	90.0%
40" and over	19	15	0	13	10	3	18
%V	7.4%	8.5%	0.0%	5.9%	7.0%	3.8%	8.2%
%H		78.9%	0.0%	68.4%	52.6%	15.8%	94.7%
Don't know	1	1	0	0	0	0	1
%V	0.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.5%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Not Asked	9	8	0	6	4	1	9
%V	3.5%	4.5%	0.0%	2.7%	2.8%	1.3%	4.1%
%H		88.9%	0.0%	66.7%	44.4%	11.1%	100.0%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	257	177	2	222	143	78	220
%H		68.9%	0.8%	86.4%	55.6%	30.4%	85.6%
PVR	50	45	1	34	28	6	48
%V	19.5%	25.4%	50.0%	15.3%	19.6%	7.7%	21.8%
%H		90.0%	2.0%	68.0%	56.0%	12.0%	96.0%
DVDR	3	2	0	3	2	1	2
%V	1.2%	1.1%	0.0%	1.4%	1.4%	1.3%	0.9%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	66.7%
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	53	46	1	36	30	6	51
%V	20.6%	26.0%	50.0%	16.2%	21.0%	7.7%	23.2%
%H		86.8%	1.9%	67.9%	56.6%	11.3%	96.2%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	257	177	2	222	143	78	220
%H		68.9%	0.8%	86.4%	55.6%	30.4%	85.6%
Receives HDTV (via STB or built-in reception)	34	27	1	25	18	7	32
%V	13.2%	15.3%	50.0%	11.3%	12.6%	9.0%	14.5%
%H		79.4%	2.9%	73.5%	52.9%	20.6%	94.1%
DVD/Blu-ray player or recorder	107	73	1	100	68	33	98
%V	41.6%	41.2%	50.0%	45.0%	47.6%	42.3%	44.5%
%H		68.2%	0.9%	93.5%	63.6%	30.8%	91.6%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	613	605	371	8	492	266	225	486
%H		98.7%	60.5%	1.3%	80.3%	43.4%	36.7%	79.3%
Total Children	94	92	66	2	73	49	24	88
%V	15.3%	15.2%	17.8%	25.0%	14.8%	18.4%	10.7%	18.1%
%H		97.9%	70.2%	2.1%	77.7%	52.1%	25.5%	93.6%
0 - 3	25	25	18	1	19	14	5	24
%V	4.1%	4.1%	4.9%	12.5%	3.9%	5.3%	2.2%	4.9%
%H		100.0%	72.0%	4.0%	76.0%	56.0%	20.0%	96.0%
4 - 15	69	68	48	1	54	34	19	64
%V	11.3%	11.2%	12.9%	12.5%	11.0%	12.8%	8.4%	13.2%
%H		98.6%	69.6%	1.4%	78.3%	49.3%	27.5%	92.8%
4 - 9	40	39	28	1	30	19	11	36
%V	6.5%	6.4%	7.5%	12.5%	6.1%	7.1%	4.9%	7.4%
%H		97.5%	70.0%	2.5%	75.0%	47.5%	27.5%	90.0%
10 - 15	30	29	20	0	24	16	8	28
%V	4.9%	4.8%	5.4%	0.0%	4.9%	6.0%	3.6%	5.8%
%H		96.7%	66.7%	0.0%	80.0%	53.3%	26.7%	93.3%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	613	605	371	8	492	266	225	486
%H		98.7%	60.5%	1.3%	80.3%	43.4%	36.7%	79.3%
Total Adults (16+)	519	513	305	7	419	218	201	398
%V	84.7%	84.8%	82.2%	87.5%	85.2%	82.0%	89.3%	81.9%
%H		98.8%	58.8%	1.3%	80.7%	42.0%	38.7%	76.7%
16 - 19	30	30	17	1	25	12	12	27
%V	4.9%	5.0%	4.6%	12.5%	5.1%	4.5%	5.3%	5.6%
%H		100.0%	56.7%	3.3%	83.3%	40.0%	40.0%	90.0%
20 - 24	31	30	22	0	24	16	8	27
%V	5.1%	5.0%	5.9%	0.0%	4.9%	6.0%	3.6%	5.6%
%H		96.8%	71.0%	0.0%	77.4%	51.6%	25.8%	87.1%
25 - 34	75	75	59	1	50	35	15	64
%V	12.2%	12.4%	15.9%	12.5%	10.2%	13.2%	6.7%	13.2%
%H		100.0%	78.7%	1.3%	66.7%	46.7%	20.0%	85.3%
35 - 44	60	59	36	1	46	24	22	55
%V	9.8%	9.8%	9.7%	12.5%	9.3%	9.0%	9.8%	11.3%
%H		98.3%	60.0%	1.7%	76.7%	40.0%	36.7%	91.7%
45 - 54	97	96	61	1	83	50	33	88
%V	15.8%	15.9%	16.4%	12.5%	16.9%	18.8%	14.7%	18.1%
%H		99.0%	62.9%	1.0%	85.6%	51.5%	34.0%	90.7%
55 - 64	73	71	41	0	59	29	30	59
%V	11.9%	11.7%	11.1%	0.0%	12.0%	10.9%	13.3%	12.1%
%H		97.3%	56.2%	0.0%	80.8%	39.7%	41.1%	80.8%
65+	153	152	69	2	132	50	81	77
%V	25.0%	25.1%	18.6%	25.0%	26.8%	18.8%	36.0%	15.8%
%H		99.3%	45.1%	1.3%	86.3%	32.7%	52.9%	50.3%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	519	513	305	7	419	218	201	398
%H		98.8%	58.8%	1.3%	80.7%	42.0%	38.7%	76.7%
AB	110	109	65	1	87	44	42	101
%V	21.2%	21.2%	21.3%	14.3%	20.8%	20.2%	20.9%	25.4%
%H		99.1%	59.1%	0.9%	79.1%	40.0%	38.2%	91.8%
C1	137	135	79	3	112	59	53	111
%V	26.4%	26.3%	25.9%	42.9%	26.7%	27.1%	26.4%	27.9%
%H		98.5%	57.7%	2.2%	81.8%	43.1%	38.7%	81.0%
C2	142	141	89	2	117	66	51	114
%V	27.4%	27.5%	29.2%	28.6%	27.9%	30.3%	25.4%	28.6%
%H		99.3%	62.7%	1.4%	82.4%	46.5%	35.9%	80.3%
D	81	80	49	1	65	35	30	54
%V	15.6%	15.6%	16.1%	14.3%	15.5%	16.1%	14.9%	13.6%
%H		98.8%	60.5%	1.2%	80.2%	43.2%	37.0%	66.7%
E	50	48	23	0	38	14	25	18
%V	9.6%	9.4%	7.5%	0.0%	9.1%	6.4%	12.4%	4.5%
%H		96.0%	46.0%	0.0%	76.0%	28.0%	50.0%	36.0%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	519	513	305	7	419	218	201	398
%H		98.8%	58.8%	1.3%	80.7%	42.0%	38.7%	76.7%
Working full time	219	217	152	1	169	105	64	196
%V	42.2%	42.3%	49.8%	14.3%	40.3%	48.2%	31.8%	49.2%
%H		99.1%	69.4%	0.5%	77.2%	47.9%	29.2%	89.5%
Working part time	62	62	36	2	53	30	23	54
%V	11.9%	12.1%	11.8%	28.6%	12.6%	13.8%	11.4%	13.6%
%H		100.0%	58.1%	3.2%	85.5%	48.4%	37.1%	87.1%
Not working	238	234	116	3	196	82	114	147
%V	45.9%	45.6%	38.0%	42.9%	46.8%	37.6%	56.7%	36.9%
%H		98.3%	48.7%	1.3%	82.4%	34.5%	47.9%	61.8%
Housewife/Houseperson	288	283	155	3	233	108	124	200
%V	55.5%	55.2%	50.8%	42.9%	55.6%	49.5%	61.7%	50.3%
%H		98.3%	53.8%	1.0%	80.9%	37.5%	43.1%	69.4%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	256	252	154	2	203	108	95	200
%H		98.4%	60.2%	0.8%	79.3%	42.2%	37.1%	78.1%
16 - 19	15	15	9	0	12	6	6	13
%V	5.9%	6.0%	5.8%	0.0%	5.9%	5.6%	6.3%	6.5%
%H		100.0%	60.0%	0.0%	80.0%	40.0%	40.0%	86.7%
20 - 24	14	14	10	0	11	7	4	14
%V	5.5%	5.6%	6.5%	0.0%	5.4%	6.5%	4.2%	7.0%
%H		100.0%	71.4%	0.0%	78.6%	50.0%	28.6%	100.0%
25 - 34	40	40	32	0	26	18	8	34
%V	15.6%	15.9%	20.8%	0.0%	12.8%	16.7%	8.4%	17.0%
%H		100.0%	80.0%	0.0%	65.0%	45.0%	20.0%	85.0%
35 - 44	32	32	18	1	25	13	13	29
%V	12.5%	12.7%	11.7%	50.0%	12.3%	12.0%	13.7%	14.5%
%H		100.0%	56.3%	3.1%	78.1%	40.6%	40.6%	90.6%
45 - 54	47	46	31	1	39	24	14	42
%V	18.4%	18.3%	20.1%	50.0%	19.2%	22.2%	14.7%	21.0%
%H		97.9%	66.0%	2.1%	83.0%	51.1%	29.8%	89.4%
55 - 64	37	36	21	0	29	13	15	29
%V	14.5%	14.3%	13.6%	0.0%	14.3%	12.0%	15.8%	14.5%
%H		97.3%	56.8%	0.0%	78.4%	35.1%	40.5%	78.4%
65+	70	69	33	1	61	26	35	38
%V	27.3%	27.4%	21.4%	50.0%	30.0%	24.1%	36.8%	19.0%
%H		98.6%	47.1%	1.4%	87.1%	37.1%	50.0%	54.3%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	256	252	154	2	203	108	95	200
%H		98.4%	60.2%	0.8%	79.3%	42.2%	37.1%	78.1%
AB	58	58	36	0	45	24	21	54
%V	22.7%	23.0%	23.4%	0.0%	22.2%	22.2%	22.1%	27.0%
%H		100.0%	62.1%	0.0%	77.6%	41.4%	36.2%	93.1%
C1	59	58	34	1	47	24	23	49
%V	23.0%	23.0%	22.1%	50.0%	23.2%	22.2%	24.2%	24.5%
%H		98.3%	57.6%	1.7%	79.7%	40.7%	39.0%	83.1%
C2	76	76	48	1	63	36	27	61
%V	29.7%	30.2%	31.2%	50.0%	31.0%	33.3%	28.4%	30.5%
%H		100.0%	63.2%	1.3%	82.9%	47.4%	35.5%	80.3%
D	42	42	27	0	32	18	14	29
%V	16.4%	16.7%	17.5%	0.0%	15.8%	16.7%	14.7%	14.5%
%H		100.0%	64.3%	0.0%	76.2%	42.9%	33.3%	69.0%
E	21	19	10	0	16	6	10	7
%V	8.2%	7.5%	6.5%	0.0%	7.9%	5.6%	10.5%	3.5%
%H		90.5%	47.6%	0.0%	76.2%	28.6%	47.6%	33.3%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	256	252	154	2	203	108	95	200
%H		98.4%	60.2%	0.8%	79.3%	42.2%	37.1%	78.1%
Working full time	141	140	98	1	107	66	41	127
%V	55.1%	55.6%	63.6%	50.0%	52.7%	61.1%	43.2%	63.5%
%H		99.3%	69.5%	0.7%	75.9%	46.8%	29.1%	90.1%
Working part time	11	11	5	1	10	5	5	8
%V	4.3%	4.4%	3.2%	50.0%	4.9%	4.6%	5.3%	4.0%
%H		100.0%	45.5%	9.1%	90.9%	45.5%	45.5%	72.7%
Not working	104	101	50	1	86	37	50	66
%V	40.6%	40.1%	32.5%	50.0%	42.4%	34.3%	52.6%	33.0%
%H		97.1%	48.1%	1.0%	82.7%	35.6%	48.1%	63.5%
Housewife/Houseperson	60	59	26	0	47	14	32	33
%V	23.4%	23.4%	16.9%	0.0%	23.2%	13.0%	33.7%	16.5%
%H		98.3%	43.3%	0.0%	78.3%	23.3%	53.3%	55.0%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	264	260	151	4	216	110	106	198
%H		98.5%	57.2%	1.5%	81.8%	41.7%	40.2%	75.0%
16 - 19	15	15	8	1	13	6	7	14
%V	5.7%	5.8%	5.3%	25.0%	6.0%	5.5%	6.6%	7.1%
%H		100.0%	53.3%	6.7%	86.7%	40.0%	46.7%	93.3%
20 - 24	17	16	12	0	13	9	4	13
%V	6.4%	6.2%	7.9%	0.0%	6.0%	8.2%	3.8%	6.6%
%H		94.1%	70.6%	0.0%	76.5%	52.9%	23.5%	76.5%
25 - 34	34	34	27	1	24	17	7	30
%V	12.9%	13.1%	17.9%	25.0%	11.1%	15.5%	6.6%	15.2%
%H		100.0%	79.4%	2.9%	70.6%	50.0%	20.6%	88.2%
35 - 44	28	27	18	1	21	12	9	26
%V	10.6%	10.4%	11.9%	25.0%	9.7%	10.9%	8.5%	13.1%
%H		96.4%	64.3%	3.6%	75.0%	42.9%	32.1%	92.9%
45 - 54	50	50	30	1	45	26	19	45
%V	18.9%	19.2%	19.9%	25.0%	20.8%	23.6%	17.9%	22.7%
%H		100.0%	60.0%	2.0%	90.0%	52.0%	38.0%	90.0%
55 - 64	36	35	20	0	30	16	14	30
%V	13.6%	13.5%	13.2%	0.0%	13.9%	14.5%	13.2%	15.2%
%H		97.2%	55.6%	0.0%	83.3%	44.4%	38.9%	83.3%
65+	83	82	35	1	70	24	46	39
%V	31.4%	31.5%	23.2%	25.0%	32.4%	21.8%	43.4%	19.7%
%H		98.8%	42.2%	1.2%	84.3%	28.9%	55.4%	47.0%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	264	260	151	4	216	110	106	198
%H		98.5%	57.2%	1.5%	81.8%	41.7%	40.2%	75.0%
AB	52	51	30	0	41	20	21	47
%V	19.7%	19.6%	19.9%	0.0%	19.0%	18.2%	19.8%	23.7%
%H		98.1%	57.7%	0.0%	78.8%	38.5%	40.4%	90.4%
C1	78	77	45	2	64	35	30	62
%V	29.5%	29.6%	29.8%	50.0%	29.6%	31.8%	28.3%	31.3%
%H		98.7%	57.7%	2.6%	82.1%	44.9%	38.5%	79.5%
C2	66	66	40	2	55	30	24	53
%V	25.0%	25.4%	26.5%	50.0%	25.5%	27.3%	22.6%	26.8%
%H		100.0%	60.6%	3.0%	83.3%	45.5%	36.4%	80.3%
D	39	38	22	0	33	17	16	26
%V	14.8%	14.6%	14.6%	0.0%	15.3%	15.5%	15.1%	13.1%
%H		97.4%	56.4%	0.0%	84.6%	43.6%	41.0%	66.7%
E	28	28	14	0	23	8	15	10
%V	10.6%	10.8%	9.3%	0.0%	10.6%	7.3%	14.2%	5.1%
%H		100.0%	50.0%	0.0%	82.1%	28.6%	53.6%	35.7%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Border

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	264	260	151	4	216	110	106	198
%H		98.5%	57.2%	1.5%	81.8%	41.7%	40.2%	75.0%
Working full time	78	77	54	1	62	39	23	70
%V	29.5%	29.6%	35.8%	25.0%	28.7%	35.5%	21.7%	35.4%
%H		98.7%	69.2%	1.3%	79.5%	50.0%	29.5%	89.7%
Working part time	51	51	31	2	43	25	18	47
%V	19.3%	19.6%	20.5%	50.0%	19.9%	22.7%	17.0%	23.7%
%H		100.0%	60.8%	3.9%	84.3%	49.0%	35.3%	92.2%
Not working	134	133	66	2	110	45	65	81
%V	50.8%	51.2%	43.7%	50.0%	50.9%	40.9%	61.3%	40.9%
%H		99.3%	49.3%	1.5%	82.1%	33.6%	48.5%	60.4%
Housewife/Houseperson	227	224	129	3	186	94	92	167
%V	86.0%	86.2%	85.4%	75.0%	86.1%	85.5%	86.8%	84.3%
%H		98.7%	56.8%	1.3%	81.9%	41.4%	40.5%	73.6%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV HTV West

Contents	Page
Household	
Table 13.1: Social Grade	340
Table 13.2: Housewife Age	341
Table 13.3: Size of Household	342
Table 13.4: Presence of Children	343
Table 13.5: Number of TV sets in household	344
Table 13.6: Screen size	345
Table 13.7: Location of ANY set in household	346
Table 13.8: Platform Provider	347
Table 13.9: Recorders and other equipment	348
Table 13.10: Computers and Internet	349
Sets	
Table 13.11: Screen Size	350
Table 13.12: Location of set	351
Table 13.13: Recorders	352
Table 13.14: Other TV equipment	352
Table 13.15: Main Set Screen Size	353
Table 13.16: Main Set Recorders	354
Table 13.17: Main Set - Other TV equipment	354
Table 13.18: Other Sets (non-Main Set) Screen Size	355
Table 13.19: Other Set (non-Main Set) Recorders	356
Table 13.20: Other Set (non-Main Set) - Other TV equipment	356
Individuals	
Table 13.21: Age of Children	357
Table 13.22: Adults - Age	358
Table 13.23: Social Grade (Adults 16+)	359
Table 13.24: Working Status (Adults 16+)	360
Table 13.25: Males - Age	361
Table 13.26: Social Grade (Males 16+)	362
Table 13.27: Working Status (Males 16+)	363
Table 13.28: Females - Age	364
Table 13.29: Social Grade (Females 16+)	365
Table 13.30: Working Status (Females 16+)	366

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	989	951	365	132	744	298	446	764
%H (All HH)		96.2%	36.9%	13.3%	75.2%	30.1%	45.1%	77.2%
%H (TV HH)			38.4%	13.9%	78.2%	31.3%	46.9%	
AB	287	277	105	39	214	82	131	260
%V	29.0%	29.1%	28.8%	29.5%	28.8%	27.5%	29.4%	34.0%
%H (All HH)		96.5%	36.6%	13.6%	74.6%	28.6%	45.6%	90.6%
%H (TV HH)			37.9%	14.1%	77.3%	29.6%	47.3%	
C1	281	270	102	40	215	92	123	231
%V	28.4%	28.4%	27.9%	30.3%	28.9%	30.9%	27.6%	30.2%
%H (All HH)		96.1%	36.3%	14.2%	76.5%	32.7%	43.8%	82.2%
%H (TV HH)			37.8%	14.8%	79.6%	34.1%	45.6%	
C2	204	194	78	32	151	67	84	160
%V	20.6%	20.4%	21.4%	24.2%	20.3%	22.5%	18.8%	20.9%
%H (All HH)		95.1%	38.2%	15.7%	74.0%	32.8%	41.2%	78.4%
%H (TV HH)			40.2%	16.5%	77.8%	34.5%	43.3%	
D	130	129	55	12	100	37	62	80
%V	13.1%	13.6%	15.1%	9.1%	13.4%	12.4%	13.9%	10.5%
%H (All HH)		99.2%	42.3%	9.2%	76.9%	28.5%	47.7%	61.5%
%H (TV HH)			42.6%	9.3%	77.5%	28.7%	48.1%	
E	87	82	26	9	65	20	45	33
%V	8.8%	8.6%	7.1%	6.8%	8.7%	6.7%	10.1%	4.3%
%H (All HH)		94.3%	29.9%	10.3%	74.7%	23.0%	51.7%	37.9%
%H (TV HH)			31.7%	11.0%	79.3%	24.4%	54.9%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	989	951	365	132	744	298	446	764
%V (All HH)		96.2%	36.9%	13.3%	75.2%	30.1%	45.1%	77.2%
%H (TV HH)			38.4%	13.9%	78.2%	31.3%	46.9%	
Under 25	43	38	10	6	28	10	19	32
%V	4.3%	4.0%	2.7%	4.5%	3.8%	3.4%	4.3%	4.2%
%H (All HH)		88.4%	23.3%	14.0%	65.1%	23.3%	44.2%	74.4%
%H (TV HH)			26.3%	15.8%	73.7%	26.3%	50.0%	
25 - 34	138	128	58	21	92	44	47	128
%V	14.0%	13.5%	15.9%	15.9%	12.4%	14.8%	10.5%	16.8%
%H (All HH)		92.8%	42.0%	15.2%	66.7%	31.9%	34.1%	92.8%
%H (TV HH)			45.3%	16.4%	71.9%	34.4%	36.7%	
35 - 44	155	151	75	27	102	55	47	138
%V	15.7%	15.9%	20.5%	20.5%	13.7%	18.5%	10.5%	18.1%
%H (All HH)		97.4%	48.4%	17.4%	65.8%	35.5%	30.3%	89.0%
%H (TV HH)			49.7%	17.9%	67.5%	36.4%	31.1%	
45 - 54	189	185	77	33	142	68	75	172
%V	19.1%	19.5%	21.1%	25.0%	19.1%	22.8%	16.8%	22.5%
%H (All HH)		97.9%	40.7%	17.5%	75.1%	36.0%	39.7%	91.0%
%H (TV HH)			41.6%	17.8%	76.8%	36.8%	40.5%	
55 - 64	169	163	62	24	132	55	78	138
%V	17.1%	17.1%	17.0%	18.2%	17.7%	18.5%	17.5%	18.1%
%H (All HH)		96.4%	36.7%	14.2%	78.1%	32.5%	46.2%	81.7%
%H (TV HH)			38.0%	14.7%	81.0%	33.7%	47.9%	
65 +	294	286	84	21	247	67	180	156
%V	29.7%	30.1%	23.0%	15.9%	33.2%	22.5%	40.4%	20.4%
%H (All HH)		97.3%	28.6%	7.1%	84.0%	22.8%	61.2%	53.1%
%H (TV HH)			29.4%	7.3%	86.4%	23.4%	62.9%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Household level data

Table 13.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	989	951	365	132	744	298	446	764
%H (All HH)		96.2%	36.9%	13.3%	75.2%	30.1%	45.1%	77.2%
%H (TV HH)			38.4%	13.9%	78.2%	31.3%	46.9%	
1	301	284	76	27	232	53	179	155
%V	30.4%	29.9%	20.8%	20.5%	31.2%	17.8%	40.1%	20.3%
%H (All HH)		94.4%	25.2%	9.0%	77.1%	17.6%	59.5%	51.5%
%H (TV HH)			26.8%	9.5%	81.7%	18.7%	63.0%	
2	351	340	127	49	275	113	162	296
%V	35.5%	35.8%	34.8%	37.1%	37.0%	37.9%	36.3%	38.7%
%H (All HH)		96.9%	36.2%	14.0%	78.3%	32.2%	46.2%	84.3%
%H (TV HH)			37.4%	14.4%	80.9%	33.2%	47.6%	
3	144	140	68	21	109	60	49	133
%V	14.6%	14.7%	18.6%	15.9%	14.7%	20.1%	11.0%	17.4%
%H (All HH)		97.2%	47.2%	14.6%	75.7%	41.7%	34.0%	92.4%
%H (TV HH)			48.6%	15.0%	77.9%	42.9%	35.0%	
4	131	127	66	26	83	48	35	124
%V	13.2%	13.4%	18.1%	19.7%	11.2%	16.1%	7.8%	16.2%
%H (All HH)		96.9%	50.4%	19.8%	63.4%	36.6%	26.7%	94.7%
%H (TV HH)			52.0%	20.5%	65.4%	37.8%	27.6%	
5+	61	60	28	9	45	24	21	56
%V	6.2%	6.3%	7.7%	6.8%	6.0%	8.1%	4.7%	7.3%
%H (All HH)		98.4%	45.9%	14.8%	73.8%	39.3%	34.4%	91.8%
%H (TV HH)			46.7%	15.0%	75.0%	40.0%	35.0%	
Average HH size	2.32	2.33	2.59	2.58	2.26	2.61	2.03	2.55

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	989	951	365	132	744	298	446	764
%H (All HH)		96.2%	36.9%	13.3%	75.2%	30.1%	45.1%	77.2%
%H (TV HH)			38.4%	13.9%	78.2%	31.3%	46.9%	
Without	754	721	252	91	587	215	372	548
%V	76.2%	75.8%	69.0%	68.9%	78.9%	72.1%	83.4%	71.7%
%H (All HH)		95.6%	33.4%	12.1%	77.9%	28.5%	49.3%	72.7%
%H (TV HH)			35.0%	12.6%	81.4%	29.8%	51.6%	
With	234	230	112	41	157	83	74	216
%V	23.7%	24.2%	30.7%	31.1%	21.1%	27.9%	16.6%	28.3%
%H (All HH)		98.3%	47.9%	17.5%	67.1%	35.5%	31.6%	92.3%
%H (TV HH)			48.7%	17.8%	68.3%	36.1%	32.2%	
0 - 3	96	94	43	15	66	31	35	83
%V	9.7%	9.9%	11.8%	11.4%	8.9%	10.4%	7.8%	10.9%
%H (All HH)		97.9%	44.8%	15.6%	68.8%	32.3%	36.5%	86.5%
%H (TV HH)			45.7%	16.0%	70.2%	33.0%	37.2%	
4 - 9	116	114	61	16	74	39	35	105
%V	11.7%	12.0%	16.7%	12.1%	9.9%	13.1%	7.8%	13.7%
%H (All HH)		98.3%	52.6%	13.8%	63.8%	33.6%	30.2%	90.5%
%H (TV HH)			53.5%	14.0%	64.9%	34.2%	30.7%	
10 - 15	105	104	53	20	70	41	29	102
%V	10.6%	10.9%	14.5%	15.2%	9.4%	13.8%	6.5%	13.4%
%H (All HH)		99.0%	50.5%	19.0%	66.7%	39.0%	27.6%	97.1%
%H (TV HH)			51.0%	19.2%	67.3%	39.4%	27.9%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	989	951	365	132	744	298	446	764
%H (All HH)		96.2%	36.9%	13.3%	75.2%	30.1%	45.1%	77.2%
%H (TV HH)			38.4%	13.9%	78.2%	31.3%	46.9%	
1	415	415	116	50	301	62	239	273
%V	42.0%	43.6%	31.8%	37.9%	40.5%	20.8%	53.6%	35.7%
%H (All HH)		100.0%	28.0%	12.0%	72.5%	14.9%	57.6%	65.8%
%H (TV HH)			28.0%	12.0%	72.5%	14.9%	57.6%	
2	318	318	133	47	252	115	137	262
%V	32.2%	33.4%	36.4%	35.6%	33.9%	38.6%	30.7%	34.3%
%H (All HH)		100.0%	41.8%	14.8%	79.2%	36.2%	43.1%	82.4%
%H (TV HH)			41.8%	14.8%	79.2%	36.2%	43.1%	
3	135	135	70	16	118	68	50	120
%V	13.7%	14.2%	19.2%	12.1%	15.9%	22.8%	11.2%	15.7%
%H (All HH)		100.0%	51.9%	11.9%	87.4%	50.4%	37.0%	88.9%
%H (TV HH)			51.9%	11.9%	87.4%	50.4%	37.0%	
4	62	62	33	14	55	40	16	58
%V	6.3%	6.5%	9.0%	10.6%	7.4%	13.4%	3.6%	7.6%
%H (All HH)		100.0%	53.2%	22.6%	88.7%	64.5%	25.8%	93.5%
%H (TV HH)			53.2%	22.6%	88.7%	64.5%	25.8%	
5+	21	21	13	4	17	13	4	21
%V	2.1%	2.2%	3.6%	3.0%	2.3%	4.4%	0.9%	2.7%
%H (All HH)		100.0%	61.9%	19.0%	81.0%	61.9%	19.0%	100.0%
%H (TV HH)			61.9%	19.0%	81.0%	61.9%	19.0%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	989	951	365	132	744	298	446	764
%H (All HH)		96.2%	36.9%	13.3%	75.2%	30.1%	45.1%	77.2%
%H (TV HH)			38.4%	13.9%	78.2%	31.3%	46.9%	
Under 20"	246	246	99	29	214	97	117	200
%V	24.9%	25.9%	27.1%	22.0%	28.8%	32.6%	26.2%	26.2%
%H (All HH)		100.0%	40.2%	11.8%	87.0%	39.4%	47.6%	81.3%
%H (TV HH)			40.2%	11.8%	87.0%	39.4%	47.6%	
20" - 29"	393	393	148	51	326	132	194	304
%V	39.7%	41.3%	40.5%	38.6%	43.8%	44.3%	43.5%	39.8%
%H (All HH)		100.0%	37.7%	13.0%	83.0%	33.6%	49.4%	77.4%
%H (TV HH)			37.7%	13.0%	83.0%	33.6%	49.4%	
30" - 39"	500	500	202	72	401	173	228	394
%V	50.6%	52.6%	55.3%	54.5%	53.9%	58.1%	51.1%	51.6%
%H (All HH)		100.0%	40.4%	14.4%	80.2%	34.6%	45.6%	78.8%
%H (TV HH)			40.4%	14.4%	80.2%	34.6%	45.6%	
40" and over	338	338	179	63	250	152	98	300
%V	34.2%	35.5%	49.0%	47.7%	33.6%	51.0%	22.0%	39.3%
%H (All HH)		100.0%	53.0%	18.6%	74.0%	45.0%	29.0%	88.8%
%H (TV HH)			53.0%	18.6%	74.0%	45.0%	29.0%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	989	951	365	132	744	298	446	764
%H (All HH)		96.2%	36.9%	13.3%	75.2%	30.1%	45.1%	77.2%
%H (TV HH)			38.4%	13.9%	78.2%	31.3%	46.9%	
Main living room	937	937	364	132	739	298	442	723
%V	94.7%	98.5%	99.7%	100.0%	99.3%	100.0%	99.1%	94.6%
%H (All HH)		100.0%	38.8%	14.1%	78.9%	31.8%	47.2%	77.2%
%H (TV HH)			38.8%	14.1%	78.9%	31.8%	47.2%	
Kitchen	118	118	53	13	102	50	51	107
%V	11.9%	12.4%	14.5%	9.8%	13.7%	16.8%	11.4%	14.0%
%H (All HH)		100.0%	44.9%	11.0%	86.4%	42.4%	43.2%	90.7%
%H (TV HH)			44.9%	11.0%	86.4%	42.4%	43.2%	
Adult's bedroom	360	360	172	59	303	172	130	303
%V	36.4%	37.9%	47.1%	44.7%	40.7%	57.7%	29.1%	39.7%
%H (All HH)		100.0%	47.8%	16.4%	84.2%	47.8%	36.1%	84.2%
%H (TV HH)			47.8%	16.4%	84.2%	47.8%	36.1%	
Child's bedroom	86	86	52	15	68	49	19	81
%V	8.7%	9.0%	14.2%	11.4%	9.1%	16.4%	4.3%	10.6%
%H (All HH)		100.0%	60.5%	17.4%	79.1%	57.0%	22.1%	94.2%
%H (TV HH)			60.5%	17.4%	79.1%	57.0%	22.1%	
Other bedroom	60	60	30	13	50	33	17	55
%V	6.1%	6.3%	8.2%	9.8%	6.7%	11.1%	3.8%	7.2%
%H (All HH)		100.0%	50.0%	21.7%	83.3%	55.0%	28.3%	91.7%
%H (TV HH)			50.0%	21.7%	83.3%	55.0%	28.3%	
Second living/dining room	72	72	31	7	67	31	36	58
%V	7.3%	7.6%	8.5%	5.3%	9.0%	10.4%	8.1%	7.6%
%H (All HH)		100.0%	43.1%	9.7%	93.1%	43.1%	50.0%	80.6%
%H (TV HH)			43.1%	9.7%	93.1%	43.1%	50.0%	
Study/office	26	26	12	4	21	12	10	26
%V	2.6%	2.7%	3.3%	3.0%	2.8%	4.0%	2.2%	3.4%
%H (All HH)		100.0%	46.2%	15.4%	80.8%	46.2%	38.5%	100.0%
%H (TV HH)			46.2%	15.4%	80.8%	46.2%	38.5%	
TV room	4	4	1	0	4	1	3	4
%V	0.4%	0.4%	0.3%	0.0%	0.5%	0.3%	0.7%	0.5%
%H (All HH)		100.0%	25.0%	0.0%	100.0%	25.0%	75.0%	100.0%
%H (TV HH)			25.0%	0.0%	100.0%	25.0%	75.0%	
Conservatory	16	16	10	1	15	10	5	15
%V	1.6%	1.7%	2.7%	0.8%	2.0%	3.4%	1.1%	2.0%
%H (All HH)		100.0%	62.5%	6.3%	93.8%	62.5%	31.3%	93.8%
%H (TV HH)			62.5%	6.3%	93.8%	62.5%	31.3%	
Attic or loft room	3	3	2	0	2	1	1	3
%V	0.3%	0.3%	0.5%	0.0%	0.3%	0.3%	0.2%	0.4%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	7	7	4	0	6	3	3	6
%V	0.7%	0.7%	1.1%	0.0%	0.8%	1.0%	0.7%	0.8%
%H (All HH)		100.0%	57.1%	0.0%	85.7%	42.9%	42.9%	85.7%
%H (TV HH)			57.1%	0.0%	85.7%	42.9%	42.9%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Household level data

Table 13.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	989	951	365	132	744	298	446	764
%H (All HH)		96.2%	36.9%	13.3%	75.2%	30.1%	45.1%	77.2%
%H (TV HH)			38.4%	13.9%	78.2%	31.3%	46.9%	
Any DSAT provider	365	365	365	4	237	237	0	321
%V	36.9%	38.4%	100.0%	3.0%	31.9%	79.5%	0.0%	42.0%
%H (All HH)			100.0%	1.1%	64.9%	64.9%	0.0%	87.9%
%H (TV HH)			100.0%	1.1%	64.9%	64.9%	0.0%	
Sky with subcription	287	287	287	3	193	193	0	259
%V	29.0%	30.2%	78.6%	2.3%	25.9%	64.8%	0.0%	33.9%
%H (All HH)			100.0%	1.0%	67.2%	67.2%	0.0%	90.2%
%H (TV HH)			100.0%	1.0%	67.2%	67.2%	0.0%	
Sky without subscription	21	21	21	0	10	10	0	18
%V	2.1%	2.2%	5.8%	0.0%	1.3%	3.4%	0.0%	2.4%
%H (All HH)			100.0%	0.0%	47.6%	47.6%	0.0%	85.7%
%H (TV HH)			100.0%	0.0%	47.6%	47.6%	0.0%	
Freesat	50	50	50	1	30	30	0	41
%V	5.1%	5.3%	13.7%	0.8%	4.0%	10.1%	0.0%	5.4%
%H (All HH)			100.0%	2.0%	60.0%	60.0%	0.0%	82.0%
%H (TV HH)			100.0%	2.0%	60.0%	60.0%	0.0%	
Other satellite provider	11	11	11	0	4	4	0	7
%V	1.1%	1.2%	3.0%	0.0%	0.5%	1.3%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	36.4%	36.4%	0.0%	63.6%
%H (TV HH)			100.0%	0.0%	36.4%	36.4%	0.0%	
DCAB	132	132	4	132	63	63	0	115
%V	13.3%	13.9%	1.1%	100.0%	8.5%	21.1%	0.0%	15.1%
%H (All HH)			3.0%	100.0%	47.7%	47.7%	0.0%	87.1%
%H (TV HH)			3.0%	100.0%	47.7%	47.7%	0.0%	
DTT	744	744	237	63	744	298	446	558
%V	75.2%	78.2%	64.9%	47.7%	100.0%	100.0%	100.0%	73.0%
%H (All HH)		100.0%	31.9%	8.5%	100.0%	40.1%	59.9%	75.0%
%H (TV HH)			31.9%	8.5%	100.0%	40.1%	59.9%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	989	951	365	132	744	298	446	764
%H (All HH)		96.2%	36.9%	13.3%	75.2%	30.1%	45.1%	77.2%
%H (TV HH)			38.4%	13.9%	78.2%	31.3%	46.9%	
PVR	581	581	303	103	433	256	177	510
%V	58.7%	61.1%	83.0%	78.0%	58.2%	85.9%	39.7%	66.8%
%H (All HH)		100.0%	52.2%	17.7%	74.5%	44.1%	30.5%	87.8%
%H (TV HH)			52.2%	17.7%	74.5%	44.1%	30.5%	
DVDR	54	54	22	9	45	21	24	45
%V	5.5%	5.7%	6.0%	6.8%	6.0%	7.0%	5.4%	5.9%
%H (All HH)		100.0%	40.7%	16.7%	83.3%	38.9%	44.4%	83.3%
%H (TV HH)			40.7%	16.7%	83.3%	38.9%	44.4%	
VCR	39	39	16	8	31	15	16	24
%V	3.9%	4.1%	4.4%	6.1%	4.2%	5.0%	3.6%	3.1%
%H (All HH)		100.0%	41.0%	20.5%	79.5%	38.5%	41.0%	61.5%
%H (TV HH)			41.0%	20.5%	79.5%	38.5%	41.0%	
Any recorder	616	616	313	107	462	263	199	531
%V	62.3%	64.8%	85.8%	81.1%	62.1%	88.3%	44.6%	69.5%
%H (All HH)		100.0%	50.8%	17.4%	75.0%	42.7%	32.3%	86.2%
%H (TV HH)			50.8%	17.4%	75.0%	42.7%	32.3%	
Receives HDTV (via STB or built-in reception)	500	500	240	115	365	216	149	437
%V	50.6%	52.6%	65.8%	87.1%	49.1%	72.5%	33.4%	57.2%
%H (All HH)		100.0%	48.0%	23.0%	73.0%	43.2%	29.8%	87.4%
%H (TV HH)			48.0%	23.0%	73.0%	43.2%	29.8%	
DVD/Blu-ray player or recorder	794	794	324	114	631	276	355	640
%V	80.3%	83.5%	88.8%	86.4%	84.8%	92.6%	79.6%	83.8%
%H (All HH)		100.0%	40.8%	14.4%	79.5%	34.8%	44.7%	80.6%
%H (TV HH)			40.8%	14.4%	79.5%	34.8%	44.7%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	989	951	365	132	744	298	446	764
%V (All HH)		96.2%	36.9%	13.3%	75.2%	30.1%	45.1%	77.2%
%H (TV HH)			38.4%	13.9%	78.2%	31.3%	46.9%	
Has broadband internet	764	734	321	115	558	268	290	764
%V	77.2%	77.2%	87.9%	87.1%	75.0%	89.9%	65.0%	100.0%
%H (All HH)		96.1%	42.0%	15.1%	73.0%	35.1%	38.0%	100.0%
%H (TV HH)			43.7%	15.7%	76.0%	36.5%	39.5%	
Number of computers (PCs and laptops)								
0	193	186	41	15	159	28	131	8
%V	19.5%	19.6%	11.2%	11.4%	21.4%	9.4%	29.4%	1.0%
%H (All HH)		96.4%	21.2%	7.8%	82.4%	14.5%	67.9%	4.1%
%H (TV HH)			22.0%	8.1%	85.5%	15.1%	70.4%	
1	311	299	116	34	232	87	145	278
%V	31.4%	31.4%	31.8%	25.8%	31.2%	29.2%	32.5%	36.4%
%H (All HH)		96.1%	37.3%	10.9%	74.6%	28.0%	46.6%	89.4%
%H (TV HH)			38.8%	11.4%	77.6%	29.1%	48.5%	
2	228	218	98	37	172	93	79	224
%V	23.1%	22.9%	26.8%	28.0%	23.1%	31.2%	17.7%	29.3%
%H (All HH)		95.6%	43.0%	16.2%	75.4%	40.8%	34.6%	98.2%
%H (TV HH)			45.0%	17.0%	78.9%	42.7%	36.2%	
3	126	121	49	23	85	35	50	123
%V	12.7%	12.7%	13.4%	17.4%	11.4%	11.7%	11.2%	16.1%
%H (All HH)		96.0%	38.9%	18.3%	67.5%	27.8%	39.7%	97.6%
%H (TV HH)			40.5%	19.0%	70.2%	28.9%	41.3%	
4	56	54	26	9	43	24	19	56
%V	5.7%	5.7%	7.1%	6.8%	5.8%	8.1%	4.3%	7.3%
%H (All HH)		96.4%	46.4%	16.1%	76.8%	42.9%	33.9%	100.0%
%H (TV HH)			48.1%	16.7%	79.6%	44.4%	35.2%	
5+	75	73	36	14	53	32	21	75
%V	7.6%	7.7%	9.9%	10.6%	7.1%	10.7%	4.7%	9.8%
%H (All HH)		97.3%	48.0%	18.7%	70.7%	42.7%	28.0%	100.0%
%H (TV HH)			49.3%	19.2%	72.6%	43.8%	28.8%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1821	792	272	1475	726	750	1504
%H		43.5%	14.9%	81.0%	39.9%	41.2%	82.6%
Under 20"	311	128	39	273	128	145	260
%V	17.1%	16.2%	14.3%	18.5%	17.6%	19.3%	17.3%
%H		41.2%	12.5%	87.8%	41.2%	46.6%	83.6%
20" - 29"	482	192	59	407	176	231	377
%V	26.5%	24.2%	21.7%	27.6%	24.2%	30.8%	25.1%
%H		39.8%	12.2%	84.4%	36.5%	47.9%	78.2%
30" - 39"	579	244	86	467	218	249	465
%V	31.8%	30.8%	31.6%	31.7%	30.0%	33.2%	30.9%
%H		42.1%	14.9%	80.7%	37.7%	43.0%	80.3%
40" and over	383	203	71	286	176	110	341
%V	21.0%	25.6%	26.1%	19.4%	24.2%	14.7%	22.7%
%H		53.0%	18.5%	74.7%	46.0%	28.7%	89.0%
Don't know	14	8	1	13	9	4	13
%V	0.8%	1.0%	0.4%	0.9%	1.2%	0.5%	0.9%
%H		57.1%	7.1%	92.9%	64.3%	28.6%	92.9%
Not Asked	52	17	16	29	19	11	48
%V	2.9%	2.1%	5.9%	2.0%	2.6%	1.5%	3.2%
%H		32.7%	30.8%	55.8%	36.5%	21.2%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1821	792	272	1475	726	750	1504
%H		43.5%	14.9%	81.0%	39.9%	41.2%	82.6%
Main living room	942	366	132	744	299	445	726
%V	51.7%	46.2%	48.5%	50.4%	41.2%	59.3%	48.3%
%H		38.9%	14.0%	79.0%	31.7%	47.2%	77.1%
Kitchen	118	53	13	102	50	51	107
%V	6.5%	6.7%	4.8%	6.9%	6.9%	6.8%	7.1%
%H		44.9%	11.0%	86.4%	42.4%	43.2%	90.7%
Adult's bedroom	396	193	63	334	193	142	338
%V	21.7%	24.4%	23.2%	22.6%	26.6%	18.9%	22.5%
%H		48.7%	15.9%	84.3%	48.7%	35.9%	85.4%
Child's bedroom	115	69	22	91	67	24	109
%V	6.3%	8.7%	8.1%	6.2%	9.2%	3.2%	7.2%
%H		60.0%	19.1%	79.1%	58.3%	20.9%	94.8%
Other bedroom	67	35	14	57	38	19	61
%V	3.7%	4.4%	5.1%	3.9%	5.2%	2.5%	4.1%
%H		52.2%	20.9%	85.1%	56.7%	28.4%	91.0%
Second living/dining room	72	31	7	68	32	36	59
%V	4.0%	3.9%	2.6%	4.6%	4.4%	4.8%	3.9%
%H		43.1%	9.7%	94.4%	44.4%	50.0%	81.9%
Study/office	26	12	4	21	12	10	26
%V	1.4%	1.5%	1.5%	1.4%	1.7%	1.3%	1.7%
%H		46.2%	15.4%	80.8%	46.2%	38.5%	100.0%
TV room	5	1	0	5	1	3	5
%V	0.3%	0.1%	0.0%	0.3%	0.1%	0.4%	0.3%
%H		20.0%	0.0%	100.0%	20.0%	60.0%	100.0%
Conservatory	16	10	1	15	10	5	15
%V	0.9%	1.3%	0.4%	1.0%	1.4%	0.7%	1.0%
%H		62.5%	6.3%	93.8%	62.5%	31.3%	93.8%
Attic or loft room	3	2	0	2	1	1	3
%V	0.2%	0.3%	0.0%	0.1%	0.1%	0.1%	0.2%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	7	4	0	6	3	3	6
%V	0.4%	0.5%	0.0%	0.4%	0.4%	0.4%	0.4%
%H		57.1%	0.0%	85.7%	42.9%	42.9%	85.7%
Not Asked	52	17	16	29	19	11	48
%V	2.9%	2.1%	5.9%	2.0%	2.6%	1.5%	3.2%
%H		32.7%	30.8%	55.8%	36.5%	21.2%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1821	792	272	1475	726	750	1504
%H		43.5%	14.9%	81.0%	39.9%	41.2%	82.6%
PVR	739	405	134	545	340	205	658
%V	40.6%	51.1%	49.3%	36.9%	46.8%	27.3%	43.8%
%H		54.8%	18.1%	73.7%	46.0%	27.7%	89.0%
DVDR	57	22	11	48	24	24	47
%V	3.1%	2.8%	4.0%	3.3%	3.3%	3.2%	3.1%
%H		38.6%	19.3%	84.2%	42.1%	42.1%	82.5%
VCR	41	19	8	33	17	16	27
%V	2.3%	2.4%	2.9%	2.2%	2.3%	2.1%	1.8%
%H		46.3%	19.5%	80.5%	41.5%	39.0%	65.9%
Any recorder	790	423	142	589	358	231	692
%V	43.4%	53.4%	52.2%	39.9%	49.3%	30.8%	46.0%
%H		53.5%	18.0%	74.6%	45.3%	29.2%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1821	792	272	1475	726	750	1504
%H		43.5%	14.9%	81.0%	39.9%	41.2%	82.6%
Receives HDTV (via STB or built-in reception)	725	359	173	548	347	201	647
%V	39.8%	45.3%	63.6%	37.2%	47.8%	26.8%	43.0%
%H		49.5%	23.9%	75.6%	47.9%	27.7%	89.2%
DVD/Blu-ray player or recorder	1121	499	173	904	452	451	936
%V	61.6%	63.0%	63.6%	61.3%	62.3%	60.1%	62.2%
%H		44.5%	15.4%	80.6%	40.3%	40.2%	83.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	951	365	132	744	298	446	734
%H		38.4%	13.9%	78.2%	31.3%	46.9%	77.2%
Under 20"	29	5	1	25	2	23	20
%V	3.0%	1.4%	0.8%	3.4%	0.7%	5.2%	2.7%
%H		17.2%	3.4%	86.2%	6.9%	79.3%	69.0%
20" - 29"	185	41	15	156	30	126	118
%V	19.5%	11.2%	11.4%	21.0%	10.1%	28.3%	16.1%
%H		22.2%	8.1%	84.3%	16.2%	68.1%	63.8%
30" - 39"	406	144	55	325	118	206	304
%V	42.7%	39.5%	41.7%	43.7%	39.6%	46.2%	41.4%
%H		35.5%	13.5%	80.0%	29.1%	50.7%	74.9%
40" and over	320	172	59	234	144	90	283
%V	33.6%	47.1%	44.7%	31.5%	48.3%	20.2%	38.6%
%H		53.8%	18.4%	73.1%	45.0%	28.1%	88.4%
Don't know	4	3	1	4	3	1	4
%V	0.4%	0.8%	0.8%	0.5%	1.0%	0.2%	0.5%
%H		75.0%	25.0%	100.0%	75.0%	25.0%	100.0%
Not Asked	7	0	1	0	1	0	5
%V	0.7%	0.0%	0.8%	0.0%	0.3%	0.0%	0.7%
%H		0.0%	14.3%	0.0%	14.3%	0.0%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	951	365	132	744	298	446	734
%H		38.4%	13.9%	78.2%	31.3%	46.9%	77.2%
PVR	567	297	100	421	249	172	500
%V	59.6%	81.4%	75.8%	56.6%	83.6%	38.6%	68.1%
%H		52.4%	17.6%	74.3%	43.9%	30.3%	88.2%
DVDR	48	18	8	38	17	22	39
%V	5.0%	4.9%	6.1%	5.1%	5.7%	4.9%	5.3%
%H		37.5%	16.7%	79.2%	35.4%	45.8%	81.3%
VCR	35	16	6	28	14	14	22
%V	3.7%	4.4%	4.5%	3.8%	4.7%	3.1%	3.0%
%H		45.7%	17.1%	80.0%	40.0%	40.0%	62.9%
Any recorder	603	308	105	451	257	194	523
%V	63.4%	84.4%	79.5%	60.6%	86.2%	43.5%	71.3%
%H		51.1%	17.4%	74.8%	42.6%	32.2%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	951	365	132	744	298	446	734
%H		38.4%	13.9%	78.2%	31.3%	46.9%	77.2%
Receives HDTV (via STB or built-in reception)	479	230	113	345	205	140	421
%V	50.4%	63.0%	85.6%	46.4%	68.8%	31.4%	57.4%
%H		48.0%	23.6%	72.0%	42.8%	29.2%	87.9%
DVD/Blu-ray player or recorder	759	311	109	600	262	338	612
%V	79.8%	85.2%	82.6%	80.6%	87.9%	75.8%	83.4%
%H		41.0%	14.4%	79.1%	34.5%	44.5%	80.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Set level data

Table 13.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	870	427	141	732	427	304	770
%H		49.1%	16.2%	84.1%	49.1%	34.9%	88.5%
Under 20"	282	123	37	247	126	122	240
%V	32.4%	28.8%	26.2%	33.7%	29.5%	40.1%	31.2%
%H		43.6%	13.1%	87.6%	44.7%	43.3%	85.1%
20" - 29"	297	151	44	251	146	105	259
%V	34.1%	35.4%	31.2%	34.3%	34.2%	34.5%	33.6%
%H		50.8%	14.8%	84.5%	49.2%	35.4%	87.2%
30" - 39"	173	101	31	142	99	43	162
%V	19.9%	23.7%	22.0%	19.4%	23.2%	14.1%	21.0%
%H		58.4%	17.9%	82.1%	57.2%	24.9%	93.6%
40" and over	63	31	12	51	31	20	58
%V	7.2%	7.3%	8.5%	7.0%	7.3%	6.6%	7.5%
%H		49.2%	19.0%	81.0%	49.2%	31.7%	92.1%
Don't know	10	5	1	10	6	4	9
%V	1.1%	1.2%	0.7%	1.4%	1.4%	1.3%	1.2%
%H		50.0%	10.0%	100.0%	60.0%	40.0%	90.0%
Not Asked	45	16	16	31	19	10	42
%V	5.2%	3.7%	11.3%	4.2%	4.4%	3.3%	5.5%
%H		35.6%	35.6%	68.9%	42.2%	22.2%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	870	427	141	732	427	304	770
%H		49.1%	16.2%	84.1%	49.1%	34.9%	88.5%
PVR	173	108	35	124	91	33	158
%V	19.9%	25.3%	24.8%	16.9%	21.3%	10.9%	20.5%
%H		62.4%	20.2%	71.7%	52.6%	19.1%	91.3%
DVDR	10	5	2	10	7	3	7
%V	1.1%	1.2%	1.4%	1.4%	1.6%	1.0%	0.9%
%H		50.0%	20.0%	100.0%	70.0%	30.0%	70.0%
VCR	7	3	2	5	3	2	5
%V	0.8%	0.7%	1.4%	0.7%	0.7%	0.7%	0.6%
%H		42.9%	28.6%	71.4%	42.9%	28.6%	71.4%
Any recorder	187	115	38	138	101	37	169
%V	21.5%	26.9%	27.0%	18.9%	23.7%	12.2%	21.9%
%H		61.5%	20.3%	73.8%	54.0%	19.8%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	870	427	141	732	427	304	770
%H		49.1%	16.2%	84.1%	49.1%	34.9%	88.5%
Receives HDTV (via STB or built-in reception)	246	129	60	203	142	61	226
%V	28.3%	30.2%	42.6%	27.7%	33.3%	20.1%	29.4%
%H		52.4%	24.4%	82.5%	57.7%	24.8%	91.9%
DVD/Blu-ray player or recorder	362	189	64	304	191	113	325
%V	41.6%	44.3%	45.4%	41.5%	44.7%	37.2%	42.2%
%H		52.2%	17.7%	84.0%	52.8%	31.2%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2291	2220	946	340	1684	777	907	1946
%H		96.9%	41.3%	14.8%	73.5%	33.9%	39.6%	84.9%
Total Children	407	402	200	65	271	141	129	372
%V	17.8%	18.1%	21.1%	19.1%	16.1%	18.1%	14.2%	19.1%
%H		98.8%	49.1%	16.0%	66.6%	34.6%	31.7%	91.4%
0 - 3	117	114	51	20	83	40	43	101
%V	5.1%	5.1%	5.4%	5.9%	4.9%	5.1%	4.7%	5.2%
%H		97.4%	43.6%	17.1%	70.9%	34.2%	36.8%	86.3%
4 - 15	290	288	149	45	188	101	87	271
%V	12.7%	13.0%	15.8%	13.2%	11.2%	13.0%	9.6%	13.9%
%H		99.3%	51.4%	15.5%	64.8%	34.8%	30.0%	93.4%
4 - 9	147	145	79	17	94	49	45	132
%V	6.4%	6.5%	8.4%	5.0%	5.6%	6.3%	5.0%	6.8%
%H		98.6%	53.7%	11.6%	63.9%	33.3%	30.6%	89.8%
10 - 15	143	142	70	28	94	52	42	139
%V	6.2%	6.4%	7.4%	8.2%	5.6%	6.7%	4.6%	7.1%
%H		99.3%	49.0%	19.6%	65.7%	36.4%	29.4%	97.2%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2291	2220	946	340	1684	777	907	1946
%H		96.9%	41.3%	14.8%	73.5%	33.9%	39.6%	84.9%
Total Adults (16+)	1884	1818	746	275	1413	635	777	1573
%V	82.2%	81.9%	78.9%	80.9%	83.9%	81.7%	85.7%	80.8%
%H		96.5%	39.6%	14.6%	75.0%	33.7%	41.2%	83.5%
16 - 19	119	116	55	20	87	47	40	118
%V	5.2%	5.2%	5.8%	5.9%	5.2%	6.0%	4.4%	6.1%
%H		97.5%	46.2%	16.8%	73.1%	39.5%	33.6%	99.2%
20 - 24	160	145	43	27	110	47	63	142
%V	7.0%	6.5%	4.5%	7.9%	6.5%	6.0%	6.9%	7.3%
%H		90.6%	26.9%	16.9%	68.8%	29.4%	39.4%	88.8%
25 - 34	281	267	124	52	192	105	88	254
%V	12.3%	12.0%	13.1%	15.3%	11.4%	13.5%	9.7%	13.1%
%H		95.0%	44.1%	18.5%	68.3%	37.4%	31.3%	90.4%
35 - 44	284	272	137	48	184	101	84	258
%V	12.4%	12.3%	14.5%	14.1%	10.9%	13.0%	9.3%	13.3%
%H		95.8%	48.2%	16.9%	64.8%	35.6%	29.6%	90.8%
45 - 54	325	320	145	58	243	127	117	301
%V	14.2%	14.4%	15.3%	17.1%	14.4%	16.3%	12.9%	15.5%
%H		98.5%	44.6%	17.8%	74.8%	39.1%	36.0%	92.6%
55 - 64	283	276	102	41	228	93	135	238
%V	12.4%	12.4%	10.8%	12.1%	13.5%	12.0%	14.9%	12.2%
%H		97.5%	36.0%	14.5%	80.6%	32.9%	47.7%	84.1%
65+	432	421	140	30	368	117	251	262
%V	18.9%	19.0%	14.8%	8.8%	21.9%	15.1%	27.7%	13.5%
%H		97.5%	32.4%	6.9%	85.2%	27.1%	58.1%	60.6%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1884	1818	746	275	1413	635	777	1573
%H		96.5%	39.6%	14.6%	75.0%	33.7%	41.2%	83.5%
AB	580	564	230	88	424	181	243	544
%V	30.8%	31.0%	30.8%	32.0%	30.0%	28.5%	31.3%	34.6%
%H		97.2%	39.7%	15.2%	73.1%	31.2%	41.9%	93.8%
C1	557	532	205	86	424	196	227	490
%V	29.6%	29.3%	27.5%	31.3%	30.0%	30.9%	29.2%	31.2%
%H		95.5%	36.8%	15.4%	76.1%	35.2%	40.8%	88.0%
C2	410	393	167	68	304	148	157	339
%V	21.8%	21.6%	22.4%	24.7%	21.5%	23.3%	20.2%	21.6%
%H		95.9%	40.7%	16.6%	74.1%	36.1%	38.3%	82.7%
D	228	225	108	20	177	79	98	154
%V	12.1%	12.4%	14.5%	7.3%	12.5%	12.4%	12.6%	9.8%
%H		98.7%	47.4%	8.8%	77.6%	34.6%	43.0%	67.5%
E	109	104	36	13	83	31	52	46
%V	5.8%	5.7%	4.8%	4.7%	5.9%	4.9%	6.7%	2.9%
%H		95.4%	33.0%	11.9%	76.1%	28.4%	47.7%	42.2%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1884	1818	746	275	1413	635	777	1573
%H		96.5%	39.6%	14.6%	75.0%	33.7%	41.2%	83.5%
Working full time	841	812	354	156	611	315	297	770
%V	44.6%	44.7%	47.5%	56.7%	43.2%	49.6%	38.2%	49.0%
%H		96.6%	42.1%	18.5%	72.7%	37.5%	35.3%	91.6%
Working part time	239	236	112	40	168	85	83	222
%V	12.7%	13.0%	15.0%	14.5%	11.9%	13.4%	10.7%	14.1%
%H		98.7%	46.9%	16.7%	70.3%	35.6%	34.7%	92.9%
Not working	804	770	279	79	633	236	398	581
%V	42.7%	42.4%	37.4%	28.7%	44.8%	37.2%	51.2%	36.9%
%H		95.8%	34.7%	9.8%	78.7%	29.4%	49.5%	72.3%
Housewife/Houseperson	989	951	365	132	744	298	446	764
%V	52.5%	52.3%	48.9%	48.0%	52.7%	46.9%	57.4%	48.6%
%H		96.2%	36.9%	13.3%	75.2%	30.1%	45.1%	77.2%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	928	886	367	145	682	318	364	783
%H		95.5%	39.5%	15.6%	73.5%	34.3%	39.2%	84.4%
16 - 19	58	55	25	14	40	24	16	58
%V	6.3%	6.2%	6.8%	9.7%	5.9%	7.5%	4.4%	7.4%
%H		94.8%	43.1%	24.1%	69.0%	41.4%	27.6%	100.0%
20 - 24	88	76	21	16	58	24	34	79
%V	9.5%	8.6%	5.7%	11.0%	8.5%	7.5%	9.3%	10.1%
%H		86.4%	23.9%	18.2%	65.9%	27.3%	38.6%	89.8%
25 - 34	145	138	62	32	99	59	40	130
%V	15.6%	15.6%	16.9%	22.1%	14.5%	18.6%	11.0%	16.6%
%H		95.2%	42.8%	22.1%	68.3%	40.7%	27.6%	89.7%
35 - 44	145	139	68	26	94	51	43	130
%V	15.6%	15.7%	18.5%	17.9%	13.8%	16.0%	11.8%	16.6%
%H		95.9%	46.9%	17.9%	64.8%	35.2%	29.7%	89.7%
45 - 54	150	148	73	24	110	60	50	138
%V	16.2%	16.7%	19.9%	16.6%	16.1%	18.9%	13.7%	17.6%
%H		98.7%	48.7%	16.0%	73.3%	40.0%	33.3%	92.0%
55 - 64	146	139	48	22	112	42	70	121
%V	15.7%	15.7%	13.1%	15.2%	16.4%	13.2%	19.2%	15.5%
%H		95.2%	32.9%	15.1%	76.7%	28.8%	47.9%	82.9%
65+	196	191	68	11	169	58	110	127
%V	21.1%	21.6%	18.5%	7.6%	24.8%	18.2%	30.2%	16.2%
%H		97.4%	34.7%	5.6%	86.2%	29.6%	56.1%	64.8%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	928	886	367	145	682	318	364	783
%H		95.5%	39.5%	15.6%	73.5%	34.3%	39.2%	84.4%
AB	297	289	118	51	215	97	118	278
%V	32.0%	32.6%	32.2%	35.2%	31.5%	30.5%	32.4%	35.5%
%H		97.3%	39.7%	17.2%	72.4%	32.7%	39.7%	93.6%
C1	267	248	95	45	195	94	101	236
%V	28.8%	28.0%	25.9%	31.0%	28.6%	29.6%	27.7%	30.1%
%H		92.9%	35.6%	16.9%	73.0%	35.2%	37.8%	88.4%
C2	221	210	89	36	163	78	85	180
%V	23.8%	23.7%	24.3%	24.8%	23.9%	24.5%	23.4%	23.0%
%H		95.0%	40.3%	16.3%	73.8%	35.3%	38.5%	81.4%
D	101	99	52	7	77	38	40	71
%V	10.9%	11.2%	14.2%	4.8%	11.3%	11.9%	11.0%	9.1%
%H		98.0%	51.5%	6.9%	76.2%	37.6%	39.6%	70.3%
E	42	41	13	6	32	13	20	17
%V	4.5%	4.6%	3.5%	4.1%	4.7%	4.1%	5.5%	2.2%
%H		97.6%	31.0%	14.3%	76.2%	31.0%	47.6%	40.5%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	928	886	367	145	682	318	364	783
%H		95.5%	39.5%	15.6%	73.5%	34.3%	39.2%	84.4%
Working full time	547	529	235	106	396	211	186	497
%V	58.9%	59.7%	64.0%	73.1%	58.1%	66.4%	51.1%	63.5%
%H		96.7%	43.0%	19.4%	72.4%	38.6%	34.0%	90.9%
Working part time	45	43	18	5	31	11	20	39
%V	4.8%	4.9%	4.9%	3.4%	4.5%	3.5%	5.5%	5.0%
%H		95.6%	40.0%	11.1%	68.9%	24.4%	44.4%	86.7%
Not working	337	314	115	34	255	97	158	246
%V	36.3%	35.4%	31.3%	23.4%	37.4%	30.5%	43.4%	31.4%
%H		93.2%	34.1%	10.1%	75.7%	28.8%	46.9%	73.0%
Housewife/Houseperson	235	218	76	34	161	58	103	161
%V	25.3%	24.6%	20.7%	23.4%	23.6%	18.2%	28.3%	20.6%
%H		92.8%	32.3%	14.5%	68.5%	24.7%	43.8%	68.5%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	956	932	379	131	731	317	414	791
%H		97.5%	39.6%	13.7%	76.5%	33.2%	43.3%	82.7%
16 - 19	61	60	30	6	47	23	24	60
%V	6.4%	6.4%	7.9%	4.6%	6.4%	7.3%	5.8%	7.6%
%H		98.4%	49.2%	9.8%	77.0%	37.7%	39.3%	98.4%
20 - 24	72	69	22	12	52	23	29	63
%V	7.5%	7.4%	5.8%	9.2%	7.1%	7.3%	7.0%	8.0%
%H		95.8%	30.6%	16.7%	72.2%	31.9%	40.3%	87.5%
25 - 34	136	130	62	19	93	46	47	124
%V	14.2%	13.9%	16.4%	14.5%	12.7%	14.5%	11.4%	15.7%
%H		95.6%	45.6%	14.0%	68.4%	33.8%	34.6%	91.2%
35 - 44	139	133	68	22	91	50	41	128
%V	14.5%	14.3%	17.9%	16.8%	12.4%	15.8%	9.9%	16.2%
%H		95.7%	48.9%	15.8%	65.5%	36.0%	29.5%	92.1%
45 - 54	175	173	71	34	134	67	67	164
%V	18.3%	18.6%	18.7%	26.0%	18.3%	21.1%	16.2%	20.7%
%H		98.9%	40.6%	19.4%	76.6%	38.3%	38.3%	93.7%
55 - 64	138	137	54	19	115	50	65	116
%V	14.4%	14.7%	14.2%	14.5%	15.7%	15.8%	15.7%	14.7%
%H		99.3%	39.1%	13.8%	83.3%	36.2%	47.1%	84.1%
65+	236	230	71	19	199	58	141	135
%V	24.7%	24.7%	18.7%	14.5%	27.2%	18.3%	34.1%	17.1%
%H		97.5%	30.1%	8.1%	84.3%	24.6%	59.7%	57.2%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	956	932	379	131	731	317	414	791
%H		97.5%	39.6%	13.7%	76.5%	33.2%	43.3%	82.7%
AB	283	275	112	37	210	85	125	265
%V	29.6%	29.5%	29.6%	28.2%	28.7%	26.8%	30.2%	33.5%
%H		97.2%	39.6%	13.1%	74.2%	30.0%	44.2%	93.6%
C1	290	285	110	41	229	103	126	254
%V	30.3%	30.6%	29.0%	31.3%	31.3%	32.5%	30.4%	32.1%
%H		98.3%	37.9%	14.1%	79.0%	35.5%	43.4%	87.6%
C2	189	183	78	33	142	70	72	159
%V	19.8%	19.6%	20.6%	25.2%	19.4%	22.1%	17.4%	20.1%
%H		96.8%	41.3%	17.5%	75.1%	37.0%	38.1%	84.1%
D	128	126	56	12	100	42	58	83
%V	13.4%	13.5%	14.8%	9.2%	13.7%	13.2%	14.0%	10.5%
%H		98.4%	43.8%	9.4%	78.1%	32.8%	45.3%	64.8%
E	66	63	23	7	51	18	33	30
%V	6.9%	6.8%	6.1%	5.3%	7.0%	5.7%	8.0%	3.8%
%H		95.5%	34.8%	10.6%	77.3%	27.3%	50.0%	45.5%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV West

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	956	932	379	131	731	317	414	791
%H		97.5%	39.6%	13.7%	76.5%	33.2%	43.3%	82.7%
Working full time	294	283	119	50	215	104	111	272
%V	30.8%	30.4%	31.4%	38.2%	29.4%	32.8%	26.8%	34.4%
%H		96.3%	40.5%	17.0%	73.1%	35.4%	37.8%	92.5%
Working part time	195	193	95	35	137	74	63	184
%V	20.4%	20.7%	25.1%	26.7%	18.7%	23.3%	15.2%	23.3%
%H		99.0%	48.7%	17.9%	70.3%	37.9%	32.3%	94.4%
Not working	467	456	165	45	379	139	240	335
%V	48.8%	48.9%	43.5%	34.4%	51.8%	43.8%	58.0%	42.4%
%H		97.6%	35.3%	9.6%	81.2%	29.8%	51.4%	71.7%
Housewife/Houseperson	753	734	289	98	583	240	343	603
%V	78.8%	78.8%	76.3%	74.8%	79.8%	75.7%	82.9%	76.2%
%H		97.5%	38.4%	13.0%	77.4%	31.9%	45.6%	80.1%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV HTV Wales

Contents	Page
Household	
Table 14.1: Social Grade	368
Table 14.2: Housewife Age	369
Table 14.3: Size of Household	370
Table 14.4: Presence of Children	371
Table 14.5: Number of TV sets in household	372
Table 14.6: Screen size	373
Table 14.7: Location of ANY set in household	374
Table 14.8: Platform Provider	375
Table 14.9: Recorders and other equipment	376
Table 14.10: Computers and Internet	377
Sets	
Table 14.11: Screen Size	378
Table 14.12: Location of set	379
Table 14.13: Recorders	380
Table 14.14: Other TV equipment	380
Table 14.15: Main Set Screen Size	381
Table 14.16: Main Set Recorders	382
Table 14.17: Main Set - Other TV equipment	382
Table 14.18: Other Sets (non-Main Set) Screen Size	383
Table 14.19: Other Set (non-Main Set) Recorders	384
Table 14.20: Other Set (non-Main Set) - Other TV equipment	384
Individuals	
Table 14.21: Age of Children	385
Table 14.22: Adults - Age	386
Table 14.23: Social Grade (Adults 16+)	387
Table 14.24: Working Status (Adults 16+)	388
Table 14.25: Males - Age	389
Table 14.26: Social Grade (Males 16+)	390
Table 14.27: Working Status (Males 16+)	391
Table 14.28: Females - Age	392
Table 14.29: Social Grade (Females 16+)	393
Table 14.30: Working Status (Females 16+)	394

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Household level data

Table 14.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
AB	282	274	164	25	186	101	85	246
%V	21.2%	21.3%	22.4%	20.5%	21.7%	23.3%	20.1%	26.5%
%H (All HH)		97.2%	58.2%	8.9%	66.0%	35.8%	30.1%	87.2%
%H (TV HH)			59.9%	9.1%	67.9%	36.9%	31.0%	
C1	326	309	173	34	204	105	99	255
%V	24.5%	24.0%	23.6%	27.9%	23.8%	24.2%	23.4%	27.5%
%H (All HH)		94.8%	53.1%	10.4%	62.6%	32.2%	30.4%	78.2%
%H (TV HH)			56.0%	11.0%	66.0%	34.0%	32.0%	
C2	295	288	173	29	195	110	85	214
%V	22.2%	22.4%	23.6%	23.8%	22.8%	25.4%	20.1%	23.1%
%H (All HH)		97.6%	58.6%	9.8%	66.1%	37.3%	28.8%	72.5%
%H (TV HH)			60.1%	10.1%	67.7%	38.2%	29.5%	
D	241	237	139	21	150	73	78	141
%V	18.1%	18.4%	19.0%	17.2%	17.5%	16.9%	18.4%	15.2%
%H (All HH)		98.3%	57.7%	8.7%	62.2%	30.3%	32.4%	58.5%
%H (TV HH)			58.6%	8.9%	63.3%	30.8%	32.9%	
E	186	178	86	12	121	44	77	71
%V	14.0%	13.8%	11.7%	9.8%	14.1%	10.2%	18.2%	7.7%
%H (All HH)		95.7%	46.2%	6.5%	65.1%	23.7%	41.4%	38.2%
%H (TV HH)			48.3%	6.7%	68.0%	24.7%	43.3%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%V (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Under 25	59	51	25	6	25	10	15	40
%V	4.4%	4.0%	3.4%	4.9%	2.9%	2.3%	3.5%	4.3%
%H (All HH)		86.4%	42.4%	10.2%	42.4%	16.9%	25.4%	67.8%
%H (TV HH)			49.0%	11.8%	49.0%	19.6%	29.4%	
25 - 34	190	183	115	20	104	59	45	152
%V	14.3%	14.2%	15.7%	16.4%	12.1%	13.6%	10.6%	16.4%
%H (All HH)		96.3%	60.5%	10.5%	54.7%	31.1%	23.7%	80.0%
%H (TV HH)			62.8%	10.9%	56.8%	32.2%	24.6%	
35 - 44	206	196	127	21	123	76	47	176
%V	15.5%	15.2%	17.3%	17.2%	14.4%	17.6%	11.1%	19.0%
%H (All HH)		95.1%	61.7%	10.2%	59.7%	36.9%	22.8%	85.4%
%H (TV HH)			64.8%	10.7%	62.8%	38.8%	24.0%	
45 - 54	258	252	156	25	171	100	71	217
%V	19.4%	19.6%	21.3%	20.5%	20.0%	23.1%	16.8%	23.4%
%H (All HH)		97.7%	60.5%	9.7%	66.3%	38.8%	27.5%	84.1%
%H (TV HH)			61.9%	9.9%	67.9%	39.7%	28.2%	
55 - 64	229	226	134	21	153	82	71	173
%V	17.2%	17.6%	18.3%	17.2%	17.9%	18.9%	16.8%	18.7%
%H (All HH)		98.7%	58.5%	9.2%	66.8%	35.8%	31.0%	75.5%
%H (TV HH)			59.3%	9.3%	67.7%	36.3%	31.4%	
65 +	388	379	177	29	280	107	174	169
%V	29.2%	29.5%	24.1%	23.8%	32.7%	24.7%	41.1%	18.2%
%H (All HH)		97.7%	45.6%	7.5%	72.2%	27.6%	44.8%	43.6%
%H (TV HH)			46.7%	7.7%	73.9%	28.2%	45.9%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Household level data

Table 14.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
1	421	397	165	33	285	89	196	179
%V	31.7%	30.9%	22.5%	27.0%	33.3%	20.6%	46.3%	19.3%
%H (All HH)		94.3%	39.2%	7.8%	67.7%	21.1%	46.6%	42.5%
%H (TV HH)			41.6%	8.3%	71.8%	22.4%	49.4%	
2	447	438	263	41	286	156	130	337
%V	33.6%	34.1%	35.9%	33.6%	33.4%	36.0%	30.7%	36.4%
%H (All HH)		98.0%	58.8%	9.2%	64.0%	34.9%	29.1%	75.4%
%H (TV HH)			60.0%	9.4%	65.3%	35.6%	29.7%	
3	222	218	145	23	136	87	49	193
%V	16.7%	17.0%	19.8%	18.9%	15.9%	20.1%	11.6%	20.8%
%H (All HH)		98.2%	65.3%	10.4%	61.3%	39.2%	22.1%	86.9%
%H (TV HH)			66.5%	10.6%	62.4%	39.9%	22.5%	
4	167	162	113	16	107	73	34	153
%V	12.6%	12.6%	15.4%	13.1%	12.5%	16.9%	8.0%	16.5%
%H (All HH)		97.0%	67.7%	9.6%	64.1%	43.7%	20.4%	91.6%
%H (TV HH)			69.8%	9.9%	66.0%	45.1%	21.0%	
5+	74	72	48	9	42	29	13	65
%V	5.6%	5.6%	6.5%	7.4%	4.9%	6.7%	3.1%	7.0%
%H (All HH)		97.3%	64.9%	12.2%	56.8%	39.2%	17.6%	87.8%
%H (TV HH)			66.7%	12.5%	58.3%	40.3%	18.1%	
Average HH size	2.29	2.30	2.50	2.42	2.25	2.55	1.93	2.58

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Without	1002	962	514	91	662	311	351	645
%V	75.3%	74.8%	70.1%	74.6%	77.3%	71.8%	83.0%	69.6%
%H (All HH)		96.0%	51.3%	9.1%	66.1%	31.0%	35.0%	64.4%
%H (TV HH)			53.4%	9.5%	68.8%	32.3%	36.5%	
With	329	323	220	31	194	122	71	282
%V	24.7%	25.1%	30.0%	25.4%	22.7%	28.2%	16.8%	30.4%
%H (All HH)		98.2%	66.9%	9.4%	59.0%	37.1%	21.6%	85.7%
%H (TV HH)			68.1%	9.6%	60.1%	37.8%	22.0%	
0 - 3	121	119	78	10	63	33	29	99
%V	9.1%	9.3%	10.6%	8.2%	7.4%	7.6%	6.9%	10.7%
%H (All HH)		98.3%	64.5%	8.3%	52.1%	27.3%	24.0%	81.8%
%H (TV HH)			65.5%	8.4%	52.9%	27.7%	24.4%	
4 - 9	166	163	113	15	96	62	35	139
%V	12.5%	12.7%	15.4%	12.3%	11.2%	14.3%	8.3%	15.0%
%H (All HH)		98.2%	68.1%	9.0%	57.8%	37.3%	21.1%	83.7%
%H (TV HH)			69.3%	9.2%	58.9%	38.0%	21.5%	
10 - 15	156	154	108	15	101	70	31	140
%V	11.7%	12.0%	14.7%	12.3%	11.8%	16.2%	7.3%	15.1%
%H (All HH)		98.7%	69.2%	9.6%	64.7%	44.9%	19.9%	89.7%
%H (TV HH)			70.1%	9.7%	65.6%	45.5%	20.1%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
1	465	465	205	41	267	59	208	260
%V	35.0%	36.2%	28.0%	33.6%	31.2%	13.6%	49.2%	28.0%
%H (All HH)		100.0%	44.1%	8.8%	57.4%	12.7%	44.7%	55.9%
%H (TV HH)			44.1%	8.8%	57.4%	12.7%	44.7%	
2	446	446	264	45	304	166	138	316
%V	33.5%	34.7%	36.0%	36.9%	35.5%	38.3%	32.6%	34.1%
%H (All HH)		100.0%	59.2%	10.1%	68.2%	37.2%	30.9%	70.9%
%H (TV HH)			59.2%	10.1%	68.2%	37.2%	30.9%	
3	224	224	153	22	165	114	51	186
%V	16.8%	17.4%	20.9%	18.0%	19.3%	26.3%	12.1%	20.1%
%H (All HH)		100.0%	68.3%	9.8%	73.7%	50.9%	22.8%	83.0%
%H (TV HH)			68.3%	9.8%	73.7%	50.9%	22.8%	
4	102	102	74	9	78	60	19	93
%V	7.7%	7.9%	10.1%	7.4%	9.1%	13.9%	4.5%	10.0%
%H (All HH)		100.0%	72.5%	8.8%	76.5%	58.8%	18.6%	91.2%
%H (TV HH)			72.5%	8.8%	76.5%	58.8%	18.6%	
5+	48	48	37	5	41	34	7	46
%V	3.6%	3.7%	5.0%	4.1%	4.8%	7.9%	1.7%	5.0%
%H (All HH)		100.0%	77.1%	10.4%	85.4%	70.8%	14.6%	95.8%
%H (TV HH)			77.1%	10.4%	85.4%	70.8%	14.6%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Household level data

Table 14.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Under 20"	333	333	197	27	268	159	109	247
%V	25.0%	25.9%	26.9%	22.1%	31.3%	36.7%	25.8%	26.6%
%H (All HH)		100.0%	59.2%	8.1%	80.5%	47.7%	32.7%	74.2%
%H (TV HH)			59.2%	8.1%	80.5%	47.7%	32.7%	
20" - 29"	543	543	302	50	405	213	191	376
%V	40.8%	42.2%	41.2%	41.0%	47.3%	49.2%	45.2%	40.6%
%H (All HH)		100.0%	55.6%	9.2%	74.6%	39.2%	35.2%	69.2%
%H (TV HH)			55.6%	9.2%	74.6%	39.2%	35.2%	
30" - 39"	687	687	401	67	470	250	220	495
%V	51.7%	53.4%	54.7%	54.9%	54.9%	57.7%	52.0%	53.4%
%H (All HH)		100.0%	58.4%	9.8%	68.4%	36.4%	32.0%	72.1%
%H (TV HH)			58.4%	9.8%	68.4%	36.4%	32.0%	
40" and over	521	521	365	56	328	227	101	434
%V	39.2%	40.5%	49.8%	45.9%	38.3%	52.4%	23.9%	46.8%
%H (All HH)		100.0%	70.1%	10.7%	63.0%	43.6%	19.4%	83.3%
%H (TV HH)			70.1%	10.7%	63.0%	43.6%	19.4%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Main living room	1266	1266	726	121	846	429	416	887
%V	95.2%	98.4%	99.0%	99.2%	98.8%	99.1%	98.3%	95.7%
%H (All HH)		100.0%	57.3%	9.6%	66.8%	33.9%	32.9%	70.1%
%H (TV HH)			57.3%	9.6%	66.8%	33.9%	32.9%	
Kitchen	179	179	116	11	148	97	52	141
%V	13.5%	13.9%	15.8%	9.0%	17.3%	22.4%	12.3%	15.2%
%H (All HH)		100.0%	64.8%	6.1%	82.7%	54.2%	29.1%	78.8%
%H (TV HH)			64.8%	6.1%	82.7%	54.2%	29.1%	
Adult's bedroom	553	553	356	60	408	268	141	438
%V	41.6%	43.0%	48.6%	49.2%	47.7%	61.9%	33.3%	47.2%
%H (All HH)		100.0%	64.4%	10.8%	73.8%	48.5%	25.5%	79.2%
%H (TV HH)			64.4%	10.8%	73.8%	48.5%	25.5%	
Child's bedroom	133	133	92	14	95	68	27	118
%V	10.0%	10.3%	12.6%	11.5%	11.1%	15.7%	6.4%	12.7%
%H (All HH)		100.0%	69.2%	10.5%	71.4%	51.1%	20.3%	88.7%
%H (TV HH)			69.2%	10.5%	71.4%	51.1%	20.3%	
Other bedroom	61	61	42	5	45	32	14	52
%V	4.6%	4.7%	5.7%	4.1%	5.3%	7.4%	3.3%	5.6%
%H (All HH)		100.0%	68.9%	8.2%	73.8%	52.5%	23.0%	85.2%
%H (TV HH)			68.9%	8.2%	73.8%	52.5%	23.0%	
Second living/dining room	158	158	101	16	122	81	41	129
%V	11.9%	12.3%	13.8%	13.1%	14.3%	18.7%	9.7%	13.9%
%H (All HH)		100.0%	63.9%	10.1%	77.2%	51.3%	25.9%	81.6%
%H (TV HH)			63.9%	10.1%	77.2%	51.3%	25.9%	
Study/office	16	16	12	1	12	9	3	15
%V	1.2%	1.2%	1.6%	0.8%	1.4%	2.1%	0.7%	1.6%
%H (All HH)		100.0%	75.0%	6.3%	75.0%	56.3%	18.8%	93.8%
%H (TV HH)			75.0%	6.3%	75.0%	56.3%	18.8%	
TV room	10	10	7	1	7	6	1	9
%V	0.8%	0.8%	1.0%	0.8%	0.8%	1.4%	0.2%	1.0%
%H (All HH)		100.0%	70.0%	10.0%	70.0%	60.0%	10.0%	90.0%
%H (TV HH)			70.0%	10.0%	70.0%	60.0%	10.0%	
Conservatory	25	25	18	2	21	15	5	21
%V	1.9%	1.9%	2.5%	1.6%	2.5%	3.5%	1.2%	2.3%
%H (All HH)		100.0%	72.0%	8.0%	84.0%	60.0%	20.0%	84.0%
%H (TV HH)			72.0%	8.0%	84.0%	60.0%	20.0%	
Attic or loft room	4	4	3	1	3	2	1	4
%V	0.3%	0.3%	0.4%	0.8%	0.4%	0.5%	0.2%	0.4%
%H (All HH)		100.0%	75.0%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	25.0%	75.0%	50.0%	25.0%	
No specific location	2	2	1	0	2	1	1	2
%V	0.2%	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	5	5	4	0	4	3	1	4
%V	0.4%	0.4%	0.5%	0.0%	0.5%	0.7%	0.2%	0.4%
%H (All HH)		100.0%	80.0%	0.0%	80.0%	60.0%	20.0%	80.0%
%H (TV HH)			80.0%	0.0%	80.0%	60.0%	20.0%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Household level data

Table 14.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Any DSAT provider	733	733	733	6	375	375	0	578
%V	55.1%	57.0%	100.0%	4.9%	43.8%	86.6%	0.0%	62.4%
%H (All HH)			100.0%	0.8%	51.2%	51.2%	0.0%	78.9%
%H (TV HH)			100.0%	0.8%	51.2%	51.2%	0.0%	
Sky with subcription	599	599	599	4	307	307	0	492
%V	45.0%	46.6%	81.7%	3.3%	35.9%	70.9%	0.0%	53.1%
%H (All HH)			100.0%	0.7%	51.3%	51.3%	0.0%	82.1%
%H (TV HH)			100.0%	0.7%	51.3%	51.3%	0.0%	
Sky without subscription	74	74	74	1	35	35	0	41
%V	5.6%	5.8%	10.1%	0.8%	4.1%	8.1%	0.0%	4.4%
%H (All HH)			100.0%	1.4%	47.3%	47.3%	0.0%	55.4%
%H (TV HH)			100.0%	1.4%	47.3%	47.3%	0.0%	
Freesat	62	62	62	1	36	36	0	46
%V	4.7%	4.8%	8.5%	0.8%	4.2%	8.3%	0.0%	5.0%
%H (All HH)			100.0%	1.6%	58.1%	58.1%	0.0%	74.2%
%H (TV HH)			100.0%	1.6%	58.1%	58.1%	0.0%	
Other satellite provider	9	9	9	0	5	5	0	8
%V	0.7%	0.7%	1.2%	0.0%	0.6%	1.2%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	88.9%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
DCAB	122	122	6	122	61	61	0	101
%V	9.2%	9.5%	0.8%	100.0%	7.1%	14.1%	0.0%	10.9%
%H (All HH)			4.9%	100.0%	50.0%	50.0%	0.0%	82.8%
%H (TV HH)			4.9%	100.0%	50.0%	50.0%	0.0%	
DTT	856	856	375	61	856	433	423	576
%V	64.4%	66.6%	51.2%	50.0%	100.0%	100.0%	100.0%	62.1%
%H (All HH)		100.0%	43.8%	7.1%	100.0%	50.6%	49.4%	67.3%
%H (TV HH)			43.8%	7.1%	100.0%	50.6%	49.4%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Household level data

Table 14.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
PVR	794	794	582	94	477	354	123	664
%V	59.7%	61.7%	79.4%	77.0%	55.7%	81.8%	29.1%	71.6%
%H (All HH)		100.0%	73.3%	11.8%	60.1%	44.6%	15.5%	83.6%
%H (TV HH)			73.3%	11.8%	60.1%	44.6%	15.5%	
DVDR	79	79	44	11	53	30	24	62
%V	5.9%	6.1%	6.0%	9.0%	6.2%	6.9%	5.7%	6.7%
%H (All HH)		100.0%	55.7%	13.9%	67.1%	38.0%	30.4%	78.5%
%H (TV HH)			55.7%	13.9%	67.1%	38.0%	30.4%	
VCR	39	39	20	4	32	17	16	25
%V	2.9%	3.0%	2.7%	3.3%	3.7%	3.9%	3.8%	2.7%
%H (All HH)		100.0%	51.3%	10.3%	82.1%	43.6%	41.0%	64.1%
%H (TV HH)			51.3%	10.3%	82.1%	43.6%	41.0%	
Any recorder	835	835	595	97	510	363	147	688
%V	62.8%	64.9%	81.2%	79.5%	59.6%	83.8%	34.8%	74.2%
%H (All HH)		100.0%	71.3%	11.6%	61.1%	43.5%	17.6%	82.4%
%H (TV HH)			71.3%	11.6%	61.1%	43.5%	17.6%	
Receives HDTV (via STB or built-in reception)	566	566	382	90	347	248	99	486
%V	42.6%	44.0%	52.1%	73.8%	40.5%	57.3%	23.4%	52.4%
%H (All HH)		100.0%	67.5%	15.9%	61.3%	43.8%	17.5%	85.9%
%H (TV HH)			67.5%	15.9%	61.3%	43.8%	17.5%	
DVD/Blu-ray player or recorder	1034	1034	610	103	700	377	322	767
%V	77.7%	80.4%	83.2%	84.4%	81.8%	87.1%	76.1%	82.7%
%H (All HH)		100.0%	59.0%	10.0%	67.7%	36.5%	31.1%	74.2%
%H (TV HH)			59.0%	10.0%	67.7%	36.5%	31.1%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%V (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Has broadband internet	927	902	578	101	576	357	219	927
%V	69.7%	70.1%	78.9%	82.8%	67.3%	82.4%	51.8%	100.0%
%H (All HH)		97.3%	62.4%	10.9%	62.1%	38.5%	23.6%	100.0%
%H (TV HH)			64.1%	11.2%	63.9%	39.6%	24.3%	
Number of computers (PCs and laptops)								
0	343	328	133	20	240	67	173	11
%V	25.8%	25.5%	18.1%	16.4%	28.0%	15.5%	40.9%	1.2%
%H (All HH)		95.6%	38.8%	5.8%	70.0%	19.5%	50.4%	3.2%
%H (TV HH)			40.5%	6.1%	73.2%	20.4%	52.7%	
1	474	460	272	40	290	146	144	421
%V	35.6%	35.8%	37.1%	32.8%	33.9%	33.7%	34.0%	45.4%
%H (All HH)		97.0%	57.4%	8.4%	61.2%	30.8%	30.4%	88.8%
%H (TV HH)			59.1%	8.7%	63.0%	31.7%	31.3%	
2	275	268	174	34	178	119	59	261
%V	20.7%	20.8%	23.7%	27.9%	20.8%	27.5%	13.9%	28.2%
%H (All HH)		97.5%	63.3%	12.4%	64.7%	43.3%	21.5%	94.9%
%H (TV HH)			64.9%	12.7%	66.4%	44.4%	22.0%	
3	123	119	81	15	76	53	23	121
%V	9.2%	9.3%	11.1%	12.3%	8.9%	12.2%	5.4%	13.1%
%H (All HH)		96.7%	65.9%	12.2%	61.8%	43.1%	18.7%	98.4%
%H (TV HH)			68.1%	12.6%	63.9%	44.5%	19.3%	
4	58	56	37	4	38	24	14	58
%V	4.4%	4.4%	5.0%	3.3%	4.4%	5.5%	3.3%	6.3%
%H (All HH)		96.6%	63.8%	6.9%	65.5%	41.4%	24.1%	100.0%
%H (TV HH)			66.1%	7.1%	67.9%	42.9%	25.0%	
5+	57	55	37	9	33	25	9	56
%V	4.3%	4.3%	5.0%	7.4%	3.9%	5.8%	2.1%	6.0%
%H (All HH)		96.5%	64.9%	15.8%	57.9%	43.9%	15.8%	98.2%
%H (TV HH)			67.3%	16.4%	60.0%	45.5%	16.4%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2702	1688	261	1909	1158	751	2074
%H		62.5%	9.7%	70.7%	42.9%	27.8%	76.8%
Under 20"	420	254	36	340	208	132	319
%V	15.5%	15.0%	13.8%	17.8%	18.0%	17.6%	15.4%
%H		60.5%	8.6%	81.0%	49.5%	31.4%	76.0%
20" - 29"	685	399	63	522	298	224	494
%V	25.4%	23.6%	24.1%	27.3%	25.7%	29.8%	23.8%
%H		58.2%	9.2%	76.2%	43.5%	32.7%	72.1%
30" - 39"	820	486	88	568	321	248	612
%V	30.3%	28.8%	33.7%	29.8%	27.7%	33.0%	29.5%
%H		59.3%	10.7%	69.3%	39.1%	30.2%	74.6%
40" and over	616	435	66	391	274	117	523
%V	22.8%	25.8%	25.3%	20.5%	23.7%	15.6%	25.2%
%H		70.6%	10.7%	63.5%	44.5%	19.0%	84.9%
Don't know	38	25	1	27	15	12	28
%V	1.4%	1.5%	0.4%	1.4%	1.3%	1.6%	1.4%
%H		65.8%	2.6%	71.1%	39.5%	31.6%	73.7%
Not Asked	123	89	7	61	42	18	98
%V	4.6%	5.3%	2.7%	3.2%	3.6%	2.4%	4.7%
%H		72.4%	5.7%	49.6%	34.1%	14.6%	79.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2702	1688	261	1909	1158	751	2074
%H		62.5%	9.7%	70.7%	42.9%	27.8%	76.8%
Main living room	1276	732	123	854	435	419	897
%V	47.2%	43.4%	47.1%	44.7%	37.6%	55.8%	43.2%
%H		57.4%	9.6%	66.9%	34.1%	32.8%	70.3%
Kitchen	180	117	12	149	97	52	142
%V	6.7%	6.9%	4.6%	7.8%	8.4%	6.9%	6.8%
%H		65.0%	6.7%	82.8%	53.9%	28.9%	78.9%
Adult's bedroom	656	430	74	492	335	157	534
%V	24.3%	25.5%	28.4%	25.8%	28.9%	20.9%	25.7%
%H		65.5%	11.3%	75.0%	51.1%	23.9%	81.4%
Child's bedroom	170	119	18	125	91	34	152
%V	6.3%	7.0%	6.9%	6.5%	7.9%	4.5%	7.3%
%H		70.0%	10.6%	73.5%	53.5%	20.0%	89.4%
Other bedroom	73	51	6	54	39	16	64
%V	2.7%	3.0%	2.3%	2.8%	3.4%	2.1%	3.1%
%H		69.9%	8.2%	74.0%	53.4%	21.9%	87.7%
Second living/dining room	161	103	16	125	83	42	132
%V	6.0%	6.1%	6.1%	6.5%	7.2%	5.6%	6.4%
%H		64.0%	9.9%	77.6%	51.6%	26.1%	82.0%
Study/office	16	12	1	12	9	3	15
%V	0.6%	0.7%	0.4%	0.6%	0.8%	0.4%	0.7%
%H		75.0%	6.3%	75.0%	56.3%	18.8%	93.8%
TV room	10	8	1	8	6	1	9
%V	0.4%	0.5%	0.4%	0.4%	0.5%	0.1%	0.4%
%H		80.0%	10.0%	80.0%	60.0%	10.0%	90.0%
Conservatory	25	18	2	21	16	5	22
%V	0.9%	1.1%	0.8%	1.1%	1.4%	0.7%	1.1%
%H		72.0%	8.0%	84.0%	64.0%	20.0%	88.0%
Attic or loft room	4	3	1	3	2	1	4
%V	0.1%	0.2%	0.4%	0.2%	0.2%	0.1%	0.2%
%H		75.0%	25.0%	75.0%	50.0%	25.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	5	4	0	4	3	1	4
%V	0.2%	0.2%	0.0%	0.2%	0.3%	0.1%	0.2%
%H		80.0%	0.0%	80.0%	60.0%	20.0%	80.0%
Not Asked	123	89	7	61	42	18	98
%V	4.6%	5.3%	2.7%	3.2%	3.6%	2.4%	4.7%
%H		72.4%	5.7%	49.6%	34.1%	14.6%	79.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2702	1688	261	1909	1158	751	2074
%H		62.5%	9.7%	70.7%	42.9%	27.8%	76.8%
PVR	1040	787	124	606	469	137	895
%V	38.5%	46.6%	47.5%	31.7%	40.5%	18.2%	43.2%
%H		75.7%	11.9%	58.3%	45.1%	13.2%	86.1%
DVDR	88	49	12	59	33	26	70
%V	3.3%	2.9%	4.6%	3.1%	2.8%	3.5%	3.4%
%H		55.7%	13.6%	67.0%	37.5%	29.5%	79.5%
VCR	42	23	5	34	18	16	26
%V	1.6%	1.4%	1.9%	1.8%	1.6%	2.1%	1.3%
%H		54.8%	11.9%	81.0%	42.9%	38.1%	61.9%
Any recorder	1102	815	131	656	492	164	936
%V	40.8%	48.3%	50.2%	34.4%	42.5%	21.8%	45.1%
%H		74.0%	11.9%	59.5%	44.6%	14.9%	84.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2702	1688	261	1909	1158	751	2074
%H		62.5%	9.7%	70.7%	42.9%	27.8%	76.8%
Receives HDTV (via STB or built-in reception)	786	519	133	492	352	140	690
%V	29.1%	30.7%	51.0%	25.8%	30.4%	18.6%	33.3%
%H		66.0%	16.9%	62.6%	44.8%	17.8%	87.8%
DVD/Blu-ray player or recorder	1576	985	162	1128	693	435	1241
%V	58.3%	58.4%	62.1%	59.1%	59.8%	57.9%	59.8%
%H		62.5%	10.3%	71.6%	44.0%	27.6%	78.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1284	733	122	855	433	422	900
%H		57.1%	9.5%	66.6%	33.7%	32.9%	70.1%
Under 20"	25	7	1	19	2	16	12
%V	1.9%	1.0%	0.8%	2.2%	0.5%	3.8%	1.3%
%H		28.0%	4.0%	76.0%	8.0%	64.0%	48.0%
20" - 29"	219	84	19	162	49	114	114
%V	17.1%	11.5%	15.6%	18.9%	11.3%	27.0%	12.7%
%H		38.4%	8.7%	74.0%	22.4%	52.1%	52.1%
30" - 39"	524	285	48	352	162	191	348
%V	40.8%	38.9%	39.3%	41.2%	37.4%	45.3%	38.7%
%H		54.4%	9.2%	67.2%	30.9%	36.5%	66.4%
40" and over	498	349	53	313	217	96	415
%V	38.8%	47.6%	43.4%	36.6%	50.1%	22.7%	46.1%
%H		70.1%	10.6%	62.9%	43.6%	19.3%	83.3%
Don't know	14	8	0	9	3	5	8
%V	1.1%	1.1%	0.0%	1.1%	0.7%	1.2%	0.9%
%H		57.1%	0.0%	64.3%	21.4%	35.7%	57.1%
Not Asked	4	0	1	0	0	0	3
%V	0.3%	0.0%	0.8%	0.0%	0.0%	0.0%	0.3%
%H		0.0%	25.0%	0.0%	0.0%	0.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1284	733	122	855	433	422	900
%H		57.1%	9.5%	66.6%	33.7%	32.9%	70.1%
PVR	770	570	92	458	345	113	646
%V	60.0%	77.8%	75.4%	53.6%	79.7%	26.8%	71.8%
%H		74.0%	11.9%	59.5%	44.8%	14.7%	83.9%
DVDR	67	37	9	45	24	21	52
%V	5.2%	5.0%	7.4%	5.3%	5.5%	5.0%	5.8%
%H		55.2%	13.4%	67.2%	35.8%	31.3%	77.6%
VCR	32	15	3	26	12	14	19
%V	2.5%	2.0%	2.5%	3.0%	2.8%	3.3%	2.1%
%H		46.9%	9.4%	81.3%	37.5%	43.8%	59.4%
Any recorder	810	583	95	491	355	136	670
%V	63.1%	79.5%	77.9%	57.4%	82.0%	32.2%	74.4%
%H		72.0%	11.7%	60.6%	43.8%	16.8%	82.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1284	733	122	855	433	422	900
%H		57.1%	9.5%	66.6%	33.7%	32.9%	70.1%
Receives HDTV (via STB or built-in reception)	545	367	88	332	238	94	468
%V	42.4%	50.1%	72.1%	38.8%	55.0%	22.3%	52.0%
%H		67.3%	16.1%	60.9%	43.7%	17.2%	85.9%
DVD/Blu-ray player or recorder	969	569	96	653	348	305	718
%V	75.5%	77.6%	78.7%	76.4%	80.4%	72.3%	79.8%
%H		58.7%	9.9%	67.4%	35.9%	31.5%	74.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1418	955	139	1053	725	329	1174
%H		67.3%	9.8%	74.3%	51.1%	23.2%	82.8%
Under 20"	395	247	35	321	206	115	307
%V	27.9%	25.9%	25.2%	30.5%	28.4%	35.0%	26.1%
%H		62.5%	8.9%	81.3%	52.2%	29.1%	77.7%
20" - 29"	467	314	44	360	250	110	380
%V	32.9%	32.9%	31.7%	34.2%	34.5%	33.4%	32.4%
%H		67.2%	9.4%	77.1%	53.5%	23.6%	81.4%
30" - 39"	296	201	40	216	159	57	265
%V	20.9%	21.0%	28.8%	20.5%	21.9%	17.3%	22.6%
%H		67.9%	13.5%	73.0%	53.7%	19.3%	89.5%
40" and over	119	86	13	78	58	21	108
%V	8.4%	9.0%	9.4%	7.4%	8.0%	6.4%	9.2%
%H		72.3%	10.9%	65.5%	48.7%	17.6%	90.8%
Don't know	24	17	1	18	12	6	20
%V	1.7%	1.8%	0.7%	1.7%	1.7%	1.8%	1.7%
%H		70.8%	4.2%	75.0%	50.0%	25.0%	83.3%
Not Asked	117	90	6	60	40	20	94
%V	8.3%	9.4%	4.3%	5.7%	5.5%	6.1%	8.0%
%H		76.9%	5.1%	51.3%	34.2%	17.1%	80.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1418	955	139	1053	725	329	1174
%H		67.3%	9.8%	74.3%	51.1%	23.2%	82.8%
PVR	270	218	32	148	124	24	249
%V	19.0%	22.8%	23.0%	14.1%	17.1%	7.3%	21.2%
%H		80.7%	11.9%	54.8%	45.9%	8.9%	92.2%
DVDR	21	12	4	14	9	5	18
%V	1.5%	1.3%	2.9%	1.3%	1.2%	1.5%	1.5%
%H		57.1%	19.0%	66.7%	42.9%	23.8%	85.7%
VCR	10	8	1	9	7	2	7
%V	0.7%	0.8%	0.7%	0.9%	1.0%	0.6%	0.6%
%H		80.0%	10.0%	90.0%	70.0%	20.0%	70.0%
Any recorder	292	232	36	165	136	29	266
%V	20.6%	24.3%	25.9%	15.7%	18.8%	8.8%	22.7%
%H		79.5%	12.3%	56.5%	46.6%	9.9%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1418	955	139	1053	725	329	1174
%H		67.3%	9.8%	74.3%	51.1%	23.2%	82.8%
Receives HDTV (via STB or built-in reception)	241	152	46	160	114	46	222
%V	17.0%	15.9%	33.1%	15.2%	15.7%	14.0%	18.9%
%H		63.1%	19.1%	66.4%	47.3%	19.1%	92.1%
DVD/Blu-ray player or recorder	607	416	66	474	345	129	524
%V	42.8%	43.6%	47.5%	45.0%	47.6%	39.2%	44.6%
%H		68.5%	10.9%	78.1%	56.8%	21.3%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3049	2961	1834	295	1922	1106	815	2393
%H		97.1%	60.2%	9.7%	63.0%	36.3%	26.7%	78.5%
Total Children	558	549	370	52	330	207	123	475
%V	18.3%	18.5%	20.2%	17.6%	17.2%	18.7%	15.1%	19.8%
%H		98.4%	66.3%	9.3%	59.1%	37.1%	22.0%	85.1%
0 - 3	139	137	90	11	73	39	35	113
%V	4.6%	4.6%	4.9%	3.7%	3.8%	3.5%	4.3%	4.7%
%H		98.6%	64.7%	7.9%	52.5%	28.1%	25.2%	81.3%
4 - 15	419	413	280	41	256	168	88	362
%V	13.7%	13.9%	15.3%	13.9%	13.3%	15.2%	10.8%	15.1%
%H		98.6%	66.8%	9.8%	61.1%	40.1%	21.0%	86.4%
4 - 9	216	212	144	20	125	79	46	181
%V	7.1%	7.2%	7.9%	6.8%	6.5%	7.1%	5.6%	7.6%
%H		98.1%	66.7%	9.3%	57.9%	36.6%	21.3%	83.8%
10 - 15	203	201	136	21	131	89	42	181
%V	6.7%	6.8%	7.4%	7.1%	6.8%	8.0%	5.2%	7.6%
%H		99.0%	67.0%	10.3%	64.5%	43.8%	20.7%	89.2%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3049	2961	1834	295	1922	1106	815	2393
%H		97.1%	60.2%	9.7%	63.0%	36.3%	26.7%	78.5%
Total Adults (16+)	2492	2412	1464	243	1592	899	693	1918
%V	81.7%	81.5%	79.8%	82.4%	82.8%	81.3%	85.0%	80.2%
%H		96.8%	58.7%	9.8%	63.9%	36.1%	27.8%	77.0%
16 - 19	138	135	92	15	87	61	26	125
%V	4.5%	4.6%	5.0%	5.1%	4.5%	5.5%	3.2%	5.2%
%H		97.8%	66.7%	10.9%	63.0%	44.2%	18.8%	90.6%
20 - 24	209	186	105	23	115	64	51	178
%V	6.9%	6.3%	5.7%	7.8%	6.0%	5.8%	6.3%	7.4%
%H		89.0%	50.2%	11.0%	55.0%	30.6%	24.4%	85.2%
25 - 34	388	373	243	43	217	133	84	325
%V	12.7%	12.6%	13.2%	14.6%	11.3%	12.0%	10.3%	13.6%
%H		96.1%	62.6%	11.1%	55.9%	34.3%	21.6%	83.8%
35 - 44	367	352	230	41	218	140	79	317
%V	12.0%	11.9%	12.5%	13.9%	11.3%	12.7%	9.7%	13.2%
%H		95.9%	62.7%	11.2%	59.4%	38.1%	21.5%	86.4%
45 - 54	429	420	272	42	284	177	107	375
%V	14.1%	14.2%	14.8%	14.2%	14.8%	16.0%	13.1%	15.7%
%H		97.9%	63.4%	9.8%	66.2%	41.3%	24.9%	87.4%
55 - 64	379	374	233	34	251	144	107	303
%V	12.4%	12.6%	12.7%	11.5%	13.1%	13.0%	13.1%	12.7%
%H		98.7%	61.5%	9.0%	66.2%	38.0%	28.2%	79.9%
65+	582	571	290	45	420	181	238	296
%V	19.1%	19.3%	15.8%	15.3%	21.9%	16.4%	29.2%	12.4%
%H		98.1%	49.8%	7.7%	72.2%	31.1%	40.9%	50.9%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2492	2412	1464	243	1592	899	693	1918
%H		96.8%	58.7%	9.8%	63.9%	36.1%	27.8%	77.0%
AB	561	548	345	53	369	218	151	509
%V	22.5%	22.7%	23.6%	21.8%	23.2%	24.2%	21.8%	26.5%
%H		97.7%	61.5%	9.4%	65.8%	38.9%	26.9%	90.7%
C1	628	587	336	71	391	218	173	528
%V	25.2%	24.3%	23.0%	29.2%	24.6%	24.2%	25.0%	27.5%
%H		93.5%	53.5%	11.3%	62.3%	34.7%	27.5%	84.1%
C2	593	582	374	59	390	244	145	466
%V	23.8%	24.1%	25.5%	24.3%	24.5%	27.1%	20.9%	24.3%
%H		98.1%	63.1%	9.9%	65.8%	41.1%	24.5%	78.6%
D	451	445	278	42	274	148	126	300
%V	18.1%	18.4%	19.0%	17.3%	17.2%	16.5%	18.2%	15.6%
%H		98.7%	61.6%	9.3%	60.8%	32.8%	27.9%	66.5%
E	259	250	131	19	169	71	98	115
%V	10.4%	10.4%	8.9%	7.8%	10.6%	7.9%	14.1%	6.0%
%H		96.5%	50.6%	7.3%	65.3%	27.4%	37.8%	44.4%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2492	2412	1464	243	1592	899	693	1918
%H		96.8%	58.7%	9.8%	63.9%	36.1%	27.8%	77.0%
Working full time	1068	1043	682	117	670	427	242	951
%V	42.9%	43.2%	46.6%	48.1%	42.1%	47.5%	34.9%	49.6%
%H		97.7%	63.9%	11.0%	62.7%	40.0%	22.7%	89.0%
Working part time	242	236	150	25	154	93	61	205
%V	9.7%	9.8%	10.2%	10.3%	9.7%	10.3%	8.8%	10.7%
%H		97.5%	62.0%	10.3%	63.6%	38.4%	25.2%	84.7%
Not working	1181	1133	632	102	769	380	389	762
%V	47.4%	47.0%	43.2%	42.0%	48.3%	42.3%	56.1%	39.7%
%H		95.9%	53.5%	8.6%	65.1%	32.2%	32.9%	64.5%
Housewife/Houseperson	1330	1286	733	122	856	433	423	927
%V	53.4%	53.3%	50.1%	50.2%	53.8%	48.2%	61.0%	48.3%
%H		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1219	1175	726	121	768	448	320	959
%H		96.4%	59.6%	9.9%	63.0%	36.8%	26.3%	78.7%
16 - 19	73	71	49	9	46	34	13	65
%V	6.0%	6.0%	6.7%	7.4%	6.0%	7.6%	4.1%	6.8%
%H		97.3%	67.1%	12.3%	63.0%	46.6%	17.8%	89.0%
20 - 24	105	95	55	11	57	33	24	92
%V	8.6%	8.1%	7.6%	9.1%	7.4%	7.4%	7.5%	9.6%
%H		90.5%	52.4%	10.5%	54.3%	31.4%	22.9%	87.6%
25 - 34	195	187	122	22	110	68	42	167
%V	16.0%	15.9%	16.8%	18.2%	14.3%	15.2%	13.1%	17.4%
%H		95.9%	62.6%	11.3%	56.4%	34.9%	21.5%	85.6%
35 - 44	181	172	108	21	106	65	41	151
%V	14.8%	14.6%	14.9%	17.4%	13.8%	14.5%	12.8%	15.7%
%H		95.0%	59.7%	11.6%	58.6%	35.9%	22.7%	83.4%
45 - 54	210	204	134	21	137	87	50	182
%V	17.2%	17.4%	18.5%	17.4%	17.8%	19.4%	15.6%	19.0%
%H		97.1%	63.8%	10.0%	65.2%	41.4%	23.8%	86.7%
55 - 64	185	182	113	15	124	71	53	148
%V	15.2%	15.5%	15.6%	12.4%	16.1%	15.8%	16.6%	15.4%
%H		98.4%	61.1%	8.1%	67.0%	38.4%	28.6%	80.0%
65+	269	263	145	22	188	92	96	154
%V	22.1%	22.4%	20.0%	18.2%	24.5%	20.5%	30.0%	16.1%
%H		97.8%	53.9%	8.2%	69.9%	34.2%	35.7%	57.2%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1219	1175	726	121	768	448	320	959
%H		96.4%	59.6%	9.9%	63.0%	36.8%	26.3%	78.7%
AB	280	273	175	27	181	110	71	257
%V	23.0%	23.2%	24.1%	22.3%	23.6%	24.6%	22.2%	26.8%
%H		97.5%	62.5%	9.6%	64.6%	39.3%	25.4%	91.8%
C1	292	270	160	32	176	103	73	252
%V	24.0%	23.0%	22.0%	26.4%	22.9%	23.0%	22.8%	26.3%
%H		92.5%	54.8%	11.0%	60.3%	35.3%	25.0%	86.3%
C2	319	312	199	32	210	132	79	249
%V	26.2%	26.6%	27.4%	26.4%	27.3%	29.5%	24.7%	26.0%
%H		97.8%	62.4%	10.0%	65.8%	41.4%	24.8%	78.1%
D	221	217	137	21	131	73	59	152
%V	18.1%	18.5%	18.9%	17.4%	17.1%	16.3%	18.4%	15.8%
%H		98.2%	62.0%	9.5%	59.3%	33.0%	26.7%	68.8%
E	106	103	55	8	69	31	38	50
%V	8.7%	8.8%	7.6%	6.6%	9.0%	6.9%	11.9%	5.2%
%H		97.2%	51.9%	7.5%	65.1%	29.2%	35.8%	47.2%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1219	1175	726	121	768	448	320	959
%H		96.4%	59.6%	9.9%	63.0%	36.8%	26.3%	78.7%
Working full time	640	623	410	70	397	255	142	566
%V	52.5%	53.0%	56.5%	57.9%	51.7%	56.9%	44.4%	59.0%
%H		97.3%	64.1%	10.9%	62.0%	39.8%	22.2%	88.4%
Working part time	58	55	32	5	37	19	18	49
%V	4.8%	4.7%	4.4%	4.1%	4.8%	4.2%	5.6%	5.1%
%H		94.8%	55.2%	8.6%	63.8%	32.8%	31.0%	84.5%
Not working	520	497	284	46	334	175	160	345
%V	42.7%	42.3%	39.1%	38.0%	43.5%	39.1%	50.0%	36.0%
%H		95.6%	54.6%	8.8%	64.2%	33.7%	30.8%	66.3%
Housewife/Houseperson	275	255	126	24	170	70	100	156
%V	22.6%	21.7%	17.4%	19.8%	22.1%	15.6%	31.3%	16.3%
%H		92.7%	45.8%	8.7%	61.8%	25.5%	36.4%	56.7%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1238	738	122	824	451	373	959
%H		97.3%	58.0%	9.6%	64.7%	35.4%	29.3%	75.3%
16 - 19	65	64	44	6	41	27	14	60
%V	5.1%	5.2%	6.0%	4.9%	5.0%	6.0%	3.8%	6.3%
%H		98.5%	67.7%	9.2%	63.1%	41.5%	21.5%	92.3%
20 - 24	104	92	49	13	58	31	27	86
%V	8.2%	7.4%	6.6%	10.7%	7.0%	6.9%	7.2%	9.0%
%H		88.5%	47.1%	12.5%	55.8%	29.8%	26.0%	82.7%
25 - 34	192	186	121	21	107	65	42	157
%V	15.1%	15.0%	16.4%	17.2%	13.0%	14.4%	11.3%	16.4%
%H		96.9%	63.0%	10.9%	55.7%	33.9%	21.9%	81.8%
35 - 44	186	180	123	20	113	75	38	166
%V	14.6%	14.5%	16.7%	16.4%	13.7%	16.6%	10.2%	17.3%
%H		96.8%	66.1%	10.8%	60.8%	40.3%	20.4%	89.2%
45 - 54	219	216	138	21	147	91	56	192
%V	17.2%	17.4%	18.7%	17.2%	17.8%	20.2%	15.0%	20.0%
%H		98.6%	63.0%	9.6%	67.1%	41.6%	25.6%	87.7%
55 - 64	193	192	119	18	127	73	54	154
%V	15.2%	15.5%	16.1%	14.8%	15.4%	16.2%	14.5%	16.1%
%H		99.5%	61.7%	9.3%	65.8%	37.8%	28.0%	79.8%
65+	313	308	144	23	232	90	142	142
%V	24.6%	24.9%	19.5%	18.9%	28.2%	20.0%	38.1%	14.8%
%H		98.4%	46.0%	7.3%	74.1%	28.8%	45.4%	45.4%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1238	738	122	824	451	373	959
%H		97.3%	58.0%	9.6%	64.7%	35.4%	29.3%	75.3%
AB	281	275	170	26	188	108	79	252
%V	22.1%	22.2%	23.0%	21.3%	22.8%	23.9%	21.2%	26.3%
%H		97.9%	60.5%	9.3%	66.9%	38.4%	28.1%	89.7%
C1	336	318	176	39	214	114	100	276
%V	26.4%	25.7%	23.8%	32.0%	26.0%	25.3%	26.8%	28.8%
%H		94.6%	52.4%	11.6%	63.7%	33.9%	29.8%	82.1%
C2	274	270	175	26	179	113	67	218
%V	21.5%	21.8%	23.7%	21.3%	21.7%	25.1%	18.0%	22.7%
%H		98.5%	63.9%	9.5%	65.3%	41.2%	24.5%	79.6%
D	230	227	141	21	143	76	67	148
%V	18.1%	18.3%	19.1%	17.2%	17.4%	16.9%	18.0%	15.4%
%H		98.7%	61.3%	9.1%	62.2%	33.0%	29.1%	64.3%
E	152	147	75	10	100	40	60	65
%V	11.9%	11.9%	10.2%	8.2%	12.1%	8.9%	16.1%	6.8%
%H		96.7%	49.3%	6.6%	65.8%	26.3%	39.5%	42.8%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV HTV Wales

