



BARB Establishment Survey Annual Data Report Volume 2: BBC Areas

October 2013 to September 2014

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

January - December 2014

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See also

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

This reports contains the weighted data results from the Establishment survey for the period January - December 2014

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

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January - December 2014

BBC London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5180	4752	1967	876	3304	1402	1901	4318
%H (All HH)		91.7%	38.0%	16.9%	63.8%	27.1%	36.7%	83.4%
%H (TV HH)			41.4%	18.4%	69.5%	29.5%	40.0%	
AB	1490	1390	589	299	930	425	505	1405
%V	28.8%	29.3%	29.9%	34.1%	28.1%	30.3%	26.6%	32.5%
%H (All HH)		93.3%	39.5%	20.1%	62.4%	28.5%	33.9%	94.3%
%H (TV HH)			42.4%	21.5%	66.9%	30.6%	36.3%	
C1	1490	1357	559	250	965	416	549	1309
%V	28.8%	28.6%	28.4%	28.5%	29.2%	29.7%	28.9%	30.3%
%H (All HH)		91.1%	37.5%	16.8%	64.8%	27.9%	36.8%	87.9%
%H (TV HH)			41.2%	18.4%	71.1%	30.7%	40.5%	
C2	935	868	388	163	609	293	315	783
%V	18.1%	18.3%	19.7%	18.6%	18.4%	20.9%	16.6%	18.1%
%H (All HH)		92.8%	41.5%	17.4%	65.1%	31.3%	33.7%	83.7%
%H (TV HH)			44.7%	18.8%	70.2%	33.8%	36.3%	
D	770	684	293	110	451	171	280	557
%V	14.9%	14.4%	14.9%	12.6%	13.7%	12.2%	14.7%	12.9%
%H (All HH)		88.8%	38.1%	14.3%	58.6%	22.2%	36.4%	72.3%
%H (TV HH)			42.8%	16.1%	65.9%	25.0%	40.9%	
E	495	453	139	54	349	97	252	265
%V	9.6%	9.5%	7.1%	6.2%	10.6%	6.9%	13.3%	6.1%
%H (All HH)		91.5%	28.1%	10.9%	70.5%	19.6%	50.9%	53.5%
%H (TV HH)			30.7%	11.9%	77.0%	21.4%	55.6%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2014

BBC London

Household level data

Table 1.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5180	4752	1967	876	3304	1402	1901	4318
%V (All HH)		91.7%	38.0%	16.9%	63.8%	27.1%	36.7%	83.4%
%H (TV HH)			41.4%	18.4%	69.5%	29.5%	40.0%	
Under 25	194	144	45	26	99	33	65	176
%V	3.7%	3.0%	2.3%	3.0%	3.0%	2.4%	3.4%	4.1%
%H (All HH)		74.2%	23.2%	13.4%	51.0%	17.0%	33.5%	90.7%
%H (TV HH)			31.3%	18.1%	68.8%	22.9%	45.1%	
25 - 34	1041	890	406	155	549	230	319	968
%V	20.1%	18.7%	20.6%	17.7%	16.6%	16.4%	16.8%	22.4%
%H (All HH)		85.5%	39.0%	14.9%	52.7%	22.1%	30.6%	93.0%
%H (TV HH)			45.6%	17.4%	61.7%	25.8%	35.8%	
35 - 44	1072	985	488	198	606	306	300	1013
%V	20.7%	20.7%	24.8%	22.6%	18.3%	21.8%	15.8%	23.5%
%H (All HH)		91.9%	45.5%	18.5%	56.5%	28.5%	28.0%	94.5%
%H (TV HH)			49.5%	20.1%	61.5%	31.1%	30.5%	
45 - 54	1006	956	424	211	669	347	322	920
%V	19.4%	20.1%	21.6%	24.1%	20.2%	24.8%	16.9%	21.3%
%H (All HH)		95.0%	42.1%	21.0%	66.5%	34.5%	32.0%	91.5%
%H (TV HH)			44.4%	22.1%	70.0%	36.3%	33.7%	
55 - 64	744	702	295	143	505	237	268	631
%V	14.4%	14.8%	15.0%	16.3%	15.3%	16.9%	14.1%	14.6%
%H (All HH)		94.4%	39.7%	19.2%	67.9%	31.9%	36.0%	84.8%
%H (TV HH)			42.0%	20.4%	71.9%	33.8%	38.2%	
65 +	1123	1075	309	144	877	249	627	610
%V	21.7%	22.6%	15.7%	16.4%	26.5%	17.8%	33.0%	14.1%
%H (All HH)		95.7%	27.5%	12.8%	78.1%	22.2%	55.8%	54.3%
%H (TV HH)			28.7%	13.4%	81.6%	23.2%	58.3%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2014
BBC London
Household level data
Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5180	4752	1967	876	3304	1402	1901	4318
%H (All HH)		91.7%	38.0%	16.9%	63.8%	27.1%	36.7%	83.4%
%H (TV HH)			41.4%	18.4%	69.5%	29.5%	40.0%	
1	1584	1391	359	189	1074	245	829	972
%V	30.6%	29.3%	18.3%	21.6%	32.5%	17.5%	43.6%	22.5%
%H (All HH)		87.8%	22.7%	11.9%	67.8%	15.5%	52.3%	61.4%
%H (TV HH)			25.8%	13.6%	77.2%	17.6%	59.6%	
2	1524	1420	572	274	1021	452	569	1358
%V	29.4%	29.9%	29.1%	31.3%	30.9%	32.2%	29.9%	31.4%
%H (All HH)		93.2%	37.5%	18.0%	67.0%	29.7%	37.3%	89.1%
%H (TV HH)			40.3%	19.3%	71.9%	31.8%	40.1%	
3	856	797	392	174	525	289	237	810
%V	16.5%	16.8%	19.9%	19.9%	15.9%	20.6%	12.5%	18.8%
%H (All HH)		93.1%	45.8%	20.3%	61.3%	33.8%	27.7%	94.6%
%H (TV HH)			49.2%	21.8%	65.9%	36.3%	29.7%	
4	786	742	398	168	458	277	181	764
%V	15.2%	15.6%	20.2%	19.2%	13.9%	19.8%	9.5%	17.7%
%H (All HH)		94.4%	50.6%	21.4%	58.3%	35.2%	23.0%	97.2%
%H (TV HH)			53.6%	22.6%	61.7%	37.3%	24.4%	
5+	430	402	246	72	225	140	85	414
%V	8.3%	8.5%	12.5%	8.2%	6.8%	10.0%	4.5%	9.6%
%H (All HH)		93.5%	57.2%	16.7%	52.3%	32.6%	19.8%	96.3%
%H (TV HH)			61.2%	17.9%	56.0%	34.8%	21.1%	
Average HH size	2.45	2.48	2.85	2.65	2.34	2.77	2.03	2.65

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2014
BBC London
Household level data
Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5180	4752	1967	876	3304	1402	1901	4318
%H (All HH)		91.7%	38.0%	16.9%	63.8%	27.1%	36.7%	83.4%
%H (TV HH)			41.4%	18.4%	69.5%	29.5%	40.0%	
Without	3701	3356	1226	591	2458	933	1525	2909
%V	71.4%	70.6%	62.3%	67.5%	74.4%	66.5%	80.2%	67.4%
%H (All HH)		90.7%	33.1%	16.0%	66.4%	25.2%	41.2%	78.6%
%H (TV HH)			36.5%	17.6%	73.2%	27.8%	45.4%	
With	1479	1396	741	285	846	470	376	1409
%V	28.6%	29.4%	37.7%	32.5%	25.6%	33.5%	19.8%	32.6%
%H (All HH)		94.4%	50.1%	19.3%	57.2%	31.8%	25.4%	95.3%
%H (TV HH)			53.1%	20.4%	60.6%	33.7%	26.9%	
0 - 3	611	564	297	103	326	159	166	574
%V	11.8%	11.9%	15.1%	11.8%	9.9%	11.3%	8.7%	13.3%
%H (All HH)		92.3%	48.6%	16.9%	53.4%	26.0%	27.2%	93.9%
%H (TV HH)			52.7%	18.3%	57.8%	28.2%	29.4%	
4 - 9	748	709	373	142	422	226	195	706
%V	14.4%	14.9%	19.0%	16.2%	12.8%	16.1%	10.3%	16.4%
%H (All HH)		94.8%	49.9%	19.0%	56.4%	30.2%	26.1%	94.4%
%H (TV HH)			52.6%	20.0%	59.5%	31.9%	27.5%	
10 - 15	631	611	339	130	383	237	146	609
%V	12.2%	12.9%	17.2%	14.8%	11.6%	16.9%	7.7%	14.1%
%H (All HH)		96.8%	53.7%	20.6%	60.7%	37.6%	23.1%	96.5%
%H (TV HH)			55.5%	21.3%	62.7%	38.8%	23.9%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2014
BBC London
Household level data
Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5180	4752	1967	876	3304	1402	1901	4318
%H (All HH)		91.7%	38.0%	16.9%	63.8%	27.1%	36.7%	83.4%
%H (TV HH)			41.4%	18.4%	69.5%	29.5%	40.0%	
1	2443	2443	834	384	1594	404	1189	1902
%V	47.2%	51.4%	42.4%	43.8%	48.2%	28.8%	62.5%	44.0%
%H (All HH)		100.0%	34.1%	15.7%	65.2%	16.5%	48.7%	77.9%
%H (TV HH)			34.1%	15.7%	65.2%	16.5%	48.7%	
2	1456	1456	661	298	1029	521	509	1267
%V	28.1%	30.6%	33.6%	34.0%	31.1%	37.2%	26.8%	29.3%
%H (All HH)		100.0%	45.4%	20.5%	70.7%	35.8%	35.0%	87.0%
%H (TV HH)			45.4%	20.5%	70.7%	35.8%	35.0%	
3	544	544	290	120	427	283	144	515
%V	10.5%	11.4%	14.7%	13.7%	12.9%	20.2%	7.6%	11.9%
%H (All HH)		100.0%	53.3%	22.1%	78.5%	52.0%	26.5%	94.7%
%H (TV HH)			53.3%	22.1%	78.5%	52.0%	26.5%	
4	207	207	115	54	166	125	42	200
%V	4.0%	4.4%	5.8%	6.2%	5.0%	8.9%	2.2%	4.6%
%H (All HH)		100.0%	55.6%	26.1%	80.2%	60.4%	20.3%	96.6%
%H (TV HH)			55.6%	26.1%	80.2%	60.4%	20.3%	
5+	101	101	67	20	87	69	18	100
%V	1.9%	2.1%	3.4%	2.3%	2.6%	4.9%	0.9%	2.3%
%H (All HH)		100.0%	66.3%	19.8%	86.1%	68.3%	17.8%	99.0%
%H (TV HH)			66.3%	19.8%	86.1%	68.3%	17.8%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2014
BBC London
Household level data
Table 1.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5180	4752	1967	876	3304	1402	1901	4318
%V (All HH)		91.7%	38.0%	16.9%	63.8%	27.1%	36.7%	83.4%
%H (TV HH)			41.4%	18.4%	69.5%	29.5%	40.0%	
Under 20"	777	777	300	152	645	314	331	648
%V	15.0%	16.4%	15.3%	17.4%	19.5%	22.4%	17.4%	15.0%
%H (All HH)		100.0%	38.6%	19.6%	83.0%	40.4%	42.6%	83.4%
%H (TV HH)			38.6%	19.6%	83.0%	40.4%	42.6%	
20" - 29"	1533	1533	579	283	1207	530	676	1246
%V	29.6%	32.3%	29.4%	32.3%	36.5%	37.8%	35.6%	28.9%
%H (All HH)		100.0%	37.8%	18.5%	78.7%	34.6%	44.1%	81.3%
%H (TV HH)			37.8%	18.5%	78.7%	34.6%	44.1%	
30" - 39"	2350	2350	972	452	1688	758	929	2007
%V	45.4%	49.5%	49.4%	51.6%	51.1%	54.1%	48.9%	46.5%
%H (All HH)		100.0%	41.4%	19.2%	71.8%	32.3%	39.5%	85.4%
%H (TV HH)			41.4%	19.2%	71.8%	32.3%	39.5%	
40" and over	2118	2118	1162	440	1350	820	530	1960
%V	40.9%	44.6%	59.1%	50.2%	40.9%	58.5%	27.9%	45.4%
%H (All HH)		100.0%	54.9%	20.8%	63.7%	38.7%	25.0%	92.5%
%H (TV HH)			54.9%	20.8%	63.7%	38.7%	25.0%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2014

BBC London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5180	4752	1967	876	3304	1402	1901	4318
%H (All HH)		91.7%	38.0%	16.9%	63.8%	27.1%	36.7%	83.4%
%H (TV HH)			41.4%	18.4%	69.5%	29.5%	40.0%	
Main living room	4679	4679	1946	866	3252	1385	1867	3925
%V	90.3%	98.5%	98.9%	98.9%	98.4%	98.8%	98.2%	90.9%
%H (All HH)		100.0%	41.6%	18.5%	69.5%	29.6%	39.9%	83.9%
%H (TV HH)			41.6%	18.5%	69.5%	29.6%	39.9%	
Kitchen	439	439	212	90	377	234	143	399
%V	8.5%	9.2%	10.8%	10.3%	11.4%	16.7%	7.5%	9.2%
%H (All HH)		100.0%	48.3%	20.5%	85.9%	53.3%	32.6%	90.9%
%H (TV HH)			48.3%	20.5%	85.9%	53.3%	32.6%	
Adult's bedroom	1793	1793	891	383	1330	791	539	1611
%V	34.6%	37.7%	45.3%	43.7%	40.3%	56.4%	28.4%	37.3%
%H (All HH)		100.0%	49.7%	21.4%	74.2%	44.1%	30.1%	89.8%
%H (TV HH)			49.7%	21.4%	74.2%	44.1%	30.1%	
Child's bedroom	286	286	163	66	202	142	60	274
%V	5.5%	6.0%	8.3%	7.5%	6.1%	10.1%	3.2%	6.3%
%H (All HH)		100.0%	57.0%	23.1%	70.6%	49.7%	21.0%	95.8%
%H (TV HH)			57.0%	23.1%	70.6%	49.7%	21.0%	
Other bedroom	160	160	81	39	125	82	43	146
%V	3.1%	3.4%	4.1%	4.5%	3.8%	5.8%	2.3%	3.4%
%H (All HH)		100.0%	50.6%	24.4%	78.1%	51.3%	26.9%	91.3%
%H (TV HH)			50.6%	24.4%	78.1%	51.3%	26.9%	
Second living/dining room	288	288	149	62	221	138	82	268
%V	5.6%	6.1%	7.6%	7.1%	6.7%	9.8%	4.3%	6.2%
%H (All HH)		100.0%	51.7%	21.5%	76.7%	47.9%	28.5%	93.1%
%H (TV HH)			51.7%	21.5%	76.7%	47.9%	28.5%	
Study/office	60	60	36	11	47	32	14	59
%V	1.2%	1.3%	1.8%	1.3%	1.4%	2.3%	0.7%	1.4%
%H (All HH)		100.0%	60.0%	18.3%	78.3%	53.3%	23.3%	98.3%
%H (TV HH)			60.0%	18.3%	78.3%	53.3%	23.3%	
TV room	48	48	27	9	35	22	13	47
%V	0.9%	1.0%	1.4%	1.0%	1.1%	1.6%	0.7%	1.1%
%H (All HH)		100.0%	56.3%	18.8%	72.9%	45.8%	27.1%	97.9%
%H (TV HH)			56.3%	18.8%	72.9%	45.8%	27.1%	
Conservatory	47	47	25	10	36	24	12	43
%V	0.9%	1.0%	1.3%	1.1%	1.1%	1.7%	0.6%	1.0%
%H (All HH)		100.0%	53.2%	21.3%	76.6%	51.1%	25.5%	91.5%
%H (TV HH)			53.2%	21.3%	76.6%	51.1%	25.5%	
Attic or loft room	11	11	5	3	8	6	3	11
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	45.5%	27.3%	72.7%	54.5%	27.3%	100.0%
%H (TV HH)			45.5%	27.3%	72.7%	54.5%	27.3%	
No specific location	9	9	4	1	6	2	4	7
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%	0.2%
%H (All HH)		100.0%	44.4%	11.1%	66.7%	22.2%	44.4%	77.8%
%H (TV HH)			44.4%	11.1%	66.7%	22.2%	44.4%	
Other	48	48	28	7	39	25	14	47
%V	0.9%	1.0%	1.4%	0.8%	1.2%	1.8%	0.7%	1.1%
%H (All HH)		100.0%	58.3%	14.6%	81.3%	52.1%	29.2%	97.9%
%H (TV HH)			58.3%	14.6%	81.3%	52.1%	29.2%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2014

BBC London

Household level data

Table 1.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5180	4752	1967	876	3304	1402	1901	4318
%V (All HH)		91.7%	38.0%	16.9%	63.8%	27.1%	36.7%	83.4%
%H (TV HH)			41.4%	18.4%	69.5%	29.5%	40.0%	
Any DSAT provider	1967	1967	1967	47	1007	1007	0	1808
%V	38.0%	41.4%	100.0%	5.4%	30.5%	71.8%	0.0%	41.9%
%H (All HH)			100.0%	2.4%	51.2%	51.2%	0.0%	91.9%
%H (TV HH)			100.0%	2.4%	51.2%	51.2%	0.0%	
Sky with subscription	1624	1624	1624	26	846	846	0	1514
%V	31.4%	34.2%	82.6%	3.0%	25.6%	60.3%	0.0%	35.1%
%H (All HH)			100.0%	1.6%	52.1%	52.1%	0.0%	93.2%
%H (TV HH)			100.0%	1.6%	52.1%	52.1%	0.0%	
Sky without subscription	106	106	106	5	46	46	0	87
%V	2.0%	2.2%	5.4%	0.6%	1.4%	3.3%	0.0%	2.0%
%H (All HH)			100.0%	4.7%	43.4%	43.4%	0.0%	82.1%
%H (TV HH)			100.0%	4.7%	43.4%	43.4%	0.0%	
Freesat	161	161	161	7	81	81	0	143
%V	3.1%	3.4%	8.2%	0.8%	2.5%	5.8%	0.0%	3.3%
%H (All HH)			100.0%	4.3%	50.3%	50.3%	0.0%	88.8%
%H (TV HH)			100.0%	4.3%	50.3%	50.3%	0.0%	
Other satellite provider	111	111	111	9	53	53	0	98
%V	2.1%	2.3%	5.6%	1.0%	1.6%	3.8%	0.0%	2.3%
%H (All HH)			100.0%	8.1%	47.7%	47.7%	0.0%	88.3%
%H (TV HH)			100.0%	8.1%	47.7%	47.7%	0.0%	
DCAB	876	876	47	876	417	417	0	820
%V	16.9%	18.4%	2.4%	100.0%	12.6%	29.7%	0.0%	19.0%
%H (All HH)			5.4%	100.0%	47.6%	47.6%	0.0%	93.6%
%H (TV HH)			5.4%	100.0%	47.6%	47.6%	0.0%	
DTT	3304	3304	1007	417	3304	1402	1901	2672
%V	63.8%	69.5%	51.2%	47.6%	100.0%	100.0%	100.0%	61.9%
%H (All HH)		100.0%	30.5%	12.6%	100.0%	42.4%	57.5%	80.9%
%H (TV HH)			30.5%	12.6%	100.0%	42.4%	57.5%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2014

BBC London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5180	4752	1967	876	3304	1402	1901	4318
%H (All HH)		91.7%	38.0%	16.9%	63.8%	27.1%	36.7%	83.4%
%H (TV HH)			41.4%	18.4%	69.5%	29.5%	40.0%	
PVR	2793	2793	1624	727	1674	1191	483	2578
%V	53.9%	58.8%	82.6%	83.0%	50.7%	85.0%	25.4%	59.7%
%H (All HH)		100.0%	58.1%	26.0%	59.9%	42.6%	17.3%	92.3%
%H (TV HH)			58.1%	26.0%	59.9%	42.6%	17.3%	
DVDR	185	185	67	35	145	61	84	156
%V	3.6%	3.9%	3.4%	4.0%	4.4%	4.4%	4.4%	3.6%
%H (All HH)		100.0%	36.2%	18.9%	78.4%	33.0%	45.4%	84.3%
%H (TV HH)			36.2%	18.9%	78.4%	33.0%	45.4%	
VCR	120	120	39	21	100	39	61	88
%V	2.3%	2.5%	2.0%	2.4%	3.0%	2.8%	3.2%	2.0%
%H (All HH)		100.0%	32.5%	17.5%	83.3%	32.5%	50.8%	73.3%
%H (TV HH)			32.5%	17.5%	83.3%	32.5%	50.8%	
Any recorder	2906	2906	1639	739	1773	1203	569	2653
%V	56.1%	61.2%	83.3%	84.4%	53.7%	85.8%	29.9%	61.4%
%H (All HH)		100.0%	56.4%	25.4%	61.0%	41.4%	19.6%	91.3%
%H (TV HH)			56.4%	25.4%	61.0%	41.4%	19.6%	
Receives HDTV (via STB or built-in reception)	2931	2931	1425	689	1953	1097	856	2679
%V	56.6%	61.7%	72.4%	78.7%	59.1%	78.2%	45.0%	62.0%
%H (All HH)		100.0%	48.6%	23.5%	66.6%	37.4%	29.2%	91.4%
%H (TV HH)			48.6%	23.5%	66.6%	37.4%	29.2%	
DVD/Blu-ray player or recorder	3536	3536	1524	703	2496	1168	1328	3083
%V	68.3%	74.4%	77.5%	80.3%	75.5%	83.3%	69.9%	71.4%
%H (All HH)		100.0%	43.1%	19.9%	70.6%	33.0%	37.6%	87.2%
%H (TV HH)			43.1%	19.9%	70.6%	33.0%	37.6%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2014

BBC London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5180	4752	1967	876	3304	1402	1901	4318
%H (All HH)		91.7%	38.0%	16.9%	63.8%	27.1%	36.7%	83.4%
%H (TV HH)			41.4%	18.4%	69.5%	29.5%	40.0%	
Has broadband internet	4318	3983	1808	820	2672	1318	1354	4318
%V	83.4%	83.8%	91.9%	93.6%	80.9%	94.0%	71.2%	100.0%
%H (All HH)		92.2%	41.9%	19.0%	61.9%	30.5%	31.4%	100.0%
%H (TV HH)			45.4%	20.6%	67.1%	33.1%	34.0%	
Number of computers (PCs and laptops)								
0	828	737	156	63	599	90	508	94
%V	16.0%	15.5%	7.9%	7.2%	18.1%	6.4%	26.7%	2.2%
%H (All HH)		89.0%	18.8%	7.6%	72.3%	10.9%	61.4%	11.4%
%H (TV HH)			21.2%	8.5%	81.3%	12.2%	68.9%	
1	1662	1491	617	237	1025	389	636	1557
%V	32.1%	31.4%	31.4%	27.1%	31.0%	27.7%	33.5%	36.1%
%H (All HH)		89.7%	37.1%	14.3%	61.7%	23.4%	38.3%	93.7%
%H (TV HH)			41.4%	15.9%	68.7%	26.1%	42.7%	
2	1217	1130	486	236	766	361	405	1203
%V	23.5%	23.8%	24.7%	26.9%	23.2%	25.7%	21.3%	27.9%
%H (All HH)		92.9%	39.9%	19.4%	62.9%	29.7%	33.3%	98.8%
%H (TV HH)			43.0%	20.9%	67.8%	31.9%	35.8%	
3	673	636	327	147	404	233	170	668
%V	13.0%	13.4%	16.6%	16.8%	12.2%	16.6%	8.9%	15.5%
%H (All HH)		94.5%	48.6%	21.8%	60.0%	34.6%	25.3%	99.3%
%H (TV HH)			51.4%	23.1%	63.5%	36.6%	26.7%	
4	379	358	169	93	246	151	95	377
%V	7.3%	7.5%	8.6%	10.6%	7.4%	10.8%	5.0%	8.7%
%H (All HH)		94.5%	44.6%	24.5%	64.9%	39.8%	25.1%	99.5%
%H (TV HH)			47.2%	26.0%	68.7%	42.2%	26.5%	
5+	421	401	213	100	264	177	86	419
%V	8.1%	8.4%	10.8%	11.4%	8.0%	12.6%	4.5%	9.7%
%H (All HH)		95.2%	50.6%	23.8%	62.7%	42.0%	20.4%	99.5%
%H (TV HH)			53.1%	24.9%	65.8%	44.1%	21.4%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2014

BBC London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8365	3851	1663	6070	3172	2898	7318
%H		46.0%	19.9%	72.6%	37.9%	34.6%	87.5%
Under 20"	960	387	192	800	409	391	816
%V	11.5%	10.0%	11.5%	13.2%	12.9%	13.5%	11.2%
%H		40.3%	20.0%	83.3%	42.6%	40.7%	85.0%
20" - 29"	1887	742	358	1504	707	797	1561
%V	22.6%	19.3%	21.5%	24.8%	22.3%	27.5%	21.3%
%H		39.3%	19.0%	79.7%	37.5%	42.2%	82.7%
30" - 39"	2751	1198	540	1988	966	1022	2385
%V	32.9%	31.1%	32.5%	32.8%	30.5%	35.3%	32.6%
%H		43.5%	19.6%	72.3%	35.1%	37.2%	86.7%
40" and over	2497	1407	525	1602	1018	585	2330
%V	29.9%	36.5%	31.6%	26.4%	32.1%	20.2%	31.8%
%H		56.3%	21.0%	64.2%	40.8%	23.4%	93.3%
Don't know	270	117	48	176	72	104	227
%V	3.2%	3.0%	2.9%	2.9%	2.3%	3.6%	3.1%
%H		43.3%	17.8%	65.2%	26.7%	38.5%	84.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2014

BBC London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8365	3851	1663	6070	3172	2898	7318
%H		46.0%	19.9%	72.6%	37.9%	34.6%	87.5%
Main living room	4698	1954	870	3265	1391	1874	3941
%V	56.2%	50.7%	52.3%	53.8%	43.9%	64.7%	53.9%
%H		41.6%	18.5%	69.5%	29.6%	39.9%	83.9%
Kitchen	442	215	90	380	236	144	402
%V	5.3%	5.6%	5.4%	6.3%	7.4%	5.0%	5.5%
%H		48.6%	20.4%	86.0%	53.4%	32.6%	91.0%
Adult's bedroom	2169	1100	476	1631	1014	617	1976
%V	25.9%	28.6%	28.6%	26.9%	32.0%	21.3%	27.0%
%H		50.7%	21.9%	75.2%	46.7%	28.4%	91.1%
Child's bedroom	352	208	79	249	179	70	339
%V	4.2%	5.4%	4.8%	4.1%	5.6%	2.4%	4.6%
%H		59.1%	22.4%	70.7%	50.9%	19.9%	96.3%
Other bedroom	181	94	44	143	95	48	167
%V	2.2%	2.4%	2.6%	2.4%	3.0%	1.7%	2.3%
%H		51.9%	24.3%	79.0%	52.5%	26.5%	92.3%
Second living/dining room	294	153	63	225	142	83	273
%V	3.5%	4.0%	3.8%	3.7%	4.5%	2.9%	3.7%
%H		52.0%	21.4%	76.5%	48.3%	28.2%	92.9%
Study/office	61	36	11	47	33	15	60
%V	0.7%	0.9%	0.7%	0.8%	1.0%	0.5%	0.8%
%H		59.0%	18.0%	77.0%	54.1%	24.6%	98.4%
TV room	48	27	9	35	22	13	47
%V	0.6%	0.7%	0.5%	0.6%	0.7%	0.4%	0.6%
%H		56.3%	18.8%	72.9%	45.8%	27.1%	97.9%
Conservatory	47	25	10	36	24	12	43
%V	0.6%	0.6%	0.6%	0.6%	0.8%	0.4%	0.6%
%H		53.2%	21.3%	76.6%	51.1%	25.5%	91.5%
Attic or loft room	11	5	3	9	6	3	11
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.2%
%H		45.5%	27.3%	81.8%	54.5%	27.3%	100.0%
No specific location	9	4	1	6	2	4	7
%H	0.1%	44.4%	11.1%	66.7%	22.2%	44.4%	77.8%
Other	53	31	7	43	29	15	52
%V	0.6%	0.8%	0.4%	0.7%	0.9%	0.5%	0.7%
%H		58.5%	13.2%	81.1%	54.7%	28.3%	98.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

BBC London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8365	3851	1663	6070	3172	2898	7318
%H		46.0%	19.9%	72.6%	37.9%	34.6%	87.5%
PVR	3644	2195	978	2124	1588	536	3408
%V	43.6%	57.0%	58.8%	35.0%	50.1%	18.5%	46.6%
%H		60.2%	26.8%	58.3%	43.6%	14.7%	93.5%
DVDR	199	73	38	156	67	89	169
%V	2.4%	1.9%	2.3%	2.6%	2.1%	3.1%	2.3%
%H		36.7%	19.1%	78.4%	33.7%	44.7%	84.9%
VCR	127	41	23	106	41	66	95
%V	1.5%	1.1%	1.4%	1.7%	1.3%	2.3%	1.3%
%H		32.3%	18.1%	83.5%	32.3%	52.0%	74.8%
Any recorder	3794	2223	998	2256	1618	638	3517
%V	45.4%	57.7%	60.0%	37.2%	51.0%	22.0%	48.1%
%H		58.6%	26.3%	59.5%	42.6%	16.8%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8365	3851	1663	6070	3172	2898	7318
%H		46.0%	19.9%	72.6%	37.9%	34.6%	87.5%
Receives HDTV (via STB or built-in reception)	4002	2009	976	2701	1622	1079	3704
%V	47.8%	52.2%	58.7%	44.5%	51.1%	37.2%	50.6%
%H		50.2%	24.4%	67.5%	40.5%	27.0%	92.6%
DVD/Blu-ray player or recorder	4822	2220	997	3500	1857	1643	4305
%V	57.6%	57.6%	60.0%	57.7%	58.5%	56.7%	58.8%
%H		46.0%	20.7%	72.6%	38.5%	34.1%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

BBC London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4746	1966	876	3303	1402	1901	3978
%H		41.4%	18.5%	69.6%	29.5%	40.1%	83.8%
Under 20"	108	16	9	90	9	81	60
%V	2.3%	0.8%	1.0%	2.7%	0.6%	4.3%	1.5%
%H		14.8%	8.3%	83.3%	8.3%	75.0%	55.6%
20" - 29"	661	140	94	524	104	420	441
%V	13.9%	7.1%	10.7%	15.9%	7.4%	22.1%	11.1%
%H		21.2%	14.2%	79.3%	15.7%	63.5%	66.7%
30" - 39"	1770	630	320	1288	473	815	1456
%V	37.3%	32.0%	36.5%	39.0%	33.7%	42.9%	36.6%
%H		35.6%	18.1%	72.8%	26.7%	46.0%	82.3%
40" and over	2058	1130	429	1306	794	512	1905
%V	43.4%	57.5%	49.0%	39.5%	56.6%	26.9%	47.9%
%H		54.9%	20.8%	63.5%	38.6%	24.9%	92.6%
Don't know	149	50	24	94	21	73	115
%V	3.1%	2.5%	2.7%	2.8%	1.5%	3.8%	2.9%
%H		33.6%	16.1%	63.1%	14.1%	49.0%	77.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

BBC London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4746	1966	876	3303	1402	1901	3978
%H		41.4%	18.5%	69.6%	29.5%	40.1%	83.8%
PVR	2737	1600	716	1628	1169	460	2527
%V	57.7%	81.4%	81.7%	49.3%	83.4%	24.2%	63.5%
%H		58.5%	26.2%	59.5%	42.7%	16.8%	92.3%
DVDR	157	53	29	122	46	76	129
%V	3.3%	2.7%	3.3%	3.7%	3.3%	4.0%	3.2%
%H		33.8%	18.5%	77.7%	29.3%	48.4%	82.2%
VCR	101	33	17	82	29	53	71
%V	2.1%	1.7%	1.9%	2.5%	2.1%	2.8%	1.8%
%H		32.7%	16.8%	81.2%	28.7%	52.5%	70.3%
Any recorder	2845	1615	727	1723	1181	542	2599
%V	59.9%	82.1%	83.0%	52.2%	84.2%	28.5%	65.3%
%H		56.8%	25.6%	60.6%	41.5%	19.1%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4746	1966	876	3303	1402	1901	3978
%H		41.4%	18.5%	69.6%	29.5%	40.1%	83.8%
Receives HDTV (via STB or built-in reception)	2852	1390	676	1887	1064	823	2609
%V	60.1%	70.7%	77.2%	57.1%	75.9%	43.3%	65.6%
%H		48.7%	23.7%	66.2%	37.3%	28.9%	91.5%
DVD/Blu-ray player or recorder	3348	1432	667	2350	1084	1266	2910
%V	70.5%	72.8%	76.1%	71.1%	77.3%	66.6%	73.2%
%H		42.8%	19.9%	70.2%	32.4%	37.8%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3619	1885	786	2768	1770	997	3340
%H		52.1%	21.7%	76.5%	48.9%	27.5%	92.3%
Under 20"	852	371	183	710	400	310	755
%V	23.5%	19.7%	23.3%	25.7%	22.6%	31.1%	22.6%
%H		43.5%	21.5%	83.3%	46.9%	36.4%	88.6%
20" - 29"	1226	603	263	980	603	377	1120
%V	33.9%	32.0%	33.5%	35.4%	34.1%	37.8%	33.5%
%H		49.2%	21.5%	79.9%	49.2%	30.8%	91.4%
30" - 39"	982	568	220	700	493	207	929
%V	27.1%	30.1%	28.0%	25.3%	27.9%	20.8%	27.8%
%H		57.8%	22.4%	71.3%	50.2%	21.1%	94.6%
40" and over	438	277	96	296	223	73	425
%V	12.1%	14.7%	12.2%	10.7%	12.6%	7.3%	12.7%
%H		63.2%	21.9%	67.6%	50.9%	16.7%	97.0%
Don't know	121	67	24	82	51	31	112
%V	3.3%	3.6%	3.1%	3.0%	2.9%	3.1%	3.4%
%H		55.4%	19.8%	67.8%	42.1%	25.6%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3619	1885	786	2768	1770	997	3340
%H		52.1%	21.7%	76.5%	48.9%	27.5%	92.3%
PVR	908	594	263	496	420	76	881
%V	25.1%	31.5%	33.5%	17.9%	23.7%	7.6%	26.4%
%H		65.4%	29.0%	54.6%	46.3%	8.4%	97.0%
DVDR	41	20	9	34	21	13	40
%V	1.1%	1.1%	1.1%	1.2%	1.2%	1.3%	1.2%
%H		48.8%	22.0%	82.9%	51.2%	31.7%	97.6%
VCR	26	8	6	25	12	13	24
%V	0.7%	0.4%	0.8%	0.9%	0.7%	1.3%	0.7%
%H		30.8%	23.1%	96.2%	46.2%	50.0%	92.3%
Any recorder	948	608	271	533	437	96	919
%V	26.2%	32.3%	34.5%	19.3%	24.7%	9.6%	27.5%
%H		64.1%	28.6%	56.2%	46.1%	10.1%	96.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3619	1885	786	2768	1770	997	3340
%H		52.1%	21.7%	76.5%	48.9%	27.5%	92.3%
Receives HDTV (via STB or built-in reception)	1150	619	300	814	558	256	1096
%V	31.8%	32.8%	38.2%	29.4%	31.5%	25.7%	32.8%
%H		53.8%	26.1%	70.8%	48.5%	22.3%	95.3%
DVD/Blu-ray player or recorder	1474	789	330	1149	772	377	1395
%V	40.7%	41.9%	42.0%	41.5%	43.6%	37.8%	41.8%
%H		53.5%	22.4%	78.0%	52.4%	25.6%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2014

BBC London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12683	11771	5609	2321	7739	3880	3859	11424
%H		92.8%	44.2%	18.3%	61.0%	30.6%	30.4%	90.1%
Total Children	2590	2448	1327	487	1452	809	643	2456
%V	20.4%	20.8%	23.7%	21.0%	18.8%	20.9%	16.7%	21.5%
%H		94.5%	51.2%	18.8%	56.1%	31.2%	24.8%	94.8%
0 - 3	745	689	371	120	397	199	198	699
%V	5.9%	5.9%	6.6%	5.2%	5.1%	5.1%	5.1%	6.1%
%H		92.5%	49.8%	16.1%	53.3%	26.7%	26.6%	93.8%
4 - 15	1845	1759	956	367	1055	610	445	1757
%V	14.5%	14.9%	17.0%	15.8%	13.6%	15.7%	11.5%	15.4%
%H		95.3%	51.8%	19.9%	57.2%	33.1%	24.1%	95.2%
4 - 9	1014	955	503	196	561	302	259	954
%V	8.0%	8.1%	9.0%	8.4%	7.2%	7.8%	6.7%	8.4%
%H		94.2%	49.6%	19.3%	55.3%	29.8%	25.5%	94.1%
10 - 15	831	804	453	171	495	308	186	803
%V	6.6%	6.8%	8.1%	7.4%	6.4%	7.9%	4.8%	7.0%
%H		96.8%	54.5%	20.6%	59.6%	37.1%	22.4%	96.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12683	11771	5609	2321	7739	3880	3859	11424
%H		92.8%	44.2%	18.3%	61.0%	30.6%	30.4%	90.1%
Total Adults (16+)	10092	9322	4282	1834	6287	3071	3216	8969
%V	79.6%	79.2%	76.3%	79.0%	81.2%	79.1%	83.3%	78.5%
%H		92.4%	42.4%	18.2%	62.3%	30.4%	31.9%	88.9%
16 - 19	522	503	282	109	330	216	113	506
%V	4.1%	4.3%	5.0%	4.7%	4.3%	5.6%	2.9%	4.4%
%H		96.4%	54.0%	20.9%	63.2%	41.4%	21.6%	96.9%
20 - 24	818	690	325	139	452	239	213	787
%V	6.4%	5.9%	5.8%	6.0%	5.8%	6.2%	5.5%	6.9%
%H		84.4%	39.7%	17.0%	55.3%	29.2%	26.0%	96.2%
25 - 34	2260	1959	939	379	1197	571	626	2130
%V	17.8%	16.6%	16.7%	16.3%	15.5%	14.7%	16.2%	18.6%
%H		86.7%	41.5%	16.8%	53.0%	25.3%	27.7%	94.2%
35 - 44	1912	1772	906	355	1075	558	517	1825
%V	15.1%	15.1%	16.2%	15.3%	13.9%	14.4%	13.4%	16.0%
%H		92.7%	47.4%	18.6%	56.2%	29.2%	27.0%	95.4%
45 - 54	1711	1641	770	374	1130	626	504	1601
%V	13.5%	13.9%	13.7%	16.1%	14.6%	16.1%	13.1%	14.0%
%H		95.9%	45.0%	21.9%	66.0%	36.6%	29.5%	93.6%
55 - 64	1213	1160	525	244	828	425	403	1073
%V	9.6%	9.9%	9.4%	10.5%	10.7%	11.0%	10.4%	9.4%
%H		95.6%	43.3%	20.1%	68.3%	35.0%	33.2%	88.5%
65+	1656	1597	535	235	1275	435	839	1046
%V	13.1%	13.6%	9.5%	10.1%	16.5%	11.2%	21.7%	9.2%
%H		96.4%	32.3%	14.2%	77.0%	26.3%	50.7%	63.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2014

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10092	9322	4282	1834	6287	3071	3216	8969
%H		92.4%	42.4%	18.2%	62.3%	30.4%	31.9%	88.9%
AB	3054	2880	1304	652	1899	961	937	2938
%V	30.3%	30.9%	30.5%	35.6%	30.2%	31.3%	29.1%	32.8%
%H		94.3%	42.7%	21.3%	62.2%	31.5%	30.7%	96.2%
C1	2940	2694	1233	528	1854	921	933	2704
%V	29.1%	28.9%	28.8%	28.8%	29.5%	30.0%	29.0%	30.1%
%H		91.6%	41.9%	18.0%	63.1%	31.3%	31.7%	92.0%
C2	1927	1797	889	352	1225	665	560	1715
%V	19.1%	19.3%	20.8%	19.2%	19.5%	21.7%	17.4%	19.1%
%H		93.3%	46.1%	18.3%	63.6%	34.5%	29.1%	89.0%
D	1490	1322	639	223	828	368	460	1199
%V	14.8%	14.2%	14.9%	12.2%	13.2%	12.0%	14.3%	13.4%
%H		88.7%	42.9%	15.0%	55.6%	24.7%	30.9%	80.5%
E	681	629	218	78	480	155	325	413
%V	6.7%	6.7%	5.1%	4.3%	7.6%	5.0%	10.1%	4.6%
%H		92.4%	32.0%	11.5%	70.5%	22.8%	47.7%	60.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10092	9322	4282	1834	6287	3071	3216	8969
%H		92.4%	42.4%	18.2%	62.3%	30.4%	31.9%	88.9%
Working full time	5263	4830	2349	1042	3095	1646	1449	5051
%V	52.2%	51.8%	54.9%	56.8%	49.2%	53.6%	45.1%	56.3%
%H		91.8%	44.6%	19.8%	58.8%	31.3%	27.5%	96.0%
Working part time	993	932	423	197	666	352	314	917
%V	9.8%	10.0%	9.9%	10.7%	10.6%	11.5%	9.8%	10.2%
%H		93.9%	42.6%	19.8%	67.1%	35.4%	31.6%	92.3%
Not working	3836	3560	1509	595	2526	1073	1453	3001
%V	38.0%	38.2%	35.2%	32.4%	40.2%	34.9%	45.2%	33.5%
%H		92.8%	39.3%	15.5%	65.8%	28.0%	37.9%	78.2%
Housewife/Houseperson	5180	4752	1967	876	3304	1402	1901	4318
%V	51.3%	51.0%	45.9%	47.8%	52.6%	45.7%	59.1%	48.1%
%H		91.7%	38.0%	16.9%	63.8%	27.1%	36.7%	83.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4950	4529	2134	893	3026	1522	1504	4449
%H		91.5%	43.1%	18.0%	61.1%	30.7%	30.4%	89.9%
16 - 19	279	270	150	60	173	113	60	272
%V	5.6%	6.0%	7.0%	6.7%	5.7%	7.4%	4.0%	6.1%
%H		96.8%	53.8%	21.5%	62.0%	40.5%	21.5%	97.5%
20 - 24	400	341	170	64	223	124	99	387
%V	8.1%	7.5%	8.0%	7.2%	7.4%	8.1%	6.6%	8.7%
%H		85.3%	42.5%	16.0%	55.8%	31.0%	24.8%	96.8%
25 - 34	1141	967	469	188	601	300	301	1075
%V	23.1%	21.4%	22.0%	21.1%	19.9%	19.7%	20.0%	24.2%
%H		84.8%	41.1%	16.5%	52.7%	26.3%	26.4%	94.2%
35 - 44	956	873	438	169	535	266	269	912
%V	19.3%	19.3%	20.5%	18.9%	17.7%	17.5%	17.9%	20.5%
%H		91.3%	45.8%	17.7%	56.0%	27.8%	28.1%	95.4%
45 - 54	843	808	383	181	545	300	245	783
%V	17.0%	17.8%	17.9%	20.3%	18.0%	19.7%	16.3%	17.6%
%H		95.8%	45.4%	21.5%	64.7%	35.6%	29.1%	92.9%
55 - 64	585	554	252	118	394	202	192	515
%V	11.8%	12.2%	11.8%	13.2%	13.0%	13.3%	12.8%	11.6%
%H		94.7%	43.1%	20.2%	67.4%	34.5%	32.8%	88.0%
65+	746	716	271	114	555	217	338	507
%V	15.1%	15.8%	12.7%	12.8%	18.3%	14.3%	22.5%	11.4%
%H		96.0%	36.3%	15.3%	74.4%	29.1%	45.3%	68.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2014

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4950	4529	2134	893	3026	1522	1504	4449
%H		91.5%	43.1%	18.0%	61.1%	30.7%	30.4%	89.9%
AB	1544	1454	673	333	950	493	457	1493
%V	31.2%	32.1%	31.5%	37.3%	31.4%	32.4%	30.4%	33.6%
%H		94.2%	43.6%	21.6%	61.5%	31.9%	29.6%	96.7%
C1	1367	1232	599	234	837	440	396	1283
%V	27.6%	27.2%	28.1%	26.2%	27.7%	28.9%	26.3%	28.8%
%H		90.1%	43.8%	17.1%	61.2%	32.2%	29.0%	93.9%
C2	1034	953	462	188	649	344	304	912
%V	20.9%	21.0%	21.6%	21.1%	21.4%	22.6%	20.2%	20.5%
%H		92.2%	44.7%	18.2%	62.8%	33.3%	29.4%	88.2%
D	729	641	314	111	399	183	215	598
%V	14.7%	14.2%	14.7%	12.4%	13.2%	12.0%	14.3%	13.4%
%H		87.9%	43.1%	15.2%	54.7%	25.1%	29.5%	82.0%
E	275	248	85	27	192	61	130	164
%V	5.6%	5.5%	4.0%	3.0%	6.3%	4.0%	8.6%	3.7%
%H		90.2%	30.9%	9.8%	69.8%	22.2%	47.3%	59.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

BBC London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4950	4529	2134	893	3026	1522	1504	4449
%H		91.5%	43.1%	18.0%	61.1%	30.7%	30.4%	89.9%
Working full time	3174	2906	1451	614	1862	1012	850	3033
%V	64.1%	64.2%	68.0%	68.8%	61.5%	66.5%	56.5%	68.2%
%H		91.6%	45.7%	19.3%	58.7%	31.9%	26.8%	95.6%
Working part time	266	234	101	41	165	73	92	238
%V	5.4%	5.2%	4.7%	4.6%	5.5%	4.8%	6.1%	5.3%
%H		88.0%	38.0%	15.4%	62.0%	27.4%	34.6%	89.5%
Not working	1510	1389	582	238	1000	437	563	1179
%V	30.5%	30.7%	27.3%	26.7%	33.0%	28.7%	37.4%	26.5%
%H		92.0%	38.5%	15.8%	66.2%	28.9%	37.3%	78.1%
Housewife/Houseperson	1219	1052	382	169	746	258	488	928
%V	24.6%	23.2%	17.9%	18.9%	24.7%	17.0%	32.4%	20.9%
%H		86.3%	31.3%	13.9%	61.2%	21.2%	40.0%	76.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5142	4794	2149	941	3261	1549	1712	4519
%H		93.2%	41.8%	18.3%	63.4%	30.1%	33.3%	87.9%
16 - 19	243	233	132	50	157	103	54	235
%V	4.7%	4.9%	6.1%	5.3%	4.8%	6.6%	3.2%	5.2%
%H		95.9%	54.3%	20.6%	64.6%	42.4%	22.2%	96.7%
20 - 24	418	350	155	75	229	115	114	401
%V	8.1%	7.3%	7.2%	8.0%	7.0%	7.4%	6.7%	8.9%
%H		83.7%	37.1%	17.9%	54.8%	27.5%	27.3%	95.9%
25 - 34	1118	992	471	191	596	271	325	1056
%V	21.7%	20.7%	21.9%	20.3%	18.3%	17.5%	19.0%	23.4%
%H		88.7%	42.1%	17.1%	53.3%	24.2%	29.1%	94.5%
35 - 44	957	899	467	185	540	292	248	913
%V	18.6%	18.8%	21.7%	19.7%	16.6%	18.9%	14.5%	20.2%
%H		93.9%	48.8%	19.3%	56.4%	30.5%	25.9%	95.4%
45 - 54	867	832	388	192	585	326	259	818
%V	16.9%	17.4%	18.1%	20.4%	17.9%	21.0%	15.1%	18.1%
%H		96.0%	44.8%	22.1%	67.5%	37.6%	29.9%	94.3%
55 - 64	628	606	273	126	434	224	211	558
%V	12.2%	12.6%	12.7%	13.4%	13.3%	14.5%	12.3%	12.3%
%H		96.5%	43.5%	20.1%	69.1%	35.7%	33.6%	88.9%
65+	909	881	263	121	720	218	502	539
%V	17.7%	18.4%	12.2%	12.9%	22.1%	14.1%	29.3%	11.9%
%H		96.9%	28.9%	13.3%	79.2%	24.0%	55.2%	59.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2014

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5142	4794	2149	941	3261	1549	1712	4519
%H		93.2%	41.8%	18.3%	63.4%	30.1%	33.3%	87.9%
AB	1510	1425	631	320	948	469	480	1445
%V	29.4%	29.7%	29.4%	34.0%	29.1%	30.3%	28.0%	32.0%
%H		94.4%	41.8%	21.2%	62.8%	31.1%	31.8%	95.7%
C1	1573	1462	634	294	1018	481	537	1421
%V	30.6%	30.5%	29.5%	31.2%	31.2%	31.1%	31.4%	31.4%
%H		92.9%	40.3%	18.7%	64.7%	30.6%	34.1%	90.3%
C2	893	844	426	164	576	320	256	803
%V	17.4%	17.6%	19.8%	17.4%	17.7%	20.7%	15.0%	17.8%
%H		94.5%	47.7%	18.4%	64.5%	35.8%	28.7%	89.9%
D	760	681	324	113	430	185	245	601
%V	14.8%	14.2%	15.1%	12.0%	13.2%	11.9%	14.3%	13.3%
%H		89.6%	42.6%	14.9%	56.6%	24.3%	32.2%	79.1%
E	406	381	133	51	289	94	195	249
%V	7.9%	7.9%	6.2%	5.4%	8.9%	6.1%	11.4%	5.5%
%H		93.8%	32.8%	12.6%	71.2%	23.2%	48.0%	61.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2014

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5142	4794	2149	941	3261	1549	1712	4519
%H		93.2%	41.8%	18.3%	63.4%	30.1%	33.3%	87.9%
Working full time	2088	1925	899	428	1233	634	599	2018
%V	40.6%	40.2%	41.8%	45.5%	37.8%	40.9%	35.0%	44.7%
%H		92.2%	43.1%	20.5%	59.1%	30.4%	28.7%	96.6%
Working part time	727	698	322	155	501	279	222	678
%V	14.1%	14.6%	15.0%	16.5%	15.4%	18.0%	13.0%	15.0%
%H		96.0%	44.3%	21.3%	68.9%	38.4%	30.5%	93.3%
Not working	2326	2171	927	357	1526	636	891	1822
%V	45.2%	45.3%	43.1%	37.9%	46.8%	41.1%	52.0%	40.3%
%H		93.3%	39.9%	15.3%	65.6%	27.3%	38.3%	78.3%
Housewife/Houseperson	3961	3701	1585	707	2558	1145	1413	3390
%V	77.0%	77.2%	73.8%	75.1%	78.4%	73.9%	82.5%	75.0%
%H		93.4%	40.0%	17.8%	64.6%	28.9%	35.7%	85.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
January - December 2014
BBC South East
Household level data
Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1100	1046	480	154	720	309	411	894
%H (All HH)		95.1%	43.6%	14.0%	65.5%	28.1%	37.4%	81.3%
%H (TV HH)			45.9%	14.7%	68.8%	29.5%	39.3%	
AB	305	292	142	38	199	87	112	282
%V	27.7%	27.9%	29.6%	24.7%	27.6%	28.2%	27.3%	31.5%
%H (All HH)		95.7%	46.6%	12.5%	65.2%	28.5%	36.7%	92.5%
%H (TV HH)			48.6%	13.0%	68.2%	29.8%	38.4%	
C1	318	305	148	40	212	95	117	280
%V	28.9%	29.2%	30.8%	26.0%	29.4%	30.7%	28.5%	31.3%
%H (All HH)		95.9%	46.5%	12.6%	66.7%	29.9%	36.8%	88.1%
%H (TV HH)			48.5%	13.1%	69.5%	31.1%	38.4%	
C2	216	210	102	40	142	75	67	183
%V	19.6%	20.1%	21.3%	26.0%	19.7%	24.3%	16.3%	20.5%
%H (All HH)		97.2%	47.2%	18.5%	65.7%	34.7%	31.0%	84.7%
%H (TV HH)			48.6%	19.0%	67.6%	35.7%	31.9%	
D	143	134	50	24	94	35	60	97
%V	13.0%	12.8%	10.4%	15.6%	13.1%	11.3%	14.6%	10.9%
%H (All HH)		93.7%	35.0%	16.8%	65.7%	24.5%	42.0%	67.8%
%H (TV HH)			37.3%	17.9%	70.1%	26.1%	44.8%	
E	118	106	38	13	72	17	55	51
%V	10.7%	10.1%	7.9%	8.4%	10.0%	5.5%	13.4%	5.7%
%H (All HH)		89.8%	32.2%	11.0%	61.0%	14.4%	46.6%	43.2%
%H (TV HH)			35.8%	12.3%	67.9%	16.0%	51.9%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2014