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1238	738	122	824	451	373	959
%H		97.3%	58.0%	9.6%	64.7%	35.4%	29.3%	75.3%
Working full time	428	420	272	47	273	173	100	385
%V	33.6%	33.9%	36.9%	38.5%	33.1%	38.4%	26.8%	40.1%
%H		98.1%	63.6%	11.0%	63.8%	40.4%	23.4%	90.0%
Working part time	184	181	118	19	117	74	43	156
%V	14.5%	14.6%	16.0%	15.6%	14.2%	16.4%	11.5%	16.3%
%H		98.4%	64.1%	10.3%	63.6%	40.2%	23.4%	84.8%
Not working	661	636	348	56	434	205	230	417
%V	51.9%	51.4%	47.2%	45.9%	52.7%	45.5%	61.7%	43.5%
%H		96.2%	52.6%	8.5%	65.7%	31.0%	34.8%	63.1%
Housewife/Houseperson	1056	1031	608	98	685	363	322	771
%V	83.0%	83.3%	82.4%	80.3%	83.1%	80.5%	86.3%	80.4%
%H		97.6%	57.6%	9.3%	64.9%	34.4%	30.5%	73.0%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Channel Islands

Contents	Page
Household	
Table 15.1: Social Grade	396
Table 15.2: Housewife Age	397
Table 15.3: Size of Household	398
Table 15.4: Presence of Children	399
Table 15.5: Number of TV sets in household	400
Table 15.6: Screen size	401
Table 15.7: Location of ANY set in household	402
Table 15.8: Platform Provider	403
Table 15.9: Recorders and other equipment	404
Table 15.10: Computers and Internet	405
Sets	
Table 15.11: Screen Size	406
Table 15.12: Location of set	407
Table 15.13: Recorders	408
Table 15.14: Other TV equipment	408
Table 15.15: Main Set Screen Size	409
Table 15.16: Main Set Recorders	410
Table 15.17: Main Set - Other TV equipment	410
Table 15.18: Other Sets (non-Main Set) Screen Size	411
Table 15.19: Other Set (non-Main Set) Recorders	412
Table 15.20: Other Set (non-Main Set) - Other TV equipment	412
Individuals	
Table 15.21: Age of Children	413
Table 15.22: Adults - Age	414
Table 15.23: Social Grade (Adults 16+)	415
Table 15.24: Working Status (Adults 16+)	416
Table 15.25: Males - Age	417
Table 15.26: Social Grade (Males 16+)	418
Table 15.27: Working Status (Males 16+)	419
Table 15.28: Females - Age	420
Table 15.29: Social Grade (Females 16+)	421
Table 15.30: Working Status (Females 16+)	422

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Household level data

Table 15.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	68	47	2	47	28	19	58
%H (All HH)		97.1%	67.1%	2.9%	67.1%	40.0%	27.1%	82.9%
%H (TV HH)			69.1%	2.9%	69.1%	41.2%	27.9%	
AB	26	26	20	0	16	10	6	25
%V	37.1%	38.2%	42.6%	0.0%	34.0%	35.7%	31.6%	43.1%
%H (All HH)		100.0%	76.9%	0.0%	61.5%	38.5%	23.1%	96.2%
%H (TV HH)			76.9%	0.0%	61.5%	38.5%	23.1%	
C1	22	20	15	0	16	11	5	19
%V	31.4%	29.4%	31.9%	0.0%	34.0%	39.3%	26.3%	32.8%
%H (All HH)		90.9%	68.2%	0.0%	72.7%	50.0%	22.7%	86.4%
%H (TV HH)			75.0%	0.0%	80.0%	55.0%	25.0%	
C2	10	10	6	1	7	3	4	8
%V	14.3%	14.7%	12.8%	50.0%	14.9%	10.7%	21.1%	13.8%
%H (All HH)		100.0%	60.0%	10.0%	70.0%	30.0%	40.0%	80.0%
%H (TV HH)			60.0%	10.0%	70.0%	30.0%	40.0%	
D	9	8	5	1	6	3	2	6
%V	12.9%	11.8%	10.6%	50.0%	12.8%	10.7%	10.5%	10.3%
%H (All HH)		88.9%	55.6%	11.1%	66.7%	33.3%	22.2%	66.7%
%H (TV HH)			62.5%	12.5%	75.0%	37.5%	25.0%	
E	3	3	0	0	2	0	2	0
%V	4.3%	4.4%	0.0%	0.0%	4.3%	0.0%	10.5%	0.0%
%H (All HH)		100.0%	0.0%	0.0%	66.7%	0.0%	66.7%	0.0%
%H (TV HH)			0.0%	0.0%	66.7%	0.0%	66.7%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	68	47	2	47	28	19	58
%H (All HH)		97.1%	67.1%	2.9%	67.1%	40.0%	27.1%	82.9%
%H (TV HH)			69.1%	2.9%	69.1%	41.2%	27.9%	
Under 25	4	3	0	0	3	0	3	3
%V	5.7%	4.4%	0.0%	0.0%	6.4%	0.0%	15.8%	5.2%
%H (All HH)		75.0%	0.0%	0.0%	75.0%	0.0%	75.0%	75.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
25 - 34	5	3	3	0	0	0	0	5
%V	7.1%	4.4%	6.4%	0.0%	0.0%	0.0%	0.0%	8.6%
%H (All HH)		60.0%	60.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%	
35 - 44	14	14	11	0	7	5	2	13
%V	20.0%	20.6%	23.4%	0.0%	14.9%	17.9%	10.5%	22.4%
%H (All HH)		100.0%	78.6%	0.0%	50.0%	35.7%	14.3%	92.9%
%H (TV HH)			78.6%	0.0%	50.0%	35.7%	14.3%	
45 - 54	19	19	12	1	13	7	6	18
%V	27.1%	27.9%	25.5%	50.0%	27.7%	25.0%	31.6%	31.0%
%H (All HH)		100.0%	63.2%	5.3%	68.4%	36.8%	31.6%	94.7%
%H (TV HH)			63.2%	5.3%	68.4%	36.8%	31.6%	
55 - 64	11	11	8	0	8	6	2	8
%V	15.7%	16.2%	17.0%	0.0%	17.0%	21.4%	10.5%	13.8%
%H (All HH)		100.0%	72.7%	0.0%	72.7%	54.5%	18.2%	72.7%
%H (TV HH)			72.7%	0.0%	72.7%	54.5%	18.2%	
65 +	18	18	12	1	16	11	6	11
%V	25.7%	26.5%	25.5%	50.0%	34.0%	39.3%	31.6%	19.0%
%H (All HH)		100.0%	66.7%	5.6%	88.9%	61.1%	33.3%	61.1%
%H (TV HH)			66.7%	5.6%	88.9%	61.1%	33.3%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Household level data

Table 15.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	70	68	47	2	47	28	19	58
%H (All HH)		97.1%	67.1%	2.9%	67.1%	40.0%	27.1%	82.9%
%H (TV HH)			69.1%	2.9%	69.1%	41.2%	27.9%	
1	19	17	7	1	17	7	9	12
%V	27.1%	25.0%	14.9%	50.0%	36.2%	25.0%	47.4%	20.7%
%H (All HH)		89.5%	36.8%	5.3%	89.5%	36.8%	47.4%	63.2%
%H (TV HH)			41.2%	5.9%	100.0%	41.2%	52.9%	
2	20	19	16	1	13	9	3	17
%V	28.6%	27.9%	34.0%	50.0%	27.7%	32.1%	15.8%	29.3%
%H (All HH)		95.0%	80.0%	5.0%	65.0%	45.0%	15.0%	85.0%
%H (TV HH)			84.2%	5.3%	68.4%	47.4%	15.8%	
3	15	15	12	0	7	5	2	13
%V	21.4%	22.1%	25.5%	0.0%	14.9%	17.9%	10.5%	22.4%
%H (All HH)		100.0%	80.0%	0.0%	46.7%	33.3%	13.3%	86.7%
%H (TV HH)			80.0%	0.0%	46.7%	33.3%	13.3%	
4	14	14	11	0	9	6	3	13
%V	20.0%	20.6%	23.4%	0.0%	19.1%	21.4%	15.8%	22.4%
%H (All HH)		100.0%	78.6%	0.0%	64.3%	42.9%	21.4%	92.9%
%H (TV HH)			78.6%	0.0%	64.3%	42.9%	21.4%	
5+	3	3	2	0	2	1	1	3
%V	4.3%	4.4%	4.3%	0.0%	4.3%	3.6%	5.3%	5.2%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	
Average HH size	2.47	2.52	2.69	2.43	2.31	2.44	2.13	2.63

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	68	47	2	47	28	19	58
%H (All HH)		97.1%	67.1%	2.9%	67.1%	40.0%	27.1%	82.9%
%H (TV HH)			69.1%	2.9%	69.1%	41.2%	27.9%	
Without	50	47	32	1	37	23	14	40
%V	71.4%	69.1%	68.1%	50.0%	78.7%	82.1%	73.7%	69.0%
%H (All HH)		94.0%	64.0%	2.0%	74.0%	46.0%	28.0%	80.0%
%H (TV HH)			68.1%	2.1%	78.7%	48.9%	29.8%	
With	20	20	15	0	11	5	5	18
%V	28.6%	29.4%	31.9%	0.0%	23.4%	17.9%	26.3%	31.0%
%H (All HH)		100.0%	75.0%	0.0%	55.0%	25.0%	25.0%	90.0%
%H (TV HH)			75.0%	0.0%	55.0%	25.0%	25.0%	
0 - 3	5	5	3	0	3	2	2	4
%V	7.1%	7.4%	6.4%	0.0%	6.4%	7.1%	10.5%	6.9%
%H (All HH)		100.0%	60.0%	0.0%	60.0%	40.0%	40.0%	80.0%
%H (TV HH)			60.0%	0.0%	60.0%	40.0%	40.0%	
4 - 9	10	10	8	0	5	3	2	10
%V	14.3%	14.7%	17.0%	0.0%	10.6%	10.7%	10.5%	17.2%
%H (All HH)		100.0%	80.0%	0.0%	50.0%	30.0%	20.0%	100.0%
%H (TV HH)			80.0%	0.0%	50.0%	30.0%	20.0%	
10 - 15	10	10	7	0	5	3	2	9
%V	14.3%	14.7%	14.9%	0.0%	10.6%	10.7%	10.5%	15.5%
%H (All HH)		100.0%	70.0%	0.0%	50.0%	30.0%	20.0%	90.0%
%H (TV HH)			70.0%	0.0%	50.0%	30.0%	20.0%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	68	47	2	47	28	19	58
%H (All HH)		97.1%	67.1%	2.9%	67.1%	40.0%	27.1%	82.9%
%H (TV HH)			69.1%	2.9%	69.1%	41.2%	27.9%	
1	18	18	6	1	15	4	11	10
%V	25.7%	26.5%	12.8%	50.0%	31.9%	14.3%	57.9%	17.2%
%H (All HH)		100.0%	33.3%	5.6%	83.3%	22.2%	61.1%	55.6%
%H (TV HH)			33.3%	5.6%	83.3%	22.2%	61.1%	
2	20	20	14	0	14	7	6	17
%V	28.6%	29.4%	29.8%	0.0%	29.8%	25.0%	31.6%	29.3%
%H (All HH)		100.0%	70.0%	0.0%	70.0%	35.0%	30.0%	85.0%
%H (TV HH)			70.0%	0.0%	70.0%	35.0%	30.0%	
3	15	15	14	1	9	9	1	15
%V	21.4%	22.1%	29.8%	50.0%	19.1%	32.1%	5.3%	25.9%
%H (All HH)		100.0%	93.3%	6.7%	60.0%	60.0%	6.7%	100.0%
%H (TV HH)			93.3%	6.7%	60.0%	60.0%	6.7%	
4	9	9	8	0	5	5	1	8
%V	12.9%	13.2%	17.0%	0.0%	10.6%	17.9%	5.3%	13.8%
%H (All HH)		100.0%	88.9%	0.0%	55.6%	55.6%	11.1%	88.9%
%H (TV HH)			88.9%	0.0%	55.6%	55.6%	11.1%	
5+	6	6	5	0	4	4	1	5
%V	8.6%	8.8%	10.6%	0.0%	8.5%	14.3%	5.3%	8.6%
%H (All HH)		100.0%	83.3%	0.0%	66.7%	66.7%	16.7%	83.3%
%H (TV HH)			83.3%	0.0%	66.7%	66.7%	16.7%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	68	47	2	47	28	19	58
%H (All HH)		97.1%	67.1%	2.9%	67.1%	40.0%	27.1%	82.9%
%H (TV HH)			69.1%	2.9%	69.1%	41.2%	27.9%	
Under 20"	29	29	23	0	23	17	6	27
%V	41.4%	42.6%	48.9%	0.0%	48.9%	60.7%	31.6%	46.6%
%H (All HH)		100.0%	79.3%	0.0%	79.3%	58.6%	20.7%	93.1%
%H (TV HH)			79.3%	0.0%	79.3%	58.6%	20.7%	
20" - 29"	30	30	19	2	21	12	9	24
%V	42.9%	44.1%	40.4%	100.0%	44.7%	42.9%	47.4%	41.4%
%H (All HH)		100.0%	63.3%	6.7%	70.0%	40.0%	30.0%	80.0%
%H (TV HH)			63.3%	6.7%	70.0%	40.0%	30.0%	
30" - 39"	27	27	18	1	18	9	9	25
%V	38.6%	39.7%	38.3%	50.0%	38.3%	32.1%	47.4%	43.1%
%H (All HH)		100.0%	66.7%	3.7%	66.7%	33.3%	33.3%	92.6%
%H (TV HH)			66.7%	3.7%	66.7%	33.3%	33.3%	
40" and over	39	39	35	0	24	20	4	34
%V	55.7%	57.4%	74.5%	0.0%	51.1%	71.4%	21.1%	58.6%
%H (All HH)		100.0%	89.7%	0.0%	61.5%	51.3%	10.3%	87.2%
%H (TV HH)			89.7%	0.0%	61.5%	51.3%	10.3%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	68	47	2	47	28	19	58
%H (All HH)		97.1%	67.1%	2.9%	67.1%	40.0%	27.1%	82.9%
%H (TV HH)			69.1%	2.9%	69.1%	41.2%	27.9%	
Main living room	65	65	45	2	47	28	18	54
%V	92.9%	95.6%	95.7%	100.0%	100.0%	100.0%	94.7%	93.1%
%H (All HH)		100.0%	69.2%	3.1%	72.3%	43.1%	27.7%	83.1%
%H (TV HH)			69.2%	3.1%	72.3%	43.1%	27.7%	
Kitchen	16	16	15	0	12	10	1	15
%V	22.9%	23.5%	31.9%	0.0%	25.5%	35.7%	5.3%	25.9%
%H (All HH)		100.0%	93.8%	0.0%	75.0%	62.5%	6.3%	93.8%
%H (TV HH)			93.8%	0.0%	75.0%	62.5%	6.3%	
Adult's bedroom	37	37	31	1	24	19	5	35
%V	52.9%	54.4%	66.0%	50.0%	51.1%	67.9%	26.3%	60.3%
%H (All HH)		100.0%	83.8%	2.7%	64.9%	51.4%	13.5%	94.6%
%H (TV HH)			83.8%	2.7%	64.9%	51.4%	13.5%	
Child's bedroom	8	8	7	0	4	4	1	8
%V	11.4%	11.8%	14.9%	0.0%	8.5%	14.3%	5.3%	13.8%
%H (All HH)		100.0%	87.5%	0.0%	50.0%	50.0%	12.5%	100.0%
%H (TV HH)			87.5%	0.0%	50.0%	50.0%	12.5%	
Other bedroom	4	4	4	0	3	3	0	4
%V	5.7%	5.9%	8.5%	0.0%	6.4%	10.7%	0.0%	6.9%
%H (All HH)		100.0%	100.0%	0.0%	75.0%	75.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	75.0%	75.0%	0.0%	
Second living/dining room	10	10	9	0	7	6	2	10
%V	14.3%	14.7%	19.1%	0.0%	14.9%	21.4%	10.5%	17.2%
%H (All HH)		100.0%	90.0%	0.0%	70.0%	60.0%	20.0%	100.0%
%H (TV HH)			90.0%	0.0%	70.0%	60.0%	20.0%	
Study/office	3	3	2	0	2	1	1	3
%V	4.3%	4.4%	4.3%	0.0%	4.3%	3.6%	5.3%	5.2%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	
TV room	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Conservatory	2	2	2	0	1	1	0	1
%V	2.9%	2.9%	4.3%	0.0%	2.1%	3.6%	0.0%	1.7%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	50.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Attic or loft room	1	1	1	0	0	0	0	1
%V	1.4%	1.5%	2.1%	0.0%	0.0%	0.0%	0.0%	1.7%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%	
No specific location	1	1	1	0	0	0	0	1
%V	1.4%	1.5%	2.1%	0.0%	0.0%	0.0%	0.0%	1.7%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%	
Other	2	2	2	0	0	0	0	2
%V	2.9%	2.9%	4.3%	0.0%	0.0%	0.0%	0.0%	3.4%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Household level data

Table 15.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	68	47	2	47	28	19	58
%H (All HH)		97.1%	67.1%	2.9%	67.1%	40.0%	27.1%	82.9%
%H (TV HH)			69.1%	2.9%	69.1%	41.2%	27.9%	
Any DSAT provider	47	47	47	0	27	27	0	41
%V	67.1%	69.1%	100.0%	0.0%	57.4%	96.4%	0.0%	70.7%
%H (All HH)			100.0%	0.0%	57.4%	57.4%	0.0%	87.2%
%H (TV HH)			100.0%	0.0%	57.4%	57.4%	0.0%	
Sky with subscription	36	36	36	0	20	20	0	32
%V	51.4%	52.9%	76.6%	0.0%	42.6%	71.4%	0.0%	55.2%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	88.9%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
Sky without subscription	7	7	7	0	5	5	0	6
%V	10.0%	10.3%	14.9%	0.0%	10.6%	17.9%	0.0%	10.3%
%H (All HH)			100.0%	0.0%	71.4%	71.4%	0.0%	85.7%
%H (TV HH)			100.0%	0.0%	71.4%	71.4%	0.0%	
Freesat	6	6	6	0	4	4	0	5
%V	8.6%	8.8%	12.8%	0.0%	8.5%	14.3%	0.0%	8.6%
%H (All HH)			100.0%	0.0%	66.7%	66.7%	0.0%	83.3%
%H (TV HH)			100.0%	0.0%	66.7%	66.7%	0.0%	
Other satellite provider	1	1	1	0	0	0	0	1
%V	1.4%	1.5%	2.1%	0.0%	0.0%	0.0%	0.0%	1.7%
%H (All HH)			100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%	
DCAB	2	2	0	2	1	1	0	1
%V	2.9%	2.9%	0.0%	100.0%	2.1%	3.6%	0.0%	1.7%
%H (All HH)			0.0%	100.0%	50.0%	50.0%	0.0%	50.0%
%H (TV HH)			0.0%	100.0%	50.0%	50.0%	0.0%	
DTT	47	47	27	1	47	28	19	36
%V	67.1%	69.1%	57.4%	50.0%	100.0%	100.0%	100.0%	62.1%
%H (All HH)		100.0%	57.4%	2.1%	100.0%	59.6%	40.4%	76.6%
%H (TV HH)			57.4%	2.1%	100.0%	59.6%	40.4%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	68	47	2	47	28	19	58
%H (All HH)		97.1%	67.1%	2.9%	67.1%	40.0%	27.1%	82.9%
%H (TV HH)			69.1%	2.9%	69.1%	41.2%	27.9%	
PVR	39	39	35	0	24	20	4	35
%V	55.7%	57.4%	74.5%	0.0%	51.1%	71.4%	21.1%	60.3%
%H (All HH)		100.0%	89.7%	0.0%	61.5%	51.3%	10.3%	89.7%
%H (TV HH)			89.7%	0.0%	61.5%	51.3%	10.3%	
DVDR	2	2	1	1	1	0	1	2
%V	2.9%	2.9%	2.1%	50.0%	2.1%	0.0%	5.3%	3.4%
%H (All HH)		100.0%	50.0%	50.0%	50.0%	0.0%	50.0%	100.0%
%H (TV HH)			50.0%	50.0%	50.0%	0.0%	50.0%	
VCR	4	4	3	0	3	2	1	3
%V	5.7%	5.9%	6.4%	0.0%	6.4%	7.1%	5.3%	5.2%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%	75.0%
%H (TV HH)			75.0%	0.0%	75.0%	50.0%	25.0%	
Any recorder	43	43	38	1	27	22	4	38
%V	61.4%	63.2%	80.9%	50.0%	57.4%	78.6%	21.1%	65.5%
%H (All HH)		100.0%	88.4%	2.3%	62.8%	51.2%	9.3%	88.4%
%H (TV HH)			88.4%	2.3%	62.8%	51.2%	9.3%	
Receives HDTV (via STB or built-in reception)	35	35	28	0	25	17	8	31
%V	50.0%	51.5%	59.6%	0.0%	53.2%	60.7%	42.1%	53.4%
%H (All HH)		100.0%	80.0%	0.0%	71.4%	48.6%	22.9%	88.6%
%H (TV HH)			80.0%	0.0%	71.4%	48.6%	22.9%	
DVD/Blu-ray player or recorder	55	55	41	1	38	25	13	49
%V	78.6%	80.9%	87.2%	50.0%	80.9%	89.3%	68.4%	84.5%
%H (All HH)		100.0%	74.5%	1.8%	69.1%	45.5%	23.6%	89.1%
%H (TV HH)			74.5%	1.8%	69.1%	45.5%	23.6%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	70	68	47	2	47	28	19	58
%V (All HH)		97.1%	67.1%	2.9%	67.1%	40.0%	27.1%	82.9%
%H (TV HH)			69.1%	2.9%	69.1%	41.2%	27.9%	
Has broadband internet	58	56	41	1	36	22	14	58
%V	82.9%	82.4%	87.2%	50.0%	76.6%	78.6%	73.7%	100.0%
%H (All HH)		96.6%	70.7%	1.7%	62.1%	37.9%	24.1%	100.0%
%H (TV HH)			73.2%	1.8%	64.3%	39.3%	25.0%	
Number of computers (PCs and laptops)								
0	11	12	5	1	11	5	5	1
%V	15.7%	17.6%	10.6%	50.0%	23.4%	17.9%	26.3%	1.7%
%H (All HH)		109.1%	45.5%	9.1%	100.0%	45.5%	45.5%	9.1%
%H (TV HH)			41.7%	8.3%	91.7%	41.7%	41.7%	
1	21	19	10	1	15	7	8	20
%V	30.0%	27.9%	21.3%	50.0%	31.9%	25.0%	42.1%	34.5%
%H (All HH)		90.5%	47.6%	4.8%	71.4%	33.3%	38.1%	95.2%
%H (TV HH)			52.6%	5.3%	78.9%	36.8%	42.1%	
2	11	10	7	0	7	4	3	10
%V	15.7%	14.7%	14.9%	0.0%	14.9%	14.3%	15.8%	17.2%
%H (All HH)		90.9%	63.6%	0.0%	63.6%	36.4%	27.3%	90.9%
%H (TV HH)			70.0%	0.0%	70.0%	40.0%	30.0%	
3	9	9	9	0	4	3	1	9
%V	12.9%	13.2%	19.1%	0.0%	8.5%	10.7%	5.3%	15.5%
%H (All HH)		100.0%	100.0%	0.0%	44.4%	33.3%	11.1%	100.0%
%H (TV HH)			100.0%	0.0%	44.4%	33.3%	11.1%	
4	11	11	9	0	8	6	2	11
%V	15.7%	16.2%	19.1%	0.0%	17.0%	21.4%	10.5%	19.0%
%H (All HH)		100.0%	81.8%	0.0%	72.7%	54.5%	18.2%	100.0%
%H (TV HH)			81.8%	0.0%	72.7%	54.5%	18.2%	
5+	6	6	6	0	3	3	0	6
%V	8.6%	8.8%	12.8%	0.0%	6.4%	10.7%	0.0%	10.3%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	170	133	5	114	82	32	149
%H		78.2%	2.9%	67.1%	48.2%	18.8%	87.6%
Under 20"	40	34	0	31	25	7	38
%V	23.5%	25.6%	0.0%	27.2%	30.5%	21.9%	25.5%
%H		85.0%	0.0%	77.5%	62.5%	17.5%	95.0%
20" - 29"	40	26	3	28	17	10	32
%V	23.5%	19.5%	60.0%	24.6%	20.7%	31.3%	21.5%
%H		65.0%	7.5%	70.0%	42.5%	25.0%	80.0%
30" - 39"	37	27	1	21	12	9	35
%V	21.8%	20.3%	20.0%	18.4%	14.6%	28.1%	23.5%
%H		73.0%	2.7%	56.8%	32.4%	24.3%	94.6%
40" and over	47	43	0	31	27	4	42
%V	27.6%	32.3%	0.0%	27.2%	32.9%	12.5%	28.2%
%H		91.5%	0.0%	66.0%	57.4%	8.5%	89.4%
Don't know	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Not Asked	6	3	1	3	1	2	2
%V	3.5%	2.3%	20.0%	2.6%	1.2%	6.3%	1.3%
%H		50.0%	16.7%	50.0%	16.7%	33.3%	33.3%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	170	133	5	114	82	32	149
%H		78.2%	2.9%	67.1%	48.2%	18.8%	87.6%
Main living room	66	46	2	47	28	18	54
%V	38.8%	34.6%	40.0%	41.2%	34.1%	56.3%	36.2%
%H		69.7%	3.0%	71.2%	42.4%	27.3%	81.8%
Kitchen	16	15	0	12	10	1	15
%V	9.4%	11.3%	0.0%	10.5%	12.2%	3.1%	10.1%
%H		93.8%	0.0%	75.0%	62.5%	6.3%	93.8%
Adult's bedroom	48	40	2	33	25	7	45
%V	28.2%	30.1%	40.0%	28.9%	30.5%	21.9%	30.2%
%H		83.3%	4.2%	68.8%	52.1%	14.6%	93.8%
Child's bedroom	10	8	0	4	4	1	10
%V	5.9%	6.0%	0.0%	3.5%	4.9%	3.1%	6.7%
%H		80.0%	0.0%	40.0%	40.0%	10.0%	100.0%
Other bedroom	6	6	0	4	4	0	6
%V	3.5%	4.5%	0.0%	3.5%	4.9%	0.0%	4.0%
%H		100.0%	0.0%	66.7%	66.7%	0.0%	100.0%
Second living/dining room	10	9	0	7	6	2	10
%V	5.9%	6.8%	0.0%	6.1%	7.3%	6.3%	6.7%
%H		90.0%	0.0%	70.0%	60.0%	20.0%	100.0%
Study/office	3	2	0	2	1	1	3
%V	1.8%	1.5%	0.0%	1.8%	1.2%	3.1%	2.0%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
TV room	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Conservatory	2	2	0	1	1	0	1
%V	1.2%	1.5%	0.0%	0.9%	1.2%	0.0%	0.7%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	50.0%
Attic or loft room	1	1	0	0	0	0	1
%V	0.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.7%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
No specific location	1	1	0	0	0	0	1
%V	0.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.7%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Other	2	2	0	0	0	0	2
%V	1.2%	1.5%	0.0%	0.0%	0.0%	0.0%	1.3%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Not Asked	6	3	1	3	1	2	2
%V	3.5%	2.3%	20.0%	2.6%	1.2%	6.3%	1.3%
%H		50.0%	16.7%	50.0%	16.7%	33.3%	33.3%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	170	133	5	114	82	32	149
%H		78.2%	2.9%	67.1%	48.2%	18.8%	87.6%
PVR	68	65	0	43	40	4	63
%V	40.0%	48.9%	0.0%	37.7%	48.8%	12.5%	42.3%
%H		95.6%	0.0%	63.2%	58.8%	5.9%	92.6%
DVDR	2	1	1	1	0	1	2
%V	1.2%	0.8%	20.0%	0.9%	0.0%	3.1%	1.3%
%H		50.0%	50.0%	50.0%	0.0%	50.0%	100.0%
VCR	5	4	0	3	2	1	4
%V	2.9%	3.0%	0.0%	2.6%	2.4%	3.1%	2.7%
%H		80.0%	0.0%	60.0%	40.0%	20.0%	80.0%
Any recorder	73	68	1	46	42	4	67
%V	42.9%	51.1%	20.0%	40.4%	51.2%	12.5%	45.0%
%H		93.2%	1.4%	63.0%	57.5%	5.5%	91.8%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	170	133	5	114	82	32	149
%H		78.2%	2.9%	67.1%	48.2%	18.8%	87.6%
Receives HDTV (via STB or built-in reception)	54	46	0	37	29	8	49
%V	31.8%	34.6%	0.0%	32.5%	35.4%	25.0%	32.9%
%H		85.2%	0.0%	68.5%	53.7%	14.8%	90.7%
DVD/Blu-ray player or recorder	92	72	1	62	43	19	85
%V	54.1%	54.1%	20.0%	54.4%	52.4%	59.4%	57.0%
%H		78.3%	1.1%	67.4%	46.7%	20.7%	92.4%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	68	47	2	47	28	19	56
%H		69.1%	2.9%	69.1%	41.2%	27.9%	82.4%
Under 20"	1	0	0	1	0	1	1
%V	1.5%	0.0%	0.0%	2.1%	0.0%	5.3%	1.8%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
20" - 29"	11	3	1	9	2	7	6
%V	16.2%	6.4%	50.0%	19.1%	7.1%	36.8%	10.7%
%H		27.3%	9.1%	81.8%	18.2%	63.6%	54.5%
30" - 39"	17	9	1	15	7	8	15
%V	25.0%	19.1%	50.0%	31.9%	25.0%	42.1%	26.8%
%H		52.9%	5.9%	88.2%	41.2%	47.1%	88.2%
40" and over	39	35	0	23	19	4	34
%V	57.4%	74.5%	0.0%	48.9%	67.9%	21.1%	60.7%
%H		89.7%	0.0%	59.0%	48.7%	10.3%	87.2%
Don't know	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Not Asked	0	0	0	0	0	0	0
%V	0.0%	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: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	68	47	2	47	28	19	56
%H		69.1%	2.9%	69.1%	41.2%	27.9%	82.4%
PVR	37	33	0	23	20	4	33
%V	54.4%	70.2%	0.0%	48.9%	71.4%	21.1%	58.9%
%H		89.2%	0.0%	62.2%	54.1%	10.8%	89.2%
DVDR	1	0	1	1	0	1	1
%V	1.5%	0.0%	50.0%	2.1%	0.0%	5.3%	1.8%
%H		0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
VCR	4	3	0	3	2	1	3
%V	5.9%	6.4%	0.0%	6.4%	7.1%	5.3%	5.4%
%H		75.0%	0.0%	75.0%	50.0%	25.0%	75.0%
Any recorder	40	35	1	26	21	4	36
%V	58.8%	74.5%	50.0%	55.3%	75.0%	21.1%	64.3%
%H		87.5%	2.5%	65.0%	52.5%	10.0%	90.0%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	68	47	2	47	28	19	56
%H		69.1%	2.9%	69.1%	41.2%	27.9%	82.4%
Receives HDTV (via STB or built-in reception)	33	26	0	23	16	7	28
%V	48.5%	55.3%	0.0%	48.9%	57.1%	36.8%	50.0%
%H		78.8%	0.0%	69.7%	48.5%	21.2%	84.8%
DVD/Blu-ray player or recorder	53	39	1	36	23	13	47
%V	77.9%	83.0%	50.0%	76.6%	82.1%	68.4%	83.9%
%H		73.6%	1.9%	67.9%	43.4%	24.5%	88.7%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	102	86	3	66	54	13	94
%H		84.3%	2.9%	64.7%	52.9%	12.7%	92.2%
Under 20"	40	34	0	31	25	6	37
%V	39.2%	39.5%	0.0%	47.0%	46.3%	46.2%	39.4%
%H		85.0%	0.0%	77.5%	62.5%	15.0%	92.5%
20" - 29"	29	24	2	18	15	3	25
%V	28.4%	27.9%	66.7%	27.3%	27.8%	23.1%	26.6%
%H		82.8%	6.9%	62.1%	51.7%	10.3%	86.2%
30" - 39"	19	18	0	6	5	1	19
%V	18.6%	20.9%	0.0%	9.1%	9.3%	7.7%	20.2%
%H		94.7%	0.0%	31.6%	26.3%	5.3%	100.0%
40" and over	9	8	0	8	8	1	8
%V	8.8%	9.3%	0.0%	12.1%	14.8%	7.7%	8.5%
%H		88.9%	0.0%	88.9%	88.9%	11.1%	88.9%
Don't know	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Not Asked	5	2	1	3	1	2	5
%V	4.9%	2.3%	33.3%	4.5%	1.9%	15.4%	5.3%
%H		40.0%	20.0%	60.0%	20.0%	40.0%	100.0%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	102	86	3	66	54	13	94
%H		84.3%	2.9%	64.7%	52.9%	12.7%	92.2%
PVR	32	32	0	20	20	0	30
%V	31.4%	37.2%	0.0%	30.3%	37.0%	0.0%	31.9%
%H		100.0%	0.0%	62.5%	62.5%	0.0%	93.8%
DVDR	1	1	0	0	0	0	1
%V	1.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.1%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
VCR	1	1	0	0	0	0	1
%V	1.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.1%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Any recorder	33	33	0	20	20	0	31
%V	32.4%	38.4%	0.0%	30.3%	37.0%	0.0%	33.0%
%H		100.0%	0.0%	60.6%	60.6%	0.0%	93.9%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	102	86	3	66	54	13	94
%H		84.3%	2.9%	64.7%	52.9%	12.7%	92.2%
Receives HDTV (via STB or built-in reception)	21	20	0	14	13	2	21
%V	20.6%	23.3%	0.0%	21.2%	24.1%	15.4%	22.3%
%H		95.2%	0.0%	66.7%	61.9%	9.5%	100.0%
DVD/Blu-ray player or recorder	39	33	0	26	20	6	38
%V	38.2%	38.4%	0.0%	39.4%	37.0%	46.2%	40.4%
%H		84.6%	0.0%	66.7%	51.3%	15.4%	97.4%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	174	170	125	5	109	69	40	153
%H		97.7%	71.8%	2.9%	62.6%	39.7%	23.0%	87.9%
Total Children	30	30	21	1	17	9	8	27
%V	17.2%	17.6%	16.8%	20.0%	15.6%	13.0%	20.0%	17.6%
%H		100.0%	70.0%	3.3%	56.7%	30.0%	26.7%	90.0%
0 - 3	7	7	4	0	5	2	2	5
%V	4.0%	4.1%	3.2%	0.0%	4.6%	2.9%	5.0%	3.3%
%H		100.0%	57.1%	0.0%	71.4%	28.6%	28.6%	71.4%
4 - 15	24	24	17	1	13	7	6	22
%V	13.8%	14.1%	13.6%	20.0%	11.9%	10.1%	15.0%	14.4%
%H		100.0%	70.8%	4.2%	54.2%	29.2%	25.0%	91.7%
4 - 9	11	11	8	0	5	3	2	10
%V	6.3%	6.5%	6.4%	0.0%	4.6%	4.3%	5.0%	6.5%
%H		100.0%	72.7%	0.0%	45.5%	27.3%	18.2%	90.9%
10 - 15	13	13	9	1	7	4	3	12
%V	7.5%	7.6%	7.2%	20.0%	6.4%	5.8%	7.5%	7.8%
%H		100.0%	69.2%	7.7%	53.8%	30.8%	23.1%	92.3%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	174	170	125	5	109	69	40	153
%H		97.7%	71.8%	2.9%	62.6%	39.7%	23.0%	87.9%
Total Adults (16+)	143	140	104	4	92	60	33	126
%V	82.2%	82.4%	83.2%	80.0%	84.4%	87.0%	82.5%	82.4%
%H		97.9%	72.7%	2.8%	64.3%	42.0%	23.1%	88.1%
16 - 19	12	12	9	1	7	5	2	11
%V	6.9%	7.1%	7.2%	20.0%	6.4%	7.2%	5.0%	7.2%
%H		100.0%	75.0%	8.3%	58.3%	41.7%	16.7%	91.7%
20 - 24	14	13	7	1	8	3	5	13
%V	8.0%	7.6%	5.6%	20.0%	7.3%	4.3%	12.5%	8.5%
%H		92.9%	50.0%	7.1%	57.1%	21.4%	35.7%	92.9%
25 - 34	10	8	7	0	3	2	1	9
%V	5.7%	4.7%	5.6%	0.0%	2.8%	2.9%	2.5%	5.9%
%H		80.0%	70.0%	0.0%	30.0%	20.0%	10.0%	90.0%
35 - 44	26	25	18	1	13	7	6	25
%V	14.9%	14.7%	14.4%	20.0%	11.9%	10.1%	15.0%	16.3%
%H		96.2%	69.2%	3.8%	50.0%	26.9%	23.1%	96.2%
45 - 54	36	36	27	1	23	15	8	34
%V	20.7%	21.2%	21.6%	20.0%	21.1%	21.7%	20.0%	22.2%
%H		100.0%	75.0%	2.8%	63.9%	41.7%	22.2%	94.4%
55 - 64	21	21	16	0	16	11	5	18
%V	12.1%	12.4%	12.8%	0.0%	14.7%	15.9%	12.5%	11.8%
%H		100.0%	76.2%	0.0%	76.2%	52.4%	23.8%	85.7%
65+	26	26	19	1	22	16	7	17
%V	14.9%	15.3%	15.2%	20.0%	20.2%	23.2%	17.5%	11.1%
%H		100.0%	73.1%	3.8%	84.6%	61.5%	26.9%	65.4%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	143	140	104	4	92	60	33	126
%H		97.9%	72.7%	2.8%	64.3%	42.0%	23.1%	88.1%
AB	54	54	47	0	27	21	7	52
%V	37.8%	38.6%	45.2%	0.0%	29.3%	35.0%	21.2%	41.3%
%H		100.0%	87.0%	0.0%	50.0%	38.9%	13.0%	96.3%
C1	45	43	33	0	35	25	10	42
%V	31.5%	30.7%	31.7%	0.0%	38.0%	41.7%	30.3%	33.3%
%H		95.6%	73.3%	0.0%	77.8%	55.6%	22.2%	93.3%
C2	23	23	14	1	16	8	8	18
%V	16.1%	16.4%	13.5%	25.0%	17.4%	13.3%	24.2%	14.3%
%H		100.0%	60.9%	4.3%	69.6%	34.8%	34.8%	78.3%
D	18	17	10	3	11	6	5	14
%V	12.6%	12.1%	9.6%	75.0%	12.0%	10.0%	15.2%	11.1%
%H		94.4%	55.6%	16.7%	61.1%	33.3%	27.8%	77.8%
E	4	4	0	0	3	0	3	0
%V	2.8%	2.9%	0.0%	0.0%	3.3%	0.0%	9.1%	0.0%
%H		100.0%	0.0%	0.0%	75.0%	0.0%	75.0%	0.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	143	140	104	4	92	60	33	126
%H		97.9%	72.7%	2.8%	64.3%	42.0%	23.1%	88.1%
Working full time	73	72	56	1	43	27	15	69
%V	51.0%	51.4%	53.8%	25.0%	46.7%	45.0%	45.5%	54.8%
%H		98.6%	76.7%	1.4%	58.9%	37.0%	20.5%	94.5%
Working part time	14	13	9	1	8	4	4	12
%V	9.8%	9.3%	8.7%	25.0%	8.7%	6.7%	12.1%	9.5%
%H		92.9%	64.3%	7.1%	57.1%	28.6%	28.6%	85.7%
Not working	57	55	39	2	42	28	13	45
%V	39.9%	39.3%	37.5%	50.0%	45.7%	46.7%	39.4%	35.7%
%H		96.5%	68.4%	3.5%	73.7%	49.1%	22.8%	78.9%
Housewife/Houseperson	70	68	47	2	47	28	19	58
%V	49.0%	48.6%	45.2%	50.0%	51.1%	46.7%	57.6%	46.0%
%H		97.1%	67.1%	2.9%	67.1%	40.0%	27.1%	82.9%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	69	67	50	1	43	27	16	61
%H		97.1%	72.5%	1.4%	62.3%	39.1%	23.2%	88.4%
16 - 19	5	5	3	1	3	2	2	4
%V	7.2%	7.5%	6.0%	100.0%	7.0%	7.4%	12.5%	6.6%
%H		100.0%	60.0%	20.0%	60.0%	40.0%	40.0%	80.0%
20 - 24	8	7	5	0	4	2	3	8
%V	11.6%	10.4%	10.0%	0.0%	9.3%	7.4%	18.8%	13.1%
%H		87.5%	62.5%	0.0%	50.0%	25.0%	37.5%	100.0%
25 - 34	3	3	3	0	2	1	1	3
%V	4.3%	4.5%	6.0%	0.0%	4.7%	3.7%	6.3%	4.9%
%H		100.0%	100.0%	0.0%	66.7%	33.3%	33.3%	100.0%
35 - 44	10	10	7	0	4	2	2	10
%V	14.5%	14.9%	14.0%	0.0%	9.3%	7.4%	12.5%	16.4%
%H		100.0%	70.0%	0.0%	40.0%	20.0%	20.0%	100.0%
45 - 54	19	19	16	0	12	9	3	19
%V	27.5%	28.4%	32.0%	0.0%	27.9%	33.3%	18.8%	31.1%
%H		100.0%	84.2%	0.0%	63.2%	47.4%	15.8%	100.0%
55 - 64	11	11	8	0	8	5	2	10
%V	15.9%	16.4%	16.0%	0.0%	18.6%	18.5%	12.5%	16.4%
%H		100.0%	72.7%	0.0%	72.7%	45.5%	18.2%	90.9%
65+	12	12	8	0	10	7	3	7
%V	17.4%	17.9%	16.0%	0.0%	23.3%	25.9%	18.8%	11.5%
%H		100.0%	66.7%	0.0%	83.3%	58.3%	25.0%	58.3%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	69	67	50	1	43	27	16	61
%H		97.1%	72.5%	1.4%	62.3%	39.1%	23.2%	88.4%
AB	27	27	25	0	13	11	1	25
%V	39.1%	40.3%	50.0%	0.0%	30.2%	40.7%	6.3%	41.0%
%H		100.0%	92.6%	0.0%	48.1%	40.7%	3.7%	92.6%
C1	22	21	14	0	17	10	7	20
%V	31.9%	31.3%	28.0%	0.0%	39.5%	37.0%	43.8%	32.8%
%H		95.5%	63.6%	0.0%	77.3%	45.5%	31.8%	90.9%
C2	10	10	7	0	8	4	3	9
%V	14.5%	14.9%	14.0%	0.0%	18.6%	14.8%	18.8%	14.8%
%H		100.0%	70.0%	0.0%	80.0%	40.0%	30.0%	90.0%
D	8	7	3	1	4	2	2	7
%V	11.6%	10.4%	6.0%	100.0%	9.3%	7.4%	12.5%	11.5%
%H		87.5%	37.5%	12.5%	50.0%	25.0%	25.0%	87.5%
E	2	2	0	0	2	0	2	0
%V	2.9%	3.0%	0.0%	0.0%	4.7%	0.0%	12.5%	0.0%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	69	67	50	1	43	27	16	61
%H		97.1%	72.5%	1.4%	62.3%	39.1%	23.2%	88.4%
Working full time	45	45	35	0	26	16	9	44
%V	65.2%	67.2%	70.0%	0.0%	60.5%	59.3%	56.3%	72.1%
%H		100.0%	77.8%	0.0%	57.8%	35.6%	20.0%	97.8%
Working part time	3	3	3	0	2	2	0	2
%V	4.3%	4.5%	6.0%	0.0%	4.7%	7.4%	0.0%	3.3%
%H		100.0%	100.0%	0.0%	66.7%	66.7%	0.0%	66.7%
Not working	21	20	13	1	16	10	6	15
%V	30.4%	29.9%	26.0%	100.0%	37.2%	37.0%	37.5%	24.6%
%H		95.2%	61.9%	4.8%	76.2%	47.6%	28.6%	71.4%
Housewife/Houseperson	11	10	5	0	8	3	5	8
%V	15.9%	14.9%	10.0%	0.0%	18.6%	11.1%	31.3%	13.1%
%H		90.9%	45.5%	0.0%	72.7%	27.3%	45.5%	72.7%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	75	73	54	3	49	32	17	65
%H		97.3%	72.0%	4.0%	65.3%	42.7%	22.7%	86.7%
16 - 19	7	7	6	0	4	3	1	7
%V	9.3%	9.6%	11.1%	0.0%	8.2%	9.4%	5.9%	10.8%
%H		100.0%	85.7%	0.0%	57.1%	42.9%	14.3%	100.0%
20 - 24	5	5	3	1	4	2	2	4
%V	6.7%	6.8%	5.6%	33.3%	8.2%	6.3%	11.8%	6.2%
%H		100.0%	60.0%	20.0%	80.0%	40.0%	40.0%	80.0%
25 - 34	6	5	5	0	1	1	0	6
%V	8.0%	6.8%	9.3%	0.0%	2.0%	3.1%	0.0%	9.2%
%H		83.3%	83.3%	0.0%	16.7%	16.7%	0.0%	100.0%
35 - 44	15	15	11	0	9	5	4	15
%V	20.0%	20.5%	20.4%	0.0%	18.4%	15.6%	23.5%	23.1%
%H		100.0%	73.3%	0.0%	60.0%	33.3%	26.7%	100.0%
45 - 54	17	17	11	1	11	6	5	16
%V	22.7%	23.3%	20.4%	33.3%	22.4%	18.8%	29.4%	24.6%
%H		100.0%	64.7%	5.9%	64.7%	35.3%	29.4%	94.1%
55 - 64	10	10	8	0	8	6	2	8
%V	13.3%	13.7%	14.8%	0.0%	16.3%	18.8%	11.8%	12.3%
%H		100.0%	80.0%	0.0%	80.0%	60.0%	20.0%	80.0%
65+	14	14	10	1	13	9	3	10
%V	18.7%	19.2%	18.5%	33.3%	26.5%	28.1%	17.6%	15.4%
%H		100.0%	71.4%	7.1%	92.9%	64.3%	21.4%	71.4%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	75	73	54	3	49	32	17	65
%H		97.3%	72.0%	4.0%	65.3%	42.7%	22.7%	86.7%
AB	27	27	22	0	15	9	5	26
%V	36.0%	37.0%	40.7%	0.0%	30.6%	28.1%	29.4%	40.0%
%H		100.0%	81.5%	0.0%	55.6%	33.3%	18.5%	96.3%
C1	23	22	19	0	18	15	4	22
%V	30.7%	30.1%	35.2%	0.0%	36.7%	46.9%	23.5%	33.8%
%H		95.7%	82.6%	0.0%	78.3%	65.2%	17.4%	95.7%
C2	13	13	7	1	8	4	5	10
%V	17.3%	17.8%	13.0%	33.3%	16.3%	12.5%	29.4%	15.4%
%H		100.0%	53.8%	7.7%	61.5%	30.8%	38.5%	76.9%
D	10	10	6	1	7	4	2	7
%V	13.3%	13.7%	11.1%	33.3%	14.3%	12.5%	11.8%	10.8%
%H		100.0%	60.0%	10.0%	70.0%	40.0%	20.0%	70.0%
E	2	2	0	0	1	0	1	0
%V	2.7%	2.7%	0.0%	0.0%	2.0%	0.0%	5.9%	0.0%
%H		100.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Channel Islands

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	75	73	54	3	49	32	17	65
%H		97.3%	72.0%	4.0%	65.3%	42.7%	22.7%	86.7%
Working full time	28	28	21	1	17	11	6	25
%V	37.3%	38.4%	38.9%	33.3%	34.7%	34.4%	35.3%	38.5%
%H		100.0%	75.0%	3.6%	60.7%	39.3%	21.4%	89.3%
Working part time	11	11	6	1	6	2	4	10
%V	14.7%	15.1%	11.1%	33.3%	12.2%	6.3%	23.5%	15.4%
%H		100.0%	54.5%	9.1%	54.5%	18.2%	36.4%	90.9%
Not working	36	35	26	1	26	19	7	29
%V	48.0%	47.9%	48.1%	33.3%	53.1%	59.4%	41.2%	44.6%
%H		97.2%	72.2%	2.8%	72.2%	52.8%	19.4%	80.6%
Housewife/Houseperson	59	58	41	2	39	25	14	50
%V	78.7%	79.5%	75.9%	66.7%	79.6%	78.1%	82.4%	76.9%
%H		98.3%	69.5%	3.4%	66.1%	42.4%	23.7%	84.7%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Scotland

Contents	Page
Household	
Table 16.1: Social Grade	424
Table 16.2: Housewife Age	425
Table 16.3: Size of Household	426
Table 16.4: Presence of Children	427
Table 16.5: Number of TV sets in household	428
Table 16.6: Screen size	429
Table 16.7: Location of ANY set in household	430
Table 16.8: Platform Provider	431
Table 16.9: Recorders and other equipment	432
Table 16.10: Computers and Internet	433
Sets	
Table 16.11: Screen Size	434
Table 16.12: Location of set	435
Table 16.13: Recorders	436
Table 16.14: Other TV equipment	436
Table 16.15: Main Set Screen Size	437
Table 16.16: Main Set Recorders	438
Table 16.17: Main Set - Other TV equipment	438
Table 16.18: Other Sets (non-Main Set) Screen Size	439
Table 16.19: Other Set (non-Main Set) Recorders	440
Table 16.20: Other Set (non-Main Set) - Other TV equipment	440
Individuals	
Table 16.21: Age of Children	441
Table 16.22: Adults - Age	442
Table 16.23: Social Grade (Adults 16+)	443
Table 16.24: Working Status (Adults 16+)	444
Table 16.25: Males - Age	445
Table 16.26: Social Grade (Males 16+)	446
Table 16.27: Working Status (Males 16+)	447
Table 16.28: Females - Age	448
Table 16.29: Social Grade (Females 16+)	449
Table 16.30: Working Status (Females 16+)	450

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Household level data

Table 16.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2317	2216	930	400	1601	735	865	1697
%H (All HH)		95.6%	40.1%	17.3%	69.1%	31.7%	37.3%	73.2%
%H (TV HH)			42.0%	18.1%	72.2%	33.2%	39.0%	
AB	547	530	248	87	376	185	190	509
%V	23.6%	23.9%	26.7%	21.8%	23.5%	25.2%	22.0%	30.0%
%H (All HH)		96.9%	45.3%	15.9%	68.7%	33.8%	34.7%	93.1%
%H (TV HH)			46.8%	16.4%	70.9%	34.9%	35.8%	
C1	626	585	250	117	407	198	209	514
%V	27.0%	26.4%	26.9%	29.3%	25.4%	26.9%	24.2%	30.3%
%H (All HH)		93.5%	39.9%	18.7%	65.0%	31.6%	33.4%	82.1%
%H (TV HH)			42.7%	20.0%	69.6%	33.8%	35.7%	
C2	418	408	194	80	291	159	131	327
%V	18.0%	18.4%	20.9%	20.0%	18.2%	21.6%	15.1%	19.3%
%H (All HH)		97.6%	46.4%	19.1%	69.6%	38.0%	31.3%	78.2%
%H (TV HH)			47.5%	19.6%	71.3%	39.0%	32.1%	
D	389	372	153	72	268	125	143	239
%V	16.8%	16.8%	16.5%	18.0%	16.7%	17.0%	16.5%	14.1%
%H (All HH)		95.6%	39.3%	18.5%	68.9%	32.1%	36.8%	61.4%
%H (TV HH)			41.1%	19.4%	72.0%	33.6%	38.4%	
E	336	322	84	43	260	68	192	109
%V	14.5%	14.5%	9.0%	10.8%	16.2%	9.3%	22.2%	6.4%
%H (All HH)		95.8%	25.0%	12.8%	77.4%	20.2%	57.1%	32.4%
%H (TV HH)			26.1%	13.4%	80.7%	21.1%	59.6%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Household level data

Table 16.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2317	2216	930	400	1601	735	865	1697
%V (All HH)		95.6%	40.1%	17.3%	69.1%	31.7%	37.3%	73.2%
%H (TV HH)			42.0%	18.1%	72.2%	33.2%	39.0%	
Under 25	120	100	43	17	66	32	34	95
%V	5.2%	4.5%	4.6%	4.3%	4.1%	4.4%	3.9%	5.6%
%H (All HH)		83.3%	35.8%	14.2%	55.0%	26.7%	28.3%	79.2%
%H (TV HH)			43.0%	17.0%	66.0%	32.0%	34.0%	
25 - 34	362	333	162	67	211	117	94	312
%V	15.6%	15.0%	17.4%	16.8%	13.2%	15.9%	10.9%	18.4%
%H (All HH)		92.0%	44.8%	18.5%	58.3%	32.3%	26.0%	86.2%
%H (TV HH)			48.6%	20.1%	63.4%	35.1%	28.2%	
35 - 44	375	361	174	71	235	124	111	325
%V	16.2%	16.3%	18.7%	17.8%	14.7%	16.9%	12.8%	19.2%
%H (All HH)		96.3%	46.4%	18.9%	62.7%	33.1%	29.6%	86.7%
%H (TV HH)			48.2%	19.7%	65.1%	34.3%	30.7%	
45 - 54	469	454	218	90	323	179	144	403
%V	20.2%	20.5%	23.4%	22.5%	20.2%	24.4%	16.6%	23.7%
%H (All HH)		96.8%	46.5%	19.2%	68.9%	38.2%	30.7%	85.9%
%H (TV HH)			48.0%	19.8%	71.1%	39.4%	31.7%	
55 - 64	395	382	161	78	283	140	144	309
%V	17.0%	17.2%	17.3%	19.5%	17.7%	19.0%	16.6%	18.2%
%H (All HH)		96.7%	40.8%	19.7%	71.6%	35.4%	36.5%	78.2%
%H (TV HH)			42.1%	20.4%	74.1%	36.6%	37.7%	
65 +	597	586	172	76	483	144	339	254
%V	25.8%	26.4%	18.5%	19.0%	30.2%	19.6%	39.2%	15.0%
%H (All HH)		98.2%	28.8%	12.7%	80.9%	24.1%	56.8%	42.5%
%H (TV HH)			29.4%	13.0%	82.4%	24.6%	57.8%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Household level data

Table 16.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2317	2216	930	400	1601	735	865	1697
%H (All HH)		95.6%	40.1%	17.3%	69.1%	31.7%	37.3%	73.2%
%H (TV HH)			42.0%	18.1%	72.2%	33.2%	39.0%	
1	830	782	208	120	597	156	441	396
%V	35.8%	35.3%	22.4%	30.0%	37.3%	21.2%	51.0%	23.3%
%H (All HH)		94.2%	25.1%	14.5%	71.9%	18.8%	53.1%	47.7%
%H (TV HH)			26.6%	15.3%	76.3%	19.9%	56.4%	
2	788	758	340	135	555	279	275	648
%V	34.0%	34.2%	36.6%	33.8%	34.7%	38.0%	31.8%	38.2%
%H (All HH)		96.2%	43.1%	17.1%	70.4%	35.4%	34.9%	82.2%
%H (TV HH)			44.9%	17.8%	73.2%	36.8%	36.3%	
3	344	333	178	76	228	148	79	317
%V	14.8%	15.0%	19.1%	19.0%	14.2%	20.1%	9.1%	18.7%
%H (All HH)		96.8%	51.7%	22.1%	66.3%	43.0%	23.0%	92.2%
%H (TV HH)			53.5%	22.8%	68.5%	44.4%	23.7%	
4	263	253	149	50	167	113	54	249
%V	11.4%	11.4%	16.0%	12.5%	10.4%	15.4%	6.2%	14.7%
%H (All HH)		96.2%	56.7%	19.0%	63.5%	43.0%	20.5%	94.7%
%H (TV HH)			58.9%	19.8%	66.0%	44.7%	21.3%	
5+	93	91	55	19	54	38	15	88
%V	4.0%	4.1%	5.9%	4.8%	3.4%	5.2%	1.7%	5.2%
%H (All HH)		97.8%	59.1%	20.4%	58.1%	40.9%	16.1%	94.6%
%H (TV HH)			60.4%	20.9%	59.3%	41.8%	16.5%	
Average HH size	2.16	2.17	2.48	2.30	2.11	2.47	1.80	2.43

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Household level data

Table 16.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2317	2216	930	400	1601	735	865	1697
%H (All HH)		95.6%	40.1%	17.3%	69.1%	31.7%	37.3%	73.2%
%H (TV HH)			42.0%	18.1%	72.2%	33.2%	39.0%	
Without	1777	1688	626	300	1258	516	742	1198
%V	76.7%	76.2%	67.3%	75.0%	78.6%	70.2%	85.8%	70.6%
%H (All HH)		95.0%	35.2%	16.9%	70.8%	29.0%	41.8%	67.4%
%H (TV HH)			37.1%	17.8%	74.5%	30.6%	44.0%	
With	540	528	304	100	343	219	123	499
%V	23.3%	23.8%	32.7%	25.0%	21.4%	29.8%	14.2%	29.4%
%H (All HH)		97.8%	56.3%	18.5%	63.5%	40.6%	22.8%	92.4%
%H (TV HH)			57.6%	18.9%	65.0%	41.5%	23.3%	
0 - 3	195	191	115	38	123	83	40	174
%V	8.4%	8.6%	12.4%	9.5%	7.7%	11.3%	4.6%	10.3%
%H (All HH)		97.9%	59.0%	19.5%	63.1%	42.6%	20.5%	89.2%
%H (TV HH)			60.2%	19.9%	64.4%	43.5%	20.9%	
4 - 9	253	247	140	48	151	93	58	232
%V	10.9%	11.1%	15.1%	12.0%	9.4%	12.7%	6.7%	13.7%
%H (All HH)		97.6%	55.3%	19.0%	59.7%	36.8%	22.9%	91.7%
%H (TV HH)			56.7%	19.4%	61.1%	37.7%	23.5%	
10 - 15	254	249	146	48	164	110	55	243
%V	11.0%	11.2%	15.7%	12.0%	10.2%	15.0%	6.4%	14.3%
%H (All HH)		98.0%	57.5%	18.9%	64.6%	43.3%	21.7%	95.7%
%H (TV HH)			58.6%	19.3%	65.9%	44.2%	22.1%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Household level data

Table 16.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2317	2216	930	400	1601	735	865	1697
%H (All HH)		95.6%	40.1%	17.3%	69.1%	31.7%	37.3%	73.2%
%H (TV HH)			42.0%	18.1%	72.2%	33.2%	39.0%	
1	869	869	274	133	574	137	437	530
%V	37.5%	39.2%	29.5%	33.3%	35.9%	18.6%	50.5%	31.2%
%H (All HH)		100.0%	31.5%	15.3%	66.1%	15.8%	50.3%	61.0%
%H (TV HH)			31.5%	15.3%	66.1%	15.8%	50.3%	
2	794	794	337	149	595	287	308	597
%V	34.3%	35.8%	36.2%	37.3%	37.2%	39.0%	35.6%	35.2%
%H (All HH)		100.0%	42.4%	18.8%	74.9%	36.1%	38.8%	75.2%
%H (TV HH)			42.4%	18.8%	74.9%	36.1%	38.8%	
3	358	358	193	77	272	183	90	316
%V	15.5%	16.2%	20.8%	19.3%	17.0%	24.9%	10.4%	18.6%
%H (All HH)		100.0%	53.9%	21.5%	76.0%	51.1%	25.1%	88.3%
%H (TV HH)			53.9%	21.5%	76.0%	51.1%	25.1%	
4	128	128	78	29	102	81	21	120
%V	5.5%	5.8%	8.4%	7.3%	6.4%	11.0%	2.4%	7.1%
%H (All HH)		100.0%	60.9%	22.7%	79.7%	63.3%	16.4%	93.8%
%H (TV HH)			60.9%	22.7%	79.7%	63.3%	16.4%	
5+	68	68	48	12	57	48	9	67
%V	2.9%	3.1%	5.2%	3.0%	3.6%	6.5%	1.0%	3.9%
%H (All HH)		100.0%	70.6%	17.6%	83.8%	70.6%	13.2%	98.5%
%H (TV HH)			70.6%	17.6%	83.8%	70.6%	13.2%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Household level data

Table 16.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2317	2216	930	400	1601	735	865	1697
%H (All HH)		95.6%	40.1%	17.3%	69.1%	31.7%	37.3%	73.2%
%H (TV HH)			42.0%	18.1%	72.2%	33.2%	39.0%	
Under 20"	520	520	229	95	419	224	195	398
%V	22.4%	23.5%	24.6%	23.8%	26.2%	30.5%	22.5%	23.5%
%H (All HH)		100.0%	44.0%	18.3%	80.6%	43.1%	37.5%	76.5%
%H (TV HH)			44.0%	18.3%	80.6%	43.1%	37.5%	
20" - 29"	832	832	327	150	659	308	351	607
%V	35.9%	37.5%	35.2%	37.5%	41.2%	41.9%	40.6%	35.8%
%H (All HH)		100.0%	39.3%	18.0%	79.2%	37.0%	42.2%	73.0%
%H (TV HH)			39.3%	18.0%	79.2%	37.0%	42.2%	
30" - 39"	1160	1160	496	223	877	433	444	861
%V	50.1%	52.3%	53.3%	55.8%	54.8%	58.9%	51.3%	50.7%
%H (All HH)		100.0%	42.8%	19.2%	75.6%	37.3%	38.3%	74.2%
%H (TV HH)			42.8%	19.2%	75.6%	37.3%	38.3%	
40" and over	985	985	553	194	671	430	241	851
%V	42.5%	44.4%	59.5%	48.5%	41.9%	58.5%	27.9%	50.1%
%H (All HH)		100.0%	56.1%	19.7%	68.1%	43.7%	24.5%	86.4%
%H (TV HH)			56.1%	19.7%	68.1%	43.7%	24.5%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Household level data

Table 16.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2317	2216	930	400	1601	735	865	1697
%V (All HH)		95.6%	40.1%	17.3%	69.1%	31.7%	37.3%	73.2%
%H (TV HH)			42.0%	18.1%	72.2%	33.2%	39.0%	
Main living room	2167	2167	919	397	1578	730	848	1591
%V	93.5%	97.8%	98.8%	99.3%	98.6%	99.3%	98.0%	93.8%
%H (All HH)		100.0%	42.4%	18.3%	72.8%	33.7%	39.1%	73.4%
%H (TV HH)			42.4%	18.3%	72.8%	33.7%	39.1%	
Kitchen	252	252	129	34	216	125	91	211
%V	10.9%	11.4%	13.9%	8.5%	13.5%	17.0%	10.5%	12.4%
%H (All HH)		100.0%	51.2%	13.5%	85.7%	49.6%	36.1%	83.7%
%H (TV HH)			51.2%	13.5%	85.7%	49.6%	36.1%	
Adult's bedroom	936	936	456	198	737	453	284	757
%V	40.4%	42.2%	49.0%	49.5%	46.0%	61.6%	32.8%	44.6%
%H (All HH)		100.0%	48.7%	21.2%	78.7%	48.4%	30.3%	80.9%
%H (TV HH)			48.7%	21.2%	78.7%	48.4%	30.3%	
Child's bedroom	236	236	144	54	163	123	40	219
%V	10.2%	10.6%	15.5%	13.5%	10.2%	16.7%	4.6%	12.9%
%H (All HH)		100.0%	61.0%	22.9%	69.1%	52.1%	16.9%	92.8%
%H (TV HH)			61.0%	22.9%	69.1%	52.1%	16.9%	
Other bedroom	96	96	58	17	74	53	21	83
%V	4.1%	4.3%	6.2%	4.3%	4.6%	7.2%	2.4%	4.9%
%H (All HH)		100.0%	60.4%	17.7%	77.1%	55.2%	21.9%	86.5%
%H (TV HH)			60.4%	17.7%	77.1%	55.2%	21.9%	
Second living/dining room	164	164	86	26	129	76	52	152
%V	7.1%	7.4%	9.2%	6.5%	8.1%	10.3%	6.0%	9.0%
%H (All HH)		100.0%	52.4%	15.9%	78.7%	46.3%	31.7%	92.7%
%H (TV HH)			52.4%	15.9%	78.7%	46.3%	31.7%	
Study/office	28	28	14	6	24	15	8	27
%V	1.2%	1.3%	1.5%	1.5%	1.5%	2.0%	0.9%	1.6%
%H (All HH)		100.0%	50.0%	21.4%	85.7%	53.6%	28.6%	96.4%
%H (TV HH)			50.0%	21.4%	85.7%	53.6%	28.6%	
TV room	30	30	16	4	24	14	10	27
%V	1.3%	1.4%	1.7%	1.0%	1.5%	1.9%	1.2%	1.6%
%H (All HH)		100.0%	53.3%	13.3%	80.0%	46.7%	33.3%	90.0%
%H (TV HH)			53.3%	13.3%	80.0%	46.7%	33.3%	
Conservatory	39	39	23	5	31	20	11	36
%V	1.7%	1.8%	2.5%	1.3%	1.9%	2.7%	1.3%	2.1%
%H (All HH)		100.0%	59.0%	12.8%	79.5%	51.3%	28.2%	92.3%
%H (TV HH)			59.0%	12.8%	79.5%	51.3%	28.2%	
Attic or loft room	6	6	3	2	4	3	1	6
%V	0.3%	0.3%	0.3%	0.5%	0.2%	0.4%	0.1%	0.4%
%H (All HH)		100.0%	50.0%	33.3%	66.7%	50.0%	16.7%	100.0%
%H (TV HH)			50.0%	33.3%	66.7%	50.0%	16.7%	
No specific location	1	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	14	14	10	3	10	8	3	13
%V	0.6%	0.6%	1.1%	0.8%	0.6%	1.1%	0.3%	0.8%
%H (All HH)		100.0%	71.4%	21.4%	71.4%	57.1%	21.4%	92.9%
%H (TV HH)			71.4%	21.4%	71.4%	57.1%	21.4%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Household level data

Table 16.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2317	2216	930	400	1601	735	865	1697
%H (All HH)		95.6%	40.1%	17.3%	69.1%	31.7%	37.3%	73.2%
%H (TV HH)			42.0%	18.1%	72.2%	33.2%	39.0%	
Any DSAT provider	930	930	930	13	525	525	0	797
%V	40.1%	42.0%	100.0%	3.3%	32.8%	71.4%	0.0%	47.0%
%H (All HH)			100.0%	1.4%	56.5%	56.5%	0.0%	85.7%
%H (TV HH)			100.0%	1.4%	56.5%	56.5%	0.0%	
Sky with subcription	807	807	807	10	463	463	0	699
%V	34.8%	36.4%	86.8%	2.5%	28.9%	63.0%	0.0%	41.2%
%H (All HH)			100.0%	1.2%	57.4%	57.4%	0.0%	86.6%
%H (TV HH)			100.0%	1.2%	57.4%	57.4%	0.0%	
Sky without subscription	41	41	41	2	21	21	0	29
%V	1.8%	1.9%	4.4%	0.5%	1.3%	2.9%	0.0%	1.7%
%H (All HH)			100.0%	4.9%	51.2%	51.2%	0.0%	70.7%
%H (TV HH)			100.0%	4.9%	51.2%	51.2%	0.0%	
Freesat	74	74	74	1	39	39	0	61
%V	3.2%	3.3%	8.0%	0.3%	2.4%	5.3%	0.0%	3.6%
%H (All HH)			100.0%	1.4%	52.7%	52.7%	0.0%	82.4%
%H (TV HH)			100.0%	1.4%	52.7%	52.7%	0.0%	
Other satellite provider	24	24	24	0	11	11	0	23
%V	1.0%	1.1%	2.6%	0.0%	0.7%	1.5%	0.0%	1.4%
%H (All HH)			100.0%	0.0%	45.8%	45.8%	0.0%	95.8%
%H (TV HH)			100.0%	0.0%	45.8%	45.8%	0.0%	
DCAB	400	400	13	400	216	216	0	342
%V	17.3%	18.1%	1.4%	100.0%	13.5%	29.4%	0.0%	20.2%
%H (All HH)			3.3%	100.0%	54.0%	54.0%	0.0%	85.5%
%H (TV HH)			3.3%	100.0%	54.0%	54.0%	0.0%	
DTT	1601	1601	525	216	1601	735	865	1119
%V	69.1%	72.2%	56.5%	54.0%	100.0%	100.0%	100.0%	65.9%
%H (All HH)		100.0%	32.8%	13.5%	100.0%	45.9%	54.0%	69.9%
%H (TV HH)			32.8%	13.5%	100.0%	45.9%	54.0%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Household level data

Table 16.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2317	2216	930	400	1601	735	865	1697
%H (All HH)		95.6%	40.1%	17.3%	69.1%	31.7%	37.3%	73.2%
%H (TV HH)			42.0%	18.1%	72.2%	33.2%	39.0%	
PVR	1288	1288	779	274	844	598	246	1109
%V	55.6%	58.1%	83.8%	68.5%	52.7%	81.4%	28.4%	65.4%
%H (All HH)		100.0%	60.5%	21.3%	65.5%	46.4%	19.1%	86.1%
%H (TV HH)			60.5%	21.3%	65.5%	46.4%	19.1%	
DVDR	98	98	50	24	65	40	25	84
%V	4.2%	4.4%	5.4%	6.0%	4.1%	5.4%	2.9%	4.9%
%H (All HH)		100.0%	51.0%	24.5%	66.3%	40.8%	25.5%	85.7%
%H (TV HH)			51.0%	24.5%	66.3%	40.8%	25.5%	
VCR	84	84	19	24	66	24	42	44
%V	3.6%	3.8%	2.0%	6.0%	4.1%	3.3%	4.9%	2.6%
%H (All HH)		100.0%	22.6%	28.6%	78.6%	28.6%	50.0%	52.4%
%H (TV HH)			22.6%	28.6%	78.6%	28.6%	50.0%	
Any recorder	1364	1364	794	291	901	610	291	1148
%V	58.9%	61.6%	85.4%	72.8%	56.3%	83.0%	33.6%	67.6%
%H (All HH)		100.0%	58.2%	21.3%	66.1%	44.7%	21.3%	84.2%
%H (TV HH)			58.2%	21.3%	66.1%	44.7%	21.3%	
Receives HDTV (via STB or built-in reception)	1088	1088	608	273	726	510	217	932
%V	47.0%	49.1%	65.4%	68.3%	45.3%	69.4%	25.1%	54.9%
%H (All HH)		100.0%	55.9%	25.1%	66.7%	46.9%	19.9%	85.7%
%H (TV HH)			55.9%	25.1%	66.7%	46.9%	19.9%	
DVD/Blu-ray player or recorder	1757	1757	772	332	1292	632	660	1369
%V	75.8%	79.3%	83.0%	83.0%	80.7%	86.0%	76.3%	80.7%
%H (All HH)		100.0%	43.9%	18.9%	73.5%	36.0%	37.6%	77.9%
%H (TV HH)			43.9%	18.9%	73.5%	36.0%	37.6%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Household level data

Table 16.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2317	2216	930	400	1601	735	865	1697
%V		95.6%	40.1%	17.3%	69.1%	31.7%	37.3%	73.2%
%H (All HH)			42.0%	18.1%	72.2%	33.2%	39.0%	
%H (TV HH)								
Has broadband internet	1697	1630	797	342	1119	641	478	1697
%V	73.2%	73.6%	85.7%	85.5%	69.9%	87.2%	55.3%	100.0%
%H (All HH)		96.1%	47.0%	20.2%	65.9%	37.8%	28.2%	100.0%
%H (TV HH)			48.9%	21.0%	68.7%	39.3%	29.3%	
Number of computers (PCs and laptops)								
0	554	532	122	61	438	94	343	28
%V	23.9%	24.0%	13.1%	15.3%	27.4%	12.8%	39.7%	1.6%
%H (All HH)		96.0%	22.0%	11.0%	79.1%	17.0%	61.9%	5.1%
%H (TV HH)			22.9%	11.5%	82.3%	17.7%	64.5%	
1	770	736	318	151	515	251	264	701
%V	33.2%	33.2%	34.2%	37.8%	32.2%	34.1%	30.5%	41.3%
%H (All HH)		95.6%	41.3%	19.6%	66.9%	32.6%	34.3%	91.0%
%H (TV HH)			43.2%	20.5%	70.0%	34.1%	35.9%	
2	497	474	234	93	328	186	142	481
%V	21.5%	21.4%	25.2%	23.3%	20.5%	25.3%	16.4%	28.3%
%H (All HH)		95.4%	47.1%	18.7%	66.0%	37.4%	28.6%	96.8%
%H (TV HH)			49.4%	19.6%	69.2%	39.2%	30.0%	
3	255	244	135	44	162	103	60	250
%V	11.0%	11.0%	14.5%	11.0%	10.1%	14.0%	6.9%	14.7%
%H (All HH)		95.7%	52.9%	17.3%	63.5%	40.4%	23.5%	98.0%
%H (TV HH)			55.3%	18.0%	66.4%	42.2%	24.6%	
4	128	122	61	27	79	45	34	127
%V	5.5%	5.5%	6.6%	6.8%	4.9%	6.1%	3.9%	7.5%
%H (All HH)		95.3%	47.7%	21.1%	61.7%	35.2%	26.6%	99.2%
%H (TV HH)			50.0%	22.1%	64.8%	36.9%	27.9%	
5+	113	109	60	25	78	57	21	110
%V	4.9%	4.9%	6.5%	6.3%	4.9%	7.8%	2.4%	6.5%
%H (All HH)		96.5%	53.1%	22.1%	69.0%	50.4%	18.6%	97.3%
%H (TV HH)			55.0%	22.9%	71.6%	52.3%	19.3%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV Scotland

Set level data

Table 16.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4416	2103	845	3306	1846	1460	3522
%H		47.6%	19.1%	74.9%	41.8%	33.1%	79.8%
Under 20"	639	288	118	523	290	233	500
%V	14.5%	13.7%	14.0%	15.8%	15.7%	16.0%	14.2%
%H		45.1%	18.5%	81.8%	45.4%	36.5%	78.2%
20" - 29"	1040	430	191	830	415	415	785
%V	23.6%	20.4%	22.6%	25.1%	22.5%	28.4%	22.3%
%H		41.3%	18.4%	79.8%	39.9%	39.9%	75.5%
30" - 39"	1363	616	266	1035	547	488	1043
%V	30.9%	29.3%	31.5%	31.3%	29.6%	33.4%	29.6%
%H		45.2%	19.5%	75.9%	40.1%	35.8%	76.5%
40" and over	1153	667	226	786	521	265	1013
%V	26.1%	31.7%	26.7%	23.8%	28.2%	18.2%	28.8%
%H		57.8%	19.6%	68.2%	45.2%	23.0%	87.9%
Don't know	43	11	8	32	8	24	31
%V	1.0%	0.5%	0.9%	1.0%	0.4%	1.6%	0.9%
%H		25.6%	18.6%	74.4%	18.6%	55.8%	72.1%
Not Asked	178	91	36	100	65	35	150
%V	4.0%	4.3%	4.3%	3.0%	3.5%	2.4%	4.3%
%H		51.1%	20.2%	56.2%	36.5%	19.7%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Set level data

Table 16.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4416	2103	845	3306	1846	1460	3522
%H		47.6%	19.1%	74.9%	41.8%	33.1%	79.8%
Main living room	2185	929	399	1588	735	853	1606
%V	49.5%	44.2%	47.2%	48.0%	39.8%	58.4%	45.6%
%H		42.5%	18.3%	72.7%	33.6%	39.0%	73.5%
Kitchen	253	130	34	218	126	92	211
%V	5.7%	6.2%	4.0%	6.6%	6.8%	6.3%	6.0%
%H		51.4%	13.4%	86.2%	49.8%	36.4%	83.4%
Adult's bedroom	1103	546	243	881	562	319	910
%V	25.0%	26.0%	28.8%	26.6%	30.4%	21.8%	25.8%
%H		49.5%	22.0%	79.9%	51.0%	28.9%	82.5%
Child's bedroom	294	183	67	203	156	47	275
%V	6.7%	8.7%	7.9%	6.1%	8.5%	3.2%	7.8%
%H		62.2%	22.8%	69.0%	53.1%	16.0%	93.5%
Other bedroom	113	69	19	86	62	24	100
%V	2.6%	3.3%	2.2%	2.6%	3.4%	1.6%	2.8%
%H		61.1%	16.8%	76.1%	54.9%	21.2%	88.5%
Second living/dining room	166	87	26	131	78	53	154
%V	3.8%	4.1%	3.1%	4.0%	4.2%	3.6%	4.4%
%H		52.4%	15.7%	78.9%	47.0%	31.9%	92.8%
Study/office	29	14	6	24	16	8	27
%V	0.7%	0.7%	0.7%	0.7%	0.9%	0.5%	0.8%
%H		48.3%	20.7%	82.8%	55.2%	27.6%	93.1%
TV room	30	16	4	24	14	10	27
%V	0.7%	0.8%	0.5%	0.7%	0.8%	0.7%	0.8%
%H		53.3%	13.3%	80.0%	46.7%	33.3%	90.0%
Conservatory	39	23	5	31	20	11	36
%V	0.9%	1.1%	0.6%	0.9%	1.1%	0.8%	1.0%
%H		59.0%	12.8%	79.5%	51.3%	28.2%	92.3%
Attic or loft room	6	3	2	4	3	1	6
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.2%
%H		50.0%	33.3%	66.7%	50.0%	16.7%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	19	10	3	14	8	7	18
%V	0.4%	0.5%	0.4%	0.4%	0.4%	0.5%	0.5%
%H		52.6%	15.8%	73.7%	42.1%	36.8%	94.7%
Not Asked	178	91	36	100	65	35	150
%V	4.0%	4.3%	4.3%	3.0%	3.5%	2.4%	4.3%
%H		51.1%	20.2%	56.2%	36.5%	19.7%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Set level data

Table 16.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4416	2103	845	3306	1846	1460	3522
%H		47.6%	19.1%	74.9%	41.8%	33.1%	79.8%
PVR	1725	1090	382	1098	828	270	1527
%V	39.1%	51.8%	45.2%	33.2%	44.9%	18.5%	43.4%
%H		63.2%	22.1%	63.7%	48.0%	15.7%	88.5%
DVDR	104	52	25	71	43	27	89
%V	2.4%	2.5%	3.0%	2.1%	2.3%	1.8%	2.5%
%H		50.0%	24.0%	68.3%	41.3%	26.0%	85.6%
VCR	88	19	25	69	25	44	47
%V	2.0%	0.9%	3.0%	2.1%	1.4%	3.0%	1.3%
%H		21.6%	28.4%	78.4%	28.4%	50.0%	53.4%
Any recorder	1823	1115	403	1172	851	321	1582
%V	41.3%	53.0%	47.7%	35.5%	46.1%	22.0%	44.9%
%H		61.2%	22.1%	64.3%	46.7%	17.6%	86.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4416	2103	845	3306	1846	1460	3522
%H		47.6%	19.1%	74.9%	41.8%	33.1%	79.8%
Receives HDTV (via STB or built-in reception)	1498	852	400	1002	743	259	1323
%V	33.9%	40.5%	47.3%	30.3%	40.2%	17.7%	37.6%
%H		56.9%	26.7%	66.9%	49.6%	17.3%	88.3%
DVD/Blu-ray player or recorder	2591	1226	516	1972	1109	863	2124
%V	58.7%	58.3%	61.1%	59.6%	60.1%	59.1%	60.3%
%H		47.3%	19.9%	76.1%	42.8%	33.3%	82.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Set level data

Table 16.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2212	930	399	1600	735	865	1627
%H		42.0%	18.0%	72.3%	33.2%	39.1%	73.6%
Under 20"	54	8	7	43	6	37	30
%V	2.4%	0.9%	1.8%	2.7%	0.8%	4.3%	1.8%
%H		14.8%	13.0%	79.6%	11.1%	68.5%	55.6%
20" - 29"	325	79	40	252	52	199	177
%V	14.7%	8.5%	10.0%	15.8%	7.1%	23.0%	10.9%
%H		24.3%	12.3%	77.5%	16.0%	61.2%	54.5%
30" - 39"	845	305	157	646	263	383	574
%V	38.2%	32.8%	39.3%	40.4%	35.8%	44.3%	35.3%
%H		36.1%	18.6%	76.4%	31.1%	45.3%	67.9%
40" and over	954	533	189	645	410	235	822
%V	43.1%	57.3%	47.4%	40.3%	55.8%	27.2%	50.5%
%H		55.9%	19.8%	67.6%	43.0%	24.6%	86.2%
Don't know	21	5	6	14	4	10	15
%V	0.9%	0.5%	1.5%	0.9%	0.5%	1.2%	0.9%
%H		23.8%	28.6%	66.7%	19.0%	47.6%	71.4%
Not Asked	13	0	0	0	0	1	9
%V	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
%H		0.0%	0.0%	0.0%	0.0%	7.7%	69.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Set level data

Table 16.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2212	930	399	1600	735	865	1627
%H		42.0%	18.0%	72.3%	33.2%	39.1%	73.6%
PVR	1264	770	268	824	587	237	1091
%V	57.1%	82.8%	67.2%	51.5%	79.9%	27.4%	67.1%
%H		60.9%	21.2%	65.2%	46.4%	18.8%	86.3%
DVDR	81	41	19	54	33	21	69
%V	3.7%	4.4%	4.8%	3.4%	4.5%	2.4%	4.2%
%H		50.6%	23.5%	66.7%	40.7%	25.9%	85.2%
VCR	70	14	20	54	18	37	35
%V	3.2%	1.5%	5.0%	3.4%	2.4%	4.3%	2.2%
%H		20.0%	28.6%	77.1%	25.7%	52.9%	50.0%
Any recorder	1336	785	283	878	599	279	1127
%V	60.4%	84.4%	70.9%	54.9%	81.5%	32.3%	69.3%
%H		58.8%	21.2%	65.7%	44.8%	20.9%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2212	930	399	1600	735	865	1627
%H		42.0%	18.0%	72.3%	33.2%	39.1%	73.6%
Receives HDTV (via STB or built-in reception)	1060	593	269	702	495	208	910
%V	47.9%	63.8%	67.4%	43.9%	67.3%	24.0%	55.9%
%H		55.9%	25.4%	66.2%	46.7%	19.6%	85.8%
DVD/Blu-ray player or recorder	1641	713	305	1202	572	630	1271
%V	74.2%	76.7%	76.4%	75.1%	77.8%	72.8%	78.1%
%H		43.4%	18.6%	73.2%	34.9%	38.4%	77.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Set level data

Table 16.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2204	1172	445	1706	1110	596	1895
%H		53.2%	20.2%	77.4%	50.4%	27.0%	86.0%
Under 20"	585	280	111	480	284	196	470
%V	26.5%	23.9%	24.9%	28.1%	25.6%	32.9%	24.8%
%H		47.9%	19.0%	82.1%	48.5%	33.5%	80.3%
20" - 29"	715	351	151	578	362	216	608
%V	32.4%	29.9%	33.9%	33.9%	32.6%	36.2%	32.1%
%H		49.1%	21.1%	80.8%	50.6%	30.2%	85.0%
30" - 39"	518	311	109	389	284	105	469
%V	23.5%	26.5%	24.5%	22.8%	25.6%	17.6%	24.7%
%H		60.0%	21.0%	75.1%	54.8%	20.3%	90.5%
40" and over	199	134	37	141	111	30	191
%V	9.0%	11.4%	8.3%	8.3%	10.0%	5.0%	10.1%
%H		67.3%	18.6%	70.9%	55.8%	15.1%	96.0%
Don't know	21	6	2	17	4	14	16
%V	1.0%	0.5%	0.4%	1.0%	0.4%	2.3%	0.8%
%H		28.6%	9.5%	81.0%	19.0%	66.7%	76.2%
Not Asked	166	90	35	101	65	35	141
%V	7.5%	7.7%	7.9%	5.9%	5.9%	5.9%	7.4%
%H		54.2%	21.1%	60.8%	39.2%	21.1%	84.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Set level data

Table 16.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2204	1172	445	1706	1110	596	1895
%H		53.2%	20.2%	77.4%	50.4%	27.0%	86.0%
PVR	461	320	114	274	241	32	436
%V	20.9%	27.3%	25.6%	16.1%	21.7%	5.4%	23.0%
%H		69.4%	24.7%	59.4%	52.3%	6.9%	94.6%
DVDR	23	11	6	17	11	7	20
%V	1.0%	0.9%	1.3%	1.0%	1.0%	1.2%	1.1%
%H		47.8%	26.1%	73.9%	47.8%	30.4%	87.0%
VCR	17	5	5	15	8	7	11
%V	0.8%	0.4%	1.1%	0.9%	0.7%	1.2%	0.6%
%H		29.4%	29.4%	88.2%	47.1%	41.2%	64.7%
Any recorder	487	330	120	294	252	42	455
%V	22.1%	28.2%	27.0%	17.2%	22.7%	7.0%	24.0%
%H		67.8%	24.6%	60.4%	51.7%	8.6%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2204	1172	445	1706	1110	596	1895
%H		53.2%	20.2%	77.4%	50.4%	27.0%	86.0%
Receives HDTV (via STB or built-in reception)	438	259	131	300	249	51	414
%V	19.9%	22.1%	29.4%	17.6%	22.4%	8.6%	21.8%
%H		59.1%	29.9%	68.5%	56.8%	11.6%	94.5%
DVD/Blu-ray player or recorder	950	514	211	770	537	233	853
%V	43.1%	43.9%	47.4%	45.1%	48.4%	39.1%	45.0%
%H		54.1%	22.2%	81.1%	56.5%	24.5%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Individual level data

Table 16.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4982	4791	2310	920	3347	1816	1530	4105
%H		96.2%	46.4%	18.5%	67.2%	36.5%	30.7%	82.4%
Total Children	881	863	507	164	546	353	192	819
%V	17.7%	18.0%	21.9%	17.8%	16.3%	19.4%	12.5%	20.0%
%H		98.0%	57.5%	18.6%	62.0%	40.1%	21.8%	93.0%
0 - 3	230	225	138	44	143	97	46	206
%V	4.6%	4.7%	6.0%	4.8%	4.3%	5.3%	3.0%	5.0%
%H		97.8%	60.0%	19.1%	62.2%	42.2%	20.0%	89.6%
4 - 15	651	638	369	120	402	256	146	613
%V	13.1%	13.3%	16.0%	13.0%	12.0%	14.1%	9.5%	14.9%
%H		98.0%	56.7%	18.4%	61.8%	39.3%	22.4%	94.2%
4 - 9	329	321	183	62	196	120	76	304
%V	6.6%	6.7%	7.9%	6.7%	5.9%	6.6%	5.0%	7.4%
%H		97.6%	55.6%	18.8%	59.6%	36.5%	23.1%	92.4%
10 - 15	322	316	186	58	206	136	70	308
%V	6.5%	6.6%	8.1%	6.3%	6.2%	7.5%	4.6%	7.5%
%H		98.1%	57.8%	18.0%	64.0%	42.2%	21.7%	95.7%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Individual level data

Table 16.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4982	4791	2310	920	3347	1816	1530	4105
%H		96.2%	46.4%	18.5%	67.2%	36.5%	30.7%	82.4%
Total Adults (16+)	4101	3928	1803	756	2801	1463	1338	3287
%V	82.3%	82.0%	78.1%	82.2%	83.7%	80.6%	87.5%	80.1%
%H		95.8%	44.0%	18.4%	68.3%	35.7%	32.6%	80.2%
16 - 19	208	203	107	42	143	92	51	187
%V	4.2%	4.2%	4.6%	4.6%	4.3%	5.1%	3.3%	4.6%
%H		97.6%	51.4%	20.2%	68.8%	44.2%	24.5%	89.9%
20 - 24	350	300	143	63	197	116	82	308
%V	7.0%	6.3%	6.2%	6.8%	5.9%	6.4%	5.4%	7.5%
%H		85.7%	40.9%	18.0%	56.3%	33.1%	23.4%	88.0%
25 - 34	685	637	322	135	412	244	168	606
%V	13.7%	13.3%	13.9%	14.7%	12.3%	13.4%	11.0%	14.8%
%H		93.0%	47.0%	19.7%	60.1%	35.6%	24.5%	88.5%
35 - 44	634	613	311	122	400	226	173	568
%V	12.7%	12.8%	13.5%	13.3%	12.0%	12.4%	11.3%	13.8%
%H		96.7%	49.1%	19.2%	63.1%	35.6%	27.3%	89.6%
45 - 54	748	730	359	155	521	306	215	670
%V	15.0%	15.2%	15.5%	16.8%	15.6%	16.9%	14.1%	16.3%
%H		97.6%	48.0%	20.7%	69.7%	40.9%	28.7%	89.6%
55 - 64	630	612	284	127	444	241	203	517
%V	12.6%	12.8%	12.3%	13.8%	13.3%	13.3%	13.3%	12.6%
%H		97.1%	45.1%	20.2%	70.5%	38.3%	32.2%	82.1%
65+	846	834	277	112	683	238	446	431
%V	17.0%	17.4%	12.0%	12.2%	20.4%	13.1%	29.2%	10.5%
%H		98.6%	32.7%	13.2%	80.7%	28.1%	52.7%	50.9%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Individual level data

Table 16.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4101	3928	1803	756	2801	1463	1338	3287
%H		95.8%	44.0%	18.4%	68.3%	35.7%	32.6%	80.2%
AB	1048	1022	503	177	724	389	335	996
%V	25.6%	26.0%	27.9%	23.4%	25.8%	26.6%	25.0%	30.3%
%H		97.5%	48.0%	16.9%	69.1%	37.1%	32.0%	95.0%
C1	1166	1080	506	224	743	407	336	1006
%V	28.4%	27.5%	28.1%	29.6%	26.5%	27.8%	25.1%	30.6%
%H		92.6%	43.4%	19.2%	63.7%	34.9%	28.8%	86.3%
C2	800	783	391	161	558	330	228	665
%V	19.5%	19.9%	21.7%	21.3%	19.9%	22.6%	17.0%	20.2%
%H		97.9%	48.9%	20.1%	69.8%	41.3%	28.5%	83.1%
D	656	629	284	138	441	239	202	455
%V	16.0%	16.0%	15.8%	18.3%	15.7%	16.3%	15.1%	13.8%
%H		95.9%	43.3%	21.0%	67.2%	36.4%	30.8%	69.4%
E	431	414	119	56	334	98	236	165
%V	10.5%	10.5%	6.6%	7.4%	11.9%	6.7%	17.6%	5.0%
%H		96.1%	27.6%	13.0%	77.5%	22.7%	54.8%	38.3%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Individual level data

Table 16.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4101	3928	1803	756	2801	1463	1338	3287
%H		95.8%	44.0%	18.4%	68.3%	35.7%	32.6%	80.2%
Working full time	1892	1833	943	401	1242	761	482	1744
%V	46.1%	46.7%	52.3%	53.0%	44.3%	52.0%	36.0%	53.1%
%H		96.9%	49.8%	21.2%	65.6%	40.2%	25.5%	92.2%
Working part time	392	382	195	75	253	144	109	352
%V	9.6%	9.7%	10.8%	9.9%	9.0%	9.8%	8.1%	10.7%
%H		97.4%	49.7%	19.1%	64.5%	36.7%	27.8%	89.8%
Not working	1817	1713	665	279	1306	558	748	1190
%V	44.3%	43.6%	36.9%	36.9%	46.6%	38.1%	55.9%	36.2%
%H		94.3%	36.6%	15.4%	71.9%	30.7%	41.2%	65.5%
Housewife/Houseperson	2317	2216	930	400	1601	735	865	1697
%V	56.5%	56.4%	51.6%	52.9%	57.2%	50.2%	64.6%	51.6%
%H		95.6%	40.1%	17.3%	69.1%	31.7%	37.3%	73.2%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Individual level data

Table 16.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1979	1882	901	364	1318	721	597	1607
%H		95.1%	45.5%	18.4%	66.6%	36.4%	30.2%	81.2%
16 - 19	105	104	58	19	69	45	24	96
%V	5.3%	5.5%	6.4%	5.2%	5.2%	6.2%	4.0%	6.0%
%H		99.0%	55.2%	18.1%	65.7%	42.9%	22.9%	91.4%
20 - 24	183	160	80	30	108	64	44	159
%V	9.2%	8.5%	8.9%	8.2%	8.2%	8.9%	7.4%	9.9%
%H		87.4%	43.7%	16.4%	59.0%	35.0%	24.0%	86.9%
25 - 34	345	316	162	68	204	125	79	302
%V	17.4%	16.8%	18.0%	18.7%	15.5%	17.3%	13.2%	18.8%
%H		91.6%	47.0%	19.7%	59.1%	36.2%	22.9%	87.5%
35 - 44	307	294	149	59	190	107	83	272
%V	15.5%	15.6%	16.5%	16.2%	14.4%	14.8%	13.9%	16.9%
%H		95.8%	48.5%	19.2%	61.9%	34.9%	27.0%	88.6%
45 - 54	359	347	174	77	242	146	96	317
%V	18.1%	18.4%	19.3%	21.2%	18.4%	20.2%	16.1%	19.7%
%H		96.7%	48.5%	21.4%	67.4%	40.7%	26.7%	88.3%
55 - 64	305	292	140	65	204	116	88	248
%V	15.4%	15.5%	15.5%	17.9%	15.5%	16.1%	14.7%	15.4%
%H		95.7%	45.9%	21.3%	66.9%	38.0%	28.9%	81.3%
65+	376	370	139	48	300	119	182	213
%V	19.0%	19.7%	15.4%	13.2%	22.8%	16.5%	30.5%	13.3%
%H		98.4%	37.0%	12.8%	79.8%	31.6%	48.4%	56.6%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Individual level data

Table 16.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1979	1882	901	364	1318	721	597	1607
%H		95.1%	45.5%	18.4%	66.6%	36.4%	30.2%	81.2%
AB	517	501	256	87	354	197	156	494
%V	26.1%	26.6%	28.4%	23.9%	26.9%	27.3%	26.1%	30.7%
%H		96.9%	49.5%	16.8%	68.5%	38.1%	30.2%	95.6%
C1	531	490	240	102	331	192	139	466
%V	26.8%	26.0%	26.6%	28.0%	25.1%	26.6%	23.3%	29.0%
%H		92.3%	45.2%	19.2%	62.3%	36.2%	26.2%	87.8%
C2	435	424	214	89	299	178	120	354
%V	22.0%	22.5%	23.8%	24.5%	22.7%	24.7%	20.1%	22.0%
%H		97.5%	49.2%	20.5%	68.7%	40.9%	27.6%	81.4%
D	311	292	140	66	199	115	84	224
%V	15.7%	15.5%	15.5%	18.1%	15.1%	16.0%	14.1%	13.9%
%H		93.9%	45.0%	21.2%	64.0%	37.0%	27.0%	72.0%
E	184	175	52	21	136	39	97	69
%V	9.3%	9.3%	5.8%	5.8%	10.3%	5.4%	16.2%	4.3%
%H		95.1%	28.3%	11.4%	73.9%	21.2%	52.7%	37.5%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Individual level data

Table 16.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1979	1882	901	364	1318	721	597	1607
%H		95.1%	45.5%	18.4%	66.6%	36.4%	30.2%	81.2%
Working full time	1132	1087	582	234	728	461	267	1033
%V	57.2%	57.8%	64.6%	64.3%	55.2%	63.9%	44.7%	64.3%
%H		96.0%	51.4%	20.7%	64.3%	40.7%	23.6%	91.3%
Working part time	68	66	32	14	44	24	20	59
%V	3.4%	3.5%	3.6%	3.8%	3.3%	3.3%	3.4%	3.7%
%H		97.1%	47.1%	20.6%	64.7%	35.3%	29.4%	86.8%
Not working	779	729	287	116	546	236	310	514
%V	39.4%	38.7%	31.9%	31.9%	41.4%	32.7%	51.9%	32.0%
%H		93.6%	36.8%	14.9%	70.1%	30.3%	39.8%	66.0%
Housewife/Houseperson	557	510	186	83	360	131	229	338
%V	28.1%	27.1%	20.6%	22.8%	27.3%	18.2%	38.4%	21.0%
%H		91.6%	33.4%	14.9%	64.6%	23.5%	41.1%	60.7%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Individual level data

Table 16.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2122	2046	902	391	1483	742	741	1680
%H		96.4%	42.5%	18.4%	69.9%	35.0%	34.9%	79.2%
16 - 19	103	99	48	23	74	47	27	91
%V	4.9%	4.8%	5.3%	5.9%	5.0%	6.3%	3.6%	5.4%
%H		96.1%	46.6%	22.3%	71.8%	45.6%	26.2%	88.3%
20 - 24	168	141	63	33	89	52	38	149
%V	7.9%	6.9%	7.0%	8.4%	6.0%	7.0%	5.1%	8.9%
%H		83.9%	37.5%	19.6%	53.0%	31.0%	22.6%	88.7%
25 - 34	340	320	161	67	208	119	89	305
%V	16.0%	15.6%	17.8%	17.1%	14.0%	16.0%	12.0%	18.2%
%H		94.1%	47.4%	19.7%	61.2%	35.0%	26.2%	89.7%
35 - 44	327	319	162	63	210	119	90	296
%V	15.4%	15.6%	18.0%	16.1%	14.2%	16.0%	12.1%	17.6%
%H		97.6%	49.5%	19.3%	64.2%	36.4%	27.5%	90.5%
45 - 54	390	383	185	78	279	161	118	352
%V	18.4%	18.7%	20.5%	19.9%	18.8%	21.7%	15.9%	21.0%
%H		98.2%	47.4%	20.0%	71.5%	41.3%	30.3%	90.3%
55 - 64	325	320	144	63	239	125	115	269
%V	15.3%	15.6%	16.0%	16.1%	16.1%	16.8%	15.5%	16.0%
%H		98.5%	44.3%	19.4%	73.5%	38.5%	35.4%	82.8%
65+	470	464	138	64	383	119	264	217
%V	22.1%	22.7%	15.3%	16.4%	25.8%	16.0%	35.6%	12.9%
%H		98.7%	29.4%	13.6%	81.5%	25.3%	56.2%	46.2%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Individual level data

Table 16.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2122	2046	902	391	1483	742	741	1680
%H		96.4%	42.5%	18.4%	69.9%	35.0%	34.9%	79.2%
AB	531	521	247	90	370	191	179	503
%V	25.0%	25.5%	27.4%	23.0%	24.9%	25.7%	24.2%	29.9%
%H		98.1%	46.5%	16.9%	69.7%	36.0%	33.7%	94.7%
C1	635	590	266	121	412	215	197	540
%V	29.9%	28.8%	29.5%	30.9%	27.8%	29.0%	26.6%	32.1%
%H		92.9%	41.9%	19.1%	64.9%	33.9%	31.0%	85.0%
C2	365	358	177	73	260	152	108	311
%V	17.2%	17.5%	19.6%	18.7%	17.5%	20.5%	14.6%	18.5%
%H		98.1%	48.5%	20.0%	71.2%	41.6%	29.6%	85.2%
D	344	337	144	73	243	124	118	231
%V	16.2%	16.5%	16.0%	18.7%	16.4%	16.7%	15.9%	13.8%
%H		98.0%	41.9%	21.2%	70.6%	36.0%	34.3%	67.2%
E	247	239	67	34	198	59	139	96
%V	11.6%	11.7%	7.4%	8.7%	13.4%	8.0%	18.8%	5.7%
%H		96.8%	27.1%	13.8%	80.2%	23.9%	56.3%	38.9%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Scotland

Individual level data

Table 16.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2122	2046	902	391	1483	742	741	1680
%H		96.4%	42.5%	18.4%	69.9%	35.0%	34.9%	79.2%
Working full time	760	746	361	167	514	300	214	711
%V	35.8%	36.5%	40.0%	42.7%	34.7%	40.4%	28.9%	42.3%
%H		98.2%	47.5%	22.0%	67.6%	39.5%	28.2%	93.6%
Working part time	324	316	163	61	209	120	89	293
%V	15.3%	15.4%	18.1%	15.6%	14.1%	16.2%	12.0%	17.4%
%H		97.5%	50.3%	18.8%	64.5%	37.0%	27.5%	90.4%
Not working	1038	983	378	163	759	322	438	676
%V	48.9%	48.0%	41.9%	41.7%	51.2%	43.4%	59.1%	40.2%
%H		94.7%	36.4%	15.7%	73.1%	31.0%	42.2%	65.1%
Housewife/Houseperson	1760	1706	744	317	1240	604	636	1360
%V	82.9%	83.4%	82.5%	81.1%	83.6%	81.4%	85.8%	81.0%
%H		96.9%	42.3%	18.0%	70.5%	34.3%	36.1%	77.3%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Wales and West

Contents	Page
Household	
Table 17.1: Social Grade	452
Table 17.2: Housewife Age	453
Table 17.3: Size of Household	454
Table 17.4: Presence of Children	455
Table 17.5: Number of TV sets in household	456
Table 17.6: Screen size	457
Table 17.7: Location of ANY set in household	458
Table 17.8: Platform Provider	459
Table 17.9: Recorders and other equipment	460
Table 17.10: Computers and Internet	461
Sets	
Table 17.11: Screen Size	462
Table 17.12: Location of set	463
Table 17.13: Recorders	464
Table 17.14: Other TV equipment	464
Table 17.15: Main Set Screen Size	465
Table 17.16: Main Set Recorders	466
Table 17.17: Main Set - Other TV equipment	466
Table 17.18: Other Sets (non-Main Set) Screen Size	467
Table 17.19: Other Set (non-Main Set) Recorders	468
Table 17.20: Other Set (non-Main Set) - Other TV equipment	468
Individuals	
Table 17.21: Age of Children	469
Table 17.22: Adults - Age	470
Table 17.23: Social Grade (Adults 16+)	471
Table 17.24: Working Status (Adults 16+)	472
Table 17.25: Males - Age	473
Table 17.26: Social Grade (Males 16+)	474
Table 17.27: Working Status (Males 16+)	475
Table 17.28: Females - Age	476
Table 17.29: Social Grade (Females 16+)	477
Table 17.30: Working Status (Females 16+)	478

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Household level data

Table 17.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2319	2237	1098	254	1600	731	868	1691
%H (All HH)		96.5%	47.3%	11.0%	69.0%	31.5%	37.4%	72.9%
%H (TV HH)			49.1%	11.4%	71.5%	32.7%	38.8%	
AB	569	551	269	64	400	184	216	506
%V	24.5%	24.6%	24.5%	25.2%	25.0%	25.2%	24.9%	29.9%
%H (All HH)		96.8%	47.3%	11.2%	70.3%	32.3%	38.0%	88.9%
%H (TV HH)			48.8%	11.6%	72.6%	33.4%	39.2%	
C1	608	579	274	74	418	196	222	486
%V	26.2%	25.9%	25.0%	29.1%	26.1%	26.8%	25.6%	28.7%
%H (All HH)		95.2%	45.1%	12.2%	68.8%	32.2%	36.5%	79.9%
%H (TV HH)			47.3%	12.8%	72.2%	33.9%	38.3%	
C2	499	482	250	61	345	177	168	374
%V	21.5%	21.5%	22.8%	24.0%	21.6%	24.2%	19.4%	22.1%
%H (All HH)		96.6%	50.1%	12.2%	69.1%	35.5%	33.7%	74.9%
%H (TV HH)			51.9%	12.7%	71.6%	36.7%	34.9%	
D	371	365	193	33	250	110	140	221
%V	16.0%	16.3%	17.6%	13.0%	15.6%	15.0%	16.1%	13.1%
%H (All HH)		98.4%	52.0%	8.9%	67.4%	29.6%	37.7%	59.6%
%H (TV HH)			52.9%	9.0%	68.5%	30.1%	38.4%	
E	272	260	111	22	186	64	123	104
%V	11.7%	11.6%	10.1%	8.7%	11.6%	8.8%	14.2%	6.2%
%H (All HH)		95.6%	40.8%	8.1%	68.4%	23.5%	45.2%	38.2%
%H (TV HH)			42.7%	8.5%	71.5%	24.6%	47.3%	

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Household level data

Table 17.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2319	2237	1098	254	1600	731	868	1691
%V (All HH)		96.5%	47.3%	11.0%	69.0%	31.5%	37.4%	72.9%
%H (TV HH)			49.1%	11.4%	71.5%	32.7%	38.8%	
Under 25	103	89	35	11	53	19	34	72
%V	4.4%	4.0%	3.2%	4.3%	3.3%	2.6%	3.9%	4.3%
%H (All HH)		86.4%	34.0%	10.7%	51.5%	18.4%	33.0%	69.9%
%H (TV HH)			39.3%	12.4%	59.6%	21.3%	38.2%	
25 - 34	328	311	172	41	196	103	92	280
%V	14.1%	13.9%	15.7%	16.1%	12.3%	14.1%	10.6%	16.6%
%H (All HH)		94.8%	52.4%	12.5%	59.8%	31.4%	28.0%	85.4%
%H (TV HH)			55.3%	13.2%	63.0%	33.1%	29.6%	
35 - 44	361	347	202	48	225	131	94	314
%V	15.6%	15.5%	18.4%	18.9%	14.1%	17.9%	10.8%	18.6%
%H (All HH)		96.1%	56.0%	13.3%	62.3%	36.3%	26.0%	87.0%
%H (TV HH)			58.2%	13.8%	64.8%	37.8%	27.1%	
45 - 54	447	437	232	58	313	168	145	389
%V	19.3%	19.5%	21.1%	22.8%	19.6%	23.0%	16.7%	23.0%
%H (All HH)		97.8%	51.9%	13.0%	70.0%	37.6%	32.4%	87.0%
%H (TV HH)			53.1%	13.3%	71.6%	38.4%	33.2%	
55 - 64	398	389	196	45	285	137	148	311
%V	17.2%	17.4%	17.9%	17.7%	17.8%	18.7%	17.1%	18.4%
%H (All HH)		97.7%	49.2%	11.3%	71.6%	34.4%	37.2%	78.1%
%H (TV HH)			50.4%	11.6%	73.3%	35.2%	38.0%	
65 +	682	665	261	50	527	173	354	325
%V	29.4%	29.7%	23.8%	19.7%	32.9%	23.7%	40.8%	19.2%
%H (All HH)		97.5%	38.3%	7.3%	77.3%	25.4%	51.9%	47.7%
%H (TV HH)			39.2%	7.5%	79.2%	26.0%	53.2%	

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Household level data

Table 17.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2319	2237	1098	254	1600	731	868	1691
%H (All HH)		96.5%	47.3%	11.0%	69.0%	31.5%	37.4%	72.9%
%H (TV HH)			49.1%	11.4%	71.5%	32.7%	38.8%	
1	722	680	241	60	517	142	374	334
%V	31.1%	30.4%	21.9%	23.6%	32.3%	19.4%	43.1%	19.8%
%H (All HH)		94.2%	33.4%	8.3%	71.6%	19.7%	51.8%	46.3%
%H (TV HH)			35.4%	8.8%	76.0%	20.9%	55.0%	
2	798	778	389	91	561	269	292	634
%V	34.4%	34.8%	35.4%	35.8%	35.1%	36.8%	33.6%	37.5%
%H (All HH)		97.5%	48.7%	11.4%	70.3%	33.7%	36.6%	79.4%
%H (TV HH)			50.0%	11.7%	72.1%	34.6%	37.5%	
3	366	358	213	43	245	147	99	326
%V	15.8%	16.0%	19.4%	16.9%	15.3%	20.1%	11.4%	19.3%
%H (All HH)		97.8%	58.2%	11.7%	66.9%	40.2%	27.0%	89.1%
%H (TV HH)			59.5%	12.0%	68.4%	41.1%	27.7%	
4	298	289	179	43	189	120	69	277
%V	12.9%	12.9%	16.3%	16.9%	11.8%	16.4%	7.9%	16.4%
%H (All HH)		97.0%	60.1%	14.4%	63.4%	40.3%	23.2%	93.0%
%H (TV HH)			61.9%	14.9%	65.4%	41.5%	23.9%	
5+	135	132	76	18	87	53	34	120
%V	5.8%	5.9%	6.9%	7.1%	5.4%	7.3%	3.9%	7.1%
%H (All HH)		97.8%	56.3%	13.3%	64.4%	39.3%	25.2%	88.9%
%H (TV HH)			57.6%	13.6%	65.9%	40.2%	25.8%	
Average HH size	2.30	2.32	2.53	2.50	2.25	2.58	1.98	2.57

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Household level data

Table 17.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2319	2237	1098	254	1600	731	868	1691
%H (All HH)		96.5%	47.3%	11.0%	69.0%	31.5%	37.4%	72.9%
%H (TV HH)			49.1%	11.4%	71.5%	32.7%	38.8%	
Without	1756	1683	766	183	1249	526	723	1194
%V	75.7%	75.2%	69.8%	72.0%	78.1%	72.0%	83.3%	70.6%
%H (All HH)		95.8%	43.6%	10.4%	71.1%	30.0%	41.2%	68.0%
%H (TV HH)			45.5%	10.9%	74.2%	31.3%	43.0%	
With	563	554	332	71	351	206	145	497
%V	24.3%	24.8%	30.2%	28.0%	21.9%	28.2%	16.7%	29.4%
%H (All HH)		98.4%	59.0%	12.6%	62.3%	36.6%	25.8%	88.3%
%H (TV HH)			59.9%	12.8%	63.4%	37.2%	26.2%	
0 - 3	217	212	121	25	129	65	64	181
%V	9.4%	9.5%	11.0%	9.8%	8.1%	8.9%	7.4%	10.7%
%H (All HH)		97.7%	55.8%	11.5%	59.4%	30.0%	29.5%	83.4%
%H (TV HH)			57.1%	11.8%	60.8%	30.7%	30.2%	
4 - 9	282	277	174	31	171	101	70	244
%V	12.2%	12.4%	15.8%	12.2%	10.7%	13.8%	8.1%	14.4%
%H (All HH)		98.2%	61.7%	11.0%	60.6%	35.8%	24.8%	86.5%
%H (TV HH)			62.8%	11.2%	61.7%	36.5%	25.3%	
10 - 15	261	259	162	35	170	111	60	242
%V	11.3%	11.6%	14.8%	13.8%	10.6%	15.2%	6.9%	14.3%
%H (All HH)		99.2%	62.1%	13.4%	65.1%	42.5%	23.0%	92.7%
%H (TV HH)			62.5%	13.5%	65.6%	42.9%	23.2%	

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Household level data

Table 17.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2319	2237	1098	254	1600	731	868	1691
%H (All HH)		96.5%	47.3%	11.0%	69.0%	31.5%	37.4%	72.9%
%H (TV HH)			49.1%	11.4%	71.5%	32.7%	38.8%	
1	880	880	322	91	569	122	447	534
%V	37.9%	39.3%	29.3%	35.8%	35.6%	16.7%	51.5%	31.6%
%H (All HH)		100.0%	36.6%	10.3%	64.7%	13.9%	50.8%	60.7%
%H (TV HH)			36.6%	10.3%	64.7%	13.9%	50.8%	
2	765	765	397	92	556	281	275	578
%V	33.0%	34.2%	36.2%	36.2%	34.8%	38.4%	31.7%	34.2%
%H (All HH)		100.0%	51.9%	12.0%	72.7%	36.7%	35.9%	75.6%
%H (TV HH)			51.9%	12.0%	72.7%	36.7%	35.9%	
3	360	360	223	38	283	182	101	306
%V	15.5%	16.1%	20.3%	15.0%	17.7%	24.9%	11.6%	18.1%
%H (All HH)		100.0%	61.9%	10.6%	78.6%	50.6%	28.1%	85.0%
%H (TV HH)			61.9%	10.6%	78.6%	50.6%	28.1%	
4	164	164	107	23	134	99	34	151
%V	7.1%	7.3%	9.7%	9.1%	8.4%	13.5%	3.9%	8.9%
%H (All HH)		100.0%	65.2%	14.0%	81.7%	60.4%	20.7%	92.1%
%H (TV HH)			65.2%	14.0%	81.7%	60.4%	20.7%	
5+	69	69	49	9	58	47	11	67
%V	3.0%	3.1%	4.5%	3.5%	3.6%	6.4%	1.3%	4.0%
%H (All HH)		100.0%	71.0%	13.0%	84.1%	68.1%	15.9%	97.1%
%H (TV HH)			71.0%	13.0%	84.1%	68.1%	15.9%	

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Household level data

Table 17.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2319	2237	1098	254	1600	731	868	1691
%H (All HH)		96.5%	47.3%	11.0%	69.0%	31.5%	37.4%	72.9%
%H (TV HH)			49.1%	11.4%	71.5%	32.7%	38.8%	
Under 20"	579	579	296	57	482	256	226	447
%V	25.0%	25.9%	27.0%	22.4%	30.1%	35.0%	26.0%	26.4%
%H (All HH)		100.0%	51.1%	9.8%	83.2%	44.2%	39.0%	77.2%
%H (TV HH)			51.1%	9.8%	83.2%	44.2%	39.0%	
20" - 29"	936	936	450	100	731	345	386	680
%V	40.4%	41.8%	41.0%	39.4%	45.7%	47.2%	44.5%	40.2%
%H (All HH)		100.0%	48.1%	10.7%	78.1%	36.9%	41.2%	72.6%
%H (TV HH)			48.1%	10.7%	78.1%	36.9%	41.2%	
30" - 39"	1188	1188	602	138	871	423	448	889
%V	51.2%	53.1%	54.8%	54.3%	54.4%	57.9%	51.6%	52.6%
%H (All HH)		100.0%	50.7%	11.6%	73.3%	35.6%	37.7%	74.8%
%H (TV HH)			50.7%	11.6%	73.3%	35.6%	37.7%	
40" and over	859	859	544	118	578	379	199	734
%V	37.0%	38.4%	49.5%	46.5%	36.1%	51.8%	22.9%	43.4%
%H (All HH)		100.0%	63.3%	13.7%	67.3%	44.1%	23.2%	85.4%
%H (TV HH)			63.3%	13.7%	67.3%	44.1%	23.2%	

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Household level data

Table 17.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2319	2237	1098	254	1600	731	868	1691
%V (All HH)		96.5%	47.3%	11.0%	69.0%	31.5%	37.4%	72.9%
%H (TV HH)			49.1%	11.4%	71.5%	32.7%	38.8%	
Main living room	2203	2203	1090	253	1585	727	858	1610
%V	95.0%	98.5%	99.3%	99.6%	99.1%	99.5%	98.8%	95.2%
%H (All HH)		100.0%	49.5%	11.5%	71.9%	33.0%	38.9%	73.1%
%H (TV HH)			49.5%	11.5%	71.9%	33.0%	38.9%	
Kitchen	297	297	169	24	250	147	103	248
%V	12.8%	13.3%	15.4%	9.4%	15.6%	20.1%	11.9%	14.7%
%H (All HH)		100.0%	56.9%	8.1%	84.2%	49.5%	34.7%	83.5%
%H (TV HH)			56.9%	8.1%	84.2%	49.5%	34.7%	
Adult's bedroom	913	913	528	119	711	440	271	741
%V	39.4%	40.8%	48.1%	46.9%	44.4%	60.2%	31.2%	43.8%
%H (All HH)		100.0%	57.8%	13.0%	77.9%	48.2%	29.7%	81.2%
%H (TV HH)			57.8%	13.0%	77.9%	48.2%	29.7%	
Child's bedroom	218	218	144	29	163	117	46	199
%V	9.4%	9.7%	13.1%	11.4%	10.2%	16.0%	5.3%	11.8%
%H (All HH)		100.0%	66.1%	13.3%	74.8%	53.7%	21.1%	91.3%
%H (TV HH)			66.1%	13.3%	74.8%	53.7%	21.1%	
Other bedroom	121	121	72	18	95	65	31	107
%V	5.2%	5.4%	6.6%	7.1%	5.9%	8.9%	3.6%	6.3%
%H (All HH)		100.0%	59.5%	14.9%	78.5%	53.7%	25.6%	88.4%
%H (TV HH)			59.5%	14.9%	78.5%	53.7%	25.6%	
Second living/dining room	230	230	132	22	189	112	77	187
%V	9.9%	10.3%	12.0%	8.7%	11.8%	15.3%	8.9%	11.1%
%H (All HH)		100.0%	57.4%	9.6%	82.2%	48.7%	33.5%	81.3%
%H (TV HH)			57.4%	9.6%	82.2%	48.7%	33.5%	
Study/office	42	42	23	5	33	21	13	40
%V	1.8%	1.9%	2.1%	2.0%	2.1%	2.9%	1.5%	2.4%
%H (All HH)		100.0%	54.8%	11.9%	78.6%	50.0%	31.0%	95.2%
%H (TV HH)			54.8%	11.9%	78.6%	50.0%	31.0%	
TV room	14	14	9	1	11	7	4	13
%V	0.6%	0.6%	0.8%	0.4%	0.7%	1.0%	0.5%	0.8%
%H (All HH)		100.0%	64.3%	7.1%	78.6%	50.0%	28.6%	92.9%
%H (TV HH)			64.3%	7.1%	78.6%	50.0%	28.6%	
Conservatory	41	41	28	3	36	25	11	36
%V	1.8%	1.8%	2.6%	1.2%	2.3%	3.4%	1.3%	2.1%
%H (All HH)		100.0%	68.3%	7.3%	87.8%	61.0%	26.8%	87.8%
%H (TV HH)			68.3%	7.3%	87.8%	61.0%	26.8%	
Attic or loft room	7	7	5	1	5	3	2	7
%V	0.3%	0.3%	0.5%	0.4%	0.3%	0.4%	0.2%	0.4%
%H (All HH)		100.0%	71.4%	14.3%	71.4%	42.9%	28.6%	100.0%
%H (TV HH)			71.4%	14.3%	71.4%	42.9%	28.6%	
No specific location	3	3	1	0	2	1	1	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.2%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	0.0%	66.7%	33.3%	33.3%	
Other	12	12	8	0	10	6	4	11
%V	0.5%	0.5%	0.7%	0.0%	0.6%	0.8%	0.5%	0.7%
%H (All HH)		100.0%	66.7%	0.0%	83.3%	50.0%	33.3%	91.7%
%H (TV HH)			66.7%	0.0%	83.3%	50.0%	33.3%	

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Household level data

Table 17.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2319	2237	1098	254	1600	731	868	1691
%H (All HH)		96.5%	47.3%	11.0%	69.0%	31.5%	37.4%	72.9%
%H (TV HH)			49.1%	11.4%	71.5%	32.7%	38.8%	
Any DSAT provider	1098	1098	1098	10	612	612	0	899
%V	47.3%	49.1%	100.0%	3.9%	38.3%	83.7%	0.0%	53.2%
%H (All HH)			100.0%	0.9%	55.7%	55.7%	0.0%	81.9%
%H (TV HH)			100.0%	0.9%	55.7%	55.7%	0.0%	
Sky with subcription	886	886	886	6	500	500	0	751
%V	38.2%	39.6%	80.7%	2.4%	31.3%	68.4%	0.0%	44.4%
%H (All HH)			100.0%	0.7%	56.4%	56.4%	0.0%	84.8%
%H (TV HH)			100.0%	0.7%	56.4%	56.4%	0.0%	
Sky without subscription	95	95	95	1	45	45	0	59
%V	4.1%	4.2%	8.7%	0.4%	2.8%	6.2%	0.0%	3.5%
%H (All HH)			100.0%	1.1%	47.4%	47.4%	0.0%	62.1%
%H (TV HH)			100.0%	1.1%	47.4%	47.4%	0.0%	
Freesat	112	112	112	3	66	66	0	87
%V	4.8%	5.0%	10.2%	1.2%	4.1%	9.0%	0.0%	5.1%
%H (All HH)			100.0%	2.7%	58.9%	58.9%	0.0%	77.7%
%H (TV HH)			100.0%	2.7%	58.9%	58.9%	0.0%	
Other satellite provider	20	20	20	0	9	9	0	14
%V	0.9%	0.9%	1.8%	0.0%	0.6%	1.2%	0.0%	0.8%
%H (All HH)			100.0%	0.0%	45.0%	45.0%	0.0%	70.0%
%H (TV HH)			100.0%	0.0%	45.0%	45.0%	0.0%	
DCAB	254	254	10	254	124	124	0	217
%V	11.0%	11.4%	0.9%	100.0%	7.8%	17.0%	0.0%	12.8%
%H (All HH)			3.9%	100.0%	48.8%	48.8%	0.0%	85.4%
%H (TV HH)			3.9%	100.0%	48.8%	48.8%	0.0%	
DTT	1600	1600	612	124	1600	731	868	1134
%V	69.0%	71.5%	55.7%	48.8%	100.0%	100.0%	100.0%	67.1%
%H (All HH)		100.0%	38.3%	7.8%	100.0%	45.7%	54.3%	70.9%
%H (TV HH)			38.3%	7.8%	100.0%	45.7%	54.3%	

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Household level data

Table 17.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2319	2237	1098	254	1600	731	868	1691
%H (All HH)		96.5%	47.3%	11.0%	69.0%	31.5%	37.4%	72.9%
%H (TV HH)			49.1%	11.4%	71.5%	32.7%	38.8%	
PVR	1375	1375	884	196	910	610	300	1174
%V	59.3%	61.5%	80.5%	77.2%	56.9%	83.4%	34.6%	69.4%
%H (All HH)		100.0%	64.3%	14.3%	66.2%	44.4%	21.8%	85.4%
%H (TV HH)			64.3%	14.3%	66.2%	44.4%	21.8%	
DVDR	133	133	66	20	99	51	48	107
%V	5.7%	5.9%	6.0%	7.9%	6.2%	7.0%	5.5%	6.3%
%H (All HH)		100.0%	49.6%	15.0%	74.4%	38.3%	36.1%	80.5%
%H (TV HH)			49.6%	15.0%	74.4%	38.3%	36.1%	
VCR	78	78	36	12	63	32	32	49
%V	3.4%	3.5%	3.3%	4.7%	3.9%	4.4%	3.7%	2.9%
%H (All HH)		100.0%	46.2%	15.4%	80.8%	41.0%	41.0%	62.8%
%H (TV HH)			46.2%	15.4%	80.8%	41.0%	41.0%	
Any recorder	1451	1451	907	205	972	626	346	1219
%V	62.6%	64.9%	82.6%	80.7%	60.8%	85.6%	39.9%	72.1%
%H (All HH)		100.0%	62.5%	14.1%	67.0%	43.1%	23.8%	84.0%
%H (TV HH)			62.5%	14.1%	67.0%	43.1%	23.8%	
Receives HDTV (via STB or built-in reception)	1066	1066	622	204	712	464	248	923
%V	46.0%	47.7%	56.6%	80.3%	44.5%	63.5%	28.6%	54.6%
%H (All HH)		100.0%	58.3%	19.1%	66.8%	43.5%	23.3%	86.6%
%H (TV HH)			58.3%	19.1%	66.8%	43.5%	23.3%	
DVD/Blu-ray player or recorder	1827	1827	934	217	1330	653	677	1407
%V	78.8%	81.7%	85.1%	85.4%	83.1%	89.3%	78.0%	83.2%
%H (All HH)		100.0%	51.1%	11.9%	72.8%	35.7%	37.1%	77.0%
%H (TV HH)			51.1%	11.9%	72.8%	35.7%	37.1%	

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Household level data

Table 17.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2319	2237	1098	254	1600	731	868	1691
%V (All HH)		96.5%	47.3%	11.0%	69.0%	31.5%	37.4%	72.9%
%H (TV HH)			49.1%	11.4%	71.5%	32.7%	38.8%	
Has broadband internet	1691	1635	899	217	1134	625	509	1691
%V	72.9%	73.1%	81.9%	85.4%	70.9%	85.5%	58.6%	100.0%
%H (All HH)		96.7%	53.2%	12.8%	67.1%	37.0%	30.1%	100.0%
%H (TV HH)			55.0%	13.3%	69.4%	38.2%	31.1%	
Number of computers (PCs and laptops)								
0	536	514	173	35	399	95	303	19
%V	23.1%	23.0%	15.8%	13.8%	24.9%	13.0%	34.9%	1.1%
%H (All HH)		95.9%	32.3%	6.5%	74.4%	17.7%	56.5%	3.5%
%H (TV HH)			33.7%	6.8%	77.6%	18.5%	58.9%	
1	785	758	388	74	522	232	290	699
%V	33.9%	33.9%	35.3%	29.1%	32.6%	31.7%	33.4%	41.3%
%H (All HH)		96.6%	49.4%	9.4%	66.5%	29.6%	36.9%	89.0%
%H (TV HH)			51.2%	9.8%	68.9%	30.6%	38.3%	
2	503	486	273	71	351	212	139	485
%V	21.7%	21.7%	24.9%	28.0%	21.9%	29.0%	16.0%	28.7%
%H (All HH)		96.6%	54.3%	14.1%	69.8%	42.1%	27.6%	96.4%
%H (TV HH)			56.2%	14.6%	72.2%	43.6%	28.6%	
3	249	241	129	37	161	88	73	244
%V	10.7%	10.8%	11.7%	14.6%	10.1%	12.0%	8.4%	14.4%
%H (All HH)		96.8%	51.8%	14.9%	64.7%	35.3%	29.3%	98.0%
%H (TV HH)			53.5%	15.4%	66.8%	36.5%	30.3%	
4	115	110	62	13	81	48	33	114
%V	5.0%	4.9%	5.6%	5.1%	5.1%	6.6%	3.8%	6.7%
%H (All HH)		95.7%	53.9%	11.3%	70.4%	41.7%	28.7%	99.1%
%H (TV HH)			56.4%	11.8%	73.6%	43.6%	30.0%	
5+	132	128	73	23	87	56	30	131
%V	5.7%	5.7%	6.6%	9.1%	5.4%	7.7%	3.5%	7.7%
%H (All HH)		97.0%	55.3%	17.4%	65.9%	42.4%	22.7%	99.2%
%H (TV HH)			57.0%	18.0%	68.0%	43.8%	23.4%	

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV Wales and West

Set level data

Table 17.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4523	2479	534	3384	1883	1501	3578
%H		54.8%	11.8%	74.8%	41.6%	33.2%	79.1%
Under 20"	732	382	74	613	336	276	579
%V	16.2%	15.4%	13.9%	18.1%	17.8%	18.4%	16.2%
%H		52.2%	10.1%	83.7%	45.9%	37.7%	79.1%
20" - 29"	1167	591	122	929	474	455	871
%V	25.8%	23.8%	22.8%	27.5%	25.2%	30.3%	24.3%
%H		50.6%	10.5%	79.6%	40.6%	39.0%	74.6%
30" - 39"	1399	730	174	1035	538	497	1078
%V	30.9%	29.4%	32.6%	30.6%	28.6%	33.1%	30.1%
%H		52.2%	12.4%	74.0%	38.5%	35.5%	77.1%
40" and over	999	639	137	677	450	227	864
%V	22.1%	25.8%	25.7%	20.0%	23.9%	15.1%	24.1%
%H		64.0%	13.7%	67.8%	45.0%	22.7%	86.5%
Don't know	52	33	3	40	24	16	42
%V	1.1%	1.3%	0.6%	1.2%	1.3%	1.1%	1.2%
%H		63.5%	5.8%	76.9%	46.2%	30.8%	80.8%
Not Asked	174	104	24	90	61	30	144
%V	3.8%	4.2%	4.5%	2.7%	3.2%	2.0%	4.0%
%H		59.8%	13.8%	51.7%	35.1%	17.2%	82.8%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Set level data

Table 17.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4523	2479	534	3384	1883	1501	3578
%H		54.8%	11.8%	74.8%	41.6%	33.2%	79.1%
Main living room	2219	1098	255	1598	734	864	1622
%V	49.1%	44.3%	47.8%	47.2%	39.0%	57.6%	45.3%
%H		49.5%	11.5%	72.0%	33.1%	38.9%	73.1%
Kitchen	298	170	25	251	148	103	249
%V	6.6%	6.9%	4.7%	7.4%	7.9%	6.9%	7.0%
%H		57.0%	8.4%	84.2%	49.7%	34.6%	83.6%
Adult's bedroom	1053	623	136	827	528	299	872
%V	23.3%	25.1%	25.5%	24.4%	28.0%	19.9%	24.4%
%H		59.2%	12.9%	78.5%	50.1%	28.4%	82.8%
Child's bedroom	285	188	41	216	158	58	262
%V	6.3%	7.6%	7.7%	6.4%	8.4%	3.9%	7.3%
%H		66.0%	14.4%	75.8%	55.4%	20.4%	91.9%
Other bedroom	141	86	20	112	77	35	125
%V	3.1%	3.5%	3.7%	3.3%	4.1%	2.3%	3.5%
%H		61.0%	14.2%	79.4%	54.6%	24.8%	88.7%
Second living/dining room	234	135	23	193	115	78	191
%V	5.2%	5.4%	4.3%	5.7%	6.1%	5.2%	5.3%
%H		57.7%	9.8%	82.5%	49.1%	33.3%	81.6%
Study/office	42	24	5	33	21	13	41
%V	0.9%	1.0%	0.9%	1.0%	1.1%	0.9%	1.1%
%H		57.1%	11.9%	78.6%	50.0%	31.0%	97.6%
TV room	15	9	1	12	8	5	14
%V	0.3%	0.4%	0.2%	0.4%	0.4%	0.3%	0.4%
%H		60.0%	6.7%	80.0%	53.3%	33.3%	93.3%
Conservatory	41	28	3	36	25	11	37
%V	0.9%	1.1%	0.6%	1.1%	1.3%	0.7%	1.0%
%H		68.3%	7.3%	87.8%	61.0%	26.8%	90.2%
Attic or loft room	7	5	1	5	3	2	7
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%
%H		71.4%	14.3%	71.4%	42.9%	28.6%	100.0%
No specific location	3	1	0	2	1	1	3
%V	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	0.0%	66.7%	33.3%	33.3%	100.0%
Other	12	8	0	10	6	4	11
%V	0.3%	0.3%	0.0%	0.3%	0.3%	0.3%	0.3%
%H		66.7%	0.0%	83.3%	50.0%	33.3%	91.7%
Not Asked	174	104	24	90	61	30	144
%V	3.8%	4.2%	4.5%	2.7%	3.2%	2.0%	4.0%
%H		59.8%	13.8%	51.7%	35.1%	17.2%	82.8%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Set level data

Table 17.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4523	2479	534	3384	1883	1501	3578
%H		54.8%	11.8%	74.8%	41.6%	33.2%	79.1%
PVR	1780	1192	258	1152	810	342	1552
%V	39.4%	48.1%	48.3%	34.0%	43.0%	22.8%	43.4%
%H		67.0%	14.5%	64.7%	45.5%	19.2%	87.2%
DVDR	145	71	23	108	57	51	117
%V	3.2%	2.9%	4.3%	3.2%	3.0%	3.4%	3.3%
%H		49.0%	15.9%	74.5%	39.3%	35.2%	80.7%
VCR	84	41	13	67	36	32	53
%V	1.9%	1.7%	2.4%	2.0%	1.9%	2.1%	1.5%
%H		48.8%	15.5%	79.8%	42.9%	38.1%	63.1%
Any recorder	1892	1238	273	1244	850	395	1628
%V	41.8%	49.9%	51.1%	36.8%	45.1%	26.3%	45.5%
%H		65.4%	14.4%	65.8%	44.9%	20.9%	86.0%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4523	2479	534	3384	1883	1501	3578
%H		54.8%	11.8%	74.8%	41.6%	33.2%	79.1%
Receives HDTV (via STB or built-in reception)	1510	879	306	1040	699	340	1337
%V	33.4%	35.5%	57.3%	30.7%	37.1%	22.7%	37.4%
%H		58.2%	20.3%	68.9%	46.3%	22.5%	88.5%
DVD/Blu-ray player or recorder	2697	1484	334	2031	1145	886	2177
%V	59.6%	59.9%	62.5%	60.0%	60.8%	59.0%	60.8%
%H		55.0%	12.4%	75.3%	42.5%	32.9%	80.7%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Set level data

Table 17.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2235	1097	254	1599	731	868	1634
%H		49.1%	11.4%	71.5%	32.7%	38.8%	73.1%
Under 20"	54	12	3	44	4	40	32
%V	2.4%	1.1%	1.2%	2.8%	0.5%	4.6%	2.0%
%H		22.2%	5.6%	81.5%	7.4%	74.1%	59.3%
20" - 29"	404	126	34	318	79	239	232
%V	18.1%	11.5%	13.4%	19.9%	10.8%	27.5%	14.2%
%H		31.2%	8.4%	78.7%	19.6%	59.2%	57.4%
30" - 39"	930	428	103	677	280	397	652
%V	41.6%	39.0%	40.6%	42.3%	38.3%	45.7%	39.9%
%H		46.0%	11.1%	72.8%	30.1%	42.7%	70.1%
40" and over	818	521	113	547	361	186	698
%V	36.6%	47.5%	44.5%	34.2%	49.4%	21.4%	42.7%
%H		63.7%	13.8%	66.9%	44.1%	22.7%	85.3%
Don't know	18	11	1	12	6	6	13
%V	0.8%	1.0%	0.4%	0.8%	0.8%	0.7%	0.8%
%H		61.1%	5.6%	66.7%	33.3%	33.3%	72.2%
Not Asked	11	0	0	1	1	0	7
%V	0.5%	0.0%	0.0%	0.1%	0.1%	0.0%	0.4%
%H		0.0%	0.0%	9.1%	9.1%	0.0%	63.6%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Set level data

Table 17.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2235	1097	254	1599	731	868	1634
%H		49.1%	11.4%	71.5%	32.7%	38.8%	73.1%
PVR	1337	867	191	880	595	285	1146
%V	59.8%	79.0%	75.2%	55.0%	81.4%	32.8%	70.1%
%H		64.8%	14.3%	65.8%	44.5%	21.3%	85.7%
DVDR	114	55	17	84	41	42	91
%V	5.1%	5.0%	6.7%	5.3%	5.6%	4.8%	5.6%
%H		48.2%	14.9%	73.7%	36.0%	36.8%	79.8%
VCR	67	31	10	53	26	28	41
%V	3.0%	2.8%	3.9%	3.3%	3.6%	3.2%	2.5%
%H		46.3%	14.9%	79.1%	38.8%	41.8%	61.2%
Any recorder	1414	891	200	942	613	329	1193
%V	63.3%	81.2%	78.7%	58.9%	83.9%	37.9%	73.0%
%H		63.0%	14.1%	66.6%	43.4%	23.3%	84.4%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2235	1097	254	1599	731	868	1634
%H		49.1%	11.4%	71.5%	32.7%	38.8%	73.1%
Receives HDTV (via STB or built-in reception)	1024	597	201	676	443	233	889
%V	45.8%	54.4%	79.1%	42.3%	60.6%	26.8%	54.4%
%H		58.3%	19.6%	66.0%	43.3%	22.8%	86.8%
DVD/Blu-ray player or recorder	1728	880	204	1253	610	644	1329
%V	77.3%	80.2%	80.3%	78.4%	83.4%	74.2%	81.3%
%H		50.9%	11.8%	72.5%	35.3%	37.3%	76.9%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Set level data

Table 17.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2288	1382	280	1785	1152	633	1944
%H		60.4%	12.2%	78.0%	50.3%	27.7%	85.0%
Under 20"	677	370	72	569	332	237	547
%V	29.6%	26.8%	25.7%	31.9%	28.8%	37.4%	28.1%
%H		54.7%	10.6%	84.0%	49.0%	35.0%	80.8%
20" - 29"	763	465	87	611	395	216	639
%V	33.3%	33.6%	31.1%	34.2%	34.3%	34.1%	32.9%
%H		60.9%	11.4%	80.1%	51.8%	28.3%	83.7%
30" - 39"	470	302	71	358	258	100	426
%V	20.5%	21.9%	25.4%	20.1%	22.4%	15.8%	21.9%
%H		64.3%	15.1%	76.2%	54.9%	21.3%	90.6%
40" and over	182	118	24	130	89	41	166
%V	8.0%	8.5%	8.6%	7.3%	7.7%	6.5%	8.5%
%H		64.8%	13.2%	71.4%	48.9%	22.5%	91.2%
Don't know	34	22	2	28	18	10	29
%V	1.5%	1.6%	0.7%	1.6%	1.6%	1.6%	1.5%
%H		64.7%	5.9%	82.4%	52.9%	29.4%	85.3%
Not Asked	162	105	24	89	60	29	137
%V	7.1%	7.6%	8.6%	5.0%	5.2%	4.6%	7.0%
%H		64.8%	14.8%	54.9%	37.0%	17.9%	84.6%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Set level data

Table 17.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2288	1382	280	1785	1152	633	1944
%H		60.4%	12.2%	78.0%	50.3%	27.7%	85.0%
PVR	443	326	67	272	215	57	406
%V	19.4%	23.6%	23.9%	15.2%	18.7%	9.0%	20.9%
%H		73.6%	15.1%	61.4%	48.5%	12.9%	91.6%
DVDR	31	17	6	24	16	8	26
%V	1.4%	1.2%	2.1%	1.3%	1.4%	1.3%	1.3%
%H		54.8%	19.4%	77.4%	51.6%	25.8%	83.9%
VCR	17	11	3	14	10	4	13
%V	0.7%	0.8%	1.1%	0.8%	0.9%	0.6%	0.7%
%H		64.7%	17.6%	82.4%	58.8%	23.5%	76.5%
Any recorder	479	347	73	303	237	66	435
%V	20.9%	25.1%	26.1%	17.0%	20.6%	10.4%	22.4%
%H		72.4%	15.2%	63.3%	49.5%	13.8%	90.8%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2288	1382	280	1785	1152	633	1944
%H		60.4%	12.2%	78.0%	50.3%	27.7%	85.0%
Receives HDTV (via STB or built-in reception)	486	281	105	364	256	107	448
%V	21.2%	20.3%	37.5%	20.4%	22.2%	16.9%	23.0%
%H		57.8%	21.6%	74.9%	52.7%	22.0%	92.2%
DVD/Blu-ray player or recorder	969	604	130	778	536	242	848
%V	42.4%	43.7%	46.4%	43.6%	46.5%	38.2%	43.6%
%H		62.3%	13.4%	80.3%	55.3%	25.0%	87.5%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Individual level data

Table 17.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5340	5182	2780	635	3605	1883	1722	4339
%H		97.0%	52.1%	11.9%	67.5%	35.3%	32.2%	81.3%
Total Children	964	951	570	117	601	348	252	848
%V	18.1%	18.4%	20.5%	18.4%	16.7%	18.5%	14.6%	19.5%
%H		98.7%	59.1%	12.1%	62.3%	36.1%	26.1%	88.0%
0 - 3	256	251	141	31	156	79	77	215
%V	4.8%	4.8%	5.1%	4.9%	4.3%	4.2%	4.5%	5.0%
%H		98.0%	55.1%	12.1%	60.9%	30.9%	30.1%	84.0%
4 - 15	709	701	429	86	444	269	175	633
%V	13.3%	13.5%	15.4%	13.5%	12.3%	14.3%	10.2%	14.6%
%H		98.9%	60.5%	12.1%	62.6%	37.9%	24.7%	89.3%
4 - 9	363	357	223	37	219	128	91	314
%V	6.8%	6.9%	8.0%	5.8%	6.1%	6.8%	5.3%	7.2%
%H		98.3%	61.4%	10.2%	60.3%	35.3%	25.1%	86.5%
10 - 15	346	343	206	49	225	141	84	319
%V	6.5%	6.6%	7.4%	7.7%	6.2%	7.5%	4.9%	7.4%
%H		99.1%	59.5%	14.2%	65.0%	40.8%	24.3%	92.2%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Individual level data

Table 17.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5340	5182	2780	635	3605	1883	1722	4339
%H		97.0%	52.1%	11.9%	67.5%	35.3%	32.2%	81.3%
Total Adults (16+)	4376	4230	2210	518	3005	1535	1470	3491
%V	81.9%	81.6%	79.5%	81.6%	83.4%	81.5%	85.4%	80.5%
%H		96.7%	50.5%	11.8%	68.7%	35.1%	33.6%	79.8%
16 - 19	257	251	148	35	174	108	66	243
%V	4.8%	4.8%	5.3%	5.5%	4.8%	5.7%	3.8%	5.6%
%H		97.7%	57.6%	13.6%	67.7%	42.0%	25.7%	94.6%
20 - 24	369	331	148	51	225	111	115	320
%V	6.9%	6.4%	5.3%	8.0%	6.2%	5.9%	6.7%	7.4%
%H		89.7%	40.1%	13.8%	61.0%	30.1%	31.2%	86.7%
25 - 34	668	641	367	95	409	238	172	579
%V	12.5%	12.4%	13.2%	15.0%	11.3%	12.6%	10.0%	13.3%
%H		96.0%	54.9%	14.2%	61.2%	35.6%	25.7%	86.7%
35 - 44	651	624	367	89	403	240	163	575
%V	12.2%	12.0%	13.2%	14.0%	11.2%	12.7%	9.5%	13.3%
%H		95.9%	56.4%	13.7%	61.9%	36.9%	25.0%	88.3%
45 - 54	755	740	417	100	527	304	223	676
%V	14.1%	14.3%	15.0%	15.7%	14.6%	16.1%	13.0%	15.6%
%H		98.0%	55.2%	13.2%	69.8%	40.3%	29.5%	89.5%
55 - 64	662	651	335	75	479	236	242	540
%V	12.4%	12.6%	12.1%	11.8%	13.3%	12.5%	14.1%	12.4%
%H		98.3%	50.6%	11.3%	72.4%	35.6%	36.6%	81.6%
65+	1014	993	429	74	787	298	489	558
%V	19.0%	19.2%	15.4%	11.7%	21.8%	15.8%	28.4%	12.9%
%H		97.9%	42.3%	7.3%	77.6%	29.4%	48.2%	55.0%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Individual level data

Table 17.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4376	4230	2210	518	3005	1535	1470	3491
%H		96.7%	50.5%	11.8%	68.7%	35.1%	33.6%	79.8%
AB	1142	1112	575	141	793	399	394	1053
%V	26.1%	26.3%	26.0%	27.2%	26.4%	26.0%	26.8%	30.2%
%H		97.4%	50.4%	12.3%	69.4%	34.9%	34.5%	92.2%
C1	1185	1120	541	157	814	414	400	1017
%V	27.1%	26.5%	24.5%	30.3%	27.1%	27.0%	27.2%	29.1%
%H		94.5%	45.7%	13.2%	68.7%	34.9%	33.8%	85.8%
C2	1003	975	542	127	694	392	302	805
%V	22.9%	23.0%	24.5%	24.5%	23.1%	25.5%	20.5%	23.1%
%H		97.2%	54.0%	12.7%	69.2%	39.1%	30.1%	80.3%
D	679	670	385	62	451	227	224	455
%V	15.5%	15.8%	17.4%	12.0%	15.0%	14.8%	15.2%	13.0%
%H		98.7%	56.7%	9.1%	66.4%	33.4%	33.0%	67.0%
E	367	354	167	32	252	102	150	161
%V	8.4%	8.4%	7.6%	6.2%	8.4%	6.6%	10.2%	4.6%
%H		96.5%	45.5%	8.7%	68.7%	27.8%	40.9%	43.9%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Individual level data

Table 17.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4376	4230	2210	518	3005	1535	1470	3491
%H		96.7%	50.5%	11.8%	68.7%	35.1%	33.6%	79.8%
Working full time	1909	1854	1037	273	1281	742	539	1721
%V	43.6%	43.8%	46.9%	52.7%	42.6%	48.3%	36.7%	49.3%
%H		97.1%	54.3%	14.3%	67.1%	38.9%	28.2%	90.2%
Working part time	482	473	262	65	322	178	144	427
%V	11.0%	11.2%	11.9%	12.5%	10.7%	11.6%	9.8%	12.2%
%H		98.1%	54.4%	13.5%	66.8%	36.9%	29.9%	88.6%
Not working	1985	1903	911	181	1402	615	787	1343
%V	45.4%	45.0%	41.2%	34.9%	46.7%	40.1%	53.5%	38.5%
%H		95.9%	45.9%	9.1%	70.6%	31.0%	39.6%	67.7%
Housewife/Houseperson	2319	2237	1098	254	1600	731	868	1691
%V	53.0%	52.9%	49.7%	49.0%	53.2%	47.6%	59.0%	48.4%
%H		96.5%	47.3%	11.0%	69.0%	31.5%	37.4%	72.9%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Individual level data

Table 17.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2147	2061	1094	266	1450	767	683	1742
%H		96.0%	51.0%	12.4%	67.5%	35.7%	31.8%	81.1%
16 - 19	131	126	74	23	86	58	29	123
%V	6.1%	6.1%	6.8%	8.6%	5.9%	7.6%	4.2%	7.1%
%H		96.2%	56.5%	17.6%	65.6%	44.3%	22.1%	93.9%
20 - 24	194	171	76	27	115	56	59	171
%V	9.0%	8.3%	6.9%	10.2%	7.9%	7.3%	8.6%	9.8%
%H		88.1%	39.2%	13.9%	59.3%	28.9%	30.4%	88.1%
25 - 34	340	325	185	54	209	127	82	298
%V	15.8%	15.8%	16.9%	20.3%	14.4%	16.6%	12.0%	17.1%
%H		95.6%	54.4%	15.9%	61.5%	37.4%	24.1%	87.6%
35 - 44	326	311	176	47	199	116	84	280
%V	15.2%	15.1%	16.1%	17.7%	13.7%	15.1%	12.3%	16.1%
%H		95.4%	54.0%	14.4%	61.0%	35.6%	25.8%	85.9%
45 - 54	360	352	208	45	247	147	100	320
%V	16.8%	17.1%	19.0%	16.9%	17.0%	19.2%	14.6%	18.4%
%H		97.8%	57.8%	12.5%	68.6%	40.8%	27.8%	88.9%
55 - 64	331	322	161	37	236	113	123	269
%V	15.4%	15.6%	14.7%	13.9%	16.3%	14.7%	18.0%	15.4%
%H		97.3%	48.6%	11.2%	71.3%	34.1%	37.2%	81.3%
65+	465	454	214	33	357	150	207	281
%V	21.7%	22.0%	19.6%	12.4%	24.6%	19.6%	30.3%	16.1%
%H		97.6%	46.0%	7.1%	76.8%	32.3%	44.5%	60.4%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Individual level data

Table 17.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2147	2061	1094	266	1450	767	683	1742
%H		96.0%	51.0%	12.4%	67.5%	35.7%	31.8%	81.1%
AB	578	562	294	78	396	206	189	535
%V	26.9%	27.3%	26.9%	29.3%	27.3%	26.9%	27.7%	30.7%
%H		97.2%	50.9%	13.5%	68.5%	35.6%	32.7%	92.6%
C1	559	517	254	77	371	197	174	488
%V	26.0%	25.1%	23.2%	28.9%	25.6%	25.7%	25.5%	28.0%
%H		92.5%	45.4%	13.8%	66.4%	35.2%	31.1%	87.3%
C2	540	522	288	68	373	210	164	428
%V	25.2%	25.3%	26.3%	25.6%	25.7%	27.4%	24.0%	24.6%
%H		96.7%	53.3%	12.6%	69.1%	38.9%	30.4%	79.3%
D	321	316	189	29	209	110	98	223
%V	15.0%	15.3%	17.3%	10.9%	14.4%	14.3%	14.3%	12.8%
%H		98.4%	58.9%	9.0%	65.1%	34.3%	30.5%	69.5%
E	148	144	69	14	101	44	58	67
%V	6.9%	7.0%	6.3%	5.3%	7.0%	5.7%	8.5%	3.8%
%H		97.3%	46.6%	9.5%	68.2%	29.7%	39.2%	45.3%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Individual level data

Table 17.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2147	2061	1094	266	1450	767	683	1742
%H		96.0%	51.0%	12.4%	67.5%	35.7%	31.8%	81.1%
Working full time	1186	1151	645	175	793	465	328	1064
%V	55.2%	55.8%	59.0%	65.8%	54.7%	60.6%	48.0%	61.1%
%H		97.0%	54.4%	14.8%	66.9%	39.2%	27.7%	89.7%
Working part time	103	99	49	10	67	30	38	87
%V	4.8%	4.8%	4.5%	3.8%	4.6%	3.9%	5.6%	5.0%
%H		96.1%	47.6%	9.7%	65.0%	29.1%	36.9%	84.5%
Not working	857	811	399	80	589	272	318	591
%V	39.9%	39.3%	36.5%	30.1%	40.6%	35.5%	46.6%	33.9%
%H		94.6%	46.6%	9.3%	68.7%	31.7%	37.1%	69.0%
Housewife/Houseperson	510	472	201	58	332	128	203	316
%V	23.8%	22.9%	18.4%	21.8%	22.9%	16.7%	29.7%	18.1%
%H		92.5%	39.4%	11.4%	65.1%	25.1%	39.8%	62.0%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Individual level data

Table 17.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2229	2169	1117	253	1555	768	787	1750
%H		97.3%	50.1%	11.4%	69.8%	34.5%	35.3%	78.5%
16 - 19	126	124	74	12	88	50	38	120
%V	5.7%	5.7%	6.6%	4.7%	5.7%	6.5%	4.8%	6.9%
%H		98.4%	58.7%	9.5%	69.8%	39.7%	30.2%	95.2%
20 - 24	175	160	72	24	110	54	56	149
%V	7.9%	7.4%	6.4%	9.5%	7.1%	7.0%	7.1%	8.5%
%H		91.4%	41.1%	13.7%	62.9%	30.9%	32.0%	85.1%
25 - 34	328	316	182	40	200	111	89	281
%V	14.7%	14.6%	16.3%	15.8%	12.9%	14.5%	11.3%	16.1%
%H		96.3%	55.5%	12.2%	61.0%	33.8%	27.1%	85.7%
35 - 44	324	313	191	42	203	124	79	295
%V	14.5%	14.4%	17.1%	16.6%	13.1%	16.1%	10.0%	16.9%
%H		96.6%	59.0%	13.0%	62.7%	38.3%	24.4%	91.0%
45 - 54	394	388	209	55	281	157	123	356
%V	17.7%	17.9%	18.7%	21.7%	18.1%	20.4%	15.6%	20.3%
%H		98.5%	53.0%	14.0%	71.3%	39.8%	31.2%	90.4%
55 - 64	331	329	174	38	242	123	119	271
%V	14.8%	15.2%	15.6%	15.0%	15.6%	16.0%	15.1%	15.5%
%H		99.4%	52.6%	11.5%	73.1%	37.2%	36.0%	81.9%
65+	549	538	215	42	430	148	283	278
%V	24.6%	24.8%	19.2%	16.6%	27.7%	19.3%	36.0%	15.9%
%H		98.0%	39.2%	7.7%	78.3%	27.0%	51.5%	50.6%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Individual level data

Table 17.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2229	2169	1117	253	1555	768	787	1750
%H		97.3%	50.1%	11.4%	69.8%	34.5%	35.3%	78.5%
AB	564	550	282	63	398	193	205	518
%V	25.3%	25.4%	25.2%	24.9%	25.6%	25.1%	26.0%	29.6%
%H		97.5%	50.0%	11.2%	70.6%	34.2%	36.3%	91.8%
C1	626	602	287	80	443	217	226	529
%V	28.1%	27.8%	25.7%	31.6%	28.5%	28.3%	28.7%	30.2%
%H		96.2%	45.8%	12.8%	70.8%	34.7%	36.1%	84.5%
C2	463	453	254	59	321	183	138	377
%V	20.8%	20.9%	22.7%	23.3%	20.6%	23.8%	17.5%	21.5%
%H		97.8%	54.9%	12.7%	69.3%	39.5%	29.8%	81.4%
D	358	354	197	33	243	117	125	231
%V	16.1%	16.3%	17.6%	13.0%	15.6%	15.2%	15.9%	13.2%
%H		98.9%	55.0%	9.2%	67.9%	32.7%	34.9%	64.5%
E	219	210	98	17	151	58	93	94
%V	9.8%	9.7%	8.8%	6.7%	9.7%	7.6%	11.8%	5.4%
%H		95.9%	44.7%	7.8%	68.9%	26.5%	42.5%	42.9%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Wales and West

Individual level data

Table 17.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2229	2169	1117	253	1555	768	787	1750
%H		97.3%	50.1%	11.4%	69.8%	34.5%	35.3%	78.5%
Working full time	722	703	391	97	488	277	211	658
%V	32.4%	32.4%	35.0%	38.3%	31.4%	36.1%	26.8%	37.6%
%H		97.4%	54.2%	13.4%	67.6%	38.4%	29.2%	91.1%
Working part time	379	374	213	55	254	148	106	340
%V	17.0%	17.2%	19.1%	21.7%	16.3%	19.3%	13.5%	19.4%
%H		98.7%	56.2%	14.5%	67.0%	39.1%	28.0%	89.7%
Not working	1128	1092	513	101	813	344	469	752
%V	50.6%	50.3%	45.9%	39.9%	52.3%	44.8%	59.6%	43.0%
%H		96.8%	45.5%	9.0%	72.1%	30.5%	41.6%	66.7%
Housewife/Houseperson	1809	1765	897	196	1268	603	665	1375
%V	81.2%	81.4%	80.3%	77.5%	81.5%	78.5%	84.5%	78.6%
%H		97.6%	49.6%	10.8%	70.1%	33.3%	36.8%	76.0%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV West Macro

Contents	Page
Household	
Table 18.1: Social Grade	480
Table 18.2: Housewife Age	481
Table 18.3: Size of Household	482
Table 18.4: Presence of Children	483
Table 18.5: Number of TV sets in household	484
Table 18.6: Screen size	485
Table 18.7: Location of ANY set in household	486
Table 18.8: Platform Provider	487
Table 18.9: Recorders and other equipment	488
Table 18.10: Computers and Internet	489
Sets	
Table 18.11: Screen Size	490
Table 18.12: Location of set	491
Table 18.13: Recorders	492
Table 18.14: Other TV equipment	492
Table 18.15: Main Set Screen Size	493
Table 18.16: Main Set Recorders	494
Table 18.17: Main Set - Other TV equipment	494
Table 18.18: Other Sets (non-Main Set) Screen Size	495
Table 18.19: Other Set (non-Main Set) Recorders	496
Table 18.20: Other Set (non-Main Set) - Other TV equipment	496
Individuals	
Table 18.21: Age of Children	497
Table 18.22: Adults - Age	498
Table 18.23: Social Grade (Adults 16+)	499
Table 18.24: Working Status (Adults 16+)	500
Table 18.25: Males - Age	501
Table 18.26: Social Grade (Males 16+)	502
Table 18.27: Working Status (Males 16+)	503
Table 18.28: Females - Age	504
Table 18.29: Social Grade (Females 16+)	505
Table 18.30: Working Status (Females 16+)	506

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Household level data

Table 18.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3110	2995	1428	315	2174	947	1227	2300
%H (All HH)		96.3%	45.9%	10.1%	69.9%	30.5%	39.5%	74.0%
%H (TV HH)			47.7%	10.5%	72.6%	31.6%	41.0%	
AB	777	751	357	80	551	241	310	689
%V	25.0%	25.1%	25.0%	25.4%	25.3%	25.4%	25.3%	30.0%
%H (All HH)		96.7%	45.9%	10.3%	70.9%	31.0%	39.9%	88.7%
%H (TV HH)			47.5%	10.7%	73.4%	32.1%	41.3%	
C1	854	813	368	98	596	260	337	682
%V	27.5%	27.1%	25.8%	31.1%	27.4%	27.5%	27.5%	29.7%
%H (All HH)		95.2%	43.1%	11.5%	69.8%	30.4%	39.5%	79.9%
%H (TV HH)			45.3%	12.1%	73.3%	32.0%	41.5%	
C2	683	660	340	75	484	240	244	517
%V	22.0%	22.0%	23.8%	23.8%	22.3%	25.3%	19.9%	22.5%
%H (All HH)		96.6%	49.8%	11.0%	70.9%	35.1%	35.7%	75.7%
%H (TV HH)			51.5%	11.4%	73.3%	36.4%	37.0%	
D	464	454	231	38	315	131	184	282
%V	14.9%	15.2%	16.2%	12.1%	14.5%	13.8%	15.0%	12.3%
%H (All HH)		97.8%	49.8%	8.2%	67.9%	28.2%	39.7%	60.8%
%H (TV HH)			50.9%	8.4%	69.4%	28.9%	40.5%	
E	332	317	131	25	227	74	153	130
%V	10.7%	10.6%	9.2%	7.9%	10.4%	7.8%	12.5%	5.7%
%H (All HH)		95.5%	39.5%	7.5%	68.4%	22.3%	46.1%	39.2%
%H (TV HH)			41.3%	7.9%	71.6%	23.3%	48.3%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Household level data

Table 18.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3110	2995	1428	315	2174	947	1227	2300
%H (All HH)		96.3%	45.9%	10.1%	69.9%	30.5%	39.5%	74.0%
%H (TV HH)			47.7%	10.5%	72.6%	31.6%	41.0%	
Under 25	139	119	47	16	71	25	46	100
%V	4.5%	4.0%	3.3%	5.1%	3.3%	2.6%	3.7%	4.3%
%H (All HH)		85.6%	33.8%	11.5%	51.1%	18.0%	33.1%	71.9%
%H (TV HH)			39.5%	13.4%	59.7%	21.0%	38.7%	
25 - 34	424	401	217	51	259	133	127	365
%V	13.6%	13.4%	15.2%	16.2%	11.9%	14.0%	10.4%	15.9%
%H (All HH)		94.6%	51.2%	12.0%	61.1%	31.4%	30.0%	86.1%
%H (TV HH)			54.1%	12.7%	64.6%	33.2%	31.7%	
35 - 44	479	459	261	61	302	170	132	424
%V	15.4%	15.3%	18.3%	19.4%	13.9%	18.0%	10.8%	18.4%
%H (All HH)		95.8%	54.5%	12.7%	63.0%	35.5%	27.6%	88.5%
%H (TV HH)			56.9%	13.3%	65.8%	37.0%	28.8%	
45 - 54	591	573	300	69	416	214	202	517
%V	19.0%	19.1%	21.0%	21.9%	19.1%	22.6%	16.5%	22.5%
%H (All HH)		97.0%	50.8%	11.7%	70.4%	36.2%	34.2%	87.5%
%H (TV HH)			52.4%	12.0%	72.6%	37.3%	35.3%	
55 - 64	539	527	253	56	392	176	216	431
%V	17.3%	17.6%	17.7%	17.8%	18.0%	18.6%	17.6%	18.7%
%H (All HH)		97.8%	46.9%	10.4%	72.7%	32.7%	40.1%	80.0%
%H (TV HH)			48.0%	10.6%	74.4%	33.4%	41.0%	
65 +	938	916	350	61	733	230	503	464
%V	30.2%	30.6%	24.5%	19.4%	33.7%	24.3%	41.0%	20.2%
%H (All HH)		97.7%	37.3%	6.5%	78.1%	24.5%	53.6%	49.5%
%H (TV HH)			38.2%	6.7%	80.0%	25.1%	54.9%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Household level data

Table 18.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3110	2995	1428	315	2174	947	1227	2300
%H (All HH)		96.3%	45.9%	10.1%	69.9%	30.5%	39.5%	74.0%
%H (TV HH)			47.7%	10.5%	72.6%	31.6%	41.0%	
1	969	913	313	72	697	180	517	464
%V	31.2%	30.5%	21.9%	22.9%	32.1%	19.0%	42.1%	20.2%
%H (All HH)		94.2%	32.3%	7.4%	71.9%	18.6%	53.4%	47.9%
%H (TV HH)			34.3%	7.9%	76.3%	19.7%	56.6%	
2	1094	1064	517	113	783	356	428	882
%V	35.2%	35.5%	36.2%	35.9%	36.0%	37.6%	34.9%	38.3%
%H (All HH)		97.3%	47.3%	10.3%	71.6%	32.5%	39.1%	80.6%
%H (TV HH)			48.6%	10.6%	73.6%	33.5%	40.2%	
3	481	471	273	54	327	188	138	433
%V	15.5%	15.7%	19.1%	17.1%	15.0%	19.9%	11.2%	18.8%
%H (All HH)		97.9%	56.8%	11.2%	68.0%	39.1%	28.7%	90.0%
%H (TV HH)			58.0%	11.5%	69.4%	39.9%	29.3%	
4	389	376	228	53	251	154	97	362
%V	12.5%	12.6%	16.0%	16.8%	11.5%	16.3%	7.9%	15.7%
%H (All HH)		96.7%	58.6%	13.6%	64.5%	39.6%	24.9%	93.1%
%H (TV HH)			60.6%	14.1%	66.8%	41.0%	25.8%	
5+	178	172	97	23	116	69	47	159
%V	5.7%	5.7%	6.8%	7.3%	5.3%	7.3%	3.8%	6.9%
%H (All HH)		96.6%	54.5%	12.9%	65.2%	38.8%	26.4%	89.3%
%H (TV HH)			56.4%	13.4%	67.4%	40.1%	27.3%	
Average HH size	2.29	2.30	2.52	2.51	2.24	2.58	1.99	2.54

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Household level data

Table 18.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3110	2995	1428	315	2174	947	1227	2300
%H (All HH)		96.3%	45.9%	10.1%	69.9%	30.5%	39.5%	74.0%
%H (TV HH)			47.7%	10.5%	72.6%	31.6%	41.0%	
Without	2371	2270	1002	224	1703	677	1026	1642
%V	76.2%	75.8%	70.2%	71.1%	78.3%	71.5%	83.6%	71.4%
%H (All HH)		95.7%	42.3%	9.4%	71.8%	28.6%	43.3%	69.3%
%H (TV HH)			44.1%	9.9%	75.0%	29.8%	45.2%	
With	739	725	426	91	471	270	201	658
%V	23.8%	24.2%	29.8%	28.9%	21.7%	28.5%	16.4%	28.6%
%H (All HH)		98.1%	57.6%	12.3%	63.7%	36.5%	27.2%	89.0%
%H (TV HH)			58.8%	12.6%	65.0%	37.2%	27.7%	
0 - 3	284	278	155	32	174	87	86	239
%V	9.1%	9.3%	10.9%	10.2%	8.0%	9.2%	7.0%	10.4%
%H (All HH)		97.9%	54.6%	11.3%	61.3%	30.6%	30.3%	84.2%
%H (TV HH)			55.8%	11.5%	62.6%	31.3%	30.9%	
4 - 9	376	368	224	42	235	138	97	331
%V	12.1%	12.3%	15.7%	13.3%	10.8%	14.6%	7.9%	14.4%
%H (All HH)		97.9%	59.6%	11.2%	62.5%	36.7%	25.8%	88.0%
%H (TV HH)			60.9%	11.4%	63.9%	37.5%	26.4%	
10 - 15	340	334	204	43	225	141	84	315
%V	10.9%	11.2%	14.3%	13.7%	10.3%	14.9%	6.8%	13.7%
%H (All HH)		98.2%	60.0%	12.6%	66.2%	41.5%	24.7%	92.6%
%H (TV HH)			61.1%	12.9%	67.4%	42.2%	25.1%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Household level data

Table 18.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3110	2995	1428	315	2174	947	1227	2300
%H (All HH)		96.3%	45.9%	10.1%	69.9%	30.5%	39.5%	74.0%
%H (TV HH)			47.7%	10.5%	72.6%	31.6%	41.0%	
1	1190	1190	425	111	780	156	624	739
%V	38.3%	39.7%	29.8%	35.2%	35.9%	16.5%	50.9%	32.1%
%H (All HH)		100.0%	35.7%	9.3%	65.5%	13.1%	52.4%	62.1%
%H (TV HH)			35.7%	9.3%	65.5%	13.1%	52.4%	
2	1037	1037	527	111	772	373	399	795
%V	33.3%	34.6%	36.9%	35.2%	35.5%	39.4%	32.5%	34.6%
%H (All HH)		100.0%	50.8%	10.7%	74.4%	36.0%	38.5%	76.7%
%H (TV HH)			50.8%	10.7%	74.4%	36.0%	38.5%	
3	470	470	284	51	375	236	139	404
%V	15.1%	15.7%	19.9%	16.2%	17.2%	24.9%	11.3%	17.6%
%H (All HH)		100.0%	60.4%	10.9%	79.8%	50.2%	29.6%	86.0%
%H (TV HH)			60.4%	10.9%	79.8%	50.2%	29.6%	
4	205	205	129	29	167	119	48	191
%V	6.6%	6.8%	9.0%	9.2%	7.7%	12.6%	3.9%	8.3%
%H (All HH)		100.0%	62.9%	14.1%	81.5%	58.0%	23.4%	93.2%
%H (TV HH)			62.9%	14.1%	81.5%	58.0%	23.4%	
5+	94	94	64	13	79	62	17	90
%V	3.0%	3.1%	4.5%	4.1%	3.6%	6.5%	1.4%	3.9%
%H (All HH)		100.0%	68.1%	13.8%	84.0%	66.0%	18.1%	95.7%
%H (TV HH)			68.1%	13.8%	84.0%	66.0%	18.1%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Household level data

Table 18.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3110	2995	1428	315	2174	947	1227	2300
%H (All HH)		96.3%	45.9%	10.1%	69.9%	30.5%	39.5%	74.0%
%H (TV HH)			47.7%	10.5%	72.6%	31.6%	41.0%	
Under 20"	826	826	403	76	693	345	347	649
%V	26.6%	27.6%	28.2%	24.1%	31.9%	36.4%	28.3%	28.2%
%H (All HH)		100.0%	48.8%	9.2%	83.9%	41.8%	42.0%	78.6%
%H (TV HH)			48.8%	9.2%	83.9%	41.8%	42.0%	
20" - 29"	1264	1264	583	122	1003	446	557	927
%V	40.6%	42.2%	40.8%	38.7%	46.1%	47.1%	45.4%	40.3%
%H (All HH)		100.0%	46.1%	9.7%	79.4%	35.3%	44.1%	73.3%
%H (TV HH)			46.1%	9.7%	79.4%	35.3%	44.1%	
30" - 39"	1563	1563	773	172	1164	545	619	1183
%V	50.3%	52.2%	54.1%	54.6%	53.5%	57.6%	50.4%	51.4%
%H (All HH)		100.0%	49.5%	11.0%	74.5%	34.9%	39.6%	75.7%
%H (TV HH)			49.5%	11.0%	74.5%	34.9%	39.6%	
40" and over	1113	1113	697	149	752	480	271	963
%V	35.8%	37.2%	48.8%	47.3%	34.6%	50.7%	22.1%	41.9%
%H (All HH)		100.0%	62.6%	13.4%	67.6%	43.1%	24.3%	86.5%
%H (TV HH)			62.6%	13.4%	67.6%	43.1%	24.3%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Household level data

Table 18.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3110	2995	1428	315	2174	947	1227	2300
%H (All HH)		96.3%	45.9%	10.1%	69.9%	30.5%	39.5%	74.0%
%H (TV HH)			47.7%	10.5%	72.6%	31.6%	41.0%	
Main living room	2944	2944	1417	313	2153	941	1212	2182
%V	94.7%	98.3%	99.2%	99.4%	99.0%	99.4%	98.8%	94.9%
%H (All HH)		100.0%	48.1%	10.6%	73.1%	32.0%	41.2%	74.1%
%H (TV HH)			48.1%	10.6%	73.1%	32.0%	41.2%	
Kitchen	394	394	215	29	335	185	150	331
%V	12.7%	13.2%	15.1%	9.2%	15.4%	19.5%	12.2%	14.4%
%H (All HH)		100.0%	54.6%	7.4%	85.0%	47.0%	38.1%	84.0%
%H (TV HH)			54.6%	7.4%	85.0%	47.0%	38.1%	
Adult's bedroom	1240	1240	697	153	978	581	397	1019
%V	39.9%	41.4%	48.8%	48.6%	45.0%	61.4%	32.4%	44.3%
%H (All HH)		100.0%	56.2%	12.3%	78.9%	46.9%	32.0%	82.2%
%H (TV HH)			56.2%	12.3%	78.9%	46.9%	32.0%	
Child's bedroom	278	278	182	36	210	149	62	255
%V	8.9%	9.3%	12.7%	11.4%	9.7%	15.7%	5.1%	11.1%
%H (All HH)		100.0%	65.5%	12.9%	75.5%	53.6%	22.3%	91.7%
%H (TV HH)			65.5%	12.9%	75.5%	53.6%	22.3%	
Other bedroom	149	149	87	23	119	79	40	132
%V	4.8%	5.0%	6.1%	7.3%	5.5%	8.3%	3.3%	5.7%
%H (All HH)		100.0%	58.4%	15.4%	79.9%	53.0%	26.8%	88.6%
%H (TV HH)			58.4%	15.4%	79.9%	53.0%	26.8%	
Second living/dining room	293	293	160	28	244	137	107	242
%V	9.4%	9.8%	11.2%	8.9%	11.2%	14.5%	8.7%	10.5%
%H (All HH)		100.0%	54.6%	9.6%	83.3%	46.8%	36.5%	82.6%
%H (TV HH)			54.6%	9.6%	83.3%	46.8%	36.5%	
Study/office	52	52	30	5	43	26	17	51
%V	1.7%	1.7%	2.1%	1.6%	2.0%	2.7%	1.4%	2.2%
%H (All HH)		100.0%	57.7%	9.6%	82.7%	50.0%	32.7%	98.1%
%H (TV HH)			57.7%	9.6%	82.7%	50.0%	32.7%	
TV room	16	16	10	2	13	8	4	15
%V	0.5%	0.5%	0.7%	0.6%	0.6%	0.8%	0.3%	0.7%
%H (All HH)		100.0%	62.5%	12.5%	81.3%	50.0%	25.0%	93.8%
%H (TV HH)			62.5%	12.5%	81.3%	50.0%	25.0%	
Conservatory	59	59	36	7	52	36	16	52
%V	1.9%	2.0%	2.5%	2.2%	2.4%	3.8%	1.3%	2.3%
%H (All HH)		100.0%	61.0%	11.9%	88.1%	61.0%	27.1%	88.1%
%H (TV HH)			61.0%	11.9%	88.1%	61.0%	27.1%	
Attic or loft room	10	10	6	1	7	5	3	9
%V	0.3%	0.3%	0.4%	0.3%	0.3%	0.5%	0.2%	0.4%
%H (All HH)		100.0%	60.0%	10.0%	70.0%	50.0%	30.0%	90.0%
%H (TV HH)			60.0%	10.0%	70.0%	50.0%	30.0%	
No specific location	5	5	2	0	4	2	3	5
%V	0.2%	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	40.0%	0.0%	80.0%	40.0%	60.0%	100.0%
%H (TV HH)			40.0%	0.0%	80.0%	40.0%	60.0%	
Other	16	16	10	2	13	8	5	14
%V	0.5%	0.5%	0.7%	0.6%	0.6%	0.8%	0.4%	0.6%
%H (All HH)		100.0%	62.5%	12.5%	81.3%	50.0%	31.3%	87.5%
%H (TV HH)			62.5%	12.5%	81.3%	50.0%	31.3%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Household level data

Table 18.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3110	2995	1428	315	2174	947	1227	2300
%H (All HH)		96.3%	45.9%	10.1%	69.9%	30.5%	39.5%	74.0%
%H (TV HH)			47.7%	10.5%	72.6%	31.6%	41.0%	
Any DSAT provider	1428	1428	1428	13	794	794	0	1177
%V	45.9%	47.7%	100.0%	4.1%	36.5%	83.8%	0.0%	51.2%
%H (All HH)			100.0%	0.9%	55.6%	55.6%	0.0%	82.4%
%H (TV HH)			100.0%	0.9%	55.6%	55.6%	0.0%	
Sky with subcription	1149	1149	1149	7	642	642	0	979
%V	36.9%	38.4%	80.5%	2.2%	29.5%	67.8%	0.0%	42.6%
%H (All HH)			100.0%	0.6%	55.9%	55.9%	0.0%	85.2%
%H (TV HH)			100.0%	0.6%	55.9%	55.9%	0.0%	
Sky without subscription	114	114	114	2	56	56	0	72
%V	3.7%	3.8%	8.0%	0.6%	2.6%	5.9%	0.0%	3.1%
%H (All HH)			100.0%	1.8%	49.1%	49.1%	0.0%	63.2%
%H (TV HH)			100.0%	1.8%	49.1%	49.1%	0.0%	
Freesat	161	161	161	4	97	97	0	126
%V	5.2%	5.4%	11.3%	1.3%	4.5%	10.2%	0.0%	5.5%
%H (All HH)			100.0%	2.5%	60.2%	60.2%	0.0%	78.3%
%H (TV HH)			100.0%	2.5%	60.2%	60.2%	0.0%	
Other satellite provider	24	24	24	0	11	11	0	18
%V	0.8%	0.8%	1.7%	0.0%	0.5%	1.2%	0.0%	0.8%
%H (All HH)			100.0%	0.0%	45.8%	45.8%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	45.8%	45.8%	0.0%	
DCAB	315	315	13	315	159	159	0	272
%V	10.1%	10.5%	0.9%	100.0%	7.3%	16.8%	0.0%	11.8%
%H (All HH)			4.1%	100.0%	50.5%	50.5%	0.0%	86.3%
%H (TV HH)			4.1%	100.0%	50.5%	50.5%	0.0%	
DTT	2174	2174	794	159	2174	947	1227	1568
%V	69.9%	72.6%	55.6%	50.5%	100.0%	100.0%	100.0%	68.2%
%H (All HH)		100.0%	36.5%	7.3%	100.0%	43.6%	56.4%	72.1%
%H (TV HH)			36.5%	7.3%	100.0%	43.6%	56.4%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Household level data

Table 18.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3110	2995	1428	315	2174	947	1227	2300
%H (All HH)		96.3%	45.9%	10.1%	69.9%	30.5%	39.5%	74.0%
%H (TV HH)			47.7%	10.5%	72.6%	31.6%	41.0%	
PVR	1855	1855	1167	239	1251	794	457	1588
%V	59.6%	61.9%	81.7%	75.9%	57.5%	83.8%	37.2%	69.0%
%H (All HH)		100.0%	62.9%	12.9%	67.4%	42.8%	24.6%	85.6%
%H (TV HH)			62.9%	12.9%	67.4%	42.8%	24.6%	
DVDR	179	179	86	23	135	66	69	144
%V	5.8%	6.0%	6.0%	7.3%	6.2%	7.0%	5.6%	6.3%
%H (All HH)		100.0%	48.0%	12.8%	75.4%	36.9%	38.5%	80.4%
%H (TV HH)			48.0%	12.8%	75.4%	36.9%	38.5%	
VCR	98	98	44	14	79	38	42	66
%V	3.2%	3.3%	3.1%	4.4%	3.6%	4.0%	3.4%	2.9%
%H (All HH)		100.0%	44.9%	14.3%	80.6%	38.8%	42.9%	67.3%
%H (TV HH)			44.9%	14.3%	80.6%	38.8%	42.9%	
Any recorder	1954	1954	1194	249	1332	814	519	1650
%V	62.8%	65.2%	83.6%	79.0%	61.3%	86.0%	42.3%	71.7%
%H (All HH)		100.0%	61.1%	12.7%	68.2%	41.7%	26.6%	84.4%
%H (TV HH)			61.1%	12.7%	68.2%	41.7%	26.6%	
Receives HDTV (via STB or built-in reception)	1422	1422	823	251	961	603	358	1236
%V	45.7%	47.5%	57.6%	79.7%	44.2%	63.7%	29.2%	53.7%
%H (All HH)		100.0%	57.9%	17.7%	67.6%	42.4%	25.2%	86.9%
%H (TV HH)			57.9%	17.7%	67.6%	42.4%	25.2%	
DVD/Blu-ray player or recorder	2450	2450	1216	271	1809	845	963	1913
%V	78.8%	81.8%	85.2%	86.0%	83.2%	89.2%	78.5%	83.2%
%H (All HH)		100.0%	49.6%	11.1%	73.8%	34.5%	39.3%	78.1%
%H (TV HH)			49.6%	11.1%	73.8%	34.5%	39.3%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Household level data

Table 18.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3110	2995	1428	315	2174	947	1227	2300
%V (All HH)		96.3%	45.9%	10.1%	69.9%	30.5%	39.5%	74.0%
%H (TV HH)			47.7%	10.5%	72.6%	31.6%	41.0%	
Has broadband internet	2300	2218	1177	272	1568	815	753	2300
%V	74.0%	74.1%	82.4%	86.3%	72.1%	86.1%	61.4%	100.0%
%H (All HH)		96.4%	51.2%	11.8%	68.2%	35.4%	32.7%	100.0%
%H (TV HH)			53.1%	12.3%	70.7%	36.7%	33.9%	
Number of computers (PCs and laptops)								
0	695	669	221	40	522	118	403	29
%V	22.3%	22.3%	15.5%	12.7%	24.0%	12.5%	32.8%	1.3%
%H (All HH)		96.3%	31.8%	5.8%	75.1%	17.0%	58.0%	4.2%
%H (TV HH)			33.0%	6.0%	78.0%	17.6%	60.2%	
1	1039	1001	484	90	708	293	416	930
%V	33.4%	33.4%	33.9%	28.6%	32.6%	30.9%	33.9%	40.4%
%H (All HH)		96.3%	46.6%	8.7%	68.1%	28.2%	40.0%	89.5%
%H (TV HH)			48.4%	9.0%	70.7%	29.3%	41.6%	
2	687	660	356	89	480	269	211	663
%V	22.1%	22.0%	24.9%	28.3%	22.1%	28.4%	17.2%	28.8%
%H (All HH)		96.1%	51.8%	13.0%	69.9%	39.2%	30.7%	96.5%
%H (TV HH)			53.9%	13.5%	72.7%	40.8%	32.0%	
3	348	338	184	47	231	126	105	341
%V	11.2%	11.3%	12.9%	14.9%	10.6%	13.3%	8.6%	14.8%
%H (All HH)		97.1%	52.9%	13.5%	66.4%	36.2%	30.2%	98.0%
%H (TV HH)			54.4%	13.9%	68.3%	37.3%	31.1%	
4	161	155	86	21	112	66	46	160
%V	5.2%	5.2%	6.0%	6.7%	5.2%	7.0%	3.7%	7.0%
%H (All HH)		96.3%	53.4%	13.0%	69.6%	41.0%	28.6%	99.4%
%H (TV HH)			55.5%	13.5%	72.3%	42.6%	29.7%	
5+	180	173	96	28	121	75	46	177
%V	5.8%	5.8%	6.7%	8.9%	5.6%	7.9%	3.7%	7.7%
%H (All HH)		96.1%	53.3%	15.6%	67.2%	41.7%	25.6%	98.3%
%H (TV HH)			55.5%	16.2%	69.9%	43.4%	26.6%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV West Macro

Set level data

Table 18.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6003	3191	672	4552	2425	2127	4792
%H		53.2%	11.2%	75.8%	40.4%	35.4%	79.8%
Under 20"	1036	516	98	873	451	423	831
%V	17.3%	16.2%	14.6%	19.2%	18.6%	19.9%	17.3%
%H		49.8%	9.5%	84.3%	43.5%	40.8%	80.2%
20" - 29"	1571	761	152	1269	614	655	1183
%V	26.2%	23.8%	22.6%	27.9%	25.3%	30.8%	24.7%
%H		48.4%	9.7%	80.8%	39.1%	41.7%	75.3%
30" - 39"	1831	932	216	1376	687	688	1424
%V	30.5%	29.2%	32.1%	30.2%	28.3%	32.3%	29.7%
%H		50.9%	11.8%	75.2%	37.5%	37.6%	77.8%
40" and over	1294	819	175	881	575	306	1131
%V	21.6%	25.7%	26.0%	19.4%	23.7%	14.4%	23.6%
%H		63.3%	13.5%	68.1%	44.4%	23.6%	87.4%
Don't know	58	37	3	46	27	19	46
%V	1.0%	1.2%	0.4%	1.0%	1.1%	0.9%	1.0%
%H		63.8%	5.2%	79.3%	46.6%	32.8%	79.3%
Not Asked	213	126	28	107	71	36	177
%V	3.5%	3.9%	4.2%	2.4%	2.9%	1.7%	3.7%
%H		59.2%	13.1%	50.2%	33.3%	16.9%	83.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Set level data

Table 18.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6003	3191	672	4552	2425	2127	4792
%H		53.2%	11.2%	75.8%	40.4%	35.4%	79.8%
Main living room	2964	1426	315	2167	948	1219	2197
%V	49.4%	44.7%	46.9%	47.6%	39.1%	57.3%	45.8%
%H		48.1%	10.6%	73.1%	32.0%	41.1%	74.1%
Kitchen	395	216	29	336	186	150	332
%V	6.6%	6.8%	4.3%	7.4%	7.7%	7.1%	6.9%
%H		54.7%	7.3%	85.1%	47.1%	38.0%	84.1%
Adult's bedroom	1435	824	179	1141	699	442	1200
%V	23.9%	25.8%	26.6%	25.1%	28.8%	20.8%	25.0%
%H		57.4%	12.5%	79.5%	48.7%	30.8%	83.6%
Child's bedroom	363	239	50	279	202	77	335
%V	6.0%	7.5%	7.4%	6.1%	8.3%	3.6%	7.0%
%H		65.8%	13.8%	76.9%	55.6%	21.2%	92.3%
Other bedroom	173	102	26	139	94	46	154
%V	2.9%	3.2%	3.9%	3.1%	3.9%	2.2%	3.2%
%H		59.0%	15.0%	80.3%	54.3%	26.6%	89.0%
Second living/dining room	298	163	28	248	140	108	247
%V	5.0%	5.1%	4.2%	5.4%	5.8%	5.1%	5.2%
%H		54.7%	9.4%	83.2%	47.0%	36.2%	82.9%
Study/office	53	30	5	43	26	17	52
%V	0.9%	0.9%	0.7%	0.9%	1.1%	0.8%	1.1%
%H		56.6%	9.4%	81.1%	49.1%	32.1%	98.1%
TV room	18	11	2	14	9	5	16
%V	0.3%	0.3%	0.3%	0.3%	0.4%	0.2%	0.3%
%H		61.1%	11.1%	77.8%	50.0%	27.8%	88.9%
Conservatory	59	37	7	53	37	16	52
%V	1.0%	1.2%	1.0%	1.2%	1.5%	0.8%	1.1%
%H		62.7%	11.9%	89.8%	62.7%	27.1%	88.1%
Attic or loft room	10	6	1	7	5	3	9
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%
%H		60.0%	10.0%	70.0%	50.0%	30.0%	90.0%
No specific location	6	2	0	5	2	4	6
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		33.3%	0.0%	83.3%	33.3%	66.7%	100.0%
Other	16	10	2	13	8	5	14
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.3%
%H		62.5%	12.5%	81.3%	50.0%	31.3%	87.5%
Not Asked	213	126	28	107	71	36	177
%V	3.5%	3.9%	4.2%	2.4%	2.9%	1.7%	3.7%
%H		59.2%	13.1%	50.2%	33.3%	16.9%	83.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Set level data

Table 18.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6003	3191	672	4552	2425	2127	4792
%H		53.2%	11.2%	75.8%	40.4%	35.4%	79.8%
PVR	2384	1563	318	1569	1049	521	2085
%V	39.7%	49.0%	47.3%	34.5%	43.3%	24.5%	43.5%
%H		65.6%	13.3%	65.8%	44.0%	21.9%	87.5%
DVDR	195	94	27	147	74	73	157
%V	3.2%	2.9%	4.0%	3.2%	3.1%	3.4%	3.3%
%H		48.2%	13.8%	75.4%	37.9%	37.4%	80.5%
VCR	104	49	15	84	42	42	71
%V	1.7%	1.5%	2.2%	1.8%	1.7%	2.0%	1.5%
%H		47.1%	14.4%	80.8%	40.4%	40.4%	68.3%
Any recorder	2525	1616	336	1685	1095	591	2181
%V	42.1%	50.6%	50.0%	37.0%	45.2%	27.8%	45.5%
%H		64.0%	13.3%	66.7%	43.4%	23.4%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6003	3191	672	4552	2425	2127	4792
%H		53.2%	11.2%	75.8%	40.4%	35.4%	79.8%
Receives HDTV (via STB or built-in reception)	1987	1147	376	1372	889	483	1762
%V	33.1%	35.9%	56.0%	30.1%	36.7%	22.7%	36.8%
%H		57.7%	18.9%	69.0%	44.7%	24.3%	88.7%
DVD/Blu-ray player or recorder	3616	1935	425	2764	1498	1266	2955
%V	60.2%	60.6%	63.2%	60.7%	61.8%	59.5%	61.7%
%H		53.5%	11.8%	76.4%	41.4%	35.0%	81.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Set level data

Table 18.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2994	1428	315	2173	946	1227	2217
%H		47.7%	10.5%	72.6%	31.6%	41.0%	74.0%
Under 20"	82	15	5	69	7	63	50
%V	2.7%	1.1%	1.6%	3.2%	0.7%	5.1%	2.3%
%H		18.3%	6.1%	84.1%	8.5%	76.8%	61.0%
20" - 29"	576	175	41	459	106	353	341
%V	19.2%	12.3%	13.0%	21.1%	11.2%	28.8%	15.4%
%H		30.4%	7.1%	79.7%	18.4%	61.3%	59.2%
30" - 39"	1234	557	126	917	369	548	881
%V	41.2%	39.0%	40.0%	42.2%	39.0%	44.7%	39.7%
%H		45.1%	10.2%	74.3%	29.9%	44.4%	71.4%
40" and over	1063	669	142	714	458	256	920
%V	35.5%	46.8%	45.1%	32.9%	48.4%	20.9%	41.5%
%H		62.9%	13.4%	67.2%	43.1%	24.1%	86.5%
Don't know	19	11	1	13	6	7	13
%V	0.6%	0.8%	0.3%	0.6%	0.6%	0.6%	0.6%
%H		57.9%	5.3%	68.4%	31.6%	36.8%	68.4%
Not Asked	20	1	0	1	0	0	12
%V	0.7%	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%
%H		5.0%	0.0%	5.0%	0.0%	0.0%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Set level data

Table 18.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2994	1428	315	2173	946	1227	2217
%H		47.7%	10.5%	72.6%	31.6%	41.0%	74.0%
PVR	1806	1143	233	1209	773	437	1551
%V	60.3%	80.0%	74.0%	55.6%	81.7%	35.6%	70.0%
%H		63.3%	12.9%	66.9%	42.8%	24.2%	85.9%
DVDR	157	73	20	117	53	64	125
%V	5.2%	5.1%	6.3%	5.4%	5.6%	5.2%	5.6%
%H		46.5%	12.7%	74.5%	33.8%	40.8%	79.6%
VCR	83	37	10	66	30	36	54
%V	2.8%	2.6%	3.2%	3.0%	3.2%	2.9%	2.4%
%H		44.6%	12.0%	79.5%	36.1%	43.4%	65.1%
Any recorder	1904	1172	244	1290	794	496	1613
%V	63.6%	82.1%	77.5%	59.4%	83.9%	40.4%	72.8%
%H		61.6%	12.8%	67.8%	41.7%	26.1%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2994	1428	315	2173	946	1227	2217
%H		47.7%	10.5%	72.6%	31.6%	41.0%	74.0%
Receives HDTV (via STB or built-in reception)	1370	794	246	916	577	339	1193
%V	45.8%	55.6%	78.1%	42.2%	61.0%	27.6%	53.8%
%H		58.0%	18.0%	66.9%	42.1%	24.7%	87.1%
DVD/Blu-ray player or recorder	2324	1151	256	1710	793	916	1814
%V	77.6%	80.6%	81.3%	78.7%	83.8%	74.7%	81.8%
%H		49.5%	11.0%	73.6%	34.1%	39.4%	78.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Set level data

Table 18.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3009	1764	357	2379	1478	900	2575
%H		58.6%	11.9%	79.1%	49.1%	29.9%	85.6%
Under 20"	953	501	93	804	444	360	781
%V	31.7%	28.4%	26.1%	33.8%	30.0%	40.0%	30.3%
%H		52.6%	9.8%	84.4%	46.6%	37.8%	82.0%
20" - 29"	995	586	111	810	508	302	842
%V	33.1%	33.2%	31.1%	34.0%	34.4%	33.6%	32.7%
%H		58.9%	11.2%	81.4%	51.1%	30.4%	84.6%
30" - 39"	597	374	90	458	318	140	543
%V	19.8%	21.2%	25.2%	19.3%	21.5%	15.6%	21.1%
%H		62.6%	15.1%	76.7%	53.3%	23.5%	91.0%
40" and over	231	150	33	167	118	50	212
%V	7.7%	8.5%	9.2%	7.0%	8.0%	5.6%	8.2%
%H		64.9%	14.3%	72.3%	51.1%	21.6%	91.8%
Don't know	39	26	2	32	21	12	32
%V	1.3%	1.5%	0.6%	1.3%	1.4%	1.3%	1.2%
%H		66.7%	5.1%	82.1%	53.8%	30.8%	82.1%
Not Asked	194	127	28	108	69	36	165
%V	6.4%	7.2%	7.8%	4.5%	4.7%	4.0%	6.4%
%H		65.5%	14.4%	55.7%	35.6%	18.6%	85.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Set level data

Table 18.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3009	1764	357	2379	1478	900	2575
%H		58.6%	11.9%	79.1%	49.1%	29.9%	85.6%
PVR	578	420	84	360	276	84	534
%V	19.2%	23.8%	23.5%	15.1%	18.7%	9.3%	20.7%
%H		72.7%	14.5%	62.3%	47.8%	14.5%	92.4%
DVDR	38	21	7	30	21	9	32
%V	1.3%	1.2%	2.0%	1.3%	1.4%	1.0%	1.2%
%H		55.3%	18.4%	78.9%	55.3%	23.7%	84.2%
VCR	21	12	5	18	12	5	17
%V	0.7%	0.7%	1.4%	0.8%	0.8%	0.6%	0.7%
%H		57.1%	23.8%	85.7%	57.1%	23.8%	81.0%
Any recorder	621	444	93	396	301	94	568
%V	20.6%	25.2%	26.1%	16.6%	20.4%	10.4%	22.1%
%H		71.5%	15.0%	63.8%	48.5%	15.1%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3009	1764	357	2379	1478	900	2575
%H		58.6%	11.9%	79.1%	49.1%	29.9%	85.6%
Receives HDTV (via STB or built-in reception)	617	353	130	455	311	144	570
%V	20.5%	20.0%	36.4%	19.1%	21.0%	16.0%	22.1%
%H		57.2%	21.1%	73.7%	50.4%	23.3%	92.4%
DVD/Blu-ray player or recorder	1292	784	168	1054	705	349	1140
%V	42.9%	44.4%	47.1%	44.3%	47.7%	38.8%	44.3%
%H		60.7%	13.0%	81.6%	54.6%	27.0%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Individual level data

Table 18.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7117	6890	3601	792	4876	2440	2436	5836
%H		96.8%	50.6%	11.1%	68.5%	34.3%	34.2%	82.0%
Total Children	1267	1245	732	149	807	460	347	1122
%V	17.8%	18.1%	20.3%	18.8%	16.6%	18.9%	14.2%	19.2%
%H		98.3%	57.8%	11.8%	63.7%	36.3%	27.4%	88.6%
0 - 3	330	324	181	38	206	104	102	279
%V	4.6%	4.7%	5.0%	4.8%	4.2%	4.3%	4.2%	4.8%
%H		98.2%	54.8%	11.5%	62.4%	31.5%	30.9%	84.5%
4 - 15	937	921	551	111	600	356	245	843
%V	13.2%	13.4%	15.3%	14.0%	12.3%	14.6%	10.1%	14.4%
%H		98.3%	58.8%	11.8%	64.0%	38.0%	26.1%	90.0%
4 - 9	488	478	289	52	305	177	129	429
%V	6.9%	6.9%	8.0%	6.6%	6.3%	7.3%	5.3%	7.4%
%H		98.0%	59.2%	10.7%	62.5%	36.3%	26.4%	87.9%
10 - 15	449	442	262	59	295	179	116	414
%V	6.3%	6.4%	7.3%	7.4%	6.1%	7.3%	4.8%	7.1%
%H		98.4%	58.4%	13.1%	65.7%	39.9%	25.8%	92.2%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Individual level data

Table 18.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7117	6890	3601	792	4876	2440	2436	5836
%H		96.8%	50.6%	11.1%	68.5%	34.3%	34.2%	82.0%
Total Adults (16+)	5850	5645	2869	642	4069	1980	2089	4713
%V	82.2%	81.9%	79.7%	81.1%	83.4%	81.1%	85.8%	80.8%
%H		96.5%	49.0%	11.0%	69.6%	33.8%	35.7%	80.6%
16 - 19	336	325	189	45	228	140	88	317
%V	4.7%	4.7%	5.2%	5.7%	4.7%	5.7%	3.6%	5.4%
%H		96.7%	56.3%	13.4%	67.9%	41.7%	26.2%	94.3%
20 - 24	480	428	189	67	289	138	151	418
%V	6.7%	6.2%	5.2%	8.5%	5.9%	5.7%	6.2%	7.2%
%H		89.2%	39.4%	14.0%	60.2%	28.8%	31.5%	87.1%
25 - 34	861	823	460	112	536	295	241	754
%V	12.1%	11.9%	12.8%	14.1%	11.0%	12.1%	9.9%	12.9%
%H		95.6%	53.4%	13.0%	62.3%	34.3%	28.0%	87.6%
35 - 44	865	830	476	111	546	312	234	771
%V	12.2%	12.0%	13.2%	14.0%	11.2%	12.8%	9.6%	13.2%
%H		96.0%	55.0%	12.8%	63.1%	36.1%	27.1%	89.1%
45 - 54	1008	984	543	122	706	388	318	905
%V	14.2%	14.3%	15.1%	15.4%	14.5%	15.9%	13.1%	15.5%
%H		97.6%	53.9%	12.1%	70.0%	38.5%	31.5%	89.8%
55 - 64	896	878	440	92	658	310	347	745
%V	12.6%	12.7%	12.2%	11.6%	13.5%	12.7%	14.2%	12.8%
%H		98.0%	49.1%	10.3%	73.4%	34.6%	38.7%	83.1%
65+	1404	1377	572	93	1105	396	710	803
%V	19.7%	20.0%	15.9%	11.7%	22.7%	16.2%	29.1%	13.8%
%H		98.1%	40.7%	6.6%	78.7%	28.2%	50.6%	57.2%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Individual level data

Table 18.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5850	5645	2869	642	4069	1980	2089	4713
%H		96.5%	49.0%	11.0%	69.6%	33.8%	35.7%	80.6%
AB	1542	1500	755	172	1090	520	569	1417
%V	26.4%	26.6%	26.3%	26.8%	26.8%	26.3%	27.2%	30.1%
%H		97.3%	49.0%	11.2%	70.7%	33.7%	36.9%	91.9%
C1	1640	1550	725	208	1135	544	591	1406
%V	28.0%	27.5%	25.3%	32.4%	27.9%	27.5%	28.3%	29.8%
%H		94.5%	44.2%	12.7%	69.2%	33.2%	36.0%	85.7%
C2	1373	1333	729	155	972	528	444	1113
%V	23.5%	23.6%	25.4%	24.1%	23.9%	26.7%	21.3%	23.6%
%H		97.1%	53.1%	11.3%	70.8%	38.5%	32.3%	81.1%
D	848	830	461	71	567	271	296	578
%V	14.5%	14.7%	16.1%	11.1%	13.9%	13.7%	14.2%	12.3%
%H		97.9%	54.4%	8.4%	66.9%	32.0%	34.9%	68.2%
E	447	432	199	36	305	117	188	199
%V	7.6%	7.7%	6.9%	5.6%	7.5%	5.9%	9.0%	4.2%
%H		96.6%	44.5%	8.1%	68.2%	26.2%	42.1%	44.5%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Individual level data

Table 18.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5850	5645	2869	642	4069	1980	2089	4713
%H		96.5%	49.0%	11.0%	69.6%	33.8%	35.7%	80.6%
Working full time	2510	2433	1334	332	1703	942	761	2271
%V	42.9%	43.1%	46.5%	51.7%	41.9%	47.6%	36.4%	48.2%
%H		96.9%	53.1%	13.2%	67.8%	37.5%	30.3%	90.5%
Working part time	681	662	356	81	464	243	221	610
%V	11.6%	11.7%	12.4%	12.6%	11.4%	12.3%	10.6%	12.9%
%H		97.2%	52.3%	11.9%	68.1%	35.7%	32.5%	89.6%
Not working	2658	2550	1180	230	1903	796	1107	1832
%V	45.4%	45.2%	41.1%	35.8%	46.8%	40.2%	53.0%	38.9%
%H		95.9%	44.4%	8.7%	71.6%	29.9%	41.6%	68.9%
Housewife/Houseperson	3110	2995	1428	315	2174	947	1227	2300
%V	53.2%	53.1%	49.8%	49.1%	53.4%	47.8%	58.7%	48.8%
%H		96.3%	45.9%	10.1%	69.9%	30.5%	39.5%	74.0%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Individual level data

Table 18.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2862	2747	1421	327	1959	986	973	2340
%H		96.0%	49.7%	11.4%	68.4%	34.5%	34.0%	81.8%
16 - 19	169	163	94	29	113	73	40	160
%V	5.9%	5.9%	6.6%	8.9%	5.8%	7.4%	4.1%	6.8%
%H		96.4%	55.6%	17.2%	66.9%	43.2%	23.7%	94.7%
20 - 24	247	220	94	36	147	68	79	219
%V	8.6%	8.0%	6.6%	11.0%	7.5%	6.9%	8.1%	9.4%
%H		89.1%	38.1%	14.6%	59.5%	27.5%	32.0%	88.7%
25 - 34	434	413	231	63	268	153	115	384
%V	15.2%	15.0%	16.3%	19.3%	13.7%	15.5%	11.8%	16.4%
%H		95.2%	53.2%	14.5%	61.8%	35.3%	26.5%	88.5%
35 - 44	435	416	231	57	276	152	123	377
%V	15.2%	15.1%	16.3%	17.4%	14.1%	15.4%	12.6%	16.1%
%H		95.6%	53.1%	13.1%	63.4%	34.9%	28.3%	86.7%
45 - 54	491	476	274	56	335	189	146	436
%V	17.2%	17.3%	19.3%	17.1%	17.1%	19.2%	15.0%	18.6%
%H		96.9%	55.8%	11.4%	68.2%	38.5%	29.7%	88.8%
55 - 64	437	424	209	44	318	149	169	361
%V	15.3%	15.4%	14.7%	13.5%	16.2%	15.1%	17.4%	15.4%
%H		97.0%	47.8%	10.1%	72.8%	34.1%	38.7%	82.6%
65+	649	634	288	42	502	201	301	402
%V	22.7%	23.1%	20.3%	12.8%	25.6%	20.4%	30.9%	17.2%
%H		97.7%	44.4%	6.5%	77.3%	31.0%	46.4%	61.9%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Individual level data

Table 18.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2862	2747	1421	327	1959	986	973	2340
%H		96.0%	49.7%	11.4%	68.4%	34.5%	34.0%	81.8%
AB	777	753	383	93	540	266	275	717
%V	27.1%	27.4%	27.0%	28.4%	27.6%	27.0%	28.3%	30.6%
%H		96.9%	49.3%	12.0%	69.5%	34.2%	35.4%	92.3%
C1	765	713	344	101	514	260	254	667
%V	26.7%	26.0%	24.2%	30.9%	26.2%	26.4%	26.1%	28.5%
%H		93.2%	45.0%	13.2%	67.2%	34.0%	33.2%	87.2%
C2	735	712	384	83	520	278	242	589
%V	25.7%	25.9%	27.0%	25.4%	26.5%	28.2%	24.9%	25.2%
%H		96.9%	52.2%	11.3%	70.7%	37.8%	32.9%	80.1%
D	404	393	227	34	264	132	132	286
%V	14.1%	14.3%	16.0%	10.4%	13.5%	13.4%	13.6%	12.2%
%H		97.3%	56.2%	8.4%	65.3%	32.7%	32.7%	70.8%
E	182	175	83	16	121	51	70	82
%V	6.4%	6.4%	5.8%	4.9%	6.2%	5.2%	7.2%	3.5%
%H		96.2%	45.6%	8.8%	66.5%	28.0%	38.5%	45.1%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Individual level data

Table 18.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2862	2747	1421	327	1959	986	973	2340
%H		96.0%	49.7%	11.4%	68.4%	34.5%	34.0%	81.8%
Working full time	1559	1511	836	211	1055	593	462	1405
%V	54.5%	55.0%	58.8%	64.5%	53.9%	60.1%	47.5%	60.0%
%H		96.9%	53.6%	13.5%	67.7%	38.0%	29.6%	90.1%
Working part time	151	142	67	14	101	42	59	131
%V	5.3%	5.2%	4.7%	4.3%	5.2%	4.3%	6.1%	5.6%
%H		94.0%	44.4%	9.3%	66.9%	27.8%	39.1%	86.8%
Not working	1152	1093	518	103	803	351	453	805
%V	40.3%	39.8%	36.5%	31.5%	41.0%	35.6%	46.6%	34.4%
%H		94.9%	45.0%	8.9%	69.7%	30.5%	39.3%	69.9%
Housewife/Houseperson	679	629	264	68	446	164	282	425
%V	23.7%	22.9%	18.6%	20.8%	22.8%	16.6%	29.0%	18.2%
%H		92.6%	38.9%	10.0%	65.7%	24.2%	41.5%	62.6%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Individual level data

Table 18.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2987	2899	1448	315	2110	994	1116	2373
%H		97.1%	48.5%	10.5%	70.6%	33.3%	37.4%	79.4%
16 - 19	167	162	95	16	116	67	48	157
%V	5.6%	5.6%	6.6%	5.1%	5.5%	6.7%	4.3%	6.6%
%H		97.0%	56.9%	9.6%	69.5%	40.1%	28.7%	94.0%
20 - 24	233	208	95	30	142	70	72	199
%V	7.8%	7.2%	6.6%	9.5%	6.7%	7.0%	6.5%	8.4%
%H		89.3%	40.8%	12.9%	60.9%	30.0%	30.9%	85.4%
25 - 34	427	410	230	49	268	142	126	370
%V	14.3%	14.1%	15.9%	15.6%	12.7%	14.3%	11.3%	15.6%
%H		96.0%	53.9%	11.5%	62.8%	33.3%	29.5%	86.7%
35 - 44	430	414	245	55	271	160	111	394
%V	14.4%	14.3%	16.9%	17.5%	12.8%	16.1%	9.9%	16.6%
%H		96.3%	57.0%	12.8%	63.0%	37.2%	25.8%	91.6%
45 - 54	516	507	269	66	371	199	172	469
%V	17.3%	17.5%	18.6%	21.0%	17.6%	20.0%	15.4%	19.8%
%H		98.3%	52.1%	12.8%	71.9%	38.6%	33.3%	90.9%
55 - 64	459	455	230	47	339	161	178	384
%V	15.4%	15.7%	15.9%	14.9%	16.1%	16.2%	15.9%	16.2%
%H		99.1%	50.1%	10.2%	73.9%	35.1%	38.8%	83.7%
65+	755	743	284	51	604	195	409	401
%V	25.3%	25.6%	19.6%	16.2%	28.6%	19.6%	36.6%	16.9%
%H		98.4%	37.6%	6.8%	80.0%	25.8%	54.2%	53.1%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Individual level data