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1100	1046	480	154	720	309	411	894
%V (All HH)		95.1%	43.6%	14.0%	65.5%	28.1%	37.4%	81.3%
%H (TV HH)			45.9%	14.7%	68.8%	29.5%	39.3%	
Under 25	34	29	11	6	18	6	11	29
%V	3.1%	2.8%	2.3%	3.9%	2.5%	1.9%	2.7%	3.2%
%H (All HH)		85.3%	32.4%	17.6%	52.9%	17.6%	32.4%	85.3%
%H (TV HH)			37.9%	20.7%	62.1%	20.7%	37.9%	
25 - 34	126	119	68	16	70	38	33	119
%V	11.5%	11.4%	14.2%	10.4%	9.7%	12.3%	8.0%	13.3%
%H (All HH)		94.4%	54.0%	12.7%	55.6%	30.2%	26.2%	94.4%
%H (TV HH)			57.1%	13.4%	58.8%	31.9%	27.7%	
35 - 44	174	163	85	31	100	53	47	170
%V	15.8%	15.6%	17.7%	20.1%	13.9%	17.2%	11.4%	19.0%
%H (All HH)		93.7%	48.9%	17.8%	57.5%	30.5%	27.0%	97.7%
%H (TV HH)			52.1%	19.0%	61.3%	32.5%	28.8%	
45 - 54	228	219	107	37	151	75	76	203
%V	20.7%	20.9%	22.3%	24.0%	21.0%	24.3%	18.5%	22.7%
%H (All HH)		96.1%	46.9%	16.2%	66.2%	32.9%	33.3%	89.0%
%H (TV HH)			48.9%	16.9%	68.9%	34.2%	34.7%	
55 - 64	186	177	85	26	124	57	67	168
%V	16.9%	16.9%	17.7%	16.9%	17.2%	18.4%	16.3%	18.8%
%H (All HH)		95.2%	45.7%	14.0%	66.7%	30.6%	36.0%	90.3%
%H (TV HH)			48.0%	14.7%	70.1%	32.2%	37.9%	
65 +	351	338	124	39	257	80	177	205
%V	31.9%	32.3%	25.8%	25.3%	35.7%	25.9%	43.1%	22.9%
%H (All HH)		96.3%	35.3%	11.1%	73.2%	22.8%	50.4%	58.4%
%H (TV HH)			36.7%	11.5%	76.0%	23.7%	52.4%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2014

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1100	1046	480	154	720	309	411	894
%H (All HH)		95.1%	43.6%	14.0%	65.5%	28.1%	37.4%	81.3%
%H (TV HH)			45.9%	14.7%	68.8%	29.5%	39.3%	
1	343	313	95	41	233	56	177	189
%V	31.2%	29.9%	19.8%	26.6%	32.4%	18.1%	43.1%	21.1%
%H (All HH)		91.3%	27.7%	12.0%	67.9%	16.3%	51.6%	55.1%
%H (TV HH)			30.4%	13.1%	74.4%	17.9%	56.5%	
2	373	358	175	45	251	111	140	328
%V	33.9%	34.2%	36.5%	29.2%	34.9%	35.9%	34.1%	36.7%
%H (All HH)		96.0%	46.9%	12.1%	67.3%	29.8%	37.5%	87.9%
%H (TV HH)			48.9%	12.6%	70.1%	31.0%	39.1%	
3	171	166	93	29	105	61	44	165
%V	15.5%	15.9%	19.4%	18.8%	14.6%	19.7%	10.7%	18.5%
%H (All HH)		97.1%	54.4%	17.0%	61.4%	35.7%	25.7%	96.5%
%H (TV HH)			56.0%	17.5%	63.3%	36.7%	26.5%	
4	143	139	76	27	83	48	36	142
%V	13.0%	13.3%	15.8%	17.5%	11.5%	15.5%	8.8%	15.9%
%H (All HH)		97.2%	53.1%	18.9%	58.0%	33.6%	25.2%	99.3%
%H (TV HH)			54.7%	19.4%	59.7%	34.5%	25.9%	
5+	71	69	41	12	47	33	14	71
%V	6.5%	6.6%	8.5%	7.8%	6.5%	10.7%	3.4%	7.9%
%H (All HH)		97.2%	57.7%	16.9%	66.2%	46.5%	19.7%	100.0%
%H (TV HH)			59.4%	17.4%	68.1%	47.8%	20.3%	
Average HH size	2.33	2.35	2.61	2.55	2.28	2.69	1.97	2.56

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2014
BBC South East
Household level data
Table 2.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1100	1046	480	154	720	309	411	894
%H (All HH)		95.1%	43.6%	14.0%	65.5%	28.1%	37.4%	81.3%
%H (TV HH)			45.9%	14.7%	68.8%	29.5%	39.3%	
Without	829	782	330	112	562	219	342	629
%V	75.4%	74.8%	68.8%	72.7%	78.1%	70.9%	83.2%	70.4%
%H (All HH)		94.3%	39.8%	13.5%	67.8%	26.4%	41.3%	75.9%
%H (TV HH)			42.2%	14.3%	71.9%	28.0%	43.7%	
With	271	264	150	42	158	89	68	264
%V	24.6%	25.2%	31.3%	27.3%	21.9%	28.8%	16.5%	29.5%
%H (All HH)		97.4%	55.4%	15.5%	58.3%	32.8%	25.1%	97.4%
%H (TV HH)			56.8%	15.9%	59.8%	33.7%	25.8%	
0 - 3	96	93	56	13	54	31	23	93
%V	8.7%	8.9%	11.7%	8.4%	7.5%	10.0%	5.6%	10.4%
%H (All HH)		96.9%	58.3%	13.5%	56.3%	32.3%	24.0%	96.9%
%H (TV HH)			60.2%	14.0%	58.1%	33.3%	24.7%	
4 - 9	138	135	80	18	84	47	36	136
%V	12.5%	12.9%	16.7%	11.7%	11.7%	15.2%	8.8%	15.2%
%H (All HH)		97.8%	58.0%	13.0%	60.9%	34.1%	26.1%	98.6%
%H (TV HH)			59.3%	13.3%	62.2%	34.8%	26.7%	
10 - 15	135	132	76	22	81	50	31	133
%V	12.3%	12.6%	15.8%	14.3%	11.3%	16.2%	7.5%	14.9%
%H (All HH)		97.8%	56.3%	16.3%	60.0%	37.0%	23.0%	98.5%
%H (TV HH)			57.6%	16.7%	61.4%	37.9%	23.5%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2014

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1100	1046	480	154	720	309	411	894
%H (All HH)		95.1%	43.6%	14.0%	65.5%	28.1%	37.4%	81.3%
%H (TV HH)			45.9%	14.7%	68.8%	29.5%	39.3%	
1	437	437	138	58	302	66	236	304
%V	39.7%	41.8%	28.8%	37.7%	41.9%	21.4%	57.4%	34.0%
%H (All HH)		100.0%	31.6%	13.3%	69.1%	15.1%	54.0%	69.6%
%H (TV HH)			31.6%	13.3%	69.1%	15.1%	54.0%	
2	332	332	174	53	208	103	105	285
%V	30.2%	31.7%	36.3%	34.4%	28.9%	33.3%	25.5%	31.9%
%H (All HH)		100.0%	52.4%	16.0%	62.7%	31.0%	31.6%	85.8%
%H (TV HH)			52.4%	16.0%	62.7%	31.0%	31.6%	
3	155	155	92	22	114	71	42	146
%V	14.1%	14.8%	19.2%	14.3%	15.8%	23.0%	10.2%	16.3%
%H (All HH)		100.0%	59.4%	14.2%	73.5%	45.8%	27.1%	94.2%
%H (TV HH)			59.4%	14.2%	73.5%	45.8%	27.1%	
4	83	83	51	15	66	46	20	82
%V	7.5%	7.9%	10.6%	9.7%	9.2%	14.9%	4.9%	9.2%
%H (All HH)		100.0%	61.4%	18.1%	79.5%	55.4%	24.1%	98.8%
%H (TV HH)			61.4%	18.1%	79.5%	55.4%	24.1%	
5+	39	39	25	6	31	22	9	39
%V	3.5%	3.7%	5.2%	3.9%	4.3%	7.1%	2.2%	4.4%
%H (All HH)		100.0%	64.1%	15.4%	79.5%	56.4%	23.1%	100.0%
%H (TV HH)			64.1%	15.4%	79.5%	56.4%	23.1%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1100	1046	480	154	720	309	411	894
%V (All HH)		95.1%	43.6%	14.0%	65.5%	28.1%	37.4%	81.3%
%H (TV HH)			45.9%	14.7%	68.8%	29.5%	39.3%	
Under 20"	264	264	129	34	201	101	100	226
%V	24.0%	25.2%	26.9%	22.1%	27.9%	32.7%	24.3%	25.3%
%H (All HH)		100.0%	48.9%	12.9%	76.1%	38.3%	37.9%	85.6%
%H (TV HH)			48.9%	12.9%	76.1%	38.3%	37.9%	
20" - 29"	419	419	199	60	302	138	164	339
%V	38.1%	40.1%	41.5%	39.0%	41.9%	44.7%	39.9%	37.9%
%H (All HH)		100.0%	47.5%	14.3%	72.1%	32.9%	39.1%	80.9%
%H (TV HH)			47.5%	14.3%	72.1%	32.9%	39.1%	
30" - 39"	553	553	270	86	392	195	197	468
%V	50.3%	52.9%	56.3%	55.8%	54.4%	63.1%	47.9%	52.3%
%H (All HH)		100.0%	48.8%	15.6%	70.9%	35.3%	35.6%	84.6%
%H (TV HH)			48.8%	15.6%	70.9%	35.3%	35.6%	
40" and over	464	464	268	76	297	174	123	429
%V	42.2%	44.4%	55.8%	49.4%	41.3%	56.3%	29.9%	48.0%
%H (All HH)		100.0%	57.8%	16.4%	64.0%	37.5%	26.5%	92.5%
%H (TV HH)			57.8%	16.4%	64.0%	37.5%	26.5%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South East

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1100	1046	480	154	720	309	411	894
%H (All HH)		95.1%	43.6%	14.0%	65.5%	28.1%	37.4%	81.3%
%H (TV HH)			45.9%	14.7%	68.8%	29.5%	39.3%	
Main living room	1035	1035	480	153	713	308	404	844
%V	94.1%	98.9%	100.0%	99.4%	99.0%	99.7%	98.3%	94.4%
%H (All HH)		100.0%	46.4%	14.8%	68.9%	29.8%	39.0%	81.5%
%H (TV HH)			46.4%	14.8%	68.9%	29.8%	39.0%	
Kitchen	127	127	71	15	104	61	43	117
%V	11.5%	12.1%	14.8%	9.7%	14.4%	19.7%	10.5%	13.1%
%H (All HH)		100.0%	55.9%	11.8%	81.9%	48.0%	33.9%	92.1%
%H (TV HH)			55.9%	11.8%	81.9%	48.0%	33.9%	
Adult's bedroom	459	459	261	73	318	191	127	415
%V	41.7%	43.9%	54.4%	47.4%	44.2%	61.8%	30.9%	46.4%
%H (All HH)		100.0%	56.9%	15.9%	69.3%	41.6%	27.7%	90.4%
%H (TV HH)			56.9%	15.9%	69.3%	41.6%	27.7%	
Child's bedroom	97	97	56	18	64	43	21	95
%V	8.8%	9.3%	11.7%	11.7%	8.9%	13.9%	5.1%	10.6%
%H (All HH)		100.0%	57.7%	18.6%	66.0%	44.3%	21.6%	97.9%
%H (TV HH)			57.7%	18.6%	66.0%	44.3%	21.6%	
Other bedroom	81	81	46	12	59	36	23	76
%V	7.4%	7.7%	9.6%	7.8%	8.2%	11.7%	5.6%	8.5%
%H (All HH)		100.0%	56.8%	14.8%	72.8%	44.4%	28.4%	93.8%
%H (TV HH)			56.8%	14.8%	72.8%	44.4%	28.4%	
Second living/dining room	91	91	53	15	67	42	25	86
%V	8.3%	8.7%	11.0%	9.7%	9.3%	13.6%	6.1%	9.6%
%H (All HH)		100.0%	58.2%	16.5%	73.6%	46.2%	27.5%	94.5%
%H (TV HH)			58.2%	16.5%	73.6%	46.2%	27.5%	
Study/office	18	18	9	2	13	6	7	17
%V	1.6%	1.7%	1.9%	1.3%	1.8%	1.9%	1.7%	1.9%
%H (All HH)		100.0%	50.0%	11.1%	72.2%	33.3%	38.9%	94.4%
%H (TV HH)			50.0%	11.1%	72.2%	33.3%	38.9%	
TV room	11	11	6	2	7	3	4	11
%V	1.0%	1.1%	1.3%	1.3%	1.0%	1.0%	1.0%	1.2%
%H (All HH)		100.0%	54.5%	18.2%	63.6%	27.3%	36.4%	100.0%
%H (TV HH)			54.5%	18.2%	63.6%	27.3%	36.4%	
Conservatory	22	22	17	2	16	12	4	22
%V	2.0%	2.1%	3.5%	1.3%	2.2%	3.9%	1.0%	2.5%
%H (All HH)		100.0%	77.3%	9.1%	72.7%	54.5%	18.2%	100.0%
%H (TV HH)			77.3%	9.1%	72.7%	54.5%	18.2%	
Attic or loft room	2	2	2	0	2	2	0	2
%V	0.2%	0.2%	0.4%	0.0%	0.3%	0.6%	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	2	2	1	0	1	1	0	2
%V	0.2%	0.2%	0.2%	0.0%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	50.0%	0.0%	
Other	7	7	4	1	6	4	2	7
%V	0.6%	0.7%	0.8%	0.6%	0.8%	1.3%	0.5%	0.8%
%H (All HH)		100.0%	57.1%	14.3%	85.7%	57.1%	28.6%	100.0%
%H (TV HH)			57.1%	14.3%	85.7%	57.1%	28.6%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

Household level data

Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1100	1046	480	154	720	309	411	894
%H (All HH)		95.1%	43.6%	14.0%	65.5%	28.1%	37.4%	81.3%
%H (TV HH)			45.9%	14.7%	68.8%	29.5%	39.3%	
Any DSAT provider	480	480	480	10	246	246	0	436
%V	43.6%	45.9%	100.0%	6.5%	34.2%	79.6%	0.0%	48.8%
%H (All HH)			100.0%	2.1%	51.3%	51.3%	0.0%	90.8%
%H (TV HH)			100.0%	2.1%	51.3%	51.3%	0.0%	
Sky with subscription	379	379	379	3	192	192	0	351
%V	34.5%	36.2%	79.0%	1.9%	26.7%	62.1%	0.0%	39.3%
%H (All HH)			100.0%	0.8%	50.7%	50.7%	0.0%	92.6%
%H (TV HH)			100.0%	0.8%	50.7%	50.7%	0.0%	
Sky without subscription	27	27	27	1	16	16	0	22
%V	2.5%	2.6%	5.6%	0.6%	2.2%	5.2%	0.0%	2.5%
%H (All HH)			100.0%	3.7%	59.3%	59.3%	0.0%	81.5%
%H (TV HH)			100.0%	3.7%	59.3%	59.3%	0.0%	
Freesat	93	93	93	6	45	45	0	81
%V	8.5%	8.9%	19.4%	3.9%	6.3%	14.6%	0.0%	9.1%
%H (All HH)			100.0%	6.5%	48.4%	48.4%	0.0%	87.1%
%H (TV HH)			100.0%	6.5%	48.4%	48.4%	0.0%	
Other satellite provider	11	11	11	1	6	6	0	10
%V	1.0%	1.1%	2.3%	0.6%	0.8%	1.9%	0.0%	1.1%
%H (All HH)			100.0%	9.1%	54.5%	54.5%	0.0%	90.9%
%H (TV HH)			100.0%	9.1%	54.5%	54.5%	0.0%	
DCAB	154	154	10	154	69	69	0	139
%V	14.0%	14.7%	2.1%	100.0%	9.6%	22.3%	0.0%	15.5%
%H (All HH)			6.5%	100.0%	44.8%	44.8%	0.0%	90.3%
%H (TV HH)			6.5%	100.0%	44.8%	44.8%	0.0%	
DTT	720	720	246	69	720	309	411	569
%V	65.5%	68.8%	51.3%	44.8%	100.0%	100.0%	100.0%	63.6%
%H (All HH)		100.0%	34.2%	9.6%	100.0%	42.9%	57.1%	79.0%
%H (TV HH)			34.2%	9.6%	100.0%	42.9%	57.1%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1100	1046	480	154	720	309	411	894
%H (All HH)		95.1%	43.6%	14.0%	65.5%	28.1%	37.4%	81.3%
%H (TV HH)			45.9%	14.7%	68.8%	29.5%	39.3%	
PVR	675	675	413	118	424	271	153	618
%V	61.4%	64.5%	86.0%	76.6%	58.9%	87.7%	37.2%	69.1%
%H (All HH)		100.0%	61.2%	17.5%	62.8%	40.1%	22.7%	91.6%
%H (TV HH)			61.2%	17.5%	62.8%	40.1%	22.7%	
DVDR	53	53	27	6	36	16	20	51
%V	4.8%	5.1%	5.6%	3.9%	5.0%	5.2%	4.9%	5.7%
%H (All HH)		100.0%	50.9%	11.3%	67.9%	30.2%	37.7%	96.2%
%H (TV HH)			50.9%	11.3%	67.9%	30.2%	37.7%	
VCR	43	43	19	1	34	11	23	29
%V	3.9%	4.1%	4.0%	0.6%	4.7%	3.6%	5.6%	3.2%
%H (All HH)		100.0%	44.2%	2.3%	79.1%	25.6%	53.5%	67.4%
%H (TV HH)			44.2%	2.3%	79.1%	25.6%	53.5%	
Any recorder	713	713	424	121	453	276	177	643
%V	64.8%	68.2%	88.3%	78.6%	62.9%	89.3%	43.1%	71.9%
%H (All HH)		100.0%	59.5%	17.0%	63.5%	38.7%	24.8%	90.2%
%H (TV HH)			59.5%	17.0%	63.5%	38.7%	24.8%	
Receives HDTV (via STB or built-in reception)	626	626	348	128	403	244	158	569
%V	56.9%	59.8%	72.5%	83.1%	56.0%	79.0%	38.4%	63.6%
%H (All HH)		100.0%	55.6%	20.4%	64.4%	39.0%	25.2%	90.9%
%H (TV HH)			55.6%	20.4%	64.4%	39.0%	25.2%	
DVD/Blu-ray player or recorder	865	865	422	129	599	282	317	747
%V	78.6%	82.7%	87.9%	83.8%	83.2%	91.3%	77.1%	83.6%
%H (All HH)		100.0%	48.8%	14.9%	69.2%	32.6%	36.6%	86.4%
%H (TV HH)			48.8%	14.9%	69.2%	32.6%	36.6%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1100	1046	480	154	720	309	411	894
%H (All HH)		95.1%	43.6%	14.0%	65.5%	28.1%	37.4%	81.3%
%H (TV HH)			45.9%	14.7%	68.8%	29.5%	39.3%	
Has broadband internet	894	855	436	139	569	288	280	894
%V	81.3%	81.7%	90.8%	90.3%	79.0%	93.2%	68.1%	100.0%
%H (All HH)		95.6%	48.8%	15.5%	63.6%	32.2%	31.3%	100.0%
%H (TV HH)			51.0%	16.3%	66.5%	33.7%	32.7%	
Number of computers (PCs and laptops)								
0	200	183	44	20	137	20	117	22
%V	18.2%	17.5%	9.2%	13.0%	19.0%	6.5%	28.5%	2.5%
%H (All HH)		91.5%	22.0%	10.0%	68.5%	10.0%	58.5%	11.0%
%H (TV HH)			24.0%	10.9%	74.9%	10.9%	63.9%	
1	291	273	110	40	194	71	123	270
%V	26.5%	26.1%	22.9%	26.0%	26.9%	23.0%	29.9%	30.2%
%H (All HH)		93.8%	37.8%	13.7%	66.7%	24.4%	42.3%	92.8%
%H (TV HH)			40.3%	14.7%	71.1%	26.0%	45.1%	
2	253	245	130	40	163	87	76	250
%V	23.0%	23.4%	27.1%	26.0%	22.6%	28.2%	18.5%	28.0%
%H (All HH)		96.8%	51.4%	15.8%	64.4%	34.4%	30.0%	98.8%
%H (TV HH)			53.1%	16.3%	66.5%	35.5%	31.0%	
3	162	156	87	24	104	57	47	160
%V	14.7%	14.9%	18.1%	15.6%	14.4%	18.4%	11.4%	17.9%
%H (All HH)		96.3%	53.7%	14.8%	64.2%	35.2%	29.0%	98.8%
%H (TV HH)			55.8%	15.4%	66.7%	36.5%	30.1%	
4	93	89	48	16	61	36	25	92
%V	8.5%	8.5%	10.0%	10.4%	8.5%	11.7%	6.1%	10.3%
%H (All HH)		95.7%	51.6%	17.2%	65.6%	38.7%	26.9%	98.9%
%H (TV HH)			53.9%	18.0%	68.5%	40.4%	28.1%	
5+	101	99	61	15	62	39	23	100
%V	9.2%	9.5%	12.7%	9.7%	8.6%	12.6%	5.6%	11.2%
%H (All HH)		98.0%	60.4%	14.9%	61.4%	38.6%	22.8%	99.0%
%H (TV HH)			61.6%	15.2%	62.6%	39.4%	23.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2107	1098	321	1484	789	696	1845
%H		52.1%	15.2%	70.4%	37.4%	33.0%	87.6%
Under 20"	352	171	43	272	139	132	310
%V	16.7%	15.6%	13.4%	18.3%	17.6%	19.0%	16.8%
%H		48.6%	12.2%	77.3%	39.5%	37.5%	88.1%
20" - 29"	534	266	80	386	190	196	448
%V	25.3%	24.2%	24.9%	26.0%	24.1%	28.2%	24.3%
%H		49.8%	15.0%	72.3%	35.6%	36.7%	83.9%
30" - 39"	653	328	104	461	239	222	561
%V	31.0%	29.9%	32.4%	31.1%	30.3%	31.9%	30.4%
%H		50.2%	15.9%	70.6%	36.6%	34.0%	85.9%
40" and over	551	326	92	354	217	137	515
%V	26.2%	29.7%	28.7%	23.9%	27.5%	19.7%	27.9%
%H		59.2%	16.7%	64.2%	39.4%	24.9%	93.5%
Don't know	17	6	2	12	3	9	11
%V	0.8%	0.5%	0.6%	0.8%	0.4%	1.3%	0.6%
%H		35.3%	11.8%	70.6%	17.6%	52.9%	64.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2107	1098	321	1484	789	696	1845
%H		52.1%	15.2%	70.4%	37.4%	33.0%	87.6%
Main living room	1046	486	154	719	310	409	854
%V	49.6%	44.3%	48.0%	48.5%	39.3%	58.8%	46.3%
%H		46.5%	14.7%	68.7%	29.6%	39.1%	81.6%
Kitchen	127	71	15	104	61	43	117
%V	6.0%	6.5%	4.7%	7.0%	7.7%	6.2%	6.3%
%H		55.9%	11.8%	81.9%	48.0%	33.9%	92.1%
Adult's bedroom	553	318	88	391	242	149	506
%V	26.2%	29.0%	27.4%	26.3%	30.7%	21.4%	27.4%
%H		57.5%	15.9%	70.7%	43.8%	26.9%	91.5%
Child's bedroom	133	79	27	88	62	26	131
%V	6.3%	7.2%	8.4%	5.9%	7.9%	3.7%	7.1%
%H		59.4%	20.3%	66.2%	46.6%	19.5%	98.5%
Other bedroom	91	52	14	68	42	26	86
%V	4.3%	4.7%	4.4%	4.6%	5.3%	3.7%	4.7%
%H		57.1%	15.4%	74.7%	46.2%	28.6%	94.5%
Second living/dining room	92	53	15	68	42	26	87
%V	4.4%	4.8%	4.7%	4.6%	5.3%	3.7%	4.7%
%H		57.6%	16.3%	73.9%	45.7%	28.3%	94.6%
Study/office	19	10	2	13	6	7	17
%V	0.9%	0.9%	0.6%	0.9%	0.8%	1.0%	0.9%
%H		52.6%	10.5%	68.4%	31.6%	36.8%	89.5%
TV room	12	6	3	8	4	4	12
%V	0.6%	0.5%	0.9%	0.5%	0.5%	0.6%	0.7%
%H		50.0%	25.0%	66.7%	33.3%	33.3%	100.0%
Conservatory	22	17	2	16	12	4	22
%V	1.0%	1.5%	0.6%	1.1%	1.5%	0.6%	1.2%
%H		77.3%	9.1%	72.7%	54.5%	18.2%	100.0%
Attic or loft room	2	2	0	2	2	0	2
%V	0.1%	0.2%	0.0%	0.1%	0.3%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	3	1	0	2	1	1	3
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.2%
%H		33.3%	0.0%	66.7%	33.3%	33.3%	100.0%
Other	7	4	1	6	4	2	7
%V	0.3%	0.4%	0.3%	0.4%	0.5%	0.3%	0.4%
%H		57.1%	14.3%	85.7%	57.1%	28.6%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South East

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2107	1098	321	1484	789	696	1845
%H		52.1%	15.2%	70.4%	37.4%	33.0%	87.6%
PVR	897	573	169	540	372	168	833
%V	42.6%	52.2%	52.6%	36.4%	47.1%	24.1%	45.1%
%H		63.9%	18.8%	60.2%	41.5%	18.7%	92.9%
DVDR	57	28	7	39	16	23	55
%V	2.7%	2.6%	2.2%	2.6%	2.0%	3.3%	3.0%
%H		49.1%	12.3%	68.4%	28.1%	40.4%	96.5%
VCR	46	22	1	37	13	23	31
%V	2.2%	2.0%	0.3%	2.5%	1.6%	3.3%	1.7%
%H		47.8%	2.2%	80.4%	28.3%	50.0%	67.4%
Any recorder	953	592	172	583	381	201	873
%V	45.2%	53.9%	53.6%	39.3%	48.3%	28.9%	47.3%
%H		62.1%	18.0%	61.2%	40.0%	21.1%	91.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2107	1098	321	1484	789	696	1845
%H		52.1%	15.2%	70.4%	37.4%	33.0%	87.6%
Receives HDTV (via STB or built-in reception)	907	517	188	590	373	216	842
%V	43.0%	47.1%	58.6%	39.8%	47.3%	31.0%	45.6%
%H		57.0%	20.7%	65.0%	41.1%	23.8%	92.8%
DVD/Blu-ray player or recorder	1259	657	194	905	489	416	1125
%V	59.8%	59.8%	60.4%	61.0%	62.0%	59.8%	61.0%
%H		52.2%	15.4%	71.9%	38.8%	33.0%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South East

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1044	480	154	719	309	410	853
%H		46.0%	14.8%	68.9%	29.6%	39.3%	81.7%
Under 20"	21	6	2	14	1	13	13
%V	2.0%	1.3%	1.3%	1.9%	0.3%	3.2%	1.5%
%H		28.6%	9.5%	66.7%	4.8%	61.9%	61.9%
20" - 29"	167	49	17	122	22	100	106
%V	16.0%	10.2%	11.0%	17.0%	7.1%	24.4%	12.4%
%H		29.3%	10.2%	73.1%	13.2%	59.9%	63.5%
30" - 39"	394	163	59	287	117	170	312
%V	37.7%	34.0%	38.3%	39.9%	37.9%	41.5%	36.6%
%H		41.4%	15.0%	72.8%	29.7%	43.1%	79.2%
40" and over	451	261	74	286	168	118	416
%V	43.2%	54.4%	48.1%	39.8%	54.4%	28.8%	48.8%
%H		57.9%	16.4%	63.4%	37.3%	26.2%	92.2%
Don't know	12	3	1	9	1	8	6
%V	1.1%	0.6%	0.6%	1.3%	0.3%	2.0%	0.7%
%H		25.0%	8.3%	75.0%	8.3%	66.7%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South East

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1044	480	154	719	309	410	853
%H		46.0%	14.8%	68.9%	29.6%	39.3%	81.7%
PVR	663	408	118	414	268	145	606
%V	63.5%	85.0%	76.6%	57.6%	86.7%	35.4%	71.0%
%H		61.5%	17.8%	62.4%	40.4%	21.9%	91.4%
DVDR	40	19	6	26	10	16	38
%V	3.8%	4.0%	3.9%	3.6%	3.2%	3.9%	4.5%
%H		47.5%	15.0%	65.0%	25.0%	40.0%	95.0%
VCR	35	15	1	27	8	19	22
%V	3.4%	3.1%	0.6%	3.8%	2.6%	4.6%	2.6%
%H		42.9%	2.9%	77.1%	22.9%	54.3%	62.9%
Any recorder	699	419	121	441	274	168	629
%V	67.0%	87.3%	78.6%	61.3%	88.7%	41.0%	73.7%
%H		59.9%	17.3%	63.1%	39.2%	24.0%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1044	480	154	719	309	410	853
%H		46.0%	14.8%	68.9%	29.6%	39.3%	81.7%
Receives HDTV (via STB or built-in reception)	614	342	127	393	240	153	557
%V	58.8%	71.3%	82.5%	54.7%	77.7%	37.3%	65.3%
%H		55.7%	20.7%	64.0%	39.1%	24.9%	90.7%
DVD/Blu-ray player or recorder	827	400	122	573	266	307	712
%V	79.2%	83.3%	79.2%	79.7%	86.1%	74.9%	83.5%
%H		48.4%	14.8%	69.3%	32.2%	37.1%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1063	617	167	765	480	285	992
%H		58.0%	15.7%	72.0%	45.2%	26.8%	93.3%
Under 20"	331	166	41	258	139	119	297
%V	31.1%	26.9%	24.6%	33.7%	29.0%	41.8%	29.9%
%H		50.2%	12.4%	77.9%	42.0%	36.0%	89.7%
20" - 29"	367	218	63	263	168	95	342
%V	34.5%	35.3%	37.7%	34.4%	35.0%	33.3%	34.5%
%H		59.4%	17.2%	71.7%	45.8%	25.9%	93.2%
30" - 39"	259	165	45	174	122	52	249
%V	24.4%	26.7%	26.9%	22.7%	25.4%	18.2%	25.1%
%H		63.7%	17.4%	67.2%	47.1%	20.1%	96.1%
40" and over	101	66	17	67	49	19	99
%V	9.5%	10.7%	10.2%	8.8%	10.2%	6.7%	10.0%
%H		65.3%	16.8%	66.3%	48.5%	18.8%	98.0%
Don't know	5	4	1	3	2	0	5
%V	0.5%	0.6%	0.6%	0.4%	0.4%	0.0%	0.5%
%H		80.0%	20.0%	60.0%	40.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

Set level data

Table 2.19: 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	1063	617	167	765	480	285	992
%H		58.0%	15.7%	72.0%	45.2%	26.8%	93.3%
PVR	235	165	51	126	103	23	227
%V	22.1%	26.7%	30.5%	16.5%	21.5%	8.1%	22.9%
%H		70.2%	21.7%	53.6%	43.8%	9.8%	96.6%
DVDR	17	9	1	13	6	7	17
%V	1.6%	1.5%	0.6%	1.7%	1.3%	2.5%	1.7%
%H		52.9%	5.9%	76.5%	35.3%	41.2%	100.0%
VCR	11	7	0	10	5	4	10
%V	1.0%	1.1%	0.0%	1.3%	1.0%	1.4%	1.0%
%H		63.6%	0.0%	90.9%	45.5%	36.4%	90.9%
Any recorder	254	173	51	141	108	33	244
%V	23.9%	28.0%	30.5%	18.4%	22.5%	11.6%	24.6%
%H		68.1%	20.1%	55.5%	42.5%	13.0%	96.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1063	617	167	765	480	285	992
%H		58.0%	15.7%	72.0%	45.2%	26.8%	93.3%
Receives HDTV (via STB or built-in reception)	292	175	61	196	134	63	285
%V	27.5%	28.4%	36.5%	25.6%	27.9%	22.1%	28.7%
%H		59.9%	20.9%	67.1%	45.9%	21.6%	97.6%
DVD/Blu-ray player or recorder	432	256	71	332	223	109	414
%V	40.6%	41.5%	42.5%	43.4%	46.5%	38.2%	41.7%
%H		59.3%	16.4%	76.9%	51.6%	25.2%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

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	2559	2464	1253	392	1643	831	811	2293
%H		96.3%	49.0%	15.3%	64.2%	32.5%	31.7%	89.6%
Total Children	466	456	267	69	273	161	112	459
%V	18.2%	18.5%	21.3%	17.6%	16.6%	19.4%	13.8%	20.0%
%H		97.9%	57.3%	14.8%	58.6%	34.5%	24.0%	98.5%
0 - 3	110	107	64	14	61	35	26	107
%V	4.3%	4.3%	5.1%	3.6%	3.7%	4.2%	3.2%	4.7%
%H		97.3%	58.2%	12.7%	55.5%	31.8%	23.6%	97.3%
4 - 15	356	349	203	55	211	125	86	352
%V	13.9%	14.2%	16.2%	14.0%	12.8%	15.0%	10.6%	15.4%
%H		98.0%	57.0%	15.4%	59.3%	35.1%	24.2%	98.9%
4 - 9	185	181	107	26	110	63	47	182
%V	7.2%	7.3%	8.5%	6.6%	6.7%	7.6%	5.8%	7.9%
%H		97.8%	57.8%	14.1%	59.5%	34.1%	25.4%	98.4%
10 - 15	171	168	96	29	101	62	39	169
%V	6.7%	6.8%	7.7%	7.4%	6.1%	7.5%	4.8%	7.4%
%H		98.2%	56.1%	17.0%	59.1%	36.3%	22.8%	98.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2559	2464	1253	392	1643	831	811	2293
%H		96.3%	49.0%	15.3%	64.2%	32.5%	31.7%	89.6%
Total Adults (16+)	2093	2009	986	323	1370	671	699	1834
%V	81.8%	81.5%	78.7%	82.4%	83.4%	80.7%	86.2%	80.0%
%H		96.0%	47.1%	15.4%	65.5%	32.1%	33.4%	87.6%
16 - 19	120	116	66	21	76	47	28	115
%V	4.7%	4.7%	5.3%	5.4%	4.6%	5.7%	3.5%	5.0%
%H		96.7%	55.0%	17.5%	63.3%	39.2%	23.3%	95.8%
20 - 24	148	136	62	32	95	55	39	144
%V	5.8%	5.5%	4.9%	8.2%	5.8%	6.6%	4.8%	6.3%
%H		91.9%	41.9%	21.6%	64.2%	37.2%	26.4%	97.3%
25 - 34	270	254	136	45	153	81	71	259
%V	10.6%	10.3%	10.9%	11.5%	9.3%	9.7%	8.8%	11.3%
%H		94.1%	50.4%	16.7%	56.7%	30.0%	26.3%	95.9%
35 - 44	316	302	166	52	186	103	82	310
%V	12.3%	12.3%	13.2%	13.3%	11.3%	12.4%	10.1%	13.5%
%H		95.6%	52.5%	16.5%	58.9%	32.6%	25.9%	98.1%
45 - 54	392	381	194	67	256	137	119	360
%V	15.3%	15.5%	15.5%	17.1%	15.6%	16.5%	14.7%	15.7%
%H		97.2%	49.5%	17.1%	65.3%	34.9%	30.4%	91.8%
55 - 64	307	296	146	45	206	98	108	279
%V	12.0%	12.0%	11.7%	11.5%	12.5%	11.8%	13.3%	12.2%
%H		96.4%	47.6%	14.7%	67.1%	31.9%	35.2%	90.9%
65+	540	523	216	60	399	149	250	368
%V	21.1%	21.2%	17.2%	15.3%	24.3%	17.9%	30.8%	16.0%
%H		96.9%	40.0%	11.1%	73.9%	27.6%	46.3%	68.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2093	2009	986	323	1370	671	699	1834
%H		96.0%	47.1%	15.4%	65.5%	32.1%	33.4%	87.6%
AB	610	590	299	81	394	183	211	583
%V	29.1%	29.4%	30.3%	25.1%	28.8%	27.3%	30.2%	31.8%
%H		96.7%	49.0%	13.3%	64.6%	30.0%	34.6%	95.6%
C1	592	572	288	87	397	203	194	548
%V	28.3%	28.5%	29.2%	26.9%	29.0%	30.3%	27.8%	29.9%
%H		96.6%	48.6%	14.7%	67.1%	34.3%	32.8%	92.6%
C2	461	450	231	92	307	179	128	414
%V	22.0%	22.4%	23.4%	28.5%	22.4%	26.7%	18.3%	22.6%
%H		97.6%	50.1%	20.0%	66.6%	38.8%	27.8%	89.8%
D	261	244	102	46	169	72	97	200
%V	12.5%	12.1%	10.3%	14.2%	12.3%	10.7%	13.9%	10.9%
%H		93.5%	39.1%	17.6%	64.8%	27.6%	37.2%	76.6%
E	169	153	66	17	102	34	69	88
%V	8.1%	7.6%	6.7%	5.3%	7.4%	5.1%	9.9%	4.8%
%H		90.5%	39.1%	10.1%	60.4%	20.1%	40.8%	52.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2093	2009	986	323	1370	671	699	1834
%H		96.0%	47.1%	15.4%	65.5%	32.1%	33.4%	87.6%
Working full time	914	879	461	167	563	311	253	879
%V	43.7%	43.8%	46.8%	51.7%	41.1%	46.3%	36.2%	47.9%
%H		96.2%	50.4%	18.3%	61.6%	34.0%	27.7%	96.2%
Working part time	233	225	122	32	152	83	69	224
%V	11.1%	11.2%	12.4%	9.9%	11.1%	12.4%	9.9%	12.2%
%H		96.6%	52.4%	13.7%	65.2%	35.6%	29.6%	96.1%
Not working	945	905	403	124	654	277	377	731
%V	45.2%	45.0%	40.9%	38.4%	47.7%	41.3%	53.9%	39.9%
%H		95.8%	42.6%	13.1%	69.2%	29.3%	39.9%	77.4%
Housewife/Houseperson	1100	1046	480	154	720	309	411	894
%V	52.6%	52.1%	48.7%	47.7%	52.6%	46.1%	58.8%	48.7%
%H		95.1%	43.6%	14.0%	65.5%	28.1%	37.4%	81.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	994	953	468	159	654	328	325	886
%H		95.9%	47.1%	16.0%	65.8%	33.0%	32.7%	89.1%
16 - 19	59	57	34	11	34	24	10	57
%V	5.9%	6.0%	7.3%	6.9%	5.2%	7.3%	3.1%	6.4%
%H		96.6%	57.6%	18.6%	57.6%	40.7%	16.9%	96.6%
20 - 24	72	65	27	14	47	26	21	70
%V	7.2%	6.8%	5.8%	8.8%	7.2%	7.9%	6.5%	7.9%
%H		90.3%	37.5%	19.4%	65.3%	36.1%	29.2%	97.2%
25 - 34	123	117	60	25	69	36	33	119
%V	12.4%	12.3%	12.8%	15.7%	10.6%	11.0%	10.2%	13.4%
%H		95.1%	48.8%	20.3%	56.1%	29.3%	26.8%	96.7%
35 - 44	153	144	82	21	88	49	39	147
%V	15.4%	15.1%	17.5%	13.2%	13.5%	14.9%	12.0%	16.6%
%H		94.1%	53.6%	13.7%	57.5%	32.0%	25.5%	96.1%
45 - 54	197	189	97	34	126	69	57	179
%V	19.8%	19.8%	20.7%	21.4%	19.3%	21.0%	17.5%	20.2%
%H		95.9%	49.2%	17.3%	64.0%	35.0%	28.9%	90.9%
55 - 64	149	145	67	25	102	47	55	133
%V	15.0%	15.2%	14.3%	15.7%	15.6%	14.3%	16.9%	15.0%
%H		97.3%	45.0%	16.8%	68.5%	31.5%	36.9%	89.3%
65+	242	236	100	29	187	77	110	181
%V	24.3%	24.8%	21.4%	18.2%	28.6%	23.5%	33.8%	20.4%
%H		97.5%	41.3%	12.0%	77.3%	31.8%	45.5%	74.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	994	953	468	159	654	328	325	886
%H		95.9%	47.1%	16.0%	65.8%	33.0%	32.7%	89.1%
AB	301	292	151	42	191	91	100	290
%V	30.3%	30.6%	32.3%	26.4%	29.2%	27.7%	30.8%	32.7%
%H		97.0%	50.2%	14.0%	63.5%	30.2%	33.2%	96.3%
C1	268	258	130	41	184	100	84	255
%V	27.0%	27.1%	27.8%	25.8%	28.1%	30.5%	25.8%	28.8%
%H		96.3%	48.5%	15.3%	68.7%	37.3%	31.3%	95.1%
C2	237	231	116	50	157	91	66	212
%V	23.8%	24.2%	24.8%	31.4%	24.0%	27.7%	20.3%	23.9%
%H		97.5%	48.9%	21.1%	66.2%	38.4%	27.8%	89.5%
D	125	117	46	22	83	32	50	99
%V	12.6%	12.3%	9.8%	13.8%	12.7%	9.8%	15.4%	11.2%
%H		93.6%	36.8%	17.6%	66.4%	25.6%	40.0%	79.2%
E	63	55	25	4	39	14	25	29
%V	6.3%	5.8%	5.3%	2.5%	6.0%	4.3%	7.7%	3.3%
%H		87.3%	39.7%	6.3%	61.9%	22.2%	39.7%	46.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	994	953	468	159	654	328	325	886
%H		95.9%	47.1%	16.0%	65.8%	33.0%	32.7%	89.1%
Working full time	551	532	280	95	343	187	156	533
%V	55.4%	55.8%	59.8%	59.7%	52.4%	57.0%	48.0%	60.2%
%H		96.6%	50.8%	17.2%	62.3%	33.9%	28.3%	96.7%
Working part time	51	49	24	9	31	16	15	47
%V	5.1%	5.1%	5.1%	5.7%	4.7%	4.9%	4.6%	5.3%
%H		96.1%	47.1%	17.6%	60.8%	31.4%	29.4%	92.2%
Not working	392	373	164	55	280	125	155	307
%V	39.4%	39.1%	35.0%	34.6%	42.8%	38.1%	47.7%	34.7%
%H		95.2%	41.8%	14.0%	71.4%	31.9%	39.5%	78.3%
Housewife/Houseperson	213	193	72	26	139	43	95	147
%V	21.4%	20.3%	15.4%	16.4%	21.3%	13.1%	29.2%	16.6%
%H		90.6%	33.8%	12.2%	65.3%	20.2%	44.6%	69.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1098	1055	518	164	716	343	374	948
%H		96.1%	47.2%	14.9%	65.2%	31.2%	34.1%	86.3%
16 - 19	61	60	31	10	41	24	18	58
%V	5.6%	5.7%	6.0%	6.1%	5.7%	7.0%	4.8%	6.1%
%H		98.4%	50.8%	16.4%	67.2%	39.3%	29.5%	95.1%
20 - 24	76	71	35	19	47	29	18	74
%V	6.9%	6.7%	6.8%	11.6%	6.6%	8.5%	4.8%	7.8%
%H		93.4%	46.1%	25.0%	61.8%	38.2%	23.7%	97.4%
25 - 34	147	137	76	21	84	46	39	140
%V	13.4%	13.0%	14.7%	12.8%	11.7%	13.4%	10.4%	14.8%
%H		93.2%	51.7%	14.3%	57.1%	31.3%	26.5%	95.2%
35 - 44	164	158	83	31	97	54	43	162
%V	14.9%	15.0%	16.0%	18.9%	13.5%	15.7%	11.5%	17.1%
%H		96.3%	50.6%	18.9%	59.1%	32.9%	26.2%	98.8%
45 - 54	195	192	97	33	130	68	62	182
%V	17.8%	18.2%	18.7%	20.1%	18.2%	19.8%	16.6%	19.2%
%H		98.5%	49.7%	16.9%	66.7%	34.9%	31.8%	93.3%
55 - 64	157	151	79	20	104	51	53	146
%V	14.3%	14.3%	15.3%	12.2%	14.5%	14.9%	14.2%	15.4%
%H		96.2%	50.3%	12.7%	66.2%	32.5%	33.8%	93.0%
65+	298	287	116	31	212	72	141	186
%V	27.1%	27.2%	22.4%	18.9%	29.6%	21.0%	37.7%	19.6%
%H		96.3%	38.9%	10.4%	71.1%	24.2%	47.3%	62.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1098	1055	518	164	716	343	374	948
%H		96.1%	47.2%	14.9%	65.2%	31.2%	34.1%	86.3%
AB	309	297	148	39	203	92	111	293
%V	28.1%	28.2%	28.6%	23.8%	28.4%	26.8%	29.7%	30.9%
%H		96.1%	47.9%	12.6%	65.7%	29.8%	35.9%	94.8%
C1	324	314	158	46	213	103	110	293
%V	29.5%	29.8%	30.5%	28.0%	29.7%	30.0%	29.4%	30.9%
%H		96.9%	48.8%	14.2%	65.7%	31.8%	34.0%	90.4%
C2	224	220	115	43	150	88	62	202
%V	20.4%	20.9%	22.2%	26.2%	20.9%	25.7%	16.6%	21.3%
%H		98.2%	51.3%	19.2%	67.0%	39.3%	27.7%	90.2%
D	136	127	56	24	86	40	47	101
%V	12.4%	12.0%	10.8%	14.6%	12.0%	11.7%	12.6%	10.7%
%H		93.4%	41.2%	17.6%	63.2%	29.4%	34.6%	74.3%
E	106	98	41	13	63	20	44	59
%V	9.7%	9.3%	7.9%	7.9%	8.8%	5.8%	11.8%	6.2%
%H		92.5%	38.7%	12.3%	59.4%	18.9%	41.5%	55.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1098	1055	518	164	716	343	374	948
%H		96.1%	47.2%	14.9%	65.2%	31.2%	34.1%	86.3%
Working full time	363	347	181	72	220	123	97	346
%V	33.1%	32.9%	34.9%	43.9%	30.7%	35.9%	25.9%	36.5%
%H		95.6%	49.9%	19.8%	60.6%	33.9%	26.7%	95.3%
Working part time	182	176	97	24	122	67	54	177
%V	16.6%	16.7%	18.7%	14.6%	17.0%	19.5%	14.4%	18.7%
%H		96.7%	53.3%	13.2%	67.0%	36.8%	29.7%	97.3%
Not working	553	532	239	69	374	152	222	424
%V	50.4%	50.4%	46.1%	42.1%	52.2%	44.3%	59.4%	44.7%
%H		96.2%	43.2%	12.5%	67.6%	27.5%	40.1%	76.7%
Housewife/Houseperson	887	853	408	128	581	265	316	746
%V	80.8%	80.9%	78.8%	78.0%	81.1%	77.3%	84.5%	78.7%
%H		96.2%	46.0%	14.4%	65.5%	29.9%	35.6%	84.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
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BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3614	3435	1316	691	2672	1244	1428	2765
%V (All HH)		95.0%	36.4%	19.1%	73.9%	34.4%	39.5%	76.5%
%H (TV HH)			38.3%	20.1%	77.8%	36.2%	41.6%	
AB	878	844	348	165	655	320	335	808
%V	24.3%	24.6%	26.4%	23.9%	24.5%	25.7%	23.5%	29.2%
%H (All HH)		96.1%	39.6%	18.8%	74.6%	36.4%	38.2%	92.0%
%H (TV HH)			41.2%	19.5%	77.6%	37.9%	39.7%	
C1	925	879	356	191	679	349	330	784
%V	25.6%	25.6%	27.1%	27.6%	25.4%	28.1%	23.1%	28.4%
%H (All HH)		95.0%	38.5%	20.6%	73.4%	37.7%	35.7%	84.8%
%H (TV HH)			40.5%	21.7%	77.2%	39.7%	37.5%	
C2	797	766	304	174	599	309	289	626
%V	22.1%	22.3%	23.1%	25.2%	22.4%	24.8%	20.2%	22.6%
%H (All HH)		96.1%	38.1%	21.8%	75.2%	38.8%	36.3%	78.5%
%H (TV HH)			39.7%	22.7%	78.2%	40.3%	37.7%	
D	576	545	201	100	409	167	242	359
%V	15.9%	15.9%	15.3%	14.5%	15.3%	13.4%	16.9%	13.0%
%H (All HH)		94.6%	34.9%	17.4%	71.0%	29.0%	42.0%	62.3%
%H (TV HH)			36.9%	18.3%	75.0%	30.6%	44.4%	
E	438	402	107	60	330	99	231	188
%V	12.1%	11.7%	8.1%	8.7%	12.4%	8.0%	16.2%	6.8%
%H (All HH)		91.8%	24.4%	13.7%	75.3%	22.6%	52.7%	42.9%
%H (TV HH)			26.6%	14.9%	82.1%	24.6%	57.5%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3614	3435	1316	691	2672	1244	1428	2765
%H (All HH)		95.0%	36.4%	19.1%	73.9%	34.4%	39.5%	76.5%
%H (TV HH)			38.3%	20.1%	77.8%	36.2%	41.6%	
Under 25	178	151	40	33	111	40	70	152
%V	4.9%	4.4%	3.0%	4.8%	4.2%	3.2%	4.9%	5.5%
%H (All HH)		84.8%	22.5%	18.5%	62.4%	22.5%	39.3%	85.4%
%H (TV HH)			26.5%	21.9%	73.5%	26.5%	46.4%	
25 - 34	539	498	231	116	334	190	144	491
%V	14.9%	14.5%	17.6%	16.8%	12.5%	15.3%	10.1%	17.8%
%H (All HH)		92.4%	42.9%	21.5%	62.0%	35.3%	26.7%	91.1%
%H (TV HH)			46.4%	23.3%	67.1%	38.2%	28.9%	
35 - 44	610	585	282	138	423	255	168	557
%V	16.9%	17.0%	21.4%	20.0%	15.8%	20.5%	11.8%	20.1%
%H (All HH)		95.9%	46.2%	22.6%	69.3%	41.8%	27.5%	91.3%
%H (TV HH)			48.2%	23.6%	72.3%	43.6%	28.7%	
45 - 54	694	667	300	145	518	293	225	619
%V	19.2%	19.4%	22.8%	21.0%	19.4%	23.6%	15.8%	22.4%
%H (All HH)		96.1%	43.2%	20.9%	74.6%	42.2%	32.4%	89.2%
%H (TV HH)			45.0%	21.7%	77.7%	43.9%	33.7%	
55 - 64	581	559	209	116	448	211	237	464
%V	16.1%	16.3%	15.9%	16.8%	16.8%	17.0%	16.6%	16.8%
%H (All HH)		96.2%	36.0%	20.0%	77.1%	36.3%	40.8%	79.9%
%H (TV HH)			37.4%	20.8%	80.1%	37.7%	42.4%	
65 +	1012	975	255	142	838	254	584	483
%V	28.0%	28.4%	19.4%	20.5%	31.4%	20.4%	40.9%	17.5%
%H (All HH)		96.3%	25.2%	14.0%	82.8%	25.1%	57.7%	47.7%
%H (TV HH)			26.2%	14.6%	85.9%	26.1%	59.9%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3614	3435	1316	691	2672	1244	1428	2765
%H (All HH)		95.0%	36.4%	19.1%	73.9%	34.4%	39.5%	76.5%
%H (TV HH)			38.3%	20.1%	77.8%	36.2%	41.6%	
1	1084	998	230	141	835	212	622	545
%V	30.0%	29.1%	17.5%	20.4%	31.3%	17.0%	43.6%	19.7%
%H (All HH)		92.1%	21.2%	13.0%	77.0%	19.6%	57.4%	50.3%
%H (TV HH)			23.0%	14.1%	83.7%	21.2%	62.3%	
2	1233	1187	462	246	937	458	479	1007
%V	34.1%	34.6%	35.1%	35.6%	35.1%	36.8%	33.5%	36.4%
%H (All HH)		96.3%	37.5%	20.0%	76.0%	37.1%	38.8%	81.7%
%H (TV HH)			38.9%	20.7%	78.9%	38.6%	40.4%	
3	562	542	254	130	398	241	157	515
%V	15.6%	15.8%	19.3%	18.8%	14.9%	19.4%	11.0%	18.6%
%H (All HH)		96.4%	45.2%	23.1%	70.8%	42.9%	27.9%	91.6%
%H (TV HH)			46.9%	24.0%	73.4%	44.5%	29.0%	
4	467	449	234	103	330	218	112	445
%V	12.9%	13.1%	17.8%	14.9%	12.4%	17.5%	7.8%	16.1%
%H (All HH)		96.1%	50.1%	22.1%	70.7%	46.7%	24.0%	95.3%
%H (TV HH)			52.1%	22.9%	73.5%	48.6%	24.9%	
5+	268	260	135	70	172	115	56	253
%V	7.4%	7.6%	10.3%	10.1%	6.4%	9.2%	3.9%	9.2%
%H (All HH)		97.0%	50.4%	26.1%	64.2%	42.9%	20.9%	94.4%
%H (TV HH)			51.9%	26.9%	66.2%	44.2%	21.5%	
Average HH size	2.38	2.39	2.74	2.64	2.30	2.69	1.97	2.63