Table 18.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2987	2899	1448	315	2110	994	1116	2373
%H		97.1%	48.5%	10.5%	70.6%	33.3%	37.4%	79.4%
AB	765	747	372	79	549	255	295	701
%V	25.6%	25.8%	25.7%	25.1%	26.0%	25.7%	26.4%	29.5%
%H		97.6%	48.6%	10.3%	71.8%	33.3%	38.6%	91.6%
C1	875	837	381	106	621	284	337	740
%V	29.3%	28.9%	26.3%	33.7%	29.4%	28.6%	30.2%	31.2%
%H		95.7%	43.5%	12.1%	71.0%	32.5%	38.5%	84.6%
C2	637	622	345	73	452	250	202	524
%V	21.3%	21.5%	23.8%	23.2%	21.4%	25.2%	18.1%	22.1%
%H		97.6%	54.2%	11.5%	71.0%	39.2%	31.7%	82.3%
D	444	437	234	37	303	139	165	292
%V	14.9%	15.1%	16.2%	11.7%	14.4%	14.0%	14.8%	12.3%
%H		98.4%	52.7%	8.3%	68.2%	31.3%	37.2%	65.8%
E	266	256	116	20	185	67	118	117
%V	8.9%	8.8%	8.0%	6.3%	8.8%	6.7%	10.6%	4.9%
%H		96.2%	43.6%	7.5%	69.5%	25.2%	44.4%	44.0%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV West Macro

Individual level data

Table 18.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2987	2899	1448	315	2110	994	1116	2373
%H		97.1%	48.5%	10.5%	70.6%	33.3%	37.4%	79.4%
Working full time	951	922	498	121	648	349	299	867
%V	31.8%	31.8%	34.4%	38.4%	30.7%	35.1%	26.8%	36.5%
%H		97.0%	52.4%	12.7%	68.1%	36.7%	31.4%	91.2%
Working part time	530	520	289	68	363	200	163	479
%V	17.7%	17.9%	20.0%	21.6%	17.2%	20.1%	14.6%	20.2%
%H		98.1%	54.5%	12.8%	68.5%	37.7%	30.8%	90.4%
Not working	1505	1457	662	126	1099	445	654	1027
%V	50.4%	50.3%	45.7%	40.0%	52.1%	44.8%	58.6%	43.3%
%H		96.8%	44.0%	8.4%	73.0%	29.6%	43.5%	68.2%
Housewife/Houseperson	2431	2367	1164	247	1728	783	945	1875
%V	81.4%	81.6%	80.4%	78.4%	81.9%	78.8%	84.7%	79.0%
%H		97.4%	47.9%	10.2%	71.1%	32.2%	38.9%	77.1%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV MidWest

Contents	Page
Household	
Table 19.1: Social Grade	508
Table 19.2: Housewife Age	509
Table 19.3: Size of Household	510
Table 19.4: Presence of Children	511
Table 19.5: Number of TV sets in household	512
Table 19.6: Screen size	513
Table 19.7: Location of ANY set in household	514
Table 19.8: Platform Provider	515
Table 19.9: Recorders and other equipment	516
Table 19.10: Computers and Internet	517
Sets	
Table 19.11: Screen Size	518
Table 19.12: Location of set	519
Table 19.13: Recorders	520
Table 19.14: Other TV equipment	520
Table 19.15: Main Set Screen Size	521
Table 19.16: Main Set Recorders	522
Table 19.17: Main Set - Other TV equipment	522
Table 19.18: Other Sets (non-Main Set) Screen Size	523
Table 19.19: Other Set (non-Main Set) Recorders	524
Table 19.20: Other Set (non-Main Set) - Other TV equipment	524
Individuals	
Table 19.21: Age of Children	525
Table 19.22: Adults - Age	526
Table 19.23: Social Grade (Adults 16+)	527
Table 19.24: Working Status (Adults 16+)	528
Table 19.25: Males - Age	529
Table 19.26: Social Grade (Males 16+)	530
Table 19.27: Working Status (Males 16+)	531
Table 19.28: Females - Age	532
Table 19.29: Social Grade (Females 16+)	533
Table 19.30: Working Status (Females 16+)	534

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Household level data

Table 19.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7053	6814	2967	1007	5104	2281	2824	5207
%H (All HH)		96.6%	42.1%	14.3%	72.4%	32.3%	40.0%	73.8%
%H (TV HH)			43.5%	14.8%	74.9%	33.5%	41.4%	
AB	1731	1686	780	225	1251	571	680	1550
%V	24.5%	24.7%	26.3%	22.3%	24.5%	25.0%	24.1%	29.8%
%H (All HH)		97.4%	45.1%	13.0%	72.3%	33.0%	39.3%	89.5%
%H (TV HH)			46.3%	13.3%	74.2%	33.9%	40.3%	
C1	1869	1797	751	300	1349	612	737	1520
%V	26.5%	26.4%	25.3%	29.8%	26.4%	26.8%	26.1%	29.2%
%H (All HH)		96.1%	40.2%	16.1%	72.2%	32.7%	39.4%	81.3%
%H (TV HH)			41.8%	16.7%	75.1%	34.1%	41.0%	
C2	1539	1503	695	240	1143	577	566	1173
%V	21.8%	22.1%	23.4%	23.8%	22.4%	25.3%	20.0%	22.5%
%H (All HH)		97.7%	45.2%	15.6%	74.3%	37.5%	36.8%	76.2%
%H (TV HH)			46.2%	16.0%	76.0%	38.4%	37.7%	
D	1088	1050	477	149	769	342	428	662
%V	15.4%	15.4%	16.1%	14.8%	15.1%	15.0%	15.2%	12.7%
%H (All HH)		96.5%	43.8%	13.7%	70.7%	31.4%	39.3%	60.8%
%H (TV HH)			45.4%	14.2%	73.2%	32.6%	40.8%	
E	826	778	263	93	592	180	412	301
%V	11.7%	11.4%	8.9%	9.2%	11.6%	7.9%	14.6%	5.8%
%H (All HH)		94.2%	31.8%	11.3%	71.7%	21.8%	49.9%	36.4%
%H (TV HH)			33.8%	12.0%	76.1%	23.1%	53.0%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Household level data

Table 19.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7053	6814	2967	1007	5104	2281	2824	5207
%V (All HH)		96.6%	42.1%	14.3%	72.4%	32.3%	40.0%	73.8%
%H (TV HH)			43.5%	14.8%	74.9%	33.5%	41.4%	
Under 25	315	275	101	42	189	71	118	230
%V	4.5%	4.0%	3.4%	4.2%	3.7%	3.1%	4.2%	4.4%
%H (All HH)		87.3%	32.1%	13.3%	60.0%	22.5%	37.5%	73.0%
%H (TV HH)			36.7%	15.3%	68.7%	25.8%	42.9%	
25 - 34	1021	972	486	171	645	336	308	867
%V	14.5%	14.3%	16.4%	17.0%	12.6%	14.7%	10.9%	16.7%
%H (All HH)		95.2%	47.6%	16.7%	63.2%	32.9%	30.2%	84.9%
%H (TV HH)			50.0%	17.6%	66.4%	34.6%	31.7%	
35 - 44	1160	1121	583	223	758	447	311	1041
%V	16.4%	16.5%	19.6%	22.1%	14.9%	19.6%	11.0%	20.0%
%H (All HH)		96.6%	50.3%	19.2%	65.3%	38.5%	26.8%	89.7%
%H (TV HH)			52.0%	19.9%	67.6%	39.9%	27.7%	
45 - 54	1368	1327	648	222	997	536	461	1188
%V	19.4%	19.5%	21.8%	22.0%	19.5%	23.5%	16.3%	22.8%
%H (All HH)		97.0%	47.4%	16.2%	72.9%	39.2%	33.7%	86.8%
%H (TV HH)			48.8%	16.7%	75.1%	40.4%	34.7%	
55 - 64	1192	1163	515	171	900	420	480	942
%V	16.9%	17.1%	17.4%	17.0%	17.6%	18.4%	17.0%	18.1%
%H (All HH)		97.6%	43.2%	14.3%	75.5%	35.2%	40.3%	79.0%
%H (TV HH)			44.3%	14.7%	77.4%	36.1%	41.3%	
65 +	1997	1955	635	179	1616	471	1145	939
%V	28.3%	28.7%	21.4%	17.8%	31.7%	20.6%	40.5%	18.0%
%H (All HH)		97.9%	31.8%	9.0%	80.9%	23.6%	57.3%	47.0%
%H (TV HH)			32.5%	9.2%	82.7%	24.1%	58.6%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Household level data

Table 19.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7053	6814	2967	1007	5104	2281	2824	5207
%H (All HH)		96.6%	42.1%	14.3%	72.4%	32.3%	40.0%	73.8%
%H (TV HH)			43.5%	14.8%	74.9%	33.5%	41.4%	
1	2145	2019	596	218	1592	405	1186	1020
%V	30.4%	29.6%	20.1%	21.6%	31.2%	17.8%	42.0%	19.6%
%H (All HH)		94.1%	27.8%	10.2%	74.2%	18.9%	55.3%	47.6%
%H (TV HH)			29.5%	10.8%	78.9%	20.1%	58.7%	
2	2412	2357	1027	338	1797	810	987	1913
%V	34.2%	34.6%	34.6%	33.6%	35.2%	35.5%	35.0%	36.7%
%H (All HH)		97.7%	42.6%	14.0%	74.5%	33.6%	40.9%	79.3%
%H (TV HH)			43.6%	14.3%	76.2%	34.4%	41.9%	
3	1127	1105	592	193	795	474	321	1005
%V	16.0%	16.2%	20.0%	19.2%	15.6%	20.8%	11.4%	19.3%
%H (All HH)		98.0%	52.5%	17.1%	70.5%	42.1%	28.5%	89.2%
%H (TV HH)			53.6%	17.5%	71.9%	42.9%	29.0%	
4	917	894	509	171	619	394	225	854
%V	13.0%	13.1%	17.2%	17.0%	12.1%	17.3%	8.0%	16.4%
%H (All HH)		97.5%	55.5%	18.6%	67.5%	43.0%	24.5%	93.1%
%H (TV HH)			56.9%	19.1%	69.2%	44.1%	25.2%	
5+	452	438	243	87	301	197	104	415
%V	6.4%	6.4%	8.2%	8.6%	5.9%	8.6%	3.7%	8.0%
%H (All HH)		96.9%	53.8%	19.2%	66.6%	43.6%	23.0%	91.8%
%H (TV HH)			55.5%	19.9%	68.7%	45.0%	23.7%	
Average HH size	2.34	2.35	2.62	2.61	2.29	2.68	1.98	2.60

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Household level data

Table 19.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7053	6814	2967	1007	5104	2281	2824	5207
%H (All HH)		96.6%	42.1%	14.3%	72.4%	32.3%	40.0%	73.8%
%H (TV HH)			43.5%	14.8%	74.9%	33.5%	41.4%	
Without	5262	5056	2011	676	3910	1560	2350	3612
%V	74.6%	74.2%	67.8%	67.1%	76.6%	68.4%	83.2%	69.4%
%H (All HH)		96.1%	38.2%	12.8%	74.3%	29.6%	44.7%	68.6%
%H (TV HH)			39.8%	13.4%	77.3%	30.9%	46.5%	
With	1791	1757	956	331	1194	721	473	1595
%V	25.4%	25.8%	32.2%	32.9%	23.4%	31.6%	16.7%	30.6%
%H (All HH)		98.1%	53.4%	18.5%	66.7%	40.3%	26.4%	89.1%
%H (TV HH)			54.4%	18.8%	68.0%	41.0%	26.9%	
0 - 3	704	687	371	118	453	257	196	591
%V	10.0%	10.1%	12.5%	11.7%	8.9%	11.3%	6.9%	11.4%
%H (All HH)		97.6%	52.7%	16.8%	64.3%	36.5%	27.8%	83.9%
%H (TV HH)			54.0%	17.2%	65.9%	37.4%	28.5%	
4 - 9	892	874	482	162	587	360	228	791
%V	12.6%	12.8%	16.2%	16.1%	11.5%	15.8%	8.1%	15.2%
%H (All HH)		98.0%	54.0%	18.2%	65.8%	40.4%	25.6%	88.7%
%H (TV HH)			55.1%	18.5%	67.2%	41.2%	26.1%	
10 - 15	831	817	453	166	565	363	201	775
%V	11.8%	12.0%	15.3%	16.5%	11.1%	15.9%	7.1%	14.9%
%H (All HH)		98.3%	54.5%	20.0%	68.0%	43.7%	24.2%	93.3%
%H (TV HH)			55.4%	20.3%	69.2%	44.4%	24.6%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Household level data

Table 19.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7053	6814	2967	1007	5104	2281	2824	5207
%H (All HH)		96.6%	42.1%	14.3%	72.4%	32.3%	40.0%	73.8%
%H (TV HH)			43.5%	14.8%	74.9%	33.5%	41.4%	
1	2756	2756	922	355	1880	452	1429	1700
%V	39.1%	40.4%	31.1%	35.3%	36.8%	19.8%	50.6%	32.6%
%H (All HH)		100.0%	33.5%	12.9%	68.2%	16.4%	51.9%	61.7%
%H (TV HH)			33.5%	12.9%	68.2%	16.4%	51.9%	
2	2324	2324	1073	345	1783	867	916	1786
%V	33.0%	34.1%	36.2%	34.3%	34.9%	38.0%	32.4%	34.3%
%H (All HH)		100.0%	46.2%	14.8%	76.7%	37.3%	39.4%	76.9%
%H (TV HH)			46.2%	14.8%	76.7%	37.3%	39.4%	
3	1091	1091	591	179	897	563	334	967
%V	15.5%	16.0%	19.9%	17.8%	17.6%	24.7%	11.8%	18.6%
%H (All HH)		100.0%	54.2%	16.4%	82.2%	51.6%	30.6%	88.6%
%H (TV HH)			54.2%	16.4%	82.2%	51.6%	30.6%	
4	430	430	245	88	366	261	105	398
%V	6.1%	6.3%	8.3%	8.7%	7.2%	11.4%	3.7%	7.6%
%H (All HH)		100.0%	57.0%	20.5%	85.1%	60.7%	24.4%	92.6%
%H (TV HH)			57.0%	20.5%	85.1%	60.7%	24.4%	
5+	212	212	136	40	179	139	40	205
%V	3.0%	3.1%	4.6%	4.0%	3.5%	6.1%	1.4%	3.9%
%H (All HH)		100.0%	64.2%	18.9%	84.4%	65.6%	18.9%	96.7%
%H (TV HH)			64.2%	18.9%	84.4%	65.6%	18.9%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Household level data

Table 19.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7053	6814	2967	1007	5104	2281	2824	5207
%H (All HH)		96.6%	42.1%	14.3%	72.4%	32.3%	40.0%	73.8%
%H (TV HH)			43.5%	14.8%	74.9%	33.5%	41.4%	
Under 20"	1770	1770	798	244	1511	773	738	1401
%V	25.1%	26.0%	26.9%	24.2%	29.6%	33.9%	26.1%	26.9%
%H (All HH)		100.0%	45.1%	13.8%	85.4%	43.7%	41.7%	79.2%
%H (TV HH)			45.1%	13.8%	85.4%	43.7%	41.7%	
20" - 29"	2752	2752	1145	377	2231	992	1239	2031
%V	39.0%	40.4%	38.6%	37.4%	43.7%	43.5%	43.9%	39.0%
%H (All HH)		100.0%	41.6%	13.7%	81.1%	36.0%	45.0%	73.8%
%H (TV HH)			41.6%	13.7%	81.1%	36.0%	45.0%	
30" - 39"	3591	3591	1605	568	2756	1319	1437	2731
%V	50.9%	52.7%	54.1%	56.4%	54.0%	57.8%	50.9%	52.4%
%H (All HH)		100.0%	44.7%	15.8%	76.7%	36.7%	40.0%	76.1%
%H (TV HH)			44.7%	15.8%	76.7%	36.7%	40.0%	
40" and over	2609	2609	1501	466	1833	1173	661	2260
%V	37.0%	38.3%	50.6%	46.3%	35.9%	51.4%	23.4%	43.4%
%H (All HH)		100.0%	57.5%	17.9%	70.3%	45.0%	25.3%	86.6%
%H (TV HH)			57.5%	17.9%	70.3%	45.0%	25.3%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Household level data

Table 19.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7053	6814	2967	1007	5104	2281	2824	5207
%H (All HH)		96.6%	42.1%	14.3%	72.4%	32.3%	40.0%	73.8%
%H (TV HH)			43.5%	14.8%	74.9%	33.5%	41.4%	
Main living room	6707	6707	2944	999	5048	2266	2782	4980
%V	95.1%	98.4%	99.2%	99.2%	98.9%	99.3%	98.5%	95.6%
%H (All HH)		100.0%	43.9%	14.9%	75.3%	33.8%	41.5%	74.3%
%H (TV HH)			43.9%	14.9%	75.3%	33.8%	41.5%	
Kitchen	867	867	434	107	749	418	331	728
%V	12.3%	12.7%	14.6%	10.6%	14.7%	18.3%	11.7%	14.0%
%H (All HH)		100.0%	50.1%	12.3%	86.4%	48.2%	38.2%	84.0%
%H (TV HH)			50.1%	12.3%	86.4%	48.2%	38.2%	
Adult's bedroom	2834	2834	1448	474	2299	1360	939	2354
%V	40.2%	41.6%	48.8%	47.1%	45.0%	59.6%	33.3%	45.2%
%H (All HH)		100.0%	51.1%	16.7%	81.1%	48.0%	33.1%	83.1%
%H (TV HH)			51.1%	16.7%	81.1%	48.0%	33.1%	
Child's bedroom	603	603	347	127	479	343	136	560
%V	8.5%	8.8%	11.7%	12.6%	9.4%	15.0%	4.8%	10.8%
%H (All HH)		100.0%	57.5%	21.1%	79.4%	56.9%	22.6%	92.9%
%H (TV HH)			57.5%	21.1%	79.4%	56.9%	22.6%	
Other bedroom	314	314	169	65	256	170	86	285
%V	4.5%	4.6%	5.7%	6.5%	5.0%	7.5%	3.0%	5.5%
%H (All HH)		100.0%	53.8%	20.7%	81.5%	54.1%	27.4%	90.8%
%H (TV HH)			53.8%	20.7%	81.5%	54.1%	27.4%	
Second living/dining room	670	670	340	111	557	328	229	560
%V	9.5%	9.8%	11.5%	11.0%	10.9%	14.4%	8.1%	10.8%
%H (All HH)		100.0%	50.7%	16.6%	83.1%	49.0%	34.2%	83.6%
%H (TV HH)			50.7%	16.6%	83.1%	49.0%	34.2%	
Study/office	112	112	58	12	88	48	41	109
%V	1.6%	1.6%	2.0%	1.2%	1.7%	2.1%	1.5%	2.1%
%H (All HH)		100.0%	51.8%	10.7%	78.6%	42.9%	36.6%	97.3%
%H (TV HH)			51.8%	10.7%	78.6%	42.9%	36.6%	
TV room	41	41	23	6	34	22	12	38
%V	0.6%	0.6%	0.8%	0.6%	0.7%	1.0%	0.4%	0.7%
%H (All HH)		100.0%	56.1%	14.6%	82.9%	53.7%	29.3%	92.7%
%H (TV HH)			56.1%	14.6%	82.9%	53.7%	29.3%	
Conservatory	144	144	81	24	124	82	42	129
%V	2.0%	2.1%	2.7%	2.4%	2.4%	3.6%	1.5%	2.5%
%H (All HH)		100.0%	56.3%	16.7%	86.1%	56.9%	29.2%	89.6%
%H (TV HH)			56.3%	16.7%	86.1%	56.9%	29.2%	
Attic or loft room	12	12	7	2	10	7	4	12
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	58.3%	16.7%	83.3%	58.3%	33.3%	100.0%
%H (TV HH)			58.3%	16.7%	83.3%	58.3%	33.3%	
No specific location	10	10	4	0	9	3	6	9
%V	0.1%	0.1%	0.1%	0.0%	0.2%	0.1%	0.2%	0.2%
%H (All HH)		100.0%	40.0%	0.0%	90.0%	30.0%	60.0%	90.0%
%H (TV HH)			40.0%	0.0%	90.0%	30.0%	60.0%	
Other	37	37	17	9	32	20	13	35
%V	0.5%	0.5%	0.6%	0.9%	0.6%	0.9%	0.5%	0.7%
%H (All HH)		100.0%	45.9%	24.3%	86.5%	54.1%	35.1%	94.6%
%H (TV HH)			45.9%	24.3%	86.5%	54.1%	35.1%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Household level data

Table 19.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7053	6814	2967	1007	5104	2281	2824	5207
%H (All HH)		96.6%	42.1%	14.3%	72.4%	32.3%	40.0%	73.8%
%H (TV HH)			43.5%	14.8%	74.9%	33.5%	41.4%	
Any DSAT provider	2967	2967	2967	53	1736	1736	0	2499
%V	42.1%	43.5%	100.0%	5.3%	34.0%	76.1%	0.0%	48.0%
%H (All HH)			100.0%	1.8%	58.5%	58.5%	0.0%	84.2%
%H (TV HH)			100.0%	1.8%	58.5%	58.5%	0.0%	
Sky with subcription	2390	2390	2390	30	1417	1417	0	2075
%V	33.9%	35.1%	80.6%	3.0%	27.8%	62.1%	0.0%	39.9%
%H (All HH)			100.0%	1.3%	59.3%	59.3%	0.0%	86.8%
%H (TV HH)			100.0%	1.3%	59.3%	59.3%	0.0%	
Sky without subscription	216	216	216	7	104	104	0	141
%V	3.1%	3.2%	7.3%	0.7%	2.0%	4.6%	0.0%	2.7%
%H (All HH)			100.0%	3.2%	48.1%	48.1%	0.0%	65.3%
%H (TV HH)			100.0%	3.2%	48.1%	48.1%	0.0%	
Freesat	341	341	341	13	214	214	0	272
%V	4.8%	5.0%	11.5%	1.3%	4.2%	9.4%	0.0%	5.2%
%H (All HH)			100.0%	3.8%	62.8%	62.8%	0.0%	79.8%
%H (TV HH)			100.0%	3.8%	62.8%	62.8%	0.0%	
Other satellite provider	71	71	71	3	33	33	0	58
%V	1.0%	1.0%	2.4%	0.3%	0.6%	1.4%	0.0%	1.1%
%H (All HH)			100.0%	4.2%	46.5%	46.5%	0.0%	81.7%
%H (TV HH)			100.0%	4.2%	46.5%	46.5%	0.0%	
DCAB	1007	1007	53	1007	575	575	0	867
%V	14.3%	14.8%	1.8%	100.0%	11.3%	25.2%	0.0%	16.7%
%H (All HH)			5.3%	100.0%	57.1%	57.1%	0.0%	86.1%
%H (TV HH)			5.3%	100.0%	57.1%	57.1%	0.0%	
DTT	5104	5104	1736	575	5104	2281	2824	3666
%V	72.4%	74.9%	58.5%	57.1%	100.0%	100.0%	100.0%	70.4%
%H (All HH)		100.0%	34.0%	11.3%	100.0%	44.7%	55.3%	71.8%
%H (TV HH)			34.0%	11.3%	100.0%	44.7%	55.3%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Household level data

Table 19.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7053	6814	2967	1007	5104	2281	2824	5207
%H (All HH)		96.6%	42.1%	14.3%	72.4%	32.3%	40.0%	73.8%
%H (TV HH)			43.5%	14.8%	74.9%	33.5%	41.4%	
PVR	4091	4091	2422	725	2860	1877	983	3530
%V	58.0%	60.0%	81.6%	72.0%	56.0%	82.3%	34.8%	67.8%
%H (All HH)		100.0%	59.2%	17.7%	69.9%	45.9%	24.0%	86.3%
%H (TV HH)			59.2%	17.7%	69.9%	45.9%	24.0%	
DVDR	390	390	170	61	300	138	162	317
%V	5.5%	5.7%	5.7%	6.1%	5.9%	6.0%	5.7%	6.1%
%H (All HH)		100.0%	43.6%	15.6%	76.9%	35.4%	41.5%	81.3%
%H (TV HH)			43.6%	15.6%	76.9%	35.4%	41.5%	
VCR	227	227	88	35	189	83	107	143
%V	3.2%	3.3%	3.0%	3.5%	3.7%	3.6%	3.8%	2.7%
%H (All HH)		100.0%	38.8%	15.4%	83.3%	36.6%	47.1%	63.0%
%H (TV HH)			38.8%	15.4%	83.3%	36.6%	47.1%	
Any recorder	4336	4336	2479	754	3067	1926	1142	3677
%V	61.5%	63.6%	83.6%	74.9%	60.1%	84.4%	40.4%	70.6%
%H (All HH)		100.0%	57.2%	17.4%	70.7%	44.4%	26.3%	84.8%
%H (TV HH)			57.2%	17.4%	70.7%	44.4%	26.3%	
Receives HDTV (via STB or built-in reception)	3474	3474	1822	767	2470	1541	928	3003
%V	49.3%	51.0%	61.4%	76.2%	48.4%	67.6%	32.9%	57.7%
%H (All HH)		100.0%	52.4%	22.1%	71.1%	44.4%	26.7%	86.4%
%H (TV HH)			52.4%	22.1%	71.1%	44.4%	26.7%	
DVD/Blu-ray player or recorder	5415	5415	2482	848	4105	1989	2116	4270
%V	76.8%	79.5%	83.7%	84.2%	80.4%	87.2%	74.9%	82.0%
%H (All HH)		100.0%	45.8%	15.7%	75.8%	36.7%	39.1%	78.9%
%H (TV HH)			45.8%	15.7%	75.8%	36.7%	39.1%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Household level data

Table 19.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7053	6814	2967	1007	5104	2281	2824	5207
%V		96.6%	42.1%	14.3%	72.4%	32.3%	40.0%	73.8%
%H (All HH)			43.5%	14.8%	74.9%	33.5%	41.4%	
%H (TV HH)								
Has broadband internet	5207	5055	2499	867	3666	1981	1685	5207
%V	73.8%	74.2%	84.2%	86.1%	71.8%	86.8%	59.7%	100.0%
%H (All HH)		97.1%	48.0%	16.7%	70.4%	38.0%	32.4%	100.0%
%H (TV HH)			49.4%	17.2%	72.5%	39.2%	33.3%	
Number of computers (PCs and laptops)								
0	1583	1512	406	125	1233	257	976	72
%V	22.4%	22.2%	13.7%	12.4%	24.2%	11.3%	34.6%	1.4%
%H (All HH)		95.5%	25.6%	7.9%	77.9%	16.2%	61.7%	4.5%
%H (TV HH)			26.9%	8.3%	81.5%	17.0%	64.6%	
1	2417	2335	1024	332	1739	773	966	2158
%V	34.3%	34.3%	34.5%	33.0%	34.1%	33.9%	34.2%	41.4%
%H (All HH)		96.6%	42.4%	13.7%	71.9%	32.0%	40.0%	89.3%
%H (TV HH)			43.9%	14.2%	74.5%	33.1%	41.4%	
2	1514	1472	743	268	1073	613	460	1457
%V	21.5%	21.6%	25.0%	26.6%	21.0%	26.9%	16.3%	28.0%
%H (All HH)		97.2%	49.1%	17.7%	70.9%	40.5%	30.4%	96.2%
%H (TV HH)			50.5%	18.2%	72.9%	41.6%	31.3%	
3	783	760	396	139	537	311	226	772
%V	11.1%	11.2%	13.3%	13.8%	10.5%	13.6%	8.0%	14.8%
%H (All HH)		97.1%	50.6%	17.8%	68.6%	39.7%	28.9%	98.6%
%H (TV HH)			52.1%	18.3%	70.7%	40.9%	29.7%	
4	365	355	190	66	254	156	98	362
%V	5.2%	5.2%	6.4%	6.6%	5.0%	6.8%	3.5%	7.0%
%H (All HH)		97.3%	52.1%	18.1%	69.6%	42.7%	26.8%	99.2%
%H (TV HH)			53.5%	18.6%	71.5%	43.9%	27.6%	
5+	391	379	207	77	268	171	97	386
%V	5.5%	5.6%	7.0%	7.6%	5.3%	7.5%	3.4%	7.4%
%H (All HH)		96.9%	52.9%	19.7%	68.5%	43.7%	24.8%	98.7%
%H (TV HH)			54.6%	20.3%	70.7%	45.1%	25.6%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV MidWest

Set level data

Table 19.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13548	6553	2148	10571	5669	4902	10875
%H		48.4%	15.9%	78.0%	41.8%	36.2%	80.3%
Under 20"	2234	1022	318	1927	1016	911	1809
%V	16.5%	15.6%	14.8%	18.2%	17.9%	18.6%	16.6%
%H		45.7%	14.2%	86.3%	45.5%	40.8%	81.0%
20" - 29"	3439	1488	486	2829	1349	1480	2611
%V	25.4%	22.7%	22.6%	26.8%	23.8%	30.2%	24.0%
%H		43.3%	14.1%	82.3%	39.2%	43.0%	75.9%
30" - 39"	4218	1952	695	3268	1665	1603	3297
%V	31.1%	29.8%	32.4%	30.9%	29.4%	32.7%	30.3%
%H		46.3%	16.5%	77.5%	39.5%	38.0%	78.2%
40" and over	3022	1766	549	2138	1407	731	2647
%V	22.3%	26.9%	25.6%	20.2%	24.8%	14.9%	24.3%
%H		58.4%	18.2%	70.7%	46.6%	24.2%	87.6%
Don't know	198	91	28	168	89	79	136
%V	1.5%	1.4%	1.3%	1.6%	1.6%	1.6%	1.3%
%H		46.0%	14.1%	84.8%	44.9%	39.9%	68.7%
Not Asked	437	234	72	241	143	98	375
%V	3.2%	3.6%	3.4%	2.3%	2.5%	2.0%	3.4%
%H		53.5%	16.5%	55.1%	32.7%	22.4%	85.8%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Set level data

Table 19.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13548	6553	2148	10571	5669	4902	10875
%H		48.4%	15.9%	78.0%	41.8%	36.2%	80.3%
Main living room	6741	2961	1004	5071	2277	2794	5006
%V	49.8%	45.2%	46.7%	48.0%	40.2%	57.0%	46.0%
%H		43.9%	14.9%	75.2%	33.8%	41.4%	74.3%
Kitchen	871	438	108	754	423	331	732
%V	6.4%	6.7%	5.0%	7.1%	7.5%	6.8%	6.7%
%H		50.3%	12.4%	86.6%	48.6%	38.0%	84.0%
Adult's bedroom	3308	1732	551	2708	1650	1058	2789
%V	24.4%	26.4%	25.7%	25.6%	29.1%	21.6%	25.6%
%H		52.4%	16.7%	81.9%	49.9%	32.0%	84.3%
Child's bedroom	786	451	170	632	458	174	733
%V	5.8%	6.9%	7.9%	6.0%	8.1%	3.5%	6.7%
%H		57.4%	21.6%	80.4%	58.3%	22.1%	93.3%
Other bedroom	365	199	78	299	203	96	335
%V	2.7%	3.0%	3.6%	2.8%	3.6%	2.0%	3.1%
%H		54.5%	21.4%	81.9%	55.6%	26.3%	91.8%
Second living/dining room	678	346	112	564	333	231	569
%V	5.0%	5.3%	5.2%	5.3%	5.9%	4.7%	5.2%
%H		51.0%	16.5%	83.2%	49.1%	34.1%	83.9%
Study/office	113	58	12	89	48	41	110
%V	0.8%	0.9%	0.6%	0.8%	0.8%	0.8%	1.0%
%H		51.3%	10.6%	78.8%	42.5%	36.3%	97.3%
TV room	42	24	6	35	22	12	39
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.2%	0.4%
%H		57.1%	14.3%	83.3%	52.4%	28.6%	92.9%
Conservatory	145	82	24	125	83	42	130
%V	1.1%	1.3%	1.1%	1.2%	1.5%	0.9%	1.2%
%H		56.6%	16.6%	86.2%	57.2%	29.0%	89.7%
Attic or loft room	12	7	2	10	7	4	12
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		58.3%	16.7%	83.3%	58.3%	33.3%	100.0%
No specific location	11	4	0	10	3	7	10
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		36.4%	0.0%	90.9%	27.3%	63.6%	90.9%
Other	38	17	9	33	20	13	35
%V	0.3%	0.3%	0.4%	0.3%	0.4%	0.3%	0.3%
%H		44.7%	23.7%	86.8%	52.6%	34.2%	92.1%
Not Asked	437	234	72	241	143	98	375
%V	3.2%	3.6%	3.4%	2.3%	2.5%	2.0%	3.4%
%H		53.5%	16.5%	55.1%	32.7%	22.4%	85.8%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Set level data

Table 19.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13548	6553	2148	10571	5669	4902	10875
%H		48.4%	15.9%	78.0%	41.8%	36.2%	80.3%
PVR	5264	3264	949	3597	2482	1115	4631
%V	38.9%	49.8%	44.2%	34.0%	43.8%	22.7%	42.6%
%H		62.0%	18.0%	68.3%	47.2%	21.2%	88.0%
DVDR	424	188	69	323	154	170	346
%V	3.1%	2.9%	3.2%	3.1%	2.7%	3.5%	3.2%
%H		44.3%	16.3%	76.2%	36.3%	40.1%	81.6%
VCR	241	95	39	201	92	110	153
%V	1.8%	1.4%	1.8%	1.9%	1.6%	2.2%	1.4%
%H		39.4%	16.2%	83.4%	38.2%	45.6%	63.5%
Any recorder	5593	3366	996	3878	2581	1297	4847
%V	41.3%	51.4%	46.4%	36.7%	45.5%	26.5%	44.6%
%H		60.2%	17.8%	69.3%	46.1%	23.2%	86.7%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13548	6553	2148	10571	5669	4902	10875
%H		48.4%	15.9%	78.0%	41.8%	36.2%	80.3%
Receives HDTV (via STB or built-in reception)	4833	2542	1131	3488	2252	1236	4272
%V	35.7%	38.8%	52.7%	33.0%	39.7%	25.2%	39.3%
%H		52.6%	23.4%	72.2%	46.6%	25.6%	88.4%
DVD/Blu-ray player or recorder	7950	3876	1328	6220	3409	2811	6553
%V	58.7%	59.1%	61.8%	58.8%	60.1%	57.3%	60.3%
%H		48.8%	16.7%	78.2%	42.9%	35.4%	82.4%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Set level data

Table 19.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6810	2966	1006	5103	2280	2823	5052
%H		43.6%	14.8%	74.9%	33.5%	41.5%	74.2%
Under 20"	162	29	12	134	15	119	95
%V	2.4%	1.0%	1.2%	2.6%	0.7%	4.2%	1.9%
%H		17.9%	7.4%	82.7%	9.3%	73.5%	58.6%
20" - 29"	1211	320	128	984	227	757	702
%V	17.8%	10.8%	12.7%	19.3%	10.0%	26.8%	13.9%
%H		26.4%	10.6%	81.3%	18.7%	62.5%	58.0%
30" - 39"	2812	1139	404	2156	881	1275	2013
%V	41.3%	38.4%	40.2%	42.2%	38.6%	45.2%	39.8%
%H		40.5%	14.4%	76.7%	31.3%	45.3%	71.6%
40" and over	2515	1451	449	1762	1129	633	2174
%V	36.9%	48.9%	44.6%	34.5%	49.5%	22.4%	43.0%
%H		57.7%	17.9%	70.1%	44.9%	25.2%	86.4%
Don't know	81	28	13	66	27	39	46
%V	1.2%	0.9%	1.3%	1.3%	1.2%	1.4%	0.9%
%H		34.6%	16.0%	81.5%	33.3%	48.1%	56.8%
Not Asked	29	0	0	1	1	0	22
%V	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
%H		0.0%	0.0%	3.4%	3.4%	0.0%	75.9%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Set level data

Table 19.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6810	2966	1006	5103	2280	2823	5052
%H		43.6%	14.8%	74.9%	33.5%	41.5%	74.2%
PVR	3986	2374	711	2769	1832	937	3447
%V	58.5%	80.0%	70.7%	54.3%	80.4%	33.2%	68.2%
%H		59.6%	17.8%	69.5%	46.0%	23.5%	86.5%
DVDR	336	142	48	257	110	147	270
%V	4.9%	4.8%	4.8%	5.0%	4.8%	5.2%	5.3%
%H		42.3%	14.3%	76.5%	32.7%	43.8%	80.4%
VCR	188	70	28	153	62	92	114
%V	2.8%	2.4%	2.8%	3.0%	2.7%	3.3%	2.3%
%H		37.2%	14.9%	81.4%	33.0%	48.9%	60.6%
Any recorder	4228	2435	738	2974	1882	1091	3594
%V	62.1%	82.1%	73.4%	58.3%	82.5%	38.6%	71.1%
%H		57.6%	17.5%	70.3%	44.5%	25.8%	85.0%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6810	2966	1006	5103	2280	2823	5052
%H		43.6%	14.8%	74.9%	33.5%	41.5%	74.2%
Receives HDTV (via STB or built-in reception)	3345	1762	749	2357	1483	874	2895
%V	49.1%	59.4%	74.5%	46.2%	65.0%	31.0%	57.3%
%H		52.7%	22.4%	70.5%	44.3%	26.1%	86.5%
DVD/Blu-ray player or recorder	5126	2344	797	3867	1855	2012	4038
%V	75.3%	79.0%	79.2%	75.8%	81.4%	71.3%	79.9%
%H		45.7%	15.5%	75.4%	36.2%	39.3%	78.8%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Set level data

Table 19.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6738	3587	1142	5469	3389	2080	5823
%H		53.2%	16.9%	81.2%	50.3%	30.9%	86.4%
Under 20"	2072	993	307	1793	1001	792	1714
%V	30.8%	27.7%	26.9%	32.8%	29.5%	38.1%	29.4%
%H		47.9%	14.8%	86.5%	48.3%	38.2%	82.7%
20" - 29"	2228	1168	358	1845	1122	723	1909
%V	33.1%	32.6%	31.3%	33.7%	33.1%	34.8%	32.8%
%H		52.4%	16.1%	82.8%	50.4%	32.5%	85.7%
30" - 39"	1406	813	291	1112	784	328	1284
%V	20.9%	22.7%	25.5%	20.3%	23.1%	15.8%	22.1%
%H		57.8%	20.7%	79.1%	55.8%	23.3%	91.3%
40" and over	507	315	100	376	278	99	472
%V	7.5%	8.8%	8.8%	6.9%	8.2%	4.8%	8.1%
%H		62.1%	19.7%	74.2%	54.8%	19.5%	93.1%
Don't know	116	63	14	102	62	39	90
%V	1.7%	1.8%	1.2%	1.9%	1.8%	1.9%	1.5%
%H		54.3%	12.1%	87.9%	53.4%	33.6%	77.6%
Not Asked	409	235	72	241	142	99	354
%V	6.1%	6.6%	6.3%	4.4%	4.2%	4.8%	6.1%
%H		57.5%	17.6%	58.9%	34.7%	24.2%	86.6%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Set level data

Table 19.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6738	3587	1142	5469	3389	2080	5823
%H		53.2%	16.9%	81.2%	50.3%	30.9%	86.4%
PVR	1278	890	238	828	650	178	1185
%V	19.0%	24.8%	20.8%	15.1%	19.2%	8.6%	20.4%
%H		69.6%	18.6%	64.8%	50.9%	13.9%	92.7%
DVDR	88	46	21	66	44	22	76
%V	1.3%	1.3%	1.8%	1.2%	1.3%	1.1%	1.3%
%H		52.3%	23.9%	75.0%	50.0%	25.0%	86.4%
VCR	53	25	11	48	30	18	39
%V	0.8%	0.7%	1.0%	0.9%	0.9%	0.9%	0.7%
%H		47.2%	20.8%	90.6%	56.6%	34.0%	73.6%
Any recorder	1365	931	257	904	698	206	1253
%V	20.3%	26.0%	22.5%	16.5%	20.6%	9.9%	21.5%
%H		68.2%	18.8%	66.2%	51.1%	15.1%	91.8%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6738	3587	1142	5469	3389	2080	5823
%H		53.2%	16.9%	81.2%	50.3%	30.9%	86.4%
Receives HDTV (via STB or built-in reception)	1488	780	382	1131	769	361	1378
%V	22.1%	21.7%	33.5%	20.7%	22.7%	17.4%	23.7%
%H		52.4%	25.7%	76.0%	51.7%	24.3%	92.6%
DVD/Blu-ray player or recorder	2824	1532	531	2353	1555	799	2515
%V	41.9%	42.7%	46.5%	43.0%	45.9%	38.4%	43.2%
%H		54.2%	18.8%	83.3%	55.1%	28.3%	89.1%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Individual level data

Table 19.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16468	15996	7784	2616	11671	6087	5584	13526
%H		97.1%	47.3%	15.9%	70.9%	37.0%	33.9%	82.1%
Total Children	3103	3043	1660	572	2050	1243	807	2764
%V	18.8%	19.0%	21.3%	21.9%	17.6%	20.4%	14.5%	20.4%
%H		98.1%	53.5%	18.4%	66.1%	40.1%	26.0%	89.1%
0 - 3	836	816	438	145	544	312	232	702
%V	5.1%	5.1%	5.6%	5.5%	4.7%	5.1%	4.2%	5.2%
%H		97.6%	52.4%	17.3%	65.1%	37.3%	27.8%	84.0%
4 - 15	2267	2227	1222	427	1506	931	575	2062
%V	13.8%	13.9%	15.7%	16.3%	12.9%	15.3%	10.3%	15.2%
%H		98.2%	53.9%	18.8%	66.4%	41.1%	25.4%	91.0%
4 - 9	1176	1152	637	209	773	471	302	1043
%V	7.1%	7.2%	8.2%	8.0%	6.6%	7.7%	5.4%	7.7%
%H		98.0%	54.2%	17.8%	65.7%	40.1%	25.7%	88.7%
10 - 15	1091	1075	585	218	733	460	273	1018
%V	6.6%	6.7%	7.5%	8.3%	6.3%	7.6%	4.9%	7.5%
%H		98.5%	53.6%	20.0%	67.2%	42.2%	25.0%	93.3%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Individual level data

Table 19.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16468	15996	7784	2616	11671	6087	5584	13526
%H		97.1%	47.3%	15.9%	70.9%	37.0%	33.9%	82.1%
Total Adults (16+)	13365	12954	6124	2045	9621	4844	4777	10762
%V	81.2%	81.0%	78.7%	78.2%	82.4%	79.6%	85.5%	79.6%
%H		96.9%	45.8%	15.3%	72.0%	36.2%	35.7%	80.5%
16 - 19	798	768	414	139	561	352	209	745
%V	4.8%	4.8%	5.3%	5.3%	4.8%	5.8%	3.7%	5.5%
%H		96.2%	51.9%	17.4%	70.3%	44.1%	26.2%	93.4%
20 - 24	1071	986	444	189	716	384	332	932
%V	6.5%	6.2%	5.7%	7.2%	6.1%	6.3%	5.9%	6.9%
%H		92.1%	41.5%	17.6%	66.9%	35.9%	31.0%	87.0%
25 - 34	2080	1993	1050	359	1334	756	578	1809
%V	12.6%	12.5%	13.5%	13.7%	11.4%	12.4%	10.4%	13.4%
%H		95.8%	50.5%	17.3%	64.1%	36.3%	27.8%	87.0%
35 - 44	2072	2009	1073	394	1360	824	536	1878
%V	12.6%	12.6%	13.8%	15.1%	11.7%	13.5%	9.6%	13.9%
%H		97.0%	51.8%	19.0%	65.6%	39.8%	25.9%	90.6%
45 - 54	2346	2291	1178	392	1704	971	733	2097
%V	14.2%	14.3%	15.1%	15.0%	14.6%	16.0%	13.1%	15.5%
%H		97.7%	50.2%	16.7%	72.6%	41.4%	31.2%	89.4%
55 - 64	1976	1939	896	290	1501	737	764	1632
%V	12.0%	12.1%	11.5%	11.1%	12.9%	12.1%	13.7%	12.1%
%H		98.1%	45.3%	14.7%	76.0%	37.3%	38.7%	82.6%
65+	3022	2969	1067	282	2446	820	1626	1671
%V	18.4%	18.6%	13.7%	10.8%	21.0%	13.5%	29.1%	12.4%
%H		98.2%	35.3%	9.3%	80.9%	27.1%	53.8%	55.3%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Individual level data

Table 19.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13365	12954	6124	2045	9621	4844	4777	10762
%H		96.9%	45.8%	15.3%	72.0%	36.2%	35.7%	80.5%
AB	3474	3399	1683	478	2511	1262	1249	3211
%V	26.0%	26.2%	27.5%	23.4%	26.1%	26.1%	26.1%	29.8%
%H		97.8%	48.4%	13.8%	72.3%	36.3%	36.0%	92.4%
C1	3599	3449	1535	609	2584	1304	1280	3116
%V	26.9%	26.6%	25.1%	29.8%	26.9%	26.9%	26.8%	29.0%
%H		95.8%	42.7%	16.9%	71.8%	36.2%	35.6%	86.6%
C2	3106	3042	1500	525	2294	1268	1026	2537
%V	23.2%	23.5%	24.5%	25.7%	23.8%	26.2%	21.5%	23.6%
%H		97.9%	48.3%	16.9%	73.9%	40.8%	33.0%	81.7%
D	2034	1969	988	291	1418	721	697	1396
%V	15.2%	15.2%	16.1%	14.2%	14.7%	14.9%	14.6%	13.0%
%H		96.8%	48.6%	14.3%	69.7%	35.4%	34.3%	68.6%
E	1152	1094	418	142	814	290	524	502
%V	8.6%	8.4%	6.8%	6.9%	8.5%	6.0%	11.0%	4.7%
%H		95.0%	36.3%	12.3%	70.7%	25.2%	45.5%	43.6%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Individual level data

Table 19.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13365	12954	6124	2045	9621	4844	4777	10762
%H		96.9%	45.8%	15.3%	72.0%	36.2%	35.7%	80.5%
Working full time	5853	5714	2945	1043	4100	2361	1739	5321
%V	43.8%	44.1%	48.1%	51.0%	42.6%	48.7%	36.4%	49.4%
%H		97.6%	50.3%	17.8%	70.0%	40.3%	29.7%	90.9%
Working part time	1499	1462	748	245	1053	582	471	1339
%V	11.2%	11.3%	12.2%	12.0%	10.9%	12.0%	9.9%	12.4%
%H		97.5%	49.9%	16.3%	70.2%	38.8%	31.4%	89.3%
Not working	6012	5777	2430	757	4468	1901	2568	4102
%V	45.0%	44.6%	39.7%	37.0%	46.4%	39.2%	53.8%	38.1%
%H		96.1%	40.4%	12.6%	74.3%	31.6%	42.7%	68.2%
Housewife/Houseperson	7053	6814	2967	1007	5104	2281	2824	5207
%V	52.8%	52.6%	48.4%	49.2%	53.1%	47.1%	59.1%	48.4%
%H		96.6%	42.1%	14.3%	72.4%	32.3%	40.0%	73.8%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Individual level data

Table 19.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6538	6307	3049	1011	4630	2401	2229	5355
%H		96.5%	46.6%	15.5%	70.8%	36.7%	34.1%	81.9%
16 - 19	396	382	195	78	278	174	105	372
%V	6.1%	6.1%	6.4%	7.7%	6.0%	7.2%	4.7%	6.9%
%H		96.5%	49.2%	19.7%	70.2%	43.9%	26.5%	93.9%
20 - 24	548	501	224	96	359	192	167	488
%V	8.4%	7.9%	7.3%	9.5%	7.8%	8.0%	7.5%	9.1%
%H		91.4%	40.9%	17.5%	65.5%	35.0%	30.5%	89.1%
25 - 34	1043	995	528	184	668	385	283	915
%V	16.0%	15.8%	17.3%	18.2%	14.4%	16.0%	12.7%	17.1%
%H		95.4%	50.6%	17.6%	64.0%	36.9%	27.1%	87.7%
35 - 44	1027	994	527	187	671	399	272	914
%V	15.7%	15.8%	17.3%	18.5%	14.5%	16.6%	12.2%	17.1%
%H		96.8%	51.3%	18.2%	65.3%	38.9%	26.5%	89.0%
45 - 54	1155	1122	588	192	821	475	346	1019
%V	17.7%	17.8%	19.3%	19.0%	17.7%	19.8%	15.5%	19.0%
%H		97.1%	50.9%	16.6%	71.1%	41.1%	30.0%	88.2%
55 - 64	975	949	436	145	732	359	372	798
%V	14.9%	15.0%	14.3%	14.3%	15.8%	15.0%	16.7%	14.9%
%H		97.3%	44.7%	14.9%	75.1%	36.8%	38.2%	81.8%
65+	1394	1364	551	131	1101	417	684	849
%V	21.3%	21.6%	18.1%	13.0%	23.8%	17.4%	30.7%	15.9%
%H		97.8%	39.5%	9.4%	79.0%	29.9%	49.1%	60.9%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Individual level data

Table 19.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6538	6307	3049	1011	4630	2401	2229	5355
%H		96.5%	46.6%	15.5%	70.8%	36.7%	34.1%	81.9%
AB	1749	1705	855	249	1246	640	607	1630
%V	26.8%	27.0%	28.0%	24.6%	26.9%	26.7%	27.2%	30.4%
%H		97.5%	48.9%	14.2%	71.2%	36.6%	34.7%	93.2%
C1	1681	1597	740	281	1181	622	559	1482
%V	25.7%	25.3%	24.3%	27.8%	25.5%	25.9%	25.1%	27.7%
%H		95.0%	44.0%	16.7%	70.3%	37.0%	33.3%	88.2%
C2	1663	1624	790	284	1215	666	549	1341
%V	25.4%	25.7%	25.9%	28.1%	26.2%	27.7%	24.6%	25.0%
%H		97.7%	47.5%	17.1%	73.1%	40.0%	33.0%	80.6%
D	975	940	489	138	664	349	314	684
%V	14.9%	14.9%	16.0%	13.6%	14.3%	14.5%	14.1%	12.8%
%H		96.4%	50.2%	14.2%	68.1%	35.8%	32.2%	70.2%
E	469	440	174	59	324	124	200	217
%V	7.2%	7.0%	5.7%	5.8%	7.0%	5.2%	9.0%	4.1%
%H		93.8%	37.1%	12.6%	69.1%	26.4%	42.6%	46.3%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Individual level data

Table 19.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6538	6307	3049	1011	4630	2401	2229	5355
%H		96.5%	46.6%	15.5%	70.8%	36.7%	34.1%	81.9%
Working full time	3668	3576	1879	651	2552	1498	1054	3319
%V	56.1%	56.7%	61.6%	64.4%	55.1%	62.4%	47.3%	62.0%
%H		97.5%	51.2%	17.7%	69.6%	40.8%	28.7%	90.5%
Working part time	324	308	140	42	217	97	120	275
%V	5.0%	4.9%	4.6%	4.2%	4.7%	4.0%	5.4%	5.1%
%H		95.1%	43.2%	13.0%	67.0%	29.9%	37.0%	84.9%
Not working	2545	2423	1030	319	1860	805	1055	1761
%V	38.9%	38.4%	33.8%	31.6%	40.2%	33.5%	47.3%	32.9%
%H		95.2%	40.5%	12.5%	73.1%	31.6%	41.5%	69.2%
Housewife/Houseperson	1498	1399	542	192	1024	383	641	934
%V	22.9%	22.2%	17.8%	19.0%	22.1%	16.0%	28.8%	17.4%
%H		93.4%	36.2%	12.8%	68.4%	25.6%	42.8%	62.3%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Individual level data

Table 19.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6827	6647	3075	1033	4992	2443	2548	5408
%H		97.4%	45.0%	15.1%	73.1%	35.8%	37.3%	79.2%
16 - 19	401	386	220	61	283	179	104	373
%V	5.9%	5.8%	7.2%	5.9%	5.7%	7.3%	4.1%	6.9%
%H		96.3%	54.9%	15.2%	70.6%	44.6%	25.9%	93.0%
20 - 24	523	485	220	94	357	192	165	444
%V	7.7%	7.3%	7.2%	9.1%	7.2%	7.9%	6.5%	8.2%
%H		92.7%	42.1%	18.0%	68.3%	36.7%	31.5%	84.9%
25 - 34	1037	998	522	175	665	371	295	895
%V	15.2%	15.0%	17.0%	16.9%	13.3%	15.2%	11.6%	16.5%
%H		96.2%	50.3%	16.9%	64.1%	35.8%	28.4%	86.3%
35 - 44	1045	1015	546	207	689	426	263	964
%V	15.3%	15.3%	17.8%	20.0%	13.8%	17.4%	10.3%	17.8%
%H		97.1%	52.2%	19.8%	65.9%	40.8%	25.2%	92.2%
45 - 54	1191	1170	590	201	883	496	387	1077
%V	17.4%	17.6%	19.2%	19.5%	17.7%	20.3%	15.2%	19.9%
%H		98.2%	49.5%	16.9%	74.1%	41.6%	32.5%	90.4%
55 - 64	1001	990	460	145	769	378	391	834
%V	14.7%	14.9%	15.0%	14.0%	15.4%	15.5%	15.3%	15.4%
%H		98.9%	46.0%	14.5%	76.8%	37.8%	39.1%	83.3%
65+	1628	1604	517	152	1345	403	943	822
%V	23.8%	24.1%	16.8%	14.7%	26.9%	16.5%	37.0%	15.2%
%H		98.5%	31.8%	9.3%	82.6%	24.8%	57.9%	50.5%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Individual level data

Table 19.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6827	6647	3075	1033	4992	2443	2548	5408
%H		97.4%	45.0%	15.1%	73.1%	35.8%	37.3%	79.2%
AB	1725	1693	828	229	1264	622	642	1581
%V	25.3%	25.5%	26.9%	22.2%	25.3%	25.5%	25.2%	29.2%
%H		98.1%	48.0%	13.3%	73.3%	36.1%	37.2%	91.7%
C1	1918	1852	795	328	1403	682	721	1634
%V	28.1%	27.9%	25.9%	31.8%	28.1%	27.9%	28.3%	30.2%
%H		96.6%	41.4%	17.1%	73.1%	35.6%	37.6%	85.2%
C2	1442	1419	710	240	1080	603	477	1196
%V	21.1%	21.3%	23.1%	23.2%	21.6%	24.7%	18.7%	22.1%
%H		98.4%	49.2%	16.6%	74.9%	41.8%	33.1%	82.9%
D	1059	1029	499	152	754	371	383	712
%V	15.5%	15.5%	16.2%	14.7%	15.1%	15.2%	15.0%	13.2%
%H		97.2%	47.1%	14.4%	71.2%	35.0%	36.2%	67.2%
E	683	654	244	83	490	166	324	285
%V	10.0%	9.8%	7.9%	8.0%	9.8%	6.8%	12.7%	5.3%
%H		95.8%	35.7%	12.2%	71.7%	24.3%	47.4%	41.7%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV MidWest

Individual level data

Table 19.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6827	6647	3075	1033	4992	2443	2548	5408
%H		97.4%	45.0%	15.1%	73.1%	35.8%	37.3%	79.2%
Working full time	2186	2138	1066	392	1548	863	685	2002
%V	32.0%	32.2%	34.7%	37.9%	31.0%	35.3%	26.9%	37.0%
%H		97.8%	48.8%	17.9%	70.8%	39.5%	31.3%	91.6%
Working part time	1174	1154	608	203	835	485	350	1065
%V	17.2%	17.4%	19.8%	19.7%	16.7%	19.9%	13.7%	19.7%
%H		98.3%	51.8%	17.3%	71.1%	41.3%	29.8%	90.7%
Not working	3467	3355	1401	438	2608	1095	1513	2341
%V	50.8%	50.5%	45.6%	42.4%	52.2%	44.8%	59.4%	43.3%
%H		96.8%	40.4%	12.6%	75.2%	31.6%	43.6%	67.5%
Housewife/Houseperson	5555	5415	2425	815	4080	1898	2182	4273
%V	81.4%	81.5%	78.9%	78.9%	81.7%	77.7%	85.6%	79.0%
%H		97.5%	43.7%	14.7%	73.4%	34.2%	39.3%	76.9%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South and South East

Contents	Page
Household	
Table 20.1: Social Grade	536
Table 20.2: Housewife Age	537
Table 20.3: Size of Household	538
Table 20.4: Presence of Children	539
Table 20.5: Number of TV sets in household	540
Table 20.6: Screen size	541
Table 20.7: Location of ANY set in household	542
Table 20.8: Platform Provider	543
Table 20.9: Recorders and other equipment	544
Table 20.10: Computers and Internet	545
Sets	
Table 20.11: Screen Size	546
Table 20.12: Location of set	547
Table 20.13: Recorders	548
Table 20.14: Other TV equipment	548
Table 20.15: Main Set Screen Size	549
Table 20.16: Main Set Recorders	550
Table 20.17: Main Set - Other TV equipment	550
Table 20.18: Other Sets (non-Main Set) Screen Size	551
Table 20.19: Other Set (non-Main Set) Recorders	552
Table 20.20: Other Set (non-Main Set) - Other TV equipment	552
Individuals	
Table 20.21: Age of Children	553
Table 20.22: Adults - Age	554
Table 20.23: Social Grade (Adults 16+)	555
Table 20.24: Working Status (Adults 16+)	556
Table 20.25: Males - Age	557
Table 20.26: Social Grade (Males 16+)	558
Table 20.27: Working Status (Males 16+)	559
Table 20.28: Females - Age	560
Table 20.29: Social Grade (Females 16+)	561
Table 20.30: Working Status (Females 16+)	562

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Household level data

Table 20.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2658	2554	1150	416	1834	845	990	2071
%H (All HH)		96.1%	43.3%	15.7%	69.0%	31.8%	37.2%	77.9%
%H (TV HH)			45.0%	16.3%	71.8%	33.1%	38.8%	
AB	808	784	376	126	562	278	283	739
%V	30.4%	30.7%	32.7%	30.3%	30.6%	32.9%	28.6%	35.7%
%H (All HH)		97.0%	46.5%	15.6%	69.6%	34.4%	35.0%	91.5%
%H (TV HH)			48.0%	16.1%	71.7%	35.5%	36.1%	
C1	767	729	335	129	506	239	267	628
%V	28.9%	28.5%	29.1%	31.0%	27.6%	28.3%	27.0%	30.3%
%H (All HH)		95.0%	43.7%	16.8%	66.0%	31.2%	34.8%	81.9%
%H (TV HH)			46.0%	17.7%	69.4%	32.8%	36.6%	
C2	518	509	241	91	374	194	180	403
%V	19.5%	19.9%	21.0%	21.9%	20.4%	23.0%	18.2%	19.5%
%H (All HH)		98.3%	46.5%	17.6%	72.2%	37.5%	34.7%	77.8%
%H (TV HH)			47.3%	17.9%	73.5%	38.1%	35.4%	
D	316	298	117	49	210	82	128	205
%V	11.9%	11.7%	10.2%	11.8%	11.5%	9.7%	12.9%	9.9%
%H (All HH)		94.3%	37.0%	15.5%	66.5%	25.9%	40.5%	64.9%
%H (TV HH)			39.3%	16.4%	70.5%	27.5%	43.0%	
E	249	233	80	21	183	51	132	97
%V	9.4%	9.1%	7.0%	5.0%	10.0%	6.0%	13.3%	4.7%
%H (All HH)		93.6%	32.1%	8.4%	73.5%	20.5%	53.0%	39.0%
%H (TV HH)			34.3%	9.0%	78.5%	21.9%	56.7%	

Base: ITV South and South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Household level data

Table 20.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2658	2554	1150	416	1834	845	990	2071
%H (All HH)		96.1%	43.3%	15.7%	69.0%	31.8%	37.2%	77.9%
%H (TV HH)			45.0%	16.3%	71.8%	33.1%	38.8%	
Under 25	90	77	24	13	53	17	36	70
%V	3.4%	3.0%	2.1%	3.1%	2.9%	2.0%	3.6%	3.4%
%H (All HH)		85.6%	26.7%	14.4%	58.9%	18.9%	40.0%	77.8%
%H (TV HH)			31.2%	16.9%	68.8%	22.1%	46.8%	
25 - 34	375	356	186	78	213	125	88	335
%V	14.1%	13.9%	16.2%	18.8%	11.6%	14.8%	8.9%	16.2%
%H (All HH)		94.9%	49.6%	20.8%	56.8%	33.3%	23.5%	89.3%
%H (TV HH)			52.2%	21.9%	59.8%	35.1%	24.7%	
35 - 44	454	440	233	84	281	159	122	419
%V	17.1%	17.2%	20.3%	20.2%	15.3%	18.8%	12.3%	20.2%
%H (All HH)		96.9%	51.3%	18.5%	61.9%	35.0%	26.9%	92.3%
%H (TV HH)			53.0%	19.1%	63.9%	36.1%	27.7%	
45 - 54	517	493	241	98	353	195	158	473
%V	19.5%	19.3%	21.0%	23.6%	19.2%	23.1%	16.0%	22.8%
%H (All HH)		95.4%	46.6%	19.0%	68.3%	37.7%	30.6%	91.5%
%H (TV HH)			48.9%	19.9%	71.6%	39.6%	32.0%	
55 - 64	421	406	198	57	299	144	155	355
%V	15.8%	15.9%	17.2%	13.7%	16.3%	17.0%	15.7%	17.1%
%H (All HH)		96.4%	47.0%	13.5%	71.0%	34.2%	36.8%	84.3%
%H (TV HH)			48.8%	14.0%	73.6%	35.5%	38.2%	
65 +	800	782	269	86	635	204	431	419
%V	30.1%	30.6%	23.4%	20.7%	34.6%	24.1%	43.5%	20.2%
%H (All HH)		97.8%	33.6%	10.8%	79.4%	25.5%	53.9%	52.4%
%H (TV HH)			34.4%	11.0%	81.2%	26.1%	55.1%	

Base: ITV South and South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Household level data

Table 20.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2658	2554	1150	416	1834	845	990	2071
%H (All HH)		96.1%	43.3%	15.7%	69.0%	31.8%	37.2%	77.9%
%H (TV HH)			45.0%	16.3%	71.8%	33.1%	38.8%	
1	808	752	239	86	581	154	427	431
%V	30.4%	29.4%	20.8%	20.7%	31.7%	18.2%	43.1%	20.8%
%H (All HH)		93.1%	29.6%	10.6%	71.9%	19.1%	52.8%	53.3%
%H (TV HH)			31.8%	11.4%	77.3%	20.5%	56.8%	
2	926	906	422	139	660	317	343	776
%V	34.8%	35.5%	36.7%	33.4%	36.0%	37.5%	34.6%	37.5%
%H (All HH)		97.8%	45.6%	15.0%	71.3%	34.2%	37.0%	83.8%
%H (TV HH)			46.6%	15.3%	72.8%	35.0%	37.9%	
3	399	389	203	83	269	164	106	365
%V	15.0%	15.2%	17.7%	20.0%	14.7%	19.4%	10.7%	17.6%
%H (All HH)		97.5%	50.9%	20.8%	67.4%	41.1%	26.6%	91.5%
%H (TV HH)			52.2%	21.3%	69.2%	42.2%	27.2%	
4	365	356	207	75	222	145	77	345
%V	13.7%	13.9%	18.0%	18.0%	12.1%	17.2%	7.8%	16.7%
%H (All HH)		97.5%	56.7%	20.5%	60.8%	39.7%	21.1%	94.5%
%H (TV HH)			58.1%	21.1%	62.4%	40.7%	21.6%	
5+	160	151	78	34	103	65	37	154
%V	6.0%	5.9%	6.8%	8.2%	5.6%	7.7%	3.7%	7.4%
%H (All HH)		94.4%	48.8%	21.3%	64.4%	40.6%	23.1%	96.3%
%H (TV HH)			51.7%	22.5%	68.2%	43.0%	24.5%	
Average HH size	2.32	2.33	2.56	2.63	2.26	2.61	1.95	2.55

Base: ITV South and South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Household level data

Table 20.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2658	2554	1150	416	1834	845	990	2071
%H (All HH)		96.1%	43.3%	15.7%	69.0%	31.8%	37.2%	77.9%
%H (TV HH)			45.0%	16.3%	71.8%	33.1%	38.8%	
Without	1968	1877	772	285	1402	580	822	1430
%V	74.0%	73.5%	67.1%	68.5%	76.4%	68.6%	83.0%	69.0%
%H (All HH)		95.4%	39.2%	14.5%	71.2%	29.5%	41.8%	72.7%
%H (TV HH)			41.1%	15.2%	74.7%	30.9%	43.8%	
With	690	676	378	131	432	264	168	641
%V	26.0%	26.5%	32.9%	31.5%	23.6%	31.2%	17.0%	31.0%
%H (All HH)		98.0%	54.8%	19.0%	62.6%	38.3%	24.3%	92.9%
%H (TV HH)			55.9%	19.4%	63.9%	39.1%	24.9%	
0 - 3	256	250	134	46	150	81	68	233
%V	9.6%	9.8%	11.7%	11.1%	8.2%	9.6%	6.9%	11.3%
%H (All HH)		97.7%	52.3%	18.0%	58.6%	31.6%	26.6%	91.0%
%H (TV HH)			53.6%	18.4%	60.0%	32.4%	27.2%	
4 - 9	341	335	188	68	208	130	78	315
%V	12.8%	13.1%	16.3%	16.3%	11.3%	15.4%	7.9%	15.2%
%H (All HH)		98.2%	55.1%	19.9%	61.0%	38.1%	22.9%	92.4%
%H (TV HH)			56.1%	20.3%	62.1%	38.8%	23.3%	
10 - 15	321	316	188	64	215	147	68	303
%V	12.1%	12.4%	16.3%	15.4%	11.7%	17.4%	6.9%	14.6%
%H (All HH)		98.4%	58.6%	19.9%	67.0%	45.8%	21.2%	94.4%
%H (TV HH)			59.5%	20.3%	68.0%	46.5%	21.5%	

Base: ITV South and South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Household level data

Table 20.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2658	2554	1150	416	1834	845	990	2071
%H (All HH)		96.1%	43.3%	15.7%	69.0%	31.8%	37.2%	77.9%
%H (TV HH)			45.0%	16.3%	71.8%	33.1%	38.8%	
1	1030	1030	363	135	676	156	520	713
%V	38.8%	40.3%	31.6%	32.5%	36.9%	18.5%	52.5%	34.4%
%H (All HH)		100.0%	35.2%	13.1%	65.6%	15.1%	50.5%	69.2%
%H (TV HH)			35.2%	13.1%	65.6%	15.1%	50.5%	
2	888	888	419	149	650	327	323	712
%V	33.4%	34.8%	36.4%	35.8%	35.4%	38.7%	32.6%	34.4%
%H (All HH)		100.0%	47.2%	16.8%	73.2%	36.8%	36.4%	80.2%
%H (TV HH)			47.2%	16.8%	73.2%	36.8%	36.4%	
3	405	405	227	80	317	215	103	359
%V	15.2%	15.9%	19.7%	19.2%	17.3%	25.4%	10.4%	17.3%
%H (All HH)		100.0%	56.0%	19.8%	78.3%	53.1%	25.4%	88.6%
%H (TV HH)			56.0%	19.8%	78.3%	53.1%	25.4%	
4	161	161	100	35	130	99	31	151
%V	6.1%	6.3%	8.7%	8.4%	7.1%	11.7%	3.1%	7.3%
%H (All HH)		100.0%	62.1%	21.7%	80.7%	61.5%	19.3%	93.8%
%H (TV HH)			62.1%	21.7%	80.7%	61.5%	19.3%	
5+	71	71	42	17	61	47	14	70
%V	2.7%	2.8%	3.7%	4.1%	3.3%	5.6%	1.4%	3.4%
%H (All HH)		100.0%	59.2%	23.9%	85.9%	66.2%	19.7%	98.6%
%H (TV HH)			59.2%	23.9%	85.9%	66.2%	19.7%	

Base: ITV South and South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Household level data

Table 20.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2658	2554	1150	416	1834	845	990	2071
%H (All HH)		96.1%	43.3%	15.7%	69.0%	31.8%	37.2%	77.9%
%H (TV HH)			45.0%	16.3%	71.8%	33.1%	38.8%	
Under 20"	684	684	313	107	565	300	266	560
%V	25.7%	26.8%	27.2%	25.7%	30.8%	35.5%	26.9%	27.0%
%H (All HH)		100.0%	45.8%	15.6%	82.6%	43.9%	38.9%	81.9%
%H (TV HH)			45.8%	15.6%	82.6%	43.9%	38.9%	
20" - 29"	1006	1006	416	171	785	357	428	752
%V	37.8%	39.4%	36.2%	41.1%	42.8%	42.2%	43.2%	36.3%
%H (All HH)		100.0%	41.4%	17.0%	78.0%	35.5%	42.5%	74.8%
%H (TV HH)			41.4%	17.0%	78.0%	35.5%	42.5%	
30" - 39"	1318	1318	624	233	954	485	469	1072
%V	49.6%	51.6%	54.3%	56.0%	52.0%	57.4%	47.4%	51.8%
%H (All HH)		100.0%	47.3%	17.7%	72.4%	36.8%	35.6%	81.3%
%H (TV HH)			47.3%	17.7%	72.4%	36.8%	35.6%	
40" and over	996	996	584	191	667	435	232	890
%V	37.5%	39.0%	50.8%	45.9%	36.4%	51.5%	23.4%	43.0%
%H (All HH)		100.0%	58.6%	19.2%	67.0%	43.7%	23.3%	89.4%
%H (TV HH)			58.6%	19.2%	67.0%	43.7%	23.3%	

Base: ITV South and South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Household level data

Table 20.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2658	2554	1150	416	1834	845	990	2071
%H (All HH)		96.1%	43.3%	15.7%	69.0%	31.8%	37.2%	77.9%
%H (TV HH)			45.0%	16.3%	71.8%	33.1%	38.8%	
Main living room	2508	2508	1139	411	1807	839	968	1973
%V	94.4%	98.2%	99.0%	98.8%	98.5%	99.3%	97.8%	95.3%
%H (All HH)		100.0%	45.4%	16.4%	72.0%	33.5%	38.6%	78.7%
%H (TV HH)			45.4%	16.4%	72.0%	33.5%	38.6%	
Kitchen	331	331	166	49	281	160	121	273
%V	12.5%	13.0%	14.4%	11.8%	15.3%	18.9%	12.2%	13.2%
%H (All HH)		100.0%	50.2%	14.8%	84.9%	48.3%	36.6%	82.5%
%H (TV HH)			50.2%	14.8%	84.9%	48.3%	36.6%	
Adult's bedroom	1073	1073	565	196	831	508	323	908
%V	40.4%	42.0%	49.1%	47.1%	45.3%	60.1%	32.6%	43.8%
%H (All HH)		100.0%	52.7%	18.3%	77.4%	47.3%	30.1%	84.6%
%H (TV HH)			52.7%	18.3%	77.4%	47.3%	30.1%	
Child's bedroom	199	199	122	49	144	114	29	188
%V	7.5%	7.8%	10.6%	11.8%	7.9%	13.5%	2.9%	9.1%
%H (All HH)		100.0%	61.3%	24.6%	72.4%	57.3%	14.6%	94.5%
%H (TV HH)			61.3%	24.6%	72.4%	57.3%	14.6%	
Other bedroom	134	134	75	27	109	73	36	121
%V	5.0%	5.2%	6.5%	6.5%	5.9%	8.6%	3.6%	5.8%
%H (All HH)		100.0%	56.0%	20.1%	81.3%	54.5%	26.9%	90.3%
%H (TV HH)			56.0%	20.1%	81.3%	54.5%	26.9%	
Second living/dining room	184	184	102	36	141	94	47	161
%V	6.9%	7.2%	8.9%	8.7%	7.7%	11.1%	4.7%	7.8%
%H (All HH)		100.0%	55.4%	19.6%	76.6%	51.1%	25.5%	87.5%
%H (TV HH)			55.4%	19.6%	76.6%	51.1%	25.5%	
Study/office	57	57	30	9	46	28	18	55
%V	2.1%	2.2%	2.6%	2.2%	2.5%	3.3%	1.8%	2.7%
%H (All HH)		100.0%	52.6%	15.8%	80.7%	49.1%	31.6%	96.5%
%H (TV HH)			52.6%	15.8%	80.7%	49.1%	31.6%	
TV room	22	22	14	5	10	7	3	21
%V	0.8%	0.9%	1.2%	1.2%	0.5%	0.8%	0.3%	1.0%
%H (All HH)		100.0%	63.6%	22.7%	45.5%	31.8%	13.6%	95.5%
%H (TV HH)			63.6%	22.7%	45.5%	31.8%	13.6%	
Conservatory	45	45	25	7	41	27	14	42
%V	1.7%	1.8%	2.2%	1.7%	2.2%	3.2%	1.4%	2.0%
%H (All HH)		100.0%	55.6%	15.6%	91.1%	60.0%	31.1%	93.3%
%H (TV HH)			55.6%	15.6%	91.1%	60.0%	31.1%	
Attic or loft room	7	7	2	2	7	4	2	7
%V	0.3%	0.3%	0.2%	0.5%	0.4%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	28.6%	28.6%	100.0%	57.1%	28.6%	100.0%
%H (TV HH)			28.6%	28.6%	100.0%	57.1%	28.6%	
No specific location	10	10	4	2	8	5	4	8
%V	0.4%	0.4%	0.3%	0.5%	0.4%	0.6%	0.4%	0.4%
%H (All HH)		100.0%	40.0%	20.0%	80.0%	50.0%	40.0%	80.0%
%H (TV HH)			40.0%	20.0%	80.0%	50.0%	40.0%	
Other	23	23	13	4	16	8	8	22
%V	0.9%	0.9%	1.1%	1.0%	0.9%	0.9%	0.8%	1.1%
%H (All HH)		100.0%	56.5%	17.4%	69.6%	34.8%	34.8%	95.7%
%H (TV HH)			56.5%	17.4%	69.6%	34.8%	34.8%	

Base: ITV South and South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Household level data

Table 20.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2658	2554	1150	416	1834	845	990	2071
%H (All HH)		96.1%	43.3%	15.7%	69.0%	31.8%	37.2%	77.9%
%H (TV HH)			45.0%	16.3%	71.8%	33.1%	38.8%	
Any DSAT provider	1150	1150	1150	20	641	641	0	999
%V	43.3%	45.0%	100.0%	4.8%	35.0%	75.9%	0.0%	48.2%
%H (All HH)			100.0%	1.7%	55.7%	55.7%	0.0%	86.9%
%H (TV HH)			100.0%	1.7%	55.7%	55.7%	0.0%	
Sky with subcription	933	933	933	11	520	520	0	826
%V	35.1%	36.5%	81.1%	2.6%	28.4%	61.5%	0.0%	39.9%
%H (All HH)			100.0%	1.2%	55.7%	55.7%	0.0%	88.5%
%H (TV HH)			100.0%	1.2%	55.7%	55.7%	0.0%	
Sky without subscription	51	51	51	2	24	24	0	36
%V	1.9%	2.0%	4.4%	0.5%	1.3%	2.8%	0.0%	1.7%
%H (All HH)			100.0%	3.9%	47.1%	47.1%	0.0%	70.6%
%H (TV HH)			100.0%	3.9%	47.1%	47.1%	0.0%	
Freesat	159	159	159	8	89	89	0	131
%V	6.0%	6.2%	13.8%	1.9%	4.9%	10.5%	0.0%	6.3%
%H (All HH)			100.0%	5.0%	56.0%	56.0%	0.0%	82.4%
%H (TV HH)			100.0%	5.0%	56.0%	56.0%	0.0%	
Other satellite provider	32	32	32	2	17	17	0	27
%V	1.2%	1.3%	2.8%	0.5%	0.9%	2.0%	0.0%	1.3%
%H (All HH)			100.0%	6.3%	53.1%	53.1%	0.0%	84.4%
%H (TV HH)			100.0%	6.3%	53.1%	53.1%	0.0%	
DCAB	416	416	20	416	213	213	0	373
%V	15.7%	16.3%	1.7%	100.0%	11.6%	25.2%	0.0%	18.0%
%H (All HH)			4.8%	100.0%	51.2%	51.2%	0.0%	89.7%
%H (TV HH)			4.8%	100.0%	51.2%	51.2%	0.0%	
DTT	1834	1834	641	213	1834	845	990	1391
%V	69.0%	71.8%	55.7%	51.2%	100.0%	100.0%	100.0%	67.2%
%H (All HH)		100.0%	35.0%	11.6%	100.0%	46.1%	54.0%	75.8%
%H (TV HH)			35.0%	11.6%	100.0%	46.1%	54.0%	

Base: ITV South and South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Household level data

Table 20.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2658	2554	1150	416	1834	845	990	2071
%H (All HH)		96.1%	43.3%	15.7%	69.0%	31.8%	37.2%	77.9%
%H (TV HH)			45.0%	16.3%	71.8%	33.1%	38.8%	
PVR	1610	1610	949	319	1067	708	359	1420
%V	60.6%	63.0%	82.5%	76.7%	58.2%	83.8%	36.3%	68.6%
%H (All HH)		100.0%	58.9%	19.8%	66.3%	44.0%	22.3%	88.2%
%H (TV HH)			58.9%	19.8%	66.3%	44.0%	22.3%	
DVDR	122	122	48	26	96	47	49	100
%V	4.6%	4.8%	4.2%	6.3%	5.2%	5.6%	4.9%	4.8%
%H (All HH)		100.0%	39.3%	21.3%	78.7%	38.5%	40.2%	82.0%
%H (TV HH)			39.3%	21.3%	78.7%	38.5%	40.2%	
VCR	81	81	29	10	67	25	42	57
%V	3.0%	3.2%	2.5%	2.4%	3.7%	3.0%	4.2%	2.8%
%H (All HH)		100.0%	35.8%	12.3%	82.7%	30.9%	51.9%	70.4%
%H (TV HH)			35.8%	12.3%	82.7%	30.9%	51.9%	
Any recorder	1680	1680	967	324	1125	717	408	1462
%V	63.2%	65.8%	84.1%	77.9%	61.3%	84.9%	41.2%	70.6%
%H (All HH)		100.0%	57.6%	19.3%	67.0%	42.7%	24.3%	87.0%
%H (TV HH)			57.6%	19.3%	67.0%	42.7%	24.3%	
Receives HDTV (via STB or built-in reception)	1322	1322	727	310	870	569	301	1176
%V	49.7%	51.8%	63.2%	74.5%	47.4%	67.3%	30.4%	56.8%
%H (All HH)		100.0%	55.0%	23.4%	65.8%	43.0%	22.8%	89.0%
%H (TV HH)			55.0%	23.4%	65.8%	43.0%	22.8%	
DVD/Blu-ray player or recorder	2059	2059	969	355	1482	737	745	1694
%V	77.5%	80.6%	84.3%	85.3%	80.8%	87.2%	75.3%	81.8%
%H (All HH)		100.0%	47.1%	17.2%	72.0%	35.8%	36.2%	82.3%
%H (TV HH)			47.1%	17.2%	72.0%	35.8%	36.2%	

Base: ITV South and South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Household level data

Table 20.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2658	2554	1150	416	1834	845	990	2071
%V (All HH)		96.1%	43.3%	15.7%	69.0%	31.8%	37.2%	77.9%
%H (TV HH)			45.0%	16.3%	71.8%	33.1%	38.8%	
Has broadband internet	2071	2005	999	373	1391	756	635	2071
%V	77.9%	78.5%	86.9%	89.7%	75.8%	89.5%	64.1%	100.0%
%H (All HH)		96.8%	48.2%	18.0%	67.2%	36.5%	30.7%	100.0%
%H (TV HH)			49.8%	18.6%	69.4%	37.7%	31.7%	
Number of computers (PCs and laptops)								
0	498	473	127	40	383	77	308	22
%V	18.7%	18.5%	11.0%	9.6%	20.9%	9.1%	31.1%	1.1%
%H (All HH)		95.0%	25.5%	8.0%	76.9%	15.5%	61.8%	4.4%
%H (TV HH)			26.8%	8.5%	81.0%	16.3%	65.1%	
1	868	828	356	122	593	248	345	784
%V	32.7%	32.4%	31.0%	29.3%	32.3%	29.3%	34.8%	37.9%
%H (All HH)		95.4%	41.0%	14.1%	68.3%	28.6%	39.7%	90.3%
%H (TV HH)			43.0%	14.7%	71.6%	30.0%	41.7%	
2	598	582	314	101	405	232	173	582
%V	22.5%	22.8%	27.3%	24.3%	22.1%	27.5%	17.5%	28.1%
%H (All HH)		97.3%	52.5%	16.9%	67.7%	38.8%	28.9%	97.3%
%H (TV HH)			54.0%	17.4%	69.6%	39.9%	29.7%	
3	316	311	159	70	208	128	80	313
%V	11.9%	12.2%	13.8%	16.8%	11.3%	15.1%	8.1%	15.1%
%H (All HH)		98.4%	50.3%	22.2%	65.8%	40.5%	25.3%	99.1%
%H (TV HH)			51.1%	22.5%	66.9%	41.2%	25.7%	
4	180	176	100	40	118	78	40	177
%V	6.8%	6.9%	8.7%	9.6%	6.4%	9.2%	4.0%	8.5%
%H (All HH)		97.8%	55.6%	22.2%	65.6%	43.3%	22.2%	98.3%
%H (TV HH)			56.8%	22.7%	67.0%	44.3%	22.7%	
5+	198	183	96	43	126	83	44	194
%V	7.4%	7.2%	8.3%	10.3%	6.9%	9.8%	4.4%	9.4%
%H (All HH)		92.4%	48.5%	21.7%	63.6%	41.9%	22.2%	98.0%
%H (TV HH)			52.5%	23.5%	68.9%	45.4%	24.0%	

Base: ITV South and South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV South and South East

Set level data

Table 20.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5045	2505	906	3778	2108	1670	4197
%H		49.7%	18.0%	74.9%	41.8%	33.1%	83.2%
Under 20"	889	425	136	746	414	332	742
%V	17.6%	17.0%	15.0%	19.7%	19.6%	19.9%	17.7%
%H		47.8%	15.3%	83.9%	46.6%	37.3%	83.5%
20" - 29"	1236	533	215	980	481	499	945
%V	24.5%	21.3%	23.7%	25.9%	22.8%	29.9%	22.5%
%H		43.1%	17.4%	79.3%	38.9%	40.4%	76.5%
30" - 39"	1535	748	281	1113	593	520	1273
%V	30.4%	29.9%	31.0%	29.5%	28.1%	31.1%	30.3%
%H		48.7%	18.3%	72.5%	38.6%	33.9%	82.9%
40" and over	1142	679	224	773	518	255	1029
%V	22.6%	27.1%	24.7%	20.5%	24.6%	15.3%	24.5%
%H		59.5%	19.6%	67.7%	45.4%	22.3%	90.1%
Don't know	59	23	9	48	23	25	40
%V	1.2%	0.9%	1.0%	1.3%	1.1%	1.5%	1.0%
%H		39.0%	15.3%	81.4%	39.0%	42.4%	67.8%
Not Asked	184	97	41	118	79	39	168
%V	3.6%	3.9%	4.5%	3.1%	3.7%	2.3%	4.0%
%H		52.7%	22.3%	64.1%	42.9%	21.2%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Set level data

Table 20.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5045	2505	906	3778	2108	1670	4197
%H		49.7%	18.0%	74.9%	41.8%	33.1%	83.2%
Main living room	2527	1145	417	1822	845	977	1987
%V	50.1%	45.7%	46.0%	48.2%	40.1%	58.5%	47.3%
%H		45.3%	16.5%	72.1%	33.4%	38.7%	78.6%
Kitchen	331	166	49	281	160	121	273
%V	6.6%	6.6%	5.4%	7.4%	7.6%	7.2%	6.5%
%H		50.2%	14.8%	84.9%	48.3%	36.6%	82.5%
Adult's bedroom	1225	650	234	960	603	357	1052
%V	24.3%	25.9%	25.8%	25.4%	28.6%	21.4%	25.1%
%H		53.1%	19.1%	78.4%	49.2%	29.1%	85.9%
Child's bedroom	261	165	64	189	154	35	248
%V	5.2%	6.6%	7.1%	5.0%	7.3%	2.1%	5.9%
%H		63.2%	24.5%	72.4%	59.0%	13.4%	95.0%
Other bedroom	166	88	36	136	90	46	151
%V	3.3%	3.5%	4.0%	3.6%	4.3%	2.8%	3.6%
%H		53.0%	21.7%	81.9%	54.2%	27.7%	91.0%
Second living/dining room	186	104	36	143	96	47	162
%V	3.7%	4.2%	4.0%	3.8%	4.6%	2.8%	3.9%
%H		55.9%	19.4%	76.9%	51.6%	25.3%	87.1%
Study/office	57	30	9	46	28	18	55
%V	1.1%	1.2%	1.0%	1.2%	1.3%	1.1%	1.3%
%H		52.6%	15.8%	80.7%	49.1%	31.6%	96.5%
TV room	22	14	5	10	7	3	21
%V	0.4%	0.6%	0.6%	0.3%	0.3%	0.2%	0.5%
%H		63.6%	22.7%	45.5%	31.8%	13.6%	95.5%
Conservatory	45	25	7	41	27	14	42
%V	0.9%	1.0%	0.8%	1.1%	1.3%	0.8%	1.0%
%H		55.6%	15.6%	91.1%	60.0%	31.1%	93.3%
Attic or loft room	7	2	2	7	4	3	7
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		28.6%	28.6%	100.0%	57.1%	42.9%	100.0%
No specific location	11	5	2	9	5	4	9
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		45.5%	18.2%	81.8%	45.5%	36.4%	81.8%
Other	24	14	4	17	9	8	23
%V	0.5%	0.6%	0.4%	0.4%	0.4%	0.5%	0.5%
%H		58.3%	16.7%	70.8%	37.5%	33.3%	95.8%
Not Asked	184	97	41	118	79	39	168
%V	3.6%	3.9%	4.5%	3.1%	3.7%	2.3%	4.0%
%H		52.7%	22.3%	64.1%	42.9%	21.2%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Set level data

Table 20.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5045	2505	906	3778	2108	1670	4197
%H		49.7%	18.0%	74.9%	41.8%	33.1%	83.2%
PVR	2075	1271	425	1333	925	408	1857
%V	41.1%	50.7%	46.9%	35.3%	43.9%	24.4%	44.2%
%H		61.3%	20.5%	64.2%	44.6%	19.7%	89.5%
DVDR	132	54	28	106	54	51	111
%V	2.6%	2.2%	3.1%	2.8%	2.6%	3.1%	2.6%
%H		40.9%	21.2%	80.3%	40.9%	38.6%	84.1%
VCR	86	31	11	71	28	43	61
%V	1.7%	1.2%	1.2%	1.9%	1.3%	2.6%	1.5%
%H		36.0%	12.8%	82.6%	32.6%	50.0%	70.9%
Any recorder	2175	1301	436	1418	951	467	1926
%V	43.1%	51.9%	48.1%	37.5%	45.1%	28.0%	45.9%
%H		59.8%	20.0%	65.2%	43.7%	21.5%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5045	2505	906	3778	2108	1670	4197
%H		49.7%	18.0%	74.9%	41.8%	33.1%	83.2%
Receives HDTV (via STB or built-in reception)	1819	1002	454	1194	804	390	1643
%V	36.1%	40.0%	50.1%	31.6%	38.1%	23.4%	39.1%
%H		55.1%	25.0%	65.6%	44.2%	21.4%	90.3%
DVD/Blu-ray player or recorder	2906	1442	525	2168	1207	961	2463
%V	57.6%	57.6%	57.9%	57.4%	57.3%	57.5%	58.7%
%H		49.6%	18.1%	74.6%	41.5%	33.1%	84.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Set level data

Table 20.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2550	1149	416	1834	845	989	2002
%H		45.1%	16.3%	71.9%	33.1%	38.8%	78.5%
Under 20"	60	8	1	52	3	49	36
%V	2.4%	0.7%	0.2%	2.8%	0.4%	5.0%	1.8%
%H		13.3%	1.7%	86.7%	5.0%	81.7%	60.0%
20" - 29"	491	131	69	382	89	292	306
%V	19.3%	11.4%	16.6%	20.8%	10.5%	29.5%	15.3%
%H		26.7%	14.1%	77.8%	18.1%	59.5%	62.3%
30" - 39"	1006	435	160	739	327	412	784
%V	39.5%	37.9%	38.5%	40.3%	38.7%	41.7%	39.2%
%H		43.2%	15.9%	73.5%	32.5%	41.0%	77.9%
40" and over	966	568	184	644	419	226	862
%V	37.9%	49.4%	44.2%	35.1%	49.6%	22.9%	43.1%
%H		58.8%	19.0%	66.7%	43.4%	23.4%	89.2%
Don't know	21	7	2	17	6	11	10
%V	0.8%	0.6%	0.5%	0.9%	0.7%	1.1%	0.5%
%H		33.3%	9.5%	81.0%	28.6%	52.4%	47.6%
Not Asked	6	0	0	0	1	0	4
%V	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%
%H		0.0%	0.0%	0.0%	16.7%	0.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Set level data

Table 20.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2550	1149	416	1834	845	989	2002
%H		45.1%	16.3%	71.9%	33.1%	38.8%	78.5%
PVR	1580	936	315	1039	694	345	1393
%V	62.0%	81.5%	75.7%	56.7%	82.1%	34.9%	69.6%
%H		59.2%	19.9%	65.8%	43.9%	21.8%	88.2%
DVDR	103	37	22	81	37	44	85
%V	4.0%	3.2%	5.3%	4.4%	4.4%	4.4%	4.2%
%H		35.9%	21.4%	78.6%	35.9%	42.7%	82.5%
VCR	65	23	7	53	18	35	45
%V	2.5%	2.0%	1.7%	2.9%	2.1%	3.5%	2.2%
%H		35.4%	10.8%	81.5%	27.7%	53.8%	69.2%
Any recorder	1649	952	320	1098	704	394	1438
%V	64.7%	82.9%	76.9%	59.9%	83.3%	39.8%	71.8%
%H		57.7%	19.4%	66.6%	42.7%	23.9%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2550	1149	416	1834	845	989	2002
%H		45.1%	16.3%	71.9%	33.1%	38.8%	78.5%
Receives HDTV (via STB or built-in reception)	1293	715	303	846	556	290	1150
%V	50.7%	62.2%	72.8%	46.1%	65.8%	29.3%	57.4%
%H		55.3%	23.4%	65.4%	43.0%	22.4%	88.9%
DVD/Blu-ray player or recorder	1961	919	331	1402	682	720	1613
%V	76.9%	80.0%	79.6%	76.4%	80.7%	72.8%	80.6%
%H		46.9%	16.9%	71.5%	34.8%	36.7%	82.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Set level data

Table 20.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2495	1356	490	1944	1263	680	2195
%H		54.3%	19.6%	77.9%	50.6%	27.3%	88.0%
Under 20"	829	417	134	694	410	284	706
%V	33.2%	30.8%	27.3%	35.7%	32.5%	41.8%	32.2%
%H		50.3%	16.2%	83.7%	49.5%	34.3%	85.2%
20" - 29"	745	402	147	599	392	207	639
%V	29.9%	29.6%	30.0%	30.8%	31.0%	30.4%	29.1%
%H		54.0%	19.7%	80.4%	52.6%	27.8%	85.8%
30" - 39"	529	313	121	374	266	108	490
%V	21.2%	23.1%	24.7%	19.2%	21.1%	15.9%	22.3%
%H		59.2%	22.9%	70.7%	50.3%	20.4%	92.6%
40" and over	176	111	40	129	99	29	167
%V	7.1%	8.2%	8.2%	6.6%	7.8%	4.3%	7.6%
%H		63.1%	22.7%	73.3%	56.3%	16.5%	94.9%
Don't know	37	15	7	31	17	14	30
%V	1.5%	1.1%	1.4%	1.6%	1.3%	2.1%	1.4%
%H		40.5%	18.9%	83.8%	45.9%	37.8%	81.1%
Not Asked	179	98	41	117	79	38	163
%V	7.2%	7.2%	8.4%	6.0%	6.3%	5.6%	7.4%
%H		54.7%	22.9%	65.4%	44.1%	21.2%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Set level data

Table 20.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2495	1356	490	1944	1263	680	2195
%H		54.3%	19.6%	77.9%	50.6%	27.3%	88.0%
PVR	496	335	110	294	231	63	464
%V	19.9%	24.7%	22.4%	15.1%	18.3%	9.3%	21.1%
%H		67.5%	22.2%	59.3%	46.6%	12.7%	93.5%
DVDR	29	16	6	25	18	7	26
%V	1.2%	1.2%	1.2%	1.3%	1.4%	1.0%	1.2%
%H		55.2%	20.7%	86.2%	62.1%	24.1%	89.7%
VCR	21	9	4	18	9	8	16
%V	0.8%	0.7%	0.8%	0.9%	0.7%	1.2%	0.7%
%H		42.9%	19.0%	85.7%	42.9%	38.1%	76.2%
Any recorder	526	350	116	320	247	73	487
%V	21.1%	25.8%	23.7%	16.5%	19.6%	10.7%	22.2%
%H		66.5%	22.1%	60.8%	47.0%	13.9%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2495	1356	490	1944	1263	680	2195
%H		54.3%	19.6%	77.9%	50.6%	27.3%	88.0%
Receives HDTV (via STB or built-in reception)	526	287	151	348	248	100	492
%V	21.1%	21.2%	30.8%	17.9%	19.6%	14.7%	22.4%
%H		54.6%	28.7%	66.2%	47.1%	19.0%	93.5%
DVD/Blu-ray player or recorder	945	522	194	766	525	241	850
%V	37.9%	38.5%	39.6%	39.4%	41.6%	35.4%	38.7%
%H		55.2%	20.5%	81.1%	55.6%	25.5%	89.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Individual level data

Table 20.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6177	5962	2941	1095	4140	2206	1934	5286
%H		96.5%	47.6%	17.7%	67.0%	35.7%	31.3%	85.6%
Total Children	1180	1157	641	229	730	441	289	1099
%V	19.1%	19.4%	21.8%	20.9%	17.6%	20.0%	14.9%	20.8%
%H		98.1%	54.3%	19.4%	61.9%	37.4%	24.5%	93.1%
0 - 3	311	302	160	57	177	95	82	282
%V	5.0%	5.1%	5.4%	5.2%	4.3%	4.3%	4.2%	5.3%
%H		97.1%	51.4%	18.3%	56.9%	30.5%	26.4%	90.7%
4 - 15	870	855	481	172	553	346	207	817
%V	14.1%	14.3%	16.4%	15.7%	13.4%	15.7%	10.7%	15.5%
%H		98.3%	55.3%	19.8%	63.6%	39.8%	23.8%	93.9%
4 - 9	448	439	243	88	271	164	107	415
%V	7.3%	7.4%	8.3%	8.0%	6.5%	7.4%	5.5%	7.9%
%H		98.0%	54.2%	19.6%	60.5%	36.6%	23.9%	92.6%
10 - 15	422	416	238	83	282	182	100	402
%V	6.8%	7.0%	8.1%	7.6%	6.8%	8.3%	5.2%	7.6%
%H		98.6%	56.4%	19.7%	66.8%	43.1%	23.7%	95.3%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Individual level data

Table 20.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6177	5962	2941	1095	4140	2206	1934	5286
%H		96.5%	47.6%	17.7%	67.0%	35.7%	31.3%	85.6%
Total Adults (16+)	4997	4805	2300	866	3410	1765	1644	4186
%V	80.9%	80.6%	78.2%	79.1%	82.4%	80.0%	85.0%	79.2%
%H		96.2%	46.0%	17.3%	68.2%	35.3%	32.9%	83.8%
16 - 19	292	277	144	61	190	125	65	266
%V	4.7%	4.6%	4.9%	5.6%	4.6%	5.7%	3.4%	5.0%
%H		94.9%	49.3%	20.9%	65.1%	42.8%	22.3%	91.1%
20 - 24	333	299	127	80	197	112	85	299
%V	5.4%	5.0%	4.3%	7.3%	4.8%	5.1%	4.4%	5.7%
%H		89.8%	38.1%	24.0%	59.2%	33.6%	25.5%	89.8%
25 - 34	791	748	400	156	465	278	187	725
%V	12.8%	12.5%	13.6%	14.2%	11.2%	12.6%	9.7%	13.7%
%H		94.6%	50.6%	19.7%	58.8%	35.1%	23.6%	91.7%
35 - 44	801	775	422	147	494	291	203	748
%V	13.0%	13.0%	14.3%	13.4%	11.9%	13.2%	10.5%	14.2%
%H		96.8%	52.7%	18.4%	61.7%	36.3%	25.3%	93.4%
45 - 54	897	864	429	184	620	360	261	829
%V	14.5%	14.5%	14.6%	16.8%	15.0%	16.3%	13.5%	15.7%
%H		96.3%	47.8%	20.5%	69.1%	40.1%	29.1%	92.4%
55 - 64	689	670	333	105	492	251	241	600
%V	11.2%	11.2%	11.3%	9.6%	11.9%	11.4%	12.5%	11.4%
%H		97.2%	48.3%	15.2%	71.4%	36.4%	35.0%	87.1%
65+	1194	1172	444	134	951	349	602	719
%V	19.3%	19.7%	15.1%	12.2%	23.0%	15.8%	31.1%	13.6%
%H		98.2%	37.2%	11.2%	79.6%	29.2%	50.4%	60.2%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Individual level data

Table 20.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4997	4805	2300	866	3410	1765	1644	4186
%H		96.2%	46.0%	17.3%	68.2%	35.3%	32.9%	83.8%
AB	1577	1539	767	270	1099	593	506	1478
%V	31.6%	32.0%	33.3%	31.2%	32.2%	33.6%	30.8%	35.3%
%H		97.6%	48.6%	17.1%	69.7%	37.6%	32.1%	93.7%
C1	1467	1378	657	267	944	492	452	1279
%V	29.4%	28.7%	28.6%	30.8%	27.7%	27.9%	27.5%	30.6%
%H		93.9%	44.8%	18.2%	64.3%	33.5%	30.8%	87.2%
C2	1044	1030	521	197	752	429	323	863
%V	20.9%	21.4%	22.7%	22.7%	22.1%	24.3%	19.6%	20.6%
%H		98.7%	49.9%	18.9%	72.0%	41.1%	30.9%	82.7%
D	566	535	234	97	362	164	199	410
%V	11.3%	11.1%	10.2%	11.2%	10.6%	9.3%	12.1%	9.8%
%H		94.5%	41.3%	17.1%	64.0%	29.0%	35.2%	72.4%
E	343	324	122	35	253	88	165	156
%V	6.9%	6.7%	5.3%	4.0%	7.4%	5.0%	10.0%	3.7%
%H		94.5%	35.6%	10.2%	73.8%	25.7%	48.1%	45.5%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Individual level data

Table 20.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4997	4805	2300	866	3410	1765	1644	4186
%H		96.2%	46.0%	17.3%	68.2%	35.3%	32.9%	83.8%
Working full time	2249	2177	1141	465	1443	862	581	2105
%V	45.0%	45.3%	49.6%	53.7%	42.3%	48.8%	35.3%	50.3%
%H		96.8%	50.7%	20.7%	64.2%	38.3%	25.8%	93.6%
Working part time	573	558	282	99	402	222	180	518
%V	11.5%	11.6%	12.3%	11.4%	11.8%	12.6%	10.9%	12.4%
%H		97.4%	49.2%	17.3%	70.2%	38.7%	31.4%	90.4%
Not working	2174	2070	877	302	1565	681	883	1563
%V	43.5%	43.1%	38.1%	34.9%	45.9%	38.6%	53.7%	37.3%
%H		95.2%	40.3%	13.9%	72.0%	31.3%	40.6%	71.9%
Housewife/Houseperson	2658	2554	1150	416	1834	845	990	2071
%V	53.2%	53.2%	50.0%	48.0%	53.8%	47.9%	60.2%	49.5%
%H		96.1%	43.3%	15.7%	69.0%	31.8%	37.2%	77.9%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Individual level data

Table 20.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2425	2318	1134	439	1623	875	747	2071
%H		95.6%	46.8%	18.1%	66.9%	36.1%	30.8%	85.4%
16 - 19	150	140	70	32	99	65	34	136
%V	6.2%	6.0%	6.2%	7.3%	6.1%	7.4%	4.6%	6.6%
%H		93.3%	46.7%	21.3%	66.0%	43.3%	22.7%	90.7%
20 - 24	168	145	70	41	89	58	31	149
%V	6.9%	6.3%	6.2%	9.3%	5.5%	6.6%	4.1%	7.2%
%H		86.3%	41.7%	24.4%	53.0%	34.5%	18.5%	88.7%
25 - 34	392	373	202	77	237	144	93	357
%V	16.2%	16.1%	17.8%	17.5%	14.6%	16.5%	12.4%	17.2%
%H		95.2%	51.5%	19.6%	60.5%	36.7%	23.7%	91.1%
35 - 44	391	374	198	68	236	132	104	364
%V	16.1%	16.1%	17.5%	15.5%	14.5%	15.1%	13.9%	17.6%
%H		95.7%	50.6%	17.4%	60.4%	33.8%	26.6%	93.1%
45 - 54	447	429	210	98	304	178	126	406
%V	18.4%	18.5%	18.5%	22.3%	18.7%	20.3%	16.9%	19.6%
%H		96.0%	47.0%	21.9%	68.0%	39.8%	28.2%	90.8%
55 - 64	338	331	166	55	242	128	114	295
%V	13.9%	14.3%	14.6%	12.5%	14.9%	14.6%	15.3%	14.2%
%H		97.9%	49.1%	16.3%	71.6%	37.9%	33.7%	87.3%
65+	538	526	218	68	416	171	246	364
%V	22.2%	22.7%	19.2%	15.5%	25.6%	19.5%	32.9%	17.6%
%H		97.8%	40.5%	12.6%	77.3%	31.8%	45.7%	67.7%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Individual level data

Table 20.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2425	2318	1134	439	1623	875	747	2071
%H		95.6%	46.8%	18.1%	66.9%	36.1%	30.8%	85.4%
AB	795	773	388	141	546	299	247	752
%V	32.8%	33.3%	34.2%	32.1%	33.6%	34.2%	33.1%	36.3%
%H		97.2%	48.8%	17.7%	68.7%	37.6%	31.1%	94.6%
C1	677	628	313	130	420	235	185	605
%V	27.9%	27.1%	27.6%	29.6%	25.9%	26.9%	24.8%	29.2%
%H		92.8%	46.2%	19.2%	62.0%	34.7%	27.3%	89.4%
C2	551	541	270	108	393	224	168	455
%V	22.7%	23.3%	23.8%	24.6%	24.2%	25.6%	22.5%	22.0%
%H		98.2%	49.0%	19.6%	71.3%	40.7%	30.5%	82.6%
D	271	255	116	48	169	81	88	196
%V	11.2%	11.0%	10.2%	10.9%	10.4%	9.3%	11.8%	9.5%
%H		94.1%	42.8%	17.7%	62.4%	29.9%	32.5%	72.3%
E	132	121	47	13	95	36	59	62
%V	5.4%	5.2%	4.1%	3.0%	5.9%	4.1%	7.9%	3.0%
%H		91.7%	35.6%	9.8%	72.0%	27.3%	44.7%	47.0%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Individual level data

Table 20.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2425	2318	1134	439	1623	875	747	2071
%H		95.6%	46.8%	18.1%	66.9%	36.1%	30.8%	85.4%
Working full time	1389	1337	706	285	888	534	354	1294
%V	57.3%	57.7%	62.3%	64.9%	54.7%	61.0%	47.4%	62.5%
%H		96.3%	50.8%	20.5%	63.9%	38.4%	25.5%	93.2%
Working part time	130	125	61	16	91	43	48	113
%V	5.4%	5.4%	5.4%	3.6%	5.6%	4.9%	6.4%	5.5%
%H		96.2%	46.9%	12.3%	70.0%	33.1%	36.9%	86.9%
Not working	906	856	368	139	643	298	345	665
%V	37.4%	36.9%	32.5%	31.7%	39.6%	34.1%	46.2%	32.1%
%H		94.5%	40.6%	15.3%	71.0%	32.9%	38.1%	73.4%
Housewife/Houseperson	535	491	198	77	352	135	218	369
%V	22.1%	21.2%	17.5%	17.5%	21.7%	15.4%	29.2%	17.8%
%H		91.8%	37.0%	14.4%	65.8%	25.2%	40.7%	69.0%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Individual level data

Table 20.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2572	2487	1166	427	1787	890	897	2115
%H		96.7%	45.3%	16.6%	69.5%	34.6%	34.9%	82.2%
16 - 19	142	136	74	29	91	59	31	131
%V	5.5%	5.5%	6.3%	6.8%	5.1%	6.6%	3.5%	6.2%
%H		95.8%	52.1%	20.4%	64.1%	41.5%	21.8%	92.3%
20 - 24	165	154	57	39	108	54	54	149
%V	6.4%	6.2%	4.9%	9.1%	6.0%	6.1%	6.0%	7.0%
%H		93.3%	34.5%	23.6%	65.5%	32.7%	32.7%	90.3%
25 - 34	398	375	197	79	228	135	93	368
%V	15.5%	15.1%	16.9%	18.5%	12.8%	15.2%	10.4%	17.4%
%H		94.2%	49.5%	19.8%	57.3%	33.9%	23.4%	92.5%
35 - 44	410	401	224	79	258	159	99	384
%V	15.9%	16.1%	19.2%	18.5%	14.4%	17.9%	11.0%	18.2%
%H		97.8%	54.6%	19.3%	62.9%	38.8%	24.1%	93.7%
45 - 54	450	435	219	85	317	182	135	422
%V	17.5%	17.5%	18.8%	19.9%	17.7%	20.4%	15.1%	20.0%
%H		96.7%	48.7%	18.9%	70.4%	40.4%	30.0%	93.8%
55 - 64	350	340	167	49	250	123	127	305
%V	13.6%	13.7%	14.3%	11.5%	14.0%	13.8%	14.2%	14.4%
%H		97.1%	47.7%	14.0%	71.4%	35.1%	36.3%	87.1%
65+	657	646	226	66	535	178	357	356
%V	25.5%	26.0%	19.4%	15.5%	29.9%	20.0%	39.8%	16.8%
%H		98.3%	34.4%	10.0%	81.4%	27.1%	54.3%	54.2%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Individual level data

Table 20.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2572	2487	1166	427	1787	890	897	2115
%H		96.7%	45.3%	16.6%	69.5%	34.6%	34.9%	82.2%
AB	782	766	379	130	553	294	259	726
%V	30.4%	30.8%	32.5%	30.4%	30.9%	33.0%	28.9%	34.3%
%H		98.0%	48.5%	16.6%	70.7%	37.6%	33.1%	92.8%
C1	791	749	344	137	524	257	267	674
%V	30.8%	30.1%	29.5%	32.1%	29.3%	28.9%	29.8%	31.9%
%H		94.7%	43.5%	17.3%	66.2%	32.5%	33.8%	85.2%
C2	493	489	251	89	359	205	154	407
%V	19.2%	19.7%	21.5%	20.8%	20.1%	23.0%	17.2%	19.2%
%H		99.2%	50.9%	18.1%	72.8%	41.6%	31.2%	82.6%
D	295	280	118	49	193	83	110	213
%V	11.5%	11.3%	10.1%	11.5%	10.8%	9.3%	12.3%	10.1%
%H		94.9%	40.0%	16.6%	65.4%	28.1%	37.3%	72.2%
E	212	203	74	22	158	51	106	94
%V	8.2%	8.2%	6.3%	5.2%	8.8%	5.7%	11.8%	4.4%
%H		95.8%	34.9%	10.4%	74.5%	24.1%	50.0%	44.3%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South and South East

Individual level data

Table 20.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2572	2487	1166	427	1787	890	897	2115
%H		96.7%	45.3%	16.6%	69.5%	34.6%	34.9%	82.2%
Working full time	860	840	435	180	555	328	227	811
%V	33.4%	33.8%	37.3%	42.2%	31.1%	36.9%	25.3%	38.3%
%H		97.7%	50.6%	20.9%	64.5%	38.1%	26.4%	94.3%
Working part time	443	434	221	83	311	179	132	405
%V	17.2%	17.5%	19.0%	19.4%	17.4%	20.1%	14.7%	19.1%
%H		98.0%	49.9%	18.7%	70.2%	40.4%	29.8%	91.4%
Not working	1268	1213	510	163	921	384	538	899
%V	49.3%	48.8%	43.7%	38.2%	51.5%	43.1%	60.0%	42.5%
%H		95.7%	40.2%	12.9%	72.6%	30.3%	42.4%	70.9%
Housewife/Houseperson	2123	2063	952	339	1482	710	772	1702
%V	82.5%	83.0%	81.6%	79.4%	82.9%	79.8%	86.1%	80.5%
%H		97.2%	44.8%	16.0%	69.8%	33.4%	36.4%	80.2%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South East Macro

Contents	Page
Household	
Table 21.1: Social Grade	564
Table 21.2: Housewife Age	565
Table 21.3: Size of Household	566
Table 21.4: Presence of Children	567
Table 21.5: Number of TV sets in household	568
Table 21.6: Screen size	569
Table 21.7: Location of ANY set in household	570
Table 21.8: Platform Provider	571
Table 21.9: Recorders and other equipment	572
Table 21.10: Computers and Internet	573
Sets	
Table 21.11: Screen Size	574
Table 21.12: Location of set	575
Table 21.13: Recorders	576
Table 21.14: Other TV equipment	576
Table 21.15: Main Set Screen Size	577
Table 21.16: Main Set Recorders	578
Table 21.17: Main Set - Other TV equipment	578
Table 21.18: Other Sets (non-Main Set) Screen Size	579
Table 21.19: Other Set (non-Main Set) Recorders	580
Table 21.20: Other Set (non-Main Set) - Other TV equipment	580
Individuals	
Table 21.21: Age of Children	581
Table 21.22: Adults - Age	582
Table 21.23: Social Grade (Adults 16+)	583
Table 21.24: Working Status (Adults 16+)	584
Table 21.25: Males - Age	585
Table 21.26: Social Grade (Males 16+)	586
Table 21.27: Working Status (Males 16+)	587
Table 21.28: Females - Age	588
Table 21.29: Social Grade (Females 16+)	589
Table 21.30: Working Status (Females 16+)	590

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Household level data

Table 21.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4733	4558	2101	684	3319	1543	1776	3716
%H (All HH)		96.3%	44.4%	14.5%	70.1%	32.6%	37.5%	78.5%
%H (TV HH)			46.1%	15.0%	72.8%	33.9%	39.0%	
AB	1353	1312	640	199	954	478	476	1243
%V	28.6%	28.8%	30.5%	29.1%	28.7%	31.0%	26.8%	33.4%
%H (All HH)		97.0%	47.3%	14.7%	70.5%	35.3%	35.2%	91.9%
%H (TV HH)			48.8%	15.2%	72.7%	36.4%	36.3%	
C1	1369	1309	611	219	936	452	484	1135
%V	28.9%	28.7%	29.1%	32.0%	28.2%	29.3%	27.3%	30.5%
%H (All HH)		95.6%	44.6%	16.0%	68.4%	33.0%	35.4%	82.9%
%H (TV HH)			46.7%	16.7%	71.5%	34.5%	37.0%	
C2	982	960	468	143	710	361	349	762
%V	20.7%	21.1%	22.3%	20.9%	21.4%	23.4%	19.7%	20.5%
%H (All HH)		97.8%	47.7%	14.6%	72.3%	36.8%	35.5%	77.6%
%H (TV HH)			48.8%	14.9%	74.0%	37.6%	36.4%	
D	611	579	248	84	408	165	243	404
%V	12.9%	12.7%	11.8%	12.3%	12.3%	10.7%	13.7%	10.9%
%H (All HH)		94.8%	40.6%	13.7%	66.8%	27.0%	39.8%	66.1%
%H (TV HH)			42.8%	14.5%	70.5%	28.5%	42.0%	
E	419	397	134	39	311	87	224	172
%V	8.9%	8.7%	6.4%	5.7%	9.4%	5.6%	12.6%	4.6%
%H (All HH)		94.7%	32.0%	9.3%	74.2%	20.8%	53.5%	41.1%
%H (TV HH)			33.8%	9.8%	78.3%	21.9%	56.4%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Household level data

Table 21.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4733	4558	2101	684	3319	1543	1776	3716
%H (All HH)		96.3%	44.4%	14.5%	70.1%	32.6%	37.5%	78.5%
%H (TV HH)			46.1%	15.0%	72.8%	33.9%	39.0%	
Under 25	172	147	55	20	99	34	65	132
%V	3.6%	3.2%	2.6%	2.9%	3.0%	2.2%	3.7%	3.6%
%H (All HH)		85.5%	32.0%	11.6%	57.6%	19.8%	37.8%	76.7%
%H (TV HH)			37.4%	13.6%	67.3%	23.1%	44.2%	
25 - 34	665	627	334	123	377	215	162	601
%V	14.1%	13.8%	15.9%	18.0%	11.4%	13.9%	9.1%	16.2%
%H (All HH)		94.3%	50.2%	18.5%	56.7%	32.3%	24.4%	90.4%
%H (TV HH)			53.3%	19.6%	60.1%	34.3%	25.8%	
35 - 44	805	781	424	133	507	285	222	747
%V	17.0%	17.1%	20.2%	19.4%	15.3%	18.5%	12.5%	20.1%
%H (All HH)		97.0%	52.7%	16.5%	63.0%	35.4%	27.6%	92.8%
%H (TV HH)			54.3%	17.0%	64.9%	36.5%	28.4%	
45 - 54	920	887	437	162	650	356	294	839
%V	19.4%	19.5%	20.8%	23.7%	19.6%	23.1%	16.6%	22.6%
%H (All HH)		96.4%	47.5%	17.6%	70.7%	38.7%	32.0%	91.2%
%H (TV HH)			49.3%	18.3%	73.3%	40.1%	33.1%	
55 - 64	781	757	370	105	562	275	287	660
%V	16.5%	16.6%	17.6%	15.4%	16.9%	17.8%	16.2%	17.8%
%H (All HH)		96.9%	47.4%	13.4%	72.0%	35.2%	36.7%	84.5%
%H (TV HH)			48.9%	13.9%	74.2%	36.3%	37.9%	
65 +	1390	1359	481	140	1124	378	747	736
%V	29.4%	29.8%	22.9%	20.5%	33.9%	24.5%	42.1%	19.8%
%H (All HH)		97.8%	34.6%	10.1%	80.9%	27.2%	53.7%	52.9%
%H (TV HH)			35.4%	10.3%	82.7%	27.8%	55.0%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Household level data

Table 21.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4733	4558	2101	684	3319	1543	1776	3716
%H (All HH)		96.3%	44.4%	14.5%	70.1%	32.6%	37.5%	78.5%
%H (TV HH)			46.1%	15.0%	72.8%	33.9%	39.0%	
1	1400	1313	420	143	1025	280	744	750
%V	29.6%	28.8%	20.0%	20.9%	30.9%	18.1%	41.9%	20.2%
%H (All HH)		93.8%	30.0%	10.2%	73.2%	20.0%	53.1%	53.6%
%H (TV HH)			32.0%	10.9%	78.1%	21.3%	56.7%	
2	1681	1639	786	232	1215	588	627	1409
%V	35.5%	36.0%	37.4%	33.9%	36.6%	38.1%	35.3%	37.9%
%H (All HH)		97.5%	46.8%	13.8%	72.3%	35.0%	37.3%	83.8%
%H (TV HH)			48.0%	14.2%	74.1%	35.9%	38.3%	
3	704	687	376	132	466	283	183	650
%V	14.9%	15.1%	17.9%	19.3%	14.0%	18.3%	10.3%	17.5%
%H (All HH)		97.6%	53.4%	18.8%	66.2%	40.2%	26.0%	92.3%
%H (TV HH)			54.7%	19.2%	67.8%	41.2%	26.6%	
4	657	642	368	118	422	267	156	626
%V	13.9%	14.1%	17.5%	17.3%	12.7%	17.3%	8.8%	16.8%
%H (All HH)		97.7%	56.0%	18.0%	64.2%	40.6%	23.7%	95.3%
%H (TV HH)			57.3%	18.4%	65.7%	41.6%	24.3%	
5+	292	278	152	59	192	125	67	281
%V	6.2%	6.1%	7.2%	8.6%	5.8%	8.1%	3.8%	7.6%
%H (All HH)		95.2%	52.1%	20.2%	65.8%	42.8%	22.9%	96.2%
%H (TV HH)			54.7%	21.2%	69.1%	45.0%	24.1%	
Average HH size	2.34	2.35	2.57	2.63	2.28	2.62	1.98	2.57

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Household level data

Table 21.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4733	4558	2101	684	3319	1543	1776	3716
%H (All HH)		96.3%	44.4%	14.5%	70.1%	32.6%	37.5%	78.5%
%H (TV HH)			46.1%	15.0%	72.8%	33.9%	39.0%	
Without	3524	3378	1429	477	2550	1075	1475	2588
%V	74.5%	74.1%	68.0%	69.7%	76.8%	69.7%	83.1%	69.6%
%H (All HH)		95.9%	40.6%	13.5%	72.4%	30.5%	41.9%	73.4%
%H (TV HH)			42.3%	14.1%	75.5%	31.8%	43.7%	
With	1209	1181	672	207	769	468	301	1129
%V	25.5%	25.9%	32.0%	30.3%	23.2%	30.3%	16.9%	30.4%
%H (All HH)		97.7%	55.6%	17.1%	63.6%	38.7%	24.9%	93.4%
%H (TV HH)			56.9%	17.5%	65.1%	39.6%	25.5%	
0 - 3	452	439	247	68	269	151	118	411
%V	9.5%	9.6%	11.8%	9.9%	8.1%	9.8%	6.6%	11.1%
%H (All HH)		97.1%	54.6%	15.0%	59.5%	33.4%	26.1%	90.9%
%H (TV HH)			56.3%	15.5%	61.3%	34.4%	26.9%	
4 - 9	614	601	352	104	375	231	144	573
%V	13.0%	13.2%	16.8%	15.2%	11.3%	15.0%	8.1%	15.4%
%H (All HH)		97.9%	57.3%	16.9%	61.1%	37.6%	23.5%	93.3%
%H (TV HH)			58.6%	17.3%	62.4%	38.4%	24.0%	
10 - 15	563	551	319	108	385	256	129	535
%V	11.9%	12.1%	15.2%	15.8%	11.6%	16.6%	7.3%	14.4%
%H (All HH)		97.9%	56.7%	19.2%	68.4%	45.5%	22.9%	95.0%
%H (TV HH)			57.9%	19.6%	69.9%	46.5%	23.4%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Household level data

Table 21.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4733	4558	2101	684	3319	1543	1776	3716
%H (All HH)		96.3%	44.4%	14.5%	70.1%	32.6%	37.5%	78.5%
%H (TV HH)			46.1%	15.0%	72.8%	33.9%	39.0%	
1	1783	1783	645	230	1174	285	890	1231
%V	37.7%	39.1%	30.7%	33.6%	35.4%	18.5%	50.1%	33.1%
%H (All HH)		100.0%	36.2%	12.9%	65.8%	16.0%	49.9%	69.0%
%H (TV HH)			36.2%	12.9%	65.8%	16.0%	49.9%	
2	1589	1589	754	251	1183	592	592	1277
%V	33.6%	34.9%	35.9%	36.7%	35.6%	38.4%	33.3%	34.4%
%H (All HH)		100.0%	47.5%	15.8%	74.4%	37.3%	37.3%	80.4%
%H (TV HH)			47.5%	15.8%	74.4%	37.3%	37.3%	
3	735	735	423	128	578	388	190	662
%V	15.5%	16.1%	20.1%	18.7%	17.4%	25.1%	10.7%	17.8%
%H (All HH)		100.0%	57.6%	17.4%	78.6%	52.8%	25.9%	90.1%
%H (TV HH)			57.6%	17.4%	78.6%	52.8%	25.9%	
4	297	297	182	49	246	175	72	280
%V	6.3%	6.5%	8.7%	7.2%	7.4%	11.3%	4.1%	7.5%
%H (All HH)		100.0%	61.3%	16.5%	82.8%	58.9%	24.2%	94.3%
%H (TV HH)			61.3%	16.5%	82.8%	58.9%	24.2%	
5+	155	155	98	25	138	104	33	152
%V	3.3%	3.4%	4.7%	3.7%	4.2%	6.7%	1.9%	4.1%
%H (All HH)		100.0%	63.2%	16.1%	89.0%	67.1%	21.3%	98.1%
%H (TV HH)			63.2%	16.1%	89.0%	67.1%	21.3%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Household level data

Table 21.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4733	4558	2101	684	3319	1543	1776	3716
%H (All HH)		96.3%	44.4%	14.5%	70.1%	32.6%	37.5%	78.5%
%H (TV HH)			46.1%	15.0%	72.8%	33.9%	39.0%	
Under 20"	1315	1315	614	183	1105	584	522	1074
%V	27.8%	28.9%	29.2%	26.8%	33.3%	37.8%	29.4%	28.9%
%H (All HH)		100.0%	46.7%	13.9%	84.0%	44.4%	39.7%	81.7%
%H (TV HH)			46.7%	13.9%	84.0%	44.4%	39.7%	
20" - 29"	1776	1776	763	259	1420	654	766	1342
%V	37.5%	39.0%	36.3%	37.9%	42.8%	42.4%	43.1%	36.1%
%H (All HH)		100.0%	43.0%	14.6%	80.0%	36.8%	43.1%	75.6%
%H (TV HH)			43.0%	14.6%	80.0%	36.8%	43.1%	
30" - 39"	2373	2373	1145	386	1744	887	857	1945
%V	50.1%	52.1%	54.5%	56.4%	52.5%	57.5%	48.3%	52.3%
%H (All HH)		100.0%	48.3%	16.3%	73.5%	37.4%	36.1%	82.0%
%H (TV HH)			48.3%	16.3%	73.5%	37.4%	36.1%	
40" and over	1809	1809	1086	310	1226	797	429	1626
%V	38.2%	39.7%	51.7%	45.3%	36.9%	51.7%	24.2%	43.8%
%H (All HH)		100.0%	60.0%	17.1%	67.8%	44.1%	23.7%	89.9%
%H (TV HH)			60.0%	17.1%	67.8%	44.1%	23.7%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Household level data

Table 21.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4733	4558	2101	684	3319	1543	1776	3716
%V (All HH)		96.3%	44.4%	14.5%	70.1%	32.6%	37.5%	78.5%
%H (TV HH)			46.1%	15.0%	72.8%	33.9%	39.0%	
Main living room	4478	4478	2078	674	3274	1530	1744	3542
%V	94.6%	98.2%	98.9%	98.5%	98.6%	99.2%	98.2%	95.3%
%H (All HH)		100.0%	46.4%	15.1%	73.1%	34.2%	38.9%	79.1%
%H (TV HH)			46.4%	15.1%	73.1%	34.2%	38.9%	
Kitchen	625	625	324	87	538	318	220	526
%V	13.2%	13.7%	15.4%	12.7%	16.2%	20.6%	12.4%	14.2%
%H (All HH)		100.0%	51.8%	13.9%	86.1%	50.9%	35.2%	84.2%
%H (TV HH)			51.8%	13.9%	86.1%	50.9%	35.2%	
Adult's bedroom	1947	1947	1049	313	1542	942	600	1675
%V	41.1%	42.7%	49.9%	45.8%	46.5%	61.0%	33.8%	45.1%
%H (All HH)		100.0%	53.9%	16.1%	79.2%	48.4%	30.8%	86.0%
%H (TV HH)			53.9%	16.1%	79.2%	48.4%	30.8%	
Child's bedroom	388	388	243	78	288	216	72	371
%V	8.2%	8.5%	11.6%	11.4%	8.7%	14.0%	4.1%	10.0%
%H (All HH)		100.0%	62.6%	20.1%	74.2%	55.7%	18.6%	95.6%
%H (TV HH)			62.6%	20.1%	74.2%	55.7%	18.6%	
Other bedroom	251	251	149	39	202	136	66	229
%V	5.3%	5.5%	7.1%	5.7%	6.1%	8.8%	3.7%	6.2%
%H (All HH)		100.0%	59.4%	15.5%	80.5%	54.2%	26.3%	91.2%
%H (TV HH)			59.4%	15.5%	80.5%	54.2%	26.3%	
Second living/dining room	373	373	195	61	295	175	120	325
%V	7.9%	8.2%	9.3%	8.9%	8.9%	11.3%	6.8%	8.7%
%H (All HH)		100.0%	52.3%	16.4%	79.1%	46.9%	32.2%	87.1%
%H (TV HH)			52.3%	16.4%	79.1%	46.9%	32.2%	
Study/office	96	96	58	12	78	51	27	93
%V	2.0%	2.1%	2.8%	1.8%	2.4%	3.3%	1.5%	2.5%
%H (All HH)		100.0%	60.4%	12.5%	81.3%	53.1%	28.1%	96.9%
%H (TV HH)			60.4%	12.5%	81.3%	53.1%	28.1%	
TV room	42	42	23	9	26	15	10	41
%V	0.9%	0.9%	1.1%	1.3%	0.8%	1.0%	0.6%	1.1%
%H (All HH)		100.0%	54.8%	21.4%	61.9%	35.7%	23.8%	97.6%
%H (TV HH)			54.8%	21.4%	61.9%	35.7%	23.8%	
Conservatory	92	92	56	13	83	58	25	83
%V	1.9%	2.0%	2.7%	1.9%	2.5%	3.8%	1.4%	2.2%
%H (All HH)		100.0%	60.9%	14.1%	90.2%	63.0%	27.2%	90.2%
%H (TV HH)			60.9%	14.1%	90.2%	63.0%	27.2%	
Attic or loft room	14	14	6	3	13	9	4	11
%V	0.3%	0.3%	0.3%	0.4%	0.4%	0.6%	0.2%	0.3%
%H (All HH)		100.0%	42.9%	21.4%	92.9%	64.3%	28.6%	78.6%
%H (TV HH)			42.9%	21.4%	92.9%	64.3%	28.6%	
No specific location	16	16	7	3	13	7	6	14
%V	0.3%	0.4%	0.3%	0.4%	0.4%	0.5%	0.3%	0.4%
%H (All HH)		100.0%	43.8%	18.8%	81.3%	43.8%	37.5%	87.5%
%H (TV HH)			43.8%	18.8%	81.3%	43.8%	37.5%	
Other	51	51	33	4	37	22	15	47
%V	1.1%	1.1%	1.6%	0.6%	1.1%	1.4%	0.8%	1.3%
%H (All HH)		100.0%	64.7%	7.8%	72.5%	43.1%	29.4%	92.2%
%H (TV HH)			64.7%	7.8%	72.5%	43.1%	29.4%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Household level data

Table 21.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4733	4558	2101	684	3319	1543	1776	3716
%H (All HH)		96.3%	44.4%	14.5%	70.1%	32.6%	37.5%	78.5%
%H (TV HH)			46.1%	15.0%	72.8%	33.9%	39.0%	
Any DSAT provider	2101	2101	2101	38	1202	1202	0	1829
%V	44.4%	46.1%	100.0%	5.6%	36.2%	77.9%	0.0%	49.2%
%H (All HH)			100.0%	1.8%	57.2%	57.2%	0.0%	87.1%
%H (TV HH)			100.0%	1.8%	57.2%	57.2%	0.0%	
Sky with subcription	1673	1673	1673	18	946	946	0	1494
%V	35.3%	36.7%	79.6%	2.6%	28.5%	61.3%	0.0%	40.2%
%H (All HH)			100.0%	1.1%	56.5%	56.5%	0.0%	89.3%
%H (TV HH)			100.0%	1.1%	56.5%	56.5%	0.0%	
Sky without subscription	111	111	111	4	63	63	0	84
%V	2.3%	2.4%	5.3%	0.6%	1.9%	4.1%	0.0%	2.3%
%H (All HH)			100.0%	3.6%	56.8%	56.8%	0.0%	75.7%
%H (TV HH)			100.0%	3.6%	56.8%	56.8%	0.0%	
Freesat	297	297	297	13	181	181	0	239
%V	6.3%	6.5%	14.1%	1.9%	5.5%	11.7%	0.0%	6.4%
%H (All HH)			100.0%	4.4%	60.9%	60.9%	0.0%	80.5%
%H (TV HH)			100.0%	4.4%	60.9%	60.9%	0.0%	
Other satellite provider	71	71	71	6	38	38	0	59
%V	1.5%	1.6%	3.4%	0.9%	1.1%	2.5%	0.0%	1.6%
%H (All HH)			100.0%	8.5%	53.5%	53.5%	0.0%	83.1%
%H (TV HH)			100.0%	8.5%	53.5%	53.5%	0.0%	
DCAB	684	684	38	684	356	356	0	619
%V	14.5%	15.0%	1.8%	100.0%	10.7%	23.1%	0.0%	16.7%
%H (All HH)			5.6%	100.0%	52.0%	52.0%	0.0%	90.5%
%H (TV HH)			5.6%	100.0%	52.0%	52.0%	0.0%	
DTT	3319	3319	1202	356	3319	1543	1776	2532
%V	70.1%	72.8%	57.2%	52.0%	100.0%	100.0%	100.0%	68.1%
%H (All HH)		100.0%	36.2%	10.7%	100.0%	46.5%	53.5%	76.3%
%H (TV HH)			36.2%	10.7%	100.0%	46.5%	53.5%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Household level data

Table 21.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4733	4558	2101	684	3319	1543	1776	3716
%H (All HH)		96.3%	44.4%	14.5%	70.1%	32.6%	37.5%	78.5%
%H (TV HH)			46.1%	15.0%	72.8%	33.9%	39.0%	
PVR	2859	2859	1744	522	1905	1281	624	2528
%V	60.4%	62.7%	83.0%	76.3%	57.4%	83.0%	35.1%	68.0%
%H (All HH)		100.0%	61.0%	18.3%	66.6%	44.8%	21.8%	88.4%
%H (TV HH)			61.0%	18.3%	66.6%	44.8%	21.8%	
DVDR	307	307	148	49	240	128	112	261
%V	6.5%	6.7%	7.0%	7.2%	7.2%	8.3%	6.3%	7.0%
%H (All HH)		100.0%	48.2%	16.0%	78.2%	41.7%	36.5%	85.0%
%H (TV HH)			48.2%	16.0%	78.2%	41.7%	36.5%	
VCR	192	192	79	24	161	71	90	135
%V	4.1%	4.2%	3.8%	3.5%	4.9%	4.6%	5.1%	3.6%
%H (All HH)		100.0%	41.1%	12.5%	83.9%	37.0%	46.9%	70.3%
%H (TV HH)			41.1%	12.5%	83.9%	37.0%	46.9%	
Any recorder	3015	3015	1781	534	2035	1304	731	2623
%V	63.7%	66.1%	84.8%	78.1%	61.3%	84.5%	41.2%	70.6%
%H (All HH)		100.0%	59.1%	17.7%	67.5%	43.3%	24.2%	87.0%
%H (TV HH)			59.1%	17.7%	67.5%	43.3%	24.2%	
Receives HDTV (via STB or built-in reception)	2451	2451	1352	529	1672	1072	599	2169
%V	51.8%	53.8%	64.4%	77.3%	50.4%	69.5%	33.7%	58.4%
%H (All HH)		100.0%	55.2%	21.6%	68.2%	43.7%	24.4%	88.5%
%H (TV HH)			55.2%	21.6%	68.2%	43.7%	24.4%	
DVD/Blu-ray player or recorder	3561	3561	1754	565	2569	1308	1261	2950
%V	75.2%	78.1%	83.5%	82.6%	77.4%	84.8%	71.0%	79.4%
%H (All HH)		100.0%	49.3%	15.9%	72.1%	36.7%	35.4%	82.8%
%H (TV HH)			49.3%	15.9%	72.1%	36.7%	35.4%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Household level data

Table 21.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4733	4558	2101	684	3319	1543	1776	3716
%V (All HH)		96.3%	44.4%	14.5%	70.1%	32.6%	37.5%	78.5%
%H (TV HH)			46.1%	15.0%	72.8%	33.9%	39.0%	
Has broadband internet	3716	3602	1829	619	2532	1374	1158	3716
%V	78.5%	79.0%	87.1%	90.5%	76.3%	89.0%	65.2%	100.0%
%H (All HH)		96.9%	49.2%	16.7%	68.1%	37.0%	31.2%	100.0%
%H (TV HH)			50.8%	17.2%	70.3%	38.1%	32.1%	
Number of computers (PCs and laptops)								
0	871	826	232	65	680	150	530	45
%V	18.4%	18.1%	11.0%	9.5%	20.5%	9.7%	29.8%	1.2%
%H (All HH)		94.8%	26.6%	7.5%	78.1%	17.2%	60.8%	5.2%
%H (TV HH)			28.1%	7.9%	82.3%	18.2%	64.2%	
1	1542	1476	637	202	1071	441	629	1394
%V	32.6%	32.4%	30.3%	29.5%	32.3%	28.6%	35.4%	37.5%
%H (All HH)		95.7%	41.3%	13.1%	69.5%	28.6%	40.8%	90.4%
%H (TV HH)			43.2%	13.7%	72.6%	29.9%	42.6%	
2	1085	1054	567	173	734	413	321	1055
%V	22.9%	23.1%	27.0%	25.3%	22.1%	26.8%	18.1%	28.4%
%H (All HH)		97.1%	52.3%	15.9%	67.6%	38.1%	29.6%	97.2%
%H (TV HH)			53.8%	16.4%	69.6%	39.2%	30.5%	
3	568	557	300	114	377	233	144	563
%V	12.0%	12.2%	14.3%	16.7%	11.4%	15.1%	8.1%	15.2%
%H (All HH)		98.1%	52.8%	20.1%	66.4%	41.0%	25.4%	99.1%
%H (TV HH)			53.9%	20.5%	67.7%	41.8%	25.9%	
4	324	318	186	63	223	152	71	319
%V	6.8%	7.0%	8.9%	9.2%	6.7%	9.9%	4.0%	8.6%
%H (All HH)		98.1%	57.4%	19.4%	68.8%	46.9%	21.9%	98.5%
%H (TV HH)			58.5%	19.8%	70.1%	47.8%	22.3%	
5+	344	327	180	67	234	153	81	340
%V	7.3%	7.2%	8.6%	9.8%	7.1%	9.9%	4.6%	9.1%
%H (All HH)		95.1%	52.3%	19.5%	68.0%	44.5%	23.5%	98.8%
%H (TV HH)			55.0%	20.5%	71.6%	46.8%	24.8%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

ITV South East Macro

Set level data

Table 21.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9182	4671	1452	6997	3889	3108	7705
%H		50.9%	15.8%	76.2%	42.4%	33.8%	83.9%
Under 20"	1733	842	235	1472	812	659	1447
%V	18.9%	18.0%	16.2%	21.0%	20.9%	21.2%	18.8%
%H		48.6%	13.6%	84.9%	46.9%	38.0%	83.5%
20" - 29"	2214	993	324	1803	889	914	1719
%V	24.1%	21.3%	22.3%	25.8%	22.9%	29.4%	22.3%
%H		44.9%	14.6%	81.4%	40.2%	41.3%	77.6%
30" - 39"	2769	1376	463	2045	1093	952	2316
%V	30.2%	29.5%	31.9%	29.2%	28.1%	30.6%	30.1%
%H		49.7%	16.7%	73.9%	39.5%	34.4%	83.6%
40" and over	2079	1268	358	1424	949	475	1887
%V	22.6%	27.1%	24.7%	20.4%	24.4%	15.3%	24.5%
%H		61.0%	17.2%	68.5%	45.6%	22.8%	90.8%
Don't know	88	36	12	73	36	38	66
%V	1.0%	0.8%	0.8%	1.0%	0.9%	1.2%	0.9%
%H		40.9%	13.6%	83.0%	40.9%	43.2%	75.0%
Not Asked	299	156	60	180	110	70	270
%V	3.3%	3.3%	4.1%	2.6%	2.8%	2.3%	3.5%
%H		52.2%	20.1%	60.2%	36.8%	23.4%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Set level data

Table 21.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9182	4671	1452	6997	3889	3108	7705
%H		50.9%	15.8%	76.2%	42.4%	33.8%	83.9%
Main living room	4512	2091	683	3297	1540	1757	3569
%V	49.1%	44.8%	47.0%	47.1%	39.6%	56.5%	46.3%
%H		46.3%	15.1%	73.1%	34.1%	38.9%	79.1%
Kitchen	628	324	87	541	318	223	527
%V	6.8%	6.9%	6.0%	7.7%	8.2%	7.2%	6.8%
%H		51.6%	13.9%	86.1%	50.6%	35.5%	83.9%
Adult's bedroom	2244	1221	369	1802	1127	676	1960
%V	24.4%	26.1%	25.4%	25.8%	29.0%	21.8%	25.4%
%H		54.4%	16.4%	80.3%	50.2%	30.1%	87.3%
Child's bedroom	504	323	98	377	287	90	483
%V	5.5%	6.9%	6.7%	5.4%	7.4%	2.9%	6.3%
%H		64.1%	19.4%	74.8%	56.9%	17.9%	95.8%
Other bedroom	302	173	49	248	165	83	277
%V	3.3%	3.7%	3.4%	3.5%	4.2%	2.7%	3.6%
%H		57.3%	16.2%	82.1%	54.6%	27.5%	91.7%
Second living/dining room	375	197	61	297	177	120	326
%V	4.1%	4.2%	4.2%	4.2%	4.6%	3.9%	4.2%
%H		52.5%	16.3%	79.2%	47.2%	32.0%	86.9%
Study/office	99	59	12	81	53	28	94
%V	1.1%	1.3%	0.8%	1.2%	1.4%	0.9%	1.2%
%H		59.6%	12.1%	81.8%	53.5%	28.3%	94.9%
TV room	42	23	9	26	15	10	41
%V	0.5%	0.5%	0.6%	0.4%	0.4%	0.3%	0.5%
%H		54.8%	21.4%	61.9%	35.7%	23.8%	97.6%
Conservatory	92	56	13	83	58	25	83
%V	1.0%	1.2%	0.9%	1.2%	1.5%	0.8%	1.1%
%H		60.9%	14.1%	90.2%	63.0%	27.2%	90.2%
Attic or loft room	14	6	3	13	9	5	12
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		42.9%	21.4%	92.9%	64.3%	35.7%	85.7%
No specific location	17	8	3	13	8	6	15
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		47.1%	17.6%	76.5%	47.1%	35.3%	88.2%
Other	53	35	4	38	23	15	49
%V	0.6%	0.7%	0.3%	0.5%	0.6%	0.5%	0.6%
%H		66.0%	7.5%	71.7%	43.4%	28.3%	92.5%
Not Asked	299	156	60	180	110	70	270
%V	3.3%	3.3%	4.1%	2.6%	2.8%	2.3%	3.5%
%H		52.2%	20.1%	60.2%	36.8%	23.4%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Set level data

Table 21.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9182	4671	1452	6997	3889	3108	7705
%H		50.9%	15.8%	76.2%	42.4%	33.8%	83.9%
PVR	3732	2385	691	2437	1735	703	3355
%V	40.6%	51.1%	47.6%	34.8%	44.6%	22.6%	43.5%
%H		63.9%	18.5%	65.3%	46.5%	18.8%	89.9%
DVDR	346	172	56	273	152	121	298
%V	3.8%	3.7%	3.9%	3.9%	3.9%	3.9%	3.9%
%H		49.7%	16.2%	78.9%	43.9%	35.0%	86.1%
VCR	202	84	28	169	76	93	142
%V	2.2%	1.8%	1.9%	2.4%	2.0%	3.0%	1.8%
%H		41.6%	13.9%	83.7%	37.6%	46.0%	70.3%
Any recorder	3956	2463	712	2627	1797	829	3513
%V	43.1%	52.7%	49.0%	37.5%	46.2%	26.7%	45.6%
%H		62.3%	18.0%	66.4%	45.4%	21.0%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9182	4671	1452	6997	3889	3108	7705
%H		50.9%	15.8%	76.2%	42.4%	33.8%	83.9%
Receives HDTV (via STB or built-in reception)	3407	1890	757	2352	1547	804	3068
%V	37.1%	40.5%	52.1%	33.6%	39.8%	25.9%	39.8%
%H		55.5%	22.2%	69.0%	45.4%	23.6%	90.0%
DVD/Blu-ray player or recorder	5082	2636	827	3801	2145	1656	4347
%V	55.3%	56.4%	57.0%	54.3%	55.2%	53.3%	56.4%
%H		51.9%	16.3%	74.8%	42.2%	32.6%	85.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Set level data

Table 21.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4553	2101	684	3319	1543	1776	3598
%V		46.1%	15.0%	72.9%	33.9%	39.0%	79.0%
%H							
Under 20"	131	18	5	116	12	104	82
%V	2.9%	0.9%	0.7%	3.5%	0.8%	5.9%	2.3%
%H		13.7%	3.8%	88.5%	9.2%	79.4%	62.6%
20" - 29"	818	222	101	650	153	497	501
%V	18.0%	10.6%	14.8%	19.6%	9.9%	28.0%	13.9%
%H		27.1%	12.3%	79.5%	18.7%	60.8%	61.2%
30" - 39"	1808	793	274	1343	600	743	1413
%V	39.7%	37.7%	40.1%	40.5%	38.9%	41.8%	39.3%
%H		43.9%	15.2%	74.3%	33.2%	41.1%	78.2%
40" and over	1754	1057	299	1183	770	413	1575
%V	38.5%	50.3%	43.7%	35.6%	49.9%	23.3%	43.8%
%H		60.3%	17.0%	67.4%	43.9%	23.5%	89.8%
Don't know	35	11	4	27	9	19	21
%V	0.8%	0.5%	0.6%	0.8%	0.6%	1.1%	0.6%
%H		31.4%	11.4%	77.1%	25.7%	54.3%	60.0%
Not Asked	7	0	1	0	0	0	6
%V	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%
%H		0.0%	14.3%	0.0%	0.0%	0.0%	85.7%

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Set level data

Table 21.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4553	2101	684	3319	1543	1776	3598
%H		46.1%	15.0%	72.9%	33.9%	39.0%	79.0%
PVR	2804	1722	516	1854	1258	596	2477
%V	61.6%	82.0%	75.4%	55.9%	81.5%	33.6%	68.8%
%H		61.4%	18.4%	66.1%	44.9%	21.3%	88.3%
DVDR	267	124	42	207	105	102	226
%V	5.9%	5.9%	6.1%	6.2%	6.8%	5.7%	6.3%
%H		46.4%	15.7%	77.5%	39.3%	38.2%	84.6%
VCR	160	63	18	134	55	79	109
%V	3.5%	3.0%	2.6%	4.0%	3.6%	4.4%	3.0%
%H		39.4%	11.3%	83.8%	34.4%	49.4%	68.1%
Any recorder	2958	1757	529	1983	1282	701	2576
%V	65.0%	83.6%	77.3%	59.7%	83.1%	39.5%	71.6%
%H		59.4%	17.9%	67.0%	43.3%	23.7%	87.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4553	2101	684	3319	1543	1776	3598
%H		46.1%	15.0%	72.9%	33.9%	39.0%	79.0%
Receives HDTV (via STB or built-in reception)	2385	1326	516	1613	1043	570	2110
%V	52.4%	63.1%	75.4%	48.6%	67.6%	32.1%	58.6%
%H		55.6%	21.6%	67.6%	43.7%	23.9%	88.5%
DVD/Blu-ray player or recorder	3368	1661	527	2410	1213	1197	2787
%V	74.0%	79.1%	77.0%	72.6%	78.6%	67.4%	77.5%
%H		49.3%	15.6%	71.6%	36.0%	35.5%	82.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Set level data

Table 21.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4629	2571	768	3678	2346	1333	4106
%H		55.5%	16.6%	79.5%	50.7%	28.8%	88.7%
Under 20"	1601	824	230	1356	800	556	1365
%V	34.6%	32.0%	29.9%	36.9%	34.1%	41.7%	33.2%
%H		51.5%	14.4%	84.7%	50.0%	34.7%	85.3%
20" - 29"	1397	772	223	1152	736	417	1219
%V	30.2%	30.0%	29.0%	31.3%	31.4%	31.3%	29.7%
%H		55.3%	16.0%	82.5%	52.7%	29.8%	87.3%
30" - 39"	961	583	189	702	494	209	904
%V	20.8%	22.7%	24.6%	19.1%	21.1%	15.7%	22.0%
%H		60.7%	19.7%	73.0%	51.4%	21.7%	94.1%
40" and over	325	210	59	241	179	62	312
%V	7.0%	8.2%	7.7%	6.6%	7.6%	4.7%	7.6%
%H		64.6%	18.2%	74.2%	55.1%	19.1%	96.0%
Don't know	53	25	8	46	27	19	45
%V	1.1%	1.0%	1.0%	1.3%	1.2%	1.4%	1.1%
%H		47.2%	15.1%	86.8%	50.9%	35.8%	84.9%
Not Asked	292	157	59	181	110	70	261
%V	6.3%	6.1%	7.7%	4.9%	4.7%	5.3%	6.4%
%H		53.8%	20.2%	62.0%	37.7%	24.0%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Set level data

Table 21.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4629	2571	768	3678	2346	1333	4106
%H		55.5%	16.6%	79.5%	50.7%	28.8%	88.7%
PVR	927	664	175	584	477	107	878
%V	20.0%	25.8%	22.8%	15.9%	20.3%	8.0%	21.4%
%H		71.6%	18.9%	63.0%	51.5%	11.5%	94.7%
DVDR	79	47	14	66	47	19	72
%V	1.7%	1.8%	1.8%	1.8%	2.0%	1.4%	1.8%
%H		59.5%	17.7%	83.5%	59.5%	24.1%	91.1%
VCR	42	20	10	35	21	14	34
%V	0.9%	0.8%	1.3%	1.0%	0.9%	1.1%	0.8%
%H		47.6%	23.8%	83.3%	50.0%	33.3%	81.0%
Any recorder	999	706	184	643	515	128	937
%V	21.6%	27.5%	24.0%	17.5%	22.0%	9.6%	22.8%
%H		70.7%	18.4%	64.4%	51.6%	12.8%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4629	2571	768	3678	2346	1333	4106
%H		55.5%	16.6%	79.5%	50.7%	28.8%	88.7%
Receives HDTV (via STB or built-in reception)	1022	565	241	738	504	234	958
%V	22.1%	22.0%	31.4%	20.1%	21.5%	17.6%	23.3%
%H		55.3%	23.6%	72.2%	49.3%	22.9%	93.7%
DVD/Blu-ray player or recorder	1714	975	299	1391	932	459	1560
%V	37.0%	37.9%	38.9%	37.8%	39.7%	34.4%	38.0%
%H		56.9%	17.4%	81.2%	54.4%	26.8%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Individual level data

Table 21.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11073	10709	5401	1796	7563	4040	3524	9534
%H		96.7%	48.8%	16.2%	68.3%	36.5%	31.8%	86.1%
Total Children	2100	2051	1166	368	1321	803	518	1967
%V	19.0%	19.2%	21.6%	20.5%	17.5%	19.9%	14.7%	20.6%
%H		97.7%	55.5%	17.5%	62.9%	38.2%	24.7%	93.7%
0 - 3	538	523	295	85	316	179	137	490
%V	4.9%	4.9%	5.5%	4.7%	4.2%	4.4%	3.9%	5.1%
%H		97.2%	54.8%	15.8%	58.7%	33.3%	25.5%	91.1%
4 - 15	1562	1529	872	283	1005	624	381	1477
%V	14.1%	14.3%	16.1%	15.8%	13.3%	15.4%	10.8%	15.5%
%H		97.9%	55.8%	18.1%	64.3%	39.9%	24.4%	94.6%
4 - 9	825	806	465	145	498	302	196	776
%V	7.5%	7.5%	8.6%	8.1%	6.6%	7.5%	5.6%	8.1%
%H		97.7%	56.4%	17.6%	60.4%	36.6%	23.8%	94.1%
10 - 15	737	723	407	138	506	321	185	702
%V	6.7%	6.8%	7.5%	7.7%	6.7%	7.9%	5.2%	7.4%
%H		98.1%	55.2%	18.7%	68.7%	43.6%	25.1%	95.3%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Individual level data

Table 21.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11073	10709	5401	1796	7563	4040	3524	9534
%H		96.7%	48.8%	16.2%	68.3%	36.5%	31.8%	86.1%
Total Adults (16+)	8973	8658	4235	1428	6242	3236	3006	7567
%V	81.0%	80.8%	78.4%	79.5%	82.5%	80.1%	85.3%	79.4%
%H		96.5%	47.2%	15.9%	69.6%	36.1%	33.5%	84.3%
16 - 19	528	503	257	105	357	227	130	489
%V	4.8%	4.7%	4.8%	5.8%	4.7%	5.6%	3.7%	5.1%
%H		95.3%	48.7%	19.9%	67.6%	43.0%	24.6%	92.6%
20 - 24	619	563	257	123	384	211	172	558
%V	5.6%	5.3%	4.8%	6.8%	5.1%	5.2%	4.9%	5.9%
%H		91.0%	41.5%	19.9%	62.0%	34.1%	27.8%	90.1%
25 - 34	1384	1316	729	251	813	485	327	1280
%V	12.5%	12.3%	13.5%	14.0%	10.7%	12.0%	9.3%	13.4%
%H		95.1%	52.7%	18.1%	58.7%	35.0%	23.6%	92.5%
35 - 44	1440	1395	762	246	909	526	383	1349
%V	13.0%	13.0%	14.1%	13.7%	12.0%	13.0%	10.9%	14.1%
%H		96.9%	52.9%	17.1%	63.1%	36.5%	26.6%	93.7%
45 - 54	1595	1545	778	290	1139	651	488	1472
%V	14.4%	14.4%	14.4%	16.1%	15.1%	16.1%	13.8%	15.4%
%H		96.9%	48.8%	18.2%	71.4%	40.8%	30.6%	92.3%
55 - 64	1298	1268	641	184	941	483	458	1136
%V	11.7%	11.8%	11.9%	10.2%	12.4%	12.0%	13.0%	11.9%
%H		97.7%	49.4%	14.2%	72.5%	37.2%	35.3%	87.5%
65+	2109	2069	810	229	1700	653	1048	1283
%V	19.0%	19.3%	15.0%	12.8%	22.5%	16.2%	29.7%	13.5%
%H		98.1%	38.4%	10.9%	80.6%	31.0%	49.7%	60.8%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Individual level data

Table 21.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	8973	8658	4235	1428	6242	3236	3006	7567
%H		96.5%	47.2%	15.9%	69.6%	36.1%	33.5%	84.3%
AB	2679	2615	1322	422	1902	1025	877	2524
%V	29.9%	30.2%	31.2%	29.6%	30.5%	31.7%	29.2%	33.4%
%H		97.6%	49.3%	15.8%	71.0%	38.3%	32.7%	94.2%
C1	2622	2487	1223	455	1759	944	815	2306
%V	29.2%	28.7%	28.9%	31.9%	28.2%	29.2%	27.1%	30.5%
%H		94.9%	46.6%	17.4%	67.1%	36.0%	31.1%	87.9%
C2	2002	1962	1003	319	1443	797	646	1655
%V	22.3%	22.7%	23.7%	22.3%	23.1%	24.6%	21.5%	21.9%
%H		98.0%	50.1%	15.9%	72.1%	39.8%	32.3%	82.7%
D	1103	1053	489	168	719	330	389	815
%V	12.3%	12.2%	11.5%	11.8%	11.5%	10.2%	12.9%	10.8%
%H		95.5%	44.3%	15.2%	65.2%	29.9%	35.3%	73.9%
E	567	541	198	63	420	140	280	267
%V	6.3%	6.2%	4.7%	4.4%	6.7%	4.3%	9.3%	3.5%
%H		95.4%	34.9%	11.1%	74.1%	24.7%	49.4%	47.1%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Individual level data

Table 21.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	8973	8658	4235	1428	6242	3236	3006	7567
%H		96.5%	47.2%	15.9%	69.6%	36.1%	33.5%	84.3%
Working full time	4071	3946	2099	755	2682	1580	1102	3810
%V	45.4%	45.6%	49.6%	52.9%	43.0%	48.8%	36.7%	50.4%
%H		96.9%	51.6%	18.5%	65.9%	38.8%	27.1%	93.6%
Working part time	1015	993	514	168	710	393	317	927
%V	11.3%	11.5%	12.1%	11.8%	11.4%	12.1%	10.5%	12.3%
%H		97.8%	50.6%	16.6%	70.0%	38.7%	31.2%	91.3%
Not working	3887	3719	1622	505	2850	1263	1587	2831
%V	43.3%	43.0%	38.3%	35.4%	45.7%	39.0%	52.8%	37.4%
%H		95.7%	41.7%	13.0%	73.3%	32.5%	40.8%	72.8%
Housewife/Houseperson	4733	4558	2101	684	3319	1543	1776	3716
%V	52.7%	52.6%	49.6%	47.9%	53.2%	47.7%	59.1%	49.1%
%H		96.3%	44.4%	14.5%	70.1%	32.6%	37.5%	78.5%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Individual level data

Table 21.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4374	4207	2114	722	2999	1621	1378	3762
%H		96.2%	48.3%	16.5%	68.6%	37.1%	31.5%	86.0%
16 - 19	282	269	134	61	195	125	69	261
%V	6.4%	6.4%	6.3%	8.4%	6.5%	7.7%	5.0%	6.9%
%H		95.4%	47.5%	21.6%	69.1%	44.3%	24.5%	92.6%
20 - 24	310	276	132	64	185	111	74	284
%V	7.1%	6.6%	6.2%	8.9%	6.2%	6.8%	5.4%	7.5%
%H		89.0%	42.6%	20.6%	59.7%	35.8%	23.9%	91.6%
25 - 34	693	664	376	120	413	247	165	636
%V	15.8%	15.8%	17.8%	16.6%	13.8%	15.2%	12.0%	16.9%
%H		95.8%	54.3%	17.3%	59.6%	35.6%	23.8%	91.8%
35 - 44	707	678	364	120	437	246	191	655
%V	16.2%	16.1%	17.2%	16.6%	14.6%	15.2%	13.9%	17.4%
%H		95.9%	51.5%	17.0%	61.8%	34.8%	27.0%	92.6%
45 - 54	787	761	382	147	559	322	236	721
%V	18.0%	18.1%	18.1%	20.4%	18.6%	19.9%	17.1%	19.2%
%H		96.7%	48.5%	18.7%	71.0%	40.9%	30.0%	91.6%
55 - 64	633	619	316	92	458	240	218	554
%V	14.5%	14.7%	14.9%	12.7%	15.3%	14.8%	15.8%	14.7%
%H		97.8%	49.9%	14.5%	72.4%	37.9%	34.4%	87.5%
65+	961	939	411	118	753	330	423	651
%V	22.0%	22.3%	19.4%	16.3%	25.1%	20.4%	30.7%	17.3%
%H		97.7%	42.8%	12.3%	78.4%	34.3%	44.0%	67.7%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Individual level data

Table 21.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4374	4207	2114	722	2999	1621	1378	3762
%H		96.2%	48.3%	16.5%	68.6%	37.1%	31.5%	86.0%
AB	1351	1314	673	217	949	521	428	1274
%V	30.9%	31.2%	31.8%	30.1%	31.6%	32.1%	31.1%	33.9%
%H		97.3%	49.8%	16.1%	70.2%	38.6%	31.7%	94.3%
C1	1214	1145	585	223	796	454	343	1097
%V	27.8%	27.2%	27.7%	30.9%	26.5%	28.0%	24.9%	29.2%
%H		94.3%	48.2%	18.4%	65.6%	37.4%	28.3%	90.4%
C2	1065	1041	532	174	760	423	337	879
%V	24.3%	24.7%	25.2%	24.1%	25.3%	26.1%	24.5%	23.4%
%H		97.7%	50.0%	16.3%	71.4%	39.7%	31.6%	82.5%
D	524	500	244	82	334	166	168	400
%V	12.0%	11.9%	11.5%	11.4%	11.1%	10.2%	12.2%	10.6%
%H		95.4%	46.6%	15.6%	63.7%	31.7%	32.1%	76.3%
E	221	206	80	26	159	58	101	111
%V	5.1%	4.9%	3.8%	3.6%	5.3%	3.6%	7.3%	3.0%
%H		93.2%	36.2%	11.8%	71.9%	26.2%	45.7%	50.2%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Individual level data

Table 21.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4374	4207	2114	722	2999	1621	1378	3762
%H		96.2%	48.3%	16.5%	68.6%	37.1%	31.5%	86.0%
Working full time	2551	2463	1325	463	1674	992	682	2374
%V	58.3%	58.5%	62.7%	64.1%	55.8%	61.2%	49.5%	63.1%
%H		96.6%	51.9%	18.1%	65.6%	38.9%	26.7%	93.1%
Working part time	217	209	104	32	150	74	76	193
%V	5.0%	5.0%	4.9%	4.4%	5.0%	4.6%	5.5%	5.1%
%H		96.3%	47.9%	14.7%	69.1%	34.1%	35.0%	88.9%
Not working	1606	1535	685	227	1175	556	619	1195
%V	36.7%	36.5%	32.4%	31.4%	39.2%	34.3%	44.9%	31.8%
%H		95.6%	42.7%	14.1%	73.2%	34.6%	38.5%	74.4%
Housewife/Houseperson	934	870	374	123	628	255	374	645
%V	21.4%	20.7%	17.7%	17.0%	20.9%	15.7%	27.1%	17.1%
%H		93.1%	40.0%	13.2%	67.2%	27.3%	40.0%	69.1%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Individual level data

Table 21.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4599	4451	2121	707	3243	1615	1628	3806
%H		96.8%	46.1%	15.4%	70.5%	35.1%	35.4%	82.8%
16 - 19	247	233	123	45	163	102	61	228
%V	5.4%	5.2%	5.8%	6.4%	5.0%	6.3%	3.7%	6.0%
%H		94.3%	49.8%	18.2%	66.0%	41.3%	24.7%	92.3%
20 - 24	308	287	125	59	199	101	98	275
%V	6.7%	6.4%	5.9%	8.3%	6.1%	6.3%	6.0%	7.2%
%H		93.2%	40.6%	19.2%	64.6%	32.8%	31.8%	89.3%
25 - 34	691	652	353	131	400	238	162	644
%V	15.0%	14.6%	16.6%	18.5%	12.3%	14.7%	10.0%	16.9%
%H		94.4%	51.1%	19.0%	57.9%	34.4%	23.4%	93.2%
35 - 44	732	716	399	126	472	280	192	694
%V	15.9%	16.1%	18.8%	17.8%	14.6%	17.3%	11.8%	18.2%
%H		97.8%	54.5%	17.2%	64.5%	38.3%	26.2%	94.8%
45 - 54	808	784	396	144	580	329	251	751
%V	17.6%	17.6%	18.7%	20.4%	17.9%	20.4%	15.4%	19.7%
%H		97.0%	49.0%	17.8%	71.8%	40.7%	31.1%	92.9%
55 - 64	665	649	325	92	483	243	240	582
%V	14.5%	14.6%	15.3%	13.0%	14.9%	15.0%	14.7%	15.3%
%H		97.6%	48.9%	13.8%	72.6%	36.5%	36.1%	87.5%
65+	1148	1129	399	111	947	323	625	632
%V	25.0%	25.4%	18.8%	15.7%	29.2%	20.0%	38.4%	16.6%
%H		98.3%	34.8%	9.7%	82.5%	28.1%	54.4%	55.1%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Individual level data

Table 21.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4599	4451	2121	707	3243	1615	1628	3806
%H		96.8%	46.1%	15.4%	70.5%	35.1%	35.4%	82.8%
AB	1329	1301	649	205	952	504	448	1249
%V	28.9%	29.2%	30.6%	29.0%	29.4%	31.2%	27.5%	32.8%
%H		97.9%	48.8%	15.4%	71.6%	37.9%	33.7%	94.0%
C1	1408	1342	638	232	962	490	472	1210
%V	30.6%	30.2%	30.1%	32.8%	29.7%	30.3%	29.0%	31.8%
%H		95.3%	45.3%	16.5%	68.3%	34.8%	33.5%	85.9%
C2	937	921	471	146	683	374	309	776
%V	20.4%	20.7%	22.2%	20.7%	21.1%	23.2%	19.0%	20.4%
%H		98.3%	50.3%	15.6%	72.9%	39.9%	33.0%	82.8%
D	579	553	245	86	385	165	221	415
%V	12.6%	12.4%	11.6%	12.2%	11.9%	10.2%	13.6%	10.9%
%H		95.5%	42.3%	14.9%	66.5%	28.5%	38.2%	71.7%
E	346	334	118	38	260	82	179	156
%V	7.5%	7.5%	5.6%	5.4%	8.0%	5.1%	11.0%	4.1%
%H		96.5%	34.1%	11.0%	75.1%	23.7%	51.7%	45.1%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV South East Macro

Individual level data

Table 21.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4599	4451	2121	707	3243	1615	1628	3806
%H		96.8%	46.1%	15.4%	70.5%	35.1%	35.4%	82.8%
Working full time	1519	1483	774	293	1009	588	420	1436
%V	33.0%	33.3%	36.5%	41.4%	31.1%	36.4%	25.8%	37.7%
%H		97.6%	51.0%	19.3%	66.4%	38.7%	27.6%	94.5%
Working part time	798	783	410	136	560	319	241	734
%V	17.4%	17.6%	19.3%	19.2%	17.3%	19.8%	14.8%	19.3%
%H		98.1%	51.4%	17.0%	70.2%	40.0%	30.2%	92.0%
Not working	2282	2185	937	278	1675	708	967	1636
%V	49.6%	49.1%	44.2%	39.3%	51.6%	43.8%	59.4%	43.0%
%H		95.7%	41.1%	12.2%	73.4%	31.0%	42.4%	71.7%
Housewife/Houseperson	3799	3689	1727	561	2691	1288	1403	3071
%V	82.6%	82.9%	81.4%	79.3%	83.0%	79.8%	86.2%	80.7%
%H		97.1%	45.5%	14.8%	70.8%	33.9%	36.9%	80.8%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North Macro

Contents	Page
Household	
Table 22.1: Social Grade	592
Table 22.2: Housewife Age	593
Table 22.3: Size of Household	594
Table 22.4: Presence of Children	595
Table 22.5: Number of TV sets in household	596
Table 22.6: Screen size	597
Table 22.7: Location of ANY set in household	598
Table 22.8: Platform Provider	599
Table 22.9: Recorders and other equipment	600
Table 22.10: Computers and Internet	601
Sets	
Table 22.11: Screen Size	602
Table 22.12: Location of set	603
Table 22.13: Recorders	604
Table 22.14: Other TV equipment	604
Table 22.15: Main Set Screen Size	605
Table 22.16: Main Set Recorders	606
Table 22.17: Main Set - Other TV equipment	606
Table 22.18: Other Sets (non-Main Set) Screen Size	607
Table 22.19: Other Set (non-Main Set) Recorders	608
Table 22.20: Other Set (non-Main Set) - Other TV equipment	608
Individuals	
Table 22.21: Age of Children	609
Table 22.22: Adults - Age	610
Table 22.23: Social Grade (Adults 16+)	611
Table 22.24: Working Status (Adults 16+)	612
Table 22.25: Males - Age	613
Table 22.26: Social Grade (Males 16+)	614
Table 22.27: Working Status (Males 16+)	615
Table 22.28: Females - Age	616
Table 22.29: Social Grade (Females 16+)	617
Table 22.30: Working Status (Females 16+)	618

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Household level data

Table 22.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7226	7012	2995	1057	5550	2582	2969	5228
%H (All HH)		97.0%	41.4%	14.6%	76.8%	35.7%	41.1%	72.3%
%H (TV HH)			42.7%	15.1%	79.2%	36.8%	42.3%	
AB	1527	1488	696	221	1167	593	574	1377
%V	21.1%	21.2%	23.2%	20.9%	21.0%	23.0%	19.3%	26.3%
%H (All HH)		97.4%	45.6%	14.5%	76.4%	38.8%	37.6%	90.2%
%H (TV HH)			46.8%	14.9%	78.4%	39.9%	38.6%	
C1	1878	1819	812	272	1432	694	738	1503
%V	26.0%	25.9%	27.1%	25.7%	25.8%	26.9%	24.9%	28.7%
%H (All HH)		96.9%	43.2%	14.5%	76.3%	37.0%	39.3%	80.0%
%H (TV HH)			44.6%	15.0%	78.7%	38.2%	40.6%	
C2	1532	1503	705	249	1196	639	557	1155
%V	21.2%	21.4%	23.5%	23.6%	21.5%	24.7%	18.8%	22.1%
%H (All HH)		98.1%	46.0%	16.3%	78.1%	41.7%	36.4%	75.4%
%H (TV HH)			46.9%	16.6%	79.6%	42.5%	37.1%	
D	1203	1165	473	192	893	399	493	783
%V	16.6%	16.6%	15.8%	18.2%	16.1%	15.5%	16.6%	15.0%
%H (All HH)		96.8%	39.3%	16.0%	74.2%	33.2%	41.0%	65.1%
%H (TV HH)			40.6%	16.5%	76.7%	34.2%	42.3%	
E	1085	1037	308	122	863	256	606	410
%V	15.0%	14.8%	10.3%	11.5%	15.5%	9.9%	20.4%	7.8%
%H (All HH)		95.6%	28.4%	11.2%	79.5%	23.6%	55.9%	37.8%
%H (TV HH)			29.7%	11.8%	83.2%	24.7%	58.4%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Household level data

Table 22.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7226	7012	2995	1057	5550	2582	2969	5228
%H (All HH)		97.0%	41.4%	14.6%	76.8%	35.7%	41.1%	72.3%
%H (TV HH)			42.7%	15.1%	79.2%	36.8%	42.3%	
Under 25	357	324	121	38	242	87	155	253
%V	4.9%	4.6%	4.0%	3.6%	4.4%	3.4%	5.2%	4.8%
%H (All HH)		90.8%	33.9%	10.6%	67.8%	24.4%	43.4%	70.9%
%H (TV HH)			37.3%	11.7%	74.7%	26.9%	47.8%	
25 - 34	1087	1035	557	173	717	418	299	922
%V	15.0%	14.8%	18.6%	16.4%	12.9%	16.2%	10.1%	17.6%
%H (All HH)		95.2%	51.2%	15.9%	66.0%	38.5%	27.5%	84.8%
%H (TV HH)			53.8%	16.7%	69.3%	40.4%	28.9%	
35 - 44	1215	1176	609	224	845	501	344	1068
%V	16.8%	16.8%	20.3%	21.2%	15.2%	19.4%	11.6%	20.4%
%H (All HH)		96.8%	50.1%	18.4%	69.5%	41.2%	28.3%	87.9%
%H (TV HH)			51.8%	19.0%	71.9%	42.6%	29.3%	
45 - 54	1403	1372	644	240	1097	600	497	1200
%V	19.4%	19.6%	21.5%	22.7%	19.8%	23.2%	16.7%	23.0%
%H (All HH)		97.8%	45.9%	17.1%	78.2%	42.8%	35.4%	85.5%
%H (TV HH)			46.9%	17.5%	80.0%	43.7%	36.2%	
55 - 64	1198	1169	491	188	949	455	494	914
%V	16.6%	16.7%	16.4%	17.8%	17.1%	17.6%	16.6%	17.5%
%H (All HH)		97.6%	41.0%	15.7%	79.2%	38.0%	41.2%	76.3%
%H (TV HH)			42.0%	16.1%	81.2%	38.9%	42.3%	
65 +	1966	1936	573	192	1700	521	1179	872
%V	27.2%	27.6%	19.1%	18.2%	30.6%	20.2%	39.7%	16.7%
%H (All HH)		98.5%	29.1%	9.8%	86.5%	26.5%	60.0%	44.4%
%H (TV HH)			29.6%	9.9%	87.8%	26.9%	60.9%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Household level data

Table 22.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7226	7012	2995	1057	5550	2582	2969	5228
%H (All HH)		97.0%	41.4%	14.6%	76.8%	35.7%	41.1%	72.3%
%H (TV HH)			42.7%	15.1%	79.2%	36.8%	42.3%	
1	2294	2185	583	242	1826	471	1355	1053
%V	31.7%	31.2%	19.5%	22.9%	32.9%	18.2%	45.6%	20.1%
%H (All HH)		95.2%	25.4%	10.5%	79.6%	20.5%	59.1%	45.9%
%H (TV HH)			26.7%	11.1%	83.6%	21.6%	62.0%	
2	2499	2448	1084	365	1957	957	1000	1970
%V	34.6%	34.9%	36.2%	34.5%	35.3%	37.1%	33.7%	37.7%
%H (All HH)		98.0%	43.4%	14.6%	78.3%	38.3%	40.0%	78.8%
%H (TV HH)			44.3%	14.9%	79.9%	39.1%	40.8%	
3	1094	1066	571	206	799	508	291	963
%V	15.1%	15.2%	19.1%	19.5%	14.4%	19.7%	9.8%	18.4%
%H (All HH)		97.4%	52.2%	18.8%	73.0%	46.4%	26.6%	88.0%
%H (TV HH)			53.6%	19.3%	75.0%	47.7%	27.3%	
4	901	887	510	172	660	449	211	841
%V	12.5%	12.6%	17.0%	16.3%	11.9%	17.4%	7.1%	16.1%
%H (All HH)		98.4%	56.6%	19.1%	73.3%	49.8%	23.4%	93.3%
%H (TV HH)			57.5%	19.4%	74.4%	50.6%	23.8%	
5+	437	425	247	73	308	197	111	401
%V	6.0%	6.1%	8.2%	6.9%	5.5%	7.6%	3.7%	7.7%
%H (All HH)		97.3%	56.5%	16.7%	70.5%	45.1%	25.4%	91.8%
%H (TV HH)			58.1%	17.2%	72.5%	46.4%	26.1%	
Average HH size	2.29	2.30	2.62	2.53	2.24	2.62	1.91	2.57

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Household level data

Table 22.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7226	7012	2995	1057	5550	2582	2969	5228
%H (All HH)		97.0%	41.4%	14.6%	76.8%	35.7%	41.1%	72.3%
%H (TV HH)			42.7%	15.1%	79.2%	36.8%	42.3%	
Without	5411	5232	2001	736	4267	1768	2499	3627
%V	74.9%	74.6%	66.8%	69.6%	76.9%	68.5%	84.2%	69.4%
%H (All HH)		96.7%	37.0%	13.6%	78.9%	32.7%	46.2%	67.0%
%H (TV HH)			38.2%	14.1%	81.6%	33.8%	47.8%	
With	1815	1780	993	321	1284	814	469	1601
%V	25.1%	25.4%	33.2%	30.4%	23.1%	31.5%	15.8%	30.6%
%H (All HH)		98.1%	54.7%	17.7%	70.7%	44.8%	25.8%	88.2%
%H (TV HH)			55.8%	18.0%	72.1%	45.7%	26.3%	
0 - 3	696	681	368	118	470	278	192	581
%V	9.6%	9.7%	12.3%	11.2%	8.5%	10.8%	6.5%	11.1%
%H (All HH)		97.8%	52.9%	17.0%	67.5%	39.9%	27.6%	83.5%
%H (TV HH)			54.0%	17.3%	69.0%	40.8%	28.2%	
4 - 9	890	870	502	157	615	402	213	778
%V	12.3%	12.4%	16.8%	14.9%	11.1%	15.6%	7.2%	14.9%
%H (All HH)		97.8%	56.4%	17.6%	69.1%	45.2%	23.9%	87.4%
%H (TV HH)			57.7%	18.0%	70.7%	46.2%	24.5%	
10 - 15	844	829	468	158	615	405	210	783
%V	11.7%	11.8%	15.6%	14.9%	11.1%	15.7%	7.1%	15.0%
%H (All HH)		98.2%	55.5%	18.7%	72.9%	48.0%	24.9%	92.8%
%H (TV HH)			56.5%	19.1%	74.2%	48.9%	25.3%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Household level data

Table 22.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7226	7012	2995	1057	5550	2582	2969	5228
%H (All HH)		97.0%	41.4%	14.6%	76.8%	35.7%	41.1%	72.3%
%H (TV HH)			42.7%	15.1%	79.2%	36.8%	42.3%	
1	2699	2699	874	304	1981	489	1491	1601
%V	37.4%	38.5%	29.2%	28.8%	35.7%	18.9%	50.2%	30.6%
%H (All HH)		100.0%	32.4%	11.3%	73.4%	18.1%	55.2%	59.3%
%H (TV HH)			32.4%	11.3%	73.4%	18.1%	55.2%	
2	2436	2436	1077	403	1973	1004	969	1811
%V	33.7%	34.7%	36.0%	38.1%	35.5%	38.9%	32.6%	34.6%
%H (All HH)		100.0%	44.2%	16.5%	81.0%	41.2%	39.8%	74.3%
%H (TV HH)			44.2%	16.5%	81.0%	41.2%	39.8%	
3	1143	1143	595	210	959	610	348	1002
%V	15.8%	16.3%	19.9%	19.9%	17.3%	23.6%	11.7%	19.2%
%H (All HH)		100.0%	52.1%	18.4%	83.9%	53.4%	30.4%	87.7%
%H (TV HH)			52.1%	18.4%	83.9%	53.4%	30.4%	
4	500	500	302	92	435	316	119	466
%V	6.9%	7.1%	10.1%	8.7%	7.8%	12.2%	4.0%	8.9%
%H (All HH)		100.0%	60.4%	18.4%	87.0%	63.2%	23.8%	93.2%
%H (TV HH)			60.4%	18.4%	87.0%	63.2%	23.8%	
5+	235	235	147	49	203	162	41	224
%V	3.3%	3.4%	4.9%	4.6%	3.7%	6.3%	1.4%	4.3%
%H (All HH)		100.0%	62.6%	20.9%	86.4%	68.9%	17.4%	95.3%
%H (TV HH)			62.6%	20.9%	86.4%	68.9%	17.4%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Household level data

Table 22.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7226	7012	2995	1057	5550	2582	2969	5228
%H (All HH)		97.0%	41.4%	14.6%	76.8%	35.7%	41.1%	72.3%
%H (TV HH)			42.7%	15.1%	79.2%	36.8%	42.3%	
Under 20"	1694	1694	727	250	1501	774	726	1286
%V	23.4%	24.2%	24.3%	23.7%	27.0%	30.0%	24.5%	24.6%
%H (All HH)		100.0%	42.9%	14.8%	88.6%	45.7%	42.9%	75.9%
%H (TV HH)			42.9%	14.8%	88.6%	45.7%	42.9%	
20" - 29"	2586	2586	1072	397	2195	1062	1133	1895
%V	35.8%	36.9%	35.8%	37.6%	39.5%	41.1%	38.2%	36.2%
%H (All HH)		100.0%	41.5%	15.4%	84.9%	41.1%	43.8%	73.3%
%H (TV HH)			41.5%	15.4%	84.9%	41.1%	43.8%	
30" - 39"	3846	3846	1644	612	3137	1528	1610	2875
%V	53.2%	54.8%	54.9%	57.9%	56.5%	59.2%	54.2%	55.0%
%H (All HH)		100.0%	42.7%	15.9%	81.6%	39.7%	41.9%	74.8%
%H (TV HH)			42.7%	15.9%	81.6%	39.7%	41.9%	
40" and over	3028	3028	1688	536	2280	1449	831	2556
%V	41.9%	43.2%	56.4%	50.7%	41.1%	56.1%	28.0%	48.9%
%H (All HH)		100.0%	55.7%	17.7%	75.3%	47.9%	27.4%	84.4%
%H (TV HH)			55.7%	17.7%	75.3%	47.9%	27.4%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Household level data

Table 22.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7226	7012	2995	1057	5550	2582	2969	5228
%V (All HH)		97.0%	41.4%	14.6%	76.8%	35.7%	41.1%	72.3%
%H (TV HH)			42.7%	15.1%	79.2%	36.8%	42.3%	
Main living room	6917	6917	2971	1051	5495	2568	2926	5042
%V	95.7%	98.6%	99.2%	99.4%	99.0%	99.5%	98.6%	96.4%
%H (All HH)		100.0%	43.0%	15.2%	79.4%	37.1%	42.3%	72.9%
%H (TV HH)			43.0%	15.2%	79.4%	37.1%	42.3%	
Kitchen	785	785	384	112	718	421	297	643
%V	10.9%	11.2%	12.8%	10.6%	12.9%	16.3%	10.0%	12.3%
%H (All HH)		100.0%	48.9%	14.3%	91.5%	53.6%	37.8%	81.9%
%H (TV HH)			48.9%	14.3%	91.5%	53.6%	37.8%	
Adult's bedroom	3094	3094	1538	558	2593	1563	1031	2527
%V	42.8%	44.1%	51.4%	52.8%	46.7%	60.5%	34.7%	48.3%
%H (All HH)		100.0%	49.7%	18.0%	83.8%	50.5%	33.3%	81.7%
%H (TV HH)			49.7%	18.0%	83.8%	50.5%	33.3%	
Child's bedroom	652	652	386	126	530	383	147	601
%V	9.0%	9.3%	12.9%	11.9%	9.5%	14.8%	5.0%	11.5%
%H (All HH)		100.0%	59.2%	19.3%	81.3%	58.7%	22.5%	92.2%
%H (TV HH)			59.2%	19.3%	81.3%	58.7%	22.5%	
Other bedroom	389	389	204	80	345	235	110	347
%V	5.4%	5.5%	6.8%	7.6%	6.2%	9.1%	3.7%	6.6%
%H (All HH)		100.0%	52.4%	20.6%	88.7%	60.4%	28.3%	89.2%
%H (TV HH)			52.4%	20.6%	88.7%	60.4%	28.3%	
Second living/dining room	662	662	332	106	563	333	231	558
%V	9.2%	9.4%	11.1%	10.0%	10.1%	12.9%	7.8%	10.7%
%H (All HH)		100.0%	50.2%	16.0%	85.0%	50.3%	34.9%	84.3%
%H (TV HH)			50.2%	16.0%	85.0%	50.3%	34.9%	
Study/office	82	82	39	16	68	40	28	78
%V	1.1%	1.2%	1.3%	1.5%	1.2%	1.5%	0.9%	1.5%
%H (All HH)		100.0%	47.6%	19.5%	82.9%	48.8%	34.1%	95.1%
%H (TV HH)			47.6%	19.5%	82.9%	48.8%	34.1%	
TV room	30	30	15	6	24	14	9	26
%V	0.4%	0.4%	0.5%	0.6%	0.4%	0.5%	0.3%	0.5%
%H (All HH)		100.0%	50.0%	20.0%	80.0%	46.7%	30.0%	86.7%
%H (TV HH)			50.0%	20.0%	80.0%	46.7%	30.0%	
Conservatory	220	220	125	42	193	137	56	200
%V	3.0%	3.1%	4.2%	4.0%	3.5%	5.3%	1.9%	3.8%
%H (All HH)		100.0%	56.8%	19.1%	87.7%	62.3%	25.5%	90.9%
%H (TV HH)			56.8%	19.1%	87.7%	62.3%	25.5%	
Attic or loft room	14	14	5	2	12	5	7	14
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%
%H (All HH)		100.0%	35.7%	14.3%	85.7%	35.7%	50.0%	100.0%
%H (TV HH)			35.7%	14.3%	85.7%	35.7%	50.0%	
No specific location	13	13	6	3	12	7	5	10
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	46.2%	23.1%	92.3%	53.8%	38.5%	76.9%
%H (TV HH)			46.2%	23.1%	92.3%	53.8%	38.5%	
Other	52	52	29	8	44	28	16	50
%V	0.7%	0.7%	1.0%	0.8%	0.8%	1.1%	0.5%	1.0%
%H (All HH)		100.0%	55.8%	15.4%	84.6%	53.8%	30.8%	96.2%
%H (TV HH)			55.8%	15.4%	84.6%	53.8%	30.8%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Household level data

Table 22.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7226	7012	2995	1057	5550	2582	2969	5228
%H (All HH)		97.0%	41.4%	14.6%	76.8%	35.7%	41.1%	72.3%
%H (TV HH)			42.7%	15.1%	79.2%	36.8%	42.3%	
Any DSAT provider	2995	2995	2995	57	1976	1976	0	2534
%V	41.4%	42.7%	100.0%	5.4%	35.6%	76.5%	0.0%	48.5%
%H (All HH)			100.0%	1.9%	66.0%	66.0%	0.0%	84.6%
%H (TV HH)			100.0%	1.9%	66.0%	66.0%	0.0%	
Sky with subcription	2531	2531	2531	32	1677	1677	0	2201
%V	35.0%	36.1%	84.5%	3.0%	30.2%	64.9%	0.0%	42.1%
%H (All HH)			100.0%	1.3%	66.3%	66.3%	0.0%	87.0%
%H (TV HH)			100.0%	1.3%	66.3%	66.3%	0.0%	
Sky without subscription	186	186	186	12	111	111	0	121
%V	2.6%	2.7%	6.2%	1.1%	2.0%	4.3%	0.0%	2.3%
%H (All HH)			100.0%	6.5%	59.7%	59.7%	0.0%	65.1%
%H (TV HH)			100.0%	6.5%	59.7%	59.7%	0.0%	
Freesat	247	247	247	8	172	172	0	189
%V	3.4%	3.5%	8.2%	0.8%	3.1%	6.7%	0.0%	3.6%
%H (All HH)			100.0%	3.2%	69.6%	69.6%	0.0%	76.5%
%H (TV HH)			100.0%	3.2%	69.6%	69.6%	0.0%	
Other satellite provider	63	63	63	5	37	37	0	50
%V	0.9%	0.9%	2.1%	0.5%	0.7%	1.4%	0.0%	1.0%
%H (All HH)			100.0%	7.9%	58.7%	58.7%	0.0%	79.4%
%H (TV HH)			100.0%	7.9%	58.7%	58.7%	0.0%	
DCAB	1057	1057	57	1057	639	639	0	926
%V	14.6%	15.1%	1.9%	100.0%	11.5%	24.7%	0.0%	17.7%
%H (All HH)			5.4%	100.0%	60.5%	60.5%	0.0%	87.6%
%H (TV HH)			5.4%	100.0%	60.5%	60.5%	0.0%	
DTT	5550	5550	1976	639	5550	2582	2969	3895
%V	76.8%	79.2%	66.0%	60.5%	100.0%	100.0%	100.0%	74.5%
%H (All HH)		100.0%	35.6%	11.5%	100.0%	46.5%	53.5%	70.2%
%H (TV HH)			35.6%	11.5%	100.0%	46.5%	53.5%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Household level data

Table 22.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7226	7012	2995	1057	5550	2582	2969	5228
%H (All HH)		97.0%	41.4%	14.6%	76.8%	35.7%	41.1%	72.3%
%H (TV HH)			42.7%	15.1%	79.2%	36.8%	42.3%	
PVR	4224	4224	2554	782	3101	2163	938	3628
%V	58.5%	60.2%	85.3%	74.0%	55.9%	83.8%	31.6%	69.4%
%H (All HH)		100.0%	60.5%	18.5%	73.4%	51.2%	22.2%	85.9%
%H (TV HH)			60.5%	18.5%	73.4%	51.2%	22.2%	
DVDR	280	280	131	42	232	122	110	230
%V	3.9%	4.0%	4.4%	4.0%	4.2%	4.7%	3.7%	4.4%
%H (All HH)		100.0%	46.8%	15.0%	82.9%	43.6%	39.3%	82.1%
%H (TV HH)			46.8%	15.0%	82.9%	43.6%	39.3%	
VCR	274	274	104	28	228	84	144	182
%V	3.8%	3.9%	3.5%	2.6%	4.1%	3.3%	4.9%	3.5%
%H (All HH)		100.0%	38.0%	10.2%	83.2%	30.7%	52.6%	66.4%
%H (TV HH)			38.0%	10.2%	83.2%	30.7%	52.6%	
Any recorder	4445	4445	2596	803	3296	2199	1097	3759
%V	61.5%	63.4%	86.7%	76.0%	59.4%	85.2%	36.9%	71.9%
%H (All HH)		100.0%	58.4%	18.1%	74.2%	49.5%	24.7%	84.6%
%H (TV HH)			58.4%	18.1%	74.2%	49.5%	24.7%	
Receives HDTV (via STB or built-in reception)	3549	3549	1928	788	2658	1779	880	3020
%V	49.1%	50.6%	64.4%	74.6%	47.9%	68.9%	29.6%	57.8%
%H (All HH)		100.0%	54.3%	22.2%	74.9%	50.1%	24.8%	85.1%
%H (TV HH)			54.3%	22.2%	74.9%	50.1%	24.8%	
DVD/Blu-ray player or recorder	5363	5363	2425	860	4260	2144	2116	4119
%V	74.2%	76.5%	81.0%	81.4%	76.8%	83.0%	71.3%	78.8%
%H (All HH)		100.0%	45.2%	16.0%	79.4%	40.0%	39.5%	76.8%
%H (TV HH)			45.2%	16.0%	79.4%	40.0%	39.5%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Household level data

Table 22.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7226	7012	2995	1057	5550	2582	2969	5228
%V (All HH)		97.0%	41.4%	14.6%	76.8%	35.7%	41.1%	72.3%
%H (TV HH)			42.7%	15.1%	79.2%	36.8%	42.3%	
Has broadband internet	5228	5105	2534	926	3895	2234	1660	5228
%V	72.3%	72.8%	84.6%	87.6%	70.2%	86.5%	55.9%	100.0%
%H (All HH)		97.6%	48.5%	17.7%	74.5%	42.7%	31.8%	100.0%
%H (TV HH)			49.6%	18.1%	76.3%	43.8%	32.5%	
Number of computers (PCs and laptops)								
0	1755	1679	415	126	1451	317	1135	78
%V	24.3%	23.9%	13.9%	11.9%	26.1%	12.3%	38.2%	1.5%
%H (All HH)		95.7%	23.6%	7.2%	82.7%	18.1%	64.7%	4.4%
%H (TV HH)			24.7%	7.5%	86.4%	18.9%	67.6%	
1	2644	2566	1103	416	1992	943	1049	2393
%V	36.6%	36.6%	36.8%	39.4%	35.9%	36.5%	35.3%	45.8%
%H (All HH)		97.0%	41.7%	15.7%	75.3%	35.7%	39.7%	90.5%
%H (TV HH)			43.0%	16.2%	77.6%	36.7%	40.9%	
2	1468	1437	744	254	1093	652	441	1416
%V	20.3%	20.5%	24.8%	24.0%	19.7%	25.3%	14.9%	27.1%
%H (All HH)		97.9%	50.7%	17.3%	74.5%	44.4%	30.0%	96.5%
%H (TV HH)			51.8%	17.7%	76.1%	45.4%	30.7%	
3	696	679	368	132	525	344	181	687
%V	9.6%	9.7%	12.3%	12.5%	9.5%	13.3%	6.1%	13.1%
%H (All HH)		97.6%	52.9%	19.0%	75.4%	49.4%	26.0%	98.7%
%H (TV HH)			54.2%	19.4%	77.3%	50.7%	26.7%	
4	332	326	179	56	239	148	91	329
%V	4.6%	4.6%	6.0%	5.3%	4.3%	5.7%	3.1%	6.3%
%H (All HH)		98.2%	53.9%	16.9%	72.0%	44.6%	27.4%	99.1%
%H (TV HH)			54.9%	17.2%	73.3%	45.4%	27.9%	
5+	331	325	185	73	249	178	72	325
%V	4.6%	4.6%	6.2%	6.9%	4.5%	6.9%	2.4%	6.2%
%H (All HH)		98.2%	55.9%	22.1%	75.2%	53.8%	21.8%	98.2%
%H (TV HH)			56.9%	22.5%	76.6%	54.8%	22.2%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Set level data

Table 22.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14262	6820	2364	11643	6477	5166	11309
%H		47.8%	16.6%	81.6%	45.4%	36.2%	79.3%
Under 20"	2173	979	319	1940	1049	891	1694
%V	15.2%	14.4%	13.5%	16.7%	16.2%	17.2%	15.0%
%H		45.1%	14.7%	89.3%	48.3%	41.0%	78.0%
20" - 29"	3295	1435	519	2820	1454	1367	2506
%V	23.1%	21.0%	22.0%	24.2%	22.4%	26.5%	22.2%
%H		43.6%	15.8%	85.6%	44.1%	41.5%	76.1%
30" - 39"	4598	2052	757	3786	1970	1816	3526
%V	32.2%	30.1%	32.0%	32.5%	30.4%	35.2%	31.2%
%H		44.6%	16.5%	82.3%	42.8%	39.5%	76.7%
40" and over	3537	2022	638	2664	1748	916	3035
%V	24.8%	29.6%	27.0%	22.9%	27.0%	17.7%	26.8%
%H		57.2%	18.0%	75.3%	49.4%	25.9%	85.8%
Don't know	170	58	33	141	61	80	127
%V	1.2%	0.9%	1.4%	1.2%	0.9%	1.5%	1.1%
%H		34.1%	19.4%	82.9%	35.9%	47.1%	74.7%
Not Asked	489	274	98	292	195	96	421
%V	3.4%	4.0%	4.1%	2.5%	3.0%	1.9%	3.7%
%H		56.0%	20.0%	59.7%	39.9%	19.6%	86.1%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Set level data

Table 22.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14262	6820	2364	11643	6477	5166	11309
%H		47.8%	16.6%	81.6%	45.4%	36.2%	79.3%
Main living room	6948	2985	1055	5520	2580	2940	5065
%V	48.7%	43.8%	44.6%	47.4%	39.8%	56.9%	44.8%
%H		43.0%	15.2%	79.4%	37.1%	42.3%	72.9%
Kitchen	791	387	112	723	424	300	648
%V	5.5%	5.7%	4.7%	6.2%	6.5%	5.8%	5.7%
%H		48.9%	14.2%	91.4%	53.6%	37.9%	81.9%
Adult's bedroom	3633	1851	665	3069	1912	1157	3022
%V	25.5%	27.1%	28.1%	26.4%	29.5%	22.4%	26.7%
%H		50.9%	18.3%	84.5%	52.6%	31.8%	83.2%
Child's bedroom	868	524	159	709	515	194	805
%V	6.1%	7.7%	6.7%	6.1%	8.0%	3.8%	7.1%
%H		60.4%	18.3%	81.7%	59.3%	22.4%	92.7%
Other bedroom	444	239	87	399	275	124	397
%V	3.1%	3.5%	3.7%	3.4%	4.2%	2.4%	3.5%
%H		53.8%	19.6%	89.9%	61.9%	27.9%	89.4%
Second living/dining room	670	337	107	571	338	233	566
%V	4.7%	4.9%	4.5%	4.9%	5.2%	4.5%	5.0%
%H		50.3%	16.0%	85.2%	50.4%	34.8%	84.5%
Study/office	83	39	16	69	40	29	79
%V	0.6%	0.6%	0.7%	0.6%	0.6%	0.6%	0.7%
%H		47.0%	19.3%	83.1%	48.2%	34.9%	95.2%
TV room	30	16	6	24	14	9	27
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%
%H		53.3%	20.0%	80.0%	46.7%	30.0%	90.0%
Conservatory	221	125	43	193	137	56	201
%V	1.5%	1.8%	1.8%	1.7%	2.1%	1.1%	1.8%
%H		56.6%	19.5%	87.3%	62.0%	25.3%	91.0%
Attic or loft room	14	5	2	12	5	7	14
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		35.7%	14.3%	85.7%	35.7%	50.0%	100.0%
No specific location	14	6	4	13	8	5	11
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		42.9%	28.6%	92.9%	57.1%	35.7%	78.6%
Other	56	32	8	48	31	17	54
%V	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%	0.5%
%H		57.1%	14.3%	85.7%	55.4%	30.4%	96.4%
Not Asked	489	274	98	292	195	96	421
%V	3.4%	4.0%	4.1%	2.5%	3.0%	1.9%	3.7%
%H		56.0%	20.0%	59.7%	39.9%	19.6%	86.1%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Set level data

Table 22.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14262	6820	2364	11643	6477	5166	11309
%H		47.8%	16.6%	81.6%	45.4%	36.2%	79.3%
PVR	5459	3444	1051	3910	2865	1045	4799
%V	38.3%	50.5%	44.5%	33.6%	44.2%	20.2%	42.4%
%H		63.1%	19.3%	71.6%	52.5%	19.1%	87.9%
DVDR	312	144	49	259	137	122	256
%V	2.2%	2.1%	2.1%	2.2%	2.1%	2.4%	2.3%
%H		46.2%	15.7%	83.0%	43.9%	39.1%	82.1%
VCR	288	109	32	239	90	149	191
%V	2.0%	1.6%	1.4%	2.1%	1.4%	2.9%	1.7%
%H		37.8%	11.1%	83.0%	31.3%	51.7%	66.3%
Any recorder	5759	3524	1088	4177	2946	1231	4992
%V	40.4%	51.7%	46.0%	35.9%	45.5%	23.8%	44.1%
%H		61.2%	18.9%	72.5%	51.2%	21.4%	86.7%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14262	6820	2364	11643	6477	5166	11309
%H		47.8%	16.6%	81.6%	45.4%	36.2%	79.3%
Receives HDTV (via STB or built-in reception)	4923	2680	1151	3714	2546	1168	4277
%V	34.5%	39.3%	48.7%	31.9%	39.3%	22.6%	37.8%
%H		54.4%	23.4%	75.4%	51.7%	23.7%	86.9%
DVD/Blu-ray player or recorder	7731	3713	1341	6300	3552	2749	6256
%V	54.2%	54.4%	56.7%	54.1%	54.8%	53.2%	55.3%
%H		48.0%	17.3%	81.5%	45.9%	35.6%	80.9%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Set level data

Table 22.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7001	2993	1057	5549	2582	2967	5097
%H		42.8%	15.1%	79.3%	36.9%	42.4%	72.8%
Under 20"	155	29	11	132	20	113	63
%V	2.2%	1.0%	1.0%	2.4%	0.8%	3.8%	1.2%
%H		18.7%	7.1%	85.2%	12.9%	72.9%	40.6%
20" - 29"	962	236	96	816	190	626	517
%V	13.7%	7.9%	9.1%	14.7%	7.4%	21.1%	10.1%
%H		24.5%	10.0%	84.8%	19.8%	65.1%	53.7%
30" - 39"	2879	1073	424	2352	960	1393	2007
%V	41.1%	35.9%	40.1%	42.4%	37.2%	46.9%	39.4%
%H		37.3%	14.7%	81.7%	33.3%	48.4%	69.7%
40" and over	2921	1635	516	2193	1398	795	2457
%V	41.7%	54.6%	48.8%	39.5%	54.1%	26.8%	48.2%
%H		56.0%	17.7%	75.1%	47.9%	27.2%	84.1%
Don't know	70	19	11	56	15	41	42
%V	1.0%	0.6%	1.0%	1.0%	0.6%	1.4%	0.8%
%H		27.1%	15.7%	80.0%	21.4%	58.6%	60.0%
Not Asked	14	1	0	0	0	0	11
%V	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		7.1%	0.0%	0.0%	0.0%	0.0%	78.6%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Set level data

Table 22.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7001	2993	1057	5549	2582	2967	5097
%H		42.8%	15.1%	79.3%	36.9%	42.4%	72.8%
PVR	4120	2519	758	3008	2121	888	3539
%V	58.8%	84.2%	71.7%	54.2%	82.1%	29.9%	69.4%
%H		61.1%	18.4%	73.0%	51.5%	21.6%	85.9%
DVDR	237	105	34	192	93	99	191
%V	3.4%	3.5%	3.2%	3.5%	3.6%	3.3%	3.7%
%H		44.3%	14.3%	81.0%	39.2%	41.8%	80.6%
VCR	224	82	19	182	58	125	143
%V	3.2%	2.7%	1.8%	3.3%	2.2%	4.2%	2.8%
%H		36.6%	8.5%	81.3%	25.9%	55.8%	63.8%
Any recorder	4328	2559	778	3189	2152	1038	3660
%V	61.8%	85.5%	73.6%	57.5%	83.3%	35.0%	71.8%
%H		59.1%	18.0%	73.7%	49.7%	24.0%	84.6%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7001	2993	1057	5549	2582	2967	5097
%H		42.8%	15.1%	79.3%	36.9%	42.4%	72.8%
Receives HDTV (via STB or built-in reception)	3424	1871	771	2548	1721	826	2914
%V	48.9%	62.5%	72.9%	45.9%	66.7%	27.8%	57.2%
%H		54.6%	22.5%	74.4%	50.3%	24.1%	85.1%
DVD/Blu-ray player or recorder	4973	2233	796	3921	1944	1977	3814
%V	71.0%	74.6%	75.3%	70.7%	75.3%	66.6%	74.8%
%H		44.9%	16.0%	78.8%	39.1%	39.8%	76.7%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Set level data

Table 22.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7261	3827	1307	6095	3895	2199	6211
%H		52.7%	18.0%	83.9%	53.6%	30.3%	85.5%
Under 20"	2018	950	308	1807	1030	778	1631
%V	27.8%	24.8%	23.6%	29.6%	26.4%	35.4%	26.3%
%H		47.1%	15.3%	89.5%	51.0%	38.6%	80.8%
20" - 29"	2333	1199	423	2005	1264	741	1989
%V	32.1%	31.3%	32.4%	32.9%	32.5%	33.7%	32.0%
%H		51.4%	18.1%	85.9%	54.2%	31.8%	85.3%
30" - 39"	1718	979	334	1434	1010	424	1519
%V	23.7%	25.6%	25.6%	23.5%	25.9%	19.3%	24.5%
%H		57.0%	19.4%	83.5%	58.8%	24.7%	88.4%
40" and over	616	387	122	471	350	120	578
%V	8.5%	10.1%	9.3%	7.7%	9.0%	5.5%	9.3%
%H		62.8%	19.8%	76.5%	56.8%	19.5%	93.8%
Don't know	99	38	22	85	46	39	84
%V	1.4%	1.0%	1.7%	1.4%	1.2%	1.8%	1.4%
%H		38.4%	22.2%	85.9%	46.5%	39.4%	84.8%
Not Asked	477	274	98	293	195	97	410
%V	6.6%	7.2%	7.5%	4.8%	5.0%	4.4%	6.6%
%H		57.4%	20.5%	61.4%	40.9%	20.3%	86.0%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Set level data

Table 22.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7261	3827	1307	6095	3895	2199	6211
%H		52.7%	18.0%	83.9%	53.6%	30.3%	85.5%
PVR	1340	925	293	902	745	157	1260
%V	18.5%	24.2%	22.4%	14.8%	19.1%	7.1%	20.3%
%H		69.0%	21.9%	67.3%	55.6%	11.7%	94.0%
DVDR	76	39	14	67	43	24	66
%V	1.0%	1.0%	1.1%	1.1%	1.1%	1.1%	1.1%
%H		51.3%	18.4%	88.2%	56.6%	31.6%	86.8%
VCR	64	27	13	57	33	24	49
%V	0.9%	0.7%	1.0%	0.9%	0.8%	1.1%	0.8%
%H		42.2%	20.3%	89.1%	51.6%	37.5%	76.6%
Any recorder	1431	965	310	988	795	193	1332
%V	19.7%	25.2%	23.7%	16.2%	20.4%	8.8%	21.4%
%H		67.4%	21.7%	69.0%	55.6%	13.5%	93.1%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7261	3827	1307	6095	3895	2199	6211
%H		52.7%	18.0%	83.9%	53.6%	30.3%	85.5%
Receives HDTV (via STB or built-in reception)	1499	809	379	1167	825	341	1363
%V	20.6%	21.1%	29.0%	19.1%	21.2%	15.5%	21.9%
%H		54.0%	25.3%	77.9%	55.0%	22.7%	90.9%
DVD/Blu-ray player or recorder	2758	1480	545	2379	1607	771	2442
%V	38.0%	38.7%	41.7%	39.0%	41.3%	35.1%	39.3%
%H		53.7%	19.8%	86.3%	58.3%	28.0%	88.5%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Individual level data

Table 22.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16554	16139	7848	2674	12445	6776	5669	13423
%H		97.5%	47.4%	16.2%	75.2%	40.9%	34.2%	81.1%
Total Children	3100	3037	1712	561	2163	1386	776	2736
%V	18.7%	18.8%	21.8%	21.0%	17.4%	20.5%	13.7%	20.4%
%H		98.0%	55.2%	18.1%	69.8%	44.7%	25.0%	88.3%
0 - 3	828	810	437	145	551	327	224	693
%V	5.0%	5.0%	5.6%	5.4%	4.4%	4.8%	4.0%	5.2%
%H		97.8%	52.8%	17.5%	66.5%	39.5%	27.1%	83.7%
4 - 15	2272	2227	1275	416	1612	1059	552	2042
%V	13.7%	13.8%	16.2%	15.6%	13.0%	15.6%	9.7%	15.2%
%H		98.0%	56.1%	18.3%	71.0%	46.6%	24.3%	89.9%
4 - 9	1171	1147	670	210	816	542	273	1024
%V	7.1%	7.1%	8.5%	7.9%	6.6%	8.0%	4.8%	7.6%
%H		98.0%	57.2%	17.9%	69.7%	46.3%	23.3%	87.4%
10 - 15	1101	1081	605	206	796	517	279	1019
%V	6.7%	6.7%	7.7%	7.7%	6.4%	7.6%	4.9%	7.6%
%H		98.2%	55.0%	18.7%	72.3%	47.0%	25.3%	92.6%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Individual level data

Table 22.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16554	16139	7848	2674	12445	6776	5669	13423
%H		97.5%	47.4%	16.2%	75.2%	40.9%	34.2%	81.1%
Total Adults (16+)	13455	13102	6136	2113	10283	5389	4893	10687
%V	81.3%	81.2%	78.2%	79.0%	82.6%	79.5%	86.3%	79.6%
%H		97.4%	45.6%	15.7%	76.4%	40.1%	36.4%	79.4%
16 - 19	820	800	412	153	626	395	231	739
%V	5.0%	5.0%	5.2%	5.7%	5.0%	5.8%	4.1%	5.5%
%H		97.6%	50.2%	18.7%	76.3%	48.2%	28.2%	90.1%
20 - 24	1126	1063	511	156	811	423	388	968
%V	6.8%	6.6%	6.5%	5.8%	6.5%	6.2%	6.8%	7.2%
%H		94.4%	45.4%	13.9%	72.0%	37.6%	34.5%	86.0%
25 - 34	2153	2060	1133	361	1452	891	561	1890
%V	13.0%	12.8%	14.4%	13.5%	11.7%	13.1%	9.9%	14.1%
%H		95.7%	52.6%	16.8%	67.4%	41.4%	26.1%	87.8%
35 - 44	2096	2037	1088	390	1470	900	571	1872
%V	12.7%	12.6%	13.9%	14.6%	11.8%	13.3%	10.1%	13.9%
%H		97.2%	51.9%	18.6%	70.1%	42.9%	27.2%	89.3%
45 - 54	2385	2344	1183	416	1855	1090	764	2100
%V	14.4%	14.5%	15.1%	15.6%	14.9%	16.1%	13.5%	15.6%
%H		98.3%	49.6%	17.4%	77.8%	45.7%	32.0%	88.1%
55 - 64	1960	1923	850	319	1564	800	764	1587
%V	11.8%	11.9%	10.8%	11.9%	12.6%	11.8%	13.5%	11.8%
%H		98.1%	43.4%	16.3%	79.8%	40.8%	39.0%	81.0%
65+	2914	2874	960	317	2505	890	1615	1531
%V	17.6%	17.8%	12.2%	11.9%	20.1%	13.1%	28.5%	11.4%
%H		98.6%	32.9%	10.9%	86.0%	30.5%	55.4%	52.5%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Individual level data

Table 22.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13455	13102	6136	2113	10283	5389	4893	10687
%H		97.4%	45.6%	15.7%	76.4%	40.1%	36.4%	79.4%
AB	3060	2983	1503	457	2351	1311	1040	2847
%V	22.7%	22.8%	24.5%	21.6%	22.9%	24.3%	21.3%	26.6%
%H		97.5%	49.1%	14.9%	76.8%	42.8%	34.0%	93.0%
C1	3581	3475	1667	550	2710	1442	1268	3052
%V	26.6%	26.5%	27.2%	26.0%	26.4%	26.8%	25.9%	28.6%
%H		97.0%	46.6%	15.4%	75.7%	40.3%	35.4%	85.2%
C2	3058	3012	1501	529	2400	1396	1004	2471
%V	22.7%	23.0%	24.5%	25.0%	23.3%	25.9%	20.5%	23.1%
%H		98.5%	49.1%	17.3%	78.5%	45.7%	32.8%	80.8%
D	2224	2157	967	381	1619	819	800	1621
%V	16.5%	16.5%	15.8%	18.0%	15.7%	15.2%	16.3%	15.2%
%H		97.0%	43.5%	17.1%	72.8%	36.8%	36.0%	72.9%
E	1532	1474	497	196	1203	421	782	696
%V	11.4%	11.3%	8.1%	9.3%	11.7%	7.8%	16.0%	6.5%
%H		96.2%	32.4%	12.8%	78.5%	27.5%	51.0%	45.4%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Individual level data

Table 22.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13455	13102	6136	2113	10283	5389	4893	10687
%H		97.4%	45.6%	15.7%	76.4%	40.1%	36.4%	79.4%
Working full time	5839	5696	3030	1018	4310	2635	1675	5331
%V	43.4%	43.5%	49.4%	48.2%	41.9%	48.9%	34.2%	49.9%
%H		97.6%	51.9%	17.4%	73.8%	45.1%	28.7%	91.3%
Working part time	1409	1385	682	254	1060	606	453	1245
%V	10.5%	10.6%	11.1%	12.0%	10.3%	11.2%	9.3%	11.6%
%H		98.3%	48.4%	18.0%	75.2%	43.0%	32.2%	88.4%
Not working	6208	6020	2423	841	4913	2148	2765	4111
%V	46.1%	45.9%	39.5%	39.8%	47.8%	39.9%	56.5%	38.5%
%H		97.0%	39.0%	13.5%	79.1%	34.6%	44.5%	66.2%
Housewife/Houseperson	7226	7012	2995	1057	5550	2582	2969	5228
%V	53.7%	53.5%	48.8%	50.0%	54.0%	47.9%	60.7%	48.9%
%H		97.0%	41.4%	14.6%	76.8%	35.7%	41.1%	72.3%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Individual level data

Table 22.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6572	6366	3077	1045	4953	2692	2261	5316
%H		96.9%	46.8%	15.9%	75.4%	41.0%	34.4%	80.9%
16 - 19	424	415	215	75	322	203	119	391
%V	6.5%	6.5%	7.0%	7.2%	6.5%	7.5%	5.3%	7.4%
%H		97.9%	50.7%	17.7%	75.9%	47.9%	28.1%	92.2%
20 - 24	553	517	254	81	403	222	181	489
%V	8.4%	8.1%	8.3%	7.8%	8.1%	8.2%	8.0%	9.2%
%H		93.5%	45.9%	14.6%	72.9%	40.1%	32.7%	88.4%
25 - 34	1074	1020	554	179	724	441	283	945
%V	16.3%	16.0%	18.0%	17.1%	14.6%	16.4%	12.5%	17.8%
%H		95.0%	51.6%	16.7%	67.4%	41.1%	26.4%	88.0%
35 - 44	1041	1006	530	191	718	428	290	914
%V	15.8%	15.8%	17.2%	18.3%	14.5%	15.9%	12.8%	17.2%
%H		96.6%	50.9%	18.3%	69.0%	41.1%	27.9%	87.8%
45 - 54	1177	1149	597	206	896	541	355	1025
%V	17.9%	18.0%	19.4%	19.7%	18.1%	20.1%	15.7%	19.3%
%H		97.6%	50.7%	17.5%	76.1%	46.0%	30.2%	87.1%
55 - 64	967	945	426	156	762	394	367	778
%V	14.7%	14.8%	13.8%	14.9%	15.4%	14.6%	16.2%	14.6%
%H		97.7%	44.1%	16.1%	78.8%	40.7%	38.0%	80.5%
65+	1337	1313	501	156	1129	463	666	774
%V	20.3%	20.6%	16.3%	14.9%	22.8%	17.2%	29.5%	14.6%
%H		98.2%	37.5%	11.7%	84.4%	34.6%	49.8%	57.9%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Individual level data

Table 22.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6572	6366	3077	1045	4953	2692	2261	5316
%H		96.9%	46.8%	15.9%	75.4%	41.0%	34.4%	80.9%
AB	1543	1502	767	231	1178	666	512	1445
%V	23.5%	23.6%	24.9%	22.1%	23.8%	24.7%	22.6%	27.2%
%H		97.3%	49.7%	15.0%	76.3%	43.2%	33.2%	93.6%
C1	1668	1609	817	261	1231	695	536	1459
%V	25.4%	25.3%	26.6%	25.0%	24.9%	25.8%	23.7%	27.4%
%H		96.5%	49.0%	15.6%	73.8%	41.7%	32.1%	87.5%
C2	1646	1614	805	280	1290	752	539	1314
%V	25.0%	25.4%	26.2%	26.8%	26.0%	27.9%	23.8%	24.7%
%H		98.1%	48.9%	17.0%	78.4%	45.7%	32.7%	79.8%
D	1052	1013	465	187	746	391	356	785
%V	16.0%	15.9%	15.1%	17.9%	15.1%	14.5%	15.7%	14.8%
%H		96.3%	44.2%	17.8%	70.9%	37.2%	33.8%	74.6%
E	664	629	223	86	508	189	319	312
%V	10.1%	9.9%	7.2%	8.2%	10.3%	7.0%	14.1%	5.9%
%H		94.7%	33.6%	13.0%	76.5%	28.5%	48.0%	47.0%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Individual level data

Table 22.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6572	6366	3077	1045	4953	2692	2261	5316
%H		96.9%	46.8%	15.9%	75.4%	41.0%	34.4%	80.9%
Working full time	3557	3457	1876	617	2595	1617	978	3254
%V	54.1%	54.3%	61.0%	59.0%	52.4%	60.1%	43.3%	61.2%
%H		97.2%	52.7%	17.3%	73.0%	45.5%	27.5%	91.5%
Working part time	296	292	130	56	220	114	107	252
%V	4.5%	4.6%	4.2%	5.4%	4.4%	4.2%	4.7%	4.7%
%H		98.6%	43.9%	18.9%	74.3%	38.5%	36.1%	85.1%
Not working	2719	2617	1071	373	2138	962	1176	1811
%V	41.4%	41.1%	34.8%	35.7%	43.2%	35.7%	52.0%	34.1%
%H		96.2%	39.4%	13.7%	78.6%	35.4%	43.3%	66.6%
Housewife/Houseperson	1569	1468	551	206	1147	445	702	931
%V	23.9%	23.1%	17.9%	19.7%	23.2%	16.5%	31.0%	17.5%
%H		93.6%	35.1%	13.1%	73.1%	28.4%	44.7%	59.3%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Individual level data