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3614	3435	1316	691	2672	1244	1428	2765
%V (All HH)		95.0%	36.4%	19.1%	73.9%	34.4%	39.5%	76.5%
%H (TV HH)			38.3%	20.1%	77.8%	36.2%	41.6%	
Without	2649	2500	851	465	2021	832	1189	1866
%V	73.3%	72.8%	64.7%	67.3%	75.6%	66.9%	83.3%	67.5%
%H (All HH)		94.4%	32.1%	17.6%	76.3%	31.4%	44.9%	70.4%
%H (TV HH)			34.0%	18.6%	80.8%	33.3%	47.6%	
With	965	935	465	226	651	412	239	899
%V	26.7%	27.2%	35.3%	32.7%	24.4%	33.1%	16.7%	32.5%
%H (All HH)		96.9%	48.2%	23.4%	67.5%	42.7%	24.8%	93.2%
%H (TV HH)			49.7%	24.2%	69.6%	44.1%	25.6%	
0 - 3	393	378	189	86	252	153	99	358
%V	10.9%	11.0%	14.4%	12.4%	9.4%	12.3%	6.9%	12.9%
%H (All HH)		96.2%	48.1%	21.9%	64.1%	38.9%	25.2%	91.1%
%H (TV HH)			50.0%	22.8%	66.7%	40.5%	26.2%	
4 - 9	492	473	242	112	325	206	119	456
%V	13.6%	13.8%	18.4%	16.2%	12.2%	16.6%	8.3%	16.5%
%H (All HH)		96.1%	49.2%	22.8%	66.1%	41.9%	24.2%	92.7%
%H (TV HH)			51.2%	23.7%	68.7%	43.6%	25.2%	
10 - 15	441	431	216	112	311	206	105	419
%V	12.2%	12.5%	16.4%	16.2%	11.6%	16.6%	7.4%	15.2%
%H (All HH)		97.7%	49.0%	25.4%	70.5%	46.7%	23.8%	95.0%
%H (TV HH)			50.1%	26.0%	72.2%	47.8%	24.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3614	3435	1316	691	2672	1244	1428	2765
%H (All HH)		95.0%	36.4%	19.1%	73.9%	34.4%	39.5%	76.5%
%H (TV HH)			38.3%	20.1%	77.8%	36.2%	41.6%	
1	1404	1404	438	225	993	275	718	925
%V	38.8%	40.9%	33.3%	32.6%	37.2%	22.1%	50.3%	33.5%
%H (All HH)		100.0%	31.2%	16.0%	70.7%	19.6%	51.1%	65.9%
%H (TV HH)			31.2%	16.0%	70.7%	19.6%	51.1%	
2	1157	1157	445	249	925	456	469	918
%V	32.0%	33.7%	33.8%	36.0%	34.6%	36.7%	32.8%	33.2%
%H (All HH)		100.0%	38.5%	21.5%	79.9%	39.4%	40.5%	79.3%
%H (TV HH)			38.5%	21.5%	79.9%	39.4%	40.5%	
3	548	548	252	131	467	294	173	497
%V	15.2%	16.0%	19.1%	19.0%	17.5%	23.6%	12.1%	18.0%
%H (All HH)		100.0%	46.0%	23.9%	85.2%	53.6%	31.6%	90.7%
%H (TV HH)			46.0%	23.9%	85.2%	53.6%	31.6%	
4	218	218	120	55	188	142	46	208
%V	6.0%	6.3%	9.1%	8.0%	7.0%	11.4%	3.2%	7.5%
%H (All HH)		100.0%	55.0%	25.2%	86.2%	65.1%	21.1%	95.4%
%H (TV HH)			55.0%	25.2%	86.2%	65.1%	21.1%	
5+	109	109	61	30	99	77	22	106
%V	3.0%	3.2%	4.6%	4.3%	3.7%	6.2%	1.5%	3.8%
%H (All HH)		100.0%	56.0%	27.5%	90.8%	70.6%	20.2%	97.2%
%H (TV HH)			56.0%	27.5%	90.8%	70.6%	20.2%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3614	3435	1316	691	2672	1244	1428	2765
%V (All HH)		95.0%	36.4%	19.1%	73.9%	34.4%	39.5%	76.5%
%H (TV HH)			38.3%	20.1%	77.8%	36.2%	41.6%	
Under 20"	777	777	288	160	681	345	335	631
%V	21.5%	22.6%	21.9%	23.2%	25.5%	27.7%	23.5%	22.8%
%H (All HH)		100.0%	37.1%	20.6%	87.6%	44.4%	43.1%	81.2%
%H (TV HH)			37.1%	20.6%	87.6%	44.4%	43.1%	
20" - 29"	1279	1279	480	262	1067	526	541	977
%V	35.4%	37.2%	36.5%	37.9%	39.9%	42.3%	37.9%	35.3%
%H (All HH)		100.0%	37.5%	20.5%	83.4%	41.1%	42.3%	76.4%
%H (TV HH)			37.5%	20.5%	83.4%	41.1%	42.3%	
30" - 39"	1836	1836	711	364	1470	705	765	1439
%V	50.8%	53.4%	54.0%	52.7%	55.0%	56.7%	53.6%	52.0%
%H (All HH)		100.0%	38.7%	19.8%	80.1%	38.4%	41.7%	78.4%
%H (TV HH)			38.7%	19.8%	80.1%	38.4%	41.7%	
40" and over	1529	1529	748	384	1140	729	411	1368
%V	42.3%	44.5%	56.8%	55.6%	42.7%	58.6%	28.8%	49.5%
%H (All HH)		100.0%	48.9%	25.1%	74.6%	47.7%	26.9%	89.5%
%H (TV HH)			48.9%	25.1%	74.6%	47.7%	26.9%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3614	3435	1316	691	2672	1244	1428	2765
%H (All HH)		95.0%	36.4%	19.1%	73.9%	34.4%	39.5%	76.5%
%H (TV HH)			38.3%	20.1%	77.8%	36.2%	41.6%	
Main living room	3389	3389	1303	687	2641	1236	1405	2620
%V	93.8%	98.7%	99.0%	99.4%	98.8%	99.4%	98.4%	94.8%
%H (All HH)		100.0%	38.4%	20.3%	77.9%	36.5%	41.5%	77.3%
%H (TV HH)			38.4%	20.3%	77.9%	36.5%	41.5%	
Kitchen	419	419	177	82	374	210	164	352
%V	11.6%	12.2%	13.4%	11.9%	14.0%	16.9%	11.5%	12.7%
%H (All HH)		100.0%	42.2%	19.6%	89.3%	50.1%	39.1%	84.0%
%H (TV HH)			42.2%	19.6%	89.3%	50.1%	39.1%	
Adult's bedroom	1472	1472	635	354	1236	739	497	1270
%V	40.7%	42.9%	48.3%	51.2%	46.3%	59.4%	34.8%	45.9%
%H (All HH)		100.0%	43.1%	24.0%	84.0%	50.2%	33.8%	86.3%
%H (TV HH)			43.1%	24.0%	84.0%	50.2%	33.8%	
Child's bedroom	373	373	196	98	297	214	83	354
%V	10.3%	10.9%	14.9%	14.2%	11.1%	17.2%	5.8%	12.8%
%H (All HH)		100.0%	52.5%	26.3%	79.6%	57.4%	22.3%	94.9%
%H (TV HH)			52.5%	26.3%	79.6%	57.4%	22.3%	
Other bedroom	169	169	78	45	143	95	48	150
%V	4.7%	4.9%	5.9%	6.5%	5.4%	7.6%	3.4%	5.4%
%H (All HH)		100.0%	46.2%	26.6%	84.6%	56.2%	28.4%	88.8%
%H (TV HH)			46.2%	26.6%	84.6%	56.2%	28.4%	
Second living/dining room	365	365	179	79	300	187	113	311
%V	10.1%	10.6%	13.6%	11.4%	11.2%	15.0%	7.9%	11.2%
%H (All HH)		100.0%	49.0%	21.6%	82.2%	51.2%	31.0%	85.2%
%H (TV HH)			49.0%	21.6%	82.2%	51.2%	31.0%	
Study/office	45	45	18	10	38	20	18	42
%V	1.2%	1.3%	1.4%	1.4%	1.4%	1.6%	1.3%	1.5%
%H (All HH)		100.0%	40.0%	22.2%	84.4%	44.4%	40.0%	93.3%
%H (TV HH)			40.0%	22.2%	84.4%	44.4%	40.0%	
TV room	22	22	9	5	19	11	8	21
%V	0.6%	0.6%	0.7%	0.7%	0.7%	0.9%	0.6%	0.8%
%H (All HH)		100.0%	40.9%	22.7%	86.4%	50.0%	36.4%	95.5%
%H (TV HH)			40.9%	22.7%	86.4%	50.0%	36.4%	
Conservatory	88	88	44	20	77	50	27	83
%V	2.4%	2.6%	3.3%	2.9%	2.9%	4.0%	1.9%	3.0%
%H (All HH)		100.0%	50.0%	22.7%	87.5%	56.8%	30.7%	94.3%
%H (TV HH)			50.0%	22.7%	87.5%	56.8%	30.7%	
Attic or loft room	10	10	4	2	9	4	5	10
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%	0.4%
%H (All HH)		100.0%	40.0%	20.0%	90.0%	40.0%	50.0%	100.0%
%H (TV HH)			40.0%	20.0%	90.0%	40.0%	50.0%	
No specific location	4	4	3	0	4	3	1	4
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	75.0%	0.0%	100.0%	75.0%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	100.0%	75.0%	25.0%	
Other	24	24	15	3	19	13	7	23
%V	0.7%	0.7%	1.1%	0.4%	0.7%	1.0%	0.5%	0.8%
%H (All HH)		100.0%	62.5%	12.5%	79.2%	54.2%	29.2%	95.8%
%H (TV HH)			62.5%	12.5%	79.2%	54.2%	29.2%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Household level data

Table 3.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3614	3435	1316	691	2672	1244	1428	2765
%H (All HH)		95.0%	36.4%	19.1%	73.9%	34.4%	39.5%	76.5%
%H (TV HH)			38.3%	20.1%	77.8%	36.2%	41.6%	
Any DSAT provider	1316	1316	1316	34	833	833	0	1145
%V	36.4%	38.3%	100.0%	4.9%	31.2%	67.0%	0.0%	41.4%
%H (All HH)			100.0%	2.6%	63.3%	63.3%	0.0%	87.0%
%H (TV HH)			100.0%	2.6%	63.3%	63.3%	0.0%	
Sky with subscription	1050	1050	1050	18	678	678	0	942
%V	29.1%	30.6%	79.8%	2.6%	25.4%	54.5%	0.0%	34.1%
%H (All HH)			100.0%	1.7%	64.6%	64.6%	0.0%	89.7%
%H (TV HH)			100.0%	1.7%	64.6%	64.6%	0.0%	
Sky without subscription	97	97	97	7	55	55	0	72
%V	2.7%	2.8%	7.4%	1.0%	2.1%	4.4%	0.0%	2.6%
%H (All HH)			100.0%	7.2%	56.7%	56.7%	0.0%	74.2%
%H (TV HH)			100.0%	7.2%	56.7%	56.7%	0.0%	
Freesat	173	173	173	7	108	108	0	137
%V	4.8%	5.0%	13.1%	1.0%	4.0%	8.7%	0.0%	5.0%
%H (All HH)			100.0%	4.0%	62.4%	62.4%	0.0%	79.2%
%H (TV HH)			100.0%	4.0%	62.4%	62.4%	0.0%	
Other satellite provider	47	47	47	3	25	25	0	43
%V	1.3%	1.4%	3.6%	0.4%	0.9%	2.0%	0.0%	1.6%
%H (All HH)			100.0%	6.4%	53.2%	53.2%	0.0%	91.5%
%H (TV HH)			100.0%	6.4%	53.2%	53.2%	0.0%	
DCAB	691	691	34	691	435	435	0	615
%V	19.1%	20.1%	2.6%	100.0%	16.3%	35.0%	0.0%	22.2%
%H (All HH)			4.9%	100.0%	63.0%	63.0%	0.0%	89.0%
%H (TV HH)			4.9%	100.0%	63.0%	63.0%	0.0%	
DTT	2672	2672	833	435	2672	1244	1428	1996
%V	73.9%	77.8%	63.3%	63.0%	100.0%	100.0%	100.0%	72.2%
%H (All HH)		100.0%	31.2%	16.3%	100.0%	46.6%	53.4%	74.7%
%H (TV HH)			31.2%	16.3%	100.0%	46.6%	53.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3614	3435	1316	691	2672	1244	1428	2765
%H (All HH)		95.0%	36.4%	19.1%	73.9%	34.4%	39.5%	76.5%
%H (TV HH)			38.3%	20.1%	77.8%	36.2%	41.6%	
PVR	2076	2076	1081	549	1520	1048	472	1837
%V	57.4%	60.4%	82.1%	79.5%	56.9%	84.2%	33.1%	66.4%
%H (All HH)		100.0%	52.1%	26.4%	73.2%	50.5%	22.7%	88.5%
%H (TV HH)			52.1%	26.4%	73.2%	50.5%	22.7%	
DVDR	129	129	45	25	103	43	60	106
%V	3.6%	3.8%	3.4%	3.6%	3.9%	3.5%	4.2%	3.8%
%H (All HH)		100.0%	34.9%	19.4%	79.8%	33.3%	46.5%	82.2%
%H (TV HH)			34.9%	19.4%	79.8%	33.3%	46.5%	
VCR	82	82	24	11	73	25	48	46
%V	2.3%	2.4%	1.8%	1.6%	2.7%	2.0%	3.4%	1.7%
%H (All HH)		100.0%	29.3%	13.4%	89.0%	30.5%	58.5%	56.1%
%H (TV HH)			29.3%	13.4%	89.0%	30.5%	58.5%	
Any recorder	2161	2161	1092	555	1596	1055	541	1885
%V	59.8%	62.9%	83.0%	80.3%	59.7%	84.8%	37.9%	68.2%
%H (All HH)		100.0%	50.5%	25.7%	73.9%	48.8%	25.0%	87.2%
%H (TV HH)			50.5%	25.7%	73.9%	48.8%	25.0%	
Receives HDTV (via STB or built-in reception)	1941	1941	906	513	1469	919	550	1724
%V	53.7%	56.5%	68.8%	74.2%	55.0%	73.9%	38.5%	62.4%
%H (All HH)		100.0%	46.7%	26.4%	75.7%	47.3%	28.3%	88.8%
%H (TV HH)			46.7%	26.4%	75.7%	47.3%	28.3%	
DVD/Blu-ray player or recorder	2610	2610	1050	540	2059	1019	1040	2128
%V	72.2%	76.0%	79.8%	78.1%	77.1%	81.9%	72.8%	77.0%
%H (All HH)		100.0%	40.2%	20.7%	78.9%	39.0%	39.8%	81.5%
%H (TV HH)			40.2%	20.7%	78.9%	39.0%	39.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3614	3435	1316	691	2672	1244	1428	2765
%H (All HH)		95.0%	36.4%	19.1%	73.9%	34.4%	39.5%	76.5%
%H (TV HH)			38.3%	20.1%	77.8%	36.2%	41.6%	
Has broadband internet	2765	2655	1145	615	1996	1102	895	2765
%V	76.5%	77.3%	87.0%	89.0%	74.7%	88.6%	62.7%	100.0%
%H (All HH)		96.0%	41.4%	22.2%	72.2%	39.9%	32.4%	100.0%
%H (TV HH)			43.1%	23.2%	75.2%	41.5%	33.7%	
Number of computers (PCs and laptops)								
0	802	739	167	77	635	138	497	64
%V	22.2%	21.5%	12.7%	11.1%	23.8%	11.1%	34.8%	2.3%
%H (All HH)		92.1%	20.8%	9.6%	79.2%	17.2%	62.0%	8.0%
%H (TV HH)			22.6%	10.4%	85.9%	18.7%	67.3%	
1	1099	1034	366	210	790	341	450	1008
%V	30.4%	30.1%	27.8%	30.4%	29.6%	27.4%	31.5%	36.5%
%H (All HH)		94.1%	33.3%	19.1%	71.9%	31.0%	40.9%	91.7%
%H (TV HH)			35.4%	20.3%	76.4%	33.0%	43.5%	
2	775	753	328	179	556	311	245	758
%V	21.4%	21.9%	24.9%	25.9%	20.8%	25.0%	17.2%	27.4%
%H (All HH)		97.2%	42.3%	23.1%	71.7%	40.1%	31.6%	97.8%
%H (TV HH)			43.6%	23.8%	73.8%	41.3%	32.5%	
3	449	437	212	103	325	202	123	446
%V	12.4%	12.7%	16.1%	14.9%	12.2%	16.2%	8.6%	16.1%
%H (All HH)		97.3%	47.2%	22.9%	72.4%	45.0%	27.4%	99.3%
%H (TV HH)			48.5%	23.6%	74.4%	46.2%	28.1%	
4	244	235	116	60	185	123	62	242
%V	6.8%	6.8%	8.8%	8.7%	6.9%	9.9%	4.3%	8.8%
%H (All HH)		96.3%	47.5%	24.6%	75.8%	50.4%	25.4%	99.2%
%H (TV HH)			49.4%	25.5%	78.7%	52.3%	26.4%	
5+	246	238	128	63	180	129	52	245
%V	6.8%	6.9%	9.7%	9.1%	6.7%	10.4%	3.6%	8.9%
%H (All HH)		96.7%	52.0%	25.6%	73.2%	52.4%	21.1%	99.6%
%H (TV HH)			53.8%	26.5%	75.6%	54.2%	21.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6823	2897	1500	5530	3056	2475	5664
%H		42.5%	22.0%	81.0%	44.8%	36.3%	83.0%
Under 20"	986	377	211	870	462	408	821
%V	14.5%	13.0%	14.1%	15.7%	15.1%	16.5%	14.5%
%H		38.2%	21.4%	88.2%	46.9%	41.4%	83.3%
20" - 29"	1641	645	350	1385	730	655	1300
%V	24.1%	22.3%	23.3%	25.0%	23.9%	26.5%	23.0%
%H		39.3%	21.3%	84.4%	44.5%	39.9%	79.2%
30" - 39"	2211	892	451	1776	903	872	1782
%V	32.4%	30.8%	30.1%	32.1%	29.5%	35.2%	31.5%
%H		40.3%	20.4%	80.3%	40.8%	39.4%	80.6%
40" and over	1810	915	457	1353	892	461	1638
%V	26.5%	31.6%	30.5%	24.5%	29.2%	18.6%	28.9%
%H		50.6%	25.2%	74.8%	49.3%	25.5%	90.5%
Don't know	175	68	29	147	69	78	124
%V	2.6%	2.3%	1.9%	2.7%	2.3%	3.2%	2.2%
%H		38.9%	16.6%	84.0%	39.4%	44.6%	70.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6823	2897	1500	5530	3056	2475	5664
%H		42.5%	22.0%	81.0%	44.8%	36.3%	83.0%
Main living room	3399	1309	689	2649	1242	1408	2629
%V	49.8%	45.2%	45.9%	47.9%	40.6%	56.9%	46.4%
%H		38.5%	20.3%	77.9%	36.5%	41.4%	77.3%
Kitchen	422	178	83	377	211	165	355
%V	6.2%	6.1%	5.5%	6.8%	6.9%	6.7%	6.3%
%H		42.2%	19.7%	89.3%	50.0%	39.1%	84.1%
Adult's bedroom	1739	774	423	1463	903	560	1525
%V	25.5%	26.7%	28.2%	26.5%	29.5%	22.6%	26.9%
%H		44.5%	24.3%	84.1%	51.9%	32.2%	87.7%
Child's bedroom	493	262	127	395	287	108	470
%V	7.2%	9.0%	8.5%	7.1%	9.4%	4.4%	8.3%
%H		53.1%	25.8%	80.1%	58.2%	21.9%	95.3%
Other bedroom	200	94	58	172	119	53	179
%V	2.9%	3.2%	3.9%	3.1%	3.9%	2.1%	3.2%
%H		47.0%	29.0%	86.0%	59.5%	26.5%	89.5%
Second living/dining room	370	183	80	304	190	114	317
%V	5.4%	6.3%	5.3%	5.5%	6.2%	4.6%	5.6%
%H		49.5%	21.6%	82.2%	51.4%	30.8%	85.7%
Study/office	48	20	10	39	20	19	45
%V	0.7%	0.7%	0.7%	0.7%	0.7%	0.8%	0.8%
%H		41.7%	20.8%	81.3%	41.7%	39.6%	93.8%
TV room	22	9	5	19	11	8	21
%V	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%	0.4%
%H		40.9%	22.7%	86.4%	50.0%	36.4%	95.5%
Conservatory	88	44	20	77	50	27	83
%V	1.3%	1.5%	1.3%	1.4%	1.6%	1.1%	1.5%
%H		50.0%	22.7%	87.5%	56.8%	30.7%	94.3%
Attic or loft room	11	4	2	9	5	5	10
%V	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		36.4%	18.2%	81.8%	45.5%	45.5%	90.9%
No specific location	4	4	0	4	4	1	4
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	25.0%	100.0%
Other	27	16	3	22	13	8	26
%V	0.4%	0.6%	0.2%	0.4%	0.4%	0.3%	0.5%
%H		59.3%	11.1%	81.5%	48.1%	29.6%	96.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6823	2897	1500	5530	3056	2475	5664
%H		42.5%	22.0%	81.0%	44.8%	36.3%	83.0%
PVR	2693	1470	732	1937	1408	529	2422
%V	39.5%	50.7%	48.8%	35.0%	46.1%	21.4%	42.8%
%H		54.6%	27.2%	71.9%	52.3%	19.6%	89.9%
DVDR	142	52	28	112	48	64	118
%V	2.1%	1.8%	1.9%	2.0%	1.6%	2.6%	2.1%
%H		36.6%	19.7%	78.9%	33.8%	45.1%	83.1%
VCR	84	24	11	74	25	49	48
%V	1.2%	0.8%	0.7%	1.3%	0.8%	2.0%	0.8%
%H		28.6%	13.1%	88.1%	29.8%	58.3%	57.1%
Any recorder	2808	1491	747	2040	1431	610	2492
%V	41.2%	51.5%	49.8%	36.9%	46.8%	24.6%	44.0%
%H		53.1%	26.6%	72.6%	51.0%	21.7%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6823	2897	1500	5530	3056	2475	5664
%H		42.5%	22.0%	81.0%	44.8%	36.3%	83.0%
Receives HDTV (via STB or built-in reception)	2798	1339	756	2160	1408	752	2523
%V	41.0%	46.2%	50.4%	39.1%	46.1%	30.4%	44.5%
%H		47.9%	27.0%	77.2%	50.3%	26.9%	90.2%
DVD/Blu-ray player or recorder	3772	1620	827	3060	1689	1371	3194
%V	55.3%	55.9%	55.1%	55.3%	55.3%	55.4%	56.4%
%H		42.9%	21.9%	81.1%	44.8%	36.3%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3427	1315	690	2669	1244	1426	2648
%H		38.4%	20.1%	77.9%	36.3%	41.6%	77.3%
Under 20"	67	6	5	60	6	53	34
%V	2.0%	0.5%	0.7%	2.2%	0.5%	3.7%	1.3%
%H		9.0%	7.5%	89.6%	9.0%	79.1%	50.7%
20" - 29"	466	107	67	385	97	287	273
%V	13.6%	8.1%	9.7%	14.4%	7.8%	20.1%	10.3%
%H		23.0%	14.4%	82.6%	20.8%	61.6%	58.6%
30" - 39"	1338	452	235	1070	420	650	972
%V	39.0%	34.4%	34.1%	40.1%	33.8%	45.6%	36.7%
%H		33.8%	17.6%	80.0%	31.4%	48.6%	72.6%
40" and over	1475	724	372	1093	700	392	1321
%V	43.0%	55.1%	53.9%	41.0%	56.3%	27.5%	49.9%
%H		49.1%	25.2%	74.1%	47.5%	26.6%	89.6%
Don't know	82	25	12	63	20	43	48
%V	2.4%	1.9%	1.7%	2.4%	1.6%	3.0%	1.8%
%H		30.5%	14.6%	76.8%	24.4%	52.4%	58.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3427	1315	690	2669	1244	1426	2648
%H		38.4%	20.1%	77.9%	36.3%	41.6%	77.3%
PVR	2032	1061	542	1482	1029	453	1800
%V	59.3%	80.7%	78.6%	55.5%	82.7%	31.8%	68.0%
%H		52.2%	26.7%	72.9%	50.6%	22.3%	88.6%
DVDR	108	38	16	84	30	54	88
%V	3.2%	2.9%	2.3%	3.1%	2.4%	3.8%	3.3%
%H		35.2%	14.8%	77.8%	27.8%	50.0%	81.5%
VCR	68	20	7	60	19	41	37
%V	2.0%	1.5%	1.0%	2.2%	1.5%	2.9%	1.4%
%H		29.4%	10.3%	88.2%	27.9%	60.3%	54.4%
Any recorder	2114	1073	546	1554	1036	519	1844
%V	61.7%	81.6%	79.1%	58.2%	83.3%	36.4%	69.6%
%H		50.8%	25.8%	73.5%	49.0%	24.6%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: 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	3427	1315	690	2669	1244	1426	2648
%H		38.4%	20.1%	77.9%	36.3%	41.6%	77.3%
Receives HDTV (via STB or built-in reception)	1880	886	499	1414	891	523	1672
%V	54.9%	67.4%	72.3%	53.0%	71.6%	36.7%	63.1%
%H		47.1%	26.5%	75.2%	47.4%	27.8%	88.9%
DVD/Blu-ray player or recorder	2441	976	502	1914	931	983	1981
%V	71.2%	74.2%	72.8%	71.7%	74.8%	68.9%	74.8%
%H		40.0%	20.6%	78.4%	38.1%	40.3%	81.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3396	1582	809	2861	1812	1049	3017
%H		46.6%	23.8%	84.2%	53.4%	30.9%	88.8%
Under 20"	920	371	206	810	455	355	786
%V	27.1%	23.5%	25.5%	28.3%	25.1%	33.8%	26.1%
%H		40.3%	22.4%	88.0%	49.5%	38.6%	85.4%
20" - 29"	1176	537	284	1001	633	368	1026
%V	34.6%	33.9%	35.1%	35.0%	34.9%	35.1%	34.0%
%H		45.7%	24.1%	85.1%	53.8%	31.3%	87.2%
30" - 39"	873	440	217	706	483	223	810
%V	25.7%	27.8%	26.8%	24.7%	26.7%	21.3%	26.8%
%H		50.4%	24.9%	80.9%	55.3%	25.5%	92.8%
40" and over	335	191	86	261	192	69	318
%V	9.9%	12.1%	10.6%	9.1%	10.6%	6.6%	10.5%
%H		57.0%	25.7%	77.9%	57.3%	20.6%	94.9%
Don't know	93	43	17	84	49	35	77
%V	2.7%	2.7%	2.1%	2.9%	2.7%	3.3%	2.6%
%H		46.2%	18.3%	90.3%	52.7%	37.6%	82.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3396	1582	809	2861	1812	1049	3017
%H		46.6%	23.8%	84.2%	53.4%	30.9%	88.8%
PVR	661	409	190	455	378	76	622
%V	19.5%	25.9%	23.5%	15.9%	20.9%	7.2%	20.6%
%H		61.9%	28.7%	68.8%	57.2%	11.5%	94.1%
DVDR	33	14	12	28	19	10	30
%V	1.0%	0.9%	1.5%	1.0%	1.0%	1.0%	1.0%
%H		42.4%	36.4%	84.8%	57.6%	30.3%	90.9%
VCR	15	4	4	15	7	8	11
%V	0.4%	0.3%	0.5%	0.5%	0.4%	0.8%	0.4%
%H		26.7%	26.7%	100.0%	46.7%	53.3%	73.3%
Any recorder	694	418	201	486	395	91	647
%V	20.4%	26.4%	24.8%	17.0%	21.8%	8.7%	21.4%
%H		60.2%	29.0%	70.0%	56.9%	13.1%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3396	1582	809	2861	1812	1049	3017
%H		46.6%	23.8%	84.2%	53.4%	30.9%	88.8%
Receives HDTV (via STB or built-in reception)	918	453	257	746	517	229	851
%V	27.0%	28.6%	31.8%	26.1%	28.5%	21.8%	28.2%
%H		49.3%	28.0%	81.3%	56.3%	24.9%	92.7%
DVD/Blu-ray player or recorder	1330	644	324	1147	759	388	1213
%V	39.2%	40.7%	40.0%	40.1%	41.9%	37.0%	40.2%
%H		48.4%	24.4%	86.2%	57.1%	29.2%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8581	8223	3608	1821	6155	3350	2805	7281
%H		95.8%	42.0%	21.2%	71.7%	39.0%	32.7%	84.9%
Total Children	1712	1658	839	398	1139	722	417	1585
%V	20.0%	20.2%	23.3%	21.9%	18.5%	21.6%	14.9%	21.8%
%H		96.8%	49.0%	23.2%	66.5%	42.2%	24.4%	92.6%
0 - 3	460	443	215	100	297	174	123	417
%V	5.4%	5.4%	6.0%	5.5%	4.8%	5.2%	4.4%	5.7%
%H		96.3%	46.7%	21.7%	64.6%	37.8%	26.7%	90.7%
4 - 15	1251	1215	623	298	842	548	294	1168
%V	14.6%	14.8%	17.3%	16.4%	13.7%	16.4%	10.5%	16.0%
%H		97.1%	49.8%	23.8%	67.3%	43.8%	23.5%	93.4%
4 - 9	669	646	336	150	437	280	157	618
%V	7.8%	7.9%	9.3%	8.2%	7.1%	8.4%	5.6%	8.5%
%H		96.6%	50.2%	22.4%	65.3%	41.9%	23.5%	92.4%
10 - 15	582	569	287	148	405	268	137	550
%V	6.8%	6.9%	8.0%	8.1%	6.6%	8.0%	4.9%	7.6%
%H		97.8%	49.3%	25.4%	69.6%	46.0%	23.5%	94.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8581	8223	3608	1821	6155	3350	2805	7281
%H		95.8%	42.0%	21.2%	71.7%	39.0%	32.7%	84.9%
Total Adults (16+)	6869	6566	2770	1422	5017	2628	2388	5696
%V	80.0%	79.8%	76.8%	78.1%	81.5%	78.4%	85.1%	78.2%
%H		95.6%	40.3%	20.7%	73.0%	38.3%	34.8%	82.9%
16 - 19	399	388	184	95	292	180	111	377
%V	4.6%	4.7%	5.1%	5.2%	4.7%	5.4%	4.0%	5.2%
%H		97.2%	46.1%	23.8%	73.2%	45.1%	27.8%	94.5%
20 - 24	580	520	207	129	380	206	173	539
%V	6.8%	6.3%	5.7%	7.1%	6.2%	6.1%	6.2%	7.4%
%H		89.7%	35.7%	22.2%	65.5%	35.5%	29.8%	92.9%
25 - 34	1105	1026	484	251	697	421	276	1020
%V	12.9%	12.5%	13.4%	13.8%	11.3%	12.6%	9.8%	14.0%
%H		92.9%	43.8%	22.7%	63.1%	38.1%	25.0%	92.3%
35 - 44	1081	1042	524	247	735	456	280	995
%V	12.6%	12.7%	14.5%	13.6%	11.9%	13.6%	10.0%	13.7%
%H		96.4%	48.5%	22.8%	68.0%	42.2%	25.9%	92.0%
45 - 54	1213	1176	556	259	913	541	372	1105
%V	14.1%	14.3%	15.4%	14.2%	14.8%	16.1%	13.3%	15.2%
%H		96.9%	45.8%	21.4%	75.3%	44.6%	30.7%	91.1%
55 - 64	961	931	371	203	736	375	361	803
%V	11.2%	11.3%	10.3%	11.1%	12.0%	11.2%	12.9%	11.0%
%H		96.9%	38.6%	21.1%	76.6%	39.0%	37.6%	83.6%
65+	1530	1483	443	237	1264	449	814	858
%V	17.8%	18.0%	12.3%	13.0%	20.5%	13.4%	29.0%	11.8%
%H		96.9%	29.0%	15.5%	82.6%	29.3%	53.2%	56.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6869	6566	2770	1422	5017	2628	2388	5696
%H		95.6%	40.3%	20.7%	73.0%	38.3%	34.8%	82.9%
AB	1764	1706	768	350	1312	709	603	1664
%V	25.7%	26.0%	27.7%	24.6%	26.2%	27.0%	25.3%	29.2%
%H		96.7%	43.5%	19.8%	74.4%	40.2%	34.2%	94.3%
C1	1809	1715	748	396	1307	733	574	1606
%V	26.3%	26.1%	27.0%	27.8%	26.1%	27.9%	24.0%	28.2%
%H		94.8%	41.3%	21.9%	72.2%	40.5%	31.7%	88.8%
C2	1621	1567	657	377	1211	673	538	1360
%V	23.6%	23.9%	23.7%	26.5%	24.1%	25.6%	22.5%	23.9%
%H		96.7%	40.5%	23.3%	74.7%	41.5%	33.2%	83.9%
D	1060	1008	431	203	726	351	375	756
%V	15.4%	15.4%	15.6%	14.3%	14.5%	13.4%	15.7%	13.3%
%H		95.1%	40.7%	19.2%	68.5%	33.1%	35.4%	71.3%
E	615	569	165	97	461	161	300	310
%V	9.0%	8.7%	6.0%	6.8%	9.2%	6.1%	12.6%	5.4%
%H		92.5%	26.8%	15.8%	75.0%	26.2%	48.8%	50.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6869	6566	2770	1422	5017	2628	2388	5696
%H		95.6%	40.3%	20.7%	73.0%	38.3%	34.8%	82.9%
Working full time	3078	2972	1405	706	2194	1318	875	2870
%V	44.8%	45.3%	50.7%	49.6%	43.7%	50.2%	36.6%	50.4%
%H		96.6%	45.6%	22.9%	71.3%	42.8%	28.4%	93.2%
Working part time	721	698	311	153	536	302	234	660
%V	10.5%	10.6%	11.2%	10.8%	10.7%	11.5%	9.8%	11.6%
%H		96.8%	43.1%	21.2%	74.3%	41.9%	32.5%	91.5%
Not working	3070	2895	1053	563	2287	1008	1279	2165
%V	44.7%	44.1%	38.0%	39.6%	45.6%	38.4%	53.6%	38.0%
%H		94.3%	34.3%	18.3%	74.5%	32.8%	41.7%	70.5%
Housewife/Houseperson	3614	3435	1316	691	2672	1244	1428	2765
%V	52.6%	52.3%	47.5%	48.6%	53.3%	47.3%	59.8%	48.5%
%H		95.0%	36.4%	19.1%	73.9%	34.4%	39.5%	76.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3353	3182	1379	706	2408	1303	1105	2830
%H		94.9%	41.1%	21.1%	71.8%	38.9%	33.0%	84.4%
16 - 19	208	201	95	55	148	94	55	198
%V	6.2%	6.3%	6.9%	7.8%	6.1%	7.2%	5.0%	7.0%
%H		96.6%	45.7%	26.4%	71.2%	45.2%	26.4%	95.2%
20 - 24	286	252	107	59	181	101	80	268
%V	8.5%	7.9%	7.8%	8.4%	7.5%	7.8%	7.2%	9.5%
%H		88.1%	37.4%	20.6%	63.3%	35.3%	28.0%	93.7%
25 - 34	547	504	233	129	343	210	134	509
%V	16.3%	15.8%	16.9%	18.3%	14.2%	16.1%	12.1%	18.0%
%H		92.1%	42.6%	23.6%	62.7%	38.4%	24.5%	93.1%
35 - 44	529	505	260	120	354	223	132	482
%V	15.8%	15.9%	18.9%	17.0%	14.7%	17.1%	11.9%	17.0%
%H		95.5%	49.1%	22.7%	66.9%	42.2%	25.0%	91.1%
45 - 54	601	577	278	125	446	266	180	543
%V	17.9%	18.1%	20.2%	17.7%	18.5%	20.4%	16.3%	19.2%
%H		96.0%	46.3%	20.8%	74.2%	44.3%	30.0%	90.3%
55 - 64	480	463	181	100	366	183	184	401
%V	14.3%	14.6%	13.1%	14.2%	15.2%	14.0%	16.7%	14.2%
%H		96.5%	37.7%	20.8%	76.3%	38.1%	38.3%	83.5%
65+	703	679	224	119	568	227	341	431
%V	21.0%	21.3%	16.2%	16.9%	23.6%	17.4%	30.9%	15.2%
%H		96.6%	31.9%	16.9%	80.8%	32.3%	48.5%	61.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3353	3182	1379	706	2408	1303	1105	2830
%H		94.9%	41.1%	21.1%	71.8%	38.9%	33.0%	84.4%
AB	887	857	390	180	653	358	295	840
%V	26.5%	26.9%	28.3%	25.5%	27.1%	27.5%	26.7%	29.7%
%H		96.6%	44.0%	20.3%	73.6%	40.4%	33.3%	94.7%
C1	854	803	364	190	603	355	248	772
%V	25.5%	25.2%	26.4%	26.9%	25.0%	27.2%	22.4%	27.3%
%H		94.0%	42.6%	22.2%	70.6%	41.6%	29.0%	90.4%
C2	866	832	348	198	643	354	288	715
%V	25.8%	26.1%	25.2%	28.0%	26.7%	27.2%	26.1%	25.3%
%H		96.1%	40.2%	22.9%	74.2%	40.9%	33.3%	82.6%
D	504	476	215	99	335	173	162	377
%V	15.0%	15.0%	15.6%	14.0%	13.9%	13.3%	14.7%	13.3%
%H		94.4%	42.7%	19.6%	66.5%	34.3%	32.1%	74.8%
E	243	213	63	38	174	62	112	125
%V	7.2%	6.7%	4.6%	5.4%	7.2%	4.8%	10.1%	4.4%
%H		87.7%	25.9%	15.6%	71.6%	25.5%	46.1%	51.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3353	3182	1379	706	2408	1303	1105	2830
%H		94.9%	41.1%	21.1%	71.8%	38.9%	33.0%	84.4%
Working full time	1922	1849	877	443	1361	822	539	1792
%V	57.3%	58.1%	63.6%	62.7%	56.5%	63.1%	48.8%	63.3%
%H		96.2%	45.6%	23.0%	70.8%	42.8%	28.0%	93.2%
Working part time	148	139	58	30	108	58	50	125
%V	4.4%	4.4%	4.2%	4.2%	4.5%	4.5%	4.5%	4.4%
%H		93.9%	39.2%	20.3%	73.0%	39.2%	33.8%	84.5%
Not working	1284	1193	445	233	939	423	516	913
%V	38.3%	37.5%	32.3%	33.0%	39.0%	32.5%	46.7%	32.3%
%H		92.9%	34.7%	18.1%	73.1%	32.9%	40.2%	71.1%
Housewife/Houseperson	770	700	230	125	546	204	341	506
%V	23.0%	22.0%	16.7%	17.7%	22.7%	15.7%	30.9%	17.9%
%H		90.9%	29.9%	16.2%	70.9%	26.5%	44.3%	65.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3516	3384	1391	716	2609	1325	1283	2866
%H		96.2%	39.6%	20.4%	74.2%	37.7%	36.5%	81.5%
16 - 19	191	186	89	41	143	87	56	179
%V	5.4%	5.5%	6.4%	5.7%	5.5%	6.6%	4.4%	6.2%
%H		97.4%	46.6%	21.5%	74.9%	45.5%	29.3%	93.7%
20 - 24	295	268	100	70	198	105	93	271
%V	8.4%	7.9%	7.2%	9.8%	7.6%	7.9%	7.2%	9.5%
%H		90.8%	33.9%	23.7%	67.1%	35.6%	31.5%	91.9%
25 - 34	558	522	251	122	354	211	142	511
%V	15.9%	15.4%	18.0%	17.0%	13.6%	15.9%	11.1%	17.8%
%H		93.5%	45.0%	21.9%	63.4%	37.8%	25.4%	91.6%
35 - 44	552	536	263	127	381	233	148	513
%V	15.7%	15.8%	18.9%	17.7%	14.6%	17.6%	11.5%	17.9%
%H		97.1%	47.6%	23.0%	69.0%	42.2%	26.8%	92.9%
45 - 54	612	599	277	134	467	275	192	562
%V	17.4%	17.7%	19.9%	18.7%	17.9%	20.8%	15.0%	19.6%
%H		97.9%	45.3%	21.9%	76.3%	44.9%	31.4%	91.8%
55 - 64	481	468	190	103	369	192	177	403
%V	13.7%	13.8%	13.7%	14.4%	14.1%	14.5%	13.8%	14.1%
%H		97.3%	39.5%	21.4%	76.7%	39.9%	36.8%	83.8%
65+	827	804	220	118	695	222	474	427
%V	23.5%	23.8%	15.8%	16.5%	26.6%	16.8%	36.9%	14.9%
%H		97.2%	26.6%	14.3%	84.0%	26.8%	57.3%	51.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3516	3384	1391	716	2609	1325	1283	2866
%H		96.2%	39.6%	20.4%	74.2%	37.7%	36.5%	81.5%
AB	877	849	379	169	659	351	308	823
%V	24.9%	25.1%	27.2%	23.6%	25.3%	26.5%	24.0%	28.7%
%H		96.8%	43.2%	19.3%	75.1%	40.0%	35.1%	93.8%
C1	955	912	384	206	704	378	326	834
%V	27.2%	27.0%	27.6%	28.8%	27.0%	28.5%	25.4%	29.1%
%H		95.5%	40.2%	21.6%	73.7%	39.6%	34.1%	87.3%
C2	755	735	309	179	568	319	249	645
%V	21.5%	21.7%	22.2%	25.0%	21.8%	24.1%	19.4%	22.5%
%H		97.4%	40.9%	23.7%	75.2%	42.3%	33.0%	85.4%
D	556	532	216	104	390	178	212	379
%V	15.8%	15.7%	15.5%	14.5%	14.9%	13.4%	16.5%	13.2%
%H		95.7%	38.8%	18.7%	70.1%	32.0%	38.1%	68.2%
E	372	355	103	59	287	99	188	185
%V	10.6%	10.5%	7.4%	8.2%	11.0%	7.5%	14.7%	6.5%
%H		95.4%	27.7%	15.9%	77.2%	26.6%	50.5%	49.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3516	3384	1391	716	2609	1325	1283	2866
%H		96.2%	39.6%	20.4%	74.2%	37.7%	36.5%	81.5%
Working full time	1156	1123	529	263	832	497	336	1079
%V	32.9%	33.2%	38.0%	36.7%	31.9%	37.5%	26.2%	37.6%
%H		97.1%	45.8%	22.8%	72.0%	43.0%	29.1%	93.3%
Working part time	573	559	254	123	428	244	184	535
%V	16.3%	16.5%	18.3%	17.2%	16.4%	18.4%	14.3%	18.7%
%H		97.6%	44.3%	21.5%	74.7%	42.6%	32.1%	93.4%
Not working	1786	1702	609	330	1348	585	763	1252
%V	50.8%	50.3%	43.8%	46.1%	51.7%	44.2%	59.5%	43.7%
%H		95.3%	34.1%	18.5%	75.5%	32.8%	42.7%	70.1%
Housewife/Houseperson	2843	2735	1086	566	2126	1040	1086	2259
%V	80.9%	80.8%	78.1%	79.1%	81.5%	78.5%	84.6%	78.8%
%H		96.2%	38.2%	19.9%	74.8%	36.6%	38.2%	79.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1944	1838	834	249	1369	621	748	1577
%H (All HH)		94.5%	42.9%	12.8%	70.4%	31.9%	38.5%	81.1%
%H (TV HH)			45.4%	13.5%	74.5%	33.8%	40.7%	
AB	541	516	231	87	379	180	199	516
%V	27.8%	28.1%	27.7%	34.9%	27.7%	29.0%	26.6%	32.7%
%H (All HH)		95.4%	42.7%	16.1%	70.1%	33.3%	36.8%	95.4%
%H (TV HH)			44.8%	16.9%	73.4%	34.9%	38.6%	
C1	532	500	232	59	379	172	207	448
%V	27.4%	27.2%	27.8%	23.7%	27.7%	27.7%	27.7%	28.4%
%H (All HH)		94.0%	43.6%	11.1%	71.2%	32.3%	38.9%	84.2%
%H (TV HH)			46.4%	11.8%	75.8%	34.4%	41.4%	
C2	419	401	196	55	305	159	146	349
%V	21.6%	21.8%	23.5%	22.1%	22.3%	25.6%	19.5%	22.1%
%H (All HH)		95.7%	46.8%	13.1%	72.8%	37.9%	34.8%	83.3%
%H (TV HH)			48.9%	13.7%	76.1%	39.7%	36.4%	
D	255	235	106	32	160	66	95	178
%V	13.1%	12.8%	12.7%	12.9%	11.7%	10.6%	12.7%	11.3%
%H (All HH)		92.2%	41.6%	12.5%	62.7%	25.9%	37.3%	69.8%
%H (TV HH)			45.1%	13.6%	68.1%	28.1%	40.4%	
E	197	186	68	16	146	45	101	86
%V	10.1%	10.1%	8.2%	6.4%	10.7%	7.2%	13.5%	5.5%
%H (All HH)		94.4%	34.5%	8.1%	74.1%	22.8%	51.3%	43.7%
%H (TV HH)			36.6%	8.6%	78.5%	24.2%	54.3%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1944	1838	834	249	1369	621	748	1577
%H (All HH)		94.5%	42.9%	12.8%	70.4%	31.9%	38.5%	81.1%
%H (TV HH)			45.4%	13.5%	74.5%	33.8%	40.7%	
Under 25	64	54	27	3	36	14	21	57
%V	3.3%	2.9%	3.2%	1.2%	2.6%	2.3%	2.8%	3.6%
%H (All HH)		84.4%	42.2%	4.7%	56.3%	21.9%	32.8%	89.1%
%H (TV HH)			50.0%	5.6%	66.7%	25.9%	38.9%	
25 - 34	285	259	140	38	150	75	74	269
%V	14.7%	14.1%	16.8%	15.3%	11.0%	12.1%	9.9%	17.1%
%H (All HH)		90.9%	49.1%	13.3%	52.6%	26.3%	26.0%	94.4%
%H (TV HH)			54.1%	14.7%	57.9%	29.0%	28.6%	
35 - 44	336	321	173	59	208	120	89	313
%V	17.3%	17.5%	20.7%	23.7%	15.2%	19.3%	11.9%	19.8%
%H (All HH)		95.5%	51.5%	17.6%	61.9%	35.7%	26.5%	93.2%
%H (TV HH)			53.9%	18.4%	64.8%	37.4%	27.7%	
45 - 54	378	363	181	58	267	145	122	347
%V	19.4%	19.7%	21.7%	23.3%	19.5%	23.3%	16.3%	22.0%
%H (All HH)		96.0%	47.9%	15.3%	70.6%	38.4%	32.3%	91.8%
%H (TV HH)			49.9%	16.0%	73.6%	39.9%	33.6%	
55 - 64	318	306	132	41	246	114	132	281
%V	16.4%	16.6%	15.8%	16.5%	18.0%	18.4%	17.6%	17.8%
%H (All HH)		96.2%	41.5%	12.9%	77.4%	35.8%	41.5%	88.4%
%H (TV HH)			43.1%	13.4%	80.4%	37.3%	43.1%	
65 +	562	535	181	49	463	153	310	311
%V	28.9%	29.1%	21.7%	19.7%	33.8%	24.6%	41.4%	19.7%
%H (All HH)		95.2%	32.2%	8.7%	82.4%	27.2%	55.2%	55.3%
%H (TV HH)			33.8%	9.2%	86.5%	28.6%	57.9%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Household level data

Table 4.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1944	1838	834	249	1369	621	748	1577
%H (All HH)		94.5%	42.9%	12.8%	70.4%	31.9%	38.5%	81.1%
%H (TV HH)			45.4%	13.5%	74.5%	33.8%	40.7%	
1	554	504	154	44	408	107	301	310
%V	28.5%	27.4%	18.5%	17.7%	29.8%	17.2%	40.2%	19.7%
%H (All HH)		91.0%	27.8%	7.9%	73.6%	19.3%	54.3%	56.0%
%H (TV HH)			30.6%	8.7%	81.0%	21.2%	59.7%	
2	702	670	307	82	516	237	280	607
%V	36.1%	36.5%	36.8%	32.9%	37.7%	38.2%	37.4%	38.5%
%H (All HH)		95.4%	43.7%	11.7%	73.5%	33.8%	39.9%	86.5%
%H (TV HH)			45.8%	12.2%	77.0%	35.4%	41.8%	
3	324	310	170	59	207	126	81	307
%V	16.7%	16.9%	20.4%	23.7%	15.1%	20.3%	10.8%	19.5%
%H (All HH)		95.7%	52.5%	18.2%	63.9%	38.9%	25.0%	94.8%
%H (TV HH)			54.8%	19.0%	66.8%	40.6%	26.1%	
4	248	242	134	44	170	107	63	240
%V	12.8%	13.2%	16.1%	17.7%	12.4%	17.2%	8.4%	15.2%
%H (All HH)		97.6%	54.0%	17.7%	68.5%	43.1%	25.4%	96.8%
%H (TV HH)			55.4%	18.2%	70.2%	44.2%	26.0%	
5+	117	112	70	19	67	44	23	113
%V	6.0%	6.1%	8.4%	7.6%	4.9%	7.1%	3.1%	7.2%
%H (All HH)		95.7%	59.8%	16.2%	57.3%	37.6%	19.7%	96.6%
%H (TV HH)			62.5%	17.0%	59.8%	39.3%	20.5%	
Average HH size	2.34	2.37	2.62	2.70	2.27	2.62	1.97	2.55