Table 22.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6883	6736	3058	1068	5329	2697	2632	5371
%H		97.9%	44.4%	15.5%	77.4%	39.2%	38.2%	78.0%
16 - 19	396	386	197	78	303	192	111	348
%V	5.8%	5.7%	6.4%	7.3%	5.7%	7.1%	4.2%	6.5%
%H		97.5%	49.7%	19.7%	76.5%	48.5%	28.0%	87.9%
20 - 24	574	546	256	76	408	200	208	479
%V	8.3%	8.1%	8.4%	7.1%	7.7%	7.4%	7.9%	8.9%
%H		95.1%	44.6%	13.2%	71.1%	34.8%	36.2%	83.4%
25 - 34	1079	1040	579	182	728	450	277	944
%V	15.7%	15.4%	18.9%	17.0%	13.7%	16.7%	10.5%	17.6%
%H		96.4%	53.7%	16.9%	67.5%	41.7%	25.7%	87.5%
35 - 44	1054	1031	558	199	753	472	281	958
%V	15.3%	15.3%	18.2%	18.6%	14.1%	17.5%	10.7%	17.8%
%H		97.8%	52.9%	18.9%	71.4%	44.8%	26.7%	90.9%
45 - 54	1208	1195	586	210	958	549	409	1076
%V	17.6%	17.7%	19.2%	19.7%	18.0%	20.4%	15.5%	20.0%
%H		98.9%	48.5%	17.4%	79.3%	45.4%	33.9%	89.1%
55 - 64	994	978	424	163	802	406	397	808
%V	14.4%	14.5%	13.9%	15.3%	15.0%	15.1%	15.1%	15.0%
%H		98.4%	42.7%	16.4%	80.7%	40.8%	39.9%	81.3%
65+	1578	1561	459	161	1377	428	949	757
%V	22.9%	23.2%	15.0%	15.1%	25.8%	15.9%	36.1%	14.1%
%H		98.9%	29.1%	10.2%	87.3%	27.1%	60.1%	48.0%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Individual level data

Table 22.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6883	6736	3058	1068	5329	2697	2632	5371
%H		97.9%	44.4%	15.5%	77.4%	39.2%	38.2%	78.0%
AB	1517	1482	737	226	1173	645	527	1402
%V	22.0%	22.0%	24.1%	21.2%	22.0%	23.9%	20.0%	26.1%
%H		97.7%	48.6%	14.9%	77.3%	42.5%	34.7%	92.4%
C1	1913	1867	850	288	1479	747	732	1592
%V	27.8%	27.7%	27.8%	27.0%	27.8%	27.7%	27.8%	29.6%
%H		97.6%	44.4%	15.1%	77.3%	39.0%	38.3%	83.2%
C2	1412	1398	696	249	1110	644	466	1157
%V	20.5%	20.8%	22.8%	23.3%	20.8%	23.9%	17.7%	21.5%
%H		99.0%	49.3%	17.6%	78.6%	45.6%	33.0%	81.9%
D	1172	1144	502	194	873	429	444	836
%V	17.0%	17.0%	16.4%	18.2%	16.4%	15.9%	16.9%	15.6%
%H		97.6%	42.8%	16.6%	74.5%	36.6%	37.9%	71.3%
E	869	845	274	110	695	232	462	384
%V	12.6%	12.5%	9.0%	10.3%	13.0%	8.6%	17.6%	7.1%
%H		97.2%	31.5%	12.7%	80.0%	26.7%	53.2%	44.2%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North Macro

Individual level data

Table 22.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6883	6736	3058	1068	5329	2697	2632	5371
%H		97.9%	44.4%	15.5%	77.4%	39.2%	38.2%	78.0%
Working full time	2281	2239	1154	401	1715	1018	696	2077
%V	33.1%	33.2%	37.7%	37.5%	32.2%	37.7%	26.4%	38.7%
%H		98.2%	50.6%	17.6%	75.2%	44.6%	30.5%	91.1%
Working part time	1113	1094	552	198	839	492	347	994
%V	16.2%	16.2%	18.1%	18.5%	15.7%	18.2%	13.2%	18.5%
%H		98.3%	49.6%	17.8%	75.4%	44.2%	31.2%	89.3%
Not working	3489	3404	1352	469	2775	1186	1589	2300
%V	50.7%	50.5%	44.2%	43.9%	52.1%	44.0%	60.4%	42.8%
%H		97.6%	38.8%	13.4%	79.5%	34.0%	45.5%	65.9%
Housewife/Houseperson	5657	5544	2444	851	4404	2137	2267	4297
%V	82.2%	82.3%	79.9%	79.7%	82.6%	79.2%	86.1%	80.0%
%H		98.0%	43.2%	15.0%	77.9%	37.8%	40.1%	76.0%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Yorkshire / North East Macro

Contents	Page
Household	
Table 23.1: Social Grade	620
Table 23.2: Housewife Age	621
Table 23.3: Size of Household	622
Table 23.4: Presence of Children	623
Table 23.5: Number of TV sets in household	624
Table 23.6: Screen size	625
Table 23.7: Location of ANY set in household	626
Table 23.8: Platform Provider	627
Table 23.9: Recorders and other equipment	628
Table 23.10: Computers and Internet	629
Sets	
Table 23.11: Screen Size	630
Table 23.12: Location of set	631
Table 23.13: Recorders	632
Table 23.14: Other TV equipment	632
Table 23.15: Main Set Screen Size	633
Table 23.16: Main Set Recorders	634
Table 23.17: Main Set - Other TV equipment	634
Table 23.18: Other Sets (non-Main Set) Screen Size	635
Table 23.19: Other Set (non-Main Set) Recorders	636
Table 23.20: Other Set (non-Main Set) - Other TV equipment	636
Individuals	
Table 23.21: Age of Children	637
Table 23.22: Adults - Age	638
Table 23.23: Social Grade (Adults 16+)	639
Table 23.24: Working Status (Adults 16+)	640
Table 23.25: Males - Age	641
Table 23.26: Social Grade (Males 16+)	642
Table 23.27: Working Status (Males 16+)	643
Table 23.28: Females - Age	644
Table 23.29: Social Grade (Females 16+)	645
Table 23.30: Working Status (Females 16+)	646

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3946	3834	1651	554	3016	1383	1632	2829
%H (All HH)		97.2%	41.8%	14.0%	76.4%	35.0%	41.4%	71.7%
%H (TV HH)			43.1%	14.4%	78.7%	36.1%	42.6%	
AB	832	810	379	116	631	315	316	741
%V	21.1%	21.1%	23.0%	20.9%	20.9%	22.8%	19.4%	26.2%
%H (All HH)		97.4%	45.6%	13.9%	75.8%	37.9%	38.0%	89.1%
%H (TV HH)			46.8%	14.3%	77.9%	38.9%	39.0%	
C1	996	964	417	142	761	353	408	789
%V	25.2%	25.1%	25.3%	25.6%	25.2%	25.5%	25.0%	27.9%
%H (All HH)		96.8%	41.9%	14.3%	76.4%	35.4%	41.0%	79.2%
%H (TV HH)			43.3%	14.7%	78.9%	36.6%	42.3%	
C2	838	823	398	130	652	352	300	634
%V	21.2%	21.5%	24.1%	23.5%	21.6%	25.5%	18.4%	22.4%
%H (All HH)		98.2%	47.5%	15.5%	77.8%	42.0%	35.8%	75.7%
%H (TV HH)			48.4%	15.8%	79.2%	42.8%	36.5%	
D	692	673	286	99	508	224	284	436
%V	17.5%	17.6%	17.3%	17.9%	16.8%	16.2%	17.4%	15.4%
%H (All HH)		97.3%	41.3%	14.3%	73.4%	32.4%	41.0%	63.0%
%H (TV HH)			42.5%	14.7%	75.5%	33.3%	42.2%	
E	588	564	170	68	465	140	325	229
%V	14.9%	14.7%	10.3%	12.3%	15.4%	10.1%	19.9%	8.1%
%H (All HH)		95.9%	28.9%	11.6%	79.1%	23.8%	55.3%	38.9%
%H (TV HH)			30.1%	12.1%	82.4%	24.8%	57.6%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3946	3834	1651	554	3016	1383	1632	2829
%H (All HH)		97.2%	41.8%	14.0%	76.4%	35.0%	41.4%	71.7%
%H (TV HH)			43.1%	14.4%	78.7%	36.1%	42.6%	
Under 25	200	181	65	21	134	44	90	144
%V	5.1%	4.7%	3.9%	3.8%	4.4%	3.2%	5.5%	5.1%
%H (All HH)		90.5%	32.5%	10.5%	67.0%	22.0%	45.0%	72.0%
%H (TV HH)			35.9%	11.6%	74.0%	24.3%	49.7%	
25 - 34	590	562	313	86	383	225	158	499
%V	15.0%	14.7%	19.0%	15.5%	12.7%	16.3%	9.7%	17.6%
%H (All HH)		95.3%	53.1%	14.6%	64.9%	38.1%	26.8%	84.6%
%H (TV HH)			55.7%	15.3%	68.1%	40.0%	28.1%	
35 - 44	655	636	337	118	448	269	179	576
%V	16.6%	16.6%	20.4%	21.3%	14.9%	19.5%	11.0%	20.4%
%H (All HH)		97.1%	51.5%	18.0%	68.4%	41.1%	27.3%	87.9%
%H (TV HH)			53.0%	18.6%	70.4%	42.3%	28.1%	
45 - 54	762	745	352	123	590	316	274	651
%V	19.3%	19.4%	21.3%	22.2%	19.6%	22.8%	16.8%	23.0%
%H (All HH)		97.8%	46.2%	16.1%	77.4%	41.5%	36.0%	85.4%
%H (TV HH)			47.2%	16.5%	79.2%	42.4%	36.8%	
55 - 64	651	640	264	101	525	248	277	493
%V	16.5%	16.7%	16.0%	18.2%	17.4%	17.9%	17.0%	17.4%
%H (All HH)		98.3%	40.6%	15.5%	80.6%	38.1%	42.5%	75.7%
%H (TV HH)			41.3%	15.8%	82.0%	38.8%	43.3%	
65 +	1089	1071	320	105	936	282	654	468
%V	27.6%	27.9%	19.4%	19.0%	31.0%	20.4%	40.1%	16.5%
%H (All HH)		98.3%	29.4%	9.6%	86.0%	25.9%	60.1%	43.0%
%H (TV HH)			29.9%	9.8%	87.4%	26.3%	61.1%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3946	3834	1651	554	3016	1383	1632	2829
%H (All HH)		97.2%	41.8%	14.0%	76.4%	35.0%	41.4%	71.7%
%H (TV HH)			43.1%	14.4%	78.7%	36.1%	42.6%	
1	1228	1173	316	129	965	236	729	534
%V	31.1%	30.6%	19.1%	23.3%	32.0%	17.1%	44.7%	18.9%
%H (All HH)		95.5%	25.7%	10.5%	78.6%	19.2%	59.4%	43.5%
%H (TV HH)			26.9%	11.0%	82.3%	20.1%	62.1%	
2	1394	1365	596	200	1095	529	566	1092
%V	35.3%	35.6%	36.1%	36.1%	36.3%	38.3%	34.7%	38.6%
%H (All HH)		97.9%	42.8%	14.3%	78.6%	37.9%	40.6%	78.3%
%H (TV HH)			43.7%	14.7%	80.2%	38.8%	41.5%	
3	586	570	309	106	425	270	156	515
%V	14.9%	14.9%	18.7%	19.1%	14.1%	19.5%	9.6%	18.2%
%H (All HH)		97.3%	52.7%	18.1%	72.5%	46.1%	26.6%	87.9%
%H (TV HH)			54.2%	18.6%	74.6%	47.4%	27.4%	
4	497	492	293	89	360	245	115	466
%V	12.6%	12.8%	17.7%	16.1%	11.9%	17.7%	7.0%	16.5%
%H (All HH)		99.0%	59.0%	17.9%	72.4%	49.3%	23.1%	93.8%
%H (TV HH)			59.6%	18.1%	73.2%	49.8%	23.4%	
5+	241	235	136	32	171	103	67	222
%V	6.1%	6.1%	8.2%	5.8%	5.7%	7.4%	4.1%	7.8%
%H (All HH)		97.5%	56.4%	13.3%	71.0%	42.7%	27.8%	92.1%
%H (TV HH)			57.9%	13.6%	72.8%	43.8%	28.5%	
Average HH size	2.30	2.31	2.64	2.48	2.25	2.63	1.93	2.59

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3946	3834	1651	554	3016	1383	1632	2829
%H (All HH)		97.2%	41.8%	14.0%	76.4%	35.0%	41.4%	71.7%
%H (TV HH)			43.1%	14.4%	78.7%	36.1%	42.6%	
Without	2952	2858	1096	392	2321	947	1374	1950
%V	74.8%	74.5%	66.4%	70.8%	77.0%	68.5%	84.2%	68.9%
%H (All HH)		96.8%	37.1%	13.3%	78.6%	32.1%	46.5%	66.1%
%H (TV HH)			38.3%	13.7%	81.2%	33.1%	48.1%	
With	994	976	555	162	695	436	258	879
%V	25.2%	25.5%	33.6%	29.2%	23.0%	31.5%	15.8%	31.1%
%H (All HH)		98.2%	55.8%	16.3%	69.9%	43.9%	26.0%	88.4%
%H (TV HH)			56.9%	16.6%	71.2%	44.7%	26.4%	
0 - 3	382	375	206	61	259	155	105	323
%V	9.7%	9.8%	12.5%	11.0%	8.6%	11.2%	6.4%	11.4%
%H (All HH)		98.2%	53.9%	16.0%	67.8%	40.6%	27.5%	84.6%
%H (TV HH)			54.9%	16.3%	69.1%	41.3%	28.0%	
4 - 9	488	478	286	74	332	216	116	424
%V	12.4%	12.5%	17.3%	13.4%	11.0%	15.6%	7.1%	15.0%
%H (All HH)		98.0%	58.6%	15.2%	68.0%	44.3%	23.8%	86.9%
%H (TV HH)			59.8%	15.5%	69.5%	45.2%	24.3%	
10 - 15	465	459	263	78	337	216	121	436
%V	11.8%	12.0%	15.9%	14.1%	11.2%	15.6%	7.4%	15.4%
%H (All HH)		98.7%	56.6%	16.8%	72.5%	46.5%	26.0%	93.8%
%H (TV HH)			57.3%	17.0%	73.4%	47.1%	26.4%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3946	3834	1651	554	3016	1383	1632	2829
%H (All HH)		97.2%	41.8%	14.0%	76.4%	35.0%	41.4%	71.7%
%H (TV HH)			43.1%	14.4%	78.7%	36.1%	42.6%	
1	1440	1440	474	149	1047	247	799	846
%V	36.5%	37.6%	28.7%	26.9%	34.7%	17.9%	49.0%	29.9%
%H (All HH)		100.0%	32.9%	10.3%	72.7%	17.2%	55.5%	58.8%
%H (TV HH)			32.9%	10.3%	72.7%	17.2%	55.5%	
2	1348	1348	592	216	1079	532	547	976
%V	34.2%	35.2%	35.9%	39.0%	35.8%	38.5%	33.5%	34.5%
%H (All HH)		100.0%	43.9%	16.0%	80.0%	39.5%	40.6%	72.4%
%H (TV HH)			43.9%	16.0%	80.0%	39.5%	40.6%	
3	639	639	327	124	537	342	194	563
%V	16.2%	16.7%	19.8%	22.4%	17.8%	24.7%	11.9%	19.9%
%H (All HH)		100.0%	51.2%	19.4%	84.0%	53.5%	30.4%	88.1%
%H (TV HH)			51.2%	19.4%	84.0%	53.5%	30.4%	
4	280	280	175	43	243	175	68	260
%V	7.1%	7.3%	10.6%	7.8%	8.1%	12.7%	4.2%	9.2%
%H (All HH)		100.0%	62.5%	15.4%	86.8%	62.5%	24.3%	92.9%
%H (TV HH)			62.5%	15.4%	86.8%	62.5%	24.3%	
5+	127	127	83	22	110	87	23	121
%V	3.2%	3.3%	5.0%	4.0%	3.6%	6.3%	1.4%	4.3%
%H (All HH)		100.0%	65.4%	17.3%	86.6%	68.5%	18.1%	95.3%
%H (TV HH)			65.4%	17.3%	86.6%	68.5%	18.1%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3946	3834	1651	554	3016	1383	1632	2829
%H (All HH)		97.2%	41.8%	14.0%	76.4%	35.0%	41.4%	71.7%
%H (TV HH)			43.1%	14.4%	78.7%	36.1%	42.6%	
Under 20"	995	995	422	145	879	448	432	749
%V	25.2%	26.0%	25.6%	26.2%	29.1%	32.4%	26.5%	26.5%
%H (All HH)		100.0%	42.4%	14.6%	88.3%	45.0%	43.4%	75.3%
%H (TV HH)			42.4%	14.6%	88.3%	45.0%	43.4%	
20" - 29"	1412	1412	589	221	1200	588	612	1035
%V	35.8%	36.8%	35.7%	39.9%	39.8%	42.5%	37.5%	36.6%
%H (All HH)		100.0%	41.7%	15.7%	85.0%	41.6%	43.3%	73.3%
%H (TV HH)			41.7%	15.7%	85.0%	41.6%	43.3%	
30" - 39"	2072	2072	894	315	1675	798	877	1534
%V	52.5%	54.0%	54.1%	56.9%	55.5%	57.7%	53.7%	54.2%
%H (All HH)		100.0%	43.1%	15.2%	80.8%	38.5%	42.3%	74.0%
%H (TV HH)			43.1%	15.2%	80.8%	38.5%	42.3%	
40" and over	1723	1723	972	282	1299	816	483	1427
%V	43.7%	44.9%	58.9%	50.9%	43.1%	59.0%	29.6%	50.4%
%H (All HH)		100.0%	56.4%	16.4%	75.4%	47.4%	28.0%	82.8%
%H (TV HH)			56.4%	16.4%	75.4%	47.4%	28.0%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3946	3834	1651	554	3016	1383	1632	2829
%V (All HH)		97.2%	41.8%	14.0%	76.4%	35.0%	41.4%	71.7%
%H (TV HH)			43.1%	14.4%	78.7%	36.1%	42.6%	
Main living room	3776	3776	1639	551	2981	1377	1604	2728
%V	95.7%	98.5%	99.3%	99.5%	98.8%	99.6%	98.3%	96.4%
%H (All HH)		100.0%	43.4%	14.6%	78.9%	36.5%	42.5%	72.2%
%H (TV HH)			43.4%	14.6%	78.9%	36.5%	42.5%	
Kitchen	473	473	220	70	439	252	187	379
%V	12.0%	12.3%	13.3%	12.6%	14.6%	18.2%	11.5%	13.4%
%H (All HH)		100.0%	46.5%	14.8%	92.8%	53.3%	39.5%	80.1%
%H (TV HH)			46.5%	14.8%	92.8%	53.3%	39.5%	
Adult's bedroom	1674	1674	833	292	1404	836	569	1346
%V	42.4%	43.7%	50.5%	52.7%	46.6%	60.4%	34.9%	47.6%
%H (All HH)		100.0%	49.8%	17.4%	83.9%	49.9%	34.0%	80.4%
%H (TV HH)			49.8%	17.4%	83.9%	49.9%	34.0%	
Child's bedroom	380	380	235	65	302	218	84	353
%V	9.6%	9.9%	14.2%	11.7%	10.0%	15.8%	5.1%	12.5%
%H (All HH)		100.0%	61.8%	17.1%	79.5%	57.4%	22.1%	92.9%
%H (TV HH)			61.8%	17.1%	79.5%	57.4%	22.1%	
Other bedroom	231	231	121	42	206	136	70	206
%V	5.9%	6.0%	7.3%	7.6%	6.8%	9.8%	4.3%	7.3%
%H (All HH)		100.0%	52.4%	18.2%	89.2%	58.9%	30.3%	89.2%
%H (TV HH)			52.4%	18.2%	89.2%	58.9%	30.3%	
Second living/dining room	316	316	159	50	269	157	112	262
%V	8.0%	8.2%	9.6%	9.0%	8.9%	11.4%	6.9%	9.3%
%H (All HH)		100.0%	50.3%	15.8%	85.1%	49.7%	35.4%	82.9%
%H (TV HH)			50.3%	15.8%	85.1%	49.7%	35.4%	
Study/office	43	43	16	8	36	17	19	40
%V	1.1%	1.1%	1.0%	1.4%	1.2%	1.2%	1.2%	1.4%
%H (All HH)		100.0%	37.2%	18.6%	83.7%	39.5%	44.2%	93.0%
%H (TV HH)			37.2%	18.6%	83.7%	39.5%	44.2%	
TV room	12	12	5	3	11	7	5	10
%V	0.3%	0.3%	0.3%	0.5%	0.4%	0.5%	0.3%	0.4%
%H (All HH)		100.0%	41.7%	25.0%	91.7%	58.3%	41.7%	83.3%
%H (TV HH)			41.7%	25.0%	91.7%	58.3%	41.7%	
Conservatory	136	136	82	25	118	88	30	121
%V	3.4%	3.5%	5.0%	4.5%	3.9%	6.4%	1.8%	4.3%
%H (All HH)		100.0%	60.3%	18.4%	86.8%	64.7%	22.1%	89.0%
%H (TV HH)			60.3%	18.4%	86.8%	64.7%	22.1%	
Attic or loft room	7	7	3	2	6	3	3	7
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	42.9%	28.6%	85.7%	42.9%	42.9%	100.0%
%H (TV HH)			42.9%	28.6%	85.7%	42.9%	42.9%	
No specific location	8	8	3	1	8	4	4	6
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	37.5%	12.5%	100.0%	50.0%	50.0%	75.0%
%H (TV HH)			37.5%	12.5%	100.0%	50.0%	50.0%	
Other	39	39	22	7	34	23	11	38
%V	1.0%	1.0%	1.3%	1.3%	1.1%	1.7%	0.7%	1.3%
%H (All HH)		100.0%	56.4%	17.9%	87.2%	59.0%	28.2%	97.4%
%H (TV HH)			56.4%	17.9%	87.2%	59.0%	28.2%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3946	3834	1651	554	3016	1383	1632	2829
%H (All HH)		97.2%	41.8%	14.0%	76.4%	35.0%	41.4%	71.7%
%H (TV HH)			43.1%	14.4%	78.7%	36.1%	42.6%	
Any DSAT provider	1651	1651	1651	32	1079	1079	0	1385
%V	41.8%	43.1%	100.0%	5.8%	35.8%	78.0%	0.0%	49.0%
%H (All HH)			100.0%	1.9%	65.4%	65.4%	0.0%	83.9%
%H (TV HH)			100.0%	1.9%	65.4%	65.4%	0.0%	
Sky with subcription	1384	1384	1384	17	919	919	0	1198
%V	35.1%	36.1%	83.8%	3.1%	30.5%	66.4%	0.0%	42.3%
%H (All HH)			100.0%	1.2%	66.4%	66.4%	0.0%	86.6%
%H (TV HH)			100.0%	1.2%	66.4%	66.4%	0.0%	
Sky without subscription	99	99	99	7	52	52	0	63
%V	2.5%	2.6%	6.0%	1.3%	1.7%	3.8%	0.0%	2.2%
%H (All HH)			100.0%	7.1%	52.5%	52.5%	0.0%	63.6%
%H (TV HH)			100.0%	7.1%	52.5%	52.5%	0.0%	
Freesat	141	141	141	5	93	93	0	104
%V	3.6%	3.7%	8.5%	0.9%	3.1%	6.7%	0.0%	3.7%
%H (All HH)			100.0%	3.5%	66.0%	66.0%	0.0%	73.8%
%H (TV HH)			100.0%	3.5%	66.0%	66.0%	0.0%	
Other satellite provider	45	45	45	2	27	27	0	35
%V	1.1%	1.2%	2.7%	0.4%	0.9%	2.0%	0.0%	1.2%
%H (All HH)			100.0%	4.4%	60.0%	60.0%	0.0%	77.8%
%H (TV HH)			100.0%	4.4%	60.0%	60.0%	0.0%	
DCAB	554	554	32	554	320	320	0	489
%V	14.0%	14.4%	1.9%	100.0%	10.6%	23.1%	0.0%	17.3%
%H (All HH)			5.8%	100.0%	57.8%	57.8%	0.0%	88.3%
%H (TV HH)			5.8%	100.0%	57.8%	57.8%	0.0%	
DTT	3016	3016	1079	320	3016	1383	1632	2081
%V	76.4%	78.7%	65.4%	57.8%	100.0%	100.0%	100.0%	73.6%
%H (All HH)		100.0%	35.8%	10.6%	100.0%	45.9%	54.1%	69.0%
%H (TV HH)			35.8%	10.6%	100.0%	45.9%	54.1%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3946	3834	1651	554	3016	1383	1632	2829
%H (All HH)		97.2%	41.8%	14.0%	76.4%	35.0%	41.4%	71.7%
%H (TV HH)			43.1%	14.4%	78.7%	36.1%	42.6%	
PVR	2327	2327	1410	420	1712	1185	527	1979
%V	59.0%	60.7%	85.4%	75.8%	56.8%	85.7%	32.3%	70.0%
%H (All HH)		100.0%	60.6%	18.0%	73.6%	50.9%	22.6%	85.0%
%H (TV HH)			60.6%	18.0%	73.6%	50.9%	22.6%	
DVDR	183	183	85	25	151	76	75	148
%V	4.6%	4.8%	5.1%	4.5%	5.0%	5.5%	4.6%	5.2%
%H (All HH)		100.0%	46.4%	13.7%	82.5%	41.5%	41.0%	80.9%
%H (TV HH)			46.4%	13.7%	82.5%	41.5%	41.0%	
VCR	211	211	80	21	176	64	112	143
%V	5.3%	5.5%	4.8%	3.8%	5.8%	4.6%	6.9%	5.1%
%H (All HH)		100.0%	37.9%	10.0%	83.4%	30.3%	53.1%	67.8%
%H (TV HH)			37.9%	10.0%	83.4%	30.3%	53.1%	
Any recorder	2483	2483	1439	431	1851	1208	643	2071
%V	62.9%	64.8%	87.2%	77.8%	61.4%	87.3%	39.4%	73.2%
%H (All HH)		100.0%	58.0%	17.4%	74.5%	48.7%	25.9%	83.4%
%H (TV HH)			58.0%	17.4%	74.5%	48.7%	25.9%	
Receives HDTV (via STB or built-in reception)	1971	1971	1065	418	1493	977	516	1643
%V	49.9%	51.4%	64.5%	75.5%	49.5%	70.6%	31.6%	58.1%
%H (All HH)		100.0%	54.0%	21.2%	75.7%	49.6%	26.2%	83.4%
%H (TV HH)			54.0%	21.2%	75.7%	49.6%	26.2%	
DVD/Blu-ray player or recorder	3009	3009	1356	464	2391	1180	1211	2278
%V	76.3%	78.5%	82.1%	83.8%	79.3%	85.3%	74.2%	80.5%
%H (All HH)		100.0%	45.1%	15.4%	79.5%	39.2%	40.2%	75.7%
%H (TV HH)			45.1%	15.4%	79.5%	39.2%	40.2%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Household level data

Table 23.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3946	3834	1651	554	3016	1383	1632	2829
%V (All HH)		97.2%	41.8%	14.0%	76.4%	35.0%	41.4%	71.7%
%H (TV HH)			43.1%	14.4%	78.7%	36.1%	42.6%	
Has broadband internet	2829	2765	1385	489	2081	1185	896	2829
%V	71.7%	72.1%	83.9%	88.3%	69.0%	85.7%	54.9%	100.0%
%H (All HH)		97.7%	49.0%	17.3%	73.6%	41.9%	31.7%	100.0%
%H (TV HH)			50.1%	17.7%	75.3%	42.9%	32.4%	
Number of computers (PCs and laptops)								
0	956	917	228	61	807	180	626	35
%V	24.2%	23.9%	13.8%	11.0%	26.8%	13.0%	38.4%	1.2%
%H (All HH)		95.9%	23.8%	6.4%	84.4%	18.8%	65.5%	3.7%
%H (TV HH)			24.9%	6.7%	88.0%	19.6%	68.3%	
1	1377	1337	582	202	1020	467	553	1224
%V	34.9%	34.9%	35.3%	36.5%	33.8%	33.8%	33.9%	43.3%
%H (All HH)		97.1%	42.3%	14.7%	74.1%	33.9%	40.2%	88.9%
%H (TV HH)			43.5%	15.1%	76.3%	34.9%	41.4%	
2	824	807	420	141	609	362	246	789
%V	20.9%	21.0%	25.4%	25.5%	20.2%	26.2%	15.1%	27.9%
%H (All HH)		97.9%	51.0%	17.1%	73.9%	43.9%	29.9%	95.8%
%H (TV HH)			52.0%	17.5%	75.5%	44.9%	30.5%	
3	397	387	208	74	298	193	105	395
%V	10.1%	10.1%	12.6%	13.4%	9.9%	14.0%	6.4%	14.0%
%H (All HH)		97.5%	52.4%	18.6%	75.1%	48.6%	26.4%	99.5%
%H (TV HH)			53.7%	19.1%	77.0%	49.9%	27.1%	
4	195	190	106	31	135	80	55	193
%V	4.9%	5.0%	6.4%	5.6%	4.5%	5.8%	3.4%	6.8%
%H (All HH)		97.4%	54.4%	15.9%	69.2%	41.0%	28.2%	99.0%
%H (TV HH)			55.8%	16.3%	71.1%	42.1%	28.9%	
5+	198	196	107	46	147	101	47	193
%V	5.0%	5.1%	6.5%	8.3%	4.9%	7.3%	2.9%	6.8%
%H (All HH)		99.0%	54.0%	23.2%	74.2%	51.0%	23.7%	97.5%
%H (TV HH)			54.6%	23.5%	75.0%	51.5%	24.0%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7852	3787	1241	6376	3505	2871	6171
%H		48.2%	15.8%	81.2%	44.6%	36.6%	78.6%
Under 20"	1275	566	182	1135	602	534	986
%V	16.2%	14.9%	14.7%	17.8%	17.2%	18.6%	16.0%
%H		44.4%	14.3%	89.0%	47.2%	41.9%	77.3%
20" - 29"	1787	789	282	1531	798	734	1362
%V	22.8%	20.8%	22.7%	24.0%	22.8%	25.6%	22.1%
%H		44.2%	15.8%	85.7%	44.7%	41.1%	76.2%
30" - 39"	2459	1110	381	2010	1023	987	1857
%V	31.3%	29.3%	30.7%	31.5%	29.2%	34.4%	30.1%
%H		45.1%	15.5%	81.7%	41.6%	40.1%	75.5%
40" and over	1994	1147	333	1504	970	534	1677
%V	25.4%	30.3%	26.8%	23.6%	27.7%	18.6%	27.2%
%H		57.5%	16.7%	75.4%	48.6%	26.8%	84.1%
Don't know	38	7	5	34	8	26	28
%V	0.5%	0.2%	0.4%	0.5%	0.2%	0.9%	0.5%
%H		18.4%	13.2%	89.5%	21.1%	68.4%	73.7%
Not Asked	299	168	58	162	104	56	261
%V	3.8%	4.4%	4.7%	2.5%	3.0%	2.0%	4.2%
%H		56.2%	19.4%	54.2%	34.8%	18.7%	87.3%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7852	3787	1241	6376	3505	2871	6171
%H		48.2%	15.8%	81.2%	44.6%	36.6%	78.6%
Main living room	3797	1648	553	2998	1384	1614	2743
%V	48.4%	43.5%	44.6%	47.0%	39.5%	56.2%	44.4%
%H		43.4%	14.6%	79.0%	36.4%	42.5%	72.2%
Kitchen	477	222	70	443	254	190	381
%V	6.1%	5.9%	5.6%	6.9%	7.2%	6.6%	6.2%
%H		46.5%	14.7%	92.9%	53.2%	39.8%	79.9%
Adult's bedroom	1938	992	335	1641	1006	635	1585
%V	24.7%	26.2%	27.0%	25.7%	28.7%	22.1%	25.7%
%H		51.2%	17.3%	84.7%	51.9%	32.8%	81.8%
Child's bedroom	510	322	81	408	295	113	474
%V	6.5%	8.5%	6.5%	6.4%	8.4%	3.9%	7.7%
%H		63.1%	15.9%	80.0%	57.8%	22.2%	92.9%
Other bedroom	261	140	47	235	157	78	235
%V	3.3%	3.7%	3.8%	3.7%	4.5%	2.7%	3.8%
%H		53.6%	18.0%	90.0%	60.2%	29.9%	90.0%
Second living/dining room	320	161	50	272	160	113	266
%V	4.1%	4.3%	4.0%	4.3%	4.6%	3.9%	4.3%
%H		50.3%	15.6%	85.0%	50.0%	35.3%	83.1%
Study/office	43	16	8	36	17	19	41
%V	0.5%	0.4%	0.6%	0.6%	0.5%	0.7%	0.7%
%H		37.2%	18.6%	83.7%	39.5%	44.2%	95.3%
TV room	12	5	3	11	7	5	10
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		41.7%	25.0%	91.7%	58.3%	41.7%	83.3%
Conservatory	137	82	26	118	88	30	122
%V	1.7%	2.2%	2.1%	1.9%	2.5%	1.0%	2.0%
%H		59.9%	19.0%	86.1%	64.2%	21.9%	89.1%
Attic or loft room	7	3	2	6	3	3	7
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		42.9%	28.6%	85.7%	42.9%	42.9%	100.0%
No specific location	8	3	1	8	4	4	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		37.5%	12.5%	100.0%	50.0%	50.0%	75.0%
Other	42	25	7	36	25	11	41
%V	0.5%	0.7%	0.6%	0.6%	0.7%	0.4%	0.7%
%H		59.5%	16.7%	85.7%	59.5%	26.2%	97.6%
Not Asked	299	168	58	162	104	56	261
%V	3.8%	4.4%	4.7%	2.5%	3.0%	2.0%	4.2%
%H		56.2%	19.4%	54.2%	34.8%	18.7%	87.3%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7852	3787	1241	6376	3505	2871	6171
%H		48.2%	15.8%	81.2%	44.6%	36.6%	78.6%
PVR	2946	1869	548	2140	1559	581	2565
%V	37.5%	49.4%	44.2%	33.6%	44.5%	20.2%	41.6%
%H		63.4%	18.6%	72.6%	52.9%	19.7%	87.1%
DVDR	204	93	30	169	86	83	165
%V	2.6%	2.5%	2.4%	2.7%	2.5%	2.9%	2.7%
%H		45.6%	14.7%	82.8%	42.2%	40.7%	80.9%
VCR	224	85	24	186	70	116	151
%V	2.9%	2.2%	1.9%	2.9%	2.0%	4.0%	2.4%
%H		37.9%	10.7%	83.0%	31.3%	51.8%	67.4%
Any recorder	3164	1927	571	2332	1614	719	2703
%V	40.3%	50.9%	46.0%	36.6%	46.0%	25.0%	43.8%
%H		60.9%	18.0%	73.7%	51.0%	22.7%	85.4%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7852	3787	1241	6376	3505	2871	6171
%H		48.2%	15.8%	81.2%	44.6%	36.6%	78.6%
Receives HDTV (via STB or built-in reception)	2679	1451	596	2063	1383	680	2281
%V	34.1%	38.3%	48.0%	32.4%	39.5%	23.7%	37.0%
%H		54.2%	22.2%	77.0%	51.6%	25.4%	85.1%
DVD/Blu-ray player or recorder	4313	2061	723	3519	1944	1575	3433
%V	54.9%	54.4%	58.3%	55.2%	55.5%	54.9%	55.6%
%H		47.8%	16.8%	81.6%	45.1%	36.5%	79.6%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3827	1650	554	3014	1383	1631	2760
%H		43.1%	14.5%	78.8%	36.1%	42.6%	72.1%
Under 20"	93	19	6	79	13	66	33
%V	2.4%	1.2%	1.1%	2.6%	0.9%	4.0%	1.2%
%H		20.4%	6.5%	84.9%	14.0%	71.0%	35.5%
20" - 29"	513	117	57	436	99	337	280
%V	13.4%	7.1%	10.3%	14.5%	7.2%	20.7%	10.1%
%H		22.8%	11.1%	85.0%	19.3%	65.7%	54.6%
30" - 39"	1530	570	216	1233	481	752	1054
%V	40.0%	34.5%	39.0%	40.9%	34.8%	46.1%	38.2%
%H		37.3%	14.1%	80.6%	31.4%	49.2%	68.9%
40" and over	1667	942	273	1253	788	465	1375
%V	43.6%	57.1%	49.3%	41.6%	57.0%	28.5%	49.8%
%H		56.5%	16.4%	75.2%	47.3%	27.9%	82.5%
Don't know	15	2	2	13	2	11	9
%V	0.4%	0.1%	0.4%	0.4%	0.1%	0.7%	0.3%
%H		13.3%	13.3%	86.7%	13.3%	73.3%	60.0%
Not Asked	9	0	0	0	0	0	9
%V	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3827	1650	554	3014	1383	1631	2760
%H		43.1%	14.5%	78.8%	36.1%	42.6%	72.1%
PVR	2266	1391	406	1658	1161	497	1929
%V	59.2%	84.3%	73.3%	55.0%	83.9%	30.5%	69.9%
%H		61.4%	17.9%	73.2%	51.2%	21.9%	85.1%
DVDR	156	70	20	126	59	67	125
%V	4.1%	4.2%	3.6%	4.2%	4.3%	4.1%	4.5%
%H		44.9%	12.8%	80.8%	37.8%	42.9%	80.1%
VCR	174	64	13	143	44	99	113
%V	4.5%	3.9%	2.3%	4.7%	3.2%	6.1%	4.1%
%H		36.8%	7.5%	82.2%	25.3%	56.9%	64.9%
Any recorder	2416	1420	416	1788	1180	608	2016
%V	63.1%	86.1%	75.1%	59.3%	85.3%	37.3%	73.0%
%H		58.8%	17.2%	74.0%	48.8%	25.2%	83.4%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3827	1650	554	3014	1383	1631	2760
%H		43.1%	14.5%	78.8%	36.1%	42.6%	72.1%
Receives HDTV (via STB or built-in reception)	1893	1032	409	1421	941	480	1579
%V	49.5%	62.5%	73.8%	47.1%	68.0%	29.4%	57.2%
%H		54.5%	21.6%	75.1%	49.7%	25.4%	83.4%
DVD/Blu-ray player or recorder	2790	1250	429	2197	1067	1130	2109
%V	72.9%	75.8%	77.4%	72.9%	77.2%	69.3%	76.4%
%H		44.8%	15.4%	78.7%	38.2%	40.5%	75.6%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4025	2137	687	3362	2122	1240	3411
%H		53.1%	17.1%	83.5%	52.7%	30.8%	84.7%
Under 20"	1182	547	176	1056	589	468	953
%V	29.4%	25.6%	25.6%	31.4%	27.8%	37.7%	27.9%
%H		46.3%	14.9%	89.3%	49.8%	39.6%	80.6%
20" - 29"	1274	672	225	1095	699	396	1082
%V	31.7%	31.4%	32.8%	32.6%	32.9%	31.9%	31.7%
%H		52.7%	17.7%	85.9%	54.9%	31.1%	84.9%
30" - 39"	929	540	165	776	542	234	803
%V	23.1%	25.3%	24.0%	23.1%	25.5%	18.9%	23.5%
%H		58.1%	17.8%	83.5%	58.3%	25.2%	86.4%
40" and over	327	206	60	251	182	68	302
%V	8.1%	9.6%	8.7%	7.5%	8.6%	5.5%	8.9%
%H		63.0%	18.3%	76.8%	55.7%	20.8%	92.4%
Don't know	23	5	3	21	6	15	19
%V	0.6%	0.2%	0.4%	0.6%	0.3%	1.2%	0.6%
%H		21.7%	13.0%	91.3%	26.1%	65.2%	82.6%
Not Asked	290	167	58	163	104	59	252
%V	7.2%	7.8%	8.4%	4.8%	4.9%	4.8%	7.4%
%H		57.6%	20.0%	56.2%	35.9%	20.3%	86.9%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Set level data

Table 23.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4025	2137	687	3362	2122	1240	3411
%H		53.1%	17.1%	83.5%	52.7%	30.8%	84.7%
PVR	680	478	142	482	398	85	635
%V	16.9%	22.4%	20.7%	14.3%	18.8%	6.9%	18.6%
%H		70.3%	20.9%	70.9%	58.5%	12.5%	93.4%
DVDR	47	23	9	42	27	16	40
%V	1.2%	1.1%	1.3%	1.2%	1.3%	1.3%	1.2%
%H		48.9%	19.1%	89.4%	57.4%	34.0%	85.1%
VCR	49	21	11	43	26	18	38
%V	1.2%	1.0%	1.6%	1.3%	1.2%	1.5%	1.1%
%H		42.9%	22.4%	87.8%	53.1%	36.7%	77.6%
Any recorder	748	507	155	545	434	111	687
%V	18.6%	23.7%	22.6%	16.2%	20.5%	9.0%	20.1%
%H		67.8%	20.7%	72.9%	58.0%	14.8%	91.8%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4025	2137	687	3362	2122	1240	3411
%H		53.1%	17.1%	83.5%	52.7%	30.8%	84.7%
Receives HDTV (via STB or built-in reception)	786	420	188	642	442	200	702
%V	19.5%	19.7%	27.4%	19.1%	20.8%	16.1%	20.6%
%H		53.4%	23.9%	81.7%	56.2%	25.4%	89.3%
DVD/Blu-ray player or recorder	1523	811	294	1322	877	445	1324
%V	37.8%	38.0%	42.8%	39.3%	41.3%	35.9%	38.8%
%H		53.3%	19.3%	86.8%	57.6%	29.2%	86.9%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	9079	8862	4353	1374	6794	3644	3150	7340
%H		97.6%	47.9%	15.1%	74.8%	40.1%	34.7%	80.8%
Total Children	1685	1655	956	273	1167	743	425	1493
%V	18.6%	18.7%	22.0%	19.9%	17.2%	20.4%	13.5%	20.3%
%H		98.2%	56.7%	16.2%	69.3%	44.1%	25.2%	88.6%
0 - 3	449	441	245	74	300	182	118	382
%V	4.9%	5.0%	5.6%	5.4%	4.4%	5.0%	3.7%	5.2%
%H		98.2%	54.6%	16.5%	66.8%	40.5%	26.3%	85.1%
4 - 15	1236	1214	711	200	867	561	307	1112
%V	13.6%	13.7%	16.3%	14.6%	12.8%	15.4%	9.7%	15.1%
%H		98.2%	57.5%	16.2%	70.1%	45.4%	24.8%	90.0%
4 - 9	626	612	372	93	427	280	146	541
%V	6.9%	6.9%	8.5%	6.8%	6.3%	7.7%	4.6%	7.4%
%H		97.8%	59.4%	14.9%	68.2%	44.7%	23.3%	86.4%
10 - 15	610	601	338	106	441	280	160	570
%V	6.7%	6.8%	7.8%	7.7%	6.5%	7.7%	5.1%	7.8%
%H		98.5%	55.4%	17.4%	72.3%	45.9%	26.2%	93.4%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	9079	8862	4353	1374	6794	3644	3150	7340
%H		97.6%	47.9%	15.1%	74.8%	40.1%	34.7%	80.8%
Total Adults (16+)	7395	7207	3397	1101	5627	2902	2725	5846
%V	81.5%	81.3%	78.0%	80.1%	82.8%	79.6%	86.5%	79.6%
%H		97.5%	45.9%	14.9%	76.1%	39.2%	36.8%	79.1%
16 - 19	457	443	226	78	338	205	134	409
%V	5.0%	5.0%	5.2%	5.7%	5.0%	5.6%	4.3%	5.6%
%H		96.9%	49.5%	17.1%	74.0%	44.9%	29.3%	89.5%
20 - 24	632	595	286	76	449	225	224	550
%V	7.0%	6.7%	6.6%	5.5%	6.6%	6.2%	7.1%	7.5%
%H		94.1%	45.3%	12.0%	71.0%	35.6%	35.4%	87.0%
25 - 34	1166	1120	630	184	783	482	302	1025
%V	12.8%	12.6%	14.5%	13.4%	11.5%	13.2%	9.6%	14.0%
%H		96.1%	54.0%	15.8%	67.2%	41.3%	25.9%	87.9%
35 - 44	1143	1115	615	202	792	491	301	1021
%V	12.6%	12.6%	14.1%	14.7%	11.7%	13.5%	9.6%	13.9%
%H		97.6%	53.8%	17.7%	69.3%	43.0%	26.3%	89.3%
45 - 54	1300	1277	647	216	1004	580	424	1140
%V	14.3%	14.4%	14.9%	15.7%	14.8%	15.9%	13.5%	15.5%
%H		98.2%	49.8%	16.6%	77.2%	44.6%	32.6%	87.7%
55 - 64	1084	1067	465	169	878	436	441	869
%V	11.9%	12.0%	10.7%	12.3%	12.9%	12.0%	14.0%	11.8%
%H		98.4%	42.9%	15.6%	81.0%	40.2%	40.7%	80.2%
65+	1613	1591	529	177	1384	483	901	833
%V	17.8%	18.0%	12.2%	12.9%	20.4%	13.3%	28.6%	11.3%
%H		98.6%	32.8%	11.0%	85.8%	29.9%	55.9%	51.6%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7395	7207	3397	1101	5627	2902	2725	5846
%H		97.5%	45.9%	14.9%	76.1%	39.2%	36.8%	79.1%
AB	1679	1637	825	243	1286	706	580	1549
%V	22.7%	22.7%	24.3%	22.1%	22.9%	24.3%	21.3%	26.5%
%H		97.5%	49.1%	14.5%	76.6%	42.0%	34.5%	92.3%
C1	1894	1837	853	285	1433	727	707	1605
%V	25.6%	25.5%	25.1%	25.9%	25.5%	25.1%	25.9%	27.5%
%H		97.0%	45.0%	15.0%	75.7%	38.4%	37.3%	84.7%
C2	1698	1675	854	274	1330	775	555	1370
%V	23.0%	23.2%	25.1%	24.9%	23.6%	26.7%	20.4%	23.4%
%H		98.6%	50.3%	16.1%	78.3%	45.6%	32.7%	80.7%
D	1291	1255	589	188	932	459	472	926
%V	17.5%	17.4%	17.3%	17.1%	16.6%	15.8%	17.3%	15.8%
%H		97.2%	45.6%	14.6%	72.2%	35.6%	36.6%	71.7%
E	832	803	277	111	646	234	412	395
%V	11.3%	11.1%	8.2%	10.1%	11.5%	8.1%	15.1%	6.8%
%H		96.5%	33.3%	13.3%	77.6%	28.1%	49.5%	47.5%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7395	7207	3397	1101	5627	2902	2725	5846
%H		97.5%	45.9%	14.9%	76.1%	39.2%	36.8%	79.1%
Working full time	3142	3061	1644	522	2300	1394	907	2859
%V	42.5%	42.5%	48.4%	47.4%	40.9%	48.0%	33.3%	48.9%
%H		97.4%	52.3%	16.6%	73.2%	44.4%	28.9%	91.0%
Working part time	826	815	405	148	620	359	261	731
%V	11.2%	11.3%	11.9%	13.4%	11.0%	12.4%	9.6%	12.5%
%H		98.7%	49.0%	17.9%	75.1%	43.5%	31.6%	88.5%
Not working	3427	3331	1348	431	2706	1149	1557	2257
%V	46.3%	46.2%	39.7%	39.1%	48.1%	39.6%	57.1%	38.6%
%H		97.2%	39.3%	12.6%	79.0%	33.5%	45.4%	65.9%
Housewife/Houseperson	3946	3834	1651	554	3016	1383	1632	2829
%V	53.4%	53.2%	48.6%	50.3%	53.6%	47.7%	59.9%	48.4%
%H		97.2%	41.8%	14.0%	76.4%	35.0%	41.4%	71.7%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3621	3515	1719	543	2716	1457	1260	2923
%H		97.1%	47.5%	15.0%	75.0%	40.2%	34.8%	80.7%
16 - 19	241	234	123	40	175	108	66	220
%V	6.7%	6.7%	7.2%	7.4%	6.4%	7.4%	5.2%	7.5%
%H		97.1%	51.0%	16.6%	72.6%	44.8%	27.4%	91.3%
20 - 24	310	289	141	40	220	114	106	278
%V	8.6%	8.2%	8.2%	7.4%	8.1%	7.8%	8.4%	9.5%
%H		93.2%	45.5%	12.9%	71.0%	36.8%	34.2%	89.7%
25 - 34	579	555	305	92	397	243	155	512
%V	16.0%	15.8%	17.7%	16.9%	14.6%	16.7%	12.3%	17.5%
%H		95.9%	52.7%	15.9%	68.6%	42.0%	26.8%	88.4%
35 - 44	572	553	306	95	386	231	154	502
%V	15.8%	15.7%	17.8%	17.5%	14.2%	15.9%	12.2%	17.2%
%H		96.7%	53.5%	16.6%	67.5%	40.4%	26.9%	87.8%
45 - 54	643	628	332	109	485	291	194	558
%V	17.8%	17.9%	19.3%	20.1%	17.9%	20.0%	15.4%	19.1%
%H		97.7%	51.6%	17.0%	75.4%	45.3%	30.2%	86.8%
55 - 64	534	524	238	81	427	219	208	433
%V	14.7%	14.9%	13.8%	14.9%	15.7%	15.0%	16.5%	14.8%
%H		98.1%	44.6%	15.2%	80.0%	41.0%	39.0%	81.1%
65+	742	730	275	86	627	249	377	421
%V	20.5%	20.8%	16.0%	15.8%	23.1%	17.1%	29.9%	14.4%
%H		98.4%	37.1%	11.6%	84.5%	33.6%	50.8%	56.7%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3621	3515	1719	543	2716	1457	1260	2923
%H		97.1%	47.5%	15.0%	75.0%	40.2%	34.8%	80.7%
AB	851	828	426	123	646	362	284	794
%V	23.5%	23.6%	24.8%	22.7%	23.8%	24.8%	22.5%	27.2%
%H		97.3%	50.1%	14.5%	75.9%	42.5%	33.4%	93.3%
C1	890	860	426	135	656	354	302	775
%V	24.6%	24.5%	24.8%	24.9%	24.2%	24.3%	24.0%	26.5%
%H		96.6%	47.9%	15.2%	73.7%	39.8%	33.9%	87.1%
C2	910	892	459	139	711	415	296	723
%V	25.1%	25.4%	26.7%	25.6%	26.2%	28.5%	23.5%	24.7%
%H		98.0%	50.4%	15.3%	78.1%	45.6%	32.5%	79.5%
D	606	587	279	95	427	217	210	450
%V	16.7%	16.7%	16.2%	17.5%	15.7%	14.9%	16.7%	15.4%
%H		96.9%	46.0%	15.7%	70.5%	35.8%	34.7%	74.3%
E	364	348	129	50	276	109	167	181
%V	10.1%	9.9%	7.5%	9.2%	10.2%	7.5%	13.3%	6.2%
%H		95.6%	35.4%	13.7%	75.8%	29.9%	45.9%	49.7%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3621	3515	1719	543	2716	1457	1260	2923
%H		97.1%	47.5%	15.0%	75.0%	40.2%	34.8%	80.7%
Working full time	1945	1891	1041	320	1412	876	536	1775
%V	53.7%	53.8%	60.6%	58.9%	52.0%	60.1%	42.5%	60.7%
%H		97.2%	53.5%	16.5%	72.6%	45.0%	27.6%	91.3%
Working part time	157	156	68	31	116	60	56	136
%V	4.3%	4.4%	4.0%	5.7%	4.3%	4.1%	4.4%	4.7%
%H		99.4%	43.3%	19.7%	73.9%	38.2%	35.7%	86.6%
Not working	1519	1468	611	192	1189	520	668	1012
%V	41.9%	41.8%	35.5%	35.4%	43.8%	35.7%	53.0%	34.6%
%H		96.6%	40.2%	12.6%	78.3%	34.2%	44.0%	66.6%
Housewife/Houseperson	852	801	312	109	617	240	376	507
%V	23.5%	22.8%	18.2%	20.1%	22.7%	16.5%	29.8%	17.3%
%H		94.0%	36.6%	12.8%	72.4%	28.2%	44.1%	59.5%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3773	3693	1678	558	2911	1445	1466	2923
%H		97.9%	44.5%	14.8%	77.2%	38.3%	38.9%	77.5%
16 - 19	216	209	102	38	164	96	67	188
%V	5.7%	5.7%	6.1%	6.8%	5.6%	6.6%	4.6%	6.4%
%H		96.8%	47.2%	17.6%	75.9%	44.4%	31.0%	87.0%
20 - 24	322	305	146	37	229	111	118	272
%V	8.5%	8.3%	8.7%	6.6%	7.9%	7.7%	8.0%	9.3%
%H		94.7%	45.3%	11.5%	71.1%	34.5%	36.6%	84.5%
25 - 34	587	565	324	92	386	239	147	513
%V	15.6%	15.3%	19.3%	16.5%	13.3%	16.5%	10.0%	17.6%
%H		96.3%	55.2%	15.7%	65.8%	40.7%	25.0%	87.4%
35 - 44	571	561	309	107	406	260	147	519
%V	15.1%	15.2%	18.4%	19.2%	13.9%	18.0%	10.0%	17.8%
%H		98.2%	54.1%	18.7%	71.1%	45.5%	25.7%	90.9%
45 - 54	657	648	316	107	518	289	229	582
%V	17.4%	17.5%	18.8%	19.2%	17.8%	20.0%	15.6%	19.9%
%H		98.6%	48.1%	16.3%	78.8%	44.0%	34.9%	88.6%
55 - 64	550	543	227	87	451	217	234	436
%V	14.6%	14.7%	13.5%	15.6%	15.5%	15.0%	16.0%	14.9%
%H		98.7%	41.3%	15.8%	82.0%	39.5%	42.5%	79.3%
65+	871	861	254	90	757	234	523	412
%V	23.1%	23.3%	15.1%	16.1%	26.0%	16.2%	35.7%	14.1%
%H		98.9%	29.2%	10.3%	86.9%	26.9%	60.0%	47.3%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3773	3693	1678	558	2911	1445	1466	2923
%H		97.9%	44.5%	14.8%	77.2%	38.3%	38.9%	77.5%
AB	828	809	399	120	640	344	295	755
%V	21.9%	21.9%	23.8%	21.5%	22.0%	23.8%	20.1%	25.8%
%H		97.7%	48.2%	14.5%	77.3%	41.5%	35.6%	91.2%
C1	1004	977	427	150	778	373	405	830
%V	26.6%	26.5%	25.4%	26.9%	26.7%	25.8%	27.6%	28.4%
%H		97.3%	42.5%	14.9%	77.5%	37.2%	40.3%	82.7%
C2	788	783	395	134	619	360	259	648
%V	20.9%	21.2%	23.5%	24.0%	21.3%	24.9%	17.7%	22.2%
%H		99.4%	50.1%	17.0%	78.6%	45.7%	32.9%	82.2%
D	685	668	309	93	505	243	262	476
%V	18.2%	18.1%	18.4%	16.7%	17.3%	16.8%	17.9%	16.3%
%H		97.5%	45.1%	13.6%	73.7%	35.5%	38.2%	69.5%
E	468	455	148	61	370	125	244	213
%V	12.4%	12.3%	8.8%	10.9%	12.7%	8.7%	16.6%	7.3%
%H		97.2%	31.6%	13.0%	79.1%	26.7%	52.1%	45.5%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV Yorkshire / North East Macro

Individual level data

Table 23.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3773	3693	1678	558	2911	1445	1466	2923
%H		97.9%	44.5%	14.8%	77.2%	38.3%	38.9%	77.5%
Working full time	1197	1171	604	202	889	517	371	1083
%V	31.7%	31.7%	36.0%	36.2%	30.5%	35.8%	25.3%	37.1%
%H		97.8%	50.5%	16.9%	74.3%	43.2%	31.0%	90.5%
Working part time	669	659	337	117	504	299	205	595
%V	17.7%	17.8%	20.1%	21.0%	17.3%	20.7%	14.0%	20.4%
%H		98.5%	50.4%	17.5%	75.3%	44.7%	30.6%	88.9%
Not working	1908	1863	737	239	1518	628	889	1245
%V	50.6%	50.4%	43.9%	42.8%	52.1%	43.5%	60.6%	42.6%
%H		97.6%	38.6%	12.5%	79.6%	32.9%	46.6%	65.3%
Housewife/Houseperson	3095	3033	1339	446	2399	1143	1256	2322
%V	82.0%	82.1%	79.8%	79.9%	82.4%	79.1%	85.7%	79.4%
%H		98.0%	43.3%	14.4%	77.5%	36.9%	40.6%	75.0%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North West / Border Macro

Contents	Page
Household	
Table 24.1: Social Grade	648
Table 24.2: Housewife Age	649
Table 24.3: Size of Household	650
Table 24.4: Presence of Children	651
Table 24.5: Number of TV sets in household	652
Table 24.6: Screen size	653
Table 24.7: Location of ANY set in household	654
Table 24.8: Platform Provider	655
Table 24.9: Recorders and other equipment	656
Table 24.10: Computers and Internet	657
Sets	
Table 24.11: Screen Size	658
Table 24.12: Location of set	659
Table 24.13: Recorders	660
Table 24.14: Other TV equipment	660
Table 24.15: Main Set Screen Size	661
Table 24.16: Main Set Recorders	662
Table 24.17: Main Set - Other TV equipment	662
Table 24.18: Other Sets (non-Main Set) Screen Size	663
Table 24.19: Other Set (non-Main Set) Recorders	664
Table 24.20: Other Set (non-Main Set) - Other TV equipment	664
Individuals	
Table 24.21: Age of Children	665
Table 24.22: Adults - Age	666
Table 24.23: Social Grade (Adults 16+)	667
Table 24.24: Working Status (Adults 16+)	668
Table 24.25: Males - Age	669
Table 24.26: Social Grade (Males 16+)	670
Table 24.27: Working Status (Males 16+)	671
Table 24.28: Females - Age	672
Table 24.29: Social Grade (Females 16+)	673
Table 24.30: Working Status (Females 16+)	674

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Household level data

Table 24.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3280	3178	1344	503	2535	1199	1336	2399
%H (All HH)		96.9%	41.0%	15.3%	77.3%	36.6%	40.7%	73.1%
%H (TV HH)			42.3%	15.8%	79.8%	37.7%	42.0%	
AB	695	677	317	105	536	278	258	637
%V	21.2%	21.3%	23.6%	20.9%	21.1%	23.2%	19.3%	26.6%
%H (All HH)		97.4%	45.6%	15.1%	77.1%	40.0%	37.1%	91.7%
%H (TV HH)			46.8%	15.5%	79.2%	41.1%	38.1%	
C1	883	856	395	131	671	342	330	714
%V	26.9%	26.9%	29.4%	26.0%	26.5%	28.5%	24.7%	29.8%
%H (All HH)		96.9%	44.7%	14.8%	76.0%	38.7%	37.4%	80.9%
%H (TV HH)			46.1%	15.3%	78.4%	40.0%	38.6%	
C2	695	679	307	119	544	287	257	521
%V	21.2%	21.4%	22.8%	23.7%	21.5%	23.9%	19.2%	21.7%
%H (All HH)		97.7%	44.2%	17.1%	78.3%	41.3%	37.0%	75.0%
%H (TV HH)			45.2%	17.5%	80.1%	42.3%	37.8%	
D	511	492	187	93	385	175	210	347
%V	15.6%	15.5%	13.9%	18.5%	15.2%	14.6%	15.7%	14.5%
%H (All HH)		96.3%	36.6%	18.2%	75.3%	34.2%	41.1%	67.9%
%H (TV HH)			38.0%	18.9%	78.3%	35.6%	42.7%	
E	496	473	138	54	398	116	281	180
%V	15.1%	14.9%	10.3%	10.7%	15.7%	9.7%	21.0%	7.5%
%H (All HH)		95.4%	27.8%	10.9%	80.2%	23.4%	56.7%	36.3%
%H (TV HH)			29.2%	11.4%	84.1%	24.5%	59.4%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Household level data

Table 24.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3280	3178	1344	503	2535	1199	1336	2399
%V (All HH)		96.9%	41.0%	15.3%	77.3%	36.6%	40.7%	73.1%
%H (TV HH)			42.3%	15.8%	79.8%	37.7%	42.0%	
Under 25	157	143	56	17	108	43	65	110
%V	4.8%	4.5%	4.2%	3.4%	4.3%	3.6%	4.9%	4.6%
%H (All HH)		91.1%	35.7%	10.8%	68.8%	27.4%	41.4%	70.1%
%H (TV HH)			39.2%	11.9%	75.5%	30.1%	45.5%	
25 - 34	497	473	243	88	334	193	141	423
%V	15.2%	14.9%	18.1%	17.5%	13.2%	16.1%	10.6%	17.6%
%H (All HH)		95.2%	48.9%	17.7%	67.2%	38.8%	28.4%	85.1%
%H (TV HH)			51.4%	18.6%	70.6%	40.8%	29.8%	
35 - 44	560	540	272	106	397	232	165	493
%V	17.1%	17.0%	20.2%	21.1%	15.7%	19.3%	12.4%	20.6%
%H (All HH)		96.4%	48.6%	18.9%	70.9%	41.4%	29.5%	88.0%
%H (TV HH)			50.4%	19.6%	73.5%	43.0%	30.6%	
45 - 54	641	627	292	118	507	284	223	549
%V	19.5%	19.7%	21.7%	23.5%	20.0%	23.7%	16.7%	22.9%
%H (All HH)		97.8%	45.6%	18.4%	79.1%	44.3%	34.8%	85.6%
%H (TV HH)			46.6%	18.8%	80.9%	45.3%	35.6%	
55 - 64	547	530	227	87	424	208	217	420
%V	16.7%	16.7%	16.9%	17.3%	16.7%	17.3%	16.2%	17.5%
%H (All HH)		96.9%	41.5%	15.9%	77.5%	38.0%	39.7%	76.8%
%H (TV HH)			42.8%	16.4%	80.0%	39.2%	40.9%	
65 +	877	865	253	87	764	239	525	404
%V	26.7%	27.2%	18.8%	17.3%	30.1%	19.9%	39.3%	16.8%
%H (All HH)		98.6%	28.8%	9.9%	87.1%	27.3%	59.9%	46.1%
%H (TV HH)			29.2%	10.1%	88.3%	27.6%	60.7%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Household level data

Table 24.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3280	3178	1344	503	2535	1199	1336	2399
%H (All HH)		96.9%	41.0%	15.3%	77.3%	36.6%	40.7%	73.1%
%H (TV HH)			42.3%	15.8%	79.8%	37.7%	42.0%	
1	1066	1012	267	113	861	235	626	519
%V	32.5%	31.8%	19.9%	22.5%	34.0%	19.6%	46.9%	21.6%
%H (All HH)		94.9%	25.0%	10.6%	80.8%	22.0%	58.7%	48.7%
%H (TV HH)			26.4%	11.2%	85.1%	23.2%	61.9%	
2	1105	1083	488	165	862	428	434	878
%V	33.7%	34.1%	36.3%	32.8%	34.0%	35.7%	32.5%	36.6%
%H (All HH)		98.0%	44.2%	14.9%	78.0%	38.7%	39.3%	79.5%
%H (TV HH)			45.1%	15.2%	79.6%	39.5%	40.1%	
3	508	496	262	100	374	238	136	448
%V	15.5%	15.6%	19.5%	19.9%	14.8%	19.8%	10.2%	18.7%
%H (All HH)		97.6%	51.6%	19.7%	73.6%	46.9%	26.8%	88.2%
%H (TV HH)			52.8%	20.2%	75.4%	48.0%	27.4%	
4	405	395	217	83	300	204	97	374
%V	12.3%	12.4%	16.1%	16.5%	11.8%	17.0%	7.3%	15.6%
%H (All HH)		97.5%	53.6%	20.5%	74.1%	50.4%	24.0%	92.3%
%H (TV HH)			54.9%	21.0%	75.9%	51.6%	24.6%	
5+	196	191	111	41	137	93	44	180
%V	6.0%	6.0%	8.3%	8.2%	5.4%	7.8%	3.3%	7.5%
%H (All HH)		97.4%	56.6%	20.9%	69.9%	47.4%	22.4%	91.8%
%H (TV HH)			58.1%	21.5%	71.7%	48.7%	23.0%	
Average HH size	2.28	2.29	2.60	2.59	2.23	2.61	1.89	2.54

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Household level data

Table 24.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3280	3178	1344	503	2535	1199	1336	2399
%H (All HH)		96.9%	41.0%	15.3%	77.3%	36.6%	40.7%	73.1%
%H (TV HH)			42.3%	15.8%	79.8%	37.7%	42.0%	
Without	2459	2374	905	344	1946	821	1125	1677
%V	75.0%	74.7%	67.3%	68.4%	76.8%	68.5%	84.2%	69.9%
%H (All HH)		96.5%	36.8%	14.0%	79.1%	33.4%	45.8%	68.2%
%H (TV HH)			38.1%	14.5%	82.0%	34.6%	47.4%	
With	821	804	439	159	589	378	211	723
%V	25.0%	25.3%	32.7%	31.6%	23.2%	31.5%	15.8%	30.1%
%H (All HH)		97.9%	53.5%	19.4%	71.7%	46.0%	25.7%	88.1%
%H (TV HH)			54.6%	19.8%	73.3%	47.0%	26.2%	
0 - 3	313	306	162	56	211	123	87	258
%V	9.5%	9.6%	12.1%	11.1%	8.3%	10.3%	6.5%	10.8%
%H (All HH)		97.8%	51.8%	17.9%	67.4%	39.3%	27.8%	82.4%
%H (TV HH)			52.9%	18.3%	69.0%	40.2%	28.4%	
4 - 9	401	393	216	83	283	186	97	354
%V	12.2%	12.4%	16.1%	16.5%	11.2%	15.5%	7.3%	14.8%
%H (All HH)		98.0%	53.9%	20.7%	70.6%	46.4%	24.2%	88.3%
%H (TV HH)			55.0%	21.1%	72.0%	47.3%	24.7%	
10 - 15	379	370	205	79	278	189	89	347
%V	11.6%	11.6%	15.3%	15.7%	11.0%	15.8%	6.7%	14.5%
%H (All HH)		97.6%	54.1%	20.8%	73.4%	49.9%	23.5%	91.6%
%H (TV HH)			55.4%	21.4%	75.1%	51.1%	24.1%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Household level data

Table 24.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3280	3178	1344	503	2535	1199	1336	2399
%H (All HH)		96.9%	41.0%	15.3%	77.3%	36.6%	40.7%	73.1%
%H (TV HH)			42.3%	15.8%	79.8%	37.7%	42.0%	
1	1259	1259	400	155	934	242	692	755
%V	38.4%	39.6%	29.8%	30.8%	36.8%	20.2%	51.8%	31.5%
%H (All HH)		100.0%	31.8%	12.3%	74.2%	19.2%	55.0%	60.0%
%H (TV HH)			31.8%	12.3%	74.2%	19.2%	55.0%	
2	1088	1088	485	187	894	472	422	835
%V	33.2%	34.2%	36.1%	37.2%	35.3%	39.4%	31.6%	34.8%
%H (All HH)		100.0%	44.6%	17.2%	82.2%	43.4%	38.8%	76.7%
%H (TV HH)			44.6%	17.2%	82.2%	43.4%	38.8%	
3	504	504	268	86	422	268	154	439
%V	15.4%	15.9%	19.9%	17.1%	16.6%	22.4%	11.5%	18.3%
%H (All HH)		100.0%	53.2%	17.1%	83.7%	53.2%	30.6%	87.1%
%H (TV HH)			53.2%	17.1%	83.7%	53.2%	30.6%	
4	219	219	126	48	192	141	51	207
%V	6.7%	6.9%	9.4%	9.5%	7.6%	11.8%	3.8%	8.6%
%H (All HH)		100.0%	57.5%	21.9%	87.7%	64.4%	23.3%	94.5%
%H (TV HH)			57.5%	21.9%	87.7%	64.4%	23.3%	
5+	108	108	64	26	94	76	18	104
%V	3.3%	3.4%	4.8%	5.2%	3.7%	6.3%	1.3%	4.3%
%H (All HH)		100.0%	59.3%	24.1%	87.0%	70.4%	16.7%	96.3%
%H (TV HH)			59.3%	24.1%	87.0%	70.4%	16.7%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Household level data

Table 24.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3280	3178	1344	503	2535	1199	1336	2399
%H (All HH)		96.9%	41.0%	15.3%	77.3%	36.6%	40.7%	73.1%
%H (TV HH)			42.3%	15.8%	79.8%	37.7%	42.0%	
Under 20"	699	699	305	105	621	327	294	537
%V	21.3%	22.0%	22.7%	20.9%	24.5%	27.3%	22.0%	22.4%
%H (All HH)		100.0%	43.6%	15.0%	88.8%	46.8%	42.1%	76.8%
%H (TV HH)			43.6%	15.0%	88.8%	46.8%	42.1%	
20" - 29"	1174	1174	483	176	995	475	521	860
%V	35.8%	36.9%	35.9%	35.0%	39.3%	39.6%	39.0%	35.8%
%H (All HH)		100.0%	41.1%	15.0%	84.8%	40.5%	44.4%	73.3%
%H (TV HH)			41.1%	15.0%	84.8%	40.5%	44.4%	
30" - 39"	1774	1774	750	297	1462	730	733	1341
%V	54.1%	55.8%	55.8%	59.0%	57.7%	60.9%	54.9%	55.9%
%H (All HH)		100.0%	42.3%	16.7%	82.4%	41.1%	41.3%	75.6%
%H (TV HH)			42.3%	16.7%	82.4%	41.1%	41.3%	
40" and over	1305	1305	716	253	981	633	348	1129
%V	39.8%	41.1%	53.3%	50.3%	38.7%	52.8%	26.0%	47.1%
%H (All HH)		100.0%	54.9%	19.4%	75.2%	48.5%	26.7%	86.5%
%H (TV HH)			54.9%	19.4%	75.2%	48.5%	26.7%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Household level data

Table 24.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3280	3178	1344	503	2535	1199	1336	2399
%V (All HH)		96.9%	41.0%	15.3%	77.3%	36.6%	40.7%	73.1%
%H (TV HH)			42.3%	15.8%	79.8%	37.7%	42.0%	
Main living room	3141	3141	1332	500	2514	1192	1322	2314
%V	95.8%	98.8%	99.1%	99.4%	99.2%	99.4%	99.0%	96.5%
%H (All HH)		100.0%	42.4%	15.9%	80.0%	37.9%	42.1%	73.7%
%H (TV HH)			42.4%	15.9%	80.0%	37.9%	42.1%	
Kitchen	312	312	164	42	279	169	110	265
%V	9.5%	9.8%	12.2%	8.3%	11.0%	14.1%	8.2%	11.0%
%H (All HH)		100.0%	52.6%	13.5%	89.4%	54.2%	35.3%	84.9%
%H (TV HH)			52.6%	13.5%	89.4%	54.2%	35.3%	
Adult's bedroom	1420	1420	705	266	1189	727	462	1181
%V	43.3%	44.7%	52.5%	52.9%	46.9%	60.6%	34.6%	49.2%
%H (All HH)		100.0%	49.6%	18.7%	83.7%	51.2%	32.5%	83.2%
%H (TV HH)			49.6%	18.7%	83.7%	51.2%	32.5%	
Child's bedroom	272	272	150	61	228	165	63	248
%V	8.3%	8.6%	11.2%	12.1%	9.0%	13.8%	4.7%	10.3%
%H (All HH)		100.0%	55.1%	22.4%	83.8%	60.7%	23.2%	91.2%
%H (TV HH)			55.1%	22.4%	83.8%	60.7%	23.2%	
Other bedroom	158	158	83	38	139	99	40	141
%V	4.8%	5.0%	6.2%	7.6%	5.5%	8.3%	3.0%	5.9%
%H (All HH)		100.0%	52.5%	24.1%	88.0%	62.7%	25.3%	89.2%
%H (TV HH)			52.5%	24.1%	88.0%	62.7%	25.3%	
Second living/dining room	346	346	173	57	295	176	119	296
%V	10.5%	10.9%	12.9%	11.3%	11.6%	14.7%	8.9%	12.3%
%H (All HH)		100.0%	50.0%	16.5%	85.3%	50.9%	34.4%	85.5%
%H (TV HH)			50.0%	16.5%	85.3%	50.9%	34.4%	
Study/office	39	39	22	8	32	23	9	37
%V	1.2%	1.2%	1.6%	1.6%	1.3%	1.9%	0.7%	1.5%
%H (All HH)		100.0%	56.4%	20.5%	82.1%	59.0%	23.1%	94.9%
%H (TV HH)			56.4%	20.5%	82.1%	59.0%	23.1%	
TV room	18	18	10	2	13	8	5	16
%V	0.5%	0.6%	0.7%	0.4%	0.5%	0.7%	0.4%	0.7%
%H (All HH)		100.0%	55.6%	11.1%	72.2%	44.4%	27.8%	88.9%
%H (TV HH)			55.6%	11.1%	72.2%	44.4%	27.8%	
Conservatory	84	84	42	17	75	49	26	79
%V	2.6%	2.6%	3.1%	3.4%	3.0%	4.1%	1.9%	3.3%
%H (All HH)		100.0%	50.0%	20.2%	89.3%	58.3%	31.0%	94.0%
%H (TV HH)			50.0%	20.2%	89.3%	58.3%	31.0%	
Attic or loft room	7	7	3	0	6	2	4	6
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.3%	0.3%
%H (All HH)		100.0%	42.9%	0.0%	85.7%	28.6%	57.1%	85.7%
%H (TV HH)			42.9%	0.0%	85.7%	28.6%	57.1%	
No specific location	5	5	2	2	4	3	1	4
%V	0.2%	0.2%	0.1%	0.4%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	40.0%	40.0%	80.0%	60.0%	20.0%	80.0%
%H (TV HH)			40.0%	40.0%	80.0%	60.0%	20.0%	
Other	13	13	7	1	11	5	5	11
%V	0.4%	0.4%	0.5%	0.2%	0.4%	0.4%	0.4%	0.5%
%H (All HH)		100.0%	53.8%	7.7%	84.6%	38.5%	38.5%	84.6%
%H (TV HH)			53.8%	7.7%	84.6%	38.5%	38.5%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Household level data

Table 24.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3280	3178	1344	503	2535	1199	1336	2399
%H (All HH)		96.9%	41.0%	15.3%	77.3%	36.6%	40.7%	73.1%
%H (TV HH)			42.3%	15.8%	79.8%	37.7%	42.0%	
Any DSAT provider	1344	1344	1344	25	897	897	0	1148
%V	41.0%	42.3%	100.0%	5.0%	35.4%	74.8%	0.0%	47.9%
%H (All HH)			100.0%	1.9%	66.7%	66.7%	0.0%	85.4%
%H (TV HH)			100.0%	1.9%	66.7%	66.7%	0.0%	
Sky with subcription	1147	1147	1147	15	758	758	0	1003
%V	35.0%	36.1%	85.3%	3.0%	29.9%	63.2%	0.0%	41.8%
%H (All HH)			100.0%	1.3%	66.1%	66.1%	0.0%	87.4%
%H (TV HH)			100.0%	1.3%	66.1%	66.1%	0.0%	
Sky without subscription	87	87	87	5	60	60	0	58
%V	2.7%	2.7%	6.5%	1.0%	2.4%	5.0%	0.0%	2.4%
%H (All HH)			100.0%	5.7%	69.0%	69.0%	0.0%	66.7%
%H (TV HH)			100.0%	5.7%	69.0%	69.0%	0.0%	
Freesat	106	106	106	3	79	79	0	86
%V	3.2%	3.3%	7.9%	0.6%	3.1%	6.6%	0.0%	3.6%
%H (All HH)			100.0%	2.8%	74.5%	74.5%	0.0%	81.1%
%H (TV HH)			100.0%	2.8%	74.5%	74.5%	0.0%	
Other satellite provider	18	18	18	3	11	11	0	15
%V	0.5%	0.6%	1.3%	0.6%	0.4%	0.9%	0.0%	0.6%
%H (All HH)			100.0%	16.7%	61.1%	61.1%	0.0%	83.3%
%H (TV HH)			100.0%	16.7%	61.1%	61.1%	0.0%	
DCAB	503	503	25	503	319	319	0	437
%V	15.3%	15.8%	1.9%	100.0%	12.6%	26.6%	0.0%	18.2%
%H (All HH)			5.0%	100.0%	63.4%	63.4%	0.0%	86.9%
%H (TV HH)			5.0%	100.0%	63.4%	63.4%	0.0%	
DTT	2535	2535	897	319	2535	1199	1336	1814
%V	77.3%	79.8%	66.7%	63.4%	100.0%	100.0%	100.0%	75.6%
%H (All HH)		100.0%	35.4%	12.6%	100.0%	47.3%	52.7%	71.6%
%H (TV HH)			35.4%	12.6%	100.0%	47.3%	52.7%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Household level data

Table 24.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3280	3178	1344	503	2535	1199	1336	2399
%H (All HH)		96.9%	41.0%	15.3%	77.3%	36.6%	40.7%	73.1%
%H (TV HH)			42.3%	15.8%	79.8%	37.7%	42.0%	
PVR	1897	1897	1144	362	1388	978	410	1649
%V	57.8%	59.7%	85.1%	72.0%	54.8%	81.6%	30.7%	68.7%
%H (All HH)		100.0%	60.3%	19.1%	73.2%	51.6%	21.6%	86.9%
%H (TV HH)			60.3%	19.1%	73.2%	51.6%	21.6%	
DVDR	96	96	45	17	81	46	35	82
%V	2.9%	3.0%	3.3%	3.4%	3.2%	3.8%	2.6%	3.4%
%H (All HH)		100.0%	46.9%	17.7%	84.4%	47.9%	36.5%	85.4%
%H (TV HH)			46.9%	17.7%	84.4%	47.9%	36.5%	
VCR	63	63	24	7	53	20	33	39
%V	1.9%	2.0%	1.8%	1.4%	2.1%	1.7%	2.5%	1.6%
%H (All HH)		100.0%	38.1%	11.1%	84.1%	31.7%	52.4%	61.9%
%H (TV HH)			38.1%	11.1%	84.1%	31.7%	52.4%	
Any recorder	1962	1962	1157	371	1445	992	454	1688
%V	59.8%	61.7%	86.1%	73.8%	57.0%	82.7%	34.0%	70.4%
%H (All HH)		100.0%	59.0%	18.9%	73.6%	50.6%	23.1%	86.0%
%H (TV HH)			59.0%	18.9%	73.6%	50.6%	23.1%	
Receives HDTV (via STB or built-in reception)	1578	1578	863	370	1165	801	364	1377
%V	48.1%	49.7%	64.2%	73.6%	46.0%	66.8%	27.2%	57.4%
%H (All HH)		100.0%	54.7%	23.4%	73.8%	50.8%	23.1%	87.3%
%H (TV HH)			54.7%	23.4%	73.8%	50.8%	23.1%	
DVD/Blu-ray player or recorder	2354	2354	1069	396	1869	964	904	1841
%V	71.8%	74.1%	79.5%	78.7%	73.7%	80.4%	67.7%	76.7%
%H (All HH)		100.0%	45.4%	16.8%	79.4%	41.0%	38.4%	78.2%
%H (TV HH)			45.4%	16.8%	79.4%	41.0%	38.4%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Household level data

Table 24.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3280	3178	1344	503	2535	1199	1336	2399
%V (All HH)		96.9%	41.0%	15.3%	77.3%	36.6%	40.7%	73.1%
%H (TV HH)			42.3%	15.8%	79.8%	37.7%	42.0%	
Has broadband internet	2399	2340	1148	437	1814	1050	764	2399
%V	73.1%	73.6%	85.4%	86.9%	71.6%	87.6%	57.2%	100.0%
%H (All HH)		97.5%	47.9%	18.2%	75.6%	43.8%	31.8%	100.0%
%H (TV HH)			49.1%	18.7%	77.5%	44.9%	32.6%	
Number of computers (PCs and laptops)								
0	799	763	186	65	645	137	508	43
%V	24.4%	24.0%	13.8%	12.9%	25.4%	11.4%	38.0%	1.8%
%H (All HH)		95.5%	23.3%	8.1%	80.7%	17.1%	63.6%	5.4%
%H (TV HH)			24.4%	8.5%	84.5%	18.0%	66.6%	
1	1267	1229	521	214	972	477	496	1169
%V	38.6%	38.7%	38.8%	42.5%	38.3%	39.8%	37.1%	48.7%
%H (All HH)		97.0%	41.1%	16.9%	76.7%	37.6%	39.1%	92.3%
%H (TV HH)			42.4%	17.4%	79.1%	38.8%	40.4%	
2	645	630	325	113	485	290	195	627
%V	19.7%	19.8%	24.2%	22.5%	19.1%	24.2%	14.6%	26.1%
%H (All HH)		97.7%	50.4%	17.5%	75.2%	45.0%	30.2%	97.2%
%H (TV HH)			51.6%	17.9%	77.0%	46.0%	31.0%	
3	298	292	160	58	227	151	76	293
%V	9.1%	9.2%	11.9%	11.5%	9.0%	12.6%	5.7%	12.2%
%H (All HH)		98.0%	53.7%	19.5%	76.2%	50.7%	25.5%	98.3%
%H (TV HH)			54.8%	19.9%	77.7%	51.7%	26.0%	
4	137	136	73	26	104	68	36	135
%V	4.2%	4.3%	5.4%	5.2%	4.1%	5.7%	2.7%	5.6%
%H (All HH)		99.3%	53.3%	19.0%	75.9%	49.6%	26.3%	98.5%
%H (TV HH)			53.7%	19.1%	76.5%	50.0%	26.5%	
5+	133	129	78	27	102	77	25	132
%V	4.1%	4.1%	5.8%	5.4%	4.0%	6.4%	1.9%	5.5%
%H (All HH)		97.0%	58.6%	20.3%	76.7%	57.9%	18.8%	99.2%
%H (TV HH)			60.5%	20.9%	79.1%	59.7%	19.4%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Set level data

Table 24.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6410	3033	1123	5268	2972	2296	5137
%H		47.3%	17.5%	82.2%	46.4%	35.8%	80.1%
Under 20"	899	413	136	804	447	357	708
%V	14.0%	13.6%	12.1%	15.3%	15.0%	15.5%	13.8%
%H		45.9%	15.1%	89.4%	49.7%	39.7%	78.8%
20" - 29"	1508	646	238	1289	656	633	1144
%V	23.5%	21.3%	21.2%	24.5%	22.1%	27.6%	22.3%
%H		42.8%	15.8%	85.5%	43.5%	42.0%	75.9%
30" - 39"	2139	942	376	1776	947	830	1669
%V	33.4%	31.1%	33.5%	33.7%	31.9%	36.1%	32.5%
%H		44.0%	17.6%	83.0%	44.3%	38.8%	78.0%
40" and over	1543	875	305	1160	778	382	1358
%V	24.1%	28.8%	27.2%	22.0%	26.2%	16.6%	26.4%
%H		56.7%	19.8%	75.2%	50.4%	24.8%	88.0%
Don't know	132	51	28	107	53	54	98
%V	2.1%	1.7%	2.5%	2.0%	1.8%	2.4%	1.9%
%H		38.6%	21.2%	81.1%	40.2%	40.9%	74.2%
Not Asked	189	106	40	132	91	40	160
%V	2.9%	3.5%	3.6%	2.5%	3.1%	1.7%	3.1%
%H		56.1%	21.2%	69.8%	48.1%	21.2%	84.7%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Set level data

Table 24.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6410	3033	1123	5268	2972	2296	5137
%H		47.3%	17.5%	82.2%	46.4%	35.8%	80.1%
Main living room	3151	1337	502	2522	1196	1326	2323
%V	49.2%	44.1%	44.7%	47.9%	40.2%	57.8%	45.2%
%H		42.4%	15.9%	80.0%	38.0%	42.1%	73.7%
Kitchen	314	165	42	280	170	110	266
%V	4.9%	5.4%	3.7%	5.3%	5.7%	4.8%	5.2%
%H		52.5%	13.4%	89.2%	54.1%	35.0%	84.7%
Adult's bedroom	1695	859	330	1427	906	522	1437
%V	26.4%	28.3%	29.4%	27.1%	30.5%	22.7%	28.0%
%H		50.7%	19.5%	84.2%	53.5%	30.8%	84.8%
Child's bedroom	358	202	78	301	220	81	331
%V	5.6%	6.7%	6.9%	5.7%	7.4%	3.5%	6.4%
%H		56.4%	21.8%	84.1%	61.5%	22.6%	92.5%
Other bedroom	182	99	40	164	119	45	162
%V	2.8%	3.3%	3.6%	3.1%	4.0%	2.0%	3.2%
%H		54.4%	22.0%	90.1%	65.4%	24.7%	89.0%
Second living/dining room	351	176	57	299	179	120	300
%V	5.5%	5.8%	5.1%	5.7%	6.0%	5.2%	5.8%
%H		50.1%	16.2%	85.2%	51.0%	34.2%	85.5%
Study/office	40	23	9	33	24	9	38
%V	0.6%	0.8%	0.8%	0.6%	0.8%	0.4%	0.7%
%H		57.5%	22.5%	82.5%	60.0%	22.5%	95.0%
TV room	18	11	2	13	8	5	17
%V	0.3%	0.4%	0.2%	0.2%	0.3%	0.2%	0.3%
%H		61.1%	11.1%	72.2%	44.4%	27.8%	94.4%
Conservatory	84	42	17	75	49	26	79
%V	1.3%	1.4%	1.5%	1.4%	1.6%	1.1%	1.5%
%H		50.0%	20.2%	89.3%	58.3%	31.0%	94.0%
Attic or loft room	7	3	0	6	2	4	6
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		42.9%	0.0%	85.7%	28.6%	57.1%	85.7%
No specific location	6	2	3	5	4	1	5
%V	0.1%	0.1%	0.3%	0.1%	0.1%	0.0%	0.1%
%H		33.3%	50.0%	83.3%	66.7%	16.7%	83.3%
Other	15	7	1	12	6	6	13
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.3%	0.3%
%H		46.7%	6.7%	80.0%	40.0%	40.0%	86.7%
Not Asked	189	106	40	132	91	40	160
%V	2.9%	3.5%	3.6%	2.5%	3.1%	1.7%	3.1%
%H		56.1%	21.2%	69.8%	48.1%	21.2%	84.7%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Set level data

Table 24.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6410	3033	1123	5268	2972	2296	5137
%H		47.3%	17.5%	82.2%	46.4%	35.8%	80.1%
PVR	2513	1575	504	1770	1306	464	2235
%V	39.2%	51.9%	44.9%	33.6%	43.9%	20.2%	43.5%
%H		62.7%	20.1%	70.4%	52.0%	18.5%	88.9%
DVDR	109	51	19	90	51	40	91
%V	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.8%
%H		46.8%	17.4%	82.6%	46.8%	36.7%	83.5%
VCR	64	24	8	53	21	33	40
%V	1.0%	0.8%	0.7%	1.0%	0.7%	1.4%	0.8%
%H		37.5%	12.5%	82.8%	32.8%	51.6%	62.5%
Any recorder	2595	1597	517	1845	1333	512	2288
%V	40.5%	52.7%	46.0%	35.0%	44.9%	22.3%	44.5%
%H		61.5%	19.9%	71.1%	51.4%	19.7%	88.2%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6410	3033	1123	5268	2972	2296	5137
%H		47.3%	17.5%	82.2%	46.4%	35.8%	80.1%
Receives HDTV (via STB or built-in reception)	2244	1229	554	1651	1164	488	1996
%V	35.0%	40.5%	49.3%	31.3%	39.2%	21.3%	38.9%
%H		54.8%	24.7%	73.6%	51.9%	21.7%	88.9%
DVD/Blu-ray player or recorder	3417	1652	618	2781	1607	1173	2822
%V	53.3%	54.5%	55.0%	52.8%	54.1%	51.1%	54.9%
%H		48.3%	18.1%	81.4%	47.0%	34.3%	82.6%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Set level data

Table 24.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3173	1343	503	2534	1199	1336	2337
%H		42.3%	15.9%	79.9%	37.8%	42.1%	73.7%
Under 20"	62	10	5	53	6	47	30
%V	2.0%	0.7%	1.0%	2.1%	0.5%	3.5%	1.3%
%H		16.1%	8.1%	85.5%	9.7%	75.8%	48.4%
20" - 29"	449	119	39	379	91	289	237
%V	14.2%	8.9%	7.8%	15.0%	7.6%	21.6%	10.1%
%H		26.5%	8.7%	84.4%	20.3%	64.4%	52.8%
30" - 39"	1349	503	207	1119	479	640	952
%V	42.5%	37.5%	41.2%	44.2%	39.9%	47.9%	40.7%
%H		37.3%	15.3%	83.0%	35.5%	47.4%	70.6%
40" and over	1254	694	243	940	610	330	1082
%V	39.5%	51.7%	48.3%	37.1%	50.9%	24.7%	46.3%
%H		55.3%	19.4%	75.0%	48.6%	26.3%	86.3%
Don't know	55	17	9	43	13	30	33
%V	1.7%	1.3%	1.8%	1.7%	1.1%	2.2%	1.4%
%H		30.9%	16.4%	78.2%	23.6%	54.5%	60.0%
Not Asked	4	0	0	0	0	0	3
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	75.0%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Set level data

Table 24.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3173	1343	503	2534	1199	1336	2337
%H		42.3%	15.9%	79.9%	37.8%	42.1%	73.7%
PVR	1853	1128	353	1350	959	391	1610
%V	58.4%	84.0%	70.2%	53.3%	80.0%	29.3%	68.9%
%H		60.9%	19.1%	72.9%	51.8%	21.1%	86.9%
DVDR	80	35	14	66	34	32	66
%V	2.5%	2.6%	2.8%	2.6%	2.8%	2.4%	2.8%
%H		43.8%	17.5%	82.5%	42.5%	40.0%	82.5%
VCR	50	18	6	40	14	26	29
%V	1.6%	1.3%	1.2%	1.6%	1.2%	1.9%	1.2%
%H		36.0%	12.0%	80.0%	28.0%	52.0%	58.0%
Any recorder	1912	1139	361	1402	972	430	1644
%V	60.3%	84.8%	71.8%	55.3%	81.1%	32.2%	70.3%
%H		59.6%	18.9%	73.3%	50.8%	22.5%	86.0%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3173	1343	503	2534	1199	1336	2337
%H		42.3%	15.9%	79.9%	37.8%	42.1%	73.7%
Receives HDTV (via STB or built-in reception)	1531	840	363	1127	781	347	1335
%V	48.3%	62.5%	72.2%	44.5%	65.1%	26.0%	57.1%
%H		54.9%	23.7%	73.6%	51.0%	22.7%	87.2%
DVD/Blu-ray player or recorder	2183	983	367	1724	877	847	1704
%V	68.8%	73.2%	73.0%	68.0%	73.1%	63.4%	72.9%
%H		45.0%	16.8%	79.0%	40.2%	38.8%	78.1%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Set level data

Table 24.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3237	1690	620	2733	1773	960	2800
%H		52.2%	19.2%	84.4%	54.8%	29.7%	86.5%
Under 20"	837	403	132	751	441	310	678
%V	25.9%	23.8%	21.3%	27.5%	24.9%	32.3%	24.2%
%H		48.1%	15.8%	89.7%	52.7%	37.0%	81.0%
20" - 29"	1059	527	199	910	565	345	907
%V	32.7%	31.2%	32.1%	33.3%	31.9%	35.9%	32.4%
%H		49.8%	18.8%	85.9%	53.4%	32.6%	85.6%
30" - 39"	790	440	169	657	468	189	716
%V	24.4%	26.0%	27.3%	24.0%	26.4%	19.7%	25.6%
%H		55.7%	21.4%	83.2%	59.2%	23.9%	90.6%
40" and over	289	181	62	220	168	52	276
%V	8.9%	10.7%	10.0%	8.0%	9.5%	5.4%	9.9%
%H		62.6%	21.5%	76.1%	58.1%	18.0%	95.5%
Don't know	77	33	19	64	40	24	65
%V	2.4%	2.0%	3.1%	2.3%	2.3%	2.5%	2.3%
%H		42.9%	24.7%	83.1%	51.9%	31.2%	84.4%
Not Asked	185	106	39	131	91	40	158
%V	5.7%	6.3%	6.3%	4.8%	5.1%	4.2%	5.6%
%H		57.3%	21.1%	70.8%	49.2%	21.6%	85.4%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Set level data

Table 24.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3237	1690	620	2733	1773	960	2800
%H		52.2%	19.2%	84.4%	54.8%	29.7%	86.5%
PVR	659	447	151	420	347	73	625
%V	20.4%	26.4%	24.4%	15.4%	19.6%	7.6%	22.3%
%H		67.8%	22.9%	63.7%	52.7%	11.1%	94.8%
DVDR	28	16	5	24	17	8	26
%V	0.9%	0.9%	0.8%	0.9%	1.0%	0.8%	0.9%
%H		57.1%	17.9%	85.7%	60.7%	28.6%	92.9%
VCR	14	5	2	13	7	7	11
%V	0.4%	0.3%	0.3%	0.5%	0.4%	0.7%	0.4%
%H		35.7%	14.3%	92.9%	50.0%	50.0%	78.6%
Any recorder	683	458	155	443	361	82	644
%V	21.1%	27.1%	25.0%	16.2%	20.4%	8.5%	23.0%
%H		67.1%	22.7%	64.9%	52.9%	12.0%	94.3%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3237	1690	620	2733	1773	960	2800
%H		52.2%	19.2%	84.4%	54.8%	29.7%	86.5%
Receives HDTV (via STB or built-in reception)	713	389	191	524	383	141	661
%V	22.0%	23.0%	30.8%	19.2%	21.6%	14.7%	23.6%
%H		54.6%	26.8%	73.5%	53.7%	19.8%	92.7%
DVD/Blu-ray player or recorder	1235	669	251	1057	730	326	1118
%V	38.2%	39.6%	40.5%	38.7%	41.2%	34.0%	39.9%
%H		54.2%	20.3%	85.6%	59.1%	26.4%	90.5%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Individual level data

Table 24.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7475	7277	3494	1300	5651	3132	2519	6083
%H		97.4%	46.7%	17.4%	75.6%	41.9%	33.7%	81.4%
Total Children	1415	1382	756	288	995	644	352	1242
%V	18.9%	19.0%	21.6%	22.2%	17.6%	20.6%	14.0%	20.4%
%H		97.7%	53.4%	20.4%	70.3%	45.5%	24.9%	87.8%
0 - 3	379	369	192	71	251	145	106	312
%V	5.1%	5.1%	5.5%	5.5%	4.4%	4.6%	4.2%	5.1%
%H		97.4%	50.7%	18.7%	66.2%	38.3%	28.0%	82.3%
4 - 15	1036	1014	564	216	744	499	245	931
%V	13.9%	13.9%	16.1%	16.6%	13.2%	15.9%	9.7%	15.3%
%H		97.9%	54.4%	20.8%	71.8%	48.2%	23.6%	89.9%
4 - 9	546	534	298	116	389	262	127	482
%V	7.3%	7.3%	8.5%	8.9%	6.9%	8.4%	5.0%	7.9%
%H		97.8%	54.6%	21.2%	71.2%	48.0%	23.3%	88.3%
10 - 15	491	480	266	100	355	237	119	449
%V	6.6%	6.6%	7.6%	7.7%	6.3%	7.6%	4.7%	7.4%
%H		97.8%	54.2%	20.4%	72.3%	48.3%	24.2%	91.4%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Individual level data

Table 24.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7475	7277	3494	1300	5651	3132	2519	6083
%H		97.4%	46.7%	17.4%	75.6%	41.9%	33.7%	81.4%
Total Adults (16+)	6060	5894	2738	1012	4656	2488	2168	4841
%V	81.1%	81.0%	78.4%	77.8%	82.4%	79.4%	86.1%	79.6%
%H		97.3%	45.2%	16.7%	76.8%	41.1%	35.8%	79.9%
16 - 19	363	357	186	75	287	190	97	330
%V	4.9%	4.9%	5.3%	5.8%	5.1%	6.1%	3.9%	5.4%
%H		98.3%	51.2%	20.7%	79.1%	52.3%	26.7%	90.9%
20 - 24	495	469	224	80	362	198	164	418
%V	6.6%	6.4%	6.4%	6.2%	6.4%	6.3%	6.5%	6.9%
%H		94.7%	45.3%	16.2%	73.1%	40.0%	33.1%	84.4%
25 - 34	986	940	503	177	668	409	259	865
%V	13.2%	12.9%	14.4%	13.6%	11.8%	13.1%	10.3%	14.2%
%H		95.3%	51.0%	18.0%	67.7%	41.5%	26.3%	87.7%
35 - 44	953	922	473	189	679	409	270	851
%V	12.7%	12.7%	13.5%	14.5%	12.0%	13.1%	10.7%	14.0%
%H		96.7%	49.6%	19.8%	71.2%	42.9%	28.3%	89.3%
45 - 54	1085	1067	535	201	851	510	341	961
%V	14.5%	14.7%	15.3%	15.5%	15.1%	16.3%	13.5%	15.8%
%H		98.3%	49.3%	18.5%	78.4%	47.0%	31.4%	88.6%
55 - 64	877	856	385	150	686	364	323	718
%V	11.7%	11.8%	11.0%	11.5%	12.1%	11.6%	12.8%	11.8%
%H		97.6%	43.9%	17.1%	78.2%	41.5%	36.8%	81.9%
65+	1301	1283	431	141	1121	407	714	699
%V	17.4%	17.6%	12.3%	10.8%	19.8%	13.0%	28.3%	11.5%
%H		98.6%	33.1%	10.8%	86.2%	31.3%	54.9%	53.7%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Individual level data

Table 24.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6060	5894	2738	1012	4656	2488	2168	4841
%H		97.3%	45.2%	16.7%	76.8%	41.1%	35.8%	79.9%
AB	1381	1346	678	214	1065	605	460	1297
%V	22.8%	22.8%	24.8%	21.1%	22.9%	24.3%	21.2%	26.8%
%H		97.5%	49.1%	15.5%	77.1%	43.8%	33.3%	93.9%
C1	1686	1638	814	265	1276	715	561	1447
%V	27.8%	27.8%	29.7%	26.2%	27.4%	28.7%	25.9%	29.9%
%H		97.2%	48.3%	15.7%	75.7%	42.4%	33.3%	85.8%
C2	1360	1337	648	255	1070	621	449	1101
%V	22.4%	22.7%	23.7%	25.2%	23.0%	25.0%	20.7%	22.7%
%H		98.3%	47.6%	18.8%	78.7%	45.7%	33.0%	81.0%
D	933	902	378	193	687	360	327	695
%V	15.4%	15.3%	13.8%	19.1%	14.8%	14.5%	15.1%	14.4%
%H		96.7%	40.5%	20.7%	73.6%	38.6%	35.0%	74.5%
E	701	671	220	85	557	187	370	302
%V	11.6%	11.4%	8.0%	8.4%	12.0%	7.5%	17.1%	6.2%
%H		95.7%	31.4%	12.1%	79.5%	26.7%	52.8%	43.1%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Individual level data

Table 24.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6060	5894	2738	1012	4656	2488	2168	4841
%H		97.3%	45.2%	16.7%	76.8%	41.1%	35.8%	79.9%
Working full time	2697	2635	1386	496	2010	1242	768	2472
%V	44.5%	44.7%	50.6%	49.0%	43.2%	49.9%	35.4%	51.1%
%H		97.7%	51.4%	18.4%	74.5%	46.1%	28.5%	91.7%
Working part time	583	570	277	106	439	247	192	515
%V	9.6%	9.7%	10.1%	10.5%	9.4%	9.9%	8.9%	10.6%
%H		97.8%	47.5%	18.2%	75.3%	42.4%	32.9%	88.3%
Not working	2780	2689	1076	410	2207	999	1208	1854
%V	45.9%	45.6%	39.3%	40.5%	47.4%	40.2%	55.7%	38.3%
%H		96.7%	38.7%	14.7%	79.4%	35.9%	43.5%	66.7%
Housewife/Houseperson	3280	3178	1344	503	2535	1199	1336	2399
%V	54.1%	53.9%	49.1%	49.7%	54.4%	48.2%	61.6%	49.6%
%H		96.9%	41.0%	15.3%	77.3%	36.6%	40.7%	73.1%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Individual level data

Table 24.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2951	2851	1358	502	2237	1236	1001	2393
%H		96.6%	46.0%	17.0%	75.8%	41.9%	33.9%	81.1%
16 - 19	183	180	92	35	148	95	53	170
%V	6.2%	6.3%	6.8%	7.0%	6.6%	7.7%	5.3%	7.1%
%H		98.4%	50.3%	19.1%	80.9%	51.9%	29.0%	92.9%
20 - 24	243	228	114	41	183	108	75	212
%V	8.2%	8.0%	8.4%	8.2%	8.2%	8.7%	7.5%	8.9%
%H		93.8%	46.9%	16.9%	75.3%	44.4%	30.9%	87.2%
25 - 34	494	465	249	87	327	198	129	433
%V	16.7%	16.3%	18.3%	17.3%	14.6%	16.0%	12.9%	18.1%
%H		94.1%	50.4%	17.6%	66.2%	40.1%	26.1%	87.7%
35 - 44	470	453	224	97	332	197	135	412
%V	15.9%	15.9%	16.5%	19.3%	14.8%	15.9%	13.5%	17.2%
%H		96.4%	47.7%	20.6%	70.6%	41.9%	28.7%	87.7%
45 - 54	534	520	265	98	411	250	161	467
%V	18.1%	18.2%	19.5%	19.5%	18.4%	20.2%	16.1%	19.5%
%H		97.4%	49.6%	18.4%	77.0%	46.8%	30.1%	87.5%
55 - 64	433	421	188	75	335	175	159	345
%V	14.7%	14.8%	13.8%	14.9%	15.0%	14.2%	15.9%	14.4%
%H		97.2%	43.4%	17.3%	77.4%	40.4%	36.7%	79.7%
65+	594	583	226	70	502	213	289	354
%V	20.1%	20.4%	16.6%	13.9%	22.4%	17.2%	28.9%	14.8%
%H		98.1%	38.0%	11.8%	84.5%	35.9%	48.7%	59.6%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Individual level data

Table 24.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2951	2851	1358	502	2237	1236	1001	2393
%H		96.6%	46.0%	17.0%	75.8%	41.9%	33.9%	81.1%
AB	692	674	341	108	532	304	228	651
%V	23.4%	23.6%	25.1%	21.5%	23.8%	24.6%	22.8%	27.2%
%H		97.4%	49.3%	15.6%	76.9%	43.9%	32.9%	94.1%
C1	777	749	391	126	575	341	234	684
%V	26.3%	26.3%	28.8%	25.1%	25.7%	27.6%	23.4%	28.6%
%H		96.4%	50.3%	16.2%	74.0%	43.9%	30.1%	88.0%
C2	736	721	347	140	579	337	243	591
%V	24.9%	25.3%	25.6%	27.9%	25.9%	27.3%	24.3%	24.7%
%H		98.0%	47.1%	19.0%	78.7%	45.8%	33.0%	80.3%
D	446	425	186	92	319	174	145	335
%V	15.1%	14.9%	13.7%	18.3%	14.3%	14.1%	14.5%	14.0%
%H		95.3%	41.7%	20.6%	71.5%	39.0%	32.5%	75.1%
E	300	281	94	36	232	80	152	131
%V	10.2%	9.9%	6.9%	7.2%	10.4%	6.5%	15.2%	5.5%
%H		93.7%	31.3%	12.0%	77.3%	26.7%	50.7%	43.7%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Individual level data

Table 24.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2951	2851	1358	502	2237	1236	1001	2393
%H		96.6%	46.0%	17.0%	75.8%	41.9%	33.9%	81.1%
Working full time	1613	1567	835	297	1183	741	443	1478
%V	54.7%	55.0%	61.5%	59.2%	52.9%	60.0%	44.3%	61.8%
%H		97.1%	51.8%	18.4%	73.3%	45.9%	27.5%	91.6%
Working part time	139	136	62	25	104	54	51	116
%V	4.7%	4.8%	4.6%	5.0%	4.6%	4.4%	5.1%	4.8%
%H		97.8%	44.6%	18.0%	74.8%	38.8%	36.7%	83.5%
Not working	1199	1148	460	180	949	441	508	799
%V	40.6%	40.3%	33.9%	35.9%	42.4%	35.7%	50.7%	33.4%
%H		95.7%	38.4%	15.0%	79.1%	36.8%	42.4%	66.6%
Housewife/Houseperson	717	667	239	97	530	205	325	424
%V	24.3%	23.4%	17.6%	19.3%	23.7%	16.6%	32.5%	17.7%
%H		93.0%	33.3%	13.5%	73.9%	28.6%	45.3%	59.1%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Individual level data

Table 24.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3109	3044	1380	510	2419	1252	1167	2448
%H		97.9%	44.4%	16.4%	77.8%	40.3%	37.5%	78.7%
16 - 19	180	177	94	39	140	96	44	160
%V	5.8%	5.8%	6.8%	7.6%	5.8%	7.7%	3.8%	6.5%
%H		98.3%	52.2%	21.7%	77.8%	53.3%	24.4%	88.9%
20 - 24	252	241	110	39	179	90	89	207
%V	8.1%	7.9%	8.0%	7.6%	7.4%	7.2%	7.6%	8.5%
%H		95.6%	43.7%	15.5%	71.0%	35.7%	35.3%	82.1%
25 - 34	492	475	254	90	342	211	130	431
%V	15.8%	15.6%	18.4%	17.6%	14.1%	16.9%	11.1%	17.6%
%H		96.5%	51.6%	18.3%	69.5%	42.9%	26.4%	87.6%
35 - 44	483	470	248	92	347	212	134	439
%V	15.5%	15.4%	18.0%	18.0%	14.3%	16.9%	11.5%	17.9%
%H		97.3%	51.3%	19.0%	71.8%	43.9%	27.7%	90.9%
45 - 54	552	546	270	103	440	260	180	493
%V	17.8%	17.9%	19.6%	20.2%	18.2%	20.8%	15.4%	20.1%
%H		98.9%	48.9%	18.7%	79.7%	47.1%	32.6%	89.3%
55 - 64	444	435	197	76	352	189	163	373
%V	14.3%	14.3%	14.3%	14.9%	14.6%	15.1%	14.0%	15.2%
%H		98.0%	44.4%	17.1%	79.3%	42.6%	36.7%	84.0%
65+	707	700	205	70	619	194	426	345
%V	22.7%	23.0%	14.9%	13.7%	25.6%	15.5%	36.5%	14.1%
%H		99.0%	29.0%	9.9%	87.6%	27.4%	60.3%	48.8%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Individual level data