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1944	1838	834	249	1369	621	748	1577
%H (All HH)		94.5%	42.9%	12.8%	70.4%	31.9%	38.5%	81.1%
%H (TV HH)			45.4%	13.5%	74.5%	33.8%	40.7%	
Without	1448	1361	568	166	1063	437	625	1106
%V	74.5%	74.0%	68.1%	66.7%	77.6%	70.4%	83.6%	70.1%
%H (All HH)		94.0%	39.2%	11.5%	73.4%	30.2%	43.2%	76.4%
%H (TV HH)			41.7%	12.2%	78.1%	32.1%	45.9%	
With	495	477	266	83	306	184	123	471
%V	25.5%	26.0%	31.9%	33.3%	22.4%	29.6%	16.4%	29.9%
%H (All HH)		96.4%	53.7%	16.8%	61.8%	37.2%	24.8%	95.2%
%H (TV HH)			55.8%	17.4%	64.2%	38.6%	25.8%	
0 - 3	199	190	113	29	114	69	45	188
%V	10.2%	10.3%	13.5%	11.6%	8.3%	11.1%	6.0%	11.9%
%H (All HH)		95.5%	56.8%	14.6%	57.3%	34.7%	22.6%	94.5%
%H (TV HH)			59.5%	15.3%	60.0%	36.3%	23.7%	
4 - 9	259	250	147	42	153	93	60	249
%V	13.3%	13.6%	17.6%	16.9%	11.2%	15.0%	8.0%	15.8%
%H (All HH)		96.5%	56.8%	16.2%	59.1%	35.9%	23.2%	96.1%
%H (TV HH)			58.8%	16.8%	61.2%	37.2%	24.0%	
10 - 15	224	218	123	41	145	93	52	214
%V	11.5%	11.9%	14.7%	16.5%	10.6%	15.0%	7.0%	13.6%
%H (All HH)		97.3%	54.9%	18.3%	64.7%	41.5%	23.2%	95.5%
%H (TV HH)			56.4%	18.8%	66.5%	42.7%	23.9%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1944	1838	834	249	1369	621	748	1577
%H (All HH)		94.5%	42.9%	12.8%	70.4%	31.9%	38.5%	81.1%
%H (TV HH)			45.4%	13.5%	74.5%	33.8%	40.7%	
1	715	715	273	77	474	119	354	519
%V	36.8%	38.9%	32.7%	30.9%	34.6%	19.2%	47.3%	32.9%
%H (All HH)		100.0%	38.2%	10.8%	66.3%	16.6%	49.5%	72.6%
%H (TV HH)			38.2%	10.8%	66.3%	16.6%	49.5%	
2	633	633	289	98	480	233	246	523
%V	32.6%	34.4%	34.7%	39.4%	35.1%	37.5%	32.9%	33.2%
%H (All HH)		100.0%	45.7%	15.5%	75.8%	36.8%	38.9%	82.6%
%H (TV HH)			45.7%	15.5%	75.8%	36.8%	38.9%	
3	304	304	160	44	251	150	101	280
%V	15.6%	16.5%	19.2%	17.7%	18.3%	24.2%	13.5%	17.8%
%H (All HH)		100.0%	52.6%	14.5%	82.6%	49.3%	33.2%	92.1%
%H (TV HH)			52.6%	14.5%	82.6%	49.3%	33.2%	
4	122	122	73	21	107	75	32	116
%V	6.3%	6.6%	8.8%	8.4%	7.8%	12.1%	4.3%	7.4%
%H (All HH)		100.0%	59.8%	17.2%	87.7%	61.5%	26.2%	95.1%
%H (TV HH)			59.8%	17.2%	87.7%	61.5%	26.2%	
5+	64	64	40	9	58	43	15	62
%V	3.3%	3.5%	4.8%	3.6%	4.2%	6.9%	2.0%	3.9%
%H (All HH)		100.0%	62.5%	14.1%	90.6%	67.2%	23.4%	96.9%
%H (TV HH)			62.5%	14.1%	90.6%	67.2%	23.4%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1944	1838	834	249	1369	621	748	1577
%H (All HH)		94.5%	42.9%	12.8%	70.4%	31.9%	38.5%	81.1%
%H (TV HH)			45.4%	13.5%	74.5%	33.8%	40.7%	
Under 20"	500	500	213	69	424	206	218	422
%V	25.7%	27.2%	25.5%	27.7%	31.0%	33.2%	29.1%	26.8%
%H (All HH)		100.0%	42.6%	13.8%	84.8%	41.2%	43.6%	84.4%
%H (TV HH)			42.6%	13.8%	84.8%	41.2%	43.6%	
20" - 29"	721	721	305	95	587	266	321	566
%V	37.1%	39.2%	36.6%	38.2%	42.9%	42.8%	42.9%	35.9%
%H (All HH)		100.0%	42.3%	13.2%	81.4%	36.9%	44.5%	78.5%
%H (TV HH)			42.3%	13.2%	81.4%	36.9%	44.5%	
30" - 39"	948	948	433	144	721	352	369	799
%V	48.8%	51.6%	51.9%	57.8%	52.7%	56.7%	49.3%	50.7%
%H (All HH)		100.0%	45.7%	15.2%	76.1%	37.1%	38.9%	84.3%
%H (TV HH)			45.7%	15.2%	76.1%	37.1%	38.9%	
40" and over	813	813	480	116	570	355	215	743
%V	41.8%	44.2%	57.6%	46.6%	41.6%	57.2%	28.7%	47.1%
%H (All HH)		100.0%	59.0%	14.3%	70.1%	43.7%	26.4%	91.4%
%H (TV HH)			59.0%	14.3%	70.1%	43.7%	26.4%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1944	1838	834	249	1369	621	748	1577
%H (All HH)		94.5%	42.9%	12.8%	70.4%	31.9%	38.5%	81.1%
%H (TV HH)			45.4%	13.5%	74.5%	33.8%	40.7%	
Main living room	1815	1815	826	248	1351	615	735	1480
%V	93.4%	98.7%	99.0%	99.6%	98.7%	99.0%	98.3%	93.8%
%H (All HH)		100.0%	45.5%	13.7%	74.4%	33.9%	40.5%	81.5%
%H (TV HH)			45.5%	13.7%	74.4%	33.9%	40.5%	
Kitchen	249	249	127	26	220	124	96	220
%V	12.8%	13.5%	15.2%	10.4%	16.1%	20.0%	12.8%	14.0%
%H (All HH)		100.0%	51.0%	10.4%	88.4%	49.8%	38.6%	88.4%
%H (TV HH)			51.0%	10.4%	88.4%	49.8%	38.6%	
Adult's bedroom	825	825	421	131	676	399	277	728
%V	42.4%	44.9%	50.5%	52.6%	49.4%	64.3%	37.0%	46.2%
%H (All HH)		100.0%	51.0%	15.9%	81.9%	48.4%	33.6%	88.2%
%H (TV HH)			51.0%	15.9%	81.9%	48.4%	33.6%	
Child's bedroom	199	199	112	40	146	100	45	191
%V	10.2%	10.8%	13.4%	16.1%	10.7%	16.1%	6.0%	12.1%
%H (All HH)		100.0%	56.3%	20.1%	73.4%	50.3%	22.6%	96.0%
%H (TV HH)			56.3%	20.1%	73.4%	50.3%	22.6%	
Other bedroom	91	91	55	10	74	46	27	86
%V	4.7%	5.0%	6.6%	4.0%	5.4%	7.4%	3.6%	5.5%
%H (All HH)		100.0%	60.4%	11.0%	81.3%	50.5%	29.7%	94.5%
%H (TV HH)			60.4%	11.0%	81.3%	50.5%	29.7%	
Second living/dining room	153	153	74	23	125	66	59	135
%V	7.9%	8.3%	8.9%	9.2%	9.1%	10.6%	7.9%	8.6%
%H (All HH)		100.0%	48.4%	15.0%	81.7%	43.1%	38.6%	88.2%
%H (TV HH)			48.4%	15.0%	81.7%	43.1%	38.6%	
Study/office	39	39	24	4	34	23	11	39
%V	2.0%	2.1%	2.9%	1.6%	2.5%	3.7%	1.5%	2.5%
%H (All HH)		100.0%	61.5%	10.3%	87.2%	59.0%	28.2%	100.0%
%H (TV HH)			61.5%	10.3%	87.2%	59.0%	28.2%	
TV room	17	17	8	3	12	5	7	17
%V	0.9%	0.9%	1.0%	1.2%	0.9%	0.8%	0.9%	1.1%
%H (All HH)		100.0%	47.1%	17.6%	70.6%	29.4%	41.2%	100.0%
%H (TV HH)			47.1%	17.6%	70.6%	29.4%	41.2%	
Conservatory	41	41	29	2	36	25	10	37
%V	2.1%	2.2%	3.5%	0.8%	2.6%	4.0%	1.3%	2.3%
%H (All HH)		100.0%	70.7%	4.9%	87.8%	61.0%	24.4%	90.2%
%H (TV HH)			70.7%	4.9%	87.8%	61.0%	24.4%	
Attic or loft room	3	3	1	1	2	1	1	3
%V	0.2%	0.2%	0.1%	0.4%	0.1%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	66.7%	33.3%	33.3%	
No specific location	4	4	2	0	3	1	2	4
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.3%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	25.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	75.0%	25.0%	50.0%	
Other	21	21	9	3	20	10	10	18
%V	1.1%	1.1%	1.1%	1.2%	1.5%	1.6%	1.3%	1.1%
%H (All HH)		100.0%	42.9%	14.3%	95.2%	47.6%	47.6%	85.7%
%H (TV HH)			42.9%	14.3%	95.2%	47.6%	47.6%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL

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BBC East

Household level data

Table 4.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1944	1838	834	249	1369	621	748	1577
%H (All HH)		94.5%	42.9%	12.8%	70.4%	31.9%	38.5%	81.1%
%H (TV HH)			45.4%	13.5%	74.5%	33.8%	40.7%	
Any DSAT provider	834	834	834	12	488	488	0	748
%V	42.9%	45.4%	100.0%	4.8%	35.6%	78.6%	0.0%	47.4%
%H (All HH)			100.0%	1.4%	58.5%	58.5%	0.0%	89.7%
%H (TV HH)			100.0%	1.4%	58.5%	58.5%	0.0%	
Sky with subcription	657	657	657	4	392	392	0	602
%V	33.8%	35.7%	78.8%	1.6%	28.6%	63.1%	0.0%	38.2%
%H (All HH)			100.0%	0.6%	59.7%	59.7%	0.0%	91.6%
%H (TV HH)			100.0%	0.6%	59.7%	59.7%	0.0%	
Sky without subscription	50	50	50	1	31	31	0	38
%V	2.6%	2.7%	6.0%	0.4%	2.3%	5.0%	0.0%	2.4%
%H (All HH)			100.0%	2.0%	62.0%	62.0%	0.0%	76.0%
%H (TV HH)			100.0%	2.0%	62.0%	62.0%	0.0%	
Freesat	132	132	132	7	79	79	0	109
%V	6.8%	7.2%	15.8%	2.8%	5.8%	12.7%	0.0%	6.9%
%H (All HH)			100.0%	5.3%	59.8%	59.8%	0.0%	82.6%
%H (TV HH)			100.0%	5.3%	59.8%	59.8%	0.0%	
Other satellite provider	34	34	34	0	13	13	0	33
%V	1.7%	1.8%	4.1%	0.0%	0.9%	2.1%	0.0%	2.1%
%H (All HH)			100.0%	0.0%	38.2%	38.2%	0.0%	97.1%
%H (TV HH)			100.0%	0.0%	38.2%	38.2%	0.0%	
DCAB	249	249	12	249	140	140	0	229
%V	12.8%	13.5%	1.4%	100.0%	10.2%	22.5%	0.0%	14.5%
%H (All HH)			4.8%	100.0%	56.2%	56.2%	0.0%	92.0%
%H (TV HH)			4.8%	100.0%	56.2%	56.2%	0.0%	
DTT	1369	1369	488	140	1369	621	748	1071
%V	70.4%	74.5%	58.5%	56.2%	100.0%	100.0%	100.0%	67.9%
%H (All HH)		100.0%	35.6%	10.2%	100.0%	45.4%	54.6%	78.2%
%H (TV HH)			35.6%	10.2%	100.0%	45.4%	54.6%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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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	1944	1838	834	249	1369	621	748	1577
%H (All HH)		94.5%	42.9%	12.8%	70.4%	31.9%	38.5%	81.1%
%H (TV HH)			45.4%	13.5%	74.5%	33.8%	40.7%	
PVR	1140	1140	694	213	771	527	244	1039
%V	58.6%	62.0%	83.2%	85.5%	56.3%	84.9%	32.6%	65.9%
%H (All HH)		100.0%	60.9%	18.7%	67.6%	46.2%	21.4%	91.1%
%H (TV HH)			60.9%	18.7%	67.6%	46.2%	21.4%	
DVDR	115	115	49	11	97	42	55	99
%V	5.9%	6.3%	5.9%	4.4%	7.1%	6.8%	7.4%	6.3%
%H (All HH)		100.0%	42.6%	9.6%	84.3%	36.5%	47.8%	86.1%
%H (TV HH)			42.6%	9.6%	84.3%	36.5%	47.8%	
VCR	91	91	36	9	78	31	46	66
%V	4.7%	5.0%	4.3%	3.6%	5.7%	5.0%	6.1%	4.2%
%H (All HH)		100.0%	39.6%	9.9%	85.7%	34.1%	50.5%	72.5%
%H (TV HH)			39.6%	9.9%	85.7%	34.1%	50.5%	
Any recorder	1203	1203	708	217	826	537	289	1077
%V	61.9%	65.5%	84.9%	87.1%	60.3%	86.5%	38.6%	68.3%
%H (All HH)		100.0%	58.9%	18.0%	68.7%	44.6%	24.0%	89.5%
%H (TV HH)			58.9%	18.0%	68.7%	44.6%	24.0%	
Receives HDTV (via STB or built-in reception)	1056	1056	567	195	767	463	303	959
%V	54.3%	57.5%	68.0%	78.3%	56.0%	74.6%	40.5%	60.8%
%H (All HH)		100.0%	53.7%	18.5%	72.6%	43.8%	28.7%	90.8%
%H (TV HH)			53.7%	18.5%	72.6%	43.8%	28.7%	
DVD/Blu-ray player or recorder	1315	1315	649	189	950	468	482	1143
%V	67.6%	71.5%	77.8%	75.9%	69.4%	75.4%	64.4%	72.5%
%H (All HH)		100.0%	49.4%	14.4%	72.2%	35.6%	36.7%	86.9%
%H (TV HH)			49.4%	14.4%	72.2%	35.6%	36.7%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 4.10: 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	1944	1838	834	249	1369	621	748	1577
%V (All HH)		94.5%	42.9%	12.8%	70.4%	31.9%	38.5%	81.1%
%H (TV HH)			45.4%	13.5%	74.5%	33.8%	40.7%	
Has broadband internet	1577	1500	748	229	1071	554	517	1577
%V	81.1%	81.6%	89.7%	92.0%	78.2%	89.2%	69.1%	100.0%
%H (All HH)		95.1%	47.4%	14.5%	67.9%	35.1%	32.8%	100.0%
%H (TV HH)			49.9%	15.3%	71.4%	36.9%	34.5%	
Number of computers (PCs and laptops)								
0	336	310	75	22	269	56	213	26
%V	17.3%	16.9%	9.0%	8.8%	19.6%	9.0%	28.5%	1.6%
%H (All HH)		92.3%	22.3%	6.5%	80.1%	16.7%	63.4%	7.7%
%H (TV HH)			24.2%	7.1%	86.8%	18.1%	68.7%	
1	500	464	205	43	349	136	212	460
%V	25.7%	25.2%	24.6%	17.3%	25.5%	21.9%	28.3%	29.2%
%H (All HH)		92.8%	41.0%	8.6%	69.8%	27.2%	42.4%	92.0%
%H (TV HH)			44.2%	9.3%	75.2%	29.3%	45.7%	
2	472	448	231	60	310	161	149	458
%V	24.3%	24.4%	27.7%	24.1%	22.6%	25.9%	19.9%	29.0%
%H (All HH)		94.9%	48.9%	12.7%	65.7%	34.1%	31.6%	97.0%
%H (TV HH)			51.6%	13.4%	69.2%	35.9%	33.3%	
3	283	273	140	53	197	116	81	281
%V	14.6%	14.9%	16.8%	21.3%	14.4%	18.7%	10.8%	17.8%
%H (All HH)		96.5%	49.5%	18.7%	69.6%	41.0%	28.6%	99.3%
%H (TV HH)			51.3%	19.4%	72.2%	42.5%	29.7%	
4	180	174	88	34	123	70	53	178
%V	9.3%	9.5%	10.6%	13.7%	9.0%	11.3%	7.1%	11.3%
%H (All HH)		96.7%	48.9%	18.9%	68.3%	38.9%	29.4%	98.9%
%H (TV HH)			50.6%	19.5%	70.7%	40.2%	30.5%	
5+	173	169	94	37	122	82	40	173
%V	8.9%	9.2%	11.3%	14.9%	8.9%	13.2%	5.3%	11.0%
%H (All HH)		97.7%	54.3%	21.4%	70.5%	47.4%	23.1%	100.0%
%H (TV HH)			55.6%	21.9%	72.2%	48.5%	23.7%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3724	1836	535	2924	1568	1356	3199
%H		49.3%	14.4%	78.5%	42.1%	36.4%	85.9%
Under 20"	651	290	87	563	288	275	556
%V	17.5%	15.8%	16.3%	19.3%	18.4%	20.3%	17.4%
%H		44.5%	13.4%	86.5%	44.2%	42.2%	85.4%
20" - 29"	931	406	125	776	374	401	748
%V	25.0%	22.1%	23.4%	26.5%	23.9%	29.6%	23.4%
%H		43.6%	13.4%	83.4%	40.2%	43.1%	80.3%
30" - 39"	1136	538	176	872	451	421	974
%V	30.5%	29.3%	32.9%	29.8%	28.8%	31.0%	30.4%
%H		47.4%	15.5%	76.8%	39.7%	37.1%	85.7%
40" and over	975	592	139	685	440	245	901
%V	26.2%	32.2%	26.0%	23.4%	28.1%	18.1%	28.2%
%H		60.7%	14.3%	70.3%	45.1%	25.1%	92.4%
Don't know	32	11	7	28	15	13	20
%V	0.9%	0.6%	1.3%	1.0%	1.0%	1.0%	0.6%
%H		34.4%	21.9%	87.5%	46.9%	40.6%	62.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3724	1836	535	2924	1568	1356	3199
%H		49.3%	14.4%	78.5%	42.1%	36.4%	85.9%
Main living room	1833	834	251	1367	624	742	1492
%V	49.2%	45.4%	46.9%	46.8%	39.8%	54.7%	46.6%
%H		45.5%	13.7%	74.6%	34.0%	40.5%	81.4%
Kitchen	249	127	26	220	124	96	220
%V	6.7%	6.9%	4.9%	7.5%	7.9%	7.1%	6.9%
%H		51.0%	10.4%	88.4%	49.8%	38.6%	88.4%
Adult's bedroom	976	505	154	810	486	323	867
%V	26.2%	27.5%	28.8%	27.7%	31.0%	23.8%	27.1%
%H		51.7%	15.8%	83.0%	49.8%	33.1%	88.8%
Child's bedroom	277	159	56	205	145	60	267
%V	7.4%	8.7%	10.5%	7.0%	9.2%	4.4%	8.3%
%H		57.4%	20.2%	74.0%	52.3%	21.7%	96.4%
Other bedroom	102	63	11	83	54	29	96
%V	2.7%	3.4%	2.1%	2.8%	3.4%	2.1%	3.0%
%H		61.8%	10.8%	81.4%	52.9%	28.4%	94.1%
Second living/dining room	158	76	23	130	69	62	139
%V	4.2%	4.1%	4.3%	4.4%	4.4%	4.6%	4.3%
%H		48.1%	14.6%	82.3%	43.7%	39.2%	88.0%
Study/office	39	24	4	34	23	11	39
%V	1.0%	1.3%	0.7%	1.2%	1.5%	0.8%	1.2%
%H		61.5%	10.3%	87.2%	59.0%	28.2%	100.0%
TV room	17	8	3	12	5	7	17
%V	0.5%	0.4%	0.6%	0.4%	0.3%	0.5%	0.5%
%H		47.1%	17.6%	70.6%	29.4%	41.2%	100.0%
Conservatory	41	29	2	36	25	10	37
%V	1.1%	1.6%	0.4%	1.2%	1.6%	0.7%	1.2%
%H		70.7%	4.9%	87.8%	61.0%	24.4%	90.2%
Attic or loft room	3	1	1	2	1	1	3
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
No specific location	4	2	0	3	1	2	4
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	75.0%	25.0%	50.0%	100.0%
Other	24	9	3	22	11	12	19
%V	0.6%	0.5%	0.6%	0.8%	0.7%	0.9%	0.6%
%H		37.5%	12.5%	91.7%	45.8%	50.0%	79.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3724	1836	535	2924	1568	1356	3199
%H		49.3%	14.4%	78.5%	42.1%	36.4%	85.9%
PVR	1536	979	303	1024	750	274	1422
%V	41.2%	53.3%	56.6%	35.0%	47.8%	20.2%	44.5%
%H		63.7%	19.7%	66.7%	48.8%	17.8%	92.6%
DVDR	126	56	12	107	47	60	109
%V	3.4%	3.1%	2.2%	3.7%	3.0%	4.4%	3.4%
%H		44.4%	9.5%	84.9%	37.3%	47.6%	86.5%
VCR	102	43	10	88	38	51	77
%V	2.7%	2.3%	1.9%	3.0%	2.4%	3.8%	2.4%
%H		42.2%	9.8%	86.3%	37.3%	50.0%	75.5%
Any recorder	1635	1009	314	1109	778	332	1492
%V	43.9%	55.0%	58.7%	37.9%	49.6%	24.5%	46.6%
%H		61.7%	19.2%	67.8%	47.6%	20.3%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3724	1836	535	2924	1568	1356	3199
%H		49.3%	14.4%	78.5%	42.1%	36.4%	85.9%
Receives HDTV (via STB or built-in reception)	1485	813	285	1098	698	401	1364
%V	39.9%	44.3%	53.3%	37.6%	44.5%	29.6%	42.6%
%H		54.7%	19.2%	73.9%	47.0%	27.0%	91.9%
DVD/Blu-ray player or recorder	1854	951	281	1394	760	634	1650
%V	49.8%	51.8%	52.5%	47.7%	48.5%	46.8%	51.6%
%H		51.3%	15.2%	75.2%	41.0%	34.2%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1835	834	249	1368	621	747	1497
%H		45.4%	13.6%	74.6%	33.8%	40.7%	81.6%
Under 20"	46	11	3	38	7	30	28
%V	2.5%	1.3%	1.2%	2.8%	1.1%	4.0%	1.9%
%H		23.9%	6.5%	82.6%	15.2%	65.2%	60.9%
20" - 29"	299	84	31	242	59	183	187
%V	16.3%	10.1%	12.4%	17.7%	9.5%	24.5%	12.5%
%H		28.1%	10.4%	80.9%	19.7%	61.2%	62.5%
30" - 39"	696	272	102	532	213	319	561
%V	37.9%	32.6%	41.0%	38.9%	34.3%	42.7%	37.5%
%H		39.1%	14.7%	76.4%	30.6%	45.8%	80.6%
40" and over	781	463	110	544	338	206	712
%V	42.6%	55.5%	44.2%	39.8%	54.4%	27.6%	47.6%
%H		59.3%	14.1%	69.7%	43.3%	26.4%	91.2%
Don't know	14	4	2	13	4	9	10
%V	0.8%	0.5%	0.8%	1.0%	0.6%	1.2%	0.7%
%H		28.6%	14.3%	92.9%	28.6%	64.3%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1835	834	249	1368	621	747	1497
%H		45.4%	13.6%	74.6%	33.8%	40.7%	81.6%
PVR	1121	686	210	754	518	236	1022
%V	61.1%	82.3%	84.3%	55.1%	83.4%	31.6%	68.3%
%H		61.2%	18.7%	67.3%	46.2%	21.1%	91.2%
DVDR	97	39	7	84	32	52	84
%V	5.3%	4.7%	2.8%	6.1%	5.2%	7.0%	5.6%
%H		40.2%	7.2%	86.6%	33.0%	53.6%	86.6%
VCR	75	30	6	64	24	40	51
%V	4.1%	3.6%	2.4%	4.7%	3.9%	5.4%	3.4%
%H		40.0%	8.0%	85.3%	32.0%	53.3%	68.0%
Any recorder	1185	701	214	810	529	281	1061
%V	64.6%	84.1%	85.9%	59.2%	85.2%	37.6%	70.9%
%H		59.2%	18.1%	68.4%	44.6%	23.7%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1835	834	249	1368	621	747	1497
%H		45.4%	13.6%	74.6%	33.8%	40.7%	81.6%
Receives HDTV (via STB or built-in reception)	1029	555	191	743	452	291	936
%V	56.1%	66.5%	76.7%	54.3%	72.8%	39.0%	62.5%
%H		53.9%	18.6%	72.2%	43.9%	28.3%	91.0%
DVD/Blu-ray player or recorder	1195	593	167	847	409	439	1038
%V	65.1%	71.1%	67.1%	61.9%	65.9%	58.8%	69.3%
%H		49.6%	14.0%	70.9%	34.2%	36.7%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1888	1002	286	1556	947	608	1702
%H		53.1%	15.1%	82.4%	50.2%	32.2%	90.1%
Under 20"	605	279	84	526	281	245	529
%V	32.0%	27.8%	29.4%	33.8%	29.7%	40.3%	31.1%
%H		46.1%	13.9%	86.9%	46.4%	40.5%	87.4%
20" - 29"	632	322	94	534	315	218	561
%V	33.5%	32.1%	32.9%	34.3%	33.3%	35.9%	33.0%
%H		50.9%	14.9%	84.5%	49.8%	34.5%	88.8%
30" - 39"	440	266	74	340	238	102	413
%V	23.3%	26.5%	25.9%	21.9%	25.1%	16.8%	24.3%
%H		60.5%	16.8%	77.3%	54.1%	23.2%	93.9%
40" and over	194	129	29	141	103	39	188
%V	10.3%	12.9%	10.1%	9.1%	10.9%	6.4%	11.0%
%H		66.5%	14.9%	72.7%	53.1%	20.1%	96.9%
Don't know	18	7	5	15	10	5	10
%V	1.0%	0.7%	1.7%	1.0%	1.1%	0.8%	0.6%
%H		38.9%	27.8%	83.3%	55.6%	27.8%	55.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1888	1002	286	1556	947	608	1702
%H		53.1%	15.1%	82.4%	50.2%	32.2%	90.1%
PVR	415	293	92	271	232	39	401
%V	22.0%	29.2%	32.2%	17.4%	24.5%	6.4%	23.6%
%H		70.6%	22.2%	65.3%	55.9%	9.4%	96.6%
DVDR	29	16	6	23	16	8	26
%V	1.5%	1.6%	2.1%	1.5%	1.7%	1.3%	1.5%
%H		55.2%	20.7%	79.3%	55.2%	27.6%	89.7%
VCR	28	13	4	24	14	10	25
%V	1.5%	1.3%	1.4%	1.5%	1.5%	1.6%	1.5%
%H		46.4%	14.3%	85.7%	50.0%	35.7%	89.3%
Any recorder	449	308	100	300	249	51	431
%V	23.8%	30.7%	35.0%	19.3%	26.3%	8.4%	25.3%
%H		68.6%	22.3%	66.8%	55.5%	11.4%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1888	1002	286	1556	947	608	1702
%H		53.1%	15.1%	82.4%	50.2%	32.2%	90.1%
Receives HDTV (via STB or built-in reception)	456	258	95	355	246	109	428
%V	24.2%	25.7%	33.2%	22.8%	26.0%	17.9%	25.1%
%H		56.6%	20.8%	77.9%	53.9%	23.9%	93.9%
DVD/Blu-ray player or recorder	659	358	113	547	352	195	612
%V	34.9%	35.7%	39.5%	35.2%	37.2%	32.1%	36.0%
%H		54.3%	17.1%	83.0%	53.4%	29.6%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4550	4347	2188	671	3103	1626	1477	4013
%H		95.5%	48.1%	14.7%	68.2%	35.7%	32.5%	88.2%
Total Children	862	833	480	142	526	322	204	824
%V	18.9%	19.2%	21.9%	21.2%	17.0%	19.8%	13.8%	20.5%
%H		96.6%	55.7%	16.5%	61.0%	37.4%	23.7%	95.6%
0 - 3	228	218	129	34	131	79	52	215
%V	5.0%	5.0%	5.9%	5.1%	4.2%	4.9%	3.5%	5.4%
%H		95.6%	56.6%	14.9%	57.5%	34.6%	22.8%	94.3%
4 - 15	634	615	352	108	396	243	152	609
%V	13.9%	14.1%	16.1%	16.1%	12.8%	14.9%	10.3%	15.2%
%H		97.0%	55.5%	17.0%	62.5%	38.3%	24.0%	96.1%
4 - 9	335	325	189	56	194	116	79	323
%V	7.4%	7.5%	8.6%	8.3%	6.3%	7.1%	5.3%	8.0%
%H		97.0%	56.4%	16.7%	57.9%	34.6%	23.6%	96.4%
10 - 15	299	290	163	52	201	128	74	285
%V	6.6%	6.7%	7.4%	7.7%	6.5%	7.9%	5.0%	7.1%
%H		97.0%	54.5%	17.4%	67.2%	42.8%	24.7%	95.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4550	4347	2188	671	3103	1626	1477	4013
%H		95.5%	48.1%	14.7%	68.2%	35.7%	32.5%	88.2%
Total Adults (16+)	3688	3514	1708	529	2576	1303	1273	3189
%V	81.1%	80.8%	78.1%	78.8%	83.0%	80.1%	86.2%	79.5%
%H		95.3%	46.3%	14.3%	69.8%	35.3%	34.5%	86.5%
16 - 19	193	188	98	44	131	83	47	185
%V	4.2%	4.3%	4.5%	6.6%	4.2%	5.1%	3.2%	4.6%
%H		97.4%	50.8%	22.8%	67.9%	43.0%	24.4%	95.9%
20 - 24	242	222	118	30	159	88	71	229
%V	5.3%	5.1%	5.4%	4.5%	5.1%	5.4%	4.8%	5.7%
%H		91.7%	48.8%	12.4%	65.7%	36.4%	29.3%	94.6%
25 - 34	578	526	284	90	314	168	146	549
%V	12.7%	12.1%	13.0%	13.4%	10.1%	10.3%	9.9%	13.7%
%H		91.0%	49.1%	15.6%	54.3%	29.1%	25.3%	95.0%
35 - 44	601	576	321	100	370	215	155	564
%V	13.2%	13.3%	14.7%	14.9%	11.9%	13.2%	10.5%	14.1%
%H		95.8%	53.4%	16.6%	61.6%	35.8%	25.8%	93.8%
45 - 54	659	639	332	109	461	263	198	617
%V	14.5%	14.7%	15.2%	16.2%	14.9%	16.2%	13.4%	15.4%
%H		97.0%	50.4%	16.5%	70.0%	39.9%	30.0%	93.6%
55 - 64	544	529	234	79	427	215	213	492
%V	12.0%	12.2%	10.7%	11.8%	13.8%	13.2%	14.4%	12.3%
%H		97.2%	43.0%	14.5%	78.5%	39.5%	39.2%	90.4%
65+	871	833	321	78	713	270	443	554
%V	19.1%	19.2%	14.7%	11.6%	23.0%	16.6%	30.0%	13.8%
%H		95.6%	36.9%	9.0%	81.9%	31.0%	50.9%	63.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3688	3514	1708	529	2576	1303	1273	3189
%H		95.3%	46.3%	14.3%	69.8%	35.3%	34.5%	86.5%
AB	1082	1039	491	193	757	397	360	1044
%V	29.3%	29.6%	28.7%	36.5%	29.4%	30.5%	28.3%	32.7%
%H		96.0%	45.4%	17.8%	70.0%	36.7%	33.3%	96.5%
C1	991	939	472	118	709	360	349	882
%V	26.9%	26.7%	27.6%	22.3%	27.5%	27.6%	27.4%	27.7%
%H		94.8%	47.6%	11.9%	71.5%	36.3%	35.2%	89.0%
C2	855	826	412	131	612	336	277	748
%V	23.2%	23.5%	24.1%	24.8%	23.8%	25.8%	21.8%	23.5%
%H		96.6%	48.2%	15.3%	71.6%	39.3%	32.4%	87.5%
D	494	458	230	64	304	145	160	382
%V	13.4%	13.0%	13.5%	12.1%	11.8%	11.1%	12.6%	12.0%
%H		92.7%	46.6%	13.0%	61.5%	29.4%	32.4%	77.3%
E	266	252	103	23	194	66	128	133
%V	7.2%	7.2%	6.0%	4.3%	7.5%	5.1%	10.1%	4.2%
%H		94.7%	38.7%	8.6%	72.9%	24.8%	48.1%	50.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3688	3514	1708	529	2576	1303	1273	3189
%H		95.3%	46.3%	14.3%	69.8%	35.3%	34.5%	86.5%
Working full time	1706	1617	849	280	1115	633	483	1618
%V	46.3%	46.0%	49.7%	52.9%	43.3%	48.6%	37.9%	50.7%
%H		94.8%	49.8%	16.4%	65.4%	37.1%	28.3%	94.8%
Working part time	394	383	186	72	274	152	123	379
%V	10.7%	10.9%	10.9%	13.6%	10.6%	11.7%	9.7%	11.9%
%H		97.2%	47.2%	18.3%	69.5%	38.6%	31.2%	96.2%
Not working	1588	1514	673	177	1186	519	667	1192
%V	43.1%	43.1%	39.4%	33.5%	46.0%	39.8%	52.4%	37.4%
%H		95.3%	42.4%	11.1%	74.7%	32.7%	42.0%	75.1%
Housewife/Houseperson	1944	1838	834	249	1369	621	748	1577
%V	52.7%	52.3%	48.8%	47.1%	53.1%	47.7%	58.8%	49.5%
%H		94.5%	42.9%	12.8%	70.4%	31.9%	38.5%	81.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1800	1700	858	251	1238	652	586	1585
%H		94.4%	47.7%	13.9%	68.8%	36.2%	32.6%	88.1%
16 - 19	98	94	50	21	63	41	22	96
%V	5.4%	5.5%	5.8%	8.4%	5.1%	6.3%	3.8%	6.1%
%H		95.9%	51.0%	21.4%	64.3%	41.8%	22.4%	98.0%
20 - 24	118	104	55	16	74	43	31	111
%V	6.6%	6.1%	6.4%	6.4%	6.0%	6.6%	5.3%	7.0%
%H		88.1%	46.6%	13.6%	62.7%	36.4%	26.3%	94.1%
25 - 34	275	245	133	40	148	81	68	261
%V	15.3%	14.4%	15.5%	15.9%	12.0%	12.4%	11.6%	16.5%
%H		89.1%	48.4%	14.5%	53.8%	29.5%	24.7%	94.9%
35 - 44	306	293	167	46	186	108	78	284
%V	17.0%	17.2%	19.5%	18.3%	15.0%	16.6%	13.3%	17.9%
%H		95.8%	54.6%	15.0%	60.8%	35.3%	25.5%	92.8%
45 - 54	326	314	169	52	225	131	94	307
%V	18.1%	18.5%	19.7%	20.7%	18.2%	20.1%	16.0%	19.4%
%H		96.3%	51.8%	16.0%	69.0%	40.2%	28.8%	94.2%
55 - 64	267	261	117	38	211	108	103	240
%V	14.8%	15.4%	13.6%	15.1%	17.0%	16.6%	17.6%	15.1%
%H		97.8%	43.8%	14.2%	79.0%	40.4%	38.6%	89.9%
65+	409	390	166	37	330	139	191	285
%V	22.7%	22.9%	19.3%	14.7%	26.7%	21.3%	32.6%	18.0%
%H		95.4%	40.6%	9.0%	80.7%	34.0%	46.7%	69.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1800	1700	858	251	1238	652	586	1585
%H		94.4%	47.7%	13.9%	68.8%	36.2%	32.6%	88.1%
AB	532	510	250	95	371	203	168	516
%V	29.6%	30.0%	29.1%	37.8%	30.0%	31.1%	28.7%	32.6%
%H		95.9%	47.0%	17.9%	69.7%	38.2%	31.6%	97.0%
C1	461	427	228	52	317	171	146	422
%V	25.6%	25.1%	26.6%	20.7%	25.6%	26.2%	24.9%	26.6%
%H		92.6%	49.5%	11.3%	68.8%	37.1%	31.7%	91.5%
C2	456	440	224	68	323	179	145	397
%V	25.3%	25.9%	26.1%	27.1%	26.1%	27.5%	24.7%	25.0%
%H		96.5%	49.1%	14.9%	70.8%	39.3%	31.8%	87.1%
D	243	220	118	29	145	74	71	194
%V	13.5%	12.9%	13.8%	11.6%	11.7%	11.3%	12.1%	12.2%
%H		90.5%	48.6%	11.9%	59.7%	30.5%	29.2%	79.8%
E	109	103	38	6	82	25	57	56
%V	6.1%	6.1%	4.4%	2.4%	6.6%	3.8%	9.7%	3.5%
%H		94.5%	34.9%	5.5%	75.2%	22.9%	52.3%	51.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1800	1700	858	251	1238	652	586	1585
%H		94.4%	47.7%	13.9%	68.8%	36.2%	32.6%	88.1%
Working full time	1084	1026	552	172	701	404	298	1026
%V	60.2%	60.4%	64.3%	68.5%	56.6%	62.0%	50.9%	64.7%
%H		94.6%	50.9%	15.9%	64.7%	37.3%	27.5%	94.6%
Working part time	66	63	26	12	46	22	24	62
%V	3.7%	3.7%	3.0%	4.8%	3.7%	3.4%	4.1%	3.9%
%H		95.5%	39.4%	18.2%	69.7%	33.3%	36.4%	93.9%
Not working	651	611	281	66	491	226	265	497
%V	36.2%	35.9%	32.8%	26.3%	39.7%	34.7%	45.2%	31.4%
%H		93.9%	43.2%	10.1%	75.4%	34.7%	40.7%	76.3%
Housewife/Houseperson	374	337	145	32	248	95	153	270
%V	20.8%	19.8%	16.9%	12.7%	20.0%	14.6%	26.1%	17.0%
%H		90.1%	38.8%	8.6%	66.3%	25.4%	40.9%	72.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1888	1813	849	278	1338	652	687	1605
%H		96.0%	45.0%	14.7%	70.9%	34.5%	36.4%	85.0%
16 - 19	94	94	47	23	68	43	25	89
%V	5.0%	5.2%	5.5%	8.3%	5.1%	6.6%	3.6%	5.5%
%H		100.0%	50.0%	24.5%	72.3%	45.7%	26.6%	94.7%
20 - 24	124	119	63	14	85	45	40	117
%V	6.6%	6.6%	7.4%	5.0%	6.4%	6.9%	5.8%	7.3%
%H		96.0%	50.8%	11.3%	68.5%	36.3%	32.3%	94.4%
25 - 34	303	281	151	50	166	87	79	288
%V	16.0%	15.5%	17.8%	18.0%	12.4%	13.3%	11.5%	17.9%
%H		92.7%	49.8%	16.5%	54.8%	28.7%	26.1%	95.0%
35 - 44	295	283	154	53	184	107	77	280
%V	15.6%	15.6%	18.1%	19.1%	13.8%	16.4%	11.2%	17.4%
%H		95.9%	52.2%	18.0%	62.4%	36.3%	26.1%	94.9%
45 - 54	333	325	163	57	236	132	104	310
%V	17.6%	17.9%	19.2%	20.5%	17.6%	20.2%	15.1%	19.3%
%H		97.6%	48.9%	17.1%	70.9%	39.6%	31.2%	93.1%
55 - 64	277	268	117	40	216	107	109	252
%V	14.7%	14.8%	13.8%	14.4%	16.1%	16.4%	15.9%	15.7%
%H		96.8%	42.2%	14.4%	78.0%	38.6%	39.4%	91.0%
65+	462	443	154	40	383	131	252	269
%V	24.5%	24.4%	18.1%	14.4%	28.6%	20.1%	36.7%	16.8%
%H		95.9%	33.3%	8.7%	82.9%	28.4%	54.5%	58.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1888	1813	849	278	1338	652	687	1605
%H		96.0%	45.0%	14.7%	70.9%	34.5%	36.4%	85.0%
AB	551	528	241	98	386	194	192	528
%V	29.2%	29.1%	28.4%	35.3%	28.8%	29.8%	27.9%	32.9%
%H		95.8%	43.7%	17.8%	70.1%	35.2%	34.8%	95.8%
C1	530	512	244	66	392	189	203	460
%V	28.1%	28.2%	28.7%	23.7%	29.3%	29.0%	29.5%	28.7%
%H		96.6%	46.0%	12.5%	74.0%	35.7%	38.3%	86.8%
C2	400	386	188	63	289	157	132	351
%V	21.2%	21.3%	22.1%	22.7%	21.6%	24.1%	19.2%	21.9%
%H		96.5%	47.0%	15.8%	72.3%	39.3%	33.0%	87.8%
D	252	238	112	34	160	71	89	188
%V	13.3%	13.1%	13.2%	12.2%	12.0%	10.9%	13.0%	11.7%
%H		94.4%	44.4%	13.5%	63.5%	28.2%	35.3%	74.6%
E	156	149	64	17	112	41	71	77
%V	8.3%	8.2%	7.5%	6.1%	8.4%	6.3%	10.3%	4.8%
%H		95.5%	41.0%	10.9%	71.8%	26.3%	45.5%	49.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1888	1813	849	278	1338	652	687	1605
%H		96.0%	45.0%	14.7%	70.9%	34.5%	36.4%	85.0%
Working full time	623	591	298	108	414	229	185	592
%V	33.0%	32.6%	35.1%	38.8%	30.9%	35.1%	26.9%	36.9%
%H		94.9%	47.8%	17.3%	66.5%	36.8%	29.7%	95.0%
Working part time	328	320	160	59	229	130	99	317
%V	17.4%	17.7%	18.8%	21.2%	17.1%	19.9%	14.4%	19.8%
%H		97.6%	48.8%	18.0%	69.8%	39.6%	30.2%	96.6%
Not working	937	903	392	111	695	293	403	695
%V	49.6%	49.8%	46.2%	39.9%	51.9%	44.9%	58.7%	43.3%
%H		96.4%	41.8%	11.8%	74.2%	31.3%	43.0%	74.2%
Housewife/Houseperson	1570	1501	689	217	1121	526	595	1307
%V	83.2%	82.8%	81.2%	78.1%	83.8%	80.7%	86.6%	81.4%
%H		95.6%	43.9%	13.8%	71.4%	33.5%	37.9%	83.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1032	978	348	148	766	295	471	829
%H (All HH)		94.8%	33.7%	14.3%	74.2%	28.6%	45.6%	80.3%
%H (TV HH)			35.6%	15.1%	78.3%	30.2%	48.2%	
AB	311	297	93	59	237	92	146	292
%V	30.1%	30.4%	26.7%	39.9%	30.9%	31.2%	31.0%	35.2%
%H (All HH)		95.5%	29.9%	19.0%	76.2%	29.6%	46.9%	93.9%
%H (TV HH)			31.3%	19.9%	79.8%	31.0%	49.2%	
C1	279	258	94	39	195	76	119	236
%V	27.0%	26.4%	27.0%	26.4%	25.5%	25.8%	25.3%	28.5%
%H (All HH)		92.5%	33.7%	14.0%	69.9%	27.2%	42.7%	84.6%
%H (TV HH)			36.4%	15.1%	75.6%	29.5%	46.1%	
C2	202	199	90	19	160	71	89	166
%V	19.6%	20.3%	25.9%	12.8%	20.9%	24.1%	18.9%	20.0%
%H (All HH)		98.5%	44.6%	9.4%	79.2%	35.1%	44.1%	82.2%
%H (TV HH)			45.2%	9.5%	80.4%	35.7%	44.7%	
D	156	149	52	23	113	42	71	102
%V	15.1%	15.2%	14.9%	15.5%	14.8%	14.2%	15.1%	12.3%
%H (All HH)		95.5%	33.3%	14.7%	72.4%	26.9%	45.5%	65.4%
%H (TV HH)			34.9%	15.4%	75.8%	28.2%	47.7%	
E	85	75	19	8	61	15	47	33
%V	8.2%	7.7%	5.5%	5.4%	8.0%	5.1%	10.0%	4.0%
%H (All HH)		88.2%	22.4%	9.4%	71.8%	17.6%	55.3%	38.8%
%H (TV HH)			25.3%	10.7%	81.3%	20.0%	62.7%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1032	978	348	148	766	295	471	829
%H (All HH)		94.8%	33.7%	14.3%	74.2%	28.6%	45.6%	80.3%
%H (TV HH)			35.6%	15.1%	78.3%	30.2%	48.2%	
Under 25	35	27	12	5	18	10	8	30
%V	3.4%	2.8%	3.4%	3.4%	2.3%	3.4%	1.7%	3.6%
%H (All HH)		77.1%	34.3%	14.3%	51.4%	28.6%	22.9%	85.7%
%H (TV HH)			44.4%	18.5%	66.7%	37.0%	29.6%	
25 - 34	149	140	60	18	97	43	54	139
%V	14.4%	14.3%	17.2%	12.2%	12.7%	14.6%	11.5%	16.8%
%H (All HH)		94.0%	40.3%	12.1%	65.1%	28.9%	36.2%	93.3%
%H (TV HH)			42.9%	12.9%	69.3%	30.7%	38.6%	
35 - 44	173	165	72	37	110	55	55	164
%V	16.8%	16.9%	20.7%	25.0%	14.4%	18.6%	11.7%	19.8%
%H (All HH)		95.4%	41.6%	21.4%	63.6%	31.8%	31.8%	94.8%
%H (TV HH)			43.6%	22.4%	66.7%	33.3%	33.3%	
45 - 54	193	188	69	31	145	58	87	178
%V	18.7%	19.2%	19.8%	20.9%	18.9%	19.7%	18.5%	21.5%
%H (All HH)		97.4%	35.8%	16.1%	75.1%	30.1%	45.1%	92.2%
%H (TV HH)			36.7%	16.5%	77.1%	30.9%	46.3%	
55 - 64	162	154	62	21	124	51	73	138
%V	15.7%	15.7%	17.8%	14.2%	16.2%	17.3%	15.5%	16.6%
%H (All HH)		95.1%	38.3%	13.0%	76.5%	31.5%	45.1%	85.2%
%H (TV HH)			40.3%	13.6%	80.5%	33.1%	47.4%	
65 +	320	303	73	37	271	78	193	180
%V	31.0%	31.0%	21.0%	25.0%	35.4%	26.4%	41.0%	21.7%
%H (All HH)		94.7%	22.8%	11.6%	84.7%	24.4%	60.3%	56.3%
%H (TV HH)			24.1%	12.2%	89.4%	25.7%	63.7%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1032	978	348	148	766	295	471	829
%H (All HH)		94.8%	33.7%	14.3%	74.2%	28.6%	45.6%	80.3%
%H (TV HH)			35.6%	15.1%	78.3%	30.2%	48.2%	
1	315	288	60	34	245	51	194	176
%V	30.5%	29.4%	17.2%	23.0%	32.0%	17.3%	41.2%	21.2%
%H (All HH)		91.4%	19.0%	10.8%	77.8%	16.2%	61.6%	55.9%
%H (TV HH)			20.8%	11.8%	85.1%	17.7%	67.4%	
2	370	359	138	56	284	125	159	320
%V	35.9%	36.7%	39.7%	37.8%	37.1%	42.4%	33.8%	38.6%
%H (All HH)		97.0%	37.3%	15.1%	76.8%	33.8%	43.0%	86.5%
%H (TV HH)			38.4%	15.6%	79.1%	34.8%	44.3%	
3	146	135	63	23	92	44	48	135
%V	14.1%	13.8%	18.1%	15.5%	12.0%	14.9%	10.2%	16.3%
%H (All HH)		92.5%	43.2%	15.8%	63.0%	30.1%	32.9%	92.5%
%H (TV HH)			46.7%	17.0%	68.1%	32.6%	35.6%	
4	140	137	63	26	101	54	47	139
%V	13.6%	14.0%	18.1%	17.6%	13.2%	18.3%	10.0%	16.8%
%H (All HH)		97.9%	45.0%	18.6%	72.1%	38.6%	33.6%	99.3%
%H (TV HH)			46.0%	19.0%	73.7%	39.4%	34.3%	
5+	62	59	24	9	44	21	23	59
%V	6.0%	6.0%	6.9%	6.1%	5.7%	7.1%	4.9%	7.1%
%H (All HH)		95.2%	38.7%	14.5%	71.0%	33.9%	37.1%	95.2%
%H (TV HH)			40.7%	15.3%	74.6%	35.6%	39.0%	
Average HH size	2.31	2.32	2.59	2.52	2.25	2.60	2.04	2.52

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1032	978	348	148	766	295	471	829
%H (All HH)		94.8%	33.7%	14.3%	74.2%	28.6%	45.6%	80.3%
%H (TV HH)			35.6%	15.1%	78.3%	30.2%	48.2%	
Without	785	735	237	108	599	215	384	593
%V	76.1%	75.2%	68.1%	73.0%	78.2%	72.9%	81.5%	71.5%
%H (All HH)		93.6%	30.2%	13.8%	76.3%	27.4%	48.9%	75.5%
%H (TV HH)			32.2%	14.7%	81.5%	29.3%	52.2%	
With	247	243	111	40	167	81	87	236
%V	23.9%	24.8%	31.9%	27.0%	21.8%	27.5%	18.5%	28.5%
%H (All HH)		98.4%	44.9%	16.2%	67.6%	32.8%	35.2%	95.5%
%H (TV HH)			45.7%	16.5%	68.7%	33.3%	35.8%	
0 - 3	92	92	38	16	63	27	36	87
%V	8.9%	9.4%	10.9%	10.8%	8.2%	9.2%	7.6%	10.5%
%H (All HH)		100.0%	41.3%	17.4%	68.5%	29.3%	39.1%	94.6%
%H (TV HH)			41.3%	17.4%	68.5%	29.3%	39.1%	
4 - 9	121	118	57	20	82	44	38	117
%V	11.7%	12.1%	16.4%	13.5%	10.7%	14.9%	8.1%	14.1%
%H (All HH)		97.5%	47.1%	16.5%	67.8%	36.4%	31.4%	96.7%
%H (TV HH)			48.3%	16.9%	69.5%	37.3%	32.2%	
10 - 15	114	112	54	20	80	42	38	111
%V	11.0%	11.5%	15.5%	13.5%	10.4%	14.2%	8.1%	13.4%
%H (All HH)		98.2%	47.4%	17.5%	70.2%	36.8%	33.3%	97.4%
%H (TV HH)			48.2%	17.9%	71.4%	37.5%	33.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1032	978	348	148	766	295	471	829
%H (All HH)		94.8%	33.7%	14.3%	74.2%	28.6%	45.6%	80.3%
%H (TV HH)			35.6%	15.1%	78.3%	30.2%	48.2%	
1	419	419	105	49	302	49	253	303
%V	40.6%	42.8%	30.2%	33.1%	39.4%	16.6%	53.7%	36.6%
%H (All HH)		100.0%	25.1%	11.7%	72.1%	11.7%	60.4%	72.3%
%H (TV HH)			25.1%	11.7%	72.1%	11.7%	60.4%	
2	333	333	131	54	269	121	148	276
%V	32.3%	34.0%	37.6%	36.5%	35.1%	41.0%	31.4%	33.3%
%H (All HH)		100.0%	39.3%	16.2%	80.8%	36.3%	44.4%	82.9%
%H (TV HH)			39.3%	16.2%	80.8%	36.3%	44.4%	
3	131	131	62	24	111	65	46	122
%V	12.7%	13.4%	17.8%	16.2%	14.5%	22.0%	9.8%	14.7%
%H (All HH)		100.0%	47.3%	18.3%	84.7%	49.6%	35.1%	93.1%
%H (TV HH)			47.3%	18.3%	84.7%	49.6%	35.1%	
4	67	67	36	15	59	42	17	64
%V	6.5%	6.9%	10.3%	10.1%	7.7%	14.2%	3.6%	7.7%
%H (All HH)		100.0%	53.7%	22.4%	88.1%	62.7%	25.4%	95.5%
%H (TV HH)			53.7%	22.4%	88.1%	62.7%	25.4%	
5+	29	29	14	7	26	18	8	29
%V	2.8%	3.0%	4.0%	4.7%	3.4%	6.1%	1.7%	3.5%
%H (All HH)		100.0%	48.3%	24.1%	89.7%	62.1%	27.6%	100.0%
%H (TV HH)			48.3%	24.1%	89.7%	62.1%	27.6%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1032	978	348	148	766	295	471	829
%H (All HH)		94.8%	33.7%	14.3%	74.2%	28.6%	45.6%	80.3%
%H (TV HH)			35.6%	15.1%	78.3%	30.2%	48.2%	
Under 20"	235	235	84	32	208	89	119	202
%V	22.8%	24.0%	24.1%	21.6%	27.2%	30.2%	25.3%	24.4%
%H (All HH)		100.0%	35.7%	13.6%	88.5%	37.9%	50.6%	86.0%
%H (TV HH)			35.7%	13.6%	88.5%	37.9%	50.6%	
20" - 29"	408	408	134	63	345	138	208	328
%V	39.5%	41.7%	38.5%	42.6%	45.0%	46.8%	44.2%	39.6%
%H (All HH)		100.0%	32.8%	15.4%	84.6%	33.8%	51.0%	80.4%
%H (TV HH)			32.8%	15.4%	84.6%	33.8%	51.0%	
30" - 39"	529	529	200	90	418	180	237	443
%V	51.3%	54.1%	57.5%	60.8%	54.6%	61.0%	50.3%	53.4%
%H (All HH)		100.0%	37.8%	17.0%	79.0%	34.0%	44.8%	83.7%
%H (TV HH)			37.8%	17.0%	79.0%	34.0%	44.8%	
40" and over	383	383	193	68	281	160	121	340
%V	37.1%	39.2%	55.5%	45.9%	36.7%	54.2%	25.7%	41.0%
%H (All HH)		100.0%	50.4%	17.8%	73.4%	41.8%	31.6%	88.8%
%H (TV HH)			50.4%	17.8%	73.4%	41.8%	31.6%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1032	978	348	148	766	295	471	829
%H (All HH)		94.8%	33.7%	14.3%	74.2%	28.6%	45.6%	80.3%
%H (TV HH)			35.6%	15.1%	78.3%	30.2%	48.2%	
Main living room	965	965	348	148	757	295	462	786
%V	93.5%	98.7%	100.0%	100.0%	98.8%	100.0%	98.1%	94.8%
%H (All HH)		100.0%	36.1%	15.3%	78.4%	30.6%	47.9%	81.5%
%H (TV HH)			36.1%	15.3%	78.4%	30.6%	47.9%	
Kitchen	116	116	44	23	107	58	48	108
%V	11.2%	11.9%	12.6%	15.5%	14.0%	19.7%	10.2%	13.0%
%H (All HH)		100.0%	37.9%	19.8%	92.2%	50.0%	41.4%	93.1%
%H (TV HH)			37.9%	19.8%	92.2%	50.0%	41.4%	
Adult's bedroom	421	421	185	75	352	193	159	368
%V	40.8%	43.0%	53.2%	50.7%	46.0%	65.4%	33.8%	44.4%
%H (All HH)		100.0%	43.9%	17.8%	83.6%	45.8%	37.8%	87.4%
%H (TV HH)			43.9%	17.8%	83.6%	45.8%	37.8%	
Child's bedroom	91	91	52	17	69	46	22	88
%V	8.8%	9.3%	14.9%	11.5%	9.0%	15.6%	4.7%	10.6%
%H (All HH)		100.0%	57.1%	18.7%	75.8%	50.5%	24.2%	96.7%
%H (TV HH)			57.1%	18.7%	75.8%	50.5%	24.2%	
Other bedroom	44	44	20	10	38	23	15	42
%V	4.3%	4.5%	5.7%	6.8%	5.0%	7.8%	3.2%	5.1%
%H (All HH)		100.0%	45.5%	22.7%	86.4%	52.3%	34.1%	95.5%
%H (TV HH)			45.5%	22.7%	86.4%	52.3%	34.1%	
Second living/dining room	82	82	32	19	74	41	33	71
%V	7.9%	8.4%	9.2%	12.8%	9.7%	13.9%	7.0%	8.6%
%H (All HH)		100.0%	39.0%	23.2%	90.2%	50.0%	40.2%	86.6%
%H (TV HH)			39.0%	23.2%	90.2%	50.0%	40.2%	
Study/office	16	16	6	3	14	7	7	14
%V	1.6%	1.6%	1.7%	2.0%	1.8%	2.4%	1.5%	1.7%
%H (All HH)		100.0%	37.5%	18.8%	87.5%	43.8%	43.8%	87.5%
%H (TV HH)			37.5%	18.8%	87.5%	43.8%	43.8%	
TV room	5	5	3	0	5	3	2	5
%V	0.5%	0.5%	0.9%	0.0%	0.7%	1.0%	0.4%	0.6%
%H (All HH)		100.0%	60.0%	0.0%	100.0%	60.0%	40.0%	100.0%
%H (TV HH)			60.0%	0.0%	100.0%	60.0%	40.0%	
Conservatory	20	20	8	2	18	7	11	18
%V	1.9%	2.0%	2.3%	1.4%	2.3%	2.4%	2.3%	2.2%
%H (All HH)		100.0%	40.0%	10.0%	90.0%	35.0%	55.0%	90.0%
%H (TV HH)			40.0%	10.0%	90.0%	35.0%	55.0%	
Attic or loft room	2	2	1	1	2	2	0	2
%V	0.2%	0.2%	0.3%	0.7%	0.3%	0.7%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	50.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			50.0%	50.0%	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	3	3	1	1	2	1	1	3
%V	0.3%	0.3%	0.3%	0.7%	0.3%	0.3%	0.2%	0.4%
%H (All HH)		100.0%	33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	66.7%	33.3%	33.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

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BBC West

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	1032	978	348	148	766	295	471	829
%H (All HH)		94.8%	33.7%	14.3%	74.2%	28.6%	45.6%	80.3%
%H (TV HH)			35.6%	15.1%	78.3%	30.2%	48.2%	
Any DSAT provider	348	348	348	6	210	210	0	312
%V	33.7%	35.6%	100.0%	4.1%	27.4%	71.2%	0.0%	37.6%
%H (All HH)			100.0%	1.7%	60.3%	60.3%	0.0%	89.7%
%H (TV HH)			100.0%	1.7%	60.3%	60.3%	0.0%	
Sky with subscription	267	267	267	2	167	167	0	248
%V	25.9%	27.3%	76.7%	1.4%	21.8%	56.6%	0.0%	29.9%
%H (All HH)			100.0%	0.7%	62.5%	62.5%	0.0%	92.9%
%H (TV HH)			100.0%	0.7%	62.5%	62.5%	0.0%	
Sky without subscription	24	24	24	1	14	14	0	20
%V	2.3%	2.5%	6.9%	0.7%	1.8%	4.7%	0.0%	2.4%
%H (All HH)			100.0%	4.2%	58.3%	58.3%	0.0%	83.3%
%H (TV HH)			100.0%	4.2%	58.3%	58.3%	0.0%	
Freesat	66	66	66	3	34	34	0	54
%V	6.4%	6.7%	19.0%	2.0%	4.4%	11.5%	0.0%	6.5%
%H (All HH)			100.0%	4.5%	51.5%	51.5%	0.0%	81.8%
%H (TV HH)			100.0%	4.5%	51.5%	51.5%	0.0%	
Other satellite provider	7	7	7	0	4	4	0	5
%V	0.7%	0.7%	2.0%	0.0%	0.5%	1.4%	0.0%	0.6%
%H (All HH)			100.0%	0.0%	57.1%	57.1%	0.0%	71.4%
%H (TV HH)			100.0%	0.0%	57.1%	57.1%	0.0%	
DCAB	148	148	6	148	89	89	0	134
%V	14.3%	15.1%	1.7%	100.0%	11.6%	30.2%	0.0%	16.2%
%H (All HH)			4.1%	100.0%	60.1%	60.1%	0.0%	90.5%
%H (TV HH)			4.1%	100.0%	60.1%	60.1%	0.0%	
DTT	766	766	210	89	766	295	471	602
%V	74.2%	78.3%	60.3%	60.1%	100.0%	100.0%	100.0%	72.6%
%H (All HH)		100.0%	27.4%	11.6%	100.0%	38.5%	61.5%	78.6%
%H (TV HH)			27.4%	11.6%	100.0%	38.5%	61.5%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

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	1032	978	348	148	766	295	471	829
%H (All HH)		94.8%	33.7%	14.3%	74.2%	28.6%	45.6%	80.3%
%H (TV HH)			35.6%	15.1%	78.3%	30.2%	48.2%	
PVR	619	619	301	128	457	260	197	555
%V	60.0%	63.3%	86.5%	86.5%	59.7%	88.1%	41.8%	66.9%
%H (All HH)		100.0%	48.6%	20.7%	73.8%	42.0%	31.8%	89.7%
%H (TV HH)			48.6%	20.7%	73.8%	42.0%	31.8%	
DVDR	30	30	7	4	27	8	19	23
%V	2.9%	3.1%	2.0%	2.7%	3.5%	2.7%	4.0%	2.8%
%H (All HH)		100.0%	23.3%	13.3%	90.0%	26.7%	63.3%	76.7%
%H (TV HH)			23.3%	13.3%	90.0%	26.7%	63.3%	
VCR	20	20	5	3	18	6	11	12
%V	1.9%	2.0%	1.4%	2.0%	2.3%	2.0%	2.3%	1.4%
%H (All HH)		100.0%	25.0%	15.0%	90.0%	30.0%	55.0%	60.0%
%H (TV HH)			25.0%	15.0%	90.0%	30.0%	55.0%	
Any recorder	642	642	304	130	477	264	214	567
%V	62.2%	65.6%	87.4%	87.8%	62.3%	89.5%	45.4%	68.4%
%H (All HH)		100.0%	47.4%	20.2%	74.3%	41.1%	33.3%	88.3%
%H (TV HH)			47.4%	20.2%	74.3%	41.1%	33.3%	
Receives HDTV (via STB or built-in reception)	564	564	242	127	433	232	200	498
%V	54.7%	57.7%	69.5%	85.8%	56.5%	78.6%	42.5%	60.1%
%H (All HH)		100.0%	42.9%	22.5%	76.8%	41.1%	35.5%	88.3%
%H (TV HH)			42.9%	22.5%	76.8%	41.1%	35.5%	
DVD/Blu-ray player or recorder	808	808	301	128	646	268	379	681
%V	78.3%	82.6%	86.5%	86.5%	84.3%	90.8%	80.5%	82.1%
%H (All HH)		100.0%	37.3%	15.8%	80.0%	33.2%	46.9%	84.3%
%H (TV HH)			37.3%	15.8%	80.0%	33.2%	46.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1032	978	348	148	766	295	471	829
%V (All HH)		94.8%	33.7%	14.3%	74.2%	28.6%	45.6%	80.3%
%H (TV HH)			35.6%	15.1%	78.3%	30.2%	48.2%	
Has broadband internet	829	794	312	134	602	265	337	829
%V	80.3%	81.2%	89.7%	90.5%	78.6%	89.8%	71.5%	100.0%
%H (All HH)		95.8%	37.6%	16.2%	72.6%	32.0%	40.7%	100.0%
%H (TV HH)			39.3%	16.9%	75.8%	33.4%	42.4%	
Number of computers (PCs and laptops)								
0	184	171	32	17	153	30	123	12
%V	17.8%	17.5%	9.2%	11.5%	20.0%	10.2%	26.1%	1.4%
%H (All HH)		92.9%	17.4%	9.2%	83.2%	16.3%	66.8%	6.5%
%H (TV HH)			18.7%	9.9%	89.5%	17.5%	71.9%	
1	299	282	90	38	224	75	149	274
%V	29.0%	28.8%	25.9%	25.7%	29.2%	25.4%	31.6%	33.1%
%H (All HH)		94.3%	30.1%	12.7%	74.9%	25.1%	49.8%	91.6%
%H (TV HH)			31.9%	13.5%	79.4%	26.6%	52.8%	
2	226	216	85	40	158	72	86	222
%V	21.9%	22.1%	24.4%	27.0%	20.6%	24.4%	18.3%	26.8%
%H (All HH)		95.6%	37.6%	17.7%	69.9%	31.9%	38.1%	98.2%
%H (TV HH)			39.4%	18.5%	73.1%	33.3%	39.8%	
3	133	130	59	23	96	48	48	133
%V	12.9%	13.3%	17.0%	15.5%	12.5%	16.3%	10.2%	16.0%
%H (All HH)		97.7%	44.4%	17.3%	72.2%	36.1%	36.1%	100.0%
%H (TV HH)			45.4%	17.7%	73.8%	36.9%	36.9%	
4	85	81	40	14	60	33	27	85
%V	8.2%	8.3%	11.5%	9.5%	7.8%	11.2%	5.7%	10.3%
%H (All HH)		95.3%	47.1%	16.5%	70.6%	38.8%	31.8%	100.0%
%H (TV HH)			49.4%	17.3%	74.1%	40.7%	33.3%	
5+	104	98	42	16	76	38	38	104
%V	10.1%	10.0%	12.1%	10.8%	9.9%	12.9%	8.1%	12.5%
%H (All HH)		94.2%	40.4%	15.4%	73.1%	36.5%	36.5%	100.0%
%H (TV HH)			42.9%	16.3%	77.6%	38.8%	38.8%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

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	1896	767	326	1546	749	797	1630
%H		40.5%	17.2%	81.5%	39.5%	42.0%	86.0%
Under 20"	291	104	46	259	119	141	255
%V	15.3%	13.6%	14.1%	16.8%	15.9%	17.7%	15.6%
%H		35.7%	15.8%	89.0%	40.9%	48.5%	87.6%
20" - 29"	511	174	82	438	189	249	423
%V	27.0%	22.7%	25.2%	28.3%	25.2%	31.2%	26.0%
%H		34.1%	16.0%	85.7%	37.0%	48.7%	82.8%
30" - 39"	635	247	118	514	243	271	543
%V	33.5%	32.2%	36.2%	33.2%	32.4%	34.0%	33.3%
%H		38.9%	18.6%	80.9%	38.3%	42.7%	85.5%
40" and over	452	241	80	330	198	132	407
%V	23.8%	31.4%	24.5%	21.3%	26.4%	16.6%	25.0%
%H		53.3%	17.7%	73.0%	43.8%	29.2%	90.0%
Don't know	6	1	0	5	0	5	3
%V	0.3%	0.1%	0.0%	0.3%	0.0%	0.6%	0.2%
%H		16.7%	0.0%	83.3%	0.0%	83.3%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

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	1896	767	326	1546	749	797	1630
%H		40.5%	17.2%	81.5%	39.5%	42.0%	86.0%
Main living room	968	350	148	759	296	463	789
%V	51.1%	45.6%	45.4%	49.1%	39.5%	58.1%	48.4%
%H		36.2%	15.3%	78.4%	30.6%	47.8%	81.5%
Kitchen	116	44	23	107	58	48	108
%V	6.1%	5.7%	7.1%	6.9%	7.7%	6.0%	6.6%
%H		37.9%	19.8%	92.2%	50.0%	41.4%	93.1%
Adult's bedroom	500	223	91	422	239	184	443
%V	26.4%	29.1%	27.9%	27.3%	31.9%	23.1%	27.2%
%H		44.6%	18.2%	84.4%	47.8%	36.8%	88.6%
Child's bedroom	132	76	27	99	70	29	128
%V	7.0%	9.9%	8.3%	6.4%	9.3%	3.6%	7.9%
%H		57.6%	20.5%	75.0%	53.0%	22.0%	97.0%
Other bedroom	51	23	11	43	25	18	47
%V	2.7%	3.0%	3.4%	2.8%	3.3%	2.3%	2.9%
%H		45.1%	21.6%	84.3%	49.0%	35.3%	92.2%
Second living/dining room	83	32	19	75	41	34	71
%V	4.4%	4.2%	5.8%	4.9%	5.5%	4.3%	4.4%
%H		38.6%	22.9%	90.4%	49.4%	41.0%	85.5%
Study/office	17	6	3	16	8	7	16
%V	0.9%	0.8%	0.9%	1.0%	1.1%	0.9%	1.0%
%H		35.3%	17.6%	94.1%	47.1%	41.2%	94.1%
TV room	5	3	0	5	3	2	5
%V	0.3%	0.4%	0.0%	0.3%	0.4%	0.3%	0.3%
%H		60.0%	0.0%	100.0%	60.0%	40.0%	100.0%
Conservatory	20	8	2	18	7	11	18
%V	1.1%	1.0%	0.6%	1.2%	0.9%	1.4%	1.1%
%H		40.0%	10.0%	90.0%	35.0%	55.0%	90.0%
Attic or loft room	2	1	1	2	2	0	2
%V	0.1%	0.1%	0.3%	0.1%	0.3%	0.0%	0.1%
%H		50.0%	50.0%	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	3	1	1	2	1	1	3
%V	0.2%	0.1%	0.3%	0.1%	0.1%	0.1%	0.2%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

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	1896	767	326	1546	749	797	1630
%H		40.5%	17.2%	81.5%	39.5%	42.0%	86.0%
PVR	793	409	173	586	364	222	722
%V	41.8%	53.3%	53.1%	37.9%	48.6%	27.9%	44.3%
%H		51.6%	21.8%	73.9%	45.9%	28.0%	91.0%
DVDR	32	8	4	29	9	20	25
%V	1.7%	1.0%	1.2%	1.9%	1.2%	2.5%	1.5%
%H		25.0%	12.5%	90.6%	28.1%	62.5%	78.1%
VCR	21	6	3	18	7	11	13
%V	1.1%	0.8%	0.9%	1.2%	0.9%	1.4%	0.8%
%H		28.6%	14.3%	85.7%	33.3%	52.4%	61.9%
Any recorder	822	414	176	613	370	243	740
%V	43.4%	54.0%	54.0%	39.7%	49.4%	30.5%	45.4%
%H		50.4%	21.4%	74.6%	45.0%	29.6%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1896	767	326	1546	749	797	1630
%H		40.5%	17.2%	81.5%	39.5%	42.0%	86.0%
Receives HDTV (via STB or built-in reception)	817	352	200	648	374	274	738
%V	43.1%	45.9%	61.3%	41.9%	49.9%	34.4%	45.3%
%H		43.1%	24.5%	79.3%	45.8%	33.5%	90.3%
DVD/Blu-ray player or recorder	1173	477	206	967	471	496	1024
%V	61.9%	62.2%	63.2%	62.5%	62.9%	62.2%	62.8%
%H		40.7%	17.6%	82.4%	40.2%	42.3%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	975	348	148	766	295	471	791
%H		35.7%	15.2%	78.6%	30.3%	48.3%	81.1%
Under 20"	27	1	2	24	2	22	17
%V	2.8%	0.3%	1.4%	3.1%	0.7%	4.7%	2.1%
%H		3.7%	7.4%	88.9%	7.4%	81.5%	63.0%
20" - 29"	175	30	15	153	26	127	120
%V	17.9%	8.6%	10.1%	20.0%	8.8%	27.0%	15.2%
%H		17.1%	8.6%	87.4%	14.9%	72.6%	68.6%
30" - 39"	403	128	68	318	114	204	326
%V	41.3%	36.8%	45.9%	41.5%	38.6%	43.3%	41.2%
%H		31.8%	16.9%	78.9%	28.3%	50.6%	80.9%
40" and over	368	189	63	268	153	114	325
%V	37.7%	54.3%	42.6%	35.0%	51.9%	24.2%	41.1%
%H		51.4%	17.1%	72.8%	41.6%	31.0%	88.3%
Don't know	3	0	0	2	0	2	2
%V	0.3%	0.0%	0.0%	0.3%	0.0%	0.4%	0.3%
%H		0.0%	0.0%	66.7%	0.0%	66.7%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	975	348	148	766	295	471	791
%H		35.7%	15.2%	78.6%	30.3%	48.3%	81.1%
PVR	605	297	125	442	254	189	541
%V	62.1%	85.3%	84.5%	57.7%	86.1%	40.1%	68.4%
%H		49.1%	20.7%	73.1%	42.0%	31.2%	89.4%
DVDR	26	5	4	23	6	17	19
%V	2.7%	1.4%	2.7%	3.0%	2.0%	3.6%	2.4%
%H		19.2%	15.4%	88.5%	23.1%	65.4%	73.1%
VCR	16	4	3	14	5	9	9
%V	1.6%	1.1%	2.0%	1.8%	1.7%	1.9%	1.1%
%H		25.0%	18.8%	87.5%	31.3%	56.3%	56.3%
Any recorder	627	300	127	463	257	206	553
%V	64.3%	86.2%	85.8%	60.4%	87.1%	43.7%	69.9%
%H		47.8%	20.3%	73.8%	41.0%	32.9%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	975	348	148	766	295	471	791
%H		35.7%	15.2%	78.6%	30.3%	48.3%	81.1%
Receives HDTV (via STB or built-in reception)	547	236	123	416	223	194	484
%V	56.1%	67.8%	83.1%	54.3%	75.6%	41.2%	61.2%
%H		43.1%	22.5%	76.1%	40.8%	35.5%	88.5%
DVD/Blu-ray player or recorder	769	286	124	612	251	360	644
%V	78.9%	82.2%	83.8%	79.9%	85.1%	76.4%	81.4%
%H		37.2%	16.1%	79.6%	32.6%	46.8%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	921	419	178	781	454	326	839
%H		45.5%	19.3%	84.8%	49.3%	35.4%	91.1%
Under 20"	265	103	44	235	117	118	237
%V	28.8%	24.6%	24.7%	30.1%	25.8%	36.2%	28.2%
%H		38.9%	16.6%	88.7%	44.2%	44.5%	89.4%
20" - 29"	336	144	67	285	163	122	302
%V	36.5%	34.4%	37.6%	36.5%	35.9%	37.4%	36.0%
%H		42.9%	19.9%	84.8%	48.5%	36.3%	89.9%
30" - 39"	233	120	50	196	129	66	217
%V	25.3%	28.6%	28.1%	25.1%	28.4%	20.2%	25.9%
%H		51.5%	21.5%	84.1%	55.4%	28.3%	93.1%
40" and over	85	52	17	62	45	18	82
%V	9.2%	12.4%	9.6%	7.9%	9.9%	5.5%	9.8%
%H		61.2%	20.0%	72.9%	52.9%	21.2%	96.5%
Don't know	3	1	0	3	0	3	1
%V	0.3%	0.2%	0.0%	0.4%	0.0%	0.9%	0.1%
%H		33.3%	0.0%	100.0%	0.0%	100.0%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC West

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	921	419	178	781	454	326	839
%H		45.5%	19.3%	84.8%	49.3%	35.4%	91.1%
PVR	188	111	48	143	110	34	181
%V	20.4%	26.5%	27.0%	18.3%	24.2%	10.4%	21.6%
%H		59.0%	25.5%	76.1%	58.5%	18.1%	96.3%
DVDR	6	2	1	6	3	3	6
%V	0.7%	0.5%	0.6%	0.8%	0.7%	0.9%	0.7%
%H		33.3%	16.7%	100.0%	50.0%	50.0%	100.0%
VCR	5	2	1	4	2	2	4
%V	0.5%	0.5%	0.6%	0.5%	0.4%	0.6%	0.5%
%H		40.0%	20.0%	80.0%	40.0%	40.0%	80.0%
Any recorder	195	113	49	149	113	37	187
%V	21.2%	27.0%	27.5%	19.1%	24.9%	11.3%	22.3%
%H		57.9%	25.1%	76.4%	57.9%	19.0%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	921	419	178	781	454	326	839
%H		45.5%	19.3%	84.8%	49.3%	35.4%	91.1%
Receives HDTV (via STB or built-in reception)	271	117	76	232	151	81	254
%V	29.4%	27.9%	42.7%	29.7%	33.3%	24.8%	30.3%
%H		43.2%	28.0%	85.6%	55.7%	29.9%	93.7%
DVD/Blu-ray player or recorder	404	191	82	356	220	136	380
%V	43.9%	45.6%	46.1%	45.6%	48.5%	41.7%	45.3%
%H		47.3%	20.3%	88.1%	54.5%	33.7%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2381	2272	902	373	1727	765	962	2091
%H		95.4%	37.9%	15.7%	72.5%	32.1%	40.4%	87.8%
Total Children	429	423	195	76	295	148	147	414
%V	18.0%	18.6%	21.6%	20.4%	17.1%	19.3%	15.3%	19.8%
%H		98.6%	45.5%	17.7%	68.8%	34.5%	34.3%	96.5%
0 - 3	111	110	43	18	78	33	45	104
%V	4.7%	4.8%	4.8%	4.8%	4.5%	4.3%	4.7%	5.0%
%H		99.1%	38.7%	16.2%	70.3%	29.7%	40.5%	93.7%
4 - 15	318	313	152	57	216	115	102	309
%V	13.4%	13.8%	16.9%	15.3%	12.5%	15.0%	10.6%	14.8%
%H		98.4%	47.8%	17.9%	67.9%	36.2%	32.1%	97.2%
4 - 9	164	162	78	27	110	58	52	159
%V	6.9%	7.1%	8.6%	7.2%	6.4%	7.6%	5.4%	7.6%
%H		98.8%	47.6%	16.5%	67.1%	35.4%	31.7%	97.0%
10 - 15	154	151	73	31	107	57	49	151
%V	6.5%	6.6%	8.1%	8.3%	6.2%	7.5%	5.1%	7.2%
%H		98.1%	47.4%	20.1%	69.5%	37.0%	31.8%	98.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2381	2272	902	373	1727	765	962	2091
%H		95.4%	37.9%	15.7%	72.5%	32.1%	40.4%	87.8%
Total Adults (16+)	1952	1848	707	297	1433	618	815	1677
%V	82.0%	81.3%	78.4%	79.6%	83.0%	80.8%	84.7%	80.2%
%H		94.7%	36.2%	15.2%	73.4%	31.7%	41.8%	85.9%
16 - 19	122	110	48	19	82	44	38	119
%V	5.1%	4.8%	5.3%	5.1%	4.7%	5.8%	4.0%	5.7%
%H		90.2%	39.3%	15.6%	67.2%	36.1%	31.1%	97.5%
20 - 24	137	115	45	23	86	43	43	129
%V	5.8%	5.1%	5.0%	6.2%	5.0%	5.6%	4.5%	6.2%
%H		83.9%	32.8%	16.8%	62.8%	31.4%	31.4%	94.2%
25 - 34	301	283	119	38	201	90	112	283
%V	12.6%	12.5%	13.2%	10.2%	11.6%	11.8%	11.6%	13.5%
%H		94.0%	39.5%	12.6%	66.8%	29.9%	37.2%	94.0%
35 - 44	296	285	129	58	189	98	91	283
%V	12.4%	12.5%	14.3%	15.5%	10.9%	12.8%	9.5%	13.5%
%H		96.3%	43.6%	19.6%	63.9%	33.1%	30.7%	95.6%
45 - 54	356	345	135	65	261	118	143	334
%V	15.0%	15.2%	15.0%	17.4%	15.1%	15.4%	14.9%	16.0%
%H		96.9%	37.9%	18.3%	73.3%	33.1%	40.2%	93.8%
55 - 64	273	262	104	40	216	95	121	238
%V	11.5%	11.5%	11.5%	10.7%	12.5%	12.4%	12.6%	11.4%
%H		96.0%	38.1%	14.7%	79.1%	34.8%	44.3%	87.2%
65+	468	447	127	54	398	130	268	291
%V	19.7%	19.7%	14.1%	14.5%	23.0%	17.0%	27.9%	13.9%
%H		95.5%	27.1%	11.5%	85.0%	27.8%	57.3%	62.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1952	1848	707	297	1433	618	815	1677
%H		94.7%	36.2%	15.2%	73.4%	31.7%	41.8%	85.9%
AB	624	595	196	124	473	197	276	598
%V	32.0%	32.2%	27.7%	41.8%	33.0%	31.9%	33.9%	35.7%
%H		95.4%	31.4%	19.9%	75.8%	31.6%	44.2%	95.8%
C1	530	487	193	81	358	160	198	476
%V	27.2%	26.4%	27.3%	27.3%	25.0%	25.9%	24.3%	28.4%
%H		91.9%	36.4%	15.3%	67.5%	30.2%	37.4%	89.8%
C2	404	398	186	41	322	153	169	346
%V	20.7%	21.5%	26.3%	13.8%	22.5%	24.8%	20.7%	20.6%
%H		98.5%	46.0%	10.1%	79.7%	37.9%	41.8%	85.6%
D	278	263	104	39	194	85	109	204
%V	14.2%	14.2%	14.7%	13.1%	13.5%	13.8%	13.4%	12.2%
%H		94.6%	37.4%	14.0%	69.8%	30.6%	39.2%	73.4%
E	117	105	28	13	85	23	62	54
%V	6.0%	5.7%	4.0%	4.4%	5.9%	3.7%	7.6%	3.2%
%H		89.7%	23.9%	11.1%	72.6%	19.7%	53.0%	46.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1952	1848	707	297	1433	618	815	1677
%H		94.7%	36.2%	15.2%	73.4%	31.7%	41.8%	85.9%
Working full time	907	869	380	160	630	317	313	869
%V	46.5%	47.0%	53.7%	53.9%	44.0%	51.3%	38.4%	51.8%
%H		95.8%	41.9%	17.6%	69.5%	35.0%	34.5%	95.8%
Working part time	241	230	87	45	168	73	96	225
%V	12.3%	12.4%	12.3%	15.2%	11.7%	11.8%	11.8%	13.4%
%H		95.4%	36.1%	18.7%	69.7%	30.3%	39.8%	93.4%
Not working	804	749	240	92	635	228	407	584
%V	41.2%	40.5%	33.9%	31.0%	44.3%	36.9%	49.9%	34.8%
%H		93.2%	29.9%	11.4%	79.0%	28.4%	50.6%	72.6%
Housewife/Houseperson	1032	978	348	148	766	295	471	829
%V	52.9%	52.9%	49.2%	49.8%	53.5%	47.7%	57.8%	49.4%
%H		94.8%	33.7%	14.3%	74.2%	28.6%	45.6%	80.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	956	897	356	143	690	309	381	830
%H		93.8%	37.2%	15.0%	72.2%	32.3%	39.9%	86.8%
16 - 19	66	59	25	12	42	24	18	65
%V	6.9%	6.6%	7.0%	8.4%	6.1%	7.8%	4.7%	7.8%
%H		89.4%	37.9%	18.2%	63.6%	36.4%	27.3%	98.5%
20 - 24	65	54	25	7	42	22	21	61
%V	6.8%	6.0%	7.0%	4.9%	6.1%	7.1%	5.5%	7.3%
%H		83.1%	38.5%	10.8%	64.6%	33.8%	32.3%	93.8%
25 - 34	151	139	57	18	99	44	56	141
%V	15.8%	15.5%	16.0%	12.6%	14.3%	14.2%	14.7%	17.0%
%H		92.1%	37.7%	11.9%	65.6%	29.1%	37.1%	93.4%
35 - 44	149	142	63	26	93	44	49	139
%V	15.6%	15.8%	17.7%	18.2%	13.5%	14.2%	12.9%	16.7%
%H		95.3%	42.3%	17.4%	62.4%	29.5%	32.9%	93.3%
45 - 54	178	173	70	33	129	61	69	164
%V	18.6%	19.3%	19.7%	23.1%	18.7%	19.7%	18.1%	19.8%
%H		97.2%	39.3%	18.5%	72.5%	34.3%	38.8%	92.1%
55 - 64	136	129	50	20	109	49	60	119
%V	14.2%	14.4%	14.0%	14.0%	15.8%	15.9%	15.7%	14.3%
%H		94.9%	36.8%	14.7%	80.1%	36.0%	44.1%	87.5%
65+	211	201	66	27	175	67	108	140
%V	22.1%	22.4%	18.5%	18.9%	25.4%	21.7%	28.3%	16.9%
%H		95.3%	31.3%	12.8%	82.9%	31.8%	51.2%	66.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	956	897	356	143	690	309	381	830
%H		93.8%	37.2%	15.0%	72.2%	32.3%	39.9%	86.8%
AB	310	294	105	60	232	102	130	296
%V	32.4%	32.8%	29.5%	42.0%	33.6%	33.0%	34.1%	35.7%
%H		94.8%	33.9%	19.4%	74.8%	32.9%	41.9%	95.5%
C1	241	218	92	36	157	75	82	221
%V	25.2%	24.3%	25.8%	25.2%	22.8%	24.3%	21.5%	26.6%
%H		90.5%	38.2%	14.9%	65.1%	31.1%	34.0%	91.7%
C2	218	215	99	22	174	82	92	183
%V	22.8%	24.0%	27.8%	15.4%	25.2%	26.5%	24.1%	22.0%
%H		98.6%	45.4%	10.1%	79.8%	37.6%	42.2%	83.9%
D	141	129	51	18	93	40	53	106
%V	14.7%	14.4%	14.3%	12.6%	13.5%	12.9%	13.9%	12.8%
%H		91.5%	36.2%	12.8%	66.0%	28.4%	37.6%	75.2%
E	46	41	9	6	34	10	24	23
%V	4.8%	4.6%	2.5%	4.2%	4.9%	3.2%	6.3%	2.8%
%H		89.1%	19.6%	13.0%	73.9%	21.7%	52.2%	50.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	956	897	356	143	690	309	381	830
%H		93.8%	37.2%	15.0%	72.2%	32.3%	39.9%	86.8%
Working full time	566	545	237	96	394	193	201	540
%V	59.2%	60.8%	66.6%	67.1%	57.1%	62.5%	52.8%	65.1%
%H		96.3%	41.9%	17.0%	69.6%	34.1%	35.5%	95.4%
Working part time	45	37	14	4	32	13	19	37
%V	4.7%	4.1%	3.9%	2.8%	4.6%	4.2%	5.0%	4.5%
%H		82.2%	31.1%	8.9%	71.1%	28.9%	42.2%	82.2%
Not working	345	315	106	42	264	104	161	253
%V	36.1%	35.1%	29.8%	29.4%	38.3%	33.7%	42.3%	30.5%
%H		91.3%	30.7%	12.2%	76.5%	30.1%	46.7%	73.3%
Housewife/Houseperson	224	201	65	27	160	54	106	157
%V	23.4%	22.4%	18.3%	18.9%	23.2%	17.5%	27.8%	18.9%
%H		89.7%	29.0%	12.1%	71.4%	24.1%	47.3%	70.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	996	952	351	155	743	308	435	848
%H		95.6%	35.2%	15.6%	74.6%	30.9%	43.7%	85.1%
16 - 19	56	51	23	7	40	20	20	54
%V	5.6%	5.4%	6.6%	4.5%	5.4%	6.5%	4.6%	6.4%
%H		91.1%	41.1%	12.5%	71.4%	35.7%	35.7%	96.4%
20 - 24	72	61	21	16	43	22	22	69
%V	7.2%	6.4%	6.0%	10.3%	5.8%	7.1%	5.1%	8.1%
%H		84.7%	29.2%	22.2%	59.7%	30.6%	30.6%	95.8%
25 - 34	150	144	62	20	102	46	56	141
%V	15.1%	15.1%	17.7%	12.9%	13.7%	14.9%	12.9%	16.6%
%H		96.0%	41.3%	13.3%	68.0%	30.7%	37.3%	94.0%
35 - 44	147	143	66	32	96	54	42	144
%V	14.8%	15.0%	18.8%	20.6%	12.9%	17.5%	9.7%	17.0%
%H		97.3%	44.9%	21.8%	65.3%	36.7%	28.6%	98.0%
45 - 54	178	172	65	32	132	58	74	169
%V	17.9%	18.1%	18.5%	20.6%	17.8%	18.8%	17.0%	19.9%
%H		96.6%	36.5%	18.0%	74.2%	32.6%	41.6%	94.9%
55 - 64	137	134	54	20	107	46	61	120
%V	13.8%	14.1%	15.4%	12.9%	14.4%	14.9%	14.0%	14.2%
%H		97.8%	39.4%	14.6%	78.1%	33.6%	44.5%	87.6%
65+	257	246	60	27	222	63	159	151
%V	25.8%	25.8%	17.1%	17.4%	29.9%	20.5%	36.6%	17.8%
%H		95.7%	23.3%	10.5%	86.4%	24.5%	61.9%	58.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	996	952	351	155	743	308	435	848
%H		95.6%	35.2%	15.6%	74.6%	30.9%	43.7%	85.1%
AB	314	301	92	63	241	95	147	301
%V	31.5%	31.6%	26.2%	40.6%	32.4%	30.8%	33.8%	35.5%
%H		95.9%	29.3%	20.1%	76.8%	30.3%	46.8%	95.9%
C1	288	269	101	45	201	84	117	254
%V	28.9%	28.3%	28.8%	29.0%	27.1%	27.3%	26.9%	30.0%
%H		93.4%	35.1%	15.6%	69.8%	29.2%	40.6%	88.2%
C2	186	184	86	19	148	71	77	163
%V	18.7%	19.3%	24.5%	12.3%	19.9%	23.1%	17.7%	19.2%
%H		98.9%	46.2%	10.2%	79.6%	38.2%	41.4%	87.6%
D	137	134	53	21	101	45	56	98
%V	13.8%	14.1%	15.1%	13.5%	13.6%	14.6%	12.9%	11.6%
%H		97.8%	38.7%	15.3%	73.7%	32.8%	40.9%	71.5%
E	71	64	19	6	51	13	38	31
%V	7.1%	6.7%	5.4%	3.9%	6.9%	4.2%	8.7%	3.7%
%H		90.1%	26.8%	8.5%	71.8%	18.3%	53.5%	43.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	996	952	351	155	743	308	435	848
%H		95.6%	35.2%	15.6%	74.6%	30.9%	43.7%	85.1%
Working full time	341	324	143	64	236	124	112	329
%V	34.2%	34.0%	40.7%	41.3%	31.8%	40.3%	25.7%	38.8%
%H		95.0%	41.9%	18.8%	69.2%	36.4%	32.8%	96.5%
Working part time	196	193	74	41	137	60	76	188
%V	19.7%	20.3%	21.1%	26.5%	18.4%	19.5%	17.5%	22.2%
%H		98.5%	37.8%	20.9%	69.9%	30.6%	38.8%	95.9%
Not working	459	435	134	49	370	124	246	331
%V	46.1%	45.7%	38.2%	31.6%	49.8%	40.3%	56.6%	39.0%
%H		94.8%	29.2%	10.7%	80.6%	27.0%	53.6%	72.1%
Housewife/Houseperson	808	777	283	121	606	241	365	672
%V	81.1%	81.6%	80.6%	78.1%	81.6%	78.2%	83.9%	79.2%
%H		96.2%	35.0%	15.0%	75.0%	29.8%	45.2%	83.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC South West

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	826	358	75	630	248	382	700
%H (All HH)		94.9%	41.1%	8.6%	72.4%	28.5%	43.9%	80.5%
%H (TV HH)			43.3%	9.1%	76.3%	30.0%	46.2%	
AB	243	234	112	15	175	70	105	224
%V	27.9%	28.3%	31.3%	20.0%	27.8%	28.2%	27.5%	32.0%
%H (All HH)		96.3%	46.1%	6.2%	72.0%	28.8%	43.2%	92.2%
%H (TV HH)			47.9%	6.4%	74.8%	29.9%	44.9%	
C1	248	234	98	26	181	72	109	208
%V	28.5%	28.3%	27.4%	34.7%	28.7%	29.0%	28.5%	29.7%
%H (All HH)		94.4%	39.5%	10.5%	73.0%	29.0%	44.0%	83.9%
%H (TV HH)			41.9%	11.1%	77.4%	30.8%	46.6%	
C2	200	192	92	15	150	68	82	160
%V	23.0%	23.2%	25.7%	20.0%	23.8%	27.4%	21.5%	22.9%
%H (All HH)		96.0%	46.0%	7.5%	75.0%	34.0%	41.0%	80.0%
%H (TV HH)			47.9%	7.8%	78.1%	35.4%	42.7%	
D	105	97	32	10	73	21	52	68
%V	12.1%	11.7%	8.9%	13.3%	11.6%	8.5%	13.6%	9.7%
%H (All HH)		92.4%	30.5%	9.5%	69.5%	20.0%	49.5%	64.8%
%H (TV HH)			33.0%	10.3%	75.3%	21.6%	53.6%	
E	74	69	24	9	52	18	34	40
%V	8.5%	8.4%	6.7%	12.0%	8.3%	7.3%	8.9%	5.7%
%H (All HH)		93.2%	32.4%	12.2%	70.3%	24.3%	45.9%	54.1%
%H (TV HH)			34.8%	13.0%	75.4%	26.1%	49.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	826	358	75	630	248	382	700
%H (All HH)		94.9%	41.1%	8.6%	72.4%	28.5%	43.9%	80.5%
%H (TV HH)			43.3%	9.1%	76.3%	30.0%	46.2%	
Under 25	37	32	9	4	23	5	18	32
%V	4.3%	3.9%	2.5%	5.3%	3.7%	2.0%	4.7%	4.6%
%H (All HH)		86.5%	24.3%	10.8%	62.2%	13.5%	48.6%	86.5%
%H (TV HH)			28.1%	12.5%	71.9%	15.6%	56.3%	
25 - 34	99	91	43	14	56	25	31	92
%V	11.4%	11.0%	12.0%	18.7%	8.9%	10.1%	8.1%	13.1%
%H (All HH)		91.9%	43.4%	14.1%	56.6%	25.3%	31.3%	92.9%
%H (TV HH)			47.3%	15.4%	61.5%	27.5%	34.1%	
35 - 44	140	132	61	20	94	45	49	130
%V	16.1%	16.0%	17.0%	26.7%	14.9%	18.1%	12.8%	18.6%
%H (All HH)		94.3%	43.6%	14.3%	67.1%	32.1%	35.0%	92.9%
%H (TV HH)			46.2%	15.2%	71.2%	34.1%	37.1%	
45 - 54	148	140	72	13	106	54	53	136
%V	17.0%	16.9%	20.1%	17.3%	16.8%	21.8%	13.9%	19.4%
%H (All HH)		94.6%	48.6%	8.8%	71.6%	36.5%	35.8%	91.9%
%H (TV HH)			51.4%	9.3%	75.7%	38.6%	37.9%	
55 - 64	167	160	79	11	125	55	70	148
%V	19.2%	19.4%	22.1%	14.7%	19.8%	22.2%	18.3%	21.1%
%H (All HH)		95.8%	47.3%	6.6%	74.9%	32.9%	41.9%	88.6%
%H (TV HH)			49.4%	6.9%	78.1%	34.4%	43.8%	
65 +	279	271	95	14	225	64	162	162
%V	32.1%	32.8%	26.5%	18.7%	35.7%	25.8%	42.4%	23.1%
%H (All HH)		97.1%	34.1%	5.0%	80.6%	22.9%	58.1%	58.1%
%H (TV HH)			35.1%	5.2%	83.0%	23.6%	59.8%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	826	358	75	630	248	382	700
%H (All HH)		94.9%	41.1%	8.6%	72.4%	28.5%	43.9%	80.5%
%H (TV HH)			43.3%	9.1%	76.3%	30.0%	46.2%	
1	268	248	78	18	200	52	149	148
%V	30.8%	30.0%	21.8%	24.0%	31.7%	21.0%	39.0%	21.1%
%H (All HH)		92.5%	29.1%	6.7%	74.6%	19.4%	55.6%	55.2%
%H (TV HH)			31.5%	7.3%	80.6%	21.0%	60.1%	
2	326	310	137	23	236	89	146	286
%V	37.5%	37.5%	38.3%	30.7%	37.5%	35.9%	38.2%	40.9%
%H (All HH)		95.1%	42.0%	7.1%	72.4%	27.3%	44.8%	87.7%
%H (TV HH)			44.2%	7.4%	76.1%	28.7%	47.1%	
3	136	133	66	19	100	54	46	129
%V	15.6%	16.1%	18.4%	25.3%	15.9%	21.8%	12.0%	18.4%
%H (All HH)		97.8%	48.5%	14.0%	73.5%	39.7%	33.8%	94.9%
%H (TV HH)			49.6%	14.3%	75.2%	40.6%	34.6%	
4	97	93	55	10	64	38	26	95
%V	11.1%	11.3%	15.4%	13.3%	10.2%	15.3%	6.8%	13.6%
%H (All HH)		95.9%	56.7%	10.3%	66.0%	39.2%	26.8%	97.9%
%H (TV HH)			59.1%	10.8%	68.8%	40.9%	28.0%	
5+	43	42	22	5	29	14	14	42
%V	4.9%	5.1%	6.1%	6.7%	4.6%	5.6%	3.7%	6.0%
%H (All HH)		97.7%	51.2%	11.6%	67.4%	32.6%	32.6%	97.7%
%H (TV HH)			52.4%	11.9%	69.0%	33.3%	33.3%	
Average HH size	2.24	2.26	2.49	2.49	2.20	2.52	2.00	2.45

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	826	358	75	630	248	382	700
%H (All HH)		94.9%	41.1%	8.6%	72.4%	28.5%	43.9%	80.5%
%H (TV HH)			43.3%	9.1%	76.3%	30.0%	46.2%	
Without	665	627	258	49	494	180	314	503
%V	76.4%	75.9%	72.1%	65.3%	78.4%	72.6%	82.2%	71.9%
%H (All HH)		94.3%	38.8%	7.4%	74.3%	27.1%	47.2%	75.6%
%H (TV HH)			41.1%	7.8%	78.8%	28.7%	50.1%	
With	205	199	100	26	136	68	68	197
%V	23.6%	24.1%	27.9%	34.7%	21.6%	27.4%	17.8%	28.1%
%H (All HH)		97.1%	48.8%	12.7%	66.3%	33.2%	33.2%	96.1%
%H (TV HH)			50.3%	13.1%	68.3%	34.2%	34.2%	
0 - 3	81	79	39	10	51	24	27	76
%V	9.3%	9.6%	10.9%	13.3%	8.1%	9.7%	7.1%	10.9%
%H (All HH)		97.5%	48.1%	12.3%	63.0%	29.6%	33.3%	93.8%
%H (TV HH)			49.4%	12.7%	64.6%	30.4%	34.2%	
4 - 9	94	90	46	11	60	29	31	90
%V	10.8%	10.9%	12.8%	14.7%	9.5%	11.7%	8.1%	12.9%
%H (All HH)		95.7%	48.9%	11.7%	63.8%	30.9%	33.0%	95.7%
%H (TV HH)			51.1%	12.2%	66.7%	32.2%	34.4%	
10 - 15	94	91	47	12	65	35	31	92
%V	10.8%	11.0%	13.1%	16.0%	10.3%	14.1%	8.1%	13.1%
%H (All HH)		96.8%	50.0%	12.8%	69.1%	37.2%	33.0%	97.9%
%H (TV HH)			51.6%	13.2%	71.4%	38.5%	34.1%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	826	358	75	630	248	382	700
%H (All HH)		94.9%	41.1%	8.6%	72.4%	28.5%	43.9%	80.5%
%H (TV HH)			43.3%	9.1%	76.3%	30.0%	46.2%	
1	327	327	111	26	226	45	181	240
%V	37.6%	39.6%	31.0%	34.7%	35.9%	18.1%	47.4%	34.3%
%H (All HH)		100.0%	33.9%	8.0%	69.1%	13.8%	55.4%	73.4%
%H (TV HH)			33.9%	8.0%	69.1%	13.8%	55.4%	
2	297	297	129	25	237	97	140	239
%V	34.1%	36.0%	36.0%	33.3%	37.6%	39.1%	36.6%	34.1%
%H (All HH)		100.0%	43.4%	8.4%	79.8%	32.7%	47.1%	80.5%
%H (TV HH)			43.4%	8.4%	79.8%	32.7%	47.1%	
3	129	129	72	17	107	67	40	115
%V	14.8%	15.6%	20.1%	22.7%	17.0%	27.0%	10.5%	16.4%
%H (All HH)		100.0%	55.8%	13.2%	82.9%	51.9%	31.0%	89.1%
%H (TV HH)			55.8%	13.2%	82.9%	51.9%	31.0%	
4	50	50	30	4	40	24	15	49
%V	5.7%	6.1%	8.4%	5.3%	6.3%	9.7%	3.9%	7.0%
%H (All HH)		100.0%	60.0%	8.0%	80.0%	48.0%	30.0%	98.0%
%H (TV HH)			60.0%	8.0%	80.0%	48.0%	30.0%	
5+	24	24	15	3	21	16	5	24
%V	2.8%	2.9%	4.2%	4.0%	3.3%	6.5%	1.3%	3.4%
%H (All HH)		100.0%	62.5%	12.5%	87.5%	66.7%	20.8%	100.0%
%H (TV HH)			62.5%	12.5%	87.5%	66.7%	20.8%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	826	358	75	630	248	382	700
%H (All HH)		94.9%	41.1%	8.6%	72.4%	28.5%	43.9%	80.5%
%H (TV HH)			43.3%	9.1%	76.3%	30.0%	46.2%	
Under 20"	217	217	96	19	176	76	100	180
%V	24.9%	26.3%	26.8%	25.3%	27.9%	30.6%	26.2%	25.7%
%H (All HH)		100.0%	44.2%	8.8%	81.1%	35.0%	46.1%	82.9%
%H (TV HH)			44.2%	8.8%	81.1%	35.0%	46.1%	
20" - 29"	337	337	138	28	277	112	165	263
%V	38.7%	40.8%	38.5%	37.3%	44.0%	45.2%	43.2%	37.6%
%H (All HH)		100.0%	40.9%	8.3%	82.2%	33.2%	49.0%	78.0%
%H (TV HH)			40.9%	8.3%	82.2%	33.2%	49.0%	
30" - 39"	450	450	207	44	351	153	198	376
%V	51.7%	54.5%	57.8%	58.7%	55.7%	61.7%	51.8%	53.7%
%H (All HH)		100.0%	46.0%	9.8%	78.0%	34.0%	44.0%	83.6%
%H (TV HH)			46.0%	9.8%	78.0%	34.0%	44.0%	
40" and over	327	327	184	36	236	132	105	297
%V	37.6%	39.6%	51.4%	48.0%	37.5%	53.2%	27.5%	42.4%
%H (All HH)		100.0%	56.3%	11.0%	72.2%	40.4%	32.1%	90.8%
%H (TV HH)			56.3%	11.0%	72.2%	40.4%	32.1%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	826	358	75	630	248	382	700
%H (All HH)		94.9%	41.1%	8.6%	72.4%	28.5%	43.9%	80.5%
%H (TV HH)			43.3%	9.1%	76.3%	30.0%	46.2%	
Main living room	813	813	355	75	621	247	374	659
%V	93.4%	98.4%	99.2%	100.0%	98.6%	99.6%	97.9%	94.1%
%H (All HH)		100.0%	43.7%	9.2%	76.4%	30.4%	46.0%	81.1%
%H (TV HH)			43.7%	9.2%	76.4%	30.4%	46.0%	
Kitchen	127	127	66	9	109	57	52	106
%V	14.6%	15.4%	18.4%	12.0%	17.3%	23.0%	13.6%	15.1%
%H (All HH)		100.0%	52.0%	7.1%	85.8%	44.9%	40.9%	83.5%
%H (TV HH)			52.0%	7.1%	85.8%	44.9%	40.9%	
Adult's bedroom	370	370	188	39	301	160	141	316
%V	42.5%	44.8%	52.5%	52.0%	47.8%	64.5%	36.9%	45.1%
%H (All HH)		100.0%	50.8%	10.5%	81.4%	43.2%	38.1%	85.4%
%H (TV HH)			50.8%	10.5%	81.4%	43.2%	38.1%	
Child's bedroom	74	74	39	14	55	34	21	72
%V	8.5%	9.0%	10.9%	18.7%	8.7%	13.7%	5.5%	10.3%
%H (All HH)		100.0%	52.7%	18.9%	74.3%	45.9%	28.4%	97.3%
%H (TV HH)			52.7%	18.9%	74.3%	45.9%	28.4%	
Other bedroom	33	33	22	2	28	19	10	32
%V	3.8%	4.0%	6.1%	2.7%	4.4%	7.7%	2.6%	4.6%
%H (All HH)		100.0%	66.7%	6.1%	84.8%	57.6%	30.3%	97.0%
%H (TV HH)			66.7%	6.1%	84.8%	57.6%	30.3%	
Second living/dining room	63	63	34	2	54	29	26	55
%V	7.2%	7.6%	9.5%	2.7%	8.6%	11.7%	6.8%	7.9%
%H (All HH)		100.0%	54.0%	3.2%	85.7%	46.0%	41.3%	87.3%
%H (TV HH)			54.0%	3.2%	85.7%	46.0%	41.3%	
Study/office	16	16	11	1	11	7	4	16
%V	1.8%	1.9%	3.1%	1.3%	1.7%	2.8%	1.0%	2.3%
%H (All HH)		100.0%	68.8%	6.3%	68.8%	43.8%	25.0%	100.0%
%H (TV HH)			68.8%	6.3%	68.8%	43.8%	25.0%	
TV room	4	4	3	0	3	2	1	4
%V	0.5%	0.5%	0.8%	0.0%	0.5%	0.8%	0.3%	0.6%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	75.0%	50.0%	25.0%	
Conservatory	9	9	5	1	8	3	4	9
%V	1.0%	1.1%	1.4%	1.3%	1.3%	1.2%	1.0%	1.3%
%H (All HH)		100.0%	55.6%	11.1%	88.9%	33.3%	44.4%	100.0%
%H (TV HH)			55.6%	11.1%	88.9%	33.3%	44.4%	
Attic or loft room	2	2	2	0	2	2	0	2
%V	0.2%	0.2%	0.6%	0.0%	0.3%	0.8%	0.0%	0.3%
%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	2	2	0	0	1	0	1	1
%V	0.2%	0.2%	0.0%	0.0%	0.2%	0.0%	0.3%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	50.0%	0.0%	50.0%	50.0%
%H (TV HH)			0.0%	0.0%	50.0%	0.0%	50.0%	
Other	10	10	5	2	7	5	3	9
%V	1.1%	1.2%	1.4%	2.7%	1.1%	2.0%	0.8%	1.3%
%H (All HH)		100.0%	50.0%	20.0%	70.0%	50.0%	30.0%	90.0%
%H (TV HH)			50.0%	20.0%	70.0%	50.0%	30.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Household level data