Table 24.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3109	3044	1380	510	2419	1252	1167	2448
%H		97.9%	44.4%	16.4%	77.8%	40.3%	37.5%	78.7%
AB	689	672	338	107	533	301	232	646
%V	22.2%	22.1%	24.5%	21.0%	22.0%	24.0%	19.9%	26.4%
%H		97.5%	49.1%	15.5%	77.4%	43.7%	33.7%	93.8%
C1	909	889	423	138	701	374	327	762
%V	29.2%	29.2%	30.7%	27.1%	29.0%	29.9%	28.0%	31.1%
%H		97.8%	46.5%	15.2%	77.1%	41.1%	36.0%	83.8%
C2	624	615	301	115	491	284	207	509
%V	20.1%	20.2%	21.8%	22.5%	20.3%	22.7%	17.7%	20.8%
%H		98.6%	48.2%	18.4%	78.7%	45.5%	33.2%	81.6%
D	487	476	192	101	368	186	182	360
%V	15.7%	15.6%	13.9%	19.8%	15.2%	14.9%	15.6%	14.7%
%H		97.7%	39.4%	20.7%	75.6%	38.2%	37.4%	73.9%
E	401	390	126	49	325	107	218	171
%V	12.9%	12.8%	9.1%	9.6%	13.4%	8.5%	18.7%	7.0%
%H		97.3%	31.4%	12.2%	81.0%	26.7%	54.4%	42.6%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

ITV North West / Border Macro

Individual level data

Table 24.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3109	3044	1380	510	2419	1252	1167	2448
%H		97.9%	44.4%	16.4%	77.8%	40.3%	37.5%	78.7%
Working full time	1084	1068	551	199	826	501	325	994
%V	34.9%	35.1%	39.9%	39.0%	34.1%	40.0%	27.8%	40.6%
%H		98.5%	50.8%	18.4%	76.2%	46.2%	30.0%	91.7%
Working part time	444	434	214	81	335	193	142	399
%V	14.3%	14.3%	15.5%	15.9%	13.8%	15.4%	12.2%	16.3%
%H		97.7%	48.2%	18.2%	75.5%	43.5%	32.0%	89.9%
Not working	1581	1541	615	230	1258	558	700	1055
%V	50.9%	50.6%	44.6%	45.1%	52.0%	44.6%	60.0%	43.1%
%H		97.5%	38.9%	14.5%	79.6%	35.3%	44.3%	66.7%
Housewife/Houseperson	2563	2511	1105	406	2005	994	1011	1975
%V	82.4%	82.5%	80.1%	79.6%	82.9%	79.4%	86.6%	80.7%
%H		98.0%	43.1%	15.8%	78.2%	38.8%	39.4%	77.1%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

S4C

Contents	Page
Household	
Table 25.1: Social Grade	676
Table 25.2: Housewife Age	677
Table 25.3: Size of Household	678
Table 25.4: Presence of Children	679
Table 25.5: Number of TV sets in household	680
Table 25.6: Screen size	681
Table 25.7: Location of ANY set in household	682
Table 25.8: Platform Provider	683
Table 25.9: Recorders and other equipment	684
Table 25.10: Computers and Internet	685
Sets	
Table 25.11: Screen Size	686
Table 25.12: Location of set	687
Table 25.13: Recorders	688
Table 25.14: Other TV equipment	688
Table 25.15: Main Set Screen Size	689
Table 25.16: Main Set Recorders	690
Table 25.17: Main Set - Other TV equipment	690
Table 25.18: Other Sets (non-Main Set) Screen Size	691
Table 25.19: Other Set (non-Main Set) Recorders	692
Table 25.20: Other Set (non-Main Set) - Other TV equipment	692
Individuals	
Table 25.21: Age of Children	693
Table 25.22: Adults - Age	694
Table 25.23: Social Grade (Adults 16+)	695
Table 25.24: Working Status (Adults 16+)	696
Table 25.25: Males - Age	697
Table 25.26: Social Grade (Males 16+)	698
Table 25.27: Working Status (Males 16+)	699
Table 25.28: Females - Age	700
Table 25.29: Social Grade (Females 16+)	701
Table 25.30: Working Status (Females 16+)	702

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Household level data

Table 25.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
AB	282	274	164	25	186	101	85	246
%V	21.2%	21.3%	22.4%	20.5%	21.7%	23.3%	20.1%	26.5%
%H (All HH)		97.2%	58.2%	8.9%	66.0%	35.8%	30.1%	87.2%
%H (TV HH)			59.9%	9.1%	67.9%	36.9%	31.0%	
C1	326	309	173	34	204	105	99	255
%V	24.5%	24.0%	23.6%	27.9%	23.8%	24.2%	23.4%	27.5%
%H (All HH)		94.8%	53.1%	10.4%	62.6%	32.2%	30.4%	78.2%
%H (TV HH)			56.0%	11.0%	66.0%	34.0%	32.0%	
C2	295	288	173	29	195	110	85	214
%V	22.2%	22.4%	23.6%	23.8%	22.8%	25.4%	20.1%	23.1%
%H (All HH)		97.6%	58.6%	9.8%	66.1%	37.3%	28.8%	72.5%
%H (TV HH)			60.1%	10.1%	67.7%	38.2%	29.5%	
D	241	237	139	21	150	73	78	141
%V	18.1%	18.4%	19.0%	17.2%	17.5%	16.9%	18.4%	15.2%
%H (All HH)		98.3%	57.7%	8.7%	62.2%	30.3%	32.4%	58.5%
%H (TV HH)			58.6%	8.9%	63.3%	30.8%	32.9%	
E	186	178	86	12	121	44	77	71
%V	14.0%	13.8%	11.7%	9.8%	14.1%	10.2%	18.2%	7.7%
%H (All HH)		95.7%	46.2%	6.5%	65.1%	23.7%	41.4%	38.2%
%H (TV HH)			48.3%	6.7%	68.0%	24.7%	43.3%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Household level data

Table 25.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%V (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Under 25	59	51	25	6	25	10	15	40
%V	4.4%	4.0%	3.4%	4.9%	2.9%	2.3%	3.5%	4.3%
%H (All HH)		86.4%	42.4%	10.2%	42.4%	16.9%	25.4%	67.8%
%H (TV HH)			49.0%	11.8%	49.0%	19.6%	29.4%	
25 - 34	190	183	115	20	104	59	45	152
%V	14.3%	14.2%	15.7%	16.4%	12.1%	13.6%	10.6%	16.4%
%H (All HH)		96.3%	60.5%	10.5%	54.7%	31.1%	23.7%	80.0%
%H (TV HH)			62.8%	10.9%	56.8%	32.2%	24.6%	
35 - 44	206	196	127	21	123	76	47	176
%V	15.5%	15.2%	17.3%	17.2%	14.4%	17.6%	11.1%	19.0%
%H (All HH)		95.1%	61.7%	10.2%	59.7%	36.9%	22.8%	85.4%
%H (TV HH)			64.8%	10.7%	62.8%	38.8%	24.0%	
45 - 54	258	252	156	25	171	100	71	217
%V	19.4%	19.6%	21.3%	20.5%	20.0%	23.1%	16.8%	23.4%
%H (All HH)		97.7%	60.5%	9.7%	66.3%	38.8%	27.5%	84.1%
%H (TV HH)			61.9%	9.9%	67.9%	39.7%	28.2%	
55 - 64	229	226	134	21	153	82	71	173
%V	17.2%	17.6%	18.3%	17.2%	17.9%	18.9%	16.8%	18.7%
%H (All HH)		98.7%	58.5%	9.2%	66.8%	35.8%	31.0%	75.5%
%H (TV HH)			59.3%	9.3%	67.7%	36.3%	31.4%	
65 +	388	379	177	29	280	107	174	169
%V	29.2%	29.5%	24.1%	23.8%	32.7%	24.7%	41.1%	18.2%
%H (All HH)		97.7%	45.6%	7.5%	72.2%	27.6%	44.8%	43.6%
%H (TV HH)			46.7%	7.7%	73.9%	28.2%	45.9%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Household level data

Table 25.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
1	421	397	165	33	285	89	196	179
%V	31.7%	30.9%	22.5%	27.0%	33.3%	20.6%	46.3%	19.3%
%H (All HH)		94.3%	39.2%	7.8%	67.7%	21.1%	46.6%	42.5%
%H (TV HH)			41.6%	8.3%	71.8%	22.4%	49.4%	
2	447	438	263	41	286	156	130	337
%V	33.6%	34.1%	35.9%	33.6%	33.4%	36.0%	30.7%	36.4%
%H (All HH)		98.0%	58.8%	9.2%	64.0%	34.9%	29.1%	75.4%
%H (TV HH)			60.0%	9.4%	65.3%	35.6%	29.7%	
3	222	218	145	23	136	87	49	193
%V	16.7%	17.0%	19.8%	18.9%	15.9%	20.1%	11.6%	20.8%
%H (All HH)		98.2%	65.3%	10.4%	61.3%	39.2%	22.1%	86.9%
%H (TV HH)			66.5%	10.6%	62.4%	39.9%	22.5%	
4	167	162	113	16	107	73	34	153
%V	12.6%	12.6%	15.4%	13.1%	12.5%	16.9%	8.0%	16.5%
%H (All HH)		97.0%	67.7%	9.6%	64.1%	43.7%	20.4%	91.6%
%H (TV HH)			69.8%	9.9%	66.0%	45.1%	21.0%	
5+	74	72	48	9	42	29	13	65
%V	5.6%	5.6%	6.5%	7.4%	4.9%	6.7%	3.1%	7.0%
%H (All HH)		97.3%	64.9%	12.2%	56.8%	39.2%	17.6%	87.8%
%H (TV HH)			66.7%	12.5%	58.3%	40.3%	18.1%	
Average HH size	2.29	2.30	2.50	2.42	2.25	2.55	1.93	2.58

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Household level data

Table 25.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Without	1002	962	514	91	662	311	351	645
%V	75.3%	74.8%	70.1%	74.6%	77.3%	71.8%	83.0%	69.6%
%H (All HH)		96.0%	51.3%	9.1%	66.1%	31.0%	35.0%	64.4%
%H (TV HH)			53.4%	9.5%	68.8%	32.3%	36.5%	
With	329	323	220	31	194	122	71	282
%V	24.7%	25.1%	30.0%	25.4%	22.7%	28.2%	16.8%	30.4%
%H (All HH)		98.2%	66.9%	9.4%	59.0%	37.1%	21.6%	85.7%
%H (TV HH)			68.1%	9.6%	60.1%	37.8%	22.0%	
0 - 3	121	119	78	10	63	33	29	99
%V	9.1%	9.3%	10.6%	8.2%	7.4%	7.6%	6.9%	10.7%
%H (All HH)		98.3%	64.5%	8.3%	52.1%	27.3%	24.0%	81.8%
%H (TV HH)			65.5%	8.4%	52.9%	27.7%	24.4%	
4 - 9	166	163	113	15	96	62	35	139
%V	12.5%	12.7%	15.4%	12.3%	11.2%	14.3%	8.3%	15.0%
%H (All HH)		98.2%	68.1%	9.0%	57.8%	37.3%	21.1%	83.7%
%H (TV HH)			69.3%	9.2%	58.9%	38.0%	21.5%	
10 - 15	156	154	108	15	101	70	31	140
%V	11.7%	12.0%	14.7%	12.3%	11.8%	16.2%	7.3%	15.1%
%H (All HH)		98.7%	69.2%	9.6%	64.7%	44.9%	19.9%	89.7%
%H (TV HH)			70.1%	9.7%	65.6%	45.5%	20.1%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Household level data

Table 25.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
1	465	465	205	41	267	59	208	260
%V	35.0%	36.2%	28.0%	33.6%	31.2%	13.6%	49.2%	28.0%
%H (All HH)		100.0%	44.1%	8.8%	57.4%	12.7%	44.7%	55.9%
%H (TV HH)			44.1%	8.8%	57.4%	12.7%	44.7%	
2	446	446	264	45	304	166	138	316
%V	33.5%	34.7%	36.0%	36.9%	35.5%	38.3%	32.6%	34.1%
%H (All HH)		100.0%	59.2%	10.1%	68.2%	37.2%	30.9%	70.9%
%H (TV HH)			59.2%	10.1%	68.2%	37.2%	30.9%	
3	224	224	153	22	165	114	51	186
%V	16.8%	17.4%	20.9%	18.0%	19.3%	26.3%	12.1%	20.1%
%H (All HH)		100.0%	68.3%	9.8%	73.7%	50.9%	22.8%	83.0%
%H (TV HH)			68.3%	9.8%	73.7%	50.9%	22.8%	
4	102	102	74	9	78	60	19	93
%V	7.7%	7.9%	10.1%	7.4%	9.1%	13.9%	4.5%	10.0%
%H (All HH)		100.0%	72.5%	8.8%	76.5%	58.8%	18.6%	91.2%
%H (TV HH)			72.5%	8.8%	76.5%	58.8%	18.6%	
5+	48	48	37	5	41	34	7	46
%V	3.6%	3.7%	5.0%	4.1%	4.8%	7.9%	1.7%	5.0%
%H (All HH)		100.0%	77.1%	10.4%	85.4%	70.8%	14.6%	95.8%
%H (TV HH)			77.1%	10.4%	85.4%	70.8%	14.6%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Household level data

Table 25.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Under 20"	333	333	197	27	268	159	109	247
%V	25.0%	25.9%	26.9%	22.1%	31.3%	36.7%	25.8%	26.6%
%H (All HH)		100.0%	59.2%	8.1%	80.5%	47.7%	32.7%	74.2%
%H (TV HH)			59.2%	8.1%	80.5%	47.7%	32.7%	
20" - 29"	543	543	302	50	405	213	191	376
%V	40.8%	42.2%	41.2%	41.0%	47.3%	49.2%	45.2%	40.6%
%H (All HH)		100.0%	55.6%	9.2%	74.6%	39.2%	35.2%	69.2%
%H (TV HH)			55.6%	9.2%	74.6%	39.2%	35.2%	
30" - 39"	687	687	401	67	470	250	220	495
%V	51.7%	53.4%	54.7%	54.9%	54.9%	57.7%	52.0%	53.4%
%H (All HH)		100.0%	58.4%	9.8%	68.4%	36.4%	32.0%	72.1%
%H (TV HH)			58.4%	9.8%	68.4%	36.4%	32.0%	
40" and over	521	521	365	56	328	227	101	434
%V	39.2%	40.5%	49.8%	45.9%	38.3%	52.4%	23.9%	46.8%
%H (All HH)		100.0%	70.1%	10.7%	63.0%	43.6%	19.4%	83.3%
%H (TV HH)			70.1%	10.7%	63.0%	43.6%	19.4%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Household level data

Table 25.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%V (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Main living room	1266	1266	726	121	846	429	416	887
%V	95.2%	98.4%	99.0%	99.2%	98.8%	99.1%	98.3%	95.7%
%H (All HH)		100.0%	57.3%	9.6%	66.8%	33.9%	32.9%	70.1%
%H (TV HH)			57.3%	9.6%	66.8%	33.9%	32.9%	
Kitchen	179	179	116	11	148	97	52	141
%V	13.5%	13.9%	15.8%	9.0%	17.3%	22.4%	12.3%	15.2%
%H (All HH)		100.0%	64.8%	6.1%	82.7%	54.2%	29.1%	78.8%
%H (TV HH)			64.8%	6.1%	82.7%	54.2%	29.1%	
Adult's bedroom	553	553	356	60	408	268	141	438
%V	41.6%	43.0%	48.6%	49.2%	47.7%	61.9%	33.3%	47.2%
%H (All HH)		100.0%	64.4%	10.8%	73.8%	48.5%	25.5%	79.2%
%H (TV HH)			64.4%	10.8%	73.8%	48.5%	25.5%	
Child's bedroom	133	133	92	14	95	68	27	118
%V	10.0%	10.3%	12.6%	11.5%	11.1%	15.7%	6.4%	12.7%
%H (All HH)		100.0%	69.2%	10.5%	71.4%	51.1%	20.3%	88.7%
%H (TV HH)			69.2%	10.5%	71.4%	51.1%	20.3%	
Other bedroom	61	61	42	5	45	32	14	52
%V	4.6%	4.7%	5.7%	4.1%	5.3%	7.4%	3.3%	5.6%
%H (All HH)		100.0%	68.9%	8.2%	73.8%	52.5%	23.0%	85.2%
%H (TV HH)			68.9%	8.2%	73.8%	52.5%	23.0%	
Second living/dining room	158	158	101	16	122	81	41	129
%V	11.9%	12.3%	13.8%	13.1%	14.3%	18.7%	9.7%	13.9%
%H (All HH)		100.0%	63.9%	10.1%	77.2%	51.3%	25.9%	81.6%
%H (TV HH)			63.9%	10.1%	77.2%	51.3%	25.9%	
Study/office	16	16	12	1	12	9	3	15
%V	1.2%	1.2%	1.6%	0.8%	1.4%	2.1%	0.7%	1.6%
%H (All HH)		100.0%	75.0%	6.3%	75.0%	56.3%	18.8%	93.8%
%H (TV HH)			75.0%	6.3%	75.0%	56.3%	18.8%	
TV room	10	10	7	1	7	6	1	9
%V	0.8%	0.8%	1.0%	0.8%	0.8%	1.4%	0.2%	1.0%
%H (All HH)		100.0%	70.0%	10.0%	70.0%	60.0%	10.0%	90.0%
%H (TV HH)			70.0%	10.0%	70.0%	60.0%	10.0%	
Conservatory	25	25	18	2	21	15	5	21
%V	1.9%	1.9%	2.5%	1.6%	2.5%	3.5%	1.2%	2.3%
%H (All HH)		100.0%	72.0%	8.0%	84.0%	60.0%	20.0%	84.0%
%H (TV HH)			72.0%	8.0%	84.0%	60.0%	20.0%	
Attic or loft room	4	4	3	1	3	2	1	4
%V	0.3%	0.3%	0.4%	0.8%	0.4%	0.5%	0.2%	0.4%
%H (All HH)		100.0%	75.0%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	25.0%	75.0%	50.0%	25.0%	
No specific location	2	2	1	0	2	1	1	2
%V	0.2%	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	5	5	4	0	4	3	1	4
%V	0.4%	0.4%	0.5%	0.0%	0.5%	0.7%	0.2%	0.4%
%H (All HH)		100.0%	80.0%	0.0%	80.0%	60.0%	20.0%	80.0%
%H (TV HH)			80.0%	0.0%	80.0%	60.0%	20.0%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Household level data

Table 25.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
Any DSAT provider	733	733	733	6	375	375	0	578
%V	55.1%	57.0%	100.0%	4.9%	43.8%	86.6%	0.0%	62.4%
%H (All HH)			100.0%	0.8%	51.2%	51.2%	0.0%	78.9%
%H (TV HH)			100.0%	0.8%	51.2%	51.2%	0.0%	
Sky with subcription	599	599	599	4	307	307	0	492
%V	45.0%	46.6%	81.7%	3.3%	35.9%	70.9%	0.0%	53.1%
%H (All HH)			100.0%	0.7%	51.3%	51.3%	0.0%	82.1%
%H (TV HH)			100.0%	0.7%	51.3%	51.3%	0.0%	
Sky without subscription	74	74	74	1	35	35	0	41
%V	5.6%	5.8%	10.1%	0.8%	4.1%	8.1%	0.0%	4.4%
%H (All HH)			100.0%	1.4%	47.3%	47.3%	0.0%	55.4%
%H (TV HH)			100.0%	1.4%	47.3%	47.3%	0.0%	
Freesat	62	62	62	1	36	36	0	46
%V	4.7%	4.8%	8.5%	0.8%	4.2%	8.3%	0.0%	5.0%
%H (All HH)			100.0%	1.6%	58.1%	58.1%	0.0%	74.2%
%H (TV HH)			100.0%	1.6%	58.1%	58.1%	0.0%	
Other satellite provider	9	9	9	0	5	5	0	8
%V	0.7%	0.7%	1.2%	0.0%	0.6%	1.2%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	88.9%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
DCAB	122	122	6	122	61	61	0	101
%V	9.2%	9.5%	0.8%	100.0%	7.1%	14.1%	0.0%	10.9%
%H (All HH)			4.9%	100.0%	50.0%	50.0%	0.0%	82.8%
%H (TV HH)			4.9%	100.0%	50.0%	50.0%	0.0%	
DTT	856	856	375	61	856	433	423	576
%V	64.4%	66.6%	51.2%	50.0%	100.0%	100.0%	100.0%	62.1%
%H (All HH)		100.0%	43.8%	7.1%	100.0%	50.6%	49.4%	67.3%
%H (TV HH)			43.8%	7.1%	100.0%	50.6%	49.4%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Household level data

Table 25.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%H (All HH)		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (TV HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
PVR	794	794	582	94	477	354	123	664
%V	59.7%	61.7%	79.4%	77.0%	55.7%	81.8%	29.1%	71.6%
%H (All HH)		100.0%	73.3%	11.8%	60.1%	44.6%	15.5%	83.6%
%H (TV HH)			73.3%	11.8%	60.1%	44.6%	15.5%	
DVDR	79	79	44	11	53	30	24	62
%V	5.9%	6.1%	6.0%	9.0%	6.2%	6.9%	5.7%	6.7%
%H (All HH)		100.0%	55.7%	13.9%	67.1%	38.0%	30.4%	78.5%
%H (TV HH)			55.7%	13.9%	67.1%	38.0%	30.4%	
VCR	39	39	20	4	32	17	16	25
%V	2.9%	3.0%	2.7%	3.3%	3.7%	3.9%	3.8%	2.7%
%H (All HH)		100.0%	51.3%	10.3%	82.1%	43.6%	41.0%	64.1%
%H (TV HH)			51.3%	10.3%	82.1%	43.6%	41.0%	
Any recorder	835	835	595	97	510	363	147	688
%V	62.8%	64.9%	81.2%	79.5%	59.6%	83.8%	34.8%	74.2%
%H (All HH)		100.0%	71.3%	11.6%	61.1%	43.5%	17.6%	82.4%
%H (TV HH)			71.3%	11.6%	61.1%	43.5%	17.6%	
Receives HDTV (via STB or built-in reception)	566	566	382	90	347	248	99	486
%V	42.6%	44.0%	52.1%	73.8%	40.5%	57.3%	23.4%	52.4%
%H (All HH)		100.0%	67.5%	15.9%	61.3%	43.8%	17.5%	85.9%
%H (TV HH)			67.5%	15.9%	61.3%	43.8%	17.5%	
DVD/Blu-ray player or recorder	1034	1034	610	103	700	377	322	767
%V	77.7%	80.4%	83.2%	84.4%	81.8%	87.1%	76.1%	82.7%
%H (All HH)		100.0%	59.0%	10.0%	67.7%	36.5%	31.1%	74.2%
%H (TV HH)			59.0%	10.0%	67.7%	36.5%	31.1%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Household level data

Table 25.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1330	1286	733	122	856	433	423	927
%V		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%
%H (All HH)			57.0%	9.5%	66.6%	33.7%	32.9%	
%H (TV HH)								
Has broadband internet	927	902	578	101	576	357	219	927
%V	69.7%	70.1%	78.9%	82.8%	67.3%	82.4%	51.8%	100.0%
%H (All HH)		97.3%	62.4%	10.9%	62.1%	38.5%	23.6%	100.0%
%H (TV HH)			64.1%	11.2%	63.9%	39.6%	24.3%	
Number of computers (PCs and laptops)								
0	343	328	133	20	240	67	173	11
%V	25.8%	25.5%	18.1%	16.4%	28.0%	15.5%	40.9%	1.2%
%H (All HH)		95.6%	38.8%	5.8%	70.0%	19.5%	50.4%	3.2%
%H (TV HH)			40.5%	6.1%	73.2%	20.4%	52.7%	
1	474	460	272	40	290	146	144	421
%V	35.6%	35.8%	37.1%	32.8%	33.9%	33.7%	34.0%	45.4%
%H (All HH)		97.0%	57.4%	8.4%	61.2%	30.8%	30.4%	88.8%
%H (TV HH)			59.1%	8.7%	63.0%	31.7%	31.3%	
2	275	268	174	34	178	119	59	261
%V	20.7%	20.8%	23.7%	27.9%	20.8%	27.5%	13.9%	28.2%
%H (All HH)		97.5%	63.3%	12.4%	64.7%	43.3%	21.5%	94.9%
%H (TV HH)			64.9%	12.7%	66.4%	44.4%	22.0%	
3	123	119	81	15	76	53	23	121
%V	9.2%	9.3%	11.1%	12.3%	8.9%	12.2%	5.4%	13.1%
%H (All HH)		96.7%	65.9%	12.2%	61.8%	43.1%	18.7%	98.4%
%H (TV HH)			68.1%	12.6%	63.9%	44.5%	19.3%	
4	58	56	37	4	38	24	14	58
%V	4.4%	4.4%	5.0%	3.3%	4.4%	5.5%	3.3%	6.3%
%H (All HH)		96.6%	63.8%	6.9%	65.5%	41.4%	24.1%	100.0%
%H (TV HH)			66.1%	7.1%	67.9%	42.9%	25.0%	
5+	57	55	37	9	33	25	9	56
%V	4.3%	4.3%	5.0%	7.4%	3.9%	5.8%	2.1%	6.0%
%H (All HH)		96.5%	64.9%	15.8%	57.9%	43.9%	15.8%	98.2%
%H (TV HH)			67.3%	16.4%	60.0%	45.5%	16.4%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Set level data

Table 25.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2702	1688	261	1909	1158	751	2074
%H		62.5%	9.7%	70.7%	42.9%	27.8%	76.8%
Under 20"	420	254	36	340	208	132	319
%V	15.5%	15.0%	13.8%	17.8%	18.0%	17.6%	15.4%
%H		60.5%	8.6%	81.0%	49.5%	31.4%	76.0%
20" - 29"	685	399	63	522	298	224	494
%V	25.4%	23.6%	24.1%	27.3%	25.7%	29.8%	23.8%
%H		58.2%	9.2%	76.2%	43.5%	32.7%	72.1%
30" - 39"	820	486	88	568	321	248	612
%V	30.3%	28.8%	33.7%	29.8%	27.7%	33.0%	29.5%
%H		59.3%	10.7%	69.3%	39.1%	30.2%	74.6%
40" and over	616	435	66	391	274	117	523
%V	22.8%	25.8%	25.3%	20.5%	23.7%	15.6%	25.2%
%H		70.6%	10.7%	63.5%	44.5%	19.0%	84.9%
Don't know	38	25	1	27	15	12	28
%V	1.4%	1.5%	0.4%	1.4%	1.3%	1.6%	1.4%
%H		65.8%	2.6%	71.1%	39.5%	31.6%	73.7%
Not Asked	123	89	7	61	42	18	98
%V	4.6%	5.3%	2.7%	3.2%	3.6%	2.4%	4.7%
%H		72.4%	5.7%	49.6%	34.1%	14.6%	79.7%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Set level data

Table 25.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2702	1688	261	1909	1158	751	2074
%H		62.5%	9.7%	70.7%	42.9%	27.8%	76.8%
Main living room	1276	732	123	854	435	419	897
%V	47.2%	43.4%	47.1%	44.7%	37.6%	55.8%	43.2%
%H		57.4%	9.6%	66.9%	34.1%	32.8%	70.3%
Kitchen	180	117	12	149	97	52	142
%V	6.7%	6.9%	4.6%	7.8%	8.4%	6.9%	6.8%
%H		65.0%	6.7%	82.8%	53.9%	28.9%	78.9%
Adult's bedroom	656	430	74	492	335	157	534
%V	24.3%	25.5%	28.4%	25.8%	28.9%	20.9%	25.7%
%H		65.5%	11.3%	75.0%	51.1%	23.9%	81.4%
Child's bedroom	170	119	18	125	91	34	152
%V	6.3%	7.0%	6.9%	6.5%	7.9%	4.5%	7.3%
%H		70.0%	10.6%	73.5%	53.5%	20.0%	89.4%
Other bedroom	73	51	6	54	39	16	64
%V	2.7%	3.0%	2.3%	2.8%	3.4%	2.1%	3.1%
%H		69.9%	8.2%	74.0%	53.4%	21.9%	87.7%
Second living/dining room	161	103	16	125	83	42	132
%V	6.0%	6.1%	6.1%	6.5%	7.2%	5.6%	6.4%
%H		64.0%	9.9%	77.6%	51.6%	26.1%	82.0%
Study/office	16	12	1	12	9	3	15
%V	0.6%	0.7%	0.4%	0.6%	0.8%	0.4%	0.7%
%H		75.0%	6.3%	75.0%	56.3%	18.8%	93.8%
TV room	10	8	1	8	6	1	9
%V	0.4%	0.5%	0.4%	0.4%	0.5%	0.1%	0.4%
%H		80.0%	10.0%	80.0%	60.0%	10.0%	90.0%
Conservatory	25	18	2	21	16	5	22
%V	0.9%	1.1%	0.8%	1.1%	1.4%	0.7%	1.1%
%H		72.0%	8.0%	84.0%	64.0%	20.0%	88.0%
Attic or loft room	4	3	1	3	2	1	4
%V	0.1%	0.2%	0.4%	0.2%	0.2%	0.1%	0.2%
%H		75.0%	25.0%	75.0%	50.0%	25.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	5	4	0	4	3	1	4
%V	0.2%	0.2%	0.0%	0.2%	0.3%	0.1%	0.2%
%H		80.0%	0.0%	80.0%	60.0%	20.0%	80.0%
Not Asked	123	89	7	61	42	18	98
%V	4.6%	5.3%	2.7%	3.2%	3.6%	2.4%	4.7%
%H		72.4%	5.7%	49.6%	34.1%	14.6%	79.7%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Set level data

Table 25.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2702	1688	261	1909	1158	751	2074
%H		62.5%	9.7%	70.7%	42.9%	27.8%	76.8%
PVR	1040	787	124	606	469	137	895
%V	38.5%	46.6%	47.5%	31.7%	40.5%	18.2%	43.2%
%H		75.7%	11.9%	58.3%	45.1%	13.2%	86.1%
DVDR	88	49	12	59	33	26	70
%V	3.3%	2.9%	4.6%	3.1%	2.8%	3.5%	3.4%
%H		55.7%	13.6%	67.0%	37.5%	29.5%	79.5%
VCR	42	23	5	34	18	16	26
%V	1.6%	1.4%	1.9%	1.8%	1.6%	2.1%	1.3%
%H		54.8%	11.9%	81.0%	42.9%	38.1%	61.9%
Any recorder	1102	815	131	656	492	164	936
%V	40.8%	48.3%	50.2%	34.4%	42.5%	21.8%	45.1%
%H		74.0%	11.9%	59.5%	44.6%	14.9%	84.9%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2702	1688	261	1909	1158	751	2074
%H		62.5%	9.7%	70.7%	42.9%	27.8%	76.8%
Receives HDTV (via STB or built-in reception)	786	519	133	492	352	140	690
%V	29.1%	30.7%	51.0%	25.8%	30.4%	18.6%	33.3%
%H		66.0%	16.9%	62.6%	44.8%	17.8%	87.8%
DVD/Blu-ray player or recorder	1576	985	162	1128	693	435	1241
%V	58.3%	58.4%	62.1%	59.1%	59.8%	57.9%	59.8%
%H		62.5%	10.3%	71.6%	44.0%	27.6%	78.7%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Set level data

Table 25.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1284	733	122	855	433	422	900
%H		57.1%	9.5%	66.6%	33.7%	32.9%	70.1%
Under 20"	25	7	1	19	2	16	12
%V	1.9%	1.0%	0.8%	2.2%	0.5%	3.8%	1.3%
%H		28.0%	4.0%	76.0%	8.0%	64.0%	48.0%
20" - 29"	219	84	19	162	49	114	114
%V	17.1%	11.5%	15.6%	18.9%	11.3%	27.0%	12.7%
%H		38.4%	8.7%	74.0%	22.4%	52.1%	52.1%
30" - 39"	524	285	48	352	162	191	348
%V	40.8%	38.9%	39.3%	41.2%	37.4%	45.3%	38.7%
%H		54.4%	9.2%	67.2%	30.9%	36.5%	66.4%
40" and over	498	349	53	313	217	96	415
%V	38.8%	47.6%	43.4%	36.6%	50.1%	22.7%	46.1%
%H		70.1%	10.6%	62.9%	43.6%	19.3%	83.3%
Don't know	14	8	0	9	3	5	8
%V	1.1%	1.1%	0.0%	1.1%	0.7%	1.2%	0.9%
%H		57.1%	0.0%	64.3%	21.4%	35.7%	57.1%
Not Asked	4	0	1	0	0	0	3
%V	0.3%	0.0%	0.8%	0.0%	0.0%	0.0%	0.3%
%H		0.0%	25.0%	0.0%	0.0%	0.0%	75.0%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Set level data

Table 25.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1284	733	122	855	433	422	900
%H		57.1%	9.5%	66.6%	33.7%	32.9%	70.1%
PVR	770	570	92	458	345	113	646
%V	60.0%	77.8%	75.4%	53.6%	79.7%	26.8%	71.8%
%H		74.0%	11.9%	59.5%	44.8%	14.7%	83.9%
DVDR	67	37	9	45	24	21	52
%V	5.2%	5.0%	7.4%	5.3%	5.5%	5.0%	5.8%
%H		55.2%	13.4%	67.2%	35.8%	31.3%	77.6%
VCR	32	15	3	26	12	14	19
%V	2.5%	2.0%	2.5%	3.0%	2.8%	3.3%	2.1%
%H		46.9%	9.4%	81.3%	37.5%	43.8%	59.4%
Any recorder	810	583	95	491	355	136	670
%V	63.1%	79.5%	77.9%	57.4%	82.0%	32.2%	74.4%
%H		72.0%	11.7%	60.6%	43.8%	16.8%	82.7%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1284	733	122	855	433	422	900
%H		57.1%	9.5%	66.6%	33.7%	32.9%	70.1%
Receives HDTV (via STB or built-in reception)	545	367	88	332	238	94	468
%V	42.4%	50.1%	72.1%	38.8%	55.0%	22.3%	52.0%
%H		67.3%	16.1%	60.9%	43.7%	17.2%	85.9%
DVD/Blu-ray player or recorder	969	569	96	653	348	305	718
%V	75.5%	77.6%	78.7%	76.4%	80.4%	72.3%	79.8%
%H		58.7%	9.9%	67.4%	35.9%	31.5%	74.1%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Set level data

Table 25.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1418	955	139	1053	725	329	1174
%H		67.3%	9.8%	74.3%	51.1%	23.2%	82.8%
Under 20"	395	247	35	321	206	115	307
%V	27.9%	25.9%	25.2%	30.5%	28.4%	35.0%	26.1%
%H		62.5%	8.9%	81.3%	52.2%	29.1%	77.7%
20" - 29"	467	314	44	360	250	110	380
%V	32.9%	32.9%	31.7%	34.2%	34.5%	33.4%	32.4%
%H		67.2%	9.4%	77.1%	53.5%	23.6%	81.4%
30" - 39"	296	201	40	216	159	57	265
%V	20.9%	21.0%	28.8%	20.5%	21.9%	17.3%	22.6%
%H		67.9%	13.5%	73.0%	53.7%	19.3%	89.5%
40" and over	119	86	13	78	58	21	108
%V	8.4%	9.0%	9.4%	7.4%	8.0%	6.4%	9.2%
%H		72.3%	10.9%	65.5%	48.7%	17.6%	90.8%
Don't know	24	17	1	18	12	6	20
%V	1.7%	1.8%	0.7%	1.7%	1.7%	1.8%	1.7%
%H		70.8%	4.2%	75.0%	50.0%	25.0%	83.3%
Not Asked	117	90	6	60	40	20	94
%V	8.3%	9.4%	4.3%	5.7%	5.5%	6.1%	8.0%
%H		76.9%	5.1%	51.3%	34.2%	17.1%	80.3%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Set level data

Table 25.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1418	955	139	1053	725	329	1174
%H		67.3%	9.8%	74.3%	51.1%	23.2%	82.8%
PVR	270	218	32	148	124	24	249
%V	19.0%	22.8%	23.0%	14.1%	17.1%	7.3%	21.2%
%H		80.7%	11.9%	54.8%	45.9%	8.9%	92.2%
DVDR	21	12	4	14	9	5	18
%V	1.5%	1.3%	2.9%	1.3%	1.2%	1.5%	1.5%
%H		57.1%	19.0%	66.7%	42.9%	23.8%	85.7%
VCR	10	8	1	9	7	2	7
%V	0.7%	0.8%	0.7%	0.9%	1.0%	0.6%	0.6%
%H		80.0%	10.0%	90.0%	70.0%	20.0%	70.0%
Any recorder	292	232	36	165	136	29	266
%V	20.6%	24.3%	25.9%	15.7%	18.8%	8.8%	22.7%
%H		79.5%	12.3%	56.5%	46.6%	9.9%	91.1%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1418	955	139	1053	725	329	1174
%H		67.3%	9.8%	74.3%	51.1%	23.2%	82.8%
Receives HDTV (via STB or built-in reception)	241	152	46	160	114	46	222
%V	17.0%	15.9%	33.1%	15.2%	15.7%	14.0%	18.9%
%H		63.1%	19.1%	66.4%	47.3%	19.1%	92.1%
DVD/Blu-ray player or recorder	607	416	66	474	345	129	524
%V	42.8%	43.6%	47.5%	45.0%	47.6%	39.2%	44.6%
%H		68.5%	10.9%	78.1%	56.8%	21.3%	86.3%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Individual level data

Table 25.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3049	2961	1834	295	1922	1106	815	2393
%H		97.1%	60.2%	9.7%	63.0%	36.3%	26.7%	78.5%
Total Children	558	549	370	52	330	207	123	475
%V	18.3%	18.5%	20.2%	17.6%	17.2%	18.7%	15.1%	19.8%
%H		98.4%	66.3%	9.3%	59.1%	37.1%	22.0%	85.1%
0 - 3	139	137	90	11	73	39	35	113
%V	4.6%	4.6%	4.9%	3.7%	3.8%	3.5%	4.3%	4.7%
%H		98.6%	64.7%	7.9%	52.5%	28.1%	25.2%	81.3%
4 - 15	419	413	280	41	256	168	88	362
%V	13.7%	13.9%	15.3%	13.9%	13.3%	15.2%	10.8%	15.1%
%H		98.6%	66.8%	9.8%	61.1%	40.1%	21.0%	86.4%
4 - 9	216	212	144	20	125	79	46	181
%V	7.1%	7.2%	7.9%	6.8%	6.5%	7.1%	5.6%	7.6%
%H		98.1%	66.7%	9.3%	57.9%	36.6%	21.3%	83.8%
10 - 15	203	201	136	21	131	89	42	181
%V	6.7%	6.8%	7.4%	7.1%	6.8%	8.0%	5.2%	7.6%
%H		99.0%	67.0%	10.3%	64.5%	43.8%	20.7%	89.2%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Individual level data

Table 25.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3049	2961	1834	295	1922	1106	815	2393
%H		97.1%	60.2%	9.7%	63.0%	36.3%	26.7%	78.5%
Total Adults (16+)	2492	2412	1464	243	1592	899	693	1918
%V	81.7%	81.5%	79.8%	82.4%	82.8%	81.3%	85.0%	80.2%
%H		96.8%	58.7%	9.8%	63.9%	36.1%	27.8%	77.0%
16 - 19	138	135	92	15	87	61	26	125
%V	4.5%	4.6%	5.0%	5.1%	4.5%	5.5%	3.2%	5.2%
%H		97.8%	66.7%	10.9%	63.0%	44.2%	18.8%	90.6%
20 - 24	209	186	105	23	115	64	51	178
%V	6.9%	6.3%	5.7%	7.8%	6.0%	5.8%	6.3%	7.4%
%H		89.0%	50.2%	11.0%	55.0%	30.6%	24.4%	85.2%
25 - 34	388	373	243	43	217	133	84	325
%V	12.7%	12.6%	13.2%	14.6%	11.3%	12.0%	10.3%	13.6%
%H		96.1%	62.6%	11.1%	55.9%	34.3%	21.6%	83.8%
35 - 44	367	352	230	41	218	140	79	317
%V	12.0%	11.9%	12.5%	13.9%	11.3%	12.7%	9.7%	13.2%
%H		95.9%	62.7%	11.2%	59.4%	38.1%	21.5%	86.4%
45 - 54	429	420	272	42	284	177	107	375
%V	14.1%	14.2%	14.8%	14.2%	14.8%	16.0%	13.1%	15.7%
%H		97.9%	63.4%	9.8%	66.2%	41.3%	24.9%	87.4%
55 - 64	379	374	233	34	251	144	107	303
%V	12.4%	12.6%	12.7%	11.5%	13.1%	13.0%	13.1%	12.7%
%H		98.7%	61.5%	9.0%	66.2%	38.0%	28.2%	79.9%
65+	582	571	290	45	420	181	238	296
%V	19.1%	19.3%	15.8%	15.3%	21.9%	16.4%	29.2%	12.4%
%H		98.1%	49.8%	7.7%	72.2%	31.1%	40.9%	50.9%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Individual level data

Table 25.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2492	2412	1464	243	1592	899	693	1918
%H		96.8%	58.7%	9.8%	63.9%	36.1%	27.8%	77.0%
AB	561	548	345	53	369	218	151	509
%V	22.5%	22.7%	23.6%	21.8%	23.2%	24.2%	21.8%	26.5%
%H		97.7%	61.5%	9.4%	65.8%	38.9%	26.9%	90.7%
C1	628	587	336	71	391	218	173	528
%V	25.2%	24.3%	23.0%	29.2%	24.6%	24.2%	25.0%	27.5%
%H		93.5%	53.5%	11.3%	62.3%	34.7%	27.5%	84.1%
C2	593	582	374	59	390	244	145	466
%V	23.8%	24.1%	25.5%	24.3%	24.5%	27.1%	20.9%	24.3%
%H		98.1%	63.1%	9.9%	65.8%	41.1%	24.5%	78.6%
D	451	445	278	42	274	148	126	300
%V	18.1%	18.4%	19.0%	17.3%	17.2%	16.5%	18.2%	15.6%
%H		98.7%	61.6%	9.3%	60.8%	32.8%	27.9%	66.5%
E	259	250	131	19	169	71	98	115
%V	10.4%	10.4%	8.9%	7.8%	10.6%	7.9%	14.1%	6.0%
%H		96.5%	50.6%	7.3%	65.3%	27.4%	37.8%	44.4%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Individual level data

Table 25.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2492	2412	1464	243	1592	899	693	1918
%H		96.8%	58.7%	9.8%	63.9%	36.1%	27.8%	77.0%
Working full time	1068	1043	682	117	670	427	242	951
%V	42.9%	43.2%	46.6%	48.1%	42.1%	47.5%	34.9%	49.6%
%H		97.7%	63.9%	11.0%	62.7%	40.0%	22.7%	89.0%
Working part time	242	236	150	25	154	93	61	205
%V	9.7%	9.8%	10.2%	10.3%	9.7%	10.3%	8.8%	10.7%
%H		97.5%	62.0%	10.3%	63.6%	38.4%	25.2%	84.7%
Not working	1181	1133	632	102	769	380	389	762
%V	47.4%	47.0%	43.2%	42.0%	48.3%	42.3%	56.1%	39.7%
%H		95.9%	53.5%	8.6%	65.1%	32.2%	32.9%	64.5%
Housewife/Houseperson	1330	1286	733	122	856	433	423	927
%V	53.4%	53.3%	50.1%	50.2%	53.8%	48.2%	61.0%	48.3%
%H		96.7%	55.1%	9.2%	64.4%	32.6%	31.8%	69.7%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Individual level data

Table 25.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1219	1175	726	121	768	448	320	959
%H		96.4%	59.6%	9.9%	63.0%	36.8%	26.3%	78.7%
16 - 19	73	71	49	9	46	34	13	65
%V	6.0%	6.0%	6.7%	7.4%	6.0%	7.6%	4.1%	6.8%
%H		97.3%	67.1%	12.3%	63.0%	46.6%	17.8%	89.0%
20 - 24	105	95	55	11	57	33	24	92
%V	8.6%	8.1%	7.6%	9.1%	7.4%	7.4%	7.5%	9.6%
%H		90.5%	52.4%	10.5%	54.3%	31.4%	22.9%	87.6%
25 - 34	195	187	122	22	110	68	42	167
%V	16.0%	15.9%	16.8%	18.2%	14.3%	15.2%	13.1%	17.4%
%H		95.9%	62.6%	11.3%	56.4%	34.9%	21.5%	85.6%
35 - 44	181	172	108	21	106	65	41	151
%V	14.8%	14.6%	14.9%	17.4%	13.8%	14.5%	12.8%	15.7%
%H		95.0%	59.7%	11.6%	58.6%	35.9%	22.7%	83.4%
45 - 54	210	204	134	21	137	87	50	182
%V	17.2%	17.4%	18.5%	17.4%	17.8%	19.4%	15.6%	19.0%
%H		97.1%	63.8%	10.0%	65.2%	41.4%	23.8%	86.7%
55 - 64	185	182	113	15	124	71	53	148
%V	15.2%	15.5%	15.6%	12.4%	16.1%	15.8%	16.6%	15.4%
%H		98.4%	61.1%	8.1%	67.0%	38.4%	28.6%	80.0%
65+	269	263	145	22	188	92	96	154
%V	22.1%	22.4%	20.0%	18.2%	24.5%	20.5%	30.0%	16.1%
%H		97.8%	53.9%	8.2%	69.9%	34.2%	35.7%	57.2%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Individual level data

Table 25.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1219	1175	726	121	768	448	320	959
%H		96.4%	59.6%	9.9%	63.0%	36.8%	26.3%	78.7%
AB	280	273	175	27	181	110	71	257
%V	23.0%	23.2%	24.1%	22.3%	23.6%	24.6%	22.2%	26.8%
%H		97.5%	62.5%	9.6%	64.6%	39.3%	25.4%	91.8%
C1	292	270	160	32	176	103	73	252
%V	24.0%	23.0%	22.0%	26.4%	22.9%	23.0%	22.8%	26.3%
%H		92.5%	54.8%	11.0%	60.3%	35.3%	25.0%	86.3%
C2	319	312	199	32	210	132	79	249
%V	26.2%	26.6%	27.4%	26.4%	27.3%	29.5%	24.7%	26.0%
%H		97.8%	62.4%	10.0%	65.8%	41.4%	24.8%	78.1%
D	221	217	137	21	131	73	59	152
%V	18.1%	18.5%	18.9%	17.4%	17.1%	16.3%	18.4%	15.8%
%H		98.2%	62.0%	9.5%	59.3%	33.0%	26.7%	68.8%
E	106	103	55	8	69	31	38	50
%V	8.7%	8.8%	7.6%	6.6%	9.0%	6.9%	11.9%	5.2%
%H		97.2%	51.9%	7.5%	65.1%	29.2%	35.8%	47.2%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Individual level data

Table 25.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1219	1175	726	121	768	448	320	959
%H		96.4%	59.6%	9.9%	63.0%	36.8%	26.3%	78.7%
Working full time	640	623	410	70	397	255	142	566
%V	52.5%	53.0%	56.5%	57.9%	51.7%	56.9%	44.4%	59.0%
%H		97.3%	64.1%	10.9%	62.0%	39.8%	22.2%	88.4%
Working part time	58	55	32	5	37	19	18	49
%V	4.8%	4.7%	4.4%	4.1%	4.8%	4.2%	5.6%	5.1%
%H		94.8%	55.2%	8.6%	63.8%	32.8%	31.0%	84.5%
Not working	520	497	284	46	334	175	160	345
%V	42.7%	42.3%	39.1%	38.0%	43.5%	39.1%	50.0%	36.0%
%H		95.6%	54.6%	8.8%	64.2%	33.7%	30.8%	66.3%
Housewife/Houseperson	275	255	126	24	170	70	100	156
%V	22.6%	21.7%	17.4%	19.8%	22.1%	15.6%	31.3%	16.3%
%H		92.7%	45.8%	8.7%	61.8%	25.5%	36.4%	56.7%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Individual level data

Table 25.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1238	738	122	824	451	373	959
%H		97.3%	58.0%	9.6%	64.7%	35.4%	29.3%	75.3%
16 - 19	65	64	44	6	41	27	14	60
%V	5.1%	5.2%	6.0%	4.9%	5.0%	6.0%	3.8%	6.3%
%H		98.5%	67.7%	9.2%	63.1%	41.5%	21.5%	92.3%
20 - 24	104	92	49	13	58	31	27	86
%V	8.2%	7.4%	6.6%	10.7%	7.0%	6.9%	7.2%	9.0%
%H		88.5%	47.1%	12.5%	55.8%	29.8%	26.0%	82.7%
25 - 34	192	186	121	21	107	65	42	157
%V	15.1%	15.0%	16.4%	17.2%	13.0%	14.4%	11.3%	16.4%
%H		96.9%	63.0%	10.9%	55.7%	33.9%	21.9%	81.8%
35 - 44	186	180	123	20	113	75	38	166
%V	14.6%	14.5%	16.7%	16.4%	13.7%	16.6%	10.2%	17.3%
%H		96.8%	66.1%	10.8%	60.8%	40.3%	20.4%	89.2%
45 - 54	219	216	138	21	147	91	56	192
%V	17.2%	17.4%	18.7%	17.2%	17.8%	20.2%	15.0%	20.0%
%H		98.6%	63.0%	9.6%	67.1%	41.6%	25.6%	87.7%
55 - 64	193	192	119	18	127	73	54	154
%V	15.2%	15.5%	16.1%	14.8%	15.4%	16.2%	14.5%	16.1%
%H		99.5%	61.7%	9.3%	65.8%	37.8%	28.0%	79.8%
65+	313	308	144	23	232	90	142	142
%V	24.6%	24.9%	19.5%	18.9%	28.2%	20.0%	38.1%	14.8%
%H		98.4%	46.0%	7.3%	74.1%	28.8%	45.4%	45.4%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Individual level data

Table 25.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1238	738	122	824	451	373	959
%H		97.3%	58.0%	9.6%	64.7%	35.4%	29.3%	75.3%
AB	281	275	170	26	188	108	79	252
%V	22.1%	22.2%	23.0%	21.3%	22.8%	23.9%	21.2%	26.3%
%H		97.9%	60.5%	9.3%	66.9%	38.4%	28.1%	89.7%
C1	336	318	176	39	214	114	100	276
%V	26.4%	25.7%	23.8%	32.0%	26.0%	25.3%	26.8%	28.8%
%H		94.6%	52.4%	11.6%	63.7%	33.9%	29.8%	82.1%
C2	274	270	175	26	179	113	67	218
%V	21.5%	21.8%	23.7%	21.3%	21.7%	25.1%	18.0%	22.7%
%H		98.5%	63.9%	9.5%	65.3%	41.2%	24.5%	79.6%
D	230	227	141	21	143	76	67	148
%V	18.1%	18.3%	19.1%	17.2%	17.4%	16.9%	18.0%	15.4%
%H		98.7%	61.3%	9.1%	62.2%	33.0%	29.1%	64.3%
E	152	147	75	10	100	40	60	65
%V	11.9%	11.9%	10.2%	8.2%	12.1%	8.9%	16.1%	6.8%
%H		96.7%	49.3%	6.6%	65.8%	26.3%	39.5%	42.8%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

S4C

Individual level data

Table 25.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1273	1238	738	122	824	451	373	959
%H		97.3%	58.0%	9.6%	64.7%	35.4%	29.3%	75.3%
Working full time	428	420	272	47	273	173	100	385
%V	33.6%	33.9%	36.9%	38.5%	33.1%	38.4%	26.8%	40.1%
%H		98.1%	63.6%	11.0%	63.8%	40.4%	23.4%	90.0%
Working part time	184	181	118	19	117	74	43	156
%V	14.5%	14.6%	16.0%	15.6%	14.2%	16.4%	11.5%	16.3%
%H		98.4%	64.1%	10.3%	63.6%	40.2%	23.4%	84.8%
Not working	661	636	348	56	434	205	230	417
%V	51.9%	51.4%	47.2%	45.9%	52.7%	45.5%	61.7%	43.5%
%H		96.2%	52.6%	8.5%	65.7%	31.0%	34.8%	63.1%
Housewife/Houseperson	1056	1031	608	98	685	363	322	771
%V	83.0%	83.3%	82.4%	80.3%	83.1%	80.5%	86.3%	80.4%
%H		97.6%	57.6%	9.3%	64.9%	34.4%	30.5%	73.0%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - South Macro Region

Contents	Page
Household	
Table 26.1: Social Grade	704
Table 26.2: Housewife Age	705
Table 26.3: Size of Household	706
Table 26.4: Presence of Children	707
Table 26.5: Number of TV sets in household	708
Table 26.6: Screen size	709
Table 26.7: Location of ANY set in household	710
Table 26.8: Platform Provider	711
Table 26.9: Recorders and other equipment	712
Table 26.10: Computers and Internet	713
Sets	
Table 26.11: Screen Size	714
Table 26.12: Location of set	715
Table 26.13: Recorders	716
Table 26.14: Other TV equipment	716
Table 26.15: Main Set Screen Size	717
Table 26.16: Main Set Recorders	718
Table 26.17: Main Set - Other TV equipment	718
Table 26.18: Other Sets (non-Main Set) Screen Size	719
Table 26.19: Other Set (non-Main Set) Recorders	720
Table 26.20: Other Set (non-Main Set) - Other TV equipment	720
Individuals	
Table 26.21: Age of Children	721
Table 26.22: Adults - Age	722
Table 26.23: Social Grade (Adults 16+)	723
Table 26.24: Working Status (Adults 16+)	724
Table 26.25: Males - Age	725
Table 26.26: Social Grade (Males 16+)	726
Table 26.27: Working Status (Males 16+)	727
Table 26.28: Females - Age	728
Table 26.29: Social Grade (Females 16+)	729
Table 26.30: Working Status (Females 16+)	730

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Household level data

Table 26.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7844	7554	3530	999	5493	2490	3004	6016
%H (All HH)		96.3%	45.0%	12.7%	70.0%	31.7%	38.3%	76.7%
%H (TV HH)			46.7%	13.2%	72.7%	33.0%	39.8%	
AB	2129	2063	997	279	1505	719	786	1932
%V	27.1%	27.3%	28.2%	27.9%	27.4%	28.9%	26.2%	32.1%
%H (All HH)		96.9%	46.8%	13.1%	70.7%	33.8%	36.9%	90.7%
%H (TV HH)			48.3%	13.5%	73.0%	34.9%	38.1%	
C1	2223	2122	979	317	1532	711	821	1818
%V	28.3%	28.1%	27.7%	31.7%	27.9%	28.6%	27.3%	30.2%
%H (All HH)		95.5%	44.0%	14.3%	68.9%	32.0%	36.9%	81.8%
%H (TV HH)			46.1%	14.9%	72.2%	33.5%	38.7%	
C2	1665	1621	808	217	1194	601	593	1279
%V	21.2%	21.5%	22.9%	21.7%	21.7%	24.1%	19.7%	21.3%
%H (All HH)		97.4%	48.5%	13.0%	71.7%	36.1%	35.6%	76.8%
%H (TV HH)			49.8%	13.4%	73.7%	37.1%	36.6%	
D	1075	1033	480	122	723	297	427	686
%V	13.7%	13.7%	13.6%	12.2%	13.2%	11.9%	14.2%	11.4%
%H (All HH)		96.1%	44.7%	11.3%	67.3%	27.6%	39.7%	63.8%
%H (TV HH)			46.5%	11.8%	70.0%	28.8%	41.3%	
E	751	714	265	64	538	162	376	302
%V	9.6%	9.5%	7.5%	6.4%	9.8%	6.5%	12.5%	5.0%
%H (All HH)		95.1%	35.3%	8.5%	71.6%	21.6%	50.1%	40.2%
%H (TV HH)			37.1%	9.0%	75.4%	22.7%	52.7%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Household level data

Table 26.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7844	7554	3530	999	5493	2490	3004	6016
%V		96.3%	45.0%	12.7%	70.0%	31.7%	38.3%	76.7%
%H (All HH)			46.7%	13.2%	72.7%	33.0%	39.8%	
%H (TV HH)								
Under 25	311	266	102	36	170	59	111	233
%V	4.0%	3.5%	2.9%	3.6%	3.1%	2.4%	3.7%	3.9%
%H (All HH)		85.5%	32.8%	11.6%	54.7%	19.0%	35.7%	74.9%
%H (TV HH)			38.3%	13.5%	63.9%	22.2%	41.7%	
25 - 34	1089	1029	551	174	636	348	289	966
%V	13.9%	13.6%	15.6%	17.4%	11.6%	14.0%	9.6%	16.1%
%H (All HH)		94.5%	50.6%	16.0%	58.4%	32.0%	26.5%	88.7%
%H (TV HH)			53.5%	16.9%	61.8%	33.8%	28.1%	
35 - 44	1284	1241	685	195	810	455	355	1171
%V	16.4%	16.4%	19.4%	19.5%	14.7%	18.3%	11.8%	19.5%
%H (All HH)		96.7%	53.3%	15.2%	63.1%	35.4%	27.6%	91.2%
%H (TV HH)			55.2%	15.7%	65.3%	36.7%	28.6%	
45 - 54	1512	1460	737	231	1066	570	496	1356
%V	19.3%	19.3%	20.9%	23.1%	19.4%	22.9%	16.5%	22.5%
%H (All HH)		96.6%	48.7%	15.3%	70.5%	37.7%	32.8%	89.7%
%H (TV HH)			50.5%	15.8%	73.0%	39.0%	34.0%	
55 - 64	1321	1283	624	161	954	450	503	1091
%V	16.8%	17.0%	17.7%	16.1%	17.4%	18.1%	16.7%	18.1%
%H (All HH)		97.1%	47.2%	12.2%	72.2%	34.1%	38.1%	82.6%
%H (TV HH)			48.6%	12.5%	74.4%	35.1%	39.2%	
65 +	2328	2275	831	201	1857	607	1250	1200
%V	29.7%	30.1%	23.5%	20.1%	33.8%	24.4%	41.6%	19.9%
%H (All HH)		97.7%	35.7%	8.6%	79.8%	26.1%	53.7%	51.5%
%H (TV HH)			36.5%	8.8%	81.6%	26.7%	54.9%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Household level data

Table 26.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7844	7554	3530	999	5493	2490	3004	6016
%H (All HH)		96.3%	45.0%	12.7%	70.0%	31.7%	38.3%	76.7%
%H (TV HH)			46.7%	13.2%	72.7%	33.0%	39.8%	
1	2369	2225	734	215	1721	460	1262	1214
%V	30.2%	29.5%	20.8%	21.5%	31.3%	18.5%	42.0%	20.2%
%H (All HH)		93.9%	31.0%	9.1%	72.6%	19.4%	53.3%	51.2%
%H (TV HH)			33.0%	9.7%	77.3%	20.7%	56.7%	
2	2775	2703	1302	345	1999	944	1055	2291
%V	35.4%	35.8%	36.9%	34.5%	36.4%	37.9%	35.1%	38.1%
%H (All HH)		97.4%	46.9%	12.4%	72.0%	34.0%	38.0%	82.6%
%H (TV HH)			48.2%	12.8%	74.0%	34.9%	39.0%	
3	1185	1157	649	186	792	472	321	1083
%V	15.1%	15.3%	18.4%	18.6%	14.4%	19.0%	10.7%	18.0%
%H (All HH)		97.6%	54.8%	15.7%	66.8%	39.8%	27.1%	91.4%
%H (TV HH)			56.1%	16.1%	68.5%	40.8%	27.7%	
4	1046	1018	596	171	673	421	252	988
%V	13.3%	13.5%	16.9%	17.1%	12.3%	16.9%	8.4%	16.4%
%H (All HH)		97.3%	57.0%	16.3%	64.3%	40.2%	24.1%	94.5%
%H (TV HH)			58.5%	16.8%	66.1%	41.4%	24.8%	
5+	469	450	249	82	308	193	114	440
%V	6.0%	6.0%	7.1%	8.2%	5.6%	7.8%	3.8%	7.3%
%H (All HH)		95.9%	53.1%	17.5%	65.7%	41.2%	24.3%	93.8%
%H (TV HH)			55.3%	18.2%	68.4%	42.9%	25.3%	
Average HH size	2.32	2.33	2.55	2.59	2.26	2.60	1.98	2.55

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Household level data

Table 26.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7844	7554	3530	999	5493	2490	3004	6016
%H (All HH)		96.3%	45.0%	12.7%	70.0%	31.7%	38.3%	76.7%
%H (TV HH)			46.7%	13.2%	72.7%	33.0%	39.8%	
Without	5895	5648	2431	702	4253	1752	2502	4229
%V	75.2%	74.8%	68.9%	70.3%	77.4%	70.4%	83.3%	70.3%
%H (All HH)		95.8%	41.2%	11.9%	72.1%	29.7%	42.4%	71.7%
%H (TV HH)			43.0%	12.4%	75.3%	31.0%	44.3%	
With	1948	1906	1099	297	1240	738	502	1787
%V	24.8%	25.2%	31.1%	29.7%	22.6%	29.6%	16.7%	29.7%
%H (All HH)		97.8%	56.4%	15.2%	63.7%	37.9%	25.8%	91.7%
%H (TV HH)			57.7%	15.6%	65.1%	38.7%	26.3%	
0 - 3	735	717	403	100	443	238	205	651
%V	9.4%	9.5%	11.4%	10.0%	8.1%	9.6%	6.8%	10.8%
%H (All HH)		97.6%	54.8%	13.6%	60.3%	32.4%	27.9%	88.6%
%H (TV HH)			56.2%	13.9%	61.8%	33.2%	28.6%	
4 - 9	989	969	576	146	610	369	240	904
%V	12.6%	12.8%	16.3%	14.6%	11.1%	14.8%	8.0%	15.0%
%H (All HH)		98.0%	58.2%	14.8%	61.7%	37.3%	24.3%	91.4%
%H (TV HH)			59.4%	15.1%	63.0%	38.1%	24.8%	
10 - 15	902	885	523	151	610	397	214	850
%V	11.5%	11.7%	14.8%	15.1%	11.1%	15.9%	7.1%	14.1%
%H (All HH)		98.1%	58.0%	16.7%	67.6%	44.0%	23.7%	94.2%
%H (TV HH)			59.1%	17.1%	68.9%	44.9%	24.2%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Household level data

Table 26.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7844	7554	3530	999	5493	2490	3004	6016
%H (All HH)		96.3%	45.0%	12.7%	70.0%	31.7%	38.3%	76.7%
%H (TV HH)			46.7%	13.2%	72.7%	33.0%	39.8%	
1	2973	2973	1070	341	1955	441	1514	1970
%V	37.9%	39.4%	30.3%	34.1%	35.6%	17.7%	50.4%	32.7%
%H (All HH)		100.0%	36.0%	11.5%	65.8%	14.8%	50.9%	66.3%
%H (TV HH)			36.0%	11.5%	65.8%	14.8%	50.9%	
2	2626	2626	1281	363	1955	965	990	2072
%V	33.5%	34.8%	36.3%	36.3%	35.6%	38.8%	33.0%	34.4%
%H (All HH)		100.0%	48.8%	13.8%	74.4%	36.7%	37.7%	78.9%
%H (TV HH)			48.8%	13.8%	74.4%	36.7%	37.7%	
3	1204	1204	707	179	953	624	329	1066
%V	15.3%	15.9%	20.0%	17.9%	17.3%	25.1%	11.0%	17.7%
%H (All HH)		100.0%	58.7%	14.9%	79.2%	51.8%	27.3%	88.5%
%H (TV HH)			58.7%	14.9%	79.2%	51.8%	27.3%	
4	502	502	311	78	414	294	120	471
%V	6.4%	6.6%	8.8%	7.8%	7.5%	11.8%	4.0%	7.8%
%H (All HH)		100.0%	62.0%	15.5%	82.5%	58.6%	23.9%	93.8%
%H (TV HH)			62.0%	15.5%	82.5%	58.6%	23.9%	
5+	249	249	161	38	217	166	51	242
%V	3.2%	3.3%	4.6%	3.8%	4.0%	6.7%	1.7%	4.0%
%H (All HH)		100.0%	64.7%	15.3%	87.1%	66.7%	20.5%	97.2%
%H (TV HH)			64.7%	15.3%	87.1%	66.7%	20.5%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Household level data

Table 26.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7844	7554	3530	999	5493	2490	3004	6016
%H (All HH)		96.3%	45.0%	12.7%	70.0%	31.7%	38.3%	76.7%
%H (TV HH)			46.7%	13.2%	72.7%	33.0%	39.8%	
Under 20"	2141	2141	1018	259	1798	929	869	1723
%V	27.3%	28.3%	28.8%	25.9%	32.7%	37.3%	28.9%	28.6%
%H (All HH)		100.0%	47.5%	12.1%	84.0%	43.4%	40.6%	80.5%
%H (TV HH)			47.5%	12.1%	84.0%	43.4%	40.6%	
20" - 29"	3039	3039	1347	381	2423	1100	1323	2269
%V	38.7%	40.2%	38.2%	38.1%	44.1%	44.2%	44.0%	37.7%
%H (All HH)		100.0%	44.3%	12.5%	79.7%	36.2%	43.5%	74.7%
%H (TV HH)			44.3%	12.5%	79.7%	36.2%	43.5%	
30" - 39"	3936	3936	1918	558	2908	1432	1476	3128
%V	50.2%	52.1%	54.3%	55.9%	52.9%	57.5%	49.1%	52.0%
%H (All HH)		100.0%	48.7%	14.2%	73.9%	36.4%	37.5%	79.5%
%H (TV HH)			48.7%	14.2%	73.9%	36.4%	37.5%	
40" and over	2922	2922	1783	459	1978	1278	700	2589
%V	37.3%	38.7%	50.5%	45.9%	36.0%	51.3%	23.3%	43.0%
%H (All HH)		100.0%	61.0%	15.7%	67.7%	43.7%	24.0%	88.6%
%H (TV HH)			61.0%	15.7%	67.7%	43.7%	24.0%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Household level data

Table 26.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7844	7554	3530	999	5493	2490	3004	6016
%V (All HH)		96.3%	45.0%	12.7%	70.0%	31.7%	38.3%	76.7%
%H (TV HH)			46.7%	13.2%	72.7%	33.0%	39.8%	
Main living room	7422	7422	3495	987	5426	2470	2956	5724
%V	94.6%	98.3%	99.0%	98.8%	98.8%	99.2%	98.4%	95.1%
%H (All HH)		100.0%	47.1%	13.3%	73.1%	33.3%	39.8%	77.1%
%H (TV HH)			47.1%	13.3%	73.1%	33.3%	39.8%	
Kitchen	1020	1020	540	116	873	503	370	856
%V	13.0%	13.5%	15.3%	11.6%	15.9%	20.2%	12.3%	14.2%
%H (All HH)		100.0%	52.9%	11.4%	85.6%	49.3%	36.3%	83.9%
%H (TV HH)			52.9%	11.4%	85.6%	49.3%	36.3%	
Adult's bedroom	3187	3187	1745	466	2520	1523	997	2695
%V	40.6%	42.2%	49.4%	46.6%	45.9%	61.2%	33.2%	44.8%
%H (All HH)		100.0%	54.8%	14.6%	79.1%	47.8%	31.3%	84.6%
%H (TV HH)			54.8%	14.6%	79.1%	47.8%	31.3%	
Child's bedroom	666	666	424	114	499	365	134	626
%V	8.5%	8.8%	12.0%	11.4%	9.1%	14.7%	4.5%	10.4%
%H (All HH)		100.0%	63.7%	17.1%	74.9%	54.8%	20.1%	94.0%
%H (TV HH)			63.7%	17.1%	74.9%	54.8%	20.1%	
Other bedroom	401	401	236	62	322	216	106	362
%V	5.1%	5.3%	6.7%	6.2%	5.9%	8.7%	3.5%	6.0%
%H (All HH)		100.0%	58.9%	15.5%	80.3%	53.9%	26.4%	90.3%
%H (TV HH)			58.9%	15.5%	80.3%	53.9%	26.4%	
Second living/dining room	667	667	355	89	539	311	227	567
%V	8.5%	8.8%	10.1%	8.9%	9.8%	12.5%	7.6%	9.4%
%H (All HH)		100.0%	53.2%	13.3%	80.8%	46.6%	34.0%	85.0%
%H (TV HH)			53.2%	13.3%	80.8%	46.6%	34.0%	
Study/office	148	148	87	17	121	77	44	144
%V	1.9%	2.0%	2.5%	1.7%	2.2%	3.1%	1.5%	2.4%
%H (All HH)		100.0%	58.8%	11.5%	81.8%	52.0%	29.7%	97.3%
%H (TV HH)			58.8%	11.5%	81.8%	52.0%	29.7%	
TV room	58	58	33	11	38	24	15	56
%V	0.7%	0.8%	0.9%	1.1%	0.7%	1.0%	0.5%	0.9%
%H (All HH)		100.0%	56.9%	19.0%	65.5%	41.4%	25.9%	96.6%
%H (TV HH)			56.9%	19.0%	65.5%	41.4%	25.9%	
Conservatory	150	150	92	20	135	94	41	135
%V	1.9%	2.0%	2.6%	2.0%	2.5%	3.8%	1.4%	2.2%
%H (All HH)		100.0%	61.3%	13.3%	90.0%	62.7%	27.3%	90.0%
%H (TV HH)			61.3%	13.3%	90.0%	62.7%	27.3%	
Attic or loft room	23	23	12	4	20	13	7	21
%V	0.3%	0.3%	0.3%	0.4%	0.4%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	52.2%	17.4%	87.0%	56.5%	30.4%	91.3%
%H (TV HH)			52.2%	17.4%	87.0%	56.5%	30.4%	
No specific location	21	21	9	3	17	9	8	19
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%
%H (All HH)		100.0%	42.9%	14.3%	81.0%	42.9%	38.1%	90.5%
%H (TV HH)			42.9%	14.3%	81.0%	42.9%	38.1%	
Other	67	67	43	6	50	30	20	61
%V	0.9%	0.9%	1.2%	0.6%	0.9%	1.2%	0.7%	1.0%
%H (All HH)		100.0%	64.2%	9.0%	74.6%	44.8%	29.9%	91.0%
%H (TV HH)			64.2%	9.0%	74.6%	44.8%	29.9%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Household level data

Table 26.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7844	7554	3530	999	5493	2490	3004	6016
%H (All HH)		96.3%	45.0%	12.7%	70.0%	31.7%	38.3%	76.7%
%H (TV HH)			46.7%	13.2%	72.7%	33.0%	39.8%	
Any DSAT provider	3530	3530	3530	51	1997	1997	0	3007
%V	45.0%	46.7%	100.0%	5.1%	36.4%	80.2%	0.0%	50.0%
%H (All HH)			100.0%	1.4%	56.6%	56.6%	0.0%	85.2%
%H (TV HH)			100.0%	1.4%	56.6%	56.6%	0.0%	
Sky with subcription	2821	2821	2821	26	1588	1588	0	2473
%V	36.0%	37.3%	79.9%	2.6%	28.9%	63.8%	0.0%	41.1%
%H (All HH)			100.0%	0.9%	56.3%	56.3%	0.0%	87.7%
%H (TV HH)			100.0%	0.9%	56.3%	56.3%	0.0%	
Sky without subscription	225	225	225	6	119	119	0	156
%V	2.9%	3.0%	6.4%	0.6%	2.2%	4.8%	0.0%	2.6%
%H (All HH)			100.0%	2.7%	52.9%	52.9%	0.0%	69.3%
%H (TV HH)			100.0%	2.7%	52.9%	52.9%	0.0%	
Freesat	458	458	458	17	279	279	0	365
%V	5.8%	6.1%	13.0%	1.7%	5.1%	11.2%	0.0%	6.1%
%H (All HH)			100.0%	3.7%	60.9%	60.9%	0.0%	79.7%
%H (TV HH)			100.0%	3.7%	60.9%	60.9%	0.0%	
Other satellite provider	96	96	96	6	49	49	0	76
%V	1.2%	1.3%	2.7%	0.6%	0.9%	2.0%	0.0%	1.3%
%H (All HH)			100.0%	6.3%	51.0%	51.0%	0.0%	79.2%
%H (TV HH)			100.0%	6.3%	51.0%	51.0%	0.0%	
DCAB	999	999	51	999	516	516	0	891
%V	12.7%	13.2%	1.4%	100.0%	9.4%	20.7%	0.0%	14.8%
%H (All HH)			5.1%	100.0%	51.7%	51.7%	0.0%	89.2%
%H (TV HH)			5.1%	100.0%	51.7%	51.7%	0.0%	
DTT	5493	5493	1997	516	5493	2490	3004	4100
%V	70.0%	72.7%	56.6%	51.7%	100.0%	100.0%	100.0%	68.2%
%H (All HH)		100.0%	36.4%	9.4%	100.0%	45.3%	54.7%	74.6%
%H (TV HH)			36.4%	9.4%	100.0%	45.3%	54.7%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Household level data

Table 26.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7844	7554	3530	999	5493	2490	3004	6016
%H (All HH)		96.3%	45.0%	12.7%	70.0%	31.7%	38.3%	76.7%
%H (TV HH)			46.7%	13.2%	72.7%	33.0%	39.8%	
PVR	4714	4714	2911	761	3156	2075	1081	4116
%V	60.1%	62.4%	82.5%	76.2%	57.5%	83.3%	36.0%	68.4%
%H (All HH)		100.0%	61.8%	16.1%	66.9%	44.0%	22.9%	87.3%
%H (TV HH)			61.8%	16.1%	66.9%	44.0%	22.9%	
DVDR	486	486	234	73	375	194	181	405
%V	6.2%	6.4%	6.6%	7.3%	6.8%	7.8%	6.0%	6.7%
%H (All HH)		100.0%	48.1%	15.0%	77.2%	39.9%	37.2%	83.3%
%H (TV HH)			48.1%	15.0%	77.2%	39.9%	37.2%	
VCR	290	290	123	39	240	108	132	201
%V	3.7%	3.8%	3.5%	3.9%	4.4%	4.3%	4.4%	3.3%
%H (All HH)		100.0%	42.4%	13.4%	82.8%	37.2%	45.5%	69.3%
%H (TV HH)			42.4%	13.4%	82.8%	37.2%	45.5%	
Any recorder	4969	4969	2975	783	3367	2118	1249	4272
%V	63.3%	65.8%	84.3%	78.4%	61.3%	85.1%	41.6%	71.0%
%H (All HH)		100.0%	59.9%	15.8%	67.8%	42.6%	25.1%	86.0%
%H (TV HH)			59.9%	15.8%	67.8%	42.6%	25.1%	
Receives HDTV (via STB or built-in reception)	3873	3873	2176	780	2633	1675	958	3405
%V	49.4%	51.3%	61.6%	78.1%	47.9%	67.3%	31.9%	56.6%
%H (All HH)		100.0%	56.2%	20.1%	68.0%	43.2%	24.7%	87.9%
%H (TV HH)			56.2%	20.1%	68.0%	43.2%	24.7%	
DVD/Blu-ray player or recorder	6011	6011	2970	836	4378	2154	2225	4863
%V	76.6%	79.6%	84.1%	83.7%	79.7%	86.5%	74.1%	80.8%
%H (All HH)		100.0%	49.4%	13.9%	72.8%	35.8%	37.0%	80.9%
%H (TV HH)			49.4%	13.9%	72.8%	35.8%	37.0%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Household level data

Table 26.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7844	7554	3530	999	5493	2490	3004	6016
%V (All HH)		96.3%	45.0%	12.7%	70.0%	31.7%	38.3%	76.7%
%H (TV HH)			46.7%	13.2%	72.7%	33.0%	39.8%	
Has broadband internet	6016	5820	3007	891	4100	2189	1911	6016
%V	76.7%	77.0%	85.2%	89.2%	74.6%	87.9%	63.6%	100.0%
%H (All HH)		96.7%	50.0%	14.8%	68.2%	36.4%	31.8%	100.0%
%H (TV HH)			51.7%	15.3%	70.4%	37.6%	32.8%	
Number of computers (PCs and laptops)								
0	1567	1496	454	104	1202	269	934	74
%V	20.0%	19.8%	12.9%	10.4%	21.9%	10.8%	31.1%	1.2%
%H (All HH)		95.5%	29.0%	6.6%	76.7%	17.2%	59.6%	4.7%
%H (TV HH)			30.3%	7.0%	80.3%	18.0%	62.4%	
1	2581	2477	1121	292	1779	734	1045	2324
%V	32.9%	32.8%	31.8%	29.2%	32.4%	29.5%	34.8%	38.6%
%H (All HH)		96.0%	43.4%	11.3%	68.9%	28.4%	40.5%	90.0%
%H (TV HH)			45.3%	11.8%	71.8%	29.6%	42.2%	
2	1771	1714	922	262	1214	682	532	1718
%V	22.6%	22.7%	26.1%	26.2%	22.1%	27.4%	17.7%	28.6%
%H (All HH)		96.8%	52.1%	14.8%	68.5%	38.5%	30.0%	97.0%
%H (TV HH)			53.8%	15.3%	70.8%	39.8%	31.0%	
3	916	895	484	161	608	360	249	903
%V	11.7%	11.8%	13.7%	16.1%	11.1%	14.5%	8.3%	15.0%
%H (All HH)		97.7%	52.8%	17.6%	66.4%	39.3%	27.2%	98.6%
%H (TV HH)			54.1%	18.0%	67.9%	40.2%	27.8%	
4	485	472	272	84	335	218	117	480
%V	6.2%	6.2%	7.7%	8.4%	6.1%	8.8%	3.9%	8.0%
%H (All HH)		97.3%	56.1%	17.3%	69.1%	44.9%	24.1%	99.0%
%H (TV HH)			57.6%	17.8%	71.0%	46.2%	24.8%	
5+	523	500	276	96	355	227	127	517
%V	6.7%	6.6%	7.8%	9.6%	6.5%	9.1%	4.2%	8.6%
%H (All HH)		95.6%	52.8%	18.4%	67.9%	43.4%	24.3%	98.9%
%H (TV HH)			55.2%	19.2%	71.0%	45.4%	25.4%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Set level data

Table 26.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15185	7863	2124	11549	6314	5235	12497
%H		51.8%	14.0%	76.1%	41.6%	34.5%	82.3%
Under 20"	2769	1359	333	2345	1263	1082	2278
%V	18.2%	17.3%	15.7%	20.3%	20.0%	20.7%	18.2%
%H		49.1%	12.0%	84.7%	45.6%	39.1%	82.3%
20" - 29"	3785	1754	476	3072	1503	1569	2902
%V	24.9%	22.3%	22.4%	26.6%	23.8%	30.0%	23.2%
%H		46.3%	12.6%	81.2%	39.7%	41.5%	76.7%
30" - 39"	4600	2307	678	3421	1781	1640	3740
%V	30.3%	29.3%	31.9%	29.6%	28.2%	31.3%	29.9%
%H		50.2%	14.7%	74.4%	38.7%	35.7%	81.3%
40" and over	3373	2087	533	2305	1524	781	3018
%V	22.2%	26.5%	25.1%	20.0%	24.1%	14.9%	24.1%
%H		61.9%	15.8%	68.3%	45.2%	23.2%	89.5%
Don't know	146	73	15	119	62	56	112
%V	1.0%	0.9%	0.7%	1.0%	1.0%	1.1%	0.9%
%H		50.0%	10.3%	81.5%	42.5%	38.4%	76.7%
Not Asked	512	283	89	287	181	107	447
%V	3.4%	3.6%	4.2%	2.5%	2.9%	2.0%	3.6%
%H		55.3%	17.4%	56.1%	35.4%	20.9%	87.3%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Set level data

Table 26.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15185	7863	2124	11549	6314	5235	12497
%H		51.8%	14.0%	76.1%	41.6%	34.5%	82.3%
Main living room	7476	3517	997	5464	2488	2976	5766
%V	49.2%	44.7%	46.9%	47.3%	39.4%	56.8%	46.1%
%H		47.0%	13.3%	73.1%	33.3%	39.8%	77.1%
Kitchen	1024	540	116	877	503	373	859
%V	6.7%	6.9%	5.5%	7.6%	8.0%	7.1%	6.9%
%H		52.7%	11.3%	85.6%	49.1%	36.4%	83.9%
Adult's bedroom	3680	2044	548	2943	1826	1118	3160
%V	24.2%	26.0%	25.8%	25.5%	28.9%	21.4%	25.3%
%H		55.5%	14.9%	80.0%	49.6%	30.4%	85.9%
Child's bedroom	867	561	148	656	489	167	818
%V	5.7%	7.1%	7.0%	5.7%	7.7%	3.2%	6.5%
%H		64.7%	17.1%	75.7%	56.4%	19.3%	94.3%
Other bedroom	475	275	75	387	259	128	431
%V	3.1%	3.5%	3.5%	3.4%	4.1%	2.4%	3.4%
%H		57.9%	15.8%	81.5%	54.5%	26.9%	90.7%
Second living/dining room	673	360	90	545	317	229	572
%V	4.4%	4.6%	4.2%	4.7%	5.0%	4.4%	4.6%
%H		53.5%	13.4%	81.0%	47.1%	34.0%	85.0%
Study/office	152	89	18	124	79	45	146
%V	1.0%	1.1%	0.8%	1.1%	1.3%	0.9%	1.2%
%H		58.6%	11.8%	81.6%	52.0%	29.6%	96.1%
TV room	60	33	11	40	24	16	57
%V	0.4%	0.4%	0.5%	0.3%	0.4%	0.3%	0.5%
%H		55.0%	18.3%	66.7%	40.0%	26.7%	95.0%
Conservatory	151	93	20	135	94	41	136
%V	1.0%	1.2%	0.9%	1.2%	1.5%	0.8%	1.1%
%H		61.6%	13.2%	89.4%	62.3%	27.2%	90.1%
Attic or loft room	24	12	4	21	13	7	21
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		50.0%	16.7%	87.5%	54.2%	29.2%	87.5%
No specific location	23	10	3	19	9	9	20
%V	0.2%	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%
%H		43.5%	13.0%	82.6%	39.1%	39.1%	87.0%
Other	69	45	6	51	31	20	63
%V	0.5%	0.6%	0.3%	0.4%	0.5%	0.4%	0.5%
%H		65.2%	8.7%	73.9%	44.9%	29.0%	91.3%
Not Asked	512	283	89	287	181	107	447
%V	3.4%	3.6%	4.2%	2.5%	2.9%	2.0%	3.6%
%H		55.3%	17.4%	56.1%	35.4%	20.9%	87.3%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Set level data

Table 26.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15185	7863	2124	11549	6314	5235	12497
%H		51.8%	14.0%	76.1%	41.6%	34.5%	82.3%
PVR	6115	3949	1009	4007	2783	1223	5440
%V	40.3%	50.2%	47.5%	34.7%	44.1%	23.4%	43.5%
%H		64.6%	16.5%	65.5%	45.5%	20.0%	89.0%
DVDR	541	266	83	420	226	195	454
%V	3.6%	3.4%	3.9%	3.6%	3.6%	3.7%	3.6%
%H		49.2%	15.3%	77.6%	41.8%	36.0%	83.9%
VCR	306	133	43	252	118	134	213
%V	2.0%	1.7%	2.0%	2.2%	1.9%	2.6%	1.7%
%H		43.5%	14.1%	82.4%	38.6%	43.8%	69.6%
Any recorder	6481	4079	1048	4312	2892	1420	5694
%V	42.7%	51.9%	49.3%	37.3%	45.8%	27.1%	45.6%
%H		62.9%	16.2%	66.5%	44.6%	21.9%	87.9%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15185	7863	2124	11549	6314	5235	12497
%H		51.8%	14.0%	76.1%	41.6%	34.5%	82.3%
Receives HDTV (via STB or built-in reception)	5394	3038	1133	3723	2436	1287	4830
%V	35.5%	38.6%	53.3%	32.2%	38.6%	24.6%	38.6%
%H		56.3%	21.0%	69.0%	45.2%	23.9%	89.5%
DVD/Blu-ray player or recorder	8698	4571	1251	6565	3643	2922	7302
%V	57.3%	58.1%	58.9%	56.8%	57.7%	55.8%	58.4%
%H		52.6%	14.4%	75.5%	41.9%	33.6%	84.0%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Set level data

Table 26.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7547	3528	999	5492	2489	3003	5815
%H		46.7%	13.2%	72.8%	33.0%	39.8%	77.1%
Under 20"	214	33	10	185	19	166	131
%V	2.8%	0.9%	1.0%	3.4%	0.8%	5.5%	2.3%
%H		15.4%	4.7%	86.4%	8.9%	77.6%	61.2%
20" - 29"	1394	397	142	1110	259	850	842
%V	18.5%	11.3%	14.2%	20.2%	10.4%	28.3%	14.5%
%H		28.5%	10.2%	79.6%	18.6%	61.0%	60.4%
30" - 39"	3042	1350	400	2260	969	1291	2294
%V	40.3%	38.3%	40.0%	41.2%	38.9%	43.0%	39.4%
%H		44.4%	13.1%	74.3%	31.9%	42.4%	75.4%
40" and over	2817	1726	442	1897	1227	669	2495
%V	37.3%	48.9%	44.2%	34.5%	49.3%	22.3%	42.9%
%H		61.3%	15.7%	67.3%	43.6%	23.7%	88.6%
Don't know	54	22	5	41	15	26	34
%V	0.7%	0.6%	0.5%	0.7%	0.6%	0.9%	0.6%
%H		40.7%	9.3%	75.9%	27.8%	48.1%	63.0%
Not Asked	26	0	0	0	0	1	19
%V	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
%H		0.0%	0.0%	0.0%	0.0%	3.8%	73.1%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Set level data

Table 26.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7547	3528	999	5492	2489	3003	5815
%H		46.7%	13.2%	72.8%	33.0%	39.8%	77.1%
PVR	4610	2865	750	3063	2031	1032	4028
%V	61.1%	81.2%	75.1%	55.8%	81.6%	34.4%	69.3%
%H		62.1%	16.3%	66.4%	44.1%	22.4%	87.4%
DVDR	425	197	62	324	158	166	351
%V	5.6%	5.6%	6.2%	5.9%	6.3%	5.5%	6.0%
%H		46.4%	14.6%	76.2%	37.2%	39.1%	82.6%
VCR	243	101	28	200	85	115	163
%V	3.2%	2.9%	2.8%	3.6%	3.4%	3.8%	2.8%
%H		41.6%	11.5%	82.3%	35.0%	47.3%	67.1%
Any recorder	4862	2929	772	3273	2076	1197	4189
%V	64.4%	83.0%	77.3%	59.6%	83.4%	39.9%	72.0%
%H		60.2%	15.9%	67.3%	42.7%	24.6%	86.2%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7547	3528	999	5492	2489	3003	5815
%H		46.7%	13.2%	72.8%	33.0%	39.8%	77.1%
Receives HDTV (via STB or built-in reception)	3755	2120	762	2530	1620	910	3303
%V	49.8%	60.1%	76.3%	46.1%	65.1%	30.3%	56.8%
%H		56.5%	20.3%	67.4%	43.1%	24.2%	88.0%
DVD/Blu-ray player or recorder	5692	2812	784	4120	2007	2113	4602
%V	75.4%	79.7%	78.5%	75.0%	80.6%	70.4%	79.1%
%H		49.4%	13.8%	72.4%	35.3%	37.1%	80.9%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Set level data

Table 26.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7638	4334	1125	6057	3824	2233	6682
%H		56.7%	14.7%	79.3%	50.1%	29.2%	87.5%
Under 20"	2555	1326	323	2160	1244	916	2146
%V	33.5%	30.6%	28.7%	35.7%	32.5%	41.0%	32.1%
%H		51.9%	12.6%	84.5%	48.7%	35.9%	84.0%
20" - 29"	2391	1358	334	1962	1243	719	2061
%V	31.3%	31.3%	29.7%	32.4%	32.5%	32.2%	30.8%
%H		56.8%	14.0%	82.1%	52.0%	30.1%	86.2%
30" - 39"	1558	957	278	1161	812	349	1447
%V	20.4%	22.1%	24.7%	19.2%	21.2%	15.6%	21.7%
%H		61.4%	17.8%	74.5%	52.1%	22.4%	92.9%
40" and over	555	361	92	408	297	111	523
%V	7.3%	8.3%	8.2%	6.7%	7.8%	5.0%	7.8%
%H		65.0%	16.6%	73.5%	53.5%	20.0%	94.2%
Don't know	92	51	10	78	48	31	78
%V	1.2%	1.2%	0.9%	1.3%	1.3%	1.4%	1.2%
%H		55.4%	10.9%	84.8%	52.2%	33.7%	84.8%
Not Asked	487	281	88	288	180	107	427
%V	6.4%	6.5%	7.8%	4.8%	4.7%	4.8%	6.4%
%H		57.7%	18.1%	59.1%	37.0%	22.0%	87.7%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Set level data

Table 26.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7638	4334	1125	6057	3824	2233	6682
%H		56.7%	14.7%	79.3%	50.1%	29.2%	87.5%
PVR	1505	1084	259	943	752	191	1411
%V	19.7%	25.0%	23.0%	15.6%	19.7%	8.6%	21.1%
%H		72.0%	17.2%	62.7%	50.0%	12.7%	93.8%
DVDR	116	69	21	97	68	29	104
%V	1.5%	1.6%	1.9%	1.6%	1.8%	1.3%	1.6%
%H		59.5%	18.1%	83.6%	58.6%	25.0%	89.7%
VCR	64	32	15	53	33	19	50
%V	0.8%	0.7%	1.3%	0.9%	0.9%	0.9%	0.7%
%H		50.0%	23.4%	82.8%	51.6%	29.7%	78.1%
Any recorder	1619	1150	276	1039	816	223	1505
%V	21.2%	26.5%	24.5%	17.2%	21.3%	10.0%	22.5%
%H		71.0%	17.0%	64.2%	50.4%	13.8%	93.0%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7638	4334	1125	6057	3824	2233	6682
%H		56.7%	14.7%	79.3%	50.1%	29.2%	87.5%
Receives HDTV (via STB or built-in reception)	1639	918	371	1193	816	378	1527
%V	21.5%	21.2%	33.0%	19.7%	21.3%	16.9%	22.9%
%H		56.0%	22.6%	72.8%	49.8%	23.1%	93.2%
DVD/Blu-ray player or recorder	3006	1759	468	2445	1636	809	2700
%V	39.4%	40.6%	41.6%	40.4%	42.8%	36.2%	40.4%
%H		58.5%	15.6%	81.3%	54.4%	26.9%	89.8%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Individual level data

Table 26.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	18190	17599	9003	2588	12439	6479	5960	15370
%H		96.8%	49.5%	14.2%	68.4%	35.6%	32.8%	84.5%
Total Children	3367	3296	1898	517	2128	1263	865	3089
%V	18.5%	18.7%	21.1%	20.0%	17.1%	19.5%	14.5%	20.1%
%H		97.9%	56.4%	15.4%	63.2%	37.5%	25.7%	91.7%
0 - 3	868	847	476	123	523	284	239	769
%V	4.8%	4.8%	5.3%	4.8%	4.2%	4.4%	4.0%	5.0%
%H		97.6%	54.8%	14.2%	60.3%	32.7%	27.5%	88.6%
4 - 15	2499	2449	1422	394	1605	980	626	2321
%V	13.7%	13.9%	15.8%	15.2%	12.9%	15.1%	10.5%	15.1%
%H		98.0%	56.9%	15.8%	64.2%	39.2%	25.1%	92.9%
4 - 9	1313	1284	753	197	804	479	325	1205
%V	7.2%	7.3%	8.4%	7.6%	6.5%	7.4%	5.5%	7.8%
%H		97.8%	57.3%	15.0%	61.2%	36.5%	24.8%	91.8%
10 - 15	1185	1165	669	197	802	501	301	1116
%V	6.5%	6.6%	7.4%	7.6%	6.4%	7.7%	5.1%	7.3%
%H		98.3%	56.5%	16.6%	67.7%	42.3%	25.4%	94.2%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Individual level data

Table 26.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	18190	17599	9003	2588	12439	6479	5960	15370
%H		96.8%	49.5%	14.2%	68.4%	35.6%	32.8%	84.5%
Total Adults (16+)	14823	14303	7104	2071	10311	5216	5095	12281
%V	81.5%	81.3%	78.9%	80.0%	82.9%	80.5%	85.5%	79.9%
%H		96.5%	47.9%	14.0%	69.6%	35.2%	34.4%	82.9%
16 - 19	864	828	446	150	585	367	218	806
%V	4.7%	4.7%	5.0%	5.8%	4.7%	5.7%	3.7%	5.2%
%H		95.8%	51.6%	17.4%	67.7%	42.5%	25.2%	93.3%
20 - 24	1099	991	446	190	673	350	323	977
%V	6.0%	5.6%	5.0%	7.3%	5.4%	5.4%	5.4%	6.4%
%H		90.2%	40.6%	17.3%	61.2%	31.8%	29.4%	88.9%
25 - 34	2245	2139	1190	364	1348	780	568	2033
%V	12.3%	12.2%	13.2%	14.1%	10.8%	12.0%	9.5%	13.2%
%H		95.3%	53.0%	16.2%	60.0%	34.7%	25.3%	90.6%
35 - 44	2305	2225	1238	357	1456	839	617	2120
%V	12.7%	12.6%	13.8%	13.8%	11.7%	12.9%	10.4%	13.8%
%H		96.5%	53.7%	15.5%	63.2%	36.4%	26.8%	92.0%
45 - 54	2602	2528	1322	413	1845	1039	806	2377
%V	14.3%	14.4%	14.7%	16.0%	14.8%	16.0%	13.5%	15.5%
%H		97.2%	50.8%	15.9%	70.9%	39.9%	31.0%	91.4%
55 - 64	2194	2146	1081	275	1598	793	805	1881
%V	12.1%	12.2%	12.0%	10.6%	12.8%	12.2%	13.5%	12.2%
%H		97.8%	49.3%	12.5%	72.8%	36.1%	36.7%	85.7%
65+	3513	3445	1382	322	2806	1049	1757	2086
%V	19.3%	19.6%	15.4%	12.4%	22.6%	16.2%	29.5%	13.6%
%H		98.1%	39.3%	9.2%	79.9%	29.9%	50.0%	59.4%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Individual level data

Table 26.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		14823	14303	7104	2071	10311	5216	5095	12281
	%H		96.5%	47.9%	14.0%	69.6%	35.2%	34.4%	82.9%
AB		4221	4115	2077	594	2991	1545	1446	3941
	%V	28.5%	28.8%	29.2%	28.7%	29.0%	29.6%	28.4%	32.1%
	%H		97.5%	49.2%	14.1%	70.9%	36.6%	34.3%	93.4%
C1		4262	4038	1948	663	2894	1488	1406	3713
	%V	28.8%	28.2%	27.4%	32.0%	28.1%	28.5%	27.6%	30.2%
	%H		94.7%	45.7%	15.6%	67.9%	34.9%	33.0%	87.1%
C2		3375	3295	1733	475	2415	1325	1091	2768
	%V	22.8%	23.0%	24.4%	22.9%	23.4%	25.4%	21.4%	22.5%
	%H		97.6%	51.3%	14.1%	71.6%	39.3%	32.3%	82.0%
D		1951	1883	950	240	1286	601	685	1393
	%V	13.2%	13.2%	13.4%	11.6%	12.5%	11.5%	13.4%	11.3%
	%H		96.5%	48.7%	12.3%	65.9%	30.8%	35.1%	71.4%
E		1014	973	397	99	725	257	468	465
	%V	6.8%	6.8%	5.6%	4.8%	7.0%	4.9%	9.2%	3.8%
	%H		96.0%	39.2%	9.8%	71.5%	25.3%	46.2%	45.9%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Individual level data

Table 26.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	14823	14303	7104	2071	10311	5216	5095	12281
%H		96.5%	47.9%	14.0%	69.6%	35.2%	34.4%	82.9%
Working full time	6581	6379	3432	1087	4385	2522	1863	6081
%V	44.4%	44.6%	48.3%	52.5%	42.5%	48.4%	36.6%	49.5%
%H		96.9%	52.2%	16.5%	66.6%	38.3%	28.3%	92.4%
Working part time	1696	1655	870	249	1174	636	538	1536
%V	11.4%	11.6%	12.2%	12.0%	11.4%	12.2%	10.6%	12.5%
%H		97.6%	51.3%	14.7%	69.2%	37.5%	31.7%	90.6%
Not working	6545	6269	2802	735	4752	2059	2694	4663
%V	44.2%	43.8%	39.4%	35.5%	46.1%	39.5%	52.9%	38.0%
%H		95.8%	42.8%	11.2%	72.6%	31.5%	41.2%	71.2%
Housewife/Houseperson	7844	7554	3530	999	5493	2490	3004	6016
%V	52.9%	52.8%	49.7%	48.2%	53.3%	47.7%	59.0%	49.0%
%H		96.3%	45.0%	12.7%	70.0%	31.7%	38.3%	76.7%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Individual level data

Table 26.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7236	6953	3535	1049	4957	2607	2350	6102
%H		96.1%	48.9%	14.5%	68.5%	36.0%	32.5%	84.3%
16 - 19	451	432	228	89	307	198	109	421
%V	6.2%	6.2%	6.4%	8.5%	6.2%	7.6%	4.6%	6.9%
%H		95.8%	50.6%	19.7%	68.1%	43.9%	24.2%	93.3%
20 - 24	558	496	225	100	332	179	153	503
%V	7.7%	7.1%	6.4%	9.5%	6.7%	6.9%	6.5%	8.2%
%H		88.9%	40.3%	17.9%	59.5%	32.1%	27.4%	90.1%
25 - 34	1127	1078	606	184	681	401	280	1020
%V	15.6%	15.5%	17.1%	17.5%	13.7%	15.4%	11.9%	16.7%
%H		95.7%	53.8%	16.3%	60.4%	35.6%	24.8%	90.5%
35 - 44	1142	1094	595	176	713	398	315	1032
%V	15.8%	15.7%	16.8%	16.8%	14.4%	15.3%	13.4%	16.9%
%H		95.8%	52.1%	15.4%	62.4%	34.9%	27.6%	90.4%
45 - 54	1279	1237	656	203	894	511	382	1157
%V	17.7%	17.8%	18.6%	19.4%	18.0%	19.6%	16.3%	19.0%
%H		96.7%	51.3%	15.9%	69.9%	40.0%	29.9%	90.5%
55 - 64	1070	1042	525	136	776	389	387	916
%V	14.8%	15.0%	14.9%	13.0%	15.7%	14.9%	16.5%	15.0%
%H		97.4%	49.1%	12.7%	72.5%	36.4%	36.2%	85.6%
65+	1610	1573	699	160	1255	531	724	1053
%V	22.2%	22.6%	19.8%	15.3%	25.3%	20.4%	30.8%	17.3%
%H		97.7%	43.4%	9.9%	78.0%	33.0%	45.0%	65.4%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Individual level data

Table 26.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7236	6953	3535	1049	4957	2607	2350	6102
%H		96.1%	48.9%	14.5%	68.5%	36.0%	32.5%	84.3%
AB	2127	2067	1056	310	1489	786	703	1991
%V	29.4%	29.7%	29.9%	29.6%	30.0%	30.1%	29.9%	32.6%
%H		97.2%	49.6%	14.6%	70.0%	37.0%	33.1%	93.6%
C1	1979	1859	929	324	1310	714	597	1763
%V	27.3%	26.7%	26.3%	30.9%	26.4%	27.4%	25.4%	28.9%
%H		93.9%	46.9%	16.4%	66.2%	36.1%	30.2%	89.1%
C2	1800	1752	917	256	1280	701	579	1468
%V	24.9%	25.2%	25.9%	24.4%	25.8%	26.9%	24.6%	24.1%
%H		97.3%	50.9%	14.2%	71.1%	38.9%	32.2%	81.6%
D	928	893	471	116	598	298	300	686
%V	12.8%	12.8%	13.3%	11.1%	12.1%	11.4%	12.8%	11.2%
%H		96.2%	50.8%	12.5%	64.4%	32.1%	32.3%	73.9%
E	402	382	163	42	280	109	171	193
%V	5.6%	5.5%	4.6%	4.0%	5.6%	4.2%	7.3%	3.2%
%H		95.0%	40.5%	10.4%	69.7%	27.1%	42.5%	48.0%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Individual level data

Table 26.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7236	6953	3535	1049	4957	2607	2350	6102
%H		96.1%	48.9%	14.5%	68.5%	36.0%	32.5%	84.3%
Working full time	4110	3974	2161	673	2728	1584	1144	3779
%V	56.8%	57.2%	61.1%	64.2%	55.0%	60.8%	48.7%	61.9%
%H		96.7%	52.6%	16.4%	66.4%	38.5%	27.8%	91.9%
Working part time	368	352	172	45	251	116	135	323
%V	5.1%	5.1%	4.9%	4.3%	5.1%	4.4%	5.7%	5.3%
%H		95.7%	46.7%	12.2%	68.2%	31.5%	36.7%	87.8%
Not working	2758	2628	1203	330	1978	906	1072	2000
%V	38.1%	37.8%	34.0%	31.5%	39.9%	34.8%	45.6%	32.8%
%H		95.3%	43.6%	12.0%	71.7%	32.8%	38.9%	72.5%
Housewife/Houseperson	1613	1498	639	191	1074	418	656	1070
%V	22.3%	21.5%	18.1%	18.2%	21.7%	16.0%	27.9%	17.5%
%H		92.9%	39.6%	11.8%	66.6%	25.9%	40.7%	66.3%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Individual level data

Table 26.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	7587	7350	3569	1022	5354	2609	2745	6179
%H		96.9%	47.0%	13.5%	70.6%	34.4%	36.2%	81.4%
16 - 19	413	396	218	61	278	169	109	385
%V	5.4%	5.4%	6.1%	6.0%	5.2%	6.5%	4.0%	6.2%
%H		95.9%	52.8%	14.8%	67.3%	40.9%	26.4%	93.2%
20 - 24	541	495	221	90	341	171	170	474
%V	7.1%	6.7%	6.2%	8.8%	6.4%	6.6%	6.2%	7.7%
%H		91.5%	40.9%	16.6%	63.0%	31.6%	31.4%	87.6%
25 - 34	1118	1062	583	180	667	380	288	1013
%V	14.7%	14.4%	16.3%	17.6%	12.5%	14.6%	10.5%	16.4%
%H		95.0%	52.1%	16.1%	59.7%	34.0%	25.8%	90.6%
35 - 44	1163	1130	643	180	743	441	302	1088
%V	15.3%	15.4%	18.0%	17.6%	13.9%	16.9%	11.0%	17.6%
%H		97.2%	55.3%	15.5%	63.9%	37.9%	26.0%	93.6%
45 - 54	1324	1291	666	210	951	528	424	1220
%V	17.5%	17.6%	18.7%	20.5%	17.8%	20.2%	15.4%	19.7%
%H		97.5%	50.3%	15.9%	71.8%	39.9%	32.0%	92.1%
55 - 64	1124	1104	556	139	822	404	418	965
%V	14.8%	15.0%	15.6%	13.6%	15.4%	15.5%	15.2%	15.6%
%H		98.2%	49.5%	12.4%	73.1%	35.9%	37.2%	85.9%
65+	1903	1872	682	162	1551	517	1034	1033
%V	25.1%	25.5%	19.1%	15.9%	29.0%	19.8%	37.7%	16.7%
%H		98.4%	35.8%	8.5%	81.5%	27.2%	54.3%	54.3%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Individual level data

Table 26.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	7587	7350	3569	1022	5354	2609	2745	6179
%H		96.9%	47.0%	13.5%	70.6%	34.4%	36.2%	81.4%
AB	2094	2048	1021	284	1502	759	743	1950
%V	27.6%	27.9%	28.6%	27.8%	28.1%	29.1%	27.1%	31.6%
%H		97.8%	48.8%	13.6%	71.7%	36.2%	35.5%	93.1%
C1	2283	2179	1020	338	1583	774	809	1949
%V	30.1%	29.6%	28.6%	33.1%	29.6%	29.7%	29.5%	31.5%
%H		95.4%	44.7%	14.8%	69.3%	33.9%	35.4%	85.4%
C2	1575	1543	816	219	1135	624	511	1300
%V	20.8%	21.0%	22.9%	21.4%	21.2%	23.9%	18.6%	21.0%
%H		98.0%	51.8%	13.9%	72.1%	39.6%	32.4%	82.5%
D	1023	990	479	123	689	303	385	707
%V	13.5%	13.5%	13.4%	12.0%	12.9%	11.6%	14.0%	11.4%
%H		96.8%	46.8%	12.0%	67.4%	29.6%	37.6%	69.1%
E	612	591	234	57	445	149	296	273
%V	8.1%	8.0%	6.6%	5.6%	8.3%	5.7%	10.8%	4.4%
%H		96.6%	38.2%	9.3%	72.7%	24.3%	48.4%	44.6%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - South Macro Region

Individual level data

Table 26.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	7587	7350	3569	1022	5354	2609	2745	6179
%H		96.9%	47.0%	13.5%	70.6%	34.4%	36.2%	81.4%
Working full time	2471	2405	1272	414	1657	937	720	2303
%V	32.6%	32.7%	35.6%	40.5%	30.9%	35.9%	26.2%	37.3%
%H		97.3%	51.5%	16.8%	67.1%	37.9%	29.1%	93.2%
Working part time	1329	1303	698	204	923	520	404	1213
%V	17.5%	17.7%	19.6%	20.0%	17.2%	19.9%	14.7%	19.6%
%H		98.0%	52.5%	15.3%	69.5%	39.1%	30.4%	91.3%
Not working	3787	3642	1599	404	2774	1152	1622	2663
%V	49.9%	49.6%	44.8%	39.5%	51.8%	44.2%	59.1%	43.1%
%H		96.2%	42.2%	10.7%	73.3%	30.4%	42.8%	70.3%
Housewife/Houseperson	6230	6055	2891	808	4419	2071	2348	4946
%V	82.1%	82.4%	81.0%	79.1%	82.5%	79.4%	85.5%	80.0%
%H		97.2%	46.4%	13.0%	70.9%	33.2%	37.7%	79.4%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - North Macro Region