Table 6.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	826	358	75	630	248	382	700
%H (All HH)		94.9%	41.1%	8.6%	72.4%	28.5%	43.9%	80.5%
%H (TV HH)			43.3%	9.1%	76.3%	30.0%	46.2%	
Any DSAT provider	358	358	358	2	206	206	0	318
%V	41.1%	43.3%	100.0%	2.7%	32.7%	83.1%	0.0%	45.4%
%H (All HH)			100.0%	0.6%	57.5%	57.5%	0.0%	88.8%
%H (TV HH)			100.0%	0.6%	57.5%	57.5%	0.0%	
Sky with subcription	288	288	288	0	170	170	0	261
%V	33.1%	34.9%	80.4%	0.0%	27.0%	68.5%	0.0%	37.3%
%H (All HH)			100.0%	0.0%	59.0%	59.0%	0.0%	90.6%
%H (TV HH)			100.0%	0.0%	59.0%	59.0%	0.0%	
Sky without subcription	25	25	25	1	13	13	0	20
%V	2.9%	3.0%	7.0%	1.3%	2.1%	5.2%	0.0%	2.9%
%H (All HH)			100.0%	4.0%	52.0%	52.0%	0.0%	80.0%
%H (TV HH)			100.0%	4.0%	52.0%	52.0%	0.0%	
Freesat	56	56	56	1	29	29	0	46
%V	6.4%	6.8%	15.6%	1.3%	4.6%	11.7%	0.0%	6.6%
%H (All HH)			100.0%	1.8%	51.8%	51.8%	0.0%	82.1%
%H (TV HH)			100.0%	1.8%	51.8%	51.8%	0.0%	
Other satellite provider	7	7	7	0	5	5	0	7
%V	0.8%	0.8%	2.0%	0.0%	0.8%	2.0%	0.0%	1.0%
%H (All HH)			100.0%	0.0%	71.4%	71.4%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	71.4%	71.4%	0.0%	
DCAB	75	75	2	75	42	42	0	68
%V	8.6%	9.1%	0.6%	100.0%	6.7%	16.9%	0.0%	9.7%
%H (All HH)			2.7%	100.0%	56.0%	56.0%	0.0%	90.7%
%H (TV HH)			2.7%	100.0%	56.0%	56.0%	0.0%	
DTT	630	630	206	42	630	248	382	494
%V	72.4%	76.3%	57.5%	56.0%	100.0%	100.0%	100.0%	70.6%
%H (All HH)		100.0%	32.7%	6.7%	100.0%	39.4%	60.6%	78.4%
%H (TV HH)			32.7%	6.7%	100.0%	39.4%	60.6%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	826	358	75	630	248	382	700
%H (All HH)		94.9%	41.1%	8.6%	72.4%	28.5%	43.9%	80.5%
%H (TV HH)			43.3%	9.1%	76.3%	30.0%	46.2%	
PVR	538	538	310	64	390	225	164	476
%V	61.8%	65.1%	86.6%	85.3%	61.9%	90.7%	42.9%	68.0%
%H (All HH)		100.0%	57.6%	11.9%	72.5%	41.8%	30.5%	88.5%
%H (TV HH)			57.6%	11.9%	72.5%	41.8%	30.5%	
DVDR	42	42	17	4	36	15	21	35
%V	4.8%	5.1%	4.7%	5.3%	5.7%	6.0%	5.5%	5.0%
%H (All HH)		100.0%	40.5%	9.5%	85.7%	35.7%	50.0%	83.3%
%H (TV HH)			40.5%	9.5%	85.7%	35.7%	50.0%	
VCR	15	15	4	2	13	3	10	9
%V	1.7%	1.8%	1.1%	2.7%	2.1%	1.2%	2.6%	1.3%
%H (All HH)		100.0%	26.7%	13.3%	86.7%	20.0%	66.7%	60.0%
%H (TV HH)			26.7%	13.3%	86.7%	20.0%	66.7%	
Any recorder	556	556	311	65	407	226	181	486
%V	63.9%	67.3%	86.9%	86.7%	64.6%	91.1%	47.4%	69.4%
%H (All HH)		100.0%	55.9%	11.7%	73.2%	40.6%	32.6%	87.4%
%H (TV HH)			55.9%	11.7%	73.2%	40.6%	32.6%	
Receives HDTV (via STB or built-in reception)	459	459	253	63	334	189	145	415
%V	52.8%	55.6%	70.7%	84.0%	53.0%	76.2%	38.0%	59.3%
%H (All HH)		100.0%	55.1%	13.7%	72.8%	41.2%	31.6%	90.4%
%H (TV HH)			55.1%	13.7%	72.8%	41.2%	31.6%	
DVD/Blu-ray player or recorder	689	689	311	67	537	227	310	577
%V	79.2%	83.4%	86.9%	89.3%	85.2%	91.5%	81.2%	82.4%
%H (All HH)		100.0%	45.1%	9.7%	77.9%	32.9%	45.0%	83.7%
%H (TV HH)			45.1%	9.7%	77.9%	32.9%	45.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	826	358	75	630	248	382	700
%V (All HH)		94.9%	41.1%	8.6%	72.4%	28.5%	43.9%	80.5%
%H (TV HH)			43.3%	9.1%	76.3%	30.0%	46.2%	
Has broadband internet	700	667	318	68	494	223	272	700
%V	80.5%	80.8%	88.8%	90.7%	78.4%	89.9%	71.2%	100.0%
%H (All HH)		95.3%	45.4%	9.7%	70.6%	31.9%	38.9%	100.0%
%H (TV HH)			47.7%	10.2%	74.1%	33.4%	40.8%	
Number of computers (PCs and laptops)								
0	155	147	38	6	124	24	100	12
%V	17.8%	17.8%	10.6%	8.0%	19.7%	9.7%	26.2%	1.7%
%H (All HH)		94.8%	24.5%	3.9%	80.0%	15.5%	64.5%	7.7%
%H (TV HH)			25.9%	4.1%	84.4%	16.3%	68.0%	
1	244	223	80	23	175	58	118	224
%V	28.0%	27.0%	22.3%	30.7%	27.8%	23.4%	30.9%	32.0%
%H (All HH)		91.4%	32.8%	9.4%	71.7%	23.8%	48.4%	91.8%
%H (TV HH)			35.9%	10.3%	78.5%	26.0%	52.9%	
2	199	192	80	17	138	49	89	195
%V	22.9%	23.2%	22.3%	22.7%	21.9%	19.8%	23.3%	27.9%
%H (All HH)		96.5%	40.2%	8.5%	69.3%	24.6%	44.7%	98.0%
%H (TV HH)			41.7%	8.9%	71.9%	25.5%	46.4%	
3	124	121	73	10	88	50	38	123
%V	14.3%	14.6%	20.4%	13.3%	14.0%	20.2%	9.9%	17.6%
%H (All HH)		97.6%	58.9%	8.1%	71.0%	40.3%	30.6%	99.2%
%H (TV HH)			60.3%	8.3%	72.7%	41.3%	31.4%	
4	72	71	41	9	50	30	19	72
%V	8.3%	8.6%	11.5%	12.0%	7.9%	12.1%	5.0%	10.3%
%H (All HH)		98.6%	56.9%	12.5%	69.4%	41.7%	26.4%	100.0%
%H (TV HH)			57.7%	12.7%	70.4%	42.3%	26.8%	
5+	75	73	45	10	55	37	18	75
%V	8.6%	8.8%	12.6%	13.3%	8.7%	14.9%	4.7%	10.7%
%H (All HH)		97.3%	60.0%	13.3%	73.3%	49.3%	24.0%	100.0%
%H (TV HH)			61.6%	13.7%	75.3%	50.7%	24.7%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1636	791	159	1292	619	673	1387
%H		48.3%	9.7%	79.0%	37.8%	41.1%	84.8%
Under 20"	287	131	25	237	109	127	239
%V	17.5%	16.6%	15.7%	18.3%	17.6%	18.9%	17.2%
%H		45.6%	8.7%	82.6%	38.0%	44.3%	83.3%
20" - 29"	422	175	36	352	145	207	336
%V	25.8%	22.1%	22.6%	27.2%	23.4%	30.8%	24.2%
%H		41.5%	8.5%	83.4%	34.4%	49.1%	79.6%
30" - 39"	537	260	57	418	200	218	457
%V	32.8%	32.9%	35.8%	32.4%	32.3%	32.4%	32.9%
%H		48.4%	10.6%	77.8%	37.2%	40.6%	85.1%
40" and over	386	224	41	282	165	118	354
%V	23.6%	28.3%	25.8%	21.8%	26.7%	17.5%	25.5%
%H		58.0%	10.6%	73.1%	42.7%	30.6%	91.7%
Don't know	5	1	0	3	0	3	2
%V	0.3%	0.1%	0.0%	0.2%	0.0%	0.4%	0.1%
%H		20.0%	0.0%	60.0%	0.0%	60.0%	40.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1636	791	159	1292	619	673	1387
%H		48.3%	9.7%	79.0%	37.8%	41.1%	84.8%
Main living room	819	357	77	626	250	376	664
%V	50.1%	45.1%	48.4%	48.5%	40.4%	55.9%	47.9%
%H		43.6%	9.4%	76.4%	30.5%	45.9%	81.1%
Kitchen	127	66	9	109	57	52	106
%V	7.8%	8.3%	5.7%	8.4%	9.2%	7.7%	7.6%
%H		52.0%	7.1%	85.8%	44.9%	40.9%	83.5%
Adult's bedroom	440	231	46	360	199	162	382
%V	26.9%	29.2%	28.9%	27.9%	32.1%	24.1%	27.5%
%H		52.5%	10.5%	81.8%	45.2%	36.8%	86.8%
Child's bedroom	102	50	19	75	43	31	100
%V	6.2%	6.3%	11.9%	5.8%	6.9%	4.6%	7.2%
%H		49.0%	18.6%	73.5%	42.2%	30.4%	98.0%
Other bedroom	38	25	2	34	22	11	38
%V	2.3%	3.2%	1.3%	2.6%	3.6%	1.6%	2.7%
%H		65.8%	5.3%	89.5%	57.9%	28.9%	100.0%
Second living/dining room	64	34	2	55	29	26	56
%V	3.9%	4.3%	1.3%	4.3%	4.7%	3.9%	4.0%
%H		53.1%	3.1%	85.9%	45.3%	40.6%	87.5%
Study/office	17	11	1	11	7	4	17
%V	1.0%	1.4%	0.6%	0.9%	1.1%	0.6%	1.2%
%H		64.7%	5.9%	64.7%	41.2%	23.5%	100.0%
TV room	4	3	0	3	2	1	4
%V	0.2%	0.4%	0.0%	0.2%	0.3%	0.1%	0.3%
%H		75.0%	0.0%	75.0%	50.0%	25.0%	100.0%
Conservatory	10	5	1	8	4	4	9
%V	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
%H		50.0%	10.0%	80.0%	40.0%	40.0%	90.0%
Attic or loft room	2	2	0	2	2	0	2
%V	0.1%	0.3%	0.0%	0.2%	0.3%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	3	0	0	1	0	1	1
%V	0.2%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	33.3%	0.0%	33.3%	33.3%
Other	10	5	2	7	5	3	9
%V	0.6%	0.6%	1.3%	0.5%	0.8%	0.4%	0.6%
%H		50.0%	20.0%	70.0%	50.0%	30.0%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1636	791	159	1292	619	673	1387
%H		48.3%	9.7%	79.0%	37.8%	41.1%	84.8%
PVR	714	449	85	498	317	181	645
%V	43.6%	56.8%	53.5%	38.5%	51.2%	26.9%	46.5%
%H		62.9%	11.9%	69.7%	44.4%	25.4%	90.3%
DVDR	46	18	4	40	16	23	38
%V	2.8%	2.3%	2.5%	3.1%	2.6%	3.4%	2.7%
%H		39.1%	8.7%	87.0%	34.8%	50.0%	82.6%
VCR	15	4	2	13	4	10	9
%V	0.9%	0.5%	1.3%	1.0%	0.6%	1.5%	0.6%
%H		26.7%	13.3%	86.7%	26.7%	66.7%	60.0%
Any recorder	740	453	86	523	321	202	662
%V	45.2%	57.3%	54.1%	40.5%	51.9%	30.0%	47.7%
%H		61.2%	11.6%	70.7%	43.4%	27.3%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1636	791	159	1292	619	673	1387
%H		48.3%	9.7%	79.0%	37.8%	41.1%	84.8%
Receives HDTV (via STB or built-in reception)	639	372	88	461	279	182	585
%V	39.1%	47.0%	55.3%	35.7%	45.1%	27.0%	42.2%
%H		58.2%	13.8%	72.1%	43.7%	28.5%	91.5%
DVD/Blu-ray player or recorder	984	474	103	788	381	406	846
%V	60.1%	59.9%	64.8%	61.0%	61.6%	60.3%	61.0%
%H		48.2%	10.5%	80.1%	38.7%	41.3%	86.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	825	358	75	630	248	382	666
%H		43.4%	9.1%	76.4%	30.1%	46.3%	80.7%
Under 20"	20	3	1	16	1	15	11
%V	2.4%	0.8%	1.3%	2.5%	0.4%	3.9%	1.7%
%H		15.0%	5.0%	80.0%	5.0%	75.0%	55.0%
20" - 29"	143	39	6	114	21	93	91
%V	17.3%	10.9%	8.0%	18.1%	8.5%	24.3%	13.7%
%H		27.3%	4.2%	79.7%	14.7%	65.0%	63.6%
30" - 39"	346	137	35	270	98	172	277
%V	41.9%	38.3%	46.7%	42.9%	39.5%	45.0%	41.6%
%H		39.6%	10.1%	78.0%	28.3%	49.7%	80.1%
40" and over	315	178	34	229	127	101	285
%V	38.2%	49.7%	45.3%	36.3%	51.2%	26.4%	42.8%
%H		56.5%	10.8%	72.7%	40.3%	32.1%	90.5%
Don't know	2	1	0	1	0	0	1
%V	0.2%	0.3%	0.0%	0.2%	0.0%	0.0%	0.2%
%H		50.0%	0.0%	50.0%	0.0%	0.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	825	358	75	630	248	382	666
%H		43.4%	9.1%	76.4%	30.1%	46.3%	80.7%
PVR	530	306	64	382	222	160	469
%V	64.2%	85.5%	85.3%	60.6%	89.5%	41.9%	70.4%
%H		57.7%	12.1%	72.1%	41.9%	30.2%	88.5%
DVDR	37	14	3	32	12	20	30
%V	4.5%	3.9%	4.0%	5.1%	4.8%	5.2%	4.5%
%H		37.8%	8.1%	86.5%	32.4%	54.1%	81.1%
VCR	12	3	1	11	3	8	7
%V	1.5%	0.8%	1.3%	1.7%	1.2%	2.1%	1.1%
%H		25.0%	8.3%	91.7%	25.0%	66.7%	58.3%
Any recorder	549	308	65	400	223	177	479
%V	66.5%	86.0%	86.7%	63.5%	89.9%	46.3%	71.9%
%H		56.1%	11.8%	72.9%	40.6%	32.2%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	825	358	75	630	248	382	666
%H		43.4%	9.1%	76.4%	30.1%	46.3%	80.7%
Receives HDTV (via STB or built-in reception)	447	247	62	323	183	140	403
%V	54.2%	69.0%	82.7%	51.3%	73.8%	36.6%	60.5%
%H		55.3%	13.9%	72.3%	40.9%	31.3%	90.2%
DVD/Blu-ray player or recorder	651	294	64	505	213	292	544
%V	78.9%	82.1%	85.3%	80.2%	85.9%	76.4%	81.7%
%H		45.2%	9.8%	77.6%	32.7%	44.9%	83.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	811	433	84	662	371	291	721
%H		53.4%	10.4%	81.6%	45.7%	35.9%	88.9%
Under 20"	267	127	25	221	108	113	228
%V	32.9%	29.3%	29.8%	33.4%	29.1%	38.8%	31.6%
%H		47.6%	9.4%	82.8%	40.4%	42.3%	85.4%
20" - 29"	279	136	30	238	124	113	245
%V	34.4%	31.4%	35.7%	36.0%	33.4%	38.8%	34.0%
%H		48.7%	10.8%	85.3%	44.4%	40.5%	87.8%
30" - 39"	191	123	22	148	102	46	179
%V	23.6%	28.4%	26.2%	22.4%	27.5%	15.8%	24.8%
%H		64.4%	11.5%	77.5%	53.4%	24.1%	93.7%
40" and over	71	47	7	53	37	16	68
%V	8.8%	10.9%	8.3%	8.0%	10.0%	5.5%	9.4%
%H		66.2%	9.9%	74.6%	52.1%	22.5%	95.8%
Don't know	3	0	0	3	0	3	1
%V	0.4%	0.0%	0.0%	0.5%	0.0%	1.0%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	811	433	84	662	371	291	721
%H		53.4%	10.4%	81.6%	45.7%	35.9%	88.9%
PVR	184	143	20	116	95	21	176
%V	22.7%	33.0%	23.8%	17.5%	25.6%	7.2%	24.4%
%H		77.7%	10.9%	63.0%	51.6%	11.4%	95.7%
DVDR	9	4	1	8	4	4	8
%V	1.1%	0.9%	1.2%	1.2%	1.1%	1.4%	1.1%
%H		44.4%	11.1%	88.9%	44.4%	44.4%	88.9%
VCR	3	1	1	3	1	1	2
%V	0.4%	0.2%	1.2%	0.5%	0.3%	0.3%	0.3%
%H		33.3%	33.3%	100.0%	33.3%	33.3%	66.7%
Any recorder	191	145	22	123	98	25	183
%V	23.6%	33.5%	26.2%	18.6%	26.4%	8.6%	25.4%
%H		75.9%	11.5%	64.4%	51.3%	13.1%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	811	433	84	662	371	291	721
%H		53.4%	10.4%	81.6%	45.7%	35.9%	88.9%
Receives HDTV (via STB or built-in reception)	192	125	26	138	96	42	182
%V	23.7%	28.9%	31.0%	20.8%	25.9%	14.4%	25.2%
%H		65.1%	13.5%	71.9%	50.0%	21.9%	94.8%
DVD/Blu-ray player or recorder	333	180	39	283	168	115	301
%V	41.1%	41.6%	46.4%	42.7%	45.3%	39.5%	41.7%
%H		54.1%	11.7%	85.0%	50.5%	34.5%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC South West

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1946	1866	891	187	1386	624	762	1712
%H		95.9%	45.8%	9.6%	71.2%	32.1%	39.2%	88.0%
Total Children	347	337	174	42	226	112	114	335
%V	17.8%	18.1%	19.5%	22.5%	16.3%	17.9%	15.0%	19.6%
%H		97.1%	50.1%	12.1%	65.1%	32.3%	32.9%	96.5%
0 - 3	96	95	49	12	60	29	31	91
%V	4.9%	5.1%	5.5%	6.4%	4.3%	4.6%	4.1%	5.3%
%H		99.0%	51.0%	12.5%	62.5%	30.2%	32.3%	94.8%
4 - 15	250	242	125	30	166	83	83	245
%V	12.8%	13.0%	14.0%	16.0%	12.0%	13.3%	10.9%	14.3%
%H		96.8%	50.0%	12.0%	66.4%	33.2%	33.2%	98.0%
4 - 9	122	117	60	14	76	36	40	118
%V	6.3%	6.3%	6.7%	7.5%	5.5%	5.8%	5.2%	6.9%
%H		95.9%	49.2%	11.5%	62.3%	29.5%	32.8%	96.7%
10 - 15	129	125	65	16	90	47	43	127
%V	6.6%	6.7%	7.3%	8.6%	6.5%	7.5%	5.6%	7.4%
%H		96.9%	50.4%	12.4%	69.8%	36.4%	33.3%	98.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.22: 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	1946	1866	891	187	1386	624	762	1712
%H		95.9%	45.8%	9.6%	71.2%	32.1%	39.2%	88.0%
Total Adults (16+)	1599	1529	718	145	1160	513	648	1377
%V	82.2%	81.9%	80.6%	77.5%	83.7%	82.2%	85.0%	80.4%
%H		95.6%	44.9%	9.1%	72.5%	32.1%	40.5%	86.1%
16 - 19	78	73	37	9	56	30	26	75
%V	4.0%	3.9%	4.2%	4.8%	4.0%	4.8%	3.4%	4.4%
%H		93.6%	47.4%	11.5%	71.8%	38.5%	33.3%	96.2%
20 - 24	113	107	52	10	77	35	42	106
%V	5.8%	5.7%	5.8%	5.3%	5.6%	5.6%	5.5%	6.2%
%H		94.7%	46.0%	8.8%	68.1%	31.0%	37.2%	93.8%
25 - 34	208	193	101	26	125	67	59	199
%V	10.7%	10.3%	11.3%	13.9%	9.0%	10.7%	7.7%	11.6%
%H		92.8%	48.6%	12.5%	60.1%	32.2%	28.4%	95.7%
35 - 44	243	229	107	33	164	78	86	230
%V	12.5%	12.3%	12.0%	17.6%	11.8%	12.5%	11.3%	13.4%
%H		94.2%	44.0%	13.6%	67.5%	32.1%	35.4%	94.7%
45 - 54	259	248	129	26	189	100	89	242
%V	13.3%	13.3%	14.5%	13.9%	13.6%	16.0%	11.7%	14.1%
%H		95.8%	49.8%	10.0%	73.0%	38.6%	34.4%	93.4%
55 - 64	263	255	128	19	198	91	107	240
%V	13.5%	13.7%	14.4%	10.2%	14.3%	14.6%	14.0%	14.0%
%H		97.0%	48.7%	7.2%	75.3%	34.6%	40.7%	91.3%
65+	435	424	163	22	351	112	239	285
%V	22.4%	22.7%	18.3%	11.8%	25.3%	17.9%	31.4%	16.6%
%H		97.5%	37.5%	5.1%	80.7%	25.7%	54.9%	65.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.23: 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+)	1599	1529	718	145	1160	513	648	1377
%H		95.6%	44.9%	9.1%	72.5%	32.1%	40.5%	86.1%
AB	487	469	230	32	353	150	203	459
%V	30.5%	30.7%	32.0%	22.1%	30.4%	29.2%	31.3%	33.3%
%H		96.3%	47.2%	6.6%	72.5%	30.8%	41.7%	94.3%
C1	438	417	192	47	321	147	175	387
%V	27.4%	27.3%	26.7%	32.4%	27.7%	28.7%	27.0%	28.1%
%H		95.2%	43.8%	10.7%	73.3%	33.6%	40.0%	88.4%
C2	386	374	192	33	290	147	143	329
%V	24.1%	24.5%	26.7%	22.8%	25.0%	28.7%	22.1%	23.9%
%H		96.9%	49.7%	8.5%	75.1%	38.1%	37.0%	85.2%
D	186	174	66	20	124	41	83	137
%V	11.6%	11.4%	9.2%	13.8%	10.7%	8.0%	12.8%	9.9%
%H		93.5%	35.5%	10.8%	66.7%	22.0%	44.6%	73.7%
E	102	96	37	12	72	28	44	64
%V	6.4%	6.3%	5.2%	8.3%	6.2%	5.5%	6.8%	4.6%
%H		94.1%	36.3%	11.8%	70.6%	27.5%	43.1%	62.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1599	1529	718	145	1160	513	648	1377
%H		95.6%	44.9%	9.1%	72.5%	32.1%	40.5%	86.1%
Working full time	681	649	342	70	475	249	226	653
%V	42.6%	42.4%	47.6%	48.3%	40.9%	48.5%	34.9%	47.4%
%H		95.3%	50.2%	10.3%	69.8%	36.6%	33.2%	95.9%
Working part time	203	190	87	21	142	63	79	186
%V	12.7%	12.4%	12.1%	14.5%	12.2%	12.3%	12.2%	13.5%
%H		93.6%	42.9%	10.3%	70.0%	31.0%	38.9%	91.6%
Not working	716	689	289	54	544	201	342	538
%V	44.8%	45.1%	40.3%	37.2%	46.9%	39.2%	52.8%	39.1%
%H		96.2%	40.4%	7.5%	76.0%	28.1%	47.8%	75.1%
Housewife/Houseperson	870	826	358	75	630	248	382	700
%V	54.4%	54.0%	49.9%	51.7%	54.3%	48.3%	59.0%	50.8%
%H		94.9%	41.1%	8.6%	72.4%	28.5%	43.9%	80.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Individual level data

Table 6.25: 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+)	778	744	365	71	562	263	299	679
%H		95.6%	46.9%	9.1%	72.2%	33.8%	38.4%	87.3%
16 - 19	42	39	20	6	30	16	14	40
%V	5.4%	5.2%	5.5%	8.5%	5.3%	6.1%	4.7%	5.9%
%H		92.9%	47.6%	14.3%	71.4%	38.1%	33.3%	95.2%
20 - 24	58	56	26	6	41	19	22	56
%V	7.5%	7.5%	7.1%	8.5%	7.3%	7.2%	7.4%	8.2%
%H		96.6%	44.8%	10.3%	70.7%	32.8%	37.9%	96.6%
25 - 34	104	95	54	13	61	35	25	99
%V	13.4%	12.8%	14.8%	18.3%	10.9%	13.3%	8.4%	14.6%
%H		91.3%	51.9%	12.5%	58.7%	33.7%	24.0%	95.2%
35 - 44	117	108	49	15	78	36	42	110
%V	15.0%	14.5%	13.4%	21.1%	13.9%	13.7%	14.0%	16.2%
%H		92.3%	41.9%	12.8%	66.7%	30.8%	35.9%	94.0%
45 - 54	129	124	65	14	94	51	43	120
%V	16.6%	16.7%	17.8%	19.7%	16.7%	19.4%	14.4%	17.7%
%H		96.1%	50.4%	10.9%	72.9%	39.5%	33.3%	93.0%
55 - 64	118	115	61	8	91	45	46	107
%V	15.2%	15.5%	16.7%	11.3%	16.2%	17.1%	15.4%	15.8%
%H		97.5%	51.7%	6.8%	77.1%	38.1%	39.0%	90.7%
65+	211	206	89	10	168	61	107	147
%V	27.1%	27.7%	24.4%	14.1%	29.9%	23.2%	35.8%	21.6%
%H		97.6%	42.2%	4.7%	79.6%	28.9%	50.7%	69.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.26: 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+)	778	744	365	71	562	263	299	679
%H		95.6%	46.9%	9.1%	72.2%	33.8%	38.4%	87.3%
AB	250	241	119	17	182	79	103	236
%V	32.1%	32.4%	32.6%	23.9%	32.4%	30.0%	34.4%	34.8%
%H		96.4%	47.6%	6.8%	72.8%	31.6%	41.2%	94.4%
C1	201	192	96	24	145	74	71	181
%V	25.8%	25.8%	26.3%	33.8%	25.8%	28.1%	23.7%	26.7%
%H		95.5%	47.8%	11.9%	72.1%	36.8%	35.3%	90.0%
C2	207	200	104	16	156	80	76	174
%V	26.6%	26.9%	28.5%	22.5%	27.8%	30.4%	25.4%	25.6%
%H		96.6%	50.2%	7.7%	75.4%	38.6%	36.7%	84.1%
D	83	75	29	9	53	18	35	62
%V	10.7%	10.1%	7.9%	12.7%	9.4%	6.8%	11.7%	9.1%
%H		90.4%	34.9%	10.8%	63.9%	21.7%	42.2%	74.7%
E	38	35	17	5	25	12	13	25
%V	4.9%	4.7%	4.7%	7.0%	4.4%	4.6%	4.3%	3.7%
%H		92.1%	44.7%	13.2%	65.8%	31.6%	34.2%	65.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	778	744	365	71	562	263	299	679
%H		95.6%	46.9%	9.1%	72.2%	33.8%	38.4%	87.3%
Working full time	419	401	213	43	295	156	139	400
%V	53.9%	53.9%	58.4%	60.6%	52.5%	59.3%	46.5%	58.9%
%H		95.7%	50.8%	10.3%	70.4%	37.2%	33.2%	95.5%
Working part time	49	44	21	5	32	15	17	45
%V	6.3%	5.9%	5.8%	7.0%	5.7%	5.7%	5.7%	6.6%
%H		89.8%	42.9%	10.2%	65.3%	30.6%	34.7%	91.8%
Not working	310	298	130	24	235	92	143	234
%V	39.8%	40.1%	35.6%	33.8%	41.8%	35.0%	47.8%	34.5%
%H		96.1%	41.9%	7.7%	75.8%	29.7%	46.1%	75.5%
Housewife/Houseperson	196	184	81	13	144	57	87	139
%V	25.2%	24.7%	22.2%	18.3%	25.6%	21.7%	29.1%	20.5%
%H		93.9%	41.3%	6.6%	73.5%	29.1%	44.4%	70.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	821	785	353	74	599	250	349	698
%H		95.6%	43.0%	9.0%	73.0%	30.5%	42.5%	85.0%
16 - 19	36	33	17	3	26	14	12	35
%V	4.4%	4.2%	4.8%	4.1%	4.3%	5.6%	3.4%	5.0%
%H		91.7%	47.2%	8.3%	72.2%	38.9%	33.3%	97.2%
20 - 24	55	51	26	5	36	16	20	50
%V	6.7%	6.5%	7.4%	6.8%	6.0%	6.4%	5.7%	7.2%
%H		92.7%	47.3%	9.1%	65.5%	29.1%	36.4%	90.9%
25 - 34	105	98	47	14	64	31	33	100
%V	12.8%	12.5%	13.3%	18.9%	10.7%	12.4%	9.5%	14.3%
%H		93.3%	44.8%	13.3%	61.0%	29.5%	31.4%	95.2%
35 - 44	126	121	58	18	86	42	44	120
%V	15.3%	15.4%	16.4%	24.3%	14.4%	16.8%	12.6%	17.2%
%H		96.0%	46.0%	14.3%	68.3%	33.3%	34.9%	95.2%
45 - 54	130	124	64	12	95	49	46	122
%V	15.8%	15.8%	18.1%	16.2%	15.9%	19.6%	13.2%	17.5%
%H		95.4%	49.2%	9.2%	73.1%	37.7%	35.4%	93.8%
55 - 64	145	139	68	10	107	46	61	133
%V	17.7%	17.7%	19.3%	13.5%	17.9%	18.4%	17.5%	19.1%
%H		95.9%	46.9%	6.9%	73.8%	31.7%	42.1%	91.7%
65+	224	218	74	12	183	51	132	138
%V	27.3%	27.8%	21.0%	16.2%	30.6%	20.4%	37.8%	19.8%
%H		97.3%	33.0%	5.4%	81.7%	22.8%	58.9%	61.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	821	785	353	74	599	250	349	698
%H		95.6%	43.0%	9.0%	73.0%	30.5%	42.5%	85.0%
AB	237	228	111	15	170	70	100	223
%V	28.9%	29.0%	31.4%	20.3%	28.4%	28.0%	28.7%	31.9%
%H		96.2%	46.8%	6.3%	71.7%	29.5%	42.2%	94.1%
C1	237	225	96	24	176	73	103	206
%V	28.9%	28.7%	27.2%	32.4%	29.4%	29.2%	29.5%	29.5%
%H		94.9%	40.5%	10.1%	74.3%	30.8%	43.5%	86.9%
C2	179	174	89	16	134	67	67	154
%V	21.8%	22.2%	25.2%	21.6%	22.4%	26.8%	19.2%	22.1%
%H		97.2%	49.7%	8.9%	74.9%	37.4%	37.4%	86.0%
D	103	98	37	11	71	24	48	75
%V	12.5%	12.5%	10.5%	14.9%	11.9%	9.6%	13.8%	10.7%
%H		95.1%	35.9%	10.7%	68.9%	23.3%	46.6%	72.8%
E	65	60	20	8	47	16	31	39
%V	7.9%	7.6%	5.7%	10.8%	7.8%	6.4%	8.9%	5.6%
%H		92.3%	30.8%	12.3%	72.3%	24.6%	47.7%	60.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	821	785	353	74	599	250	349	698
%H		95.6%	43.0%	9.0%	73.0%	30.5%	42.5%	85.0%
Working full time	262	248	128	27	180	93	87	253
%V	31.9%	31.6%	36.3%	36.5%	30.1%	37.2%	24.9%	36.2%
%H		94.7%	48.9%	10.3%	68.7%	35.5%	33.2%	96.6%
Working part time	153	146	66	16	110	47	63	141
%V	18.6%	18.6%	18.7%	21.6%	18.4%	18.8%	18.1%	20.2%
%H		95.4%	43.1%	10.5%	71.9%	30.7%	41.2%	92.2%
Not working	406	391	159	31	308	109	199	304
%V	49.5%	49.8%	45.0%	41.9%	51.4%	43.6%	57.0%	43.6%
%H		96.3%	39.2%	7.6%	75.9%	26.8%	49.0%	74.9%
Housewife/Houseperson	674	642	277	62	486	191	295	561
%V	82.1%	81.8%	78.5%	83.8%	81.1%	76.4%	84.5%	80.4%
%H		95.3%	41.1%	9.2%	72.1%	28.3%	43.8%	83.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC South

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2095	1984	813	297	1442	583	860	1750
%H (All HH)		94.7%	38.8%	14.2%	68.8%	27.8%	41.1%	83.5%
%H (TV HH)			41.0%	15.0%	72.7%	29.4%	43.3%	
AB	702	664	283	105	490	219	271	659
%V	33.5%	33.5%	34.8%	35.4%	34.0%	37.6%	31.5%	37.7%
%H (All HH)		94.6%	40.3%	15.0%	69.8%	31.2%	38.6%	93.9%
%H (TV HH)			42.6%	15.8%	73.8%	33.0%	40.8%	
C1	637	600	247	86	442	177	264	553
%V	30.4%	30.2%	30.4%	29.0%	30.7%	30.4%	30.7%	31.6%
%H (All HH)		94.2%	38.8%	13.5%	69.4%	27.8%	41.4%	86.8%
%H (TV HH)			41.2%	14.3%	73.7%	29.5%	44.0%	
C2	374	364	172	57	249	115	135	319
%V	17.9%	18.3%	21.2%	19.2%	17.3%	19.7%	15.7%	18.2%
%H (All HH)		97.3%	46.0%	15.2%	66.6%	30.7%	36.1%	85.3%
%H (TV HH)			47.3%	15.7%	68.4%	31.6%	37.1%	
D	239	224	80	34	155	48	106	153
%V	11.4%	11.3%	9.8%	11.4%	10.7%	8.2%	12.3%	8.7%
%H (All HH)		93.7%	33.5%	14.2%	64.9%	20.1%	44.4%	64.0%
%H (TV HH)			35.7%	15.2%	69.2%	21.4%	47.3%	
E	144	132	31	16	107	23	83	67
%V	6.9%	6.7%	3.8%	5.4%	7.4%	3.9%	9.7%	3.8%
%H (All HH)		91.7%	21.5%	11.1%	74.3%	16.0%	57.6%	46.5%
%H (TV HH)			23.5%	12.1%	81.1%	17.4%	62.9%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2095	1984	813	297	1442	583	860	1750
%H (All HH)		94.7%	38.8%	14.2%	68.8%	27.8%	41.1%	83.5%
%H (TV HH)			41.0%	15.0%	72.7%	29.4%	43.3%	
Under 25	85	75	23	10	49	11	38	81
%V	4.1%	3.8%	2.8%	3.4%	3.4%	1.9%	4.4%	4.6%
%H (All HH)		88.2%	27.1%	11.8%	57.6%	12.9%	44.7%	95.3%
%H (TV HH)			30.7%	13.3%	65.3%	14.7%	50.7%	
25 - 34	301	271	137	49	157	80	77	286
%V	14.4%	13.7%	16.9%	16.5%	10.9%	13.7%	9.0%	16.3%
%H (All HH)		90.0%	45.5%	16.3%	52.2%	26.6%	25.6%	95.0%
%H (TV HH)			50.6%	18.1%	57.9%	29.5%	28.4%	
35 - 44	350	333	167	58	208	98	110	333
%V	16.7%	16.8%	20.5%	19.5%	14.4%	16.8%	12.8%	19.0%
%H (All HH)		95.1%	47.7%	16.6%	59.4%	28.0%	31.4%	95.1%
%H (TV HH)			50.2%	17.4%	62.5%	29.4%	33.0%	
45 - 54	403	385	183	69	281	150	131	374
%V	19.2%	19.4%	22.5%	23.2%	19.5%	25.7%	15.2%	21.4%
%H (All HH)		95.5%	45.4%	17.1%	69.7%	37.2%	32.5%	92.8%
%H (TV HH)			47.5%	17.9%	73.0%	39.0%	34.0%	
55 - 64	353	338	122	65	258	109	150	304
%V	16.8%	17.0%	15.0%	21.9%	17.9%	18.7%	17.4%	17.4%
%H (All HH)		95.8%	34.6%	18.4%	73.1%	30.9%	42.5%	86.1%
%H (TV HH)			36.1%	19.2%	76.3%	32.2%	44.4%	
65 +	602	584	181	47	490	136	354	373
%V	28.7%	29.4%	22.3%	15.8%	34.0%	23.3%	41.2%	21.3%
%H (All HH)		97.0%	30.1%	7.8%	81.4%	22.6%	58.8%	62.0%
%H (TV HH)			31.0%	8.0%	83.9%	23.3%	60.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2095	1984	813	297	1442	583	860	1750
%H (All HH)		94.7%	38.8%	14.2%	68.8%	27.8%	41.1%	83.5%
%H (TV HH)			41.0%	15.0%	72.7%	29.4%	43.3%	
1	617	569	157	56	443	93	351	384
%V	29.5%	28.7%	19.3%	18.9%	30.7%	16.0%	40.8%	21.9%
%H (All HH)		92.2%	25.4%	9.1%	71.8%	15.1%	56.9%	62.2%
%H (TV HH)			27.6%	9.8%	77.9%	16.3%	61.7%	
2	734	699	293	95	529	220	309	644
%V	35.0%	35.2%	36.0%	32.0%	36.7%	37.7%	35.9%	36.8%
%H (All HH)		95.2%	39.9%	12.9%	72.1%	30.0%	42.1%	87.7%
%H (TV HH)			41.9%	13.6%	75.7%	31.5%	44.2%	
3	311	298	143	61	193	102	91	298
%V	14.8%	15.0%	17.6%	20.5%	13.4%	17.5%	10.6%	17.0%
%H (All HH)		95.8%	46.0%	19.6%	62.1%	32.8%	29.3%	95.8%
%H (TV HH)			48.0%	20.5%	64.8%	34.2%	30.5%	
4	281	272	144	58	178	108	70	275
%V	13.4%	13.7%	17.7%	19.5%	12.3%	18.5%	8.1%	15.7%
%H (All HH)		96.8%	51.2%	20.6%	63.3%	38.4%	24.9%	97.9%
%H (TV HH)			52.9%	21.3%	65.4%	39.7%	25.7%	
5+	151	146	77	27	99	59	40	149
%V	7.2%	7.4%	9.5%	9.1%	6.9%	10.1%	4.7%	8.5%
%H (All HH)		96.7%	51.0%	17.9%	65.6%	39.1%	26.5%	98.7%
%H (TV HH)			52.7%	18.5%	67.8%	40.4%	27.4%	
Average HH size	2.37	2.39	2.66	2.71	2.30	2.73	2.01	2.55

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2095	1984	813	297	1442	583	860	1750
%H (All HH)		94.7%	38.8%	14.2%	68.8%	27.8%	41.1%	83.5%
%H (TV HH)			41.0%	15.0%	72.7%	29.4%	43.3%	
Without	1572	1479	538	203	1120	399	721	1245
%V	75.0%	74.5%	66.2%	68.4%	77.7%	68.4%	83.8%	71.1%
%H (All HH)		94.1%	34.2%	12.9%	71.2%	25.4%	45.9%	79.2%
%H (TV HH)			36.4%	13.7%	75.7%	27.0%	48.7%	
With	523	505	275	95	322	183	139	505
%V	25.0%	25.5%	33.8%	32.0%	22.3%	31.4%	16.2%	28.9%
%H (All HH)		96.6%	52.6%	18.2%	61.6%	35.0%	26.6%	96.6%
%H (TV HH)			54.5%	18.8%	63.8%	36.2%	27.5%	
0 - 3	208	201	105	40	123	67	55	199
%V	9.9%	10.1%	12.9%	13.5%	8.5%	11.5%	6.4%	11.4%
%H (All HH)		96.6%	50.5%	19.2%	59.1%	32.2%	26.4%	95.7%
%H (TV HH)			52.2%	19.9%	61.2%	33.3%	27.4%	
4 - 9	270	263	147	41	164	90	74	260
%V	12.9%	13.3%	18.1%	13.8%	11.4%	15.4%	8.6%	14.9%
%H (All HH)		97.4%	54.4%	15.2%	60.7%	33.3%	27.4%	96.3%
%H (TV HH)			55.9%	15.6%	62.4%	34.2%	28.1%	
10 - 15	225	217	122	40	148	90	58	220
%V	10.7%	10.9%	15.0%	13.5%	10.3%	15.4%	6.7%	12.6%
%H (All HH)		96.4%	54.2%	17.8%	65.8%	40.0%	25.8%	97.8%
%H (TV HH)			56.2%	18.4%	68.2%	41.5%	26.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2095	1984	813	297	1442	583	860	1750
%H (All HH)		94.7%	38.8%	14.2%	68.8%	27.8%	41.1%	83.5%
%H (TV HH)			41.0%	15.0%	72.7%	29.4%	43.3%	
1	801	801	262	98	530	105	425	603
%V	38.2%	40.4%	32.2%	33.0%	36.8%	18.0%	49.4%	34.5%
%H (All HH)		100.0%	32.7%	12.2%	66.2%	13.1%	53.1%	75.3%
%H (TV HH)			32.7%	12.2%	66.2%	13.1%	53.1%	
2	697	697	292	118	515	232	283	596
%V	33.3%	35.1%	35.9%	39.7%	35.7%	39.8%	32.9%	34.1%
%H (All HH)		100.0%	41.9%	16.9%	73.9%	33.3%	40.6%	85.5%
%H (TV HH)			41.9%	16.9%	73.9%	33.3%	40.6%	
3	307	307	154	45	247	137	110	290
%V	14.7%	15.5%	18.9%	15.2%	17.1%	23.5%	12.8%	16.6%
%H (All HH)		100.0%	50.2%	14.7%	80.5%	44.6%	35.8%	94.5%
%H (TV HH)			50.2%	14.7%	80.5%	44.6%	35.8%	
4	111	111	63	22	94	67	27	109
%V	5.3%	5.6%	7.7%	7.4%	6.5%	11.5%	3.1%	6.2%
%H (All HH)		100.0%	56.8%	19.8%	84.7%	60.4%	24.3%	98.2%
%H (TV HH)			56.8%	19.8%	84.7%	60.4%	24.3%	
5+	69	69	42	14	56	41	15	68
%V	3.3%	3.5%	5.2%	4.7%	3.9%	7.0%	1.7%	3.9%
%H (All HH)		100.0%	60.9%	20.3%	81.2%	59.4%	21.7%	98.6%
%H (TV HH)			60.9%	20.3%	81.2%	59.4%	21.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2095	1984	813	297	1442	583	860	1750
%H (All HH)		94.7%	38.8%	14.2%	68.8%	27.8%	41.1%	83.5%
%H (TV HH)			41.0%	15.0%	72.7%	29.4%	43.3%	
Under 20"	498	498	206	70	426	207	219	424
%V	23.8%	25.1%	25.3%	23.6%	29.5%	35.5%	25.5%	24.2%
%H (All HH)		100.0%	41.4%	14.1%	85.5%	41.6%	44.0%	85.1%
%H (TV HH)			41.4%	14.1%	85.5%	41.6%	44.0%	
20" - 29"	737	737	292	109	574	239	335	615
%V	35.2%	37.1%	35.9%	36.7%	39.8%	41.0%	39.0%	35.1%
%H (All HH)		100.0%	39.6%	14.8%	77.9%	32.4%	45.5%	83.4%
%H (TV HH)			39.6%	14.8%	77.9%	32.4%	45.5%	
30" - 39"	1064	1064	433	161	799	332	467	900
%V	50.8%	53.6%	53.3%	54.2%	55.4%	56.9%	54.3%	51.4%
%H (All HH)		100.0%	40.7%	15.1%	75.1%	31.2%	43.9%	84.6%
%H (TV HH)			40.7%	15.1%	75.1%	31.2%	43.9%	
40" and over	877	877	467	158	594	341	253	816
%V	41.9%	44.2%	57.4%	53.2%	41.2%	58.5%	29.4%	46.6%
%H (All HH)		100.0%	53.2%	18.0%	67.7%	38.9%	28.8%	93.0%
%H (TV HH)			53.2%	18.0%	67.7%	38.9%	28.8%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2095	1984	813	297	1442	583	860	1750
%V (All HH)		94.7%	38.8%	14.2%	68.8%	27.8%	41.1%	83.5%
%H (TV HH)			41.0%	15.0%	72.7%	29.4%	43.3%	
Main living room	1953	1953	805	294	1422	578	844	1638
%V	93.2%	98.4%	99.0%	99.0%	98.6%	99.1%	98.1%	93.6%
%H (All HH)		100.0%	41.2%	15.1%	72.8%	29.6%	43.2%	83.9%
%H (TV HH)			41.2%	15.1%	72.8%	29.6%	43.2%	
Kitchen	254	254	112	39	228	123	105	231
%V	12.1%	12.8%	13.8%	13.1%	15.8%	21.1%	12.2%	13.2%
%H (All HH)		100.0%	44.1%	15.4%	89.8%	48.4%	41.3%	90.9%
%H (TV HH)			44.1%	15.4%	89.8%	48.4%	41.3%	
Adult's bedroom	882	882	419	153	685	371	314	790
%V	42.1%	44.5%	51.5%	51.5%	47.5%	63.6%	36.5%	45.1%
%H (All HH)		100.0%	47.5%	17.3%	77.7%	42.1%	35.6%	89.6%
%H (TV HH)			47.5%	17.3%	77.7%	42.1%	35.6%	
Child's bedroom	174	174	104	28	129	84	45	166
%V	8.3%	8.8%	12.8%	9.4%	8.9%	14.4%	5.2%	9.5%
%H (All HH)		100.0%	59.8%	16.1%	74.1%	48.3%	25.9%	95.4%
%H (TV HH)			59.8%	16.1%	74.1%	48.3%	25.9%	
Other bedroom	89	89	45	19	67	42	24	82
%V	4.2%	4.5%	5.5%	6.4%	4.6%	7.2%	2.8%	4.7%
%H (All HH)		100.0%	50.6%	21.3%	75.3%	47.2%	27.0%	92.1%
%H (TV HH)			50.6%	21.3%	75.3%	47.2%	27.0%	
Second living/dining room	176	176	84	28	134	70	64	166
%V	8.4%	8.9%	10.3%	9.4%	9.3%	12.0%	7.4%	9.5%
%H (All HH)		100.0%	47.7%	15.9%	76.1%	39.8%	36.4%	94.3%
%H (TV HH)			47.7%	15.9%	76.1%	39.8%	36.4%	
Study/office	55	55	27	8	42	22	20	53
%V	2.6%	2.8%	3.3%	2.7%	2.9%	3.8%	2.3%	3.0%
%H (All HH)		100.0%	49.1%	14.5%	76.4%	40.0%	36.4%	96.4%
%H (TV HH)			49.1%	14.5%	76.4%	40.0%	36.4%	
TV room	16	16	8	2	13	7	6	16
%V	0.8%	0.8%	1.0%	0.7%	0.9%	1.2%	0.7%	0.9%
%H (All HH)		100.0%	50.0%	12.5%	81.3%	43.8%	37.5%	100.0%
%H (TV HH)			50.0%	12.5%	81.3%	43.8%	37.5%	
Conservatory	41	41	20	7	35	20	14	39
%V	2.0%	2.1%	2.5%	2.4%	2.4%	3.4%	1.6%	2.2%
%H (All HH)		100.0%	48.8%	17.1%	85.4%	48.8%	34.1%	95.1%
%H (TV HH)			48.8%	17.1%	85.4%	48.8%	34.1%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	0.0%	0.1%	0.1%	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%	
No specific location	1	1	1	0	1	1	0	1
%V	0.0%	0.1%	0.1%	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	24	24	16	2	16	11	5	24
%V	1.1%	1.2%	2.0%	0.7%	1.1%	1.9%	0.6%	1.4%
%H (All HH)		100.0%	66.7%	8.3%	66.7%	45.8%	20.8%	100.0%
%H (TV HH)			66.7%	8.3%	66.7%	45.8%	20.8%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South

Household level data

Table 7.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2095	1984	813	297	1442	583	860	1750
%H (All HH)		94.7%	38.8%	14.2%	68.8%	27.8%	41.1%	83.5%
%H (TV HH)			41.0%	15.0%	72.7%	29.4%	43.3%	
Any DSAT provider	813	813	813	9	453	453	0	752
%V	38.8%	41.0%	100.0%	3.0%	31.4%	77.7%	0.0%	43.0%
%H (All HH)			100.0%	1.1%	55.7%	55.7%	0.0%	92.5%
%H (TV HH)			100.0%	1.1%	55.7%	55.7%	0.0%	
Sky with subcription	668	668	668	3	369	369	0	631
%V	31.9%	33.7%	82.2%	1.0%	25.6%	63.3%	0.0%	36.1%
%H (All HH)			100.0%	0.4%	55.2%	55.2%	0.0%	94.5%
%H (TV HH)			100.0%	0.4%	55.2%	55.2%	0.0%	
Sky without subcription	34	34	34	2	21	21	0	30
%V	1.6%	1.7%	4.2%	0.7%	1.5%	3.6%	0.0%	1.7%
%H (All HH)			100.0%	5.9%	61.8%	61.8%	0.0%	88.2%
%H (TV HH)			100.0%	5.9%	61.8%	61.8%	0.0%	
Freesat	129	129	129	5	80	80	0	108
%V	6.2%	6.5%	15.9%	1.7%	5.5%	13.7%	0.0%	6.2%
%H (All HH)			100.0%	3.9%	62.0%	62.0%	0.0%	83.7%
%H (TV HH)			100.0%	3.9%	62.0%	62.0%	0.0%	
Other satellite provider	20	20	20	2	12	12	0	18
%V	1.0%	1.0%	2.5%	0.7%	0.8%	2.1%	0.0%	1.0%
%H (All HH)			100.0%	10.0%	60.0%	60.0%	0.0%	90.0%
%H (TV HH)			100.0%	10.0%	60.0%	60.0%	0.0%	
DCAB	297	297	9	297	135	135	0	281
%V	14.2%	15.0%	1.1%	100.0%	9.4%	23.2%	0.0%	16.1%
%H (All HH)			3.0%	100.0%	45.5%	45.5%	0.0%	94.6%
%H (TV HH)			3.0%	100.0%	45.5%	45.5%	0.0%	
DTT	1442	1442	453	135	1442	583	860	1173
%V	68.8%	72.7%	55.7%	45.5%	100.0%	100.0%	100.0%	67.0%
%H (All HH)		100.0%	31.4%	9.4%	100.0%	40.4%	59.6%	81.3%
%H (TV HH)			31.4%	9.4%	100.0%	40.4%	59.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2095	1984	813	297	1442	583	860	1750
%H (All HH)		94.7%	38.8%	14.2%	68.8%	27.8%	41.1%	83.5%
%H (TV HH)			41.0%	15.0%	72.7%	29.4%	43.3%	
PVR	1234	1234	698	236	810	502	308	1153
%V	58.9%	62.2%	85.9%	79.5%	56.2%	86.1%	35.8%	65.9%
%H (All HH)		100.0%	56.6%	19.1%	65.6%	40.7%	25.0%	93.4%
%H (TV HH)			56.6%	19.1%	65.6%	40.7%	25.0%	
DVDR	108	108	33	17	88	31	58	90
%V	5.2%	5.4%	4.1%	5.7%	6.1%	5.3%	6.7%	5.1%
%H (All HH)		100.0%	30.6%	15.7%	81.5%	28.7%	53.7%	83.3%
%H (TV HH)			30.6%	15.7%	81.5%	28.7%	53.7%	
VCR	54	54	16	7	44	13	32	37
%V	2.6%	2.7%	2.0%	2.4%	3.1%	2.2%	3.7%	2.1%
%H (All HH)		100.0%	29.6%	13.0%	81.5%	24.1%	59.3%	68.5%
%H (TV HH)			29.6%	13.0%	81.5%	24.1%	59.3%	
Any recorder	1302	1302	707	241	871	508	363	1199
%V	62.1%	65.6%	87.0%	81.1%	60.4%	87.1%	42.2%	68.5%
%H (All HH)		100.0%	54.3%	18.5%	66.9%	39.0%	27.9%	92.1%
%H (TV HH)			54.3%	18.5%	66.9%	39.0%	27.9%	
Receives HDTV (via STB or built-in reception)	1173	1173	615	233	796	462	334	1082
%V	56.0%	59.1%	75.6%	78.5%	55.2%	79.2%	38.8%	61.8%
%H (All HH)		100.0%	52.4%	19.9%	67.9%	39.4%	28.5%	92.2%
%H (TV HH)			52.4%	19.9%	67.9%	39.4%	28.5%	
DVD/Blu-ray player or recorder	1519	1519	656	243	1127	505	622	1331
%V	72.5%	76.6%	80.7%	81.8%	78.2%	86.6%	72.3%	76.1%
%H (All HH)		100.0%	43.2%	16.0%	74.2%	33.2%	40.9%	87.6%
%H (TV HH)			43.2%	16.0%	74.2%	33.2%	40.9%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2095	1984	813	297	1442	583	860	1750
%V (All HH)		94.7%	38.8%	14.2%	68.8%	27.8%	41.1%	83.5%
%H (TV HH)			41.0%	15.0%	72.7%	29.4%	43.3%	
Has broadband internet	1750	1665	752	281	1173	552	621	1750
%V	83.5%	83.9%	92.5%	94.6%	81.3%	94.7%	72.2%	100.0%
%H (All HH)		95.1%	43.0%	16.1%	67.0%	31.5%	35.5%	100.0%
%H (TV HH)			45.2%	16.9%	70.5%	33.2%	37.3%	
Number of computers (PCs and laptops)								
0	324	303	63	19	250	32	219	30
%V	15.5%	15.3%	7.7%	6.4%	17.3%	5.5%	25.5%	1.7%
%H (All HH)		93.5%	19.4%	5.9%	77.2%	9.9%	67.6%	9.3%
%H (TV HH)			20.8%	6.3%	82.5%	10.6%	72.3%	
1	514	481	177	59	352	109	244	475
%V	24.5%	24.2%	21.8%	19.9%	24.4%	18.7%	28.4%	27.1%
%H (All HH)		93.6%	34.4%	11.5%	68.5%	21.2%	47.5%	92.4%
%H (TV HH)			36.8%	12.3%	73.2%	22.7%	50.7%	
2	518	494	221	81	347	155	192	510
%V	24.7%	24.9%	27.2%	27.3%	24.1%	26.6%	22.3%	29.1%
%H (All HH)		95.4%	42.7%	15.6%	67.0%	29.9%	37.1%	98.5%
%H (TV HH)			44.7%	16.4%	70.2%	31.4%	38.9%	
3	320	303	151	53	204	111	93	319
%V	15.3%	15.3%	18.6%	17.8%	14.1%	19.0%	10.8%	18.2%
%H (All HH)		94.7%	47.2%	16.6%	63.8%	34.7%	29.1%	99.7%
%H (TV HH)			49.8%	17.5%	67.3%	36.6%	30.7%	
4	170	161	78	32	118	68	50	167
%V	8.1%	8.1%	9.6%	10.8%	8.2%	11.7%	5.8%	9.5%
%H (All HH)		94.7%	45.9%	18.8%	69.4%	40.0%	29.4%	98.2%
%H (TV HH)			48.4%	19.9%	73.3%	42.2%	31.1%	
5+	249	241	124	53	171	108	63	249
%V	11.9%	12.1%	15.3%	17.8%	11.9%	18.5%	7.3%	14.2%
%H (All HH)		96.8%	49.8%	21.3%	68.7%	43.4%	25.3%	100.0%
%H (TV HH)			51.5%	22.0%	71.0%	44.8%	26.1%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3941	1796	634	2991	1480	1511	3476
%H		45.6%	16.1%	75.9%	37.6%	38.3%	88.2%
Under 20"	625	276	82	536	272	264	543
%V	15.9%	15.4%	12.9%	17.9%	18.4%	17.5%	15.6%
%H		44.2%	13.1%	85.8%	43.5%	42.2%	86.9%
20" - 29"	942	388	140	742	326	416	806
%V	23.9%	21.6%	22.1%	24.8%	22.0%	27.5%	23.2%
%H		41.2%	14.9%	78.8%	34.6%	44.2%	85.6%
30" - 39"	1255	529	197	950	422	528	1079
%V	31.8%	29.5%	31.1%	31.8%	28.5%	34.9%	31.0%
%H		42.2%	15.7%	75.7%	33.6%	42.1%	86.0%
40" and over	1064	580	201	717	432	285	998
%V	27.0%	32.3%	31.7%	24.0%	29.2%	18.9%	28.7%
%H		54.5%	18.9%	67.4%	40.6%	26.8%	93.8%
Don't know	54	23	13	45	27	18	50
%V	1.4%	1.3%	2.1%	1.5%	1.8%	1.2%	1.4%
%H		42.6%	24.1%	83.3%	50.0%	33.3%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3941	1796	634	2991	1480	1511	3476
%H		45.6%	16.1%	75.9%	37.6%	38.3%	88.2%
Main living room	1966	811	296	1432	582	850	1650
%V	49.9%	45.2%	46.7%	47.9%	39.3%	56.3%	47.5%
%H		41.3%	15.1%	72.8%	29.6%	43.2%	83.9%
Kitchen	255	112	39	228	123	105	232
%V	6.5%	6.2%	6.2%	7.6%	8.3%	6.9%	6.7%
%H		43.9%	15.3%	89.4%	48.2%	41.2%	91.0%
Adult's bedroom	1053	512	188	828	471	358	956
%V	26.7%	28.5%	29.7%	27.7%	31.8%	23.7%	27.5%
%H		48.6%	17.9%	78.6%	44.7%	34.0%	90.8%
Child's bedroom	241	146	39	177	116	62	234
%V	6.1%	8.1%	6.2%	5.9%	7.8%	4.1%	6.7%
%H		60.6%	16.2%	73.4%	48.1%	25.7%	97.1%
Other bedroom	103	53	23	79	53	26	96
%V	2.6%	3.0%	3.6%	2.6%	3.6%	1.7%	2.8%
%H		51.5%	22.3%	76.7%	51.5%	25.2%	93.2%
Second living/dining room	179	85	29	136	72	64	169
%V	4.5%	4.7%	4.6%	4.5%	4.9%	4.2%	4.9%
%H		47.5%	16.2%	76.0%	40.2%	35.8%	94.4%
Study/office	57	27	8	43	23	20	54
%V	1.4%	1.5%	1.3%	1.4%	1.6%	1.3%	1.6%
%H		47.4%	14.0%	75.4%	40.4%	35.1%	94.7%
TV room	16	8	2	13	7	6	16
%V	0.4%	0.4%	0.3%	0.4%	0.5%	0.4%	0.5%
%H		50.0%	12.5%	81.3%	43.8%	37.5%	100.0%
Conservatory	41	20	7	35	20	14	39
%V	1.0%	1.1%	1.1%	1.2%	1.4%	0.9%	1.1%
%H		48.8%	17.1%	85.4%	48.8%	34.1%	95.1%
Attic or loft room	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%
No specific location	2	2	0	1	1	0	2
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
Other	27	17	3	19	12	6	27
%V	0.7%	0.9%	0.5%	0.6%	0.8%	0.4%	0.8%
%H		63.0%	11.1%	70.4%	44.4%	22.2%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3941	1796	634	2991	1480	1511	3476
%H		45.6%	16.1%	75.9%	37.6%	38.3%	88.2%
PVR	1612	955	326	1031	688	343	1519
%V	40.9%	53.2%	51.4%	34.5%	46.5%	22.7%	43.7%
%H		59.2%	20.2%	64.0%	42.7%	21.3%	94.2%
DVDR	116	38	17	93	32	61	98
%V	2.9%	2.1%	2.7%	3.1%	2.2%	4.0%	2.8%
%H		32.8%	14.7%	80.2%	27.6%	52.6%	84.5%
VCR	57	17	8	47	14	32	40
%V	1.4%	0.9%	1.3%	1.6%	0.9%	2.1%	1.2%
%H		29.8%	14.0%	82.5%	24.6%	56.1%	70.2%
Any recorder	1695	970	335	1103	701	402	1580
%V	43.0%	54.0%	52.8%	36.9%	47.4%	26.6%	45.5%
%H		57.2%	19.8%	65.1%	41.4%	23.7%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3941	1796	634	2991	1480	1511	3476
%H		45.6%	16.1%	75.9%	37.6%	38.3%	88.2%
Receives HDTV (via STB or built-in reception)	1628	846	343	1138	684	454	1517
%V	41.3%	47.1%	54.1%	38.0%	46.2%	30.0%	43.6%
%H		52.0%	21.1%	69.9%	42.0%	27.9%	93.2%
DVD/Blu-ray player or recorder	2168	1008	351	1656	838	818	1947
%V	55.0%	56.1%	55.4%	55.4%	56.6%	54.1%	56.0%
%H		46.5%	16.2%	76.4%	38.7%	37.7%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1976	812	297	1440	582	858	1657
%H		41.1%	15.0%	72.9%	29.5%	43.4%	83.9%
Under 20"	45	8	4	37	5	32	27
%V	2.3%	1.0%	1.3%	2.6%	0.9%	3.7%	1.6%
%H		17.8%	8.9%	82.2%	11.1%	71.1%	60.0%
20" - 29"	274	75	30	214	47	167	191
%V	13.9%	9.2%	10.1%	14.9%	8.1%	19.5%	11.5%
%H		27.4%	10.9%	78.1%	17.2%	60.9%	69.7%
30" - 39"	787	269	109	600	197	403	632
%V	39.8%	33.1%	36.7%	41.7%	33.8%	47.0%	38.1%
%H		34.2%	13.9%	76.2%	25.0%	51.2%	80.3%
40" and over	847	453	151	568	326	242	788
%V	42.9%	55.8%	50.8%	39.4%	56.0%	28.2%	47.6%
%H		53.5%	17.8%	67.1%	38.5%	28.6%	93.0%
Don't know	23	7	3	21	7	14	19
%V	1.2%	0.9%	1.0%	1.5%	1.2%	1.6%	1.1%
%H		30.4%	13.0%	91.3%	30.4%	60.9%	82.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1976	812	297	1440	582	858	1657
%H		41.1%	15.0%	72.9%	29.5%	43.4%	83.9%
PVR	1216	691	233	796	496	300	1136
%V	61.5%	85.1%	78.5%	55.3%	85.2%	35.0%	68.6%
%H		56.8%	19.2%	65.5%	40.8%	24.7%	93.4%
DVDR	94	28	14	75	24	52	78
%V	4.8%	3.4%	4.7%	5.2%	4.1%	6.1%	4.7%
%H		29.8%	14.9%	79.8%	25.5%	55.3%	83.0%
VCR	45	12	6	37	10	27	30
%V	2.3%	1.5%	2.0%	2.6%	1.7%	3.1%	1.8%
%H		26.7%	13.3%	82.2%	22.2%	60.0%	66.7%
Any recorder	1277	697	238	850	500	350	1177
%V	64.6%	85.8%	80.1%	59.0%	85.9%	40.8%	71.0%
%H		54.6%	18.6%	66.6%	39.2%	27.4%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1976	812	297	1440	582	858	1657
%H		41.1%	15.0%	72.9%	29.5%	43.4%	83.9%
Receives HDTV (via STB or built-in reception)	1143	603	227	775	454	321	1055
%V	57.8%	74.3%	76.4%	53.8%	78.0%	37.4%	63.7%
%H		52.8%	19.9%	67.8%	39.7%	28.1%	92.3%
DVD/Blu-ray player or recorder	1441	620	228	1060	466	595	1257
%V	72.9%	76.4%	76.8%	73.6%	80.1%	69.3%	75.9%
%H		43.0%	15.8%	73.6%	32.3%	41.3%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	1965	984	337	1551	898	653	1819
%H		50.1%	17.2%	78.9%	45.7%	33.2%	92.6%
Under 20"	580	268	78	499	267	233	517
%V	29.5%	27.2%	23.1%	32.2%	29.7%	35.7%	28.4%
%H		46.2%	13.4%	86.0%	46.0%	40.2%	89.1%
20" - 29"	668	313	110	528	279	249	615
%V	34.0%	31.8%	32.6%	34.0%	31.1%	38.1%	33.8%
%H		46.9%	16.5%	79.0%	41.8%	37.3%	92.1%
30" - 39"	468	260	88	350	225	125	447
%V	23.8%	26.4%	26.1%	22.6%	25.1%	19.1%	24.6%
%H		55.6%	18.8%	74.8%	48.1%	26.7%	95.5%
40" and over	217	127	50	149	106	43	210
%V	11.0%	12.9%	14.8%	9.6%	11.8%	6.6%	11.5%
%H		58.5%	23.0%	68.7%	48.8%	19.8%	96.8%
Don't know	31	16	11	25	21	4	31
%V	1.6%	1.6%	3.3%	1.6%	2.3%	0.6%	1.7%
%H		51.6%	35.5%	80.6%	67.7%	12.9%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1965	984	337	1551	898	653	1819
%H		50.1%	17.2%	78.9%	45.7%	33.2%	92.6%
PVR	396	264	93	235	192	43	384
%V	20.2%	26.8%	27.6%	15.2%	21.4%	6.6%	21.1%
%H		66.7%	23.5%	59.3%	48.5%	10.9%	97.0%
DVDR	22	10	3	18	9	9	20
%V	1.1%	1.0%	0.9%	1.2%	1.0%	1.4%	1.1%
%H		45.5%	13.6%	81.8%	40.9%	40.9%	90.9%
VCR	12	5	2	10	5	5	10
%V	0.6%	0.5%	0.6%	0.6%	0.6%	0.8%	0.5%
%H		41.7%	16.7%	83.3%	41.7%	41.7%	83.3%
Any recorder	418	272	97	252	200	52	403
%V	21.3%	27.6%	28.8%	16.2%	22.3%	8.0%	22.2%
%H		65.1%	23.2%	60.3%	47.8%	12.4%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1965	984	337	1551	898	653	1819
%H		50.1%	17.2%	78.9%	45.7%	33.2%	92.6%
Receives HDTV (via STB or built-in reception)	485	243	116	363	230	133	463
%V	24.7%	24.7%	34.4%	23.4%	25.6%	20.4%	25.5%
%H		50.1%	23.9%	74.8%	47.4%	27.4%	95.5%
DVD/Blu-ray player or recorder	727	387	124	596	372	223	690
%V	37.0%	39.3%	36.8%	38.4%	41.4%	34.2%	37.9%
%H		53.2%	17.1%	82.0%	51.2%	30.7%	94.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4958	4733	2161	807	3322	1591	1731	4467
%H		95.5%	43.6%	16.3%	67.0%	32.1%	34.9%	90.1%
Total Children	913	887	491	155	566	319	247	882
%V	18.4%	18.7%	22.7%	19.2%	17.0%	20.1%	14.3%	19.7%
%H		97.2%	53.8%	17.0%	62.0%	34.9%	27.1%	96.6%
0 - 3	244	236	123	47	144	78	66	233
%V	4.9%	5.0%	5.7%	5.8%	4.3%	4.9%	3.8%	5.2%
%H		96.7%	50.4%	19.3%	59.0%	32.0%	27.0%	95.5%
4 - 15	669	651	368	107	422	241	181	649
%V	13.5%	13.8%	17.0%	13.3%	12.7%	15.1%	10.5%	14.5%
%H		97.3%	55.0%	16.0%	63.1%	36.0%	27.1%	97.0%
4 - 9	365	356	206	53	220	124	96	351
%V	7.4%	7.5%	9.5%	6.6%	6.6%	7.8%	5.5%	7.9%
%H		97.5%	56.4%	14.5%	60.3%	34.0%	26.3%	96.2%
10 - 15	304	296	163	55	201	116	85	298
%V	6.1%	6.3%	7.5%	6.8%	6.1%	7.3%	4.9%	6.7%
%H		97.4%	53.6%	18.1%	66.1%	38.2%	28.0%	98.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4958	4733	2161	807	3322	1591	1731	4467
%H		95.5%	43.6%	16.3%	67.0%	32.1%	34.9%	90.1%
Total Adults (16+)	4045	3846	1670	652	2757	1272	1484	3585
%V	81.6%	81.3%	77.3%	80.8%	83.0%	79.9%	85.7%	80.3%
%H		95.1%	41.3%	16.1%	68.2%	31.4%	36.7%	88.6%
16 - 19	214	209	98	45	156	92	64	211
%V	4.3%	4.4%	4.5%	5.6%	4.7%	5.8%	3.7%	4.7%
%H		97.7%	45.8%	21.0%	72.9%	43.0%	29.9%	98.6%
20 - 24	343	315	110	70	209	94	114	335
%V	6.9%	6.7%	5.1%	8.7%	6.3%	5.9%	6.6%	7.5%
%H		91.8%	32.1%	20.4%	60.9%	27.4%	33.2%	97.7%
25 - 34	640	578	296	109	337	176	161	607
%V	12.9%	12.2%	13.7%	13.5%	10.1%	11.1%	9.3%	13.6%
%H		90.3%	46.3%	17.0%	52.7%	27.5%	25.2%	94.8%
35 - 44	624	592	298	113	375	191	184	597
%V	12.6%	12.5%	13.8%	14.0%	11.3%	12.0%	10.6%	13.4%
%H		94.9%	47.8%	18.1%	60.1%	30.6%	29.5%	95.7%
45 - 54	709	682	332	126	487	267	221	667
%V	14.3%	14.4%	15.4%	15.6%	14.7%	16.8%	12.8%	14.9%
%H		96.2%	46.8%	17.8%	68.7%	37.7%	31.2%	94.1%
55 - 64	590	568	227	109	433	202	231	527
%V	11.9%	12.0%	10.5%	13.5%	13.0%	12.7%	13.3%	11.8%
%H		96.3%	38.5%	18.5%	73.4%	34.2%	39.2%	89.3%
65+	926	901	310	79	759	250	509	642
%V	18.7%	19.0%	14.3%	9.8%	22.8%	15.7%	29.4%	14.4%
%H		97.3%	33.5%	8.5%	82.0%	27.0%	55.0%	69.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC South

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4045	3846	1670	652	2757	1272	1484	3585
%H		95.1%	41.3%	16.1%	68.2%	31.4%	36.7%	88.6%
AB	1409	1346	593	235	986	477	509	1351
%V	34.8%	35.0%	35.5%	36.0%	35.8%	37.5%	34.3%	37.7%
%H		95.5%	42.1%	16.7%	70.0%	33.9%	36.1%	95.9%
C1	1254	1180	500	206	865	404	462	1148
%V	31.0%	30.7%	29.9%	31.6%	31.4%	31.8%	31.1%	32.0%
%H		94.1%	39.9%	16.4%	69.0%	32.2%	36.8%	91.5%
C2	777	760	367	128	516	259	257	691
%V	19.2%	19.8%	22.0%	19.6%	18.7%	20.4%	17.3%	19.3%
%H		97.8%	47.2%	16.5%	66.4%	33.3%	33.1%	88.9%
D	421	389	166	63	253	100	153	304
%V	10.4%	10.1%	9.9%	9.7%	9.2%	7.9%	10.3%	8.5%
%H		92.4%	39.4%	15.0%	60.1%	23.8%	36.3%	72.2%
E	183	170	45	20	136	34	102	92
%V	4.5%	4.4%	2.7%	3.1%	4.9%	2.7%	6.9%	2.6%
%H		92.9%	24.6%	10.9%	74.3%	18.6%	55.7%	50.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

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+)	4045	3846	1670	652	2757	1272	1484	3585
%H		95.1%	41.3%	16.1%	68.2%	31.4%	36.7%	88.6%
Working full time	1947	1848	886	364	1231	649	582	1859
%V	48.1%	48.0%	53.1%	55.8%	44.6%	51.0%	39.2%	51.9%
%H		94.9%	45.5%	18.7%	63.2%	33.3%	29.9%	95.5%
Working part time	437	427	209	80	290	151	139	418
%V	10.8%	11.1%	12.5%	12.3%	10.5%	11.9%	9.4%	11.7%
%H		97.7%	47.8%	18.3%	66.4%	34.6%	31.8%	95.7%
Not working	1661	1571	575	208	1236	472	764	1308
%V	41.1%	40.8%	34.4%	31.9%	44.8%	37.1%	51.5%	36.5%
%H		94.6%	34.6%	12.5%	74.4%	28.4%	46.0%	78.7%
Housewife/Houseperson	2095	1984	813	297	1442	583	860	1750
%V	51.8%	51.6%	48.7%	45.6%	52.3%	45.8%	58.0%	48.8%
%H		94.7%	38.8%	14.2%	68.8%	27.8%	41.1%	83.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1991	1888	836	335	1323	635	688	1791
%H		94.8%	42.0%	16.8%	66.4%	31.9%	34.6%	90.0%
16 - 19	120	118	57	25	86	51	36	117
%V	6.0%	6.3%	6.8%	7.5%	6.5%	8.0%	5.2%	6.5%
%H		98.3%	47.5%	20.8%	71.7%	42.5%	30.0%	97.5%
20 - 24	167	152	51	35	97	44	53	164
%V	8.4%	8.1%	6.1%	10.4%	7.3%	6.9%	7.7%	9.2%
%H		91.0%	30.5%	21.0%	58.1%	26.3%	31.7%	98.2%
25 - 34	330	301	154	56	166	85	80	310
%V	16.6%	15.9%	18.4%	16.7%	12.5%	13.4%	11.6%	17.3%
%H		91.2%	46.7%	17.0%	50.3%	25.8%	24.2%	93.9%
35 - 44	308	288	147	60	181	101	80	294
%V	15.5%	15.3%	17.6%	17.9%	13.7%	15.9%	11.6%	16.4%
%H		93.5%	47.7%	19.5%	58.8%	32.8%	26.0%	95.5%
45 - 54	343	329	156	66	227	122	105	324
%V	17.2%	17.4%	18.7%	19.7%	17.2%	19.2%	15.3%	18.1%
%H		95.9%	45.5%	19.2%	66.2%	35.6%	30.6%	94.5%
55 - 64	299	287	117	56	219	106	114	267
%V	15.0%	15.2%	14.0%	16.7%	16.6%	16.7%	16.6%	14.9%
%H		96.0%	39.1%	18.7%	73.2%	35.5%	38.1%	89.3%
65+	425	413	153	38	347	127	221	315
%V	21.3%	21.9%	18.3%	11.3%	26.2%	20.0%	32.1%	17.6%
%H		97.2%	36.0%	8.9%	81.6%	29.9%	52.0%	74.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC South

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+)	1991	1888	836	335	1323	635	688	1791
%H		94.8%	42.0%	16.8%	66.4%	31.9%	34.6%	90.0%
AB	713	680	302	121	489	239	249	685
%V	35.8%	36.0%	36.1%	36.1%	37.0%	37.6%	36.2%	38.2%
%H		95.4%	42.4%	17.0%	68.6%	33.5%	34.9%	96.1%
C1	587	552	244	100	399	198	201	554
%V	29.5%	29.2%	29.2%	29.9%	30.2%	31.2%	29.2%	30.9%
%H		94.0%	41.6%	17.0%	68.0%	33.7%	34.2%	94.4%
C2	419	411	192	72	275	136	139	374
%V	21.0%	21.8%	23.0%	21.5%	20.8%	21.4%	20.2%	20.9%
%H		98.1%	45.8%	17.2%	65.6%	32.5%	33.2%	89.3%
D	188	170	76	30	105	45	60	136
%V	9.4%	9.0%	9.1%	9.0%	7.9%	7.1%	8.7%	7.6%
%H		90.4%	40.4%	16.0%	55.9%	23.9%	31.9%	72.3%
E	84	75	22	12	55	16	38	42
%V	4.2%	4.0%	2.6%	3.6%	4.2%	2.5%	5.5%	2.3%
%H		89.3%	26.2%	14.3%	65.5%	19.0%	45.2%	50.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1991	1888	836	335	1323	635	688	1791
%H		94.8%	42.0%	16.8%	66.4%	31.9%	34.6%	90.0%
Working full time	1195	1139	553	227	741	396	345	1140
%V	60.0%	60.3%	66.1%	67.8%	56.0%	62.4%	50.1%	63.7%
%H		95.3%	46.3%	19.0%	62.0%	33.1%	28.9%	95.4%
Working part time	81	80	36	16	53	25	28	75
%V	4.1%	4.2%	4.3%	4.8%	4.0%	3.9%	4.1%	4.2%
%H		98.8%	44.4%	19.8%	65.4%	30.9%	34.6%	92.6%
Not working	715	668	247	92	529	214	315	575
%V	35.9%	35.4%	29.5%	27.5%	40.0%	33.7%	45.8%	32.1%
%H		93.4%	34.5%	12.9%	74.0%	29.9%	44.1%	80.4%
Housewife/Houseperson	403	372	129	52	257	77	180	298
%V	20.2%	19.7%	15.4%	15.5%	19.4%	12.1%	26.2%	16.6%
%H		92.3%	32.0%	12.9%	63.8%	19.1%	44.7%	73.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2054	1958	834	317	1433	637	796	1795
%H		95.3%	40.6%	15.4%	69.8%	31.0%	38.8%	87.4%
16 - 19	94	91	41	20	70	42	28	94
%V	4.6%	4.6%	4.9%	6.3%	4.9%	6.6%	3.5%	5.2%
%H		96.8%	43.6%	21.3%	74.5%	44.7%	29.8%	100.0%
20 - 24	176	163	58	35	112	50	62	171
%V	8.6%	8.3%	7.0%	11.0%	7.8%	7.8%	7.8%	9.5%
%H		92.6%	33.0%	19.9%	63.6%	28.4%	35.2%	97.2%
25 - 34	309	277	142	53	172	91	81	297
%V	15.0%	14.1%	17.0%	16.7%	12.0%	14.3%	10.2%	16.5%
%H		89.6%	46.0%	17.2%	55.7%	29.4%	26.2%	96.1%
35 - 44	316	304	151	52	194	90	104	303
%V	15.4%	15.5%	18.1%	16.4%	13.5%	14.1%	13.1%	16.9%
%H		96.2%	47.8%	16.5%	61.4%	28.5%	32.9%	95.9%
45 - 54	366	353	175	60	261	145	116	343
%V	17.8%	18.0%	21.0%	18.9%	18.2%	22.8%	14.6%	19.1%
%H		96.4%	47.8%	16.4%	71.3%	39.6%	31.7%	93.7%
55 - 64	291	282	110	54	213	96	117	260
%V	14.2%	14.4%	13.2%	17.0%	14.9%	15.1%	14.7%	14.5%
%H		96.9%	37.8%	18.6%	73.2%	33.0%	40.2%	89.3%
65+	501	488	156	42	411	123	288	327
%V	24.4%	24.9%	18.7%	13.2%	28.7%	19.3%	36.2%	18.2%
%H		97.4%	31.1%	8.4%	82.0%	24.6%	57.5%	65.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2054	1958	834	317	1433	637	796	1795
%H		95.3%	40.6%	15.4%	69.8%	31.0%	38.8%	87.4%
AB	697	666	291	113	497	237	260	666
%V	33.9%	34.0%	34.9%	35.6%	34.7%	37.2%	32.7%	37.1%
%H		95.6%	41.8%	16.2%	71.3%	34.0%	37.3%	95.6%
C1	667	628	256	106	466	205	261	594
%V	32.5%	32.1%	30.7%	33.4%	32.5%	32.2%	32.8%	33.1%
%H		94.2%	38.4%	15.9%	69.9%	30.7%	39.1%	89.1%
C2	358	349	174	56	241	123	118	317
%V	17.4%	17.8%	20.9%	17.7%	16.8%	19.3%	14.8%	17.7%
%H		97.5%	48.6%	15.6%	67.3%	34.4%	33.0%	88.5%
D	233	219	90	33	148	54	93	168
%V	11.3%	11.2%	10.8%	10.4%	10.3%	8.5%	11.7%	9.4%
%H		94.0%	38.6%	14.2%	63.5%	23.2%	39.9%	72.1%
E	99	96	23	9	82	17	64	49
%V	4.8%	4.9%	2.8%	2.8%	5.7%	2.7%	8.0%	2.7%
%H		97.0%	23.2%	9.1%	82.8%	17.2%	64.6%	49.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2054	1958	834	317	1433	637	796	1795
%H		95.3%	40.6%	15.4%	69.8%	31.0%	38.8%	87.4%
Working full time	752	709	332	137	489	253	237	719
%V	36.6%	36.2%	39.8%	43.2%	34.1%	39.7%	29.8%	40.1%
%H		94.3%	44.1%	18.2%	65.0%	33.6%	31.5%	95.6%
Working part time	356	346	173	64	237	127	110	342
%V	17.3%	17.7%	20.7%	20.2%	16.5%	19.9%	13.8%	19.1%
%H		97.2%	48.6%	18.0%	66.6%	35.7%	30.9%	96.1%
Not working	946	902	328	116	707	258	449	733
%V	46.1%	46.1%	39.3%	36.6%	49.3%	40.5%	56.4%	40.8%
%H		95.3%	34.7%	12.3%	74.7%	27.3%	47.5%	77.5%
Housewife/Houseperson	1692	1613	685	245	1185	506	679	1452
%V	82.4%	82.4%	82.1%	77.3%	82.7%	79.4%	85.3%	80.9%
%H		95.3%	40.5%	14.5%	70.0%	29.9%	40.1%	85.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Yorkshire and Lincolnshire

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2609	2476	1059	301	1960	872	1088	1968
%H (All HH)		94.9%	40.6%	11.5%	75.1%	33.4%	41.7%	75.4%
%H (TV HH)			42.8%	12.2%	79.2%	35.2%	43.9%	
AB	518	499	232	63	392	192	200	475
%V	19.9%	20.2%	21.9%	20.9%	20.0%	22.0%	18.4%	24.1%
%H (All HH)		96.3%	44.8%	12.2%	75.7%	37.1%	38.6%	91.7%
%H (TV HH)			46.5%	12.6%	78.6%	38.5%	40.1%	
C1	679	634	274	89	492	237	255	573
%V	26.0%	25.6%	25.9%	29.6%	25.1%	27.2%	23.4%	29.1%
%H (All HH)		93.4%	40.4%	13.1%	72.5%	34.9%	37.6%	84.4%
%H (TV HH)			43.2%	14.0%	77.6%	37.4%	40.2%	
C2	633	611	281	75	488	237	251	475
%V	24.3%	24.7%	26.5%	24.9%	24.9%	27.2%	23.1%	24.1%
%H (All HH)		96.5%	44.4%	11.8%	77.1%	37.4%	39.7%	75.0%
%H (TV HH)			46.0%	12.3%	79.9%	38.8%	41.1%	
D	425	399	161	49	314	129	186	289
%V	16.3%	16.1%	15.2%	16.3%	16.0%	14.8%	17.1%	14.7%
%H (All HH)		93.9%	37.9%	11.5%	73.9%	30.4%	43.8%	68.0%
%H (TV HH)			40.4%	12.3%	78.7%	32.3%	46.6%	
E	354	333	110	25	274	78	196	157
%V	13.6%	13.4%	10.4%	8.3%	14.0%	8.9%	18.0%	8.0%
%H (All HH)		94.1%	31.1%	7.1%	77.4%	22.0%	55.4%	44.4%
%H (TV HH)			33.0%	7.5%	82.3%	23.4%	58.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2609	2476	1059	301	1960	872	1088	1968
%H (All HH)		94.9%	40.6%	11.5%	75.1%	33.4%	41.7%	75.4%
%H (TV HH)			42.8%	12.2%	79.2%	35.2%	43.9%	
Under 25	146	121	38	9	75	20	55	133
%V	5.6%	4.9%	3.6%	3.0%	3.8%	2.3%	5.1%	6.8%
%H (All HH)		82.9%	26.0%	6.2%	51.4%	13.7%	37.7%	91.1%
%H (TV HH)			31.4%	7.4%	62.0%	16.5%	45.5%	
25 - 34	404	375	212	43	264	150	114	355
%V	15.5%	15.1%	20.0%	14.3%	13.5%	17.2%	10.5%	18.0%
%H (All HH)		92.8%	52.5%	10.6%	65.3%	37.1%	28.2%	87.9%
%H (TV HH)			56.5%	11.5%	70.4%	40.0%	30.4%	
35 - 44	417	400	208	55	297	163	134	369
%V	16.0%	16.2%	19.6%	18.3%	15.2%	18.7%	12.3%	18.8%
%H (All HH)		95.9%	49.9%	13.2%	71.2%	39.1%	32.1%	88.5%
%H (TV HH)			52.0%	13.8%	74.3%	40.8%	33.5%	
45 - 54	498	479	234	81	363	203	160	427
%V	19.1%	19.3%	22.1%	26.9%	18.5%	23.3%	14.7%	21.7%
%H (All HH)		96.2%	47.0%	16.3%	72.9%	40.8%	32.1%	85.7%
%H (TV HH)			48.9%	16.9%	75.8%	42.4%	33.4%	
55 - 64	437	423	163	56	356	148	208	353
%V	16.7%	17.1%	15.4%	18.6%	18.2%	17.0%	19.1%	17.9%
%H (All HH)		96.8%	37.3%	12.8%	81.5%	33.9%	47.6%	80.8%
%H (TV HH)			38.5%	13.2%	84.2%	35.0%	49.2%	
65 +	708	678	204	58	604	187	417	331
%V	27.1%	27.4%	19.3%	19.3%	30.8%	21.4%	38.3%	16.8%
%H (All HH)		95.8%	28.8%	8.2%	85.3%	26.4%	58.9%	46.8%
%H (TV HH)			30.1%	8.6%	89.1%	27.6%	61.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2609	2476	1059	301	1960	872	1088	1968
%H (All HH)		94.9%	40.6%	11.5%	75.1%	33.4%	41.7%	75.4%
%H (TV HH)			42.8%	12.2%	79.2%	35.2%	43.9%	
1	801	740	196	64	618	148	470	413
%V	30.7%	29.9%	18.5%	21.3%	31.5%	17.0%	43.2%	21.0%
%H (All HH)		92.4%	24.5%	8.0%	77.2%	18.5%	58.7%	51.6%
%H (TV HH)			26.5%	8.6%	83.5%	20.0%	63.5%	
2	959	921	387	124	740	337	403	772
%V	36.8%	37.2%	36.5%	41.2%	37.8%	38.6%	37.0%	39.2%
%H (All HH)		96.0%	40.4%	12.9%	77.2%	35.1%	42.0%	80.5%
%H (TV HH)			42.0%	13.5%	80.3%	36.6%	43.8%	
3	391	369	204	53	274	167	106	356
%V	15.0%	14.9%	19.3%	17.6%	14.0%	19.2%	9.7%	18.1%
%H (All HH)		94.4%	52.2%	13.6%	70.1%	42.7%	27.1%	91.0%
%H (TV HH)			55.3%	14.4%	74.3%	45.3%	28.7%	
4	303	294	176	45	228	157	71	281
%V	11.6%	11.9%	16.6%	15.0%	11.6%	18.0%	6.5%	14.3%
%H (All HH)		97.0%	58.1%	14.9%	75.2%	51.8%	23.4%	92.7%
%H (TV HH)			59.9%	15.3%	77.6%	53.4%	24.1%	
5+	156	151	96	15	101	62	38	146
%V	6.0%	6.1%	9.1%	5.0%	5.2%	7.1%	3.5%	7.4%
%H (All HH)		96.8%	61.5%	9.6%	64.7%	39.7%	24.4%	93.6%
%H (TV HH)			63.6%	9.9%	66.9%	41.1%	25.2%	
Average HH size	2.28	2.30	2.66	2.43	2.23	2.63	1.92	2.52