Contents	Page
Household	
Table 27.1: Social Grade	732
Table 27.2: Housewife Age	733
Table 27.3: Size of Household	734
Table 27.4: Presence of Children	735
Table 27.5: Number of TV sets in household	736
Table 27.6: Screen size	737
Table 27.7: Location of ANY set in household	738
Table 27.8: Platform Provider	739
Table 27.9: Recorders and other equipment	740
Table 27.10: Computers and Internet	741
Sets	
Table 27.11: Screen Size	742
Table 27.12: Location of set	743
Table 27.13: Recorders	744
Table 27.14: Other TV equipment	744
Table 27.15: Main Set Screen Size	745
Table 27.16: Main Set Recorders	746
Table 27.17: Main Set - Other TV equipment	746
Table 27.18: Other Sets (non-Main Set) Screen Size	747
Table 27.19: Other Set (non-Main Set) Recorders	748
Table 27.20: Other Set (non-Main Set) - Other TV equipment	748
Individuals	
Table 27.21: Age of Children	749
Table 27.22: Adults - Age	750
Table 27.23: Social Grade (Adults 16+)	751
Table 27.24: Working Status (Adults 16+)	752
Table 27.25: Males - Age	753
Table 27.26: Social Grade (Males 16+)	754
Table 27.27: Working Status (Males 16+)	755
Table 27.28: Females - Age	756
Table 27.29: Social Grade (Females 16+)	757
Table 27.30: Working Status (Females 16+)	758

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Household level data

Table 27.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6938	6729	2839	1054	5318	2474	2844	5028
%H (All HH)		97.0%	40.9%	15.2%	76.7%	35.7%	41.0%	72.5%
%H (TV HH)			42.2%	15.7%	79.0%	36.8%	42.3%	
AB	1473	1434	665	221	1124	573	552	1329
%V	21.2%	21.3%	23.4%	21.0%	21.1%	23.2%	19.4%	26.4%
%H (All HH)		97.4%	45.1%	15.0%	76.3%	38.9%	37.5%	90.2%
%H (TV HH)			46.4%	15.4%	78.4%	40.0%	38.5%	
C1	1799	1741	769	271	1366	663	704	1443
%V	25.9%	25.9%	27.1%	25.7%	25.7%	26.8%	24.8%	28.7%
%H (All HH)		96.8%	42.7%	15.1%	75.9%	36.9%	39.1%	80.2%
%H (TV HH)			44.2%	15.6%	78.5%	38.1%	40.4%	
C2	1461	1432	662	248	1139	608	530	1104
%V	21.1%	21.3%	23.3%	23.5%	21.4%	24.6%	18.6%	22.0%
%H (All HH)		98.0%	45.3%	17.0%	78.0%	41.6%	36.3%	75.6%
%H (TV HH)			46.2%	17.3%	79.5%	42.5%	37.0%	
D	1157	1119	448	192	855	382	473	754
%V	16.7%	16.6%	15.8%	18.2%	16.1%	15.4%	16.6%	15.0%
%H (All HH)		96.7%	38.7%	16.6%	73.9%	33.0%	40.9%	65.2%
%H (TV HH)			40.0%	17.2%	76.4%	34.1%	42.3%	
E	1048	1002	294	122	834	248	586	399
%V	15.1%	14.9%	10.4%	11.6%	15.7%	10.0%	20.6%	7.9%
%H (All HH)		95.6%	28.1%	11.6%	79.6%	23.7%	55.9%	38.1%
%H (TV HH)			29.3%	12.2%	83.2%	24.8%	58.5%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Household level data

Table 27.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6938	6729	2839	1054	5318	2474	2844	5028
%V (All HH)		97.0%	40.9%	15.2%	76.7%	35.7%	41.0%	72.5%
%H (TV HH)			42.2%	15.7%	79.0%	36.8%	42.3%	
Under 25	342	309	112	38	230	80	150	241
%V	4.9%	4.6%	3.9%	3.6%	4.3%	3.2%	5.3%	4.8%
%H (All HH)		90.4%	32.7%	11.1%	67.3%	23.4%	43.9%	70.5%
%H (TV HH)			36.2%	12.3%	74.4%	25.9%	48.5%	
25 - 34	1052	1000	530	173	693	401	293	892
%V	15.2%	14.9%	18.7%	16.4%	13.0%	16.2%	10.3%	17.7%
%H (All HH)		95.1%	50.4%	16.4%	65.9%	38.1%	27.9%	84.8%
%H (TV HH)			53.0%	17.3%	69.3%	40.1%	29.3%	
35 - 44	1180	1143	589	223	820	489	331	1038
%V	17.0%	17.0%	20.7%	21.2%	15.4%	19.8%	11.6%	20.6%
%H (All HH)		96.9%	49.9%	18.9%	69.5%	41.4%	28.1%	88.0%
%H (TV HH)			51.5%	19.5%	71.7%	42.8%	29.0%	
45 - 54	1349	1318	611	240	1051	574	477	1152
%V	19.4%	19.6%	21.5%	22.8%	19.8%	23.2%	16.8%	22.9%
%H (All HH)		97.7%	45.3%	17.8%	77.9%	42.6%	35.4%	85.4%
%H (TV HH)			46.4%	18.2%	79.7%	43.6%	36.2%	
55 - 64	1149	1122	465	188	909	437	473	876
%V	16.6%	16.7%	16.4%	17.8%	17.1%	17.7%	16.6%	17.4%
%H (All HH)		97.7%	40.5%	16.4%	79.1%	38.0%	41.2%	76.2%
%H (TV HH)			41.4%	16.8%	81.0%	38.9%	42.2%	
65 +	1866	1837	533	192	1615	494	1121	830
%V	26.9%	27.3%	18.8%	18.2%	30.4%	20.0%	39.4%	16.5%
%H (All HH)		98.4%	28.6%	10.3%	86.5%	26.5%	60.1%	44.5%
%H (TV HH)			29.0%	10.5%	87.9%	26.9%	61.0%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Household level data

Table 27.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6938	6729	2839	1054	5318	2474	2844	5028
%H (All HH)		97.0%	40.9%	15.2%	76.7%	35.7%	41.0%	72.5%
%H (TV HH)			42.2%	15.7%	79.0%	36.8%	42.3%	
1	2198	2092	552	242	1747	454	1293	1011
%V	31.7%	31.1%	19.4%	23.0%	32.9%	18.4%	45.5%	20.1%
%H (All HH)		95.2%	25.1%	11.0%	79.5%	20.7%	58.8%	46.0%
%H (TV HH)			26.4%	11.6%	83.5%	21.7%	61.8%	
2	2387	2337	1016	363	1865	908	957	1884
%V	34.4%	34.7%	35.8%	34.4%	35.1%	36.7%	33.6%	37.5%
%H (All HH)		97.9%	42.6%	15.2%	78.1%	38.0%	40.1%	78.9%
%H (TV HH)			43.5%	15.5%	79.8%	38.9%	40.9%	
3	1055	1027	539	205	770	486	285	929
%V	15.2%	15.3%	19.0%	19.4%	14.5%	19.6%	10.0%	18.5%
%H (All HH)		97.3%	51.1%	19.4%	73.0%	46.1%	27.0%	88.1%
%H (TV HH)			52.5%	20.0%	75.0%	47.3%	27.8%	
4	874	861	494	171	639	436	202	815
%V	12.6%	12.8%	17.4%	16.2%	12.0%	17.6%	7.1%	16.2%
%H (All HH)		98.5%	56.5%	19.6%	73.1%	49.9%	23.1%	93.2%
%H (TV HH)			57.4%	19.9%	74.2%	50.6%	23.5%	
5+	424	413	239	73	297	190	107	389
%V	6.1%	6.1%	8.4%	6.9%	5.6%	7.7%	3.8%	7.7%
%H (All HH)		97.4%	56.4%	17.2%	70.0%	44.8%	25.2%	91.7%
%H (TV HH)			57.9%	17.7%	71.9%	46.0%	25.9%	
Average HH size	2.30	2.31	2.63	2.53	2.25	2.63	1.91	2.57

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Household level data

Table 27.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6938	6729	2839	1054	5318	2474	2844	5028
%H (All HH)		97.0%	40.9%	15.2%	76.7%	35.7%	41.0%	72.5%
%H (TV HH)			42.2%	15.7%	79.0%	36.8%	42.3%	
Without	5178	5004	1887	734	4076	1688	2388	3478
%V	74.6%	74.4%	66.5%	69.6%	76.6%	68.2%	84.0%	69.2%
%H (All HH)		96.6%	36.4%	14.2%	78.7%	32.6%	46.1%	67.2%
%H (TV HH)			37.7%	14.7%	81.5%	33.7%	47.7%	
With	1760	1725	952	320	1242	785	456	1550
%V	25.4%	25.6%	33.5%	30.4%	23.4%	31.7%	16.0%	30.8%
%H (All HH)		98.0%	54.1%	18.2%	70.6%	44.6%	25.9%	88.1%
%H (TV HH)			55.2%	18.6%	72.0%	45.5%	26.4%	
0 - 3	675	661	352	117	454	266	188	562
%V	9.7%	9.8%	12.4%	11.1%	8.5%	10.8%	6.6%	11.2%
%H (All HH)		97.9%	52.1%	17.3%	67.3%	39.4%	27.9%	83.3%
%H (TV HH)			53.3%	17.7%	68.7%	40.2%	28.4%	
4 - 9	861	842	482	156	593	388	205	752
%V	12.4%	12.5%	17.0%	14.8%	11.2%	15.7%	7.2%	15.0%
%H (All HH)		97.8%	56.0%	18.1%	68.9%	45.1%	23.8%	87.3%
%H (TV HH)			57.2%	18.5%	70.4%	46.1%	24.3%	
10 - 15	819	805	451	158	595	392	203	759
%V	11.8%	12.0%	15.9%	15.0%	11.2%	15.8%	7.1%	15.1%
%H (All HH)		98.3%	55.1%	19.3%	72.6%	47.9%	24.8%	92.7%
%H (TV HH)			56.0%	19.6%	73.9%	48.7%	25.2%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Household level data

Table 27.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6938	6729	2839	1054	5318	2474	2844	5028
%H (All HH)		97.0%	40.9%	15.2%	76.7%	35.7%	41.0%	72.5%
%H (TV HH)			42.2%	15.7%	79.0%	36.8%	42.3%	
1	2573	2573	821	303	1883	463	1420	1531
%V	37.1%	38.2%	28.9%	28.7%	35.4%	18.7%	49.9%	30.4%
%H (All HH)		100.0%	31.9%	11.8%	73.2%	18.0%	55.2%	59.5%
%H (TV HH)			31.9%	11.8%	73.2%	18.0%	55.2%	
2	2348	2348	1027	401	1896	962	933	1747
%V	33.8%	34.9%	36.2%	38.0%	35.7%	38.9%	32.8%	34.7%
%H (All HH)		100.0%	43.7%	17.1%	80.7%	41.0%	39.7%	74.4%
%H (TV HH)			43.7%	17.1%	80.7%	41.0%	39.7%	
3	1096	1096	561	210	922	586	336	962
%V	15.8%	16.3%	19.8%	19.9%	17.3%	23.7%	11.8%	19.1%
%H (All HH)		100.0%	51.2%	19.2%	84.1%	53.5%	30.7%	87.8%
%H (TV HH)			51.2%	19.2%	84.1%	53.5%	30.7%	
4	482	482	289	92	419	305	114	449
%V	6.9%	7.2%	10.2%	8.7%	7.9%	12.3%	4.0%	8.9%
%H (All HH)		100.0%	60.0%	19.1%	86.9%	63.3%	23.7%	93.2%
%H (TV HH)			60.0%	19.1%	86.9%	63.3%	23.7%	
5+	229	229	142	49	198	158	40	219
%V	3.3%	3.4%	5.0%	4.6%	3.7%	6.4%	1.4%	4.4%
%H (All HH)		100.0%	62.0%	21.4%	86.5%	69.0%	17.5%	95.6%
%H (TV HH)			62.0%	21.4%	86.5%	69.0%	17.5%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Household level data

Table 27.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6938	6729	2839	1054	5318	2474	2844	5028
%H (All HH)		97.0%	40.9%	15.2%	76.7%	35.7%	41.0%	72.5%
%H (TV HH)			42.2%	15.7%	79.0%	36.8%	42.3%	
Under 20"	1614	1614	680	250	1427	733	694	1223
%V	23.3%	24.0%	24.0%	23.7%	26.8%	29.6%	24.4%	24.3%
%H (All HH)		100.0%	42.1%	15.5%	88.4%	45.4%	43.0%	75.8%
%H (TV HH)			42.1%	15.5%	88.4%	45.4%	43.0%	
20" - 29"	2470	2470	1018	396	2095	1024	1071	1820
%V	35.6%	36.7%	35.9%	37.6%	39.4%	41.4%	37.7%	36.2%
%H (All HH)		100.0%	41.2%	16.0%	84.8%	41.5%	43.4%	73.7%
%H (TV HH)			41.2%	16.0%	84.8%	41.5%	43.4%	
30" - 39"	3704	3704	1560	610	3016	1462	1554	2769
%V	53.4%	55.0%	54.9%	57.9%	56.7%	59.1%	54.6%	55.1%
%H (All HH)		100.0%	42.1%	16.5%	81.4%	39.5%	42.0%	74.8%
%H (TV HH)			42.1%	16.5%	81.4%	39.5%	42.0%	
40" and over	2928	2928	1615	534	2203	1398	805	2472
%V	42.2%	43.5%	56.9%	50.7%	41.4%	56.5%	28.3%	49.2%
%H (All HH)		100.0%	55.2%	18.2%	75.2%	47.7%	27.5%	84.4%
%H (TV HH)			55.2%	18.2%	75.2%	47.7%	27.5%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Household level data

Table 27.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6938	6729	2839	1054	5318	2474	2844	5028
%H (All HH)		97.0%	40.9%	15.2%	76.7%	35.7%	41.0%	72.5%
%H (TV HH)			42.2%	15.7%	79.0%	36.8%	42.3%	
Main living room	6638	6638	2818	1048	5264	2461	2804	4847
%V	95.7%	98.6%	99.3%	99.4%	99.0%	99.5%	98.6%	96.4%
%H (All HH)		100.0%	42.5%	15.8%	79.3%	37.1%	42.2%	73.0%
%H (TV HH)			42.5%	15.8%	79.3%	37.1%	42.2%	
Kitchen	740	740	352	112	678	394	284	606
%V	10.7%	11.0%	12.4%	10.6%	12.7%	15.9%	10.0%	12.1%
%H (All HH)		100.0%	47.6%	15.1%	91.6%	53.2%	38.4%	81.9%
%H (TV HH)			47.6%	15.1%	91.6%	53.2%	38.4%	
Adult's bedroom	2987	2987	1464	557	2498	1500	998	2438
%V	43.1%	44.4%	51.6%	52.8%	47.0%	60.6%	35.1%	48.5%
%H (All HH)		100.0%	49.0%	18.6%	83.6%	50.2%	33.4%	81.6%
%H (TV HH)			49.0%	18.6%	83.6%	50.2%	33.4%	
Child's bedroom	628	628	369	126	511	371	139	580
%V	9.1%	9.3%	13.0%	12.0%	9.6%	15.0%	4.9%	11.5%
%H (All HH)		100.0%	58.8%	20.1%	81.4%	59.1%	22.1%	92.4%
%H (TV HH)			58.8%	20.1%	81.4%	59.1%	22.1%	
Other bedroom	386	386	202	80	343	234	109	345
%V	5.6%	5.7%	7.1%	7.6%	6.4%	9.5%	3.8%	6.9%
%H (All HH)		100.0%	52.3%	20.7%	88.9%	60.6%	28.2%	89.4%
%H (TV HH)			52.3%	20.7%	88.9%	60.6%	28.2%	
Second living/dining room	638	638	319	106	544	324	220	539
%V	9.2%	9.5%	11.2%	10.1%	10.2%	13.1%	7.7%	10.7%
%H (All HH)		100.0%	50.0%	16.6%	85.3%	50.8%	34.5%	84.5%
%H (TV HH)			50.0%	16.6%	85.3%	50.8%	34.5%	
Study/office	79	79	36	16	66	38	28	75
%V	1.1%	1.2%	1.3%	1.5%	1.2%	1.5%	1.0%	1.5%
%H (All HH)		100.0%	45.6%	20.3%	83.5%	48.1%	35.4%	94.9%
%H (TV HH)			45.6%	20.3%	83.5%	48.1%	35.4%	
TV room	27	27	14	6	21	14	8	24
%V	0.4%	0.4%	0.5%	0.6%	0.4%	0.6%	0.3%	0.5%
%H (All HH)		100.0%	51.9%	22.2%	77.8%	51.9%	29.6%	88.9%
%H (TV HH)			51.9%	22.2%	77.8%	51.9%	29.6%	
Conservatory	215	215	122	42	188	134	54	194
%V	3.1%	3.2%	4.3%	4.0%	3.5%	5.4%	1.9%	3.9%
%H (All HH)		100.0%	56.7%	19.5%	87.4%	62.3%	25.1%	90.2%
%H (TV HH)			56.7%	19.5%	87.4%	62.3%	25.1%	
Attic or loft room	14	14	5	2	12	5	6	13
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%
%H (All HH)		100.0%	35.7%	14.3%	85.7%	35.7%	42.9%	92.9%
%H (TV HH)			35.7%	14.3%	85.7%	35.7%	42.9%	
No specific location	13	13	5	3	12	7	5	10
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	38.5%	23.1%	92.3%	53.8%	38.5%	76.9%
%H (TV HH)			38.5%	23.1%	92.3%	53.8%	38.5%	
Other	51	51	29	8	43	28	15	49
%V	0.7%	0.8%	1.0%	0.8%	0.8%	1.1%	0.5%	1.0%
%H (All HH)		100.0%	56.9%	15.7%	84.3%	54.9%	29.4%	96.1%
%H (TV HH)			56.9%	15.7%	84.3%	54.9%	29.4%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Household level data

Table 27.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6938	6729	2839	1054	5318	2474	2844	5028
%H (All HH)		97.0%	40.9%	15.2%	76.7%	35.7%	41.0%	72.5%
%H (TV HH)			42.2%	15.7%	79.0%	36.8%	42.3%	
Any DSAT provider	2839	2839	2839	57	1869	1869	0	2409
%V	40.9%	42.2%	100.0%	5.4%	35.1%	75.5%	0.0%	47.9%
%H (All HH)			100.0%	2.0%	65.8%	65.8%	0.0%	84.9%
%H (TV HH)			100.0%	2.0%	65.8%	65.8%	0.0%	
Sky with subcription	2402	2402	2402	32	1588	1588	0	2095
%V	34.6%	35.7%	84.6%	3.0%	29.9%	64.2%	0.0%	41.7%
%H (All HH)			100.0%	1.3%	66.1%	66.1%	0.0%	87.2%
%H (TV HH)			100.0%	1.3%	66.1%	66.1%	0.0%	
Sky without subscription	178	178	178	12	106	106	0	116
%V	2.6%	2.6%	6.3%	1.1%	2.0%	4.3%	0.0%	2.3%
%H (All HH)			100.0%	6.7%	59.6%	59.6%	0.0%	65.2%
%H (TV HH)			100.0%	6.7%	59.6%	59.6%	0.0%	
Freesat	231	231	231	8	160	160	0	176
%V	3.3%	3.4%	8.1%	0.8%	3.0%	6.5%	0.0%	3.5%
%H (All HH)			100.0%	3.5%	69.3%	69.3%	0.0%	76.2%
%H (TV HH)			100.0%	3.5%	69.3%	69.3%	0.0%	
Other satellite provider	61	61	61	5	35	35	0	48
%V	0.9%	0.9%	2.1%	0.5%	0.7%	1.4%	0.0%	1.0%
%H (All HH)			100.0%	8.2%	57.4%	57.4%	0.0%	78.7%
%H (TV HH)			100.0%	8.2%	57.4%	57.4%	0.0%	
DCAB	1054	1054	57	1054	637	637	0	923
%V	15.2%	15.7%	2.0%	100.0%	12.0%	25.7%	0.0%	18.4%
%H (All HH)			5.4%	100.0%	60.4%	60.4%	0.0%	87.6%
%H (TV HH)			5.4%	100.0%	60.4%	60.4%	0.0%	
DTT	5318	5318	1869	637	5318	2474	2844	3735
%V	76.7%	79.0%	65.8%	60.4%	100.0%	100.0%	100.0%	74.3%
%H (All HH)		100.0%	35.1%	12.0%	100.0%	46.5%	53.5%	70.2%
%H (TV HH)			35.1%	12.0%	100.0%	46.5%	53.5%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Household level data

Table 27.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6938	6729	2839	1054	5318	2474	2844	5028
%H (All HH)		97.0%	40.9%	15.2%	76.7%	35.7%	41.0%	72.5%
%H (TV HH)			42.2%	15.7%	79.0%	36.8%	42.3%	
PVR	4052	4052	2421	779	2973	2072	901	3485
%V	58.4%	60.2%	85.3%	73.9%	55.9%	83.8%	31.7%	69.3%
%H (All HH)		100.0%	59.7%	19.2%	73.4%	51.1%	22.2%	86.0%
%H (TV HH)			59.7%	19.2%	73.4%	51.1%	22.2%	
DVDR	266	266	124	42	222	119	103	219
%V	3.8%	4.0%	4.4%	4.0%	4.2%	4.8%	3.6%	4.4%
%H (All HH)		100.0%	46.6%	15.8%	83.5%	44.7%	38.7%	82.3%
%H (TV HH)			46.6%	15.8%	83.5%	44.7%	38.7%	
VCR	270	270	103	28	224	84	141	180
%V	3.9%	4.0%	3.6%	2.7%	4.2%	3.4%	5.0%	3.6%
%H (All HH)		100.0%	38.1%	10.4%	83.0%	31.1%	52.2%	66.7%
%H (TV HH)			38.1%	10.4%	83.0%	31.1%	52.2%	
Any recorder	4264	4264	2462	800	3160	2108	1052	3611
%V	61.5%	63.4%	86.7%	75.9%	59.4%	85.2%	37.0%	71.8%
%H (All HH)		100.0%	57.7%	18.8%	74.1%	49.4%	24.7%	84.7%
%H (TV HH)			57.7%	18.8%	74.1%	49.4%	24.7%	
Receives HDTV (via STB or built-in reception)	3444	3444	1844	786	2582	1722	860	2926
%V	49.6%	51.2%	65.0%	74.6%	48.6%	69.6%	30.2%	58.2%
%H (All HH)		100.0%	53.5%	22.8%	75.0%	50.0%	25.0%	85.0%
%H (TV HH)			53.5%	22.8%	75.0%	50.0%	25.0%	
DVD/Blu-ray player or recorder	5126	5126	2291	857	4063	2047	2016	3940
%V	73.9%	76.2%	80.7%	81.3%	76.4%	82.7%	70.9%	78.4%
%H (All HH)		100.0%	44.7%	16.7%	79.3%	39.9%	39.3%	76.9%
%H (TV HH)			44.7%	16.7%	79.3%	39.9%	39.3%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Household level data

Table 27.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6938	6729	2839	1054	5318	2474	2844	5028
%V (All HH)		97.0%	40.9%	15.2%	76.7%	35.7%	41.0%	72.5%
%H (TV HH)			42.2%	15.7%	79.0%	36.8%	42.3%	
Has broadband internet	5028	4908	2409	923	3735	2144	1591	5028
%V	72.5%	72.9%	84.9%	87.6%	70.2%	86.7%	55.9%	100.0%
%H (All HH)		97.6%	47.9%	18.4%	74.3%	42.6%	31.6%	100.0%
%H (TV HH)			49.1%	18.8%	76.1%	43.7%	32.4%	
Number of computers (PCs and laptops)								
0	1675	1601	386	126	1386	301	1085	75
%V	24.1%	23.8%	13.6%	12.0%	26.1%	12.2%	38.2%	1.5%
%H (All HH)		95.6%	23.0%	7.5%	82.7%	18.0%	64.8%	4.5%
%H (TV HH)			24.1%	7.9%	86.6%	18.8%	67.8%	
1	2537	2460	1043	414	1905	901	1005	2296
%V	36.6%	36.6%	36.7%	39.3%	35.8%	36.4%	35.3%	45.7%
%H (All HH)		97.0%	41.1%	16.3%	75.1%	35.5%	39.6%	90.5%
%H (TV HH)			42.4%	16.8%	77.4%	36.6%	40.9%	
2	1406	1377	704	254	1043	621	423	1355
%V	20.3%	20.5%	24.8%	24.1%	19.6%	25.1%	14.9%	26.9%
%H (All HH)		97.9%	50.1%	18.1%	74.2%	44.2%	30.1%	96.4%
%H (TV HH)			51.1%	18.4%	75.7%	45.1%	30.7%	
3	673	657	354	131	508	334	174	666
%V	9.7%	9.8%	12.5%	12.4%	9.6%	13.5%	6.1%	13.2%
%H (All HH)		97.6%	52.6%	19.5%	75.5%	49.6%	25.9%	99.0%
%H (TV HH)			53.9%	19.9%	77.3%	50.8%	26.5%	
4	324	318	174	56	234	145	89	321
%V	4.7%	4.7%	6.1%	5.3%	4.4%	5.9%	3.1%	6.4%
%H (All HH)		98.1%	53.7%	17.3%	72.2%	44.8%	27.5%	99.1%
%H (TV HH)			54.7%	17.6%	73.6%	45.6%	28.0%	
5+	322	316	179	73	242	173	69	316
%V	4.6%	4.7%	6.3%	6.9%	4.6%	7.0%	2.4%	6.3%
%H (All HH)		98.1%	55.6%	22.7%	75.2%	53.7%	21.4%	98.1%
%H (TV HH)			56.6%	23.1%	76.6%	54.7%	21.8%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Set level data

Table 27.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13722	6487	2358	11189	6225	4964	10892
%H		47.3%	17.2%	81.5%	45.4%	36.2%	79.4%
Under 20"	2066	915	318	1841	992	849	1608
%V	15.1%	14.1%	13.5%	16.5%	15.9%	17.1%	14.8%
%H		44.3%	15.4%	89.1%	48.0%	41.1%	77.8%
20" - 29"	3155	1365	519	2701	1404	1297	2412
%V	23.0%	21.0%	22.0%	24.1%	22.6%	26.1%	22.1%
%H		43.3%	16.5%	85.6%	44.5%	41.1%	76.5%
30" - 39"	4430	1948	754	3643	1888	1755	3396
%V	32.3%	30.0%	32.0%	32.6%	30.3%	35.4%	31.2%
%H		44.0%	17.0%	82.2%	42.6%	39.6%	76.7%
40" and over	3424	1938	636	2578	1690	888	2938
%V	25.0%	29.9%	27.0%	23.0%	27.1%	17.9%	27.0%
%H		56.6%	18.6%	75.3%	49.4%	25.9%	85.8%
Don't know	168	56	33	140	61	80	126
%V	1.2%	0.9%	1.4%	1.3%	1.0%	1.6%	1.2%
%H		33.3%	19.6%	83.3%	36.3%	47.6%	75.0%
Not Asked	479	265	98	286	190	95	412
%V	3.5%	4.1%	4.2%	2.6%	3.1%	1.9%	3.8%
%H		55.3%	20.5%	59.7%	39.7%	19.8%	86.0%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Set level data

Table 27.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13722	6487	2358	11189	6225	4964	10892
%H		47.3%	17.2%	81.5%	45.4%	36.2%	79.4%
Main living room	6667	2830	1052	5288	2472	2816	4868
%V	48.6%	43.6%	44.6%	47.3%	39.7%	56.7%	44.7%
%H		42.4%	15.8%	79.3%	37.1%	42.2%	73.0%
Kitchen	746	355	112	684	397	287	610
%V	5.4%	5.5%	4.7%	6.1%	6.4%	5.8%	5.6%
%H		47.6%	15.0%	91.7%	53.2%	38.5%	81.8%
Adult's bedroom	3502	1758	664	2952	1832	1120	2911
%V	25.5%	27.1%	28.2%	26.4%	29.4%	22.6%	26.7%
%H		50.2%	19.0%	84.3%	52.3%	32.0%	83.1%
Child's bedroom	838	503	159	685	500	185	778
%V	6.1%	7.8%	6.7%	6.1%	8.0%	3.7%	7.1%
%H		60.0%	19.0%	81.7%	59.7%	22.1%	92.8%
Other bedroom	440	237	87	396	274	122	394
%V	3.2%	3.7%	3.7%	3.5%	4.4%	2.5%	3.6%
%H		53.9%	19.8%	90.0%	62.3%	27.7%	89.5%
Second living/dining room	646	324	107	552	330	222	546
%V	4.7%	5.0%	4.5%	4.9%	5.3%	4.5%	5.0%
%H		50.2%	16.6%	85.4%	51.1%	34.4%	84.5%
Study/office	81	37	16	67	39	28	76
%V	0.6%	0.6%	0.7%	0.6%	0.6%	0.6%	0.7%
%H		45.7%	19.8%	82.7%	48.1%	34.6%	93.8%
TV room	27	14	6	21	14	8	25
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%
%H		51.9%	22.2%	77.8%	51.9%	29.6%	92.6%
Conservatory	215	122	43	188	134	54	195
%V	1.6%	1.9%	1.8%	1.7%	2.2%	1.1%	1.8%
%H		56.7%	20.0%	87.4%	62.3%	25.1%	90.7%
Attic or loft room	14	5	2	12	5	6	13
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		35.7%	14.3%	85.7%	35.7%	42.9%	92.9%
No specific location	14	5	4	13	8	5	11
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		35.7%	28.6%	92.9%	57.1%	35.7%	78.6%
Other	54	32	8	46	31	15	52
%V	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%	0.5%
%H		59.3%	14.8%	85.2%	57.4%	27.8%	96.3%
Not Asked	479	265	98	286	190	95	412
%V	3.5%	4.1%	4.2%	2.6%	3.1%	1.9%	3.8%
%H		55.3%	20.5%	59.7%	39.7%	19.8%	86.0%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Set level data

Table 27.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13722	6487	2358	11189	6225	4964	10892
%H		47.3%	17.2%	81.5%	45.4%	36.2%	79.4%
PVR	5242	3268	1048	3753	2747	1006	4612
%V	38.2%	50.4%	44.4%	33.5%	44.1%	20.3%	42.3%
%H		62.3%	20.0%	71.6%	52.4%	19.2%	88.0%
DVDR	297	137	49	247	133	115	245
%V	2.2%	2.1%	2.1%	2.2%	2.1%	2.3%	2.2%
%H		46.1%	16.5%	83.2%	44.8%	38.7%	82.5%
VCR	283	108	32	235	90	145	190
%V	2.1%	1.7%	1.4%	2.1%	1.4%	2.9%	1.7%
%H		38.2%	11.3%	83.0%	31.8%	51.2%	67.1%
Any recorder	5532	3346	1084	4010	2827	1183	4798
%V	40.3%	51.6%	46.0%	35.8%	45.4%	23.8%	44.1%
%H		60.5%	19.6%	72.5%	51.1%	21.4%	86.7%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13722	6487	2358	11189	6225	4964	10892
%H		47.3%	17.2%	81.5%	45.4%	36.2%	79.4%
Receives HDTV (via STB or built-in reception)	4786	2570	1147	3615	2472	1143	4152
%V	34.9%	39.6%	48.6%	32.3%	39.7%	23.0%	38.1%
%H		53.7%	24.0%	75.5%	51.7%	23.9%	86.8%
DVD/Blu-ray player or recorder	7399	3514	1338	6014	3395	2619	5987
%V	53.9%	54.2%	56.7%	53.7%	54.5%	52.8%	55.0%
%H		47.5%	18.1%	81.3%	45.9%	35.4%	80.9%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Set level data

Table 27.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6718	2838	1054	5316	2474	2842	4901
%H		42.2%	15.7%	79.1%	36.8%	42.3%	73.0%
Under 20"	149	29	11	127	20	107	61
%V	2.2%	1.0%	1.0%	2.4%	0.8%	3.8%	1.2%
%H		19.5%	7.4%	85.2%	13.4%	71.8%	40.9%
20" - 29"	899	214	96	762	178	584	486
%V	13.4%	7.5%	9.1%	14.3%	7.2%	20.5%	9.9%
%H		23.8%	10.7%	84.8%	19.8%	65.0%	54.1%
30" - 39"	2762	1009	422	2251	911	1340	1923
%V	41.1%	35.6%	40.0%	42.3%	36.8%	47.1%	39.2%
%H		36.5%	15.3%	81.5%	33.0%	48.5%	69.6%
40" and over	2826	1566	514	2120	1349	771	2378
%V	42.1%	55.2%	48.8%	39.9%	54.5%	27.1%	48.5%
%H		55.4%	18.2%	75.0%	47.7%	27.3%	84.1%
Don't know	69	19	11	55	15	40	42
%V	1.0%	0.7%	1.0%	1.0%	0.6%	1.4%	0.9%
%H		27.5%	15.9%	79.7%	21.7%	58.0%	60.9%
Not Asked	13	1	0	1	1	0	11
%V	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		7.7%	0.0%	7.7%	7.7%	0.0%	84.6%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Set level data

Table 27.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6718	2838	1054	5316	2474	2842	4901
%H		42.2%	15.7%	79.1%	36.8%	42.3%	73.0%
PVR	3952	2388	755	2885	2031	854	3400
%V	58.8%	84.1%	71.6%	54.3%	82.1%	30.0%	69.4%
%H		60.4%	19.1%	73.0%	51.4%	21.6%	86.0%
DVDR	224	99	34	183	91	93	181
%V	3.3%	3.5%	3.2%	3.4%	3.7%	3.3%	3.7%
%H		44.2%	15.2%	81.7%	40.6%	41.5%	80.8%
VCR	220	81	19	179	58	121	141
%V	3.3%	2.9%	1.8%	3.4%	2.3%	4.3%	2.9%
%H		36.8%	8.6%	81.4%	26.4%	55.0%	64.1%
Any recorder	4153	2427	774	3058	2062	997	3517
%V	61.8%	85.5%	73.4%	57.5%	83.3%	35.1%	71.8%
%H		58.4%	18.6%	73.6%	49.7%	24.0%	84.7%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6718	2838	1054	5316	2474	2842	4901
%H		42.2%	15.7%	79.1%	36.8%	42.3%	73.0%
Receives HDTV (via STB or built-in reception)	3321	1788	769	2474	1665	808	2821
%V	49.4%	63.0%	73.0%	46.5%	67.3%	28.4%	57.6%
%H		53.8%	23.2%	74.5%	50.1%	24.3%	84.9%
DVD/Blu-ray player or recorder	4748	2107	794	3735	1855	1880	3643
%V	70.7%	74.2%	75.3%	70.3%	75.0%	66.2%	74.3%
%H		44.4%	16.7%	78.7%	39.1%	39.6%	76.7%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Set level data

Table 27.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7004	3650	1305	5873	3752	2121	5991
%H		52.1%	18.6%	83.9%	53.6%	30.3%	85.5%
Under 20"	1917	885	308	1714	972	742	1547
%V	27.4%	24.2%	23.6%	29.2%	25.9%	35.0%	25.8%
%H		46.2%	16.1%	89.4%	50.7%	38.7%	80.7%
20" - 29"	2257	1151	423	1939	1226	713	1926
%V	32.2%	31.5%	32.4%	33.0%	32.7%	33.6%	32.1%
%H		51.0%	18.7%	85.9%	54.3%	31.6%	85.3%
30" - 39"	1669	939	332	1392	977	415	1474
%V	23.8%	25.7%	25.4%	23.7%	26.0%	19.6%	24.6%
%H		56.3%	19.9%	83.4%	58.5%	24.9%	88.3%
40" and over	597	372	122	458	341	117	560
%V	8.5%	10.2%	9.3%	7.8%	9.1%	5.5%	9.3%
%H		62.3%	20.4%	76.7%	57.1%	19.6%	93.8%
Don't know	98	37	22	85	45	39	83
%V	1.4%	1.0%	1.7%	1.4%	1.2%	1.8%	1.4%
%H		37.8%	22.4%	86.7%	45.9%	39.8%	84.7%
Not Asked	466	266	98	285	191	95	401
%V	6.7%	7.3%	7.5%	4.9%	5.1%	4.5%	6.7%
%H		57.1%	21.0%	61.2%	41.0%	20.4%	86.1%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Set level data

Table 27.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7004	3650	1305	5873	3752	2121	5991
%H		52.1%	18.6%	83.9%	53.6%	30.3%	85.5%
PVR	1289	880	292	868	716	152	1212
%V	18.4%	24.1%	22.4%	14.8%	19.1%	7.2%	20.2%
%H		68.3%	22.7%	67.3%	55.5%	11.8%	94.0%
DVDR	73	37	14	64	42	22	63
%V	1.0%	1.0%	1.1%	1.1%	1.1%	1.0%	1.1%
%H		50.7%	19.2%	87.7%	57.5%	30.1%	86.3%
VCR	63	27	13	56	33	24	48
%V	0.9%	0.7%	1.0%	1.0%	0.9%	1.1%	0.8%
%H		42.9%	20.6%	88.9%	52.4%	38.1%	76.2%
Any recorder	1379	918	310	952	765	187	1281
%V	19.7%	25.2%	23.8%	16.2%	20.4%	8.8%	21.4%
%H		66.6%	22.5%	69.0%	55.5%	13.6%	92.9%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7004	3650	1305	5873	3752	2121	5991
%H		52.1%	18.6%	83.9%	53.6%	30.3%	85.5%
Receives HDTV (via STB or built-in reception)	1465	782	379	1141	807	334	1331
%V	20.9%	21.4%	29.0%	19.4%	21.5%	15.7%	22.2%
%H		53.4%	25.9%	77.9%	55.1%	22.8%	90.9%
DVD/Blu-ray player or recorder	2651	1407	544	2278	1540	739	2344
%V	37.8%	38.5%	41.7%	38.8%	41.0%	34.8%	39.1%
%H		53.1%	20.5%	85.9%	58.1%	27.9%	88.4%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Individual level data

Table 27.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	15941	15534	7476	2665	11954	6509	5444	12937
%H		97.4%	46.9%	16.7%	75.0%	40.8%	34.2%	81.2%
Total Children	3006	2945	1646	559	2090	1338	752	2648
%V	18.9%	19.0%	22.0%	21.0%	17.5%	20.6%	13.8%	20.5%
%H		98.0%	54.8%	18.6%	69.5%	44.5%	25.0%	88.1%
0 - 3	803	785	419	144	532	313	219	670
%V	5.0%	5.1%	5.6%	5.4%	4.5%	4.8%	4.0%	5.2%
%H		97.8%	52.2%	17.9%	66.3%	39.0%	27.3%	83.4%
4 - 15	2203	2160	1227	415	1558	1025	533	1978
%V	13.8%	13.9%	16.4%	15.6%	13.0%	15.7%	9.8%	15.3%
%H		98.0%	55.7%	18.8%	70.7%	46.5%	24.2%	89.8%
4 - 9	1132	1107	642	209	786	524	262	988
%V	7.1%	7.1%	8.6%	7.8%	6.6%	8.1%	4.8%	7.6%
%H		97.8%	56.7%	18.5%	69.4%	46.3%	23.1%	87.3%
10 - 15	1071	1052	585	206	773	501	271	990
%V	6.7%	6.8%	7.8%	7.7%	6.5%	7.7%	5.0%	7.7%
%H		98.2%	54.6%	19.2%	72.2%	46.8%	25.3%	92.4%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Individual level data

Table 27.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	15941	15534	7476	2665	11954	6509	5444	12937
%H		97.4%	46.9%	16.7%	75.0%	40.8%	34.2%	81.2%
Total Adults (16+)	12935	12589	5831	2106	9864	5171	4692	10289
%V	81.1%	81.0%	78.0%	79.0%	82.5%	79.4%	86.2%	79.5%
%H		97.3%	45.1%	16.3%	76.3%	40.0%	36.3%	79.5%
16 - 19	790	770	395	152	601	383	218	712
%V	5.0%	5.0%	5.3%	5.7%	5.0%	5.9%	4.0%	5.5%
%H		97.5%	50.0%	19.2%	76.1%	48.5%	27.6%	90.1%
20 - 24	1095	1033	489	156	786	406	380	941
%V	6.9%	6.6%	6.5%	5.9%	6.6%	6.2%	7.0%	7.3%
%H		94.3%	44.7%	14.2%	71.8%	37.1%	34.7%	85.9%
25 - 34	2078	1985	1074	361	1402	856	546	1825
%V	13.0%	12.8%	14.4%	13.5%	11.7%	13.2%	10.0%	14.1%
%H		95.5%	51.7%	17.4%	67.5%	41.2%	26.3%	87.8%
35 - 44	2035	1978	1051	389	1424	875	549	1817
%V	12.8%	12.7%	14.1%	14.6%	11.9%	13.4%	10.1%	14.0%
%H		97.2%	51.6%	19.1%	70.0%	43.0%	27.0%	89.3%
45 - 54	2288	2248	1122	415	1771	1040	731	2012
%V	14.4%	14.5%	15.0%	15.6%	14.8%	16.0%	13.4%	15.6%
%H		98.3%	49.0%	18.1%	77.4%	45.5%	31.9%	87.9%
55 - 64	1887	1852	809	319	1505	771	734	1528
%V	11.8%	11.9%	10.8%	12.0%	12.6%	11.8%	13.5%	11.8%
%H		98.1%	42.9%	16.9%	79.8%	40.9%	38.9%	81.0%
65+	2761	2722	891	315	2374	840	1534	1454
%V	17.3%	17.5%	11.9%	11.8%	19.9%	12.9%	28.2%	11.2%
%H		98.6%	32.3%	11.4%	86.0%	30.4%	55.6%	52.7%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Individual level data

Table 27.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		12935	12589	5831	2106	9864	5171	4692	10289
	%H		97.3%	45.1%	16.3%	76.3%	40.0%	36.3%	79.5%
AB		2950	2875	1438	456	2264	1267	997	2745
	%V	22.8%	22.8%	24.7%	21.7%	23.0%	24.5%	21.2%	26.7%
	%H		97.5%	48.7%	15.5%	76.7%	42.9%	33.8%	93.1%
C1		3444	3340	1588	547	2598	1383	1215	2941
	%V	26.6%	26.5%	27.2%	26.0%	26.3%	26.7%	25.9%	28.6%
	%H		97.0%	46.1%	15.9%	75.4%	40.2%	35.3%	85.4%
C2		2916	2871	1413	527	2283	1329	953	2357
	%V	22.5%	22.8%	24.2%	25.0%	23.1%	25.7%	20.3%	22.9%
	%H		98.5%	48.5%	18.1%	78.3%	45.6%	32.7%	80.8%
D		2143	2077	918	380	1554	785	769	1567
	%V	16.6%	16.5%	15.7%	18.0%	15.8%	15.2%	16.4%	15.2%
	%H		96.9%	42.8%	17.7%	72.5%	36.6%	35.9%	73.1%
E		1483	1426	474	196	1165	408	757	679
	%V	11.5%	11.3%	8.1%	9.3%	11.8%	7.9%	16.1%	6.6%
	%H		96.2%	32.0%	13.2%	78.6%	27.5%	51.0%	45.8%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Individual level data

Table 27.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	12935	12589	5831	2106	9864	5171	4692	10289
%H		97.3%	45.1%	16.3%	76.3%	40.0%	36.3%	79.5%
Working full time	5619	5479	2878	1017	4141	2530	1611	5134
%V	43.4%	43.5%	49.4%	48.3%	42.0%	48.9%	34.3%	49.9%
%H		97.5%	51.2%	18.1%	73.7%	45.0%	28.7%	91.4%
Working part time	1346	1324	646	251	1006	576	430	1191
%V	10.4%	10.5%	11.1%	11.9%	10.2%	11.1%	9.2%	11.6%
%H		98.4%	48.0%	18.6%	74.7%	42.8%	31.9%	88.5%
Not working	5970	5786	2307	838	4717	2066	2651	3964
%V	46.2%	46.0%	39.6%	39.8%	47.8%	40.0%	56.5%	38.5%
%H		96.9%	38.6%	14.0%	79.0%	34.6%	44.4%	66.4%
Housewife/Houseperson	6938	6729	2839	1054	5318	2474	2844	5028
%V	53.6%	53.5%	48.7%	50.0%	53.9%	47.8%	60.6%	48.9%
%H		97.0%	40.9%	15.2%	76.7%	35.7%	41.0%	72.5%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Individual level data

Table 27.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6316	6113	2923	1043	4750	2584	2166	5116
%H		96.8%	46.3%	16.5%	75.2%	40.9%	34.3%	81.0%
16 - 19	409	400	206	75	311	197	114	377
%V	6.5%	6.5%	7.0%	7.2%	6.5%	7.6%	5.3%	7.4%
%H		97.8%	50.4%	18.3%	76.0%	48.2%	27.9%	92.2%
20 - 24	539	504	245	81	392	215	177	475
%V	8.5%	8.2%	8.4%	7.8%	8.3%	8.3%	8.2%	9.3%
%H		93.5%	45.5%	15.0%	72.7%	39.9%	32.8%	88.1%
25 - 34	1033	980	522	179	698	423	275	911
%V	16.4%	16.0%	17.9%	17.2%	14.7%	16.4%	12.7%	17.8%
%H		94.9%	50.5%	17.3%	67.6%	40.9%	26.6%	88.2%
35 - 44	1009	974	512	191	692	415	277	885
%V	16.0%	15.9%	17.5%	18.3%	14.6%	16.1%	12.8%	17.3%
%H		96.5%	50.7%	18.9%	68.6%	41.1%	27.5%	87.7%
45 - 54	1130	1103	566	206	857	517	341	982
%V	17.9%	18.0%	19.4%	19.8%	18.0%	20.0%	15.7%	19.2%
%H		97.6%	50.1%	18.2%	75.8%	45.8%	30.2%	86.9%
55 - 64	929	909	405	156	733	381	352	749
%V	14.7%	14.9%	13.9%	15.0%	15.4%	14.7%	16.3%	14.6%
%H		97.8%	43.6%	16.8%	78.9%	41.0%	37.9%	80.6%
65+	1266	1244	468	155	1067	436	631	736
%V	20.0%	20.4%	16.0%	14.9%	22.5%	16.9%	29.1%	14.4%
%H		98.3%	37.0%	12.2%	84.3%	34.4%	49.8%	58.1%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Individual level data

Table 27.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6316	6113	2923	1043	4750	2584	2166	5116
%H		96.8%	46.3%	16.5%	75.2%	40.9%	34.3%	81.0%
AB	1484	1444	731	230	1133	642	491	1391
%V	23.5%	23.6%	25.0%	22.1%	23.9%	24.8%	22.7%	27.2%
%H		97.3%	49.3%	15.5%	76.3%	43.3%	33.1%	93.7%
C1	1609	1551	783	260	1183	671	513	1411
%V	25.5%	25.4%	26.8%	24.9%	24.9%	26.0%	23.7%	27.6%
%H		96.4%	48.7%	16.2%	73.5%	41.7%	31.9%	87.7%
C2	1570	1538	757	279	1228	716	512	1253
%V	24.9%	25.2%	25.9%	26.7%	25.9%	27.7%	23.6%	24.5%
%H		98.0%	48.2%	17.8%	78.2%	45.6%	32.6%	79.8%
D	1010	971	439	186	714	373	341	757
%V	16.0%	15.9%	15.0%	17.8%	15.0%	14.4%	15.7%	14.8%
%H		96.1%	43.5%	18.4%	70.7%	36.9%	33.8%	75.0%
E	643	609	214	86	493	183	310	305
%V	10.2%	10.0%	7.3%	8.2%	10.4%	7.1%	14.3%	6.0%
%H		94.7%	33.3%	13.4%	76.7%	28.5%	48.2%	47.4%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Individual level data

Table 27.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6316	6113	2923	1043	4750	2584	2166	5116
%H		96.8%	46.3%	16.5%	75.2%	40.9%	34.3%	81.0%
Working full time	3416	3317	1777	616	2488	1551	938	3127
%V	54.1%	54.3%	60.8%	59.1%	52.4%	60.0%	43.3%	61.1%
%H		97.1%	52.0%	18.0%	72.8%	45.4%	27.5%	91.5%
Working part time	285	281	125	55	210	109	102	244
%V	4.5%	4.6%	4.3%	5.3%	4.4%	4.2%	4.7%	4.8%
%H		98.6%	43.9%	19.3%	73.7%	38.2%	35.8%	85.6%
Not working	2615	2515	1021	371	2051	925	1127	1745
%V	41.4%	41.1%	34.9%	35.6%	43.2%	35.8%	52.0%	34.1%
%H		96.2%	39.0%	14.2%	78.4%	35.4%	43.1%	66.7%
Housewife/Houseperson	1508	1409	524	206	1100	431	670	898
%V	23.9%	23.0%	17.9%	19.8%	23.2%	16.7%	30.9%	17.6%
%H		93.4%	34.7%	13.7%	72.9%	28.6%	44.4%	59.5%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Individual level data

Table 27.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6619	6476	2908	1064	5114	2587	2526	5173
%H		97.8%	43.9%	16.1%	77.3%	39.1%	38.2%	78.2%
16 - 19	381	371	189	76	290	186	104	335
%V	5.8%	5.7%	6.5%	7.1%	5.7%	7.2%	4.1%	6.5%
%H		97.4%	49.6%	19.9%	76.1%	48.8%	27.3%	87.9%
20 - 24	557	530	244	76	395	191	203	466
%V	8.4%	8.2%	8.4%	7.1%	7.7%	7.4%	8.0%	9.0%
%H		95.2%	43.8%	13.6%	70.9%	34.3%	36.4%	83.7%
25 - 34	1045	1006	552	182	704	433	271	914
%V	15.8%	15.5%	19.0%	17.1%	13.8%	16.7%	10.7%	17.7%
%H		96.3%	52.8%	17.4%	67.4%	41.4%	25.9%	87.5%
35 - 44	1026	1004	540	198	732	460	272	932
%V	15.5%	15.5%	18.6%	18.6%	14.3%	17.8%	10.8%	18.0%
%H		97.9%	52.6%	19.3%	71.3%	44.8%	26.5%	90.8%
45 - 54	1158	1145	555	209	914	523	391	1030
%V	17.5%	17.7%	19.1%	19.6%	17.9%	20.2%	15.5%	19.9%
%H		98.9%	47.9%	18.0%	78.9%	45.2%	33.8%	88.9%
55 - 64	958	943	404	162	772	390	382	778
%V	14.5%	14.6%	13.9%	15.2%	15.1%	15.1%	15.1%	15.0%
%H		98.4%	42.2%	16.9%	80.6%	40.7%	39.9%	81.2%
65+	1495	1478	424	160	1306	404	903	718
%V	22.6%	22.8%	14.6%	15.0%	25.5%	15.6%	35.7%	13.9%
%H		98.9%	28.4%	10.7%	87.4%	27.0%	60.4%	48.0%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Individual level data

Table 27.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6619	6476	2908	1064	5114	2587	2526	5173
%H		97.8%	43.9%	16.1%	77.3%	39.1%	38.2%	78.2%
AB	1466	1431	707	226	1131	625	507	1354
%V	22.1%	22.1%	24.3%	21.2%	22.1%	24.2%	20.1%	26.2%
%H		97.6%	48.2%	15.4%	77.1%	42.6%	34.6%	92.4%
C1	1835	1790	805	287	1415	712	703	1530
%V	27.7%	27.6%	27.7%	27.0%	27.7%	27.5%	27.8%	29.6%
%H		97.5%	43.9%	15.6%	77.1%	38.8%	38.3%	83.4%
C2	1346	1333	656	247	1055	614	441	1105
%V	20.3%	20.6%	22.6%	23.2%	20.6%	23.7%	17.5%	21.4%
%H		99.0%	48.7%	18.4%	78.4%	45.6%	32.8%	82.1%
D	1133	1106	480	194	840	412	428	810
%V	17.1%	17.1%	16.5%	18.2%	16.4%	15.9%	16.9%	15.7%
%H		97.6%	42.4%	17.1%	74.1%	36.4%	37.8%	71.5%
E	840	817	260	110	672	224	448	374
%V	12.7%	12.6%	8.9%	10.3%	13.1%	8.7%	17.7%	7.2%
%H		97.3%	31.0%	13.1%	80.0%	26.7%	53.3%	44.5%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - North Macro Region

Individual level data

Table 27.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6619	6476	2908	1064	5114	2587	2526	5173
%H		97.8%	43.9%	16.1%	77.3%	39.1%	38.2%	78.2%
Working full time	2203	2162	1101	401	1652	979	673	2007
%V	33.3%	33.4%	37.9%	37.7%	32.3%	37.8%	26.6%	38.8%
%H		98.1%	50.0%	18.2%	75.0%	44.4%	30.5%	91.1%
Working part time	1061	1043	521	196	796	467	328	947
%V	16.0%	16.1%	17.9%	18.4%	15.6%	18.1%	13.0%	18.3%
%H		98.3%	49.1%	18.5%	75.0%	44.0%	30.9%	89.3%
Not working	3355	3271	1286	467	2665	1141	1524	2219
%V	50.7%	50.5%	44.2%	43.9%	52.1%	44.1%	60.3%	42.9%
%H		97.5%	38.3%	13.9%	79.4%	34.0%	45.4%	66.1%
Housewife/Houseperson	5430	5320	2315	848	4218	2043	2175	4130
%V	82.0%	82.1%	79.6%	79.7%	82.5%	79.0%	86.1%	79.8%
%H		98.0%	42.6%	15.6%	77.7%	37.6%	40.1%	76.1%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - Scotland Macro Region

Contents	Page
Household	
Table 28.1: Social Grade	760
Table 28.2: Housewife Age	761
Table 28.3: Size of Household	762
Table 28.4: Presence of Children	763
Table 28.5: Number of TV sets in household	764
Table 28.6: Screen size	765
Table 28.7: Location of ANY set in household	766
Table 28.8: Platform Provider	767
Table 28.9: Recorders and other equipment	768
Table 28.10: Computers and Internet	769
Sets	
Table 28.11: Screen Size	770
Table 28.12: Location of set	771
Table 28.13: Recorders	772
Table 28.14: Other TV equipment	772
Table 28.15: Main Set Screen Size	773
Table 28.16: Main Set Recorders	774
Table 28.17: Main Set - Other TV equipment	774
Table 28.18: Other Sets (non-Main Set) Screen Size	775
Table 28.19: Other Set (non-Main Set) Recorders	776
Table 28.20: Other Set (non-Main Set) - Other TV equipment	776
Individuals	
Table 28.21: Age of Children	777
Table 28.22: Adults - Age	778
Table 28.23: Social Grade (Adults 16+)	779
Table 28.24: Working Status (Adults 16+)	780
Table 28.25: Males - Age	781
Table 28.26: Social Grade (Males 16+)	782
Table 28.27: Working Status (Males 16+)	783
Table 28.28: Females - Age	784
Table 28.29: Social Grade (Females 16+)	785
Table 28.30: Working Status (Females 16+)	786

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Household level data

Table 28.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2605	2499	1085	403	1833	844	990	1898
%H (All HH)		95.9%	41.7%	15.5%	70.4%	32.4%	38.0%	72.9%
%H (TV HH)			43.4%	16.1%	73.3%	33.8%	39.6%	
AB	601	584	279	88	419	206	213	557
%V	23.1%	23.4%	25.7%	21.8%	22.9%	24.4%	21.5%	29.3%
%H (All HH)		97.2%	46.4%	14.6%	69.7%	34.3%	35.4%	92.7%
%H (TV HH)			47.8%	15.1%	71.7%	35.3%	36.5%	
C1	706	663	293	118	472	229	243	574
%V	27.1%	26.5%	27.0%	29.3%	25.8%	27.1%	24.5%	30.2%
%H (All HH)		93.9%	41.5%	16.7%	66.9%	32.4%	34.4%	81.3%
%H (TV HH)			44.2%	17.8%	71.2%	34.5%	36.7%	
C2	489	478	237	82	348	190	158	378
%V	18.8%	19.1%	21.8%	20.3%	19.0%	22.5%	16.0%	19.9%
%H (All HH)		97.8%	48.5%	16.8%	71.2%	38.9%	32.3%	77.3%
%H (TV HH)			49.6%	17.2%	72.8%	39.7%	33.1%	
D	436	418	178	73	306	142	163	268
%V	16.7%	16.7%	16.4%	18.1%	16.7%	16.8%	16.5%	14.1%
%H (All HH)		95.9%	40.8%	16.7%	70.2%	32.6%	37.4%	61.5%
%H (TV HH)			42.6%	17.5%	73.2%	34.0%	39.0%	
E	373	356	98	43	289	76	212	120
%V	14.3%	14.2%	9.0%	10.7%	15.8%	9.0%	21.4%	6.3%
%H (All HH)		95.4%	26.3%	11.5%	77.5%	20.4%	56.8%	32.2%
%H (TV HH)			27.5%	12.1%	81.2%	21.3%	59.6%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Household level data

Table 28.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2605	2499	1085	403	1833	844	990	1898
%H (All HH)		95.9%	41.7%	15.5%	70.4%	32.4%	38.0%	72.9%
%H (TV HH)			43.4%	16.1%	73.3%	33.8%	39.6%	
Under 25	135	115	52	18	77	39	39	107
%V	5.2%	4.6%	4.8%	4.5%	4.2%	4.6%	3.9%	5.6%
%H (All HH)		85.2%	38.5%	13.3%	57.0%	28.9%	28.9%	79.3%
%H (TV HH)			45.2%	15.7%	67.0%	33.9%	33.9%	
25 - 34	397	368	189	68	235	134	100	342
%V	15.2%	14.7%	17.4%	16.9%	12.8%	15.9%	10.1%	18.0%
%H (All HH)		92.7%	47.6%	17.1%	59.2%	33.8%	25.2%	86.1%
%H (TV HH)			51.4%	18.5%	63.9%	36.4%	27.2%	
35 - 44	410	394	194	71	261	136	124	355
%V	15.7%	15.8%	17.9%	17.6%	14.2%	16.1%	12.5%	18.7%
%H (All HH)		96.1%	47.3%	17.3%	63.7%	33.2%	30.2%	86.6%
%H (TV HH)			49.2%	18.0%	66.2%	34.5%	31.5%	
45 - 54	523	508	251	90	369	204	165	451
%V	20.1%	20.3%	23.1%	22.3%	20.1%	24.2%	16.7%	23.8%
%H (All HH)		97.1%	48.0%	17.2%	70.6%	39.0%	31.5%	86.2%
%H (TV HH)			49.4%	17.7%	72.6%	40.2%	32.5%	
55 - 64	444	429	187	79	323	158	165	346
%V	17.0%	17.2%	17.2%	19.6%	17.6%	18.7%	16.7%	18.2%
%H (All HH)		96.6%	42.1%	17.8%	72.7%	35.6%	37.2%	77.9%
%H (TV HH)			43.6%	18.4%	75.3%	36.8%	38.5%	
65 +	697	685	212	77	568	172	396	296
%V	26.8%	27.4%	19.5%	19.1%	31.0%	20.4%	40.0%	15.6%
%H (All HH)		98.3%	30.4%	11.0%	81.5%	24.7%	56.8%	42.5%
%H (TV HH)			30.9%	11.2%	82.9%	25.1%	57.8%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Household level data

Table 28.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2605	2499	1085	403	1833	844	990	1898
%H (All HH)		95.9%	41.7%	15.5%	70.4%	32.4%	38.0%	72.9%
%H (TV HH)			43.4%	16.1%	73.3%	33.8%	39.6%	
1	927	875	239	120	676	173	503	438
%V	35.6%	35.0%	22.0%	29.8%	36.9%	20.5%	50.8%	23.1%
%H (All HH)		94.4%	25.8%	12.9%	72.9%	18.7%	54.3%	47.2%
%H (TV HH)			27.3%	13.7%	77.3%	19.8%	57.5%	
2	900	869	408	136	647	329	318	733
%V	34.5%	34.8%	37.6%	33.7%	35.3%	39.0%	32.1%	38.6%
%H (All HH)		96.6%	45.3%	15.1%	71.9%	36.6%	35.3%	81.4%
%H (TV HH)			47.0%	15.7%	74.5%	37.9%	36.6%	
3	384	372	210	78	257	171	86	351
%V	14.7%	14.9%	19.4%	19.4%	14.0%	20.3%	8.7%	18.5%
%H (All HH)		96.9%	54.7%	20.3%	66.9%	44.5%	22.4%	91.4%
%H (TV HH)			56.5%	21.0%	69.1%	46.0%	23.1%	
4	290	279	165	51	189	126	63	275
%V	11.1%	11.2%	15.2%	12.7%	10.3%	14.9%	6.4%	14.5%
%H (All HH)		96.2%	56.9%	17.6%	65.2%	43.4%	21.7%	94.8%
%H (TV HH)			59.1%	18.3%	67.7%	45.2%	22.6%	
5+	105	103	64	19	64	45	19	100
%V	4.0%	4.1%	5.9%	4.7%	3.5%	5.3%	1.9%	5.3%
%H (All HH)		98.1%	61.0%	18.1%	61.0%	42.9%	18.1%	95.2%
%H (TV HH)			62.1%	18.4%	62.1%	43.7%	18.4%	
Average HH size	2.16	2.17	2.47	2.30	2.11	2.47	1.80	2.43

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Household level data

Table 28.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2605	2499	1085	403	1833	844	990	1898
%H (All HH)		95.9%	41.7%	15.5%	70.4%	32.4%	38.0%	72.9%
%H (TV HH)			43.4%	16.1%	73.3%	33.8%	39.6%	
Without	2010	1916	740	302	1449	595	853	1347
%V	77.2%	76.7%	68.2%	74.9%	79.1%	70.5%	86.2%	71.0%
%H (All HH)		95.3%	36.8%	15.0%	72.1%	29.6%	42.4%	67.0%
%H (TV HH)			38.6%	15.8%	75.6%	31.1%	44.5%	
With	595	583	345	101	385	248	136	551
%V	22.8%	23.3%	31.8%	25.1%	21.0%	29.4%	13.7%	29.0%
%H (All HH)		98.0%	58.0%	17.0%	64.7%	41.7%	22.9%	92.6%
%H (TV HH)			59.2%	17.3%	66.0%	42.5%	23.3%	
0 - 3	216	212	131	38	138	95	43	193
%V	8.3%	8.5%	12.1%	9.4%	7.5%	11.3%	4.3%	10.2%
%H (All HH)		98.1%	60.6%	17.6%	63.9%	44.0%	19.9%	89.4%
%H (TV HH)			61.8%	17.9%	65.1%	44.8%	20.3%	
4 - 9	282	275	161	48	172	106	66	258
%V	10.8%	11.0%	14.8%	11.9%	9.4%	12.6%	6.7%	13.6%
%H (All HH)		97.5%	57.1%	17.0%	61.0%	37.6%	23.4%	91.5%
%H (TV HH)			58.5%	17.5%	62.5%	38.5%	24.0%	
10 - 15	279	273	163	48	184	123	61	267
%V	10.7%	10.9%	15.0%	11.9%	10.0%	14.6%	6.2%	14.1%
%H (All HH)		97.8%	58.4%	17.2%	65.9%	44.1%	21.9%	95.7%
%H (TV HH)			59.7%	17.6%	67.4%	45.1%	22.3%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Household level data

Table 28.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2605	2499	1085	403	1833	844	990	1898
%H (All HH)		95.9%	41.7%	15.5%	70.4%	32.4%	38.0%	72.9%
%H (TV HH)			43.4%	16.1%	73.3%	33.8%	39.6%	
1	994	994	327	134	671	163	508	600
%V	38.2%	39.8%	30.1%	33.3%	36.6%	19.3%	51.3%	31.6%
%H (All HH)		100.0%	32.9%	13.5%	67.5%	16.4%	51.1%	60.4%
%H (TV HH)			32.9%	13.5%	67.5%	16.4%	51.1%	
2	881	881	387	151	672	328	344	660
%V	33.8%	35.3%	35.7%	37.5%	36.7%	38.9%	34.7%	34.8%
%H (All HH)		100.0%	43.9%	17.1%	76.3%	37.2%	39.0%	74.9%
%H (TV HH)			43.9%	17.1%	76.3%	37.2%	39.0%	
3	404	404	227	77	309	207	102	356
%V	15.5%	16.2%	20.9%	19.1%	16.9%	24.5%	10.3%	18.8%
%H (All HH)		100.0%	56.2%	19.1%	76.5%	51.2%	25.2%	88.1%
%H (TV HH)			56.2%	19.1%	76.5%	51.2%	25.2%	
4	145	145	91	29	118	93	26	137
%V	5.6%	5.8%	8.4%	7.2%	6.4%	11.0%	2.6%	7.2%
%H (All HH)		100.0%	62.8%	20.0%	81.4%	64.1%	17.9%	94.5%
%H (TV HH)			62.8%	20.0%	81.4%	64.1%	17.9%	
5+	74	74	53	12	63	52	10	73
%V	2.8%	3.0%	4.9%	3.0%	3.4%	6.2%	1.0%	3.8%
%H (All HH)		100.0%	71.6%	16.2%	85.1%	70.3%	13.5%	98.6%
%H (TV HH)			71.6%	16.2%	85.1%	70.3%	13.5%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Household level data

Table 28.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2605	2499	1085	403	1833	844	990	1898
%H (All HH)		95.9%	41.7%	15.5%	70.4%	32.4%	38.0%	72.9%
%H (TV HH)			43.4%	16.1%	73.3%	33.8%	39.6%	
Under 20"	600	600	276	95	492	265	227	461
%V	23.0%	24.0%	25.4%	23.6%	26.8%	31.4%	22.9%	24.3%
%H (All HH)		100.0%	46.0%	15.8%	82.0%	44.2%	37.8%	76.8%
%H (TV HH)			46.0%	15.8%	82.0%	44.2%	37.8%	
20" - 29"	948	948	381	150	759	346	413	682
%V	36.4%	37.9%	35.1%	37.2%	41.4%	41.0%	41.7%	35.9%
%H (All HH)		100.0%	40.2%	15.8%	80.1%	36.5%	43.6%	71.9%
%H (TV HH)			40.2%	15.8%	80.1%	36.5%	43.6%	
30" - 39"	1303	1303	580	225	998	498	500	967
%V	50.0%	52.1%	53.5%	55.8%	54.4%	59.0%	50.5%	50.9%
%H (All HH)		100.0%	44.5%	17.3%	76.6%	38.2%	38.4%	74.2%
%H (TV HH)			44.5%	17.3%	76.6%	38.2%	38.4%	
40" and over	1086	1086	627	196	748	481	267	936
%V	41.7%	43.5%	57.8%	48.6%	40.8%	57.0%	27.0%	49.3%
%H (All HH)		100.0%	57.7%	18.0%	68.9%	44.3%	24.6%	86.2%
%H (TV HH)			57.7%	18.0%	68.9%	44.3%	24.6%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Household level data

Table 28.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2605	2499	1085	403	1833	844	990	1898
%V (All HH)		95.9%	41.7%	15.5%	70.4%	32.4%	38.0%	72.9%
%H (TV HH)			43.4%	16.1%	73.3%	33.8%	39.6%	
Main living room	2446	2446	1072	400	1808	838	971	1786
%V	93.9%	97.9%	98.8%	99.3%	98.6%	99.3%	98.1%	94.1%
%H (All HH)		100.0%	43.8%	16.4%	73.9%	34.3%	39.7%	73.0%
%H (TV HH)			43.8%	16.4%	73.9%	34.3%	39.7%	
Kitchen	297	297	161	34	256	152	104	248
%V	11.4%	11.9%	14.8%	8.4%	14.0%	18.0%	10.5%	13.1%
%H (All HH)		100.0%	54.2%	11.4%	86.2%	51.2%	35.0%	83.5%
%H (TV HH)			54.2%	11.4%	86.2%	51.2%	35.0%	
Adult's bedroom	1043	1043	530	200	832	516	317	847
%V	40.0%	41.7%	48.8%	49.6%	45.4%	61.1%	32.0%	44.6%
%H (All HH)		100.0%	50.8%	19.2%	79.8%	49.5%	30.4%	81.2%
%H (TV HH)			50.8%	19.2%	79.8%	49.5%	30.4%	
Child's bedroom	260	260	161	54	182	134	48	240
%V	10.0%	10.4%	14.8%	13.4%	9.9%	15.9%	4.8%	12.6%
%H (All HH)		100.0%	61.9%	20.8%	70.0%	51.5%	18.5%	92.3%
%H (TV HH)			61.9%	20.8%	70.0%	51.5%	18.5%	
Other bedroom	99	99	60	17	77	54	23	85
%V	3.8%	4.0%	5.5%	4.2%	4.2%	6.4%	2.3%	4.5%
%H (All HH)		100.0%	60.6%	17.2%	77.8%	54.5%	23.2%	85.9%
%H (TV HH)			60.6%	17.2%	77.8%	54.5%	23.2%	
Second living/dining room	187	187	98	26	148	85	63	171
%V	7.2%	7.5%	9.0%	6.5%	8.1%	10.1%	6.4%	9.0%
%H (All HH)		100.0%	52.4%	13.9%	79.1%	45.5%	33.7%	91.4%
%H (TV HH)			52.4%	13.9%	79.1%	45.5%	33.7%	
Study/office	31	31	16	6	26	17	9	30
%V	1.2%	1.2%	1.5%	1.5%	1.4%	2.0%	0.9%	1.6%
%H (All HH)		100.0%	51.6%	19.4%	83.9%	54.8%	29.0%	96.8%
%H (TV HH)			51.6%	19.4%	83.9%	54.8%	29.0%	
TV room	33	33	17	4	27	15	12	29
%V	1.3%	1.3%	1.6%	1.0%	1.5%	1.8%	1.2%	1.5%
%H (All HH)		100.0%	51.5%	12.1%	81.8%	45.5%	36.4%	87.9%
%H (TV HH)			51.5%	12.1%	81.8%	45.5%	36.4%	
Conservatory	45	45	26	6	36	23	13	42
%V	1.7%	1.8%	2.4%	1.5%	2.0%	2.7%	1.3%	2.2%
%H (All HH)		100.0%	57.8%	13.3%	80.0%	51.1%	28.9%	93.3%
%H (TV HH)			57.8%	13.3%	80.0%	51.1%	28.9%	
Attic or loft room	6	6	3	2	5	3	1	6
%V	0.2%	0.2%	0.3%	0.5%	0.3%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	50.0%	33.3%	83.3%	50.0%	16.7%	100.0%
%H (TV HH)			50.0%	33.3%	83.3%	50.0%	16.7%	
No specific location	2	2	2	0	2	2	0	2
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	15	15	10	3	12	8	4	14
%V	0.6%	0.6%	0.9%	0.7%	0.7%	0.9%	0.4%	0.7%
%H (All HH)		100.0%	66.7%	20.0%	80.0%	53.3%	26.7%	93.3%
%H (TV HH)			66.7%	20.0%	80.0%	53.3%	26.7%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Household level data

Table 28.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2605	2499	1085	403	1833	844	990	1898
%H (All HH)		95.9%	41.7%	15.5%	70.4%	32.4%	38.0%	72.9%
%H (TV HH)			43.4%	16.1%	73.3%	33.8%	39.6%	
Any DSAT provider	1085	1085	1085	13	632	632	0	922
%V	41.7%	43.4%	100.0%	3.2%	34.5%	74.9%	0.0%	48.6%
%H (All HH)			100.0%	1.2%	58.2%	58.2%	0.0%	85.0%
%H (TV HH)			100.0%	1.2%	58.2%	58.2%	0.0%	
Sky with subcription	937	937	937	11	552	552	0	805
%V	36.0%	37.5%	86.4%	2.7%	30.1%	65.4%	0.0%	42.4%
%H (All HH)			100.0%	1.2%	58.9%	58.9%	0.0%	85.9%
%H (TV HH)			100.0%	1.2%	58.9%	58.9%	0.0%	
Sky without subscription	50	50	50	2	26	26	0	34
%V	1.9%	2.0%	4.6%	0.5%	1.4%	3.1%	0.0%	1.8%
%H (All HH)			100.0%	4.0%	52.0%	52.0%	0.0%	68.0%
%H (TV HH)			100.0%	4.0%	52.0%	52.0%	0.0%	
Freesat	90	90	90	1	51	51	0	74
%V	3.5%	3.6%	8.3%	0.2%	2.8%	6.0%	0.0%	3.9%
%H (All HH)			100.0%	1.1%	56.7%	56.7%	0.0%	82.2%
%H (TV HH)			100.0%	1.1%	56.7%	56.7%	0.0%	
Other satellite provider	26	26	26	0	12	12	0	25
%V	1.0%	1.0%	2.4%	0.0%	0.7%	1.4%	0.0%	1.3%
%H (All HH)			100.0%	0.0%	46.2%	46.2%	0.0%	96.2%
%H (TV HH)			100.0%	0.0%	46.2%	46.2%	0.0%	
DCAB	403	403	13	403	218	218	0	345
%V	15.5%	16.1%	1.2%	100.0%	11.9%	25.8%	0.0%	18.2%
%H (All HH)			3.2%	100.0%	54.1%	54.1%	0.0%	85.6%
%H (TV HH)			3.2%	100.0%	54.1%	54.1%	0.0%	
DTT	1833	1833	632	218	1833	844	990	1279
%V	70.4%	73.3%	58.2%	54.1%	100.0%	100.0%	100.0%	67.4%
%H (All HH)		100.0%	34.5%	11.9%	100.0%	46.0%	54.0%	69.8%
%H (TV HH)			34.5%	11.9%	100.0%	46.0%	54.0%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Household level data

Table 28.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2605	2499	1085	403	1833	844	990	1898
%H (All HH)		95.9%	41.7%	15.5%	70.4%	32.4%	38.0%	72.9%
%H (TV HH)			43.4%	16.1%	73.3%	33.8%	39.6%	
PVR	1460	1460	912	277	972	689	283	1253
%V	56.0%	58.4%	84.1%	68.7%	53.0%	81.6%	28.6%	66.0%
%H (All HH)		100.0%	62.5%	19.0%	66.6%	47.2%	19.4%	85.8%
%H (TV HH)			62.5%	19.0%	66.6%	47.2%	19.4%	
DVDR	112	112	57	24	76	44	32	95
%V	4.3%	4.5%	5.3%	6.0%	4.1%	5.2%	3.2%	5.0%
%H (All HH)		100.0%	50.9%	21.4%	67.9%	39.3%	28.6%	84.8%
%H (TV HH)			50.9%	21.4%	67.9%	39.3%	28.6%	
VCR	89	89	20	24	70	24	45	46
%V	3.4%	3.6%	1.8%	6.0%	3.8%	2.8%	4.5%	2.4%
%H (All HH)		100.0%	22.5%	27.0%	78.7%	27.0%	50.6%	51.7%
%H (TV HH)			22.5%	27.0%	78.7%	27.0%	50.6%	
Any recorder	1546	1546	928	294	1037	701	336	1296
%V	59.3%	61.9%	85.5%	73.0%	56.6%	83.1%	33.9%	68.3%
%H (All HH)		100.0%	60.0%	19.0%	67.1%	45.3%	21.7%	83.8%
%H (TV HH)			60.0%	19.0%	67.1%	45.3%	21.7%	
Receives HDTV (via STB or built-in reception)	1194	1194	692	275	802	567	236	1026
%V	45.8%	47.8%	63.8%	68.2%	43.8%	67.2%	23.8%	54.1%
%H (All HH)		100.0%	58.0%	23.0%	67.2%	47.5%	19.8%	85.9%
%H (TV HH)			58.0%	23.0%	67.2%	47.5%	19.8%	
DVD/Blu-ray player or recorder	1994	1994	906	335	1488	729	760	1549
%V	76.5%	79.8%	83.5%	83.1%	81.2%	86.4%	76.8%	81.6%
%H (All HH)		100.0%	45.4%	16.8%	74.6%	36.6%	38.1%	77.7%
%H (TV HH)			45.4%	16.8%	74.6%	36.6%	38.1%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Household level data

Table 28.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2605	2499	1085	403	1833	844	990	1898
%V (All HH)		95.9%	41.7%	15.5%	70.4%	32.4%	38.0%	72.9%
%H (TV HH)			43.4%	16.1%	73.3%	33.8%	39.6%	
Has broadband internet	1898	1827	922	345	1279	731	548	1898
%V	72.9%	73.1%	85.0%	85.6%	69.8%	86.6%	55.4%	100.0%
%H (All HH)		96.3%	48.6%	18.2%	67.4%	38.5%	28.9%	100.0%
%H (TV HH)			50.5%	18.9%	70.0%	40.0%	30.0%	
Number of computers (PCs and laptops)								
0	634	610	150	60	503	110	394	31
%V	24.3%	24.4%	13.8%	14.9%	27.4%	13.0%	39.8%	1.6%
%H (All HH)		96.2%	23.7%	9.5%	79.3%	17.4%	62.1%	4.9%
%H (TV HH)			24.6%	9.8%	82.5%	18.0%	64.6%	
1	877	842	378	152	602	294	308	798
%V	33.7%	33.7%	34.8%	37.7%	32.8%	34.8%	31.1%	42.0%
%H (All HH)		96.0%	43.1%	17.3%	68.6%	33.5%	35.1%	91.0%
%H (TV HH)			44.9%	18.1%	71.5%	34.9%	36.6%	
2	559	535	275	93	378	217	161	542
%V	21.5%	21.4%	25.3%	23.1%	20.6%	25.7%	16.3%	28.6%
%H (All HH)		95.7%	49.2%	16.6%	67.6%	38.8%	28.8%	97.0%
%H (TV HH)			51.4%	17.4%	70.7%	40.6%	30.1%	
3	278	266	149	45	179	113	66	272
%V	10.7%	10.6%	13.7%	11.2%	9.8%	13.4%	6.7%	14.3%
%H (All HH)		95.7%	53.6%	16.2%	64.4%	40.6%	23.7%	97.8%
%H (TV HH)			56.0%	16.9%	67.3%	42.5%	24.8%	
4	135	129	67	27	85	49	36	135
%V	5.2%	5.2%	6.2%	6.7%	4.6%	5.8%	3.6%	7.1%
%H (All HH)		95.6%	49.6%	20.0%	63.0%	36.3%	26.7%	100.0%
%H (TV HH)			51.9%	20.9%	65.9%	38.0%	27.9%	
5+	122	118	66	25	86	62	24	119
%V	4.7%	4.7%	6.1%	6.2%	4.7%	7.3%	2.4%	6.3%
%H (All HH)		96.7%	54.1%	20.5%	70.5%	50.8%	19.7%	97.5%
%H (TV HH)			55.9%	21.2%	72.9%	52.5%	20.3%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
January - December 2013

C4/Five - Scotland Macro Region

Set level data

Table 28.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4956	2435	850	3760	2097	1663	3939
%H		49.1%	17.2%	75.9%	42.3%	33.6%	79.5%
Under 20"	746	352	118	622	348	274	586
%V	15.1%	14.5%	13.9%	16.5%	16.6%	16.5%	14.9%
%H		47.2%	15.8%	83.4%	46.6%	36.7%	78.6%
20" - 29"	1180	499	191	949	464	485	879
%V	23.8%	20.5%	22.5%	25.2%	22.1%	29.2%	22.3%
%H		42.3%	16.2%	80.4%	39.3%	41.1%	74.5%
30" - 39"	1530	720	269	1177	628	549	1172
%V	30.9%	29.6%	31.6%	31.3%	29.9%	33.0%	29.8%
%H		47.1%	17.6%	76.9%	41.0%	35.9%	76.6%
40" and over	1266	751	228	872	580	292	1110
%V	25.5%	30.8%	26.8%	23.2%	27.7%	17.6%	28.2%
%H		59.3%	18.0%	68.9%	45.8%	23.1%	87.7%
Don't know	45	12	8	33	8	24	32
%V	0.9%	0.5%	0.9%	0.9%	0.4%	1.4%	0.8%
%H		26.7%	17.8%	73.3%	17.8%	53.3%	71.1%
Not Asked	189	101	36	107	69	39	160
%V	3.8%	4.1%	4.2%	2.8%	3.3%	2.3%	4.1%
%H		53.4%	19.0%	56.6%	36.5%	20.6%	84.7%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Set level data

Table 28.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4956	2435	850	3760	2097	1663	3939
%H		49.1%	17.2%	75.9%	42.3%	33.6%	79.5%
Main living room	2466	1083	402	1821	843	977	1803
%V	49.8%	44.5%	47.3%	48.4%	40.2%	58.7%	45.8%
%H		43.9%	16.3%	73.8%	34.2%	39.6%	73.1%
Kitchen	298	162	34	257	153	105	248
%V	6.0%	6.7%	4.0%	6.8%	7.3%	6.3%	6.3%
%H		54.4%	11.4%	86.2%	51.3%	35.2%	83.2%
Adult's bedroom	1234	639	245	997	642	355	1021
%V	24.9%	26.2%	28.8%	26.5%	30.6%	21.3%	25.9%
%H		51.8%	19.9%	80.8%	52.0%	28.8%	82.7%
Child's bedroom	324	204	67	227	171	56	302
%V	6.5%	8.4%	7.9%	6.0%	8.2%	3.4%	7.7%
%H		63.0%	20.7%	70.1%	52.8%	17.3%	93.2%
Other bedroom	117	71	19	89	64	25	103
%V	2.4%	2.9%	2.2%	2.4%	3.1%	1.5%	2.6%
%H		60.7%	16.2%	76.1%	54.7%	21.4%	88.0%
Second living/dining room	191	101	26	151	87	64	173
%V	3.9%	4.1%	3.1%	4.0%	4.1%	3.8%	4.4%
%H		52.9%	13.6%	79.1%	45.5%	33.5%	90.6%
Study/office	31	17	6	26	18	9	30
%V	0.6%	0.7%	0.7%	0.7%	0.9%	0.5%	0.8%
%H		54.8%	19.4%	83.9%	58.1%	29.0%	96.8%
TV room	33	17	4	27	15	12	29
%V	0.7%	0.7%	0.5%	0.7%	0.7%	0.7%	0.7%
%H		51.5%	12.1%	81.8%	45.5%	36.4%	87.9%
Conservatory	45	26	6	36	23	13	42
%V	0.9%	1.1%	0.7%	1.0%	1.1%	0.8%	1.1%
%H		57.8%	13.3%	80.0%	51.1%	28.9%	93.3%
Attic or loft room	6	3	2	5	3	1	6
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%
%H		50.0%	33.3%	83.3%	50.0%	16.7%	100.0%
No specific location	2	2	0	2	2	0	2
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	21	11	3	17	8	8	19
%V	0.4%	0.5%	0.4%	0.5%	0.4%	0.5%	0.5%
%H		52.4%	14.3%	81.0%	38.1%	38.1%	90.5%
Not Asked	189	101	36	107	69	39	160
%V	3.8%	4.1%	4.2%	2.8%	3.3%	2.3%	4.1%
%H		53.4%	19.0%	56.6%	36.5%	20.6%	84.7%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Set level data

Table 28.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4956	2435	850	3760	2097	1663	3939
%H		49.1%	17.2%	75.9%	42.3%	33.6%	79.5%
PVR	1943	1266	386	1256	947	309	1714
%V	39.2%	52.0%	45.4%	33.4%	45.2%	18.6%	43.5%
%H		65.2%	19.9%	64.6%	48.7%	15.9%	88.2%
DVDR	119	59	25	82	47	35	101
%V	2.4%	2.4%	2.9%	2.2%	2.2%	2.1%	2.6%
%H		49.6%	21.0%	68.9%	39.5%	29.4%	84.9%
VCR	93	20	25	73	25	48	49
%V	1.9%	0.8%	2.9%	1.9%	1.2%	2.9%	1.2%
%H		21.5%	26.9%	78.5%	26.9%	51.6%	52.7%
Any recorder	2051	1293	407	1340	971	369	1775
%V	41.4%	53.1%	47.9%	35.6%	46.3%	22.2%	45.1%
%H		63.0%	19.8%	65.3%	47.3%	18.0%	86.5%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4956	2435	850	3760	2097	1663	3939
%H		49.1%	17.2%	75.9%	42.3%	33.6%	79.5%
Receives HDTV (via STB or built-in reception)	1635	962	403	1102	817	284	1448
%V	33.0%	39.5%	47.4%	29.3%	39.0%	17.1%	36.8%
%H		58.8%	24.6%	67.4%	50.0%	17.4%	88.6%
DVD/Blu-ray player or recorder	2923	1425	519	2258	1266	992	2392
%V	59.0%	58.5%	61.1%	60.1%	60.4%	59.7%	60.7%
%H		48.8%	17.8%	77.2%	43.3%	33.9%	81.8%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Set level data

Table 28.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2494	1085	402	1833	844	989	1824
%H		43.5%	16.1%	73.5%	33.8%	39.7%	73.1%
Under 20"	60	8	7	48	6	42	32
%V	2.4%	0.7%	1.7%	2.6%	0.7%	4.2%	1.8%
%H		13.3%	11.7%	80.0%	10.0%	70.0%	53.3%
20" - 29"	388	101	40	305	64	241	208
%V	15.6%	9.3%	10.0%	16.6%	7.6%	24.4%	11.4%
%H		26.0%	10.3%	78.6%	16.5%	62.1%	53.6%
30" - 39"	963	369	158	747	311	436	658
%V	38.6%	34.0%	39.3%	40.8%	36.8%	44.1%	36.1%
%H		38.3%	16.4%	77.6%	32.3%	45.3%	68.3%
40" and over	1048	602	191	718	459	259	901
%V	42.0%	55.5%	47.5%	39.2%	54.4%	26.2%	49.4%
%H		57.4%	18.2%	68.5%	43.8%	24.7%	86.0%
Don't know	22	5	6	15	4	11	15
%V	0.9%	0.5%	1.5%	0.8%	0.5%	1.1%	0.8%
%H		22.7%	27.3%	68.2%	18.2%	50.0%	68.2%
Not Asked	13	0	0	0	0	0	10
%V	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	76.9%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Set level data

Table 28.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2494	1085	402	1833	844	989	1824
%H		43.5%	16.1%	73.5%	33.8%	39.7%	73.1%
PVR	1431	901	271	948	677	271	1230
%V	57.4%	83.0%	67.4%	51.7%	80.2%	27.4%	67.4%
%H		63.0%	18.9%	66.2%	47.3%	18.9%	86.0%
DVDR	93	47	19	62	35	27	78
%V	3.7%	4.3%	4.7%	3.4%	4.1%	2.7%	4.3%
%H		50.5%	20.4%	66.7%	37.6%	29.0%	83.9%
VCR	75	15	20	58	18	40	37
%V	3.0%	1.4%	5.0%	3.2%	2.1%	4.0%	2.0%
%H		20.0%	26.7%	77.3%	24.0%	53.3%	49.3%
Any recorder	1511	917	287	1009	689	320	1270
%V	60.6%	84.5%	71.4%	55.0%	81.6%	32.4%	69.6%
%H		60.7%	19.0%	66.8%	45.6%	21.2%	84.1%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2494	1085	402	1833	844	989	1824
%H		43.5%	16.1%	73.5%	33.8%	39.7%	73.1%
Receives HDTV (via STB or built-in reception)	1163	676	271	776	550	226	1002
%V	46.6%	62.3%	67.4%	42.3%	65.2%	22.9%	54.9%
%H		58.1%	23.3%	66.7%	47.3%	19.4%	86.2%
DVD/Blu-ray player or recorder	1865	838	307	1388	661	727	1441
%V	74.8%	77.2%	76.4%	75.7%	78.3%	73.5%	79.0%
%H		44.9%	16.5%	74.4%	35.4%	39.0%	77.3%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Set level data

Table 28.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2462	1350	447	1928	1254	674	2115
%H		54.8%	18.2%	78.3%	50.9%	27.4%	85.9%
Under 20"	686	344	111	574	342	232	554
%V	27.9%	25.5%	24.8%	29.8%	27.3%	34.4%	26.2%
%H		50.1%	16.2%	83.7%	49.9%	33.8%	80.8%
20" - 29"	792	398	151	644	400	244	670
%V	32.2%	29.5%	33.8%	33.4%	31.9%	36.2%	31.7%
%H		50.3%	19.1%	81.3%	50.5%	30.8%	84.6%
30" - 39"	568	351	111	431	317	114	514
%V	23.1%	26.0%	24.8%	22.4%	25.3%	16.9%	24.3%
%H		61.8%	19.5%	75.9%	55.8%	20.1%	90.5%
40" and over	218	149	37	154	121	33	209
%V	8.9%	11.0%	8.3%	8.0%	9.6%	4.9%	9.9%
%H		68.3%	17.0%	70.6%	55.5%	15.1%	95.9%
Don't know	23	7	2	18	4	14	17
%V	0.9%	0.5%	0.4%	0.9%	0.3%	2.1%	0.8%
%H		30.4%	8.7%	78.3%	17.4%	60.9%	73.9%
Not Asked	175	101	35	107	70	37	151
%V	7.1%	7.5%	7.8%	5.5%	5.6%	5.5%	7.1%
%H		57.7%	20.0%	61.1%	40.0%	21.1%	86.3%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Set level data

Table 28.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2462	1350	447	1928	1254	674	2115
%H		54.8%	18.2%	78.3%	50.9%	27.4%	85.9%
PVR	511	365	114	308	270	38	484
%V	20.8%	27.0%	25.5%	16.0%	21.5%	5.6%	22.9%
%H		71.4%	22.3%	60.3%	52.8%	7.4%	94.7%
DVDR	26	12	6	20	12	8	23
%V	1.1%	0.9%	1.3%	1.0%	1.0%	1.2%	1.1%
%H		46.2%	23.1%	76.9%	46.2%	30.8%	88.5%
VCR	18	5	5	15	8	8	12
%V	0.7%	0.4%	1.1%	0.8%	0.6%	1.2%	0.6%
%H		27.8%	27.8%	83.3%	44.4%	44.4%	66.7%
Any recorder	539	377	121	331	282	48	505
%V	21.9%	27.9%	27.1%	17.2%	22.5%	7.1%	23.9%
%H		69.9%	22.4%	61.4%	52.3%	8.9%	93.7%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2462	1350	447	1928	1254	674	2115
%H		54.8%	18.2%	78.3%	50.9%	27.4%	85.9%
Receives HDTV (via STB or built-in reception)	472	286	132	325	267	58	446
%V	19.2%	21.2%	29.5%	16.9%	21.3%	8.6%	21.1%
%H		60.6%	28.0%	68.9%	56.6%	12.3%	94.5%
DVD/Blu-ray player or recorder	1057	587	212	871	605	266	951
%V	42.9%	43.5%	47.4%	45.2%	48.2%	39.5%	45.0%
%H		55.5%	20.1%	82.4%	57.2%	25.2%	90.0%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5596	5396	2682	928	3838	2083	1756	4591
%H		96.4%	47.9%	16.6%	68.6%	37.2%	31.4%	82.0%
Total Children	975	955	574	166	618	402	217	907
%V	17.4%	17.7%	21.4%	17.9%	16.1%	19.3%	12.4%	19.8%
%H		97.9%	58.9%	17.0%	63.4%	41.2%	22.3%	93.0%
0 - 3	255	250	156	45	163	111	51	230
%V	4.6%	4.6%	5.8%	4.8%	4.2%	5.3%	2.9%	5.0%
%H		98.0%	61.2%	17.6%	63.9%	43.5%	20.0%	90.2%
4 - 15	720	705	417	120	456	290	165	677
%V	12.9%	13.1%	15.5%	12.9%	11.9%	13.9%	9.4%	14.7%
%H		97.9%	57.9%	16.7%	63.3%	40.3%	22.9%	94.0%
4 - 9	369	361	211	63	226	139	87	340
%V	6.6%	6.7%	7.9%	6.8%	5.9%	6.7%	5.0%	7.4%
%H		97.8%	57.2%	17.1%	61.2%	37.7%	23.6%	92.1%
10 - 15	351	345	206	58	230	151	78	337
%V	6.3%	6.4%	7.7%	6.3%	6.0%	7.2%	4.4%	7.3%
%H		98.3%	58.7%	16.5%	65.5%	43.0%	22.2%	96.0%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5596	5396	2682	928	3838	2083	1756	4591
%H		96.4%	47.9%	16.6%	68.6%	37.2%	31.4%	82.0%
Total Adults (16+)	4621	4441	2108	763	3220	1681	1539	3684
%V	82.6%	82.3%	78.6%	82.2%	83.9%	80.7%	87.6%	80.2%
%H		96.1%	45.6%	16.5%	69.7%	36.4%	33.3%	79.7%
16 - 19	238	233	124	43	168	105	64	214
%V	4.3%	4.3%	4.6%	4.6%	4.4%	5.0%	3.6%	4.7%
%H		97.9%	52.1%	18.1%	70.6%	44.1%	26.9%	89.9%
20 - 24	381	330	165	63	222	132	90	336
%V	6.8%	6.1%	6.2%	6.8%	5.8%	6.3%	5.1%	7.3%
%H		86.6%	43.3%	16.5%	58.3%	34.6%	23.6%	88.2%
25 - 34	760	712	381	136	463	279	184	671
%V	13.6%	13.2%	14.2%	14.7%	12.1%	13.4%	10.5%	14.6%
%H		93.7%	50.1%	17.9%	60.9%	36.7%	24.2%	88.3%
35 - 44	694	672	348	123	446	251	195	623
%V	12.4%	12.5%	13.0%	13.3%	11.6%	12.0%	11.1%	13.6%
%H		96.8%	50.1%	17.7%	64.3%	36.2%	28.1%	89.8%
45 - 54	846	826	420	156	604	357	248	758
%V	15.1%	15.3%	15.7%	16.8%	15.7%	17.1%	14.1%	16.5%
%H		97.6%	49.6%	18.4%	71.4%	42.2%	29.3%	89.6%
55 - 64	702	683	325	128	502	270	233	576
%V	12.5%	12.7%	12.1%	13.8%	13.1%	13.0%	13.3%	12.5%
%H		97.3%	46.3%	18.2%	71.5%	38.5%	33.2%	82.1%
65+	999	985	346	114	815	288	527	508
%V	17.9%	18.3%	12.9%	12.3%	21.2%	13.8%	30.0%	11.1%
%H		98.6%	34.6%	11.4%	81.6%	28.8%	52.8%	50.9%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4621	4441	2108	763	3220	1681	1539	3684
%H		96.1%	45.6%	16.5%	69.7%	36.4%	33.3%	79.7%
AB	1158	1131	569	178	810	433	378	1098
%V	25.1%	25.5%	27.0%	23.3%	25.2%	25.8%	24.6%	29.8%
%H		97.7%	49.1%	15.4%	69.9%	37.4%	32.6%	94.8%
C1	1303	1215	584	226	855	466	389	1117
%V	28.2%	27.4%	27.7%	29.6%	26.6%	27.7%	25.3%	30.3%
%H		93.2%	44.8%	17.3%	65.6%	35.8%	29.9%	85.7%
C2	942	924	480	164	676	396	279	779
%V	20.4%	20.8%	22.8%	21.5%	21.0%	23.6%	18.1%	21.1%
%H		98.1%	51.0%	17.4%	71.8%	42.0%	29.6%	82.7%
D	737	709	333	139	506	274	233	509
%V	15.9%	16.0%	15.8%	18.2%	15.7%	16.3%	15.1%	13.8%
%H		96.2%	45.2%	18.9%	68.7%	37.2%	31.6%	69.1%
E	481	462	142	56	373	112	261	182
%V	10.4%	10.4%	6.7%	7.3%	11.6%	6.7%	17.0%	4.9%
%H		96.0%	29.5%	11.6%	77.5%	23.3%	54.3%	37.8%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4621	4441	2108	763	3220	1681	1539	3684
%H		96.1%	45.6%	16.5%	69.7%	36.4%	33.3%	79.7%
Working full time	2111	2050	1095	403	1411	866	545	1940
%V	45.7%	46.2%	51.9%	52.8%	43.8%	51.5%	35.4%	52.7%
%H		97.1%	51.9%	19.1%	66.8%	41.0%	25.8%	91.9%
Working part time	454	444	231	78	306	174	132	407
%V	9.8%	10.0%	11.0%	10.2%	9.5%	10.4%	8.6%	11.0%
%H		97.8%	50.9%	17.2%	67.4%	38.3%	29.1%	89.6%
Not working	2055	1947	781	282	1502	640	862	1337
%V	44.5%	43.8%	37.0%	37.0%	46.6%	38.1%	56.0%	36.3%
%H		94.7%	38.0%	13.7%	73.1%	31.1%	41.9%	65.1%
Housewife/Houseperson	2605	2499	1085	403	1833	844	990	1898
%V	56.4%	56.3%	51.5%	52.8%	56.9%	50.2%	64.3%	51.5%
%H		95.9%	41.7%	15.5%	70.4%	32.4%	38.0%	72.9%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2235	2134	1055	367	1522	829	692	1807
%H		95.5%	47.2%	16.4%	68.1%	37.1%	31.0%	80.9%
16 - 19	120	118	67	19	81	51	30	109
%V	5.4%	5.5%	6.4%	5.2%	5.3%	6.2%	4.3%	6.0%
%H		98.3%	55.8%	15.8%	67.5%	42.5%	25.0%	90.8%
20 - 24	197	173	89	30	119	71	48	173
%V	8.8%	8.1%	8.4%	8.2%	7.8%	8.6%	6.9%	9.6%
%H		87.8%	45.2%	15.2%	60.4%	36.0%	24.4%	87.8%
25 - 34	386	357	194	68	230	143	88	336
%V	17.3%	16.7%	18.4%	18.5%	15.1%	17.2%	12.7%	18.6%
%H		92.5%	50.3%	17.6%	59.6%	37.0%	22.8%	87.0%
35 - 44	339	326	167	59	215	120	96	301
%V	15.2%	15.3%	15.8%	16.1%	14.1%	14.5%	13.9%	16.7%
%H		96.2%	49.3%	17.4%	63.4%	35.4%	28.3%	88.8%
45 - 54	405	393	204	77	281	170	111	360
%V	18.1%	18.4%	19.3%	21.0%	18.5%	20.5%	16.0%	19.9%
%H		97.0%	50.4%	19.0%	69.4%	42.0%	27.4%	88.9%
55 - 64	342	328	161	65	233	129	104	277
%V	15.3%	15.4%	15.3%	17.7%	15.3%	15.6%	15.0%	15.3%
%H		95.9%	47.1%	19.0%	68.1%	37.7%	30.4%	81.0%
65+	446	439	172	49	362	145	217	252
%V	20.0%	20.6%	16.3%	13.4%	23.8%	17.5%	31.4%	13.9%
%H		98.4%	38.6%	11.0%	81.2%	32.5%	48.7%	56.5%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2235	2134	1055	367	1522	829	692	1807
%H		95.5%	47.2%	16.4%	68.1%	37.1%	31.0%	80.9%
AB	575	559	291	87	399	221	178	548
%V	25.7%	26.2%	27.6%	23.7%	26.2%	26.7%	25.7%	30.3%
%H		97.2%	50.6%	15.1%	69.4%	38.4%	31.0%	95.3%
C1	590	548	274	103	378	216	162	515
%V	26.4%	25.7%	26.0%	28.1%	24.8%	26.1%	23.4%	28.5%
%H		92.9%	46.4%	17.5%	64.1%	36.6%	27.5%	87.3%
C2	511	500	262	89	361	214	147	415
%V	22.9%	23.4%	24.8%	24.3%	23.7%	25.8%	21.2%	23.0%
%H		97.8%	51.3%	17.4%	70.6%	41.9%	28.8%	81.2%
D	353	334	167	66	231	133	98	253
%V	15.8%	15.7%	15.8%	18.0%	15.2%	16.0%	14.2%	14.0%
%H		94.6%	47.3%	18.7%	65.4%	37.7%	27.8%	71.7%
E	206	194	62	21	152	45	107	77
%V	9.2%	9.1%	5.9%	5.7%	10.0%	5.4%	15.5%	4.3%
%H		94.2%	30.1%	10.2%	73.8%	21.8%	51.9%	37.4%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2235	2134	1055	367	1522	829	692	1807
%H		95.5%	47.2%	16.4%	68.1%	37.1%	31.0%	80.9%
Working full time	1273	1227	681	235	835	527	308	1160
%V	57.0%	57.5%	64.5%	64.0%	54.9%	63.6%	44.5%	64.2%
%H		96.4%	53.5%	18.5%	65.6%	41.4%	24.2%	91.1%
Working part time	79	77	38	15	54	29	25	67
%V	3.5%	3.6%	3.6%	4.1%	3.5%	3.5%	3.6%	3.7%
%H		97.5%	48.1%	19.0%	68.4%	36.7%	31.6%	84.8%
Not working	883	830	337	118	633	273	360	580
%V	39.5%	38.9%	31.9%	32.2%	41.6%	32.9%	52.0%	32.1%
%H		94.0%	38.2%	13.4%	71.7%	30.9%	40.8%	65.7%
Housewife/Houseperson	618	568	212	83	407	146	261	371
%V	27.7%	26.6%	20.1%	22.6%	26.7%	17.6%	37.7%	20.5%
%H		91.9%	34.3%	13.4%	65.9%	23.6%	42.2%	60.0%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2386	2306	1053	396	1698	851	847	1877
%H		96.6%	44.1%	16.6%	71.2%	35.7%	35.5%	78.7%
16 - 19	118	114	56	24	87	53	34	105
%V	4.9%	4.9%	5.3%	6.1%	5.1%	6.2%	4.0%	5.6%
%H		96.6%	47.5%	20.3%	73.7%	44.9%	28.8%	89.0%
20 - 24	184	157	76	33	102	60	42	163
%V	7.7%	6.8%	7.2%	8.3%	6.0%	7.1%	5.0%	8.7%
%H		85.3%	41.3%	17.9%	55.4%	32.6%	22.8%	88.6%
25 - 34	375	355	187	68	232	136	96	335
%V	15.7%	15.4%	17.8%	17.2%	13.7%	16.0%	11.3%	17.8%
%H		94.7%	49.9%	18.1%	61.9%	36.3%	25.6%	89.3%
35 - 44	355	346	180	64	230	131	99	322
%V	14.9%	15.0%	17.1%	16.2%	13.5%	15.4%	11.7%	17.2%
%H		97.5%	50.7%	18.0%	64.8%	36.9%	27.9%	90.7%
45 - 54	440	433	216	79	324	187	137	398
%V	18.4%	18.8%	20.5%	19.9%	19.1%	22.0%	16.2%	21.2%
%H		98.4%	49.1%	18.0%	73.6%	42.5%	31.1%	90.5%
55 - 64	360	355	164	63	269	140	129	299
%V	15.1%	15.4%	15.6%	15.9%	15.8%	16.5%	15.2%	15.9%
%H		98.6%	45.6%	17.5%	74.7%	38.9%	35.8%	83.1%
65+	553	546	173	65	453	143	310	256
%V	23.2%	23.7%	16.4%	16.4%	26.7%	16.8%	36.6%	13.6%
%H		98.7%	31.3%	11.8%	81.9%	25.9%	56.1%	46.3%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2386	2306	1053	396	1698	851	847	1877
%H		96.6%	44.1%	16.6%	71.2%	35.7%	35.5%	78.7%
AB	582	572	277	91	412	212	200	550
%V	24.4%	24.8%	26.3%	23.0%	24.3%	24.9%	23.6%	29.3%
%H		98.3%	47.6%	15.6%	70.8%	36.4%	34.4%	94.5%
C1	714	667	311	123	476	250	226	602
%V	29.9%	28.9%	29.5%	31.1%	28.0%	29.4%	26.7%	32.1%
%H		93.4%	43.6%	17.2%	66.7%	35.0%	31.7%	84.3%
C2	431	424	217	74	314	182	132	364
%V	18.1%	18.4%	20.6%	18.7%	18.5%	21.4%	15.6%	19.4%
%H		98.4%	50.3%	17.2%	72.9%	42.2%	30.6%	84.5%
D	383	375	167	73	275	141	134	256
%V	16.1%	16.3%	15.9%	18.4%	16.2%	16.6%	15.8%	13.6%
%H		97.9%	43.6%	19.1%	71.8%	36.8%	35.0%	66.8%
E	275	268	81	34	221	67	154	106
%V	11.5%	11.6%	7.7%	8.6%	13.0%	7.9%	18.2%	5.6%
%H		97.5%	29.5%	12.4%	80.4%	24.4%	56.0%	38.5%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2013

C4/Five - Scotland Macro Region

Individual level data

Table 28.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2386	2306	1053	396	1698	851	847	1877
%H		96.6%	44.1%	16.6%	71.2%	35.7%	35.5%	78.7%
Working full time	838	823	415	168	576	339	237	780
%V	35.1%	35.7%	39.4%	42.4%	33.9%	39.8%	28.0%	41.6%
%H		98.2%	49.5%	20.0%	68.7%	40.5%	28.3%	93.1%
Working part time	375	367	194	63	253	145	107	340
%V	15.7%	15.9%	18.4%	15.9%	14.9%	17.0%	12.6%	18.1%
%H		97.9%	51.7%	16.8%	67.5%	38.7%	28.5%	90.7%
Not working	1172	1116	444	164	869	367	502	757
%V	49.1%	48.4%	42.2%	41.4%	51.2%	43.1%	59.3%	40.3%
%H		95.2%	37.9%	14.0%	74.1%	31.3%	42.8%	64.6%
Housewife/Houseperson	1988	1931	873	320	1426	698	728	1527
%V	83.3%	83.7%	82.9%	80.8%	84.0%	82.0%	86.0%	81.4%
%H		97.1%	43.9%	16.1%	71.7%	35.1%	36.6%	76.8%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total