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2609	2476	1059	301	1960	872	1088	1968
%H (All HH)		94.9%	40.6%	11.5%	75.1%	33.4%	41.7%	75.4%
%H (TV HH)			42.8%	12.2%	79.2%	35.2%	43.9%	
Without	1976	1853	684	224	1505	580	924	1396
%V	75.7%	74.8%	64.6%	74.4%	76.8%	66.5%	84.9%	70.9%
%H (All HH)		93.8%	34.6%	11.3%	76.2%	29.4%	46.8%	70.6%
%H (TV HH)			36.9%	12.1%	81.2%	31.3%	49.9%	
With	633	623	375	77	456	292	164	573
%V	24.3%	25.2%	35.4%	25.6%	23.3%	33.5%	15.1%	29.1%
%H (All HH)		98.4%	59.2%	12.2%	72.0%	46.1%	25.9%	90.5%
%H (TV HH)			60.2%	12.4%	73.2%	46.9%	26.3%	
0 - 3	245	238	140	25	175	106	69	214
%V	9.4%	9.6%	13.2%	8.3%	8.9%	12.2%	6.3%	10.9%
%H (All HH)		97.1%	57.1%	10.2%	71.4%	43.3%	28.2%	87.3%
%H (TV HH)			58.8%	10.5%	73.5%	44.5%	29.0%	
4 - 9	323	320	199	39	230	149	81	290
%V	12.4%	12.9%	18.8%	13.0%	11.7%	17.1%	7.4%	14.7%
%H (All HH)		99.1%	61.6%	12.1%	71.2%	46.1%	25.1%	89.8%
%H (TV HH)			62.2%	12.2%	71.9%	46.6%	25.3%	
10 - 15	288	285	174	38	212	141	70	271
%V	11.0%	11.5%	16.4%	12.6%	10.8%	16.2%	6.4%	13.8%
%H (All HH)		99.0%	60.4%	13.2%	73.6%	49.0%	24.3%	94.1%
%H (TV HH)			61.1%	13.3%	74.4%	49.5%	24.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2609	2476	1059	301	1960	872	1088	1968
%H (All HH)		94.9%	40.6%	11.5%	75.1%	33.4%	41.7%	75.4%
%H (TV HH)			42.8%	12.2%	79.2%	35.2%	43.9%	
1	942	942	306	100	675	160	515	621
%V	36.1%	38.0%	28.9%	33.2%	34.4%	18.3%	47.3%	31.6%
%H (All HH)		100.0%	32.5%	10.6%	71.7%	17.0%	54.7%	65.9%
%H (TV HH)			32.5%	10.6%	71.7%	17.0%	54.7%	
2	877	877	398	98	711	343	369	659
%V	33.6%	35.4%	37.6%	32.6%	36.3%	39.3%	33.9%	33.5%
%H (All HH)		100.0%	45.4%	11.2%	81.1%	39.1%	42.1%	75.1%
%H (TV HH)			45.4%	11.2%	81.1%	39.1%	42.1%	
3	398	398	206	69	347	220	127	347
%V	15.3%	16.1%	19.5%	22.9%	17.7%	25.2%	11.7%	17.6%
%H (All HH)		100.0%	51.8%	17.3%	87.2%	55.3%	31.9%	87.2%
%H (TV HH)			51.8%	17.3%	87.2%	55.3%	31.9%	
4	170	170	96	19	149	93	56	163
%V	6.5%	6.9%	9.1%	6.3%	7.6%	10.7%	5.1%	8.3%
%H (All HH)		100.0%	56.5%	11.2%	87.6%	54.7%	32.9%	95.9%
%H (TV HH)			56.5%	11.2%	87.6%	54.7%	32.9%	
5+	90	90	52	15	78	56	21	89
%V	3.4%	3.6%	4.9%	5.0%	4.0%	6.4%	1.9%	4.5%
%H (All HH)		100.0%	57.8%	16.7%	86.7%	62.2%	23.3%	98.9%
%H (TV HH)			57.8%	16.7%	86.7%	62.2%	23.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2609	2476	1059	301	1960	872	1088	1968
%H (All HH)		94.9%	40.6%	11.5%	75.1%	33.4%	41.7%	75.4%
%H (TV HH)			42.8%	12.2%	79.2%	35.2%	43.9%	
Under 20"	577	577	236	82	510	254	256	456
%V	22.1%	23.3%	22.3%	27.2%	26.0%	29.1%	23.5%	23.2%
%H (All HH)		100.0%	40.9%	14.2%	88.4%	44.0%	44.4%	79.0%
%H (TV HH)			40.9%	14.2%	88.4%	44.0%	44.4%	
20" - 29"	956	956	394	107	816	368	447	730
%V	36.6%	38.6%	37.2%	35.5%	41.6%	42.2%	41.1%	37.1%
%H (All HH)		100.0%	41.2%	11.2%	85.4%	38.5%	46.8%	76.4%
%H (TV HH)			41.2%	11.2%	85.4%	38.5%	46.8%	
30" - 39"	1337	1337	576	177	1081	504	577	1027
%V	51.2%	54.0%	54.4%	58.8%	55.2%	57.8%	53.0%	52.2%
%H (All HH)		100.0%	43.1%	13.2%	80.9%	37.7%	43.2%	76.8%
%H (TV HH)			43.1%	13.2%	80.9%	37.7%	43.2%	
40" and over	1195	1195	647	158	917	533	383	1025
%V	45.8%	48.3%	61.1%	52.5%	46.8%	61.1%	35.2%	52.1%
%H (All HH)		100.0%	54.1%	13.2%	76.7%	44.6%	32.1%	85.8%
%H (TV HH)			54.1%	13.2%	76.7%	44.6%	32.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2609	2476	1059	301	1960	872	1088	1968
%H (All HH)		94.9%	40.6%	11.5%	75.1%	33.4%	41.7%	75.4%
%H (TV HH)			42.8%	12.2%	79.2%	35.2%	43.9%	
Main living room	2438	2438	1053	298	1941	867	1074	1852
%V	93.4%	98.5%	99.4%	99.0%	99.0%	99.4%	98.7%	94.1%
%H (All HH)		100.0%	43.2%	12.2%	79.6%	35.6%	44.1%	76.0%
%H (TV HH)			43.2%	12.2%	79.6%	35.6%	44.1%	
Kitchen	318	318	149	38	289	159	130	264
%V	12.2%	12.8%	14.1%	12.6%	14.7%	18.2%	11.9%	13.4%
%H (All HH)		100.0%	46.9%	11.9%	90.9%	50.0%	40.9%	83.0%
%H (TV HH)			46.9%	11.9%	90.9%	50.0%	40.9%	
Adult's bedroom	1128	1128	554	164	936	537	399	941
%V	43.2%	45.6%	52.3%	54.5%	47.8%	61.6%	36.7%	47.8%
%H (All HH)		100.0%	49.1%	14.5%	83.0%	47.6%	35.4%	83.4%
%H (TV HH)			49.1%	14.5%	83.0%	47.6%	35.4%	
Child's bedroom	266	266	153	37	225	152	73	245
%V	10.2%	10.7%	14.4%	12.3%	11.5%	17.4%	6.7%	12.4%
%H (All HH)		100.0%	57.5%	13.9%	84.6%	57.1%	27.4%	92.1%
%H (TV HH)			57.5%	13.9%	84.6%	57.1%	27.4%	
Other bedroom	131	131	68	16	117	69	48	114
%V	5.0%	5.3%	6.4%	5.3%	6.0%	7.9%	4.4%	5.8%
%H (All HH)		100.0%	51.9%	12.2%	89.3%	52.7%	36.6%	87.0%
%H (TV HH)			51.9%	12.2%	89.3%	52.7%	36.6%	
Second living/dining room	253	253	134	39	214	133	81	213
%V	9.7%	10.2%	12.7%	13.0%	10.9%	15.3%	7.4%	10.8%
%H (All HH)		100.0%	53.0%	15.4%	84.6%	52.6%	32.0%	84.2%
%H (TV HH)			53.0%	15.4%	84.6%	52.6%	32.0%	
Study/office	25	25	14	0	18	9	9	24
%V	1.0%	1.0%	1.3%	0.0%	0.9%	1.0%	0.8%	1.2%
%H (All HH)		100.0%	56.0%	0.0%	72.0%	36.0%	36.0%	96.0%
%H (TV HH)			56.0%	0.0%	72.0%	36.0%	36.0%	
TV room	12	12	6	1	8	5	3	12
%V	0.5%	0.5%	0.6%	0.3%	0.4%	0.6%	0.3%	0.6%
%H (All HH)		100.0%	50.0%	8.3%	66.7%	41.7%	25.0%	100.0%
%H (TV HH)			50.0%	8.3%	66.7%	41.7%	25.0%	
Conservatory	90	90	44	10	80	43	37	80
%V	3.4%	3.6%	4.2%	3.3%	4.1%	4.9%	3.4%	4.1%
%H (All HH)		100.0%	48.9%	11.1%	88.9%	47.8%	41.1%	88.9%
%H (TV HH)			48.9%	11.1%	88.9%	47.8%	41.1%	
Attic or loft room	6	6	3	1	6	3	3	6
%V	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	50.0%	16.7%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	16.7%	100.0%	50.0%	50.0%	
No specific location	2	2	0	0	2	0	2	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%	50.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	25	25	12	2	23	12	11	22
%V	1.0%	1.0%	1.1%	0.7%	1.2%	1.4%	1.0%	1.1%
%H (All HH)		100.0%	48.0%	8.0%	92.0%	48.0%	44.0%	88.0%
%H (TV HH)			48.0%	8.0%	92.0%	48.0%	44.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2609	2476	1059	301	1960	872	1088	1968
%H (All HH)		94.9%	40.6%	11.5%	75.1%	33.4%	41.7%	75.4%
%H (TV HH)			42.8%	12.2%	79.2%	35.2%	43.9%	
Any DSAT provider	1059	1059	1059	14	706	706	0	918
%V	40.6%	42.8%	100.0%	4.7%	36.0%	81.0%	0.0%	46.6%
%H (All HH)			100.0%	1.3%	66.7%	66.7%	0.0%	86.7%
%H (TV HH)			100.0%	1.3%	66.7%	66.7%	0.0%	
Sky with subcription	882	882	882	5	610	610	0	785
%V	33.8%	35.6%	83.3%	1.7%	31.1%	70.0%	0.0%	39.9%
%H (All HH)			100.0%	0.6%	69.2%	69.2%	0.0%	89.0%
%H (TV HH)			100.0%	0.6%	69.2%	69.2%	0.0%	
Sky without subscription	84	84	84	5	45	45	0	59
%V	3.2%	3.4%	7.9%	1.7%	2.3%	5.2%	0.0%	3.0%
%H (All HH)			100.0%	6.0%	53.6%	53.6%	0.0%	70.2%
%H (TV HH)			100.0%	6.0%	53.6%	53.6%	0.0%	
Freesat	88	88	88	2	56	56	0	74
%V	3.4%	3.6%	8.3%	0.7%	2.9%	6.4%	0.0%	3.8%
%H (All HH)			100.0%	2.3%	63.6%	63.6%	0.0%	84.1%
%H (TV HH)			100.0%	2.3%	63.6%	63.6%	0.0%	
Other satellite provider	27	27	27	3	10	10	0	19
%V	1.0%	1.1%	2.5%	1.0%	0.5%	1.1%	0.0%	1.0%
%H (All HH)			100.0%	11.1%	37.0%	37.0%	0.0%	70.4%
%H (TV HH)			100.0%	11.1%	37.0%	37.0%	0.0%	
DCAB	301	301	14	301	172	172	0	278
%V	11.5%	12.2%	1.3%	100.0%	8.8%	19.7%	0.0%	14.1%
%H (All HH)			4.7%	100.0%	57.1%	57.1%	0.0%	92.4%
%H (TV HH)			4.7%	100.0%	57.1%	57.1%	0.0%	
DTT	1960	1960	706	172	1960	872	1088	1428
%V	75.1%	79.2%	66.7%	57.1%	100.0%	100.0%	100.0%	72.6%
%H (All HH)		100.0%	36.0%	8.8%	100.0%	44.5%	55.5%	72.9%
%H (TV HH)			36.0%	8.8%	100.0%	44.5%	55.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2609	2476	1059	301	1960	872	1088	1968
%H (All HH)		94.9%	40.6%	11.5%	75.1%	33.4%	41.7%	75.4%
%H (TV HH)			42.8%	12.2%	79.2%	35.2%	43.9%	
PVR	1460	1460	882	230	1095	736	359	1285
%V	56.0%	59.0%	83.3%	76.4%	55.9%	84.4%	33.0%	65.3%
%H (All HH)		100.0%	60.4%	15.8%	75.0%	50.4%	24.6%	88.0%
%H (TV HH)			60.4%	15.8%	75.0%	50.4%	24.6%	
DVDR	104	104	41	10	91	37	55	77
%V	4.0%	4.2%	3.9%	3.3%	4.6%	4.2%	5.1%	3.9%
%H (All HH)		100.0%	39.4%	9.6%	87.5%	35.6%	52.9%	74.0%
%H (TV HH)			39.4%	9.6%	87.5%	35.6%	52.9%	
VCR	126	126	47	18	99	38	61	83
%V	4.8%	5.1%	4.4%	6.0%	5.1%	4.4%	5.6%	4.2%
%H (All HH)		100.0%	37.3%	14.3%	78.6%	30.2%	48.4%	65.9%
%H (TV HH)			37.3%	14.3%	78.6%	30.2%	48.4%	
Any recorder	1552	1552	900	238	1182	756	426	1335
%V	59.5%	62.7%	85.0%	79.1%	60.3%	86.7%	39.2%	67.8%
%H (All HH)		100.0%	58.0%	15.3%	76.2%	48.7%	27.4%	86.0%
%H (TV HH)			58.0%	15.3%	76.2%	48.7%	27.4%	
Receives HDTV (via STB or built-in reception)	1348	1348	758	233	1030	660	370	1183
%V	51.7%	54.4%	71.6%	77.4%	52.6%	75.7%	34.0%	60.1%
%H (All HH)		100.0%	56.2%	17.3%	76.4%	49.0%	27.4%	87.8%
%H (TV HH)			56.2%	17.3%	76.4%	49.0%	27.4%	
DVD/Blu-ray player or recorder	1931	1931	877	254	1553	749	804	1548
%V	74.0%	78.0%	82.8%	84.4%	79.2%	85.9%	73.9%	78.7%
%H (All HH)		100.0%	45.4%	13.2%	80.4%	38.8%	41.6%	80.2%
%H (TV HH)			45.4%	13.2%	80.4%	38.8%	41.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2609	2476	1059	301	1960	872	1088	1968
%V (All HH)		94.9%	40.6%	11.5%	75.1%	33.4%	41.7%	75.4%
%H (TV HH)			42.8%	12.2%	79.2%	35.2%	43.9%	
Has broadband internet	1968	1879	918	278	1428	767	661	1968
%V	75.4%	75.9%	86.7%	92.4%	72.9%	88.0%	60.8%	100.0%
%H (All HH)		95.5%	46.6%	14.1%	72.6%	39.0%	33.6%	100.0%
%H (TV HH)			48.9%	14.8%	76.0%	40.8%	35.2%	
Number of computers (PCs and laptops)								
0	613	572	140	27	503	104	400	53
%V	23.5%	23.1%	13.2%	9.0%	25.7%	11.9%	36.8%	2.7%
%H (All HH)		93.3%	22.8%	4.4%	82.1%	17.0%	65.3%	8.6%
%H (TV HH)			24.5%	4.7%	87.9%	18.2%	69.9%	
1	777	739	308	90	577	243	334	715
%V	29.8%	29.8%	29.1%	29.9%	29.4%	27.9%	30.7%	36.3%
%H (All HH)		95.1%	39.6%	11.6%	74.3%	31.3%	43.0%	92.0%
%H (TV HH)			41.7%	12.2%	78.1%	32.9%	45.2%	
2	539	518	261	84	395	226	168	524
%V	20.7%	20.9%	24.6%	27.9%	20.2%	25.9%	15.4%	26.6%
%H (All HH)		96.1%	48.4%	15.6%	73.3%	41.9%	31.2%	97.2%
%H (TV HH)			50.4%	16.2%	76.3%	43.6%	32.4%	
3	328	313	173	46	236	142	94	326
%V	12.6%	12.6%	16.3%	15.3%	12.0%	16.3%	8.6%	16.6%
%H (All HH)		95.4%	52.7%	14.0%	72.0%	43.3%	28.7%	99.4%
%H (TV HH)			55.3%	14.7%	75.4%	45.4%	30.0%	
4	166	160	87	29	119	80	39	165
%V	6.4%	6.5%	8.2%	9.6%	6.1%	9.2%	3.6%	8.4%
%H (All HH)		96.4%	52.4%	17.5%	71.7%	48.2%	23.5%	99.4%
%H (TV HH)			54.4%	18.1%	74.4%	50.0%	24.4%	
5+	186	175	91	25	130	78	52	185
%V	7.1%	7.1%	8.6%	8.3%	6.6%	8.9%	4.8%	9.4%
%H (All HH)		94.1%	48.9%	13.4%	69.9%	41.9%	28.0%	99.5%
%H (TV HH)			52.0%	14.3%	74.3%	44.6%	29.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5054	2394	659	4156	2189	1968	4109
%H		47.4%	13.0%	82.2%	43.3%	38.9%	81.3%
Under 20"	738	306	116	656	346	310	604
%V	14.6%	12.8%	17.6%	15.8%	15.8%	15.8%	14.7%
%H		41.5%	15.7%	88.9%	46.9%	42.0%	81.8%
20" - 29"	1271	559	137	1102	536	566	1000
%V	25.1%	23.4%	20.8%	26.5%	24.5%	28.8%	24.3%
%H		44.0%	10.8%	86.7%	42.2%	44.5%	78.7%
30" - 39"	1611	725	223	1303	648	655	1266
%V	31.9%	30.3%	33.8%	31.4%	29.6%	33.3%	30.8%
%H		45.0%	13.8%	80.9%	40.2%	40.7%	78.6%
40" and over	1415	796	181	1079	652	427	1228
%V	28.0%	33.2%	27.5%	26.0%	29.8%	21.7%	29.9%
%H		56.3%	12.8%	76.3%	46.1%	30.2%	86.8%
Don't know	19	9	1	16	6	10	11
%V	0.4%	0.4%	0.2%	0.4%	0.3%	0.5%	0.3%
%H		47.4%	5.3%	84.2%	31.6%	52.6%	57.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5054	2394	659	4156	2189	1968	4109
%H		47.4%	13.0%	82.2%	43.3%	38.9%	81.3%
Main living room	2454	1063	299	1950	872	1078	1865
%V	48.6%	44.4%	45.4%	46.9%	39.8%	54.8%	45.4%
%H		43.3%	12.2%	79.5%	35.5%	43.9%	76.0%
Kitchen	318	149	38	289	159	130	264
%V	6.3%	6.2%	5.8%	7.0%	7.3%	6.6%	6.4%
%H		46.9%	11.9%	90.9%	50.0%	40.9%	83.0%
Adult's bedroom	1357	683	197	1131	667	464	1156
%V	26.9%	28.5%	29.9%	27.2%	30.5%	23.6%	28.1%
%H		50.3%	14.5%	83.3%	49.2%	34.2%	85.2%
Child's bedroom	352	202	52	296	201	95	327
%V	7.0%	8.4%	7.9%	7.1%	9.2%	4.8%	8.0%
%H		57.4%	14.8%	84.1%	57.1%	27.0%	92.9%
Other bedroom	155	81	18	137	82	56	137
%V	3.1%	3.4%	2.7%	3.3%	3.7%	2.8%	3.3%
%H		52.3%	11.6%	88.4%	52.9%	36.1%	88.4%
Second living/dining room	257	136	40	215	134	82	215
%V	5.1%	5.7%	6.1%	5.2%	6.1%	4.2%	5.2%
%H		52.9%	15.6%	83.7%	52.1%	31.9%	83.7%
Study/office	27	16	0	19	11	9	25
%V	0.5%	0.7%	0.0%	0.5%	0.5%	0.5%	0.6%
%H		59.3%	0.0%	70.4%	40.7%	33.3%	92.6%
TV room	12	6	1	8	5	3	12
%V	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%	0.3%
%H		50.0%	8.3%	66.7%	41.7%	25.0%	100.0%
Conservatory	90	44	10	80	43	37	80
%V	1.8%	1.8%	1.5%	1.9%	2.0%	1.9%	1.9%
%H		48.9%	11.1%	88.9%	47.8%	41.1%	88.9%
Attic or loft room	7	3	1	6	3	3	6
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%
%H		42.9%	14.3%	85.7%	42.9%	42.9%	85.7%
No specific location	2	0	0	2	0	2	1
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	50.0%
Other	25	12	2	23	12	11	22
%V	0.5%	0.5%	0.3%	0.6%	0.5%	0.6%	0.5%
%H		48.0%	8.0%	92.0%	48.0%	44.0%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5054	2394	659	4156	2189	1968	4109
%H		47.4%	13.0%	82.2%	43.3%	38.9%	81.3%
PVR	1875	1198	302	1365	974	391	1676
%V	37.1%	50.0%	45.8%	32.8%	44.5%	19.9%	40.8%
%H		63.9%	16.1%	72.8%	51.9%	20.9%	89.4%
DVDR	113	43	10	99	39	60	83
%V	2.2%	1.8%	1.5%	2.4%	1.8%	3.0%	2.0%
%H		38.1%	8.8%	87.6%	34.5%	53.1%	73.5%
VCR	132	50	18	104	40	64	86
%V	2.6%	2.1%	2.7%	2.5%	1.8%	3.3%	2.1%
%H		37.9%	13.6%	78.8%	30.3%	48.5%	65.2%
Any recorder	1999	1228	312	1483	1008	475	1750
%V	39.6%	51.3%	47.3%	35.7%	46.0%	24.1%	42.6%
%H		61.4%	15.6%	74.2%	50.4%	23.8%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5054	2394	659	4156	2189	1968	4109
%H		47.4%	13.0%	82.2%	43.3%	38.9%	81.3%
Receives HDTV (via STB or built-in reception)	1844	1069	323	1413	944	470	1654
%V	36.5%	44.7%	49.0%	34.0%	43.1%	23.9%	40.3%
%H		58.0%	17.5%	76.6%	51.2%	25.5%	89.7%
DVD/Blu-ray player or recorder	2765	1330	369	2272	1197	1076	2311
%V	54.7%	55.6%	56.0%	54.7%	54.7%	54.7%	56.2%
%H		48.1%	13.3%	82.2%	43.3%	38.9%	83.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2465	1058	301	1958	872	1086	1871
%H		42.9%	12.2%	79.4%	35.4%	44.1%	75.9%
Under 20"	51	10	3	40	7	34	27
%V	2.1%	0.9%	1.0%	2.0%	0.8%	3.1%	1.4%
%H		19.6%	5.9%	78.4%	13.7%	66.7%	52.9%
20" - 29"	285	57	20	244	43	201	163
%V	11.6%	5.4%	6.6%	12.5%	4.9%	18.5%	8.7%
%H		20.0%	7.0%	85.6%	15.1%	70.5%	57.2%
30" - 39"	963	360	127	778	307	472	687
%V	39.1%	34.0%	42.2%	39.7%	35.2%	43.5%	36.7%
%H		37.4%	13.2%	80.8%	31.9%	49.0%	71.3%
40" and over	1155	627	151	885	513	373	989
%V	46.9%	59.3%	50.2%	45.2%	58.8%	34.3%	52.9%
%H		54.3%	13.1%	76.6%	44.4%	32.3%	85.6%
Don't know	11	4	0	10	3	7	5
%V	0.4%	0.4%	0.0%	0.5%	0.3%	0.6%	0.3%
%H		36.4%	0.0%	90.9%	27.3%	63.6%	45.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2465	1058	301	1958	872	1086	1871
%H		42.9%	12.2%	79.4%	35.4%	44.1%	75.9%
PVR	1419	867	226	1058	722	336	1251
%V	57.6%	81.9%	75.1%	54.0%	82.8%	30.9%	66.9%
%H		61.1%	15.9%	74.6%	50.9%	23.7%	88.2%
DVDR	89	34	9	78	31	47	64
%V	3.6%	3.2%	3.0%	4.0%	3.6%	4.3%	3.4%
%H		38.2%	10.1%	87.6%	34.8%	52.8%	71.9%
VCR	110	41	16	84	31	53	73
%V	4.5%	3.9%	5.3%	4.3%	3.6%	4.9%	3.9%
%H		37.3%	14.5%	76.4%	28.2%	48.2%	66.4%
Any recorder	1507	886	233	1141	742	398	1299
%V	61.1%	83.7%	77.4%	58.3%	85.1%	36.6%	69.4%
%H		58.8%	15.5%	75.7%	49.2%	26.4%	86.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2465	1058	301	1958	872	1086	1871
%H		42.9%	12.2%	79.4%	35.4%	44.1%	75.9%
Receives HDTV (via STB or built-in reception)	1312	744	228	996	644	352	1154
%V	53.2%	70.3%	75.7%	50.9%	73.9%	32.4%	61.7%
%H		56.7%	17.4%	75.9%	49.1%	26.8%	88.0%
DVD/Blu-ray player or recorder	1800	810	235	1440	684	756	1435
%V	73.0%	76.6%	78.1%	73.5%	78.4%	69.6%	76.7%
%H		45.0%	13.1%	80.0%	38.0%	42.0%	79.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2589	1336	358	2199	1317	882	2239
%H		51.6%	13.8%	84.9%	50.9%	34.1%	86.5%
Under 20"	687	295	113	616	340	276	577
%V	26.5%	22.1%	31.6%	28.0%	25.8%	31.3%	25.8%
%H		42.9%	16.4%	89.7%	49.5%	40.2%	84.0%
20" - 29"	986	502	117	858	493	365	837
%V	38.1%	37.6%	32.7%	39.0%	37.4%	41.4%	37.4%
%H		50.9%	11.9%	87.0%	50.0%	37.0%	84.9%
30" - 39"	648	365	96	525	341	183	579
%V	25.0%	27.3%	26.8%	23.9%	25.9%	20.7%	25.9%
%H		56.3%	14.8%	81.0%	52.6%	28.2%	89.4%
40" and over	260	169	31	194	139	55	240
%V	10.0%	12.6%	8.7%	8.8%	10.6%	6.2%	10.7%
%H		65.0%	11.9%	74.6%	53.5%	21.2%	92.3%
Don't know	8	5	1	6	3	3	6
%V	0.3%	0.4%	0.3%	0.3%	0.2%	0.3%	0.3%
%H		62.5%	12.5%	75.0%	37.5%	37.5%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2589	1336	358	2199	1317	882	2239
%H		51.6%	13.8%	84.9%	50.9%	34.1%	86.5%
PVR	456	331	76	307	252	55	425
%V	17.6%	24.8%	21.2%	14.0%	19.1%	6.2%	19.0%
%H		72.6%	16.7%	67.3%	55.3%	12.1%	93.2%
DVDR	23	9	1	20	8	13	20
%V	0.9%	0.7%	0.3%	0.9%	0.6%	1.5%	0.9%
%H		39.1%	4.3%	87.0%	34.8%	56.5%	87.0%
VCR	22	9	2	20	9	10	14
%V	0.8%	0.7%	0.6%	0.9%	0.7%	1.1%	0.6%
%H		40.9%	9.1%	90.9%	40.9%	45.5%	63.6%
Any recorder	492	342	80	342	266	76	451
%V	19.0%	25.6%	22.3%	15.6%	20.2%	8.6%	20.1%
%H		69.5%	16.3%	69.5%	54.1%	15.4%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2589	1336	358	2199	1317	882	2239
%H		51.6%	13.8%	84.9%	50.9%	34.1%	86.5%
Receives HDTV (via STB or built-in reception)	533	326	94	417	299	118	500
%V	20.6%	24.4%	26.3%	19.0%	22.7%	13.4%	22.3%
%H		61.2%	17.6%	78.2%	56.1%	22.1%	93.8%
DVD/Blu-ray player or recorder	965	519	134	832	512	320	876
%V	37.3%	38.8%	37.4%	37.8%	38.9%	36.3%	39.1%
%H		53.8%	13.9%	86.2%	53.1%	33.2%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5956	5698	2814	732	4378	2292	2087	4950
%H		95.7%	47.2%	12.3%	73.5%	38.5%	35.0%	83.1%
Total Children	1088	1075	657	124	776	489	287	981
%V	18.3%	18.9%	23.3%	16.9%	17.7%	21.3%	13.8%	19.8%
%H		98.8%	60.4%	11.4%	71.3%	44.9%	26.4%	90.2%
0 - 3	285	277	164	27	203	121	82	248
%V	4.8%	4.9%	5.8%	3.7%	4.6%	5.3%	3.9%	5.0%
%H		97.2%	57.5%	9.5%	71.2%	42.5%	28.8%	87.0%
4 - 15	804	798	493	97	572	368	205	733
%V	13.5%	14.0%	17.5%	13.3%	13.1%	16.1%	9.8%	14.8%
%H		99.3%	61.3%	12.1%	71.1%	45.8%	25.5%	91.2%
4 - 9	430	427	264	51	301	190	111	384
%V	7.2%	7.5%	9.4%	7.0%	6.9%	8.3%	5.3%	7.8%
%H		99.3%	61.4%	11.9%	70.0%	44.2%	25.8%	89.3%
10 - 15	374	371	228	46	272	178	94	349
%V	6.3%	6.5%	8.1%	6.3%	6.2%	7.8%	4.5%	7.1%
%H		99.2%	61.0%	12.3%	72.7%	47.6%	25.1%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5956	5698	2814	732	4378	2292	2087	4950
%H		95.7%	47.2%	12.3%	73.5%	38.5%	35.0%	83.1%
Total Adults (16+)	4868	4623	2157	608	3603	1802	1800	3969
%V	81.7%	81.1%	76.7%	83.1%	82.3%	78.6%	86.2%	80.2%
%H		95.0%	44.3%	12.5%	74.0%	37.0%	37.0%	81.5%
16 - 19	315	286	152	49	206	126	79	301
%V	5.3%	5.0%	5.4%	6.7%	4.7%	5.5%	3.8%	6.1%
%H		90.8%	48.3%	15.6%	65.4%	40.0%	25.1%	95.6%
20 - 24	408	357	153	37	254	124	131	382
%V	6.9%	6.3%	5.4%	5.1%	5.8%	5.4%	6.3%	7.7%
%H		87.5%	37.5%	9.1%	62.3%	30.4%	32.1%	93.6%
25 - 34	796	735	420	96	514	308	206	715
%V	13.4%	12.9%	14.9%	13.1%	11.7%	13.4%	9.9%	14.4%
%H		92.3%	52.8%	12.1%	64.6%	38.7%	25.9%	89.8%
35 - 44	733	709	398	96	526	317	209	663
%V	12.3%	12.4%	14.1%	13.1%	12.0%	13.8%	10.0%	13.4%
%H		96.7%	54.3%	13.1%	71.8%	43.2%	28.5%	90.5%
45 - 54	831	807	400	141	613	350	263	727
%V	14.0%	14.2%	14.2%	19.3%	14.0%	15.3%	12.6%	14.7%
%H		97.1%	48.1%	17.0%	73.8%	42.1%	31.6%	87.5%
55 - 64	714	696	301	90	572	263	309	610
%V	12.0%	12.2%	10.7%	12.3%	13.1%	11.5%	14.8%	12.3%
%H		97.5%	42.2%	12.6%	80.1%	36.8%	43.3%	85.4%
65+	1071	1034	333	100	917	314	603	571
%V	18.0%	18.1%	11.8%	13.7%	20.9%	13.7%	28.9%	11.5%
%H		96.5%	31.1%	9.3%	85.6%	29.3%	56.3%	53.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4868	4623	2157	608	3603	1802	1800	3969
%H		95.0%	44.3%	12.5%	74.0%	37.0%	37.0%	81.5%
AB	1024	987	492	128	768	408	360	959
%V	21.0%	21.3%	22.8%	21.1%	21.3%	22.6%	20.0%	24.2%
%H		96.4%	48.0%	12.5%	75.0%	39.8%	35.2%	93.7%
C1	1323	1224	564	177	945	494	450	1181
%V	27.2%	26.5%	26.1%	29.1%	26.2%	27.4%	25.0%	29.8%
%H		92.5%	42.6%	13.4%	71.4%	37.3%	34.0%	89.3%
C2	1235	1199	584	165	944	500	444	992
%V	25.4%	25.9%	27.1%	27.1%	26.2%	27.7%	24.7%	25.0%
%H		97.1%	47.3%	13.4%	76.4%	40.5%	36.0%	80.3%
D	775	734	325	100	560	261	299	573
%V	15.9%	15.9%	15.1%	16.4%	15.5%	14.5%	16.6%	14.4%
%H		94.7%	41.9%	12.9%	72.3%	33.7%	38.6%	73.9%
E	511	479	192	38	386	139	246	265
%V	10.5%	10.4%	8.9%	6.3%	10.7%	7.7%	13.7%	6.7%
%H		93.7%	37.6%	7.4%	75.5%	27.2%	48.1%	51.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4868	4623	2157	608	3603	1802	1800	3969
%H		95.0%	44.3%	12.5%	74.0%	37.0%	37.0%	81.5%
Working full time	2127	2054	1079	319	1526	890	636	1971
%V	43.7%	44.4%	50.0%	52.5%	42.4%	49.4%	35.3%	49.7%
%H		96.6%	50.7%	15.0%	71.7%	41.8%	29.9%	92.7%
Working part time	490	478	235	72	386	221	165	449
%V	10.1%	10.3%	10.9%	11.8%	10.7%	12.3%	9.2%	11.3%
%H		97.6%	48.0%	14.7%	78.8%	45.1%	33.7%	91.6%
Not working	2250	2091	843	217	1691	691	1000	1549
%V	46.2%	45.2%	39.1%	35.7%	46.9%	38.3%	55.6%	39.0%
%H		92.9%	37.5%	9.6%	75.2%	30.7%	44.4%	68.8%
Housewife/Houseperson	2609	2476	1059	301	1960	872	1088	1968
%V	53.6%	53.6%	49.1%	49.5%	54.4%	48.4%	60.4%	49.6%
%H		94.9%	40.6%	11.5%	75.1%	33.4%	41.7%	75.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2385	2255	1074	294	1748	898	850	1983
%H		94.5%	45.0%	12.3%	73.3%	37.7%	35.6%	83.1%
16 - 19	151	143	79	23	104	67	37	146
%V	6.3%	6.3%	7.4%	7.8%	5.9%	7.5%	4.4%	7.4%
%H		94.7%	52.3%	15.2%	68.9%	44.4%	24.5%	96.7%
20 - 24	219	195	78	21	138	65	73	210
%V	9.2%	8.6%	7.3%	7.1%	7.9%	7.2%	8.6%	10.6%
%H		89.0%	35.6%	9.6%	63.0%	29.7%	33.3%	95.9%
25 - 34	396	355	207	47	247	154	92	357
%V	16.6%	15.7%	19.3%	16.0%	14.1%	17.1%	10.8%	18.0%
%H		89.6%	52.3%	11.9%	62.4%	38.9%	23.2%	90.2%
35 - 44	371	355	199	50	264	161	102	335
%V	15.6%	15.7%	18.5%	17.0%	15.1%	17.9%	12.0%	16.9%
%H		95.7%	53.6%	13.5%	71.2%	43.4%	27.5%	90.3%
45 - 54	407	391	191	67	301	167	134	348
%V	17.1%	17.3%	17.8%	22.8%	17.2%	18.6%	15.8%	17.5%
%H		96.1%	46.9%	16.5%	74.0%	41.0%	32.9%	85.5%
55 - 64	354	344	157	35	276	123	153	301
%V	14.8%	15.3%	14.6%	11.9%	15.8%	13.7%	18.0%	15.2%
%H		97.2%	44.4%	9.9%	78.0%	34.7%	43.2%	85.0%
65+	487	472	163	53	418	161	258	287
%V	20.4%	20.9%	15.2%	18.0%	23.9%	17.9%	30.4%	14.5%
%H		96.9%	33.5%	10.9%	85.8%	33.1%	53.0%	58.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2385	2255	1074	294	1748	898	850	1983
%H		94.5%	45.0%	12.3%	73.3%	37.7%	35.6%	83.1%
AB	500	480	251	62	376	211	165	475
%V	21.0%	21.3%	23.4%	21.1%	21.5%	23.5%	19.4%	24.0%
%H		96.0%	50.2%	12.4%	75.2%	42.2%	33.0%	95.0%
C1	627	584	267	80	444	233	212	579
%V	26.3%	25.9%	24.9%	27.2%	25.4%	25.9%	24.9%	29.2%
%H		93.1%	42.6%	12.8%	70.8%	37.2%	33.8%	92.3%
C2	671	645	314	87	505	265	240	531
%V	28.1%	28.6%	29.2%	29.6%	28.9%	29.5%	28.2%	26.8%
%H		96.1%	46.8%	13.0%	75.3%	39.5%	35.8%	79.1%
D	376	351	157	51	268	132	137	287
%V	15.8%	15.6%	14.6%	17.3%	15.3%	14.7%	16.1%	14.5%
%H		93.4%	41.8%	13.6%	71.3%	35.1%	36.4%	76.3%
E	210	195	85	14	154	58	96	111
%V	8.8%	8.6%	7.9%	4.8%	8.8%	6.5%	11.3%	5.6%
%H		92.9%	40.5%	6.7%	73.3%	27.6%	45.7%	52.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2385	2255	1074	294	1748	898	850	1983
%H		94.5%	45.0%	12.3%	73.3%	37.7%	35.6%	83.1%
Working full time	1308	1256	681	180	931	552	379	1201
%V	54.8%	55.7%	63.4%	61.2%	53.3%	61.5%	44.6%	60.6%
%H		96.0%	52.1%	13.8%	71.2%	42.2%	29.0%	91.8%
Working part time	115	109	44	19	88	44	44	107
%V	4.8%	4.8%	4.1%	6.5%	5.0%	4.9%	5.2%	5.4%
%H		94.8%	38.3%	16.5%	76.5%	38.3%	38.3%	93.0%
Not working	961	890	349	95	730	303	427	675
%V	40.3%	39.5%	32.5%	32.3%	41.8%	33.7%	50.2%	34.0%
%H		92.6%	36.3%	9.9%	76.0%	31.5%	44.4%	70.2%
Housewife/Houseperson	582	528	184	51	423	147	276	384
%V	24.4%	23.4%	17.1%	17.3%	24.2%	16.4%	32.5%	19.4%
%H		90.7%	31.6%	8.8%	72.7%	25.3%	47.4%	66.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2483	2368	1083	314	1855	905	950	1986
%H		95.4%	43.6%	12.6%	74.7%	36.4%	38.3%	80.0%
16 - 19	164	144	73	26	101	60	42	155
%V	6.6%	6.1%	6.7%	8.3%	5.4%	6.6%	4.4%	7.8%
%H		87.8%	44.5%	15.9%	61.6%	36.6%	25.6%	94.5%
20 - 24	189	162	75	16	116	59	58	173
%V	7.6%	6.8%	6.9%	5.1%	6.3%	6.5%	6.1%	8.7%
%H		85.7%	39.7%	8.5%	61.4%	31.2%	30.7%	91.5%
25 - 34	400	380	213	49	267	154	113	358
%V	16.1%	16.0%	19.7%	15.6%	14.4%	17.0%	11.9%	18.0%
%H		95.0%	53.3%	12.3%	66.8%	38.5%	28.3%	89.5%
35 - 44	362	354	199	46	262	156	107	328
%V	14.6%	14.9%	18.4%	14.6%	14.1%	17.2%	11.3%	16.5%
%H		97.8%	55.0%	12.7%	72.4%	43.1%	29.6%	90.6%
45 - 54	424	415	209	74	313	184	129	380
%V	17.1%	17.5%	19.3%	23.6%	16.9%	20.3%	13.6%	19.1%
%H		97.9%	49.3%	17.5%	73.8%	43.4%	30.4%	89.6%
55 - 64	360	352	144	55	296	140	156	308
%V	14.5%	14.9%	13.3%	17.5%	16.0%	15.5%	16.4%	15.5%
%H		97.8%	40.0%	15.3%	82.2%	38.9%	43.3%	85.6%
65+	585	562	170	48	498	153	345	284
%V	23.6%	23.7%	15.7%	15.3%	26.8%	16.9%	36.3%	14.3%
%H		96.1%	29.1%	8.2%	85.1%	26.2%	59.0%	48.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2483	2368	1083	314	1855	905	950	1986
%H		95.4%	43.6%	12.6%	74.7%	36.4%	38.3%	80.0%
AB	524	507	241	66	392	197	195	484
%V	21.1%	21.4%	22.3%	21.0%	21.1%	21.8%	20.5%	24.4%
%H		96.8%	46.0%	12.6%	74.8%	37.6%	37.2%	92.4%
C1	696	640	297	97	500	262	239	602
%V	28.0%	27.0%	27.4%	30.9%	27.0%	29.0%	25.2%	30.3%
%H		92.0%	42.7%	13.9%	71.8%	37.6%	34.3%	86.5%
C2	563	553	270	78	438	235	204	461
%V	22.7%	23.4%	24.9%	24.8%	23.6%	26.0%	21.5%	23.2%
%H		98.2%	48.0%	13.9%	77.8%	41.7%	36.2%	81.9%
D	399	383	168	49	292	130	162	285
%V	16.1%	16.2%	15.5%	15.6%	15.7%	14.4%	17.1%	14.4%
%H		96.0%	42.1%	12.3%	73.2%	32.6%	40.6%	71.4%
E	301	284	107	24	232	82	150	153
%V	12.1%	12.0%	9.9%	7.6%	12.5%	9.1%	15.8%	7.7%
%H		94.4%	35.5%	8.0%	77.1%	27.2%	49.8%	50.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2483	2368	1083	314	1855	905	950	1986
%H		95.4%	43.6%	12.6%	74.7%	36.4%	38.3%	80.0%
Working full time	819	798	398	139	595	339	257	770
%V	33.0%	33.7%	36.7%	44.3%	32.1%	37.5%	27.1%	38.8%
%H		97.4%	48.6%	17.0%	72.6%	41.4%	31.4%	94.0%
Working part time	376	369	191	53	298	177	121	341
%V	15.1%	15.6%	17.6%	16.9%	16.1%	19.6%	12.7%	17.2%
%H		98.1%	50.8%	14.1%	79.3%	47.1%	32.2%	90.7%
Not working	1289	1201	493	122	962	389	573	874
%V	51.9%	50.7%	45.5%	38.9%	51.9%	43.0%	60.3%	44.0%
%H		93.2%	38.2%	9.5%	74.6%	30.2%	44.5%	67.8%
Housewife/Houseperson	2028	1948	875	250	1538	725	812	1584
%V	81.7%	82.3%	80.8%	79.6%	82.9%	80.1%	85.5%	79.8%
%H		96.1%	43.1%	12.3%	75.8%	35.7%	40.0%	78.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BBC North East & Cumbria

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1518	1454	608	219	1118	493	625	1117
%H (All HH)		95.8%	40.1%	14.4%	73.6%	32.5%	41.2%	73.6%
%H (TV HH)			41.8%	15.1%	76.9%	33.9%	43.0%	
AB	347	335	148	46	255	114	142	311
%V	22.9%	23.0%	24.3%	21.0%	22.8%	23.1%	22.7%	27.8%
%H (All HH)		96.5%	42.7%	13.3%	73.5%	32.9%	40.9%	89.6%
%H (TV HH)			44.2%	13.7%	76.1%	34.0%	42.4%	
C1	386	366	165	57	275	131	145	313
%V	25.4%	25.2%	27.1%	26.0%	24.6%	26.6%	23.2%	28.0%
%H (All HH)		94.8%	42.7%	14.8%	71.2%	33.9%	37.6%	81.1%
%H (TV HH)			45.1%	15.6%	75.1%	35.8%	39.6%	
C2	324	315	143	55	238	125	113	259
%V	21.3%	21.7%	23.5%	25.1%	21.3%	25.4%	18.1%	23.2%
%H (All HH)		97.2%	44.1%	17.0%	73.5%	38.6%	34.9%	79.9%
%H (TV HH)			45.4%	17.5%	75.6%	39.7%	35.9%	
D	238	229	93	36	179	78	101	143
%V	15.7%	15.7%	15.3%	16.4%	16.0%	15.8%	16.2%	12.8%
%H (All HH)		96.2%	39.1%	15.1%	75.2%	32.8%	42.4%	60.1%
%H (TV HH)			40.6%	15.7%	78.2%	34.1%	44.1%	
E	223	210	58	24	170	47	124	91
%V	14.7%	14.4%	9.5%	11.0%	15.2%	9.5%	19.8%	8.1%
%H (All HH)		94.2%	26.0%	10.8%	76.2%	21.1%	55.6%	40.8%
%H (TV HH)			27.6%	11.4%	81.0%	22.4%	59.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1518	1454	608	219	1118	493	625	1117
%V		95.8%	40.1%	14.4%	73.6%	32.5%	41.2%	73.6%
%H (All HH)			41.8%	15.1%	76.9%	33.9%	43.0%	
%H (TV HH)								
Under 25	70	59	23	6	44	17	27	53
%V	4.6%	4.1%	3.8%	2.7%	3.9%	3.4%	4.3%	4.7%
%H (All HH)		84.3%	32.9%	8.6%	62.9%	24.3%	38.6%	75.7%
%H (TV HH)			39.0%	10.2%	74.6%	28.8%	45.8%	
25 - 34	211	197	117	30	126	78	48	185
%V	13.9%	13.5%	19.2%	13.7%	11.3%	15.8%	7.7%	16.6%
%H (All HH)		93.4%	55.5%	14.2%	59.7%	37.0%	22.7%	87.7%
%H (TV HH)			59.4%	15.2%	64.0%	39.6%	24.4%	
35 - 44	233	226	119	36	157	87	70	211
%V	15.3%	15.5%	19.6%	16.4%	14.0%	17.6%	11.2%	18.9%
%H (All HH)		97.0%	51.1%	15.5%	67.4%	37.3%	30.0%	90.6%
%H (TV HH)			52.7%	15.9%	69.5%	38.5%	31.0%	
45 - 54	300	289	141	50	223	123	100	257
%V	19.8%	19.9%	23.2%	22.8%	19.9%	24.9%	16.0%	23.0%
%H (All HH)		96.3%	47.0%	16.7%	74.3%	41.0%	33.3%	85.7%
%H (TV HH)			48.8%	17.3%	77.2%	42.6%	34.6%	
55 - 64	257	249	95	45	196	86	111	202
%V	16.9%	17.1%	15.6%	20.5%	17.5%	17.4%	17.8%	18.1%
%H (All HH)		96.9%	37.0%	17.5%	76.3%	33.5%	43.2%	78.6%
%H (TV HH)			38.2%	18.1%	78.7%	34.5%	44.6%	
65 +	447	435	114	52	372	102	270	209
%V	29.4%	29.9%	18.8%	23.7%	33.3%	20.7%	43.2%	18.7%
%H (All HH)		97.3%	25.5%	11.6%	83.2%	22.8%	60.4%	46.8%
%H (TV HH)			26.2%	12.0%	85.5%	23.4%	62.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1518	1454	608	219	1118	493	625	1117
%H (All HH)		95.8%	40.1%	14.4%	73.6%	32.5%	41.2%	73.6%
%H (TV HH)			41.8%	15.1%	76.9%	33.9%	43.0%	
1	488	457	123	53	368	91	278	230
%V	32.1%	31.4%	20.2%	24.2%	32.9%	18.5%	44.5%	20.6%
%H (All HH)		93.6%	25.2%	10.9%	75.4%	18.6%	57.0%	47.1%
%H (TV HH)			26.9%	11.6%	80.5%	19.9%	60.8%	
2	551	533	224	80	423	192	231	443
%V	36.3%	36.7%	36.8%	36.5%	37.8%	38.9%	37.0%	39.7%
%H (All HH)		96.7%	40.7%	14.5%	76.8%	34.8%	41.9%	80.4%
%H (TV HH)			42.0%	15.0%	79.4%	36.0%	43.3%	
3	217	209	114	36	148	88	60	194
%V	14.3%	14.4%	18.8%	16.4%	13.2%	17.8%	9.6%	17.4%
%H (All HH)		96.3%	52.5%	16.6%	68.2%	40.6%	27.6%	89.4%
%H (TV HH)			54.5%	17.2%	70.8%	42.1%	28.7%	
4	180	175	97	37	124	83	42	173
%V	11.9%	12.0%	16.0%	16.9%	11.1%	16.8%	6.7%	15.5%
%H (All HH)		97.2%	53.9%	20.6%	68.9%	46.1%	23.3%	96.1%
%H (TV HH)			55.4%	21.1%	70.9%	47.4%	24.0%	
5+	82	80	51	13	55	40	14	77
%V	5.4%	5.5%	8.4%	5.9%	4.9%	8.1%	2.2%	6.9%
%H (All HH)		97.6%	62.2%	15.9%	67.1%	48.8%	17.1%	93.9%
%H (TV HH)			63.8%	16.3%	68.8%	50.0%	17.5%	
Average HH size	2.24	2.26	2.60	2.47	2.20	2.62	1.86	2.51

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1518	1454	608	219	1118	493	625	1117
%H (All HH)		95.8%	40.1%	14.4%	73.6%	32.5%	41.2%	73.6%
%H (TV HH)			41.8%	15.1%	76.9%	33.9%	43.0%	
Without	1147	1089	395	165	862	335	527	783
%V	75.6%	74.9%	65.0%	75.3%	77.1%	68.0%	84.3%	70.1%
%H (All HH)		94.9%	34.4%	14.4%	75.2%	29.2%	45.9%	68.3%
%H (TV HH)			36.3%	15.2%	79.2%	30.8%	48.4%	
With	371	365	213	54	256	158	98	335
%V	24.4%	25.1%	35.0%	24.7%	22.9%	32.0%	15.7%	30.0%
%H (All HH)		98.4%	57.4%	14.6%	69.0%	42.6%	26.4%	90.3%
%H (TV HH)			58.4%	14.8%	70.1%	43.3%	26.8%	
0 - 3	141	139	85	16	93	54	38	117
%V	9.3%	9.6%	14.0%	7.3%	8.3%	11.0%	6.1%	10.5%
%H (All HH)		98.6%	60.3%	11.3%	66.0%	38.3%	27.0%	83.0%
%H (TV HH)			61.2%	11.5%	66.9%	38.8%	27.3%	
4 - 9	193	190	118	29	126	81	45	175
%V	12.7%	13.1%	19.4%	13.2%	11.3%	16.4%	7.2%	15.7%
%H (All HH)		98.4%	61.1%	15.0%	65.3%	42.0%	23.3%	90.7%
%H (TV HH)			62.1%	15.3%	66.3%	42.6%	23.7%	
10 - 15	168	164	91	29	121	77	44	161
%V	11.1%	11.3%	15.0%	13.2%	10.8%	15.6%	7.0%	14.4%
%H (All HH)		97.6%	54.2%	17.3%	72.0%	45.8%	26.2%	95.8%
%H (TV HH)			55.5%	17.7%	73.8%	47.0%	26.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1518	1454	608	219	1118	493	625	1117
%H (All HH)		95.8%	40.1%	14.4%	73.6%	32.5%	41.2%	73.6%
%H (TV HH)			41.8%	15.1%	76.9%	33.9%	43.0%	
1	563	563	181	70	389	83	306	338
%V	37.1%	38.7%	29.8%	32.0%	34.8%	16.8%	49.0%	30.3%
%H (All HH)		100.0%	32.1%	12.4%	69.1%	14.7%	54.4%	60.0%
%H (TV HH)			32.1%	12.4%	69.1%	14.7%	54.4%	
2	517	517	213	82	418	194	224	395
%V	34.1%	35.6%	35.0%	37.4%	37.4%	39.4%	35.8%	35.4%
%H (All HH)		100.0%	41.2%	15.9%	80.9%	37.5%	43.3%	76.4%
%H (TV HH)			41.2%	15.9%	80.9%	37.5%	43.3%	
3	225	225	120	37	186	117	68	200
%V	14.8%	15.5%	19.7%	16.9%	16.6%	23.7%	10.9%	17.9%
%H (All HH)		100.0%	53.3%	16.4%	82.7%	52.0%	30.2%	88.9%
%H (TV HH)			53.3%	16.4%	82.7%	52.0%	30.2%	
4	93	93	59	19	77	61	16	88
%V	6.1%	6.4%	9.7%	8.7%	6.9%	12.4%	2.6%	7.9%
%H (All HH)		100.0%	63.4%	20.4%	82.8%	65.6%	17.2%	94.6%
%H (TV HH)			63.4%	20.4%	82.8%	65.6%	17.2%	
5+	57	57	36	11	49	37	11	55
%V	3.8%	3.9%	5.9%	5.0%	4.4%	7.5%	1.8%	4.9%
%H (All HH)		100.0%	63.2%	19.3%	86.0%	64.9%	19.3%	96.5%
%H (TV HH)			63.2%	19.3%	86.0%	64.9%	19.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1518	1454	608	219	1118	493	625	1117
%V		95.8%	40.1%	14.4%	73.6%	32.5%	41.2%	73.6%
%H (All HH)			41.8%	15.1%	76.9%	33.9%	43.0%	
%H (TV HH)								
Under 20"	335	335	136	63	294	158	136	259
%V	22.1%	23.0%	22.4%	28.8%	26.3%	32.0%	21.8%	23.2%
%H (All HH)		100.0%	40.6%	18.8%	87.8%	47.2%	40.6%	77.3%
%H (TV HH)			40.6%	18.8%	87.8%	47.2%	40.6%	
20" - 29"	505	505	209	73	416	190	227	377
%V	33.3%	34.7%	34.4%	33.3%	37.2%	38.5%	36.3%	33.8%
%H (All HH)		100.0%	41.4%	14.5%	82.4%	37.6%	45.0%	74.7%
%H (TV HH)			41.4%	14.5%	82.4%	37.6%	45.0%	
30" - 39"	780	780	330	118	612	282	330	587
%V	51.4%	53.6%	54.3%	53.9%	54.7%	57.2%	52.8%	52.6%
%H (All HH)		100.0%	42.3%	15.1%	78.5%	36.2%	42.3%	75.3%
%H (TV HH)			42.3%	15.1%	78.5%	36.2%	42.3%	
40" and over	742	742	397	130	548	327	220	629
%V	48.9%	51.0%	65.3%	59.4%	49.0%	66.3%	35.2%	56.3%
%H (All HH)		100.0%	53.5%	17.5%	73.9%	44.1%	29.6%	84.8%
%H (TV HH)			53.5%	17.5%	73.9%	44.1%	29.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1518	1454	608	219	1118	493	625	1117
%H (All HH)		95.8%	40.1%	14.4%	73.6%	32.5%	41.2%	73.6%
%H (TV HH)			41.8%	15.1%	76.9%	33.9%	43.0%	
Main living room	1446	1446	605	219	1113	492	621	1071
%V	95.3%	99.4%	99.5%	100.0%	99.6%	99.8%	99.4%	95.9%
%H (All HH)		100.0%	41.8%	15.1%	77.0%	34.0%	42.9%	74.1%
%H (TV HH)			41.8%	15.1%	77.0%	34.0%	42.9%	
Kitchen	174	174	81	26	159	90	70	144
%V	11.5%	12.0%	13.3%	11.9%	14.2%	18.3%	11.2%	12.9%
%H (All HH)		100.0%	46.6%	14.9%	91.4%	51.7%	40.2%	82.8%
%H (TV HH)			46.6%	14.9%	91.4%	51.7%	40.2%	
Adult's bedroom	649	649	322	112	541	323	218	539
%V	42.8%	44.6%	53.0%	51.1%	48.4%	65.5%	34.9%	48.3%
%H (All HH)		100.0%	49.6%	17.3%	83.4%	49.8%	33.6%	83.1%
%H (TV HH)			49.6%	17.3%	83.4%	49.8%	33.6%	
Child's bedroom	188	188	119	31	134	95	39	174
%V	12.4%	12.9%	19.6%	14.2%	12.0%	19.3%	6.2%	15.6%
%H (All HH)		100.0%	63.3%	16.5%	71.3%	50.5%	20.7%	92.6%
%H (TV HH)			63.3%	16.5%	71.3%	50.5%	20.7%	
Other bedroom	102	102	52	24	87	58	29	87
%V	6.7%	7.0%	8.6%	11.0%	7.8%	11.8%	4.6%	7.8%
%H (All HH)		100.0%	51.0%	23.5%	85.3%	56.9%	28.4%	85.3%
%H (TV HH)			51.0%	23.5%	85.3%	56.9%	28.4%	
Second living/dining room	101	101	48	19	84	48	35	88
%V	6.7%	6.9%	7.9%	8.7%	7.5%	9.7%	5.6%	7.9%
%H (All HH)		100.0%	47.5%	18.8%	83.2%	47.5%	34.7%	87.1%
%H (TV HH)			47.5%	18.8%	83.2%	47.5%	34.7%	
Study/office	17	17	13	2	11	9	2	17
%V	1.1%	1.2%	2.1%	0.9%	1.0%	1.8%	0.3%	1.5%
%H (All HH)		100.0%	76.5%	11.8%	64.7%	52.9%	11.8%	100.0%
%H (TV HH)			76.5%	11.8%	64.7%	52.9%	11.8%	
TV room	7	7	6	1	6	6	1	7
%V	0.5%	0.5%	1.0%	0.5%	0.5%	1.2%	0.2%	0.6%
%H (All HH)		100.0%	85.7%	14.3%	85.7%	85.7%	14.3%	100.0%
%H (TV HH)			85.7%	14.3%	85.7%	85.7%	14.3%	
Conservatory	46	46	25	9	43	30	13	45
%V	3.0%	3.2%	4.1%	4.1%	3.8%	6.1%	2.1%	4.0%
%H (All HH)		100.0%	54.3%	19.6%	93.5%	65.2%	28.3%	97.8%
%H (TV HH)			54.3%	19.6%	93.5%	65.2%	28.3%	
Attic or loft room	6	6	3	2	5	4	1	5
%V	0.4%	0.4%	0.5%	0.9%	0.4%	0.8%	0.2%	0.4%
%H (All HH)		100.0%	50.0%	33.3%	83.3%	66.7%	16.7%	83.3%
%H (TV HH)			50.0%	33.3%	83.3%	66.7%	16.7%	
No specific location	2	2	2	0	2	1	1	2
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	50.0%	50.0%	
Other	12	12	7	1	11	6	5	11
%V	0.8%	0.8%	1.2%	0.5%	1.0%	1.2%	0.8%	1.0%
%H (All HH)		100.0%	58.3%	8.3%	91.7%	50.0%	41.7%	91.7%
%H (TV HH)			58.3%	8.3%	91.7%	50.0%	41.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

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	1518	1454	608	219	1118	493	625	1117
%H (All HH)		95.8%	40.1%	14.4%	73.6%	32.5%	41.2%	73.6%
%H (TV HH)			41.8%	15.1%	76.9%	33.9%	43.0%	
Any DSAT provider	608	608	608	9	376	376	0	521
%V	40.1%	41.8%	100.0%	4.1%	33.6%	76.3%	0.0%	46.6%
%H (All HH)			100.0%	1.5%	61.8%	61.8%	0.0%	85.7%
%H (TV HH)			100.0%	1.5%	61.8%	61.8%	0.0%	
Sky with subcription	533	533	533	4	334	334	0	463
%V	35.1%	36.7%	87.7%	1.8%	29.9%	67.7%	0.0%	41.5%
%H (All HH)			100.0%	0.8%	62.7%	62.7%	0.0%	86.9%
%H (TV HH)			100.0%	0.8%	62.7%	62.7%	0.0%	
Sky without subcription	26	26	26	2	17	17	0	19
%V	1.7%	1.8%	4.3%	0.9%	1.5%	3.4%	0.0%	1.7%
%H (All HH)			100.0%	7.7%	65.4%	65.4%	0.0%	73.1%
%H (TV HH)			100.0%	7.7%	65.4%	65.4%	0.0%	
Freesat	63	63	63	4	38	38	0	48
%V	4.2%	4.3%	10.4%	1.8%	3.4%	7.7%	0.0%	4.3%
%H (All HH)			100.0%	6.3%	60.3%	60.3%	0.0%	76.2%
%H (TV HH)			100.0%	6.3%	60.3%	60.3%	0.0%	
Other satellite provider	10	10	10	0	4	4	0	10
%V	0.7%	0.7%	1.6%	0.0%	0.4%	0.8%	0.0%	0.9%
%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	219	219	9	219	121	121	0	188
%V	14.4%	15.1%	1.5%	100.0%	10.8%	24.5%	0.0%	16.8%
%H (All HH)			4.1%	100.0%	55.3%	55.3%	0.0%	85.8%
%H (TV HH)			4.1%	100.0%	55.3%	55.3%	0.0%	
DTT	1118	1118	376	121	1118	493	625	796
%V	73.6%	76.9%	61.8%	55.3%	100.0%	100.0%	100.0%	71.3%
%H (All HH)		100.0%	33.6%	10.8%	100.0%	44.1%	55.9%	71.2%
%H (TV HH)			33.6%	10.8%	100.0%	44.1%	55.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1518	1454	608	219	1118	493	625	1117
%H (All HH)		95.8%	40.1%	14.4%	73.6%	32.5%	41.2%	73.6%
%H (TV HH)			41.8%	15.1%	76.9%	33.9%	43.0%	
PVR	927	927	534	177	652	426	226	785
%V	61.1%	63.8%	87.8%	80.8%	58.3%	86.4%	36.2%	70.3%
%H (All HH)		100.0%	57.6%	19.1%	70.3%	46.0%	24.4%	84.7%
%H (TV HH)			57.6%	19.1%	70.3%	46.0%	24.4%	
DVDR	58	58	25	9	49	26	23	44
%V	3.8%	4.0%	4.1%	4.1%	4.4%	5.3%	3.7%	3.9%
%H (All HH)		100.0%	43.1%	15.5%	84.5%	44.8%	39.7%	75.9%
%H (TV HH)			43.1%	15.5%	84.5%	44.8%	39.7%	
VCR	39	39	8	8	35	11	23	20
%V	2.6%	2.7%	1.3%	3.7%	3.1%	2.2%	3.7%	1.8%
%H (All HH)		100.0%	20.5%	20.5%	89.7%	28.2%	59.0%	51.3%
%H (TV HH)			20.5%	20.5%	89.7%	28.2%	59.0%	
Any recorder	971	971	540	181	692	434	259	809
%V	64.0%	66.8%	88.8%	82.6%	61.9%	88.0%	41.4%	72.4%
%H (All HH)		100.0%	55.6%	18.6%	71.3%	44.7%	26.7%	83.3%
%H (TV HH)			55.6%	18.6%	71.3%	44.7%	26.7%	
Receives HDTV (via STB or built-in reception)	753	753	409	143	570	363	208	648
%V	49.6%	51.8%	67.3%	65.3%	51.0%	73.6%	33.3%	58.0%
%H (All HH)		100.0%	54.3%	19.0%	75.7%	48.2%	27.6%	86.1%
%H (TV HH)			54.3%	19.0%	75.7%	48.2%	27.6%	
DVD/Blu-ray player or recorder	1098	1098	485	166	865	412	453	858
%V	72.3%	75.5%	79.8%	75.8%	77.4%	83.6%	72.5%	76.8%
%H (All HH)		100.0%	44.2%	15.1%	78.8%	37.5%	41.3%	78.1%
%H (TV HH)			44.2%	15.1%	78.8%	37.5%	41.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	1518	1454	608	219	1118	493	625	1117
%V (All HH)		95.8%	40.1%	14.4%	73.6%	32.5%	41.2%	73.6%
%H (TV HH)			41.8%	15.1%	76.9%	33.9%	43.0%	
Has broadband internet	1117	1077	521	188	796	429	367	1117
%V	73.6%	74.1%	85.7%	85.8%	71.2%	87.0%	58.7%	100.0%
%H (All HH)		96.4%	46.6%	16.8%	71.3%	38.4%	32.9%	100.0%
%H (TV HH)			48.4%	17.5%	73.9%	39.8%	34.1%	
Number of computers (PCs and laptops)								
0	373	355	82	32	303	61	242	27
%V	24.6%	24.4%	13.5%	14.6%	27.1%	12.4%	38.7%	2.4%
%H (All HH)		95.2%	22.0%	8.6%	81.2%	16.4%	64.9%	7.2%
%H (TV HH)			23.1%	9.0%	85.4%	17.2%	68.2%	
1	439	416	166	64	318	132	186	392
%V	28.9%	28.6%	27.3%	29.2%	28.4%	26.8%	29.8%	35.1%
%H (All HH)		94.8%	37.8%	14.6%	72.4%	30.1%	42.4%	89.3%
%H (TV HH)			39.9%	15.4%	76.4%	31.7%	44.7%	
2	305	293	148	50	214	120	94	298
%V	20.1%	20.2%	24.3%	22.8%	19.1%	24.3%	15.0%	26.7%
%H (All HH)		96.1%	48.5%	16.4%	70.2%	39.3%	30.8%	97.7%
%H (TV HH)			50.5%	17.1%	73.0%	41.0%	32.1%	
3	200	192	99	32	144	85	59	200
%V	13.2%	13.2%	16.3%	14.6%	12.9%	17.2%	9.4%	17.9%
%H (All HH)		96.0%	49.5%	16.0%	72.0%	42.5%	29.5%	100.0%
%H (TV HH)			51.6%	16.7%	75.0%	44.3%	30.7%	
4	96	95	52	22	63	41	22	95
%V	6.3%	6.5%	8.6%	10.0%	5.6%	8.3%	3.5%	8.5%
%H (All HH)		99.0%	54.2%	22.9%	65.6%	42.7%	22.9%	99.0%
%H (TV HH)			54.7%	23.2%	66.3%	43.2%	23.2%	
5+	104	103	62	20	76	54	22	104
%V	6.9%	7.1%	10.2%	9.1%	6.8%	11.0%	3.5%	9.3%
%H (All HH)		99.0%	59.6%	19.2%	73.1%	51.9%	21.2%	100.0%
%H (TV HH)			60.2%	19.4%	73.8%	52.4%	21.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2946	1393	482	2349	1269	1080	2378
%H		47.3%	16.4%	79.7%	43.1%	36.7%	80.7%
Under 20"	424	180	84	373	214	159	337
%V	14.4%	12.9%	17.4%	15.9%	16.9%	14.7%	14.2%
%H		42.5%	19.8%	88.0%	50.5%	37.5%	79.5%
20" - 29"	659	288	92	550	265	285	511
%V	22.4%	20.7%	19.1%	23.4%	20.9%	26.4%	21.5%
%H		43.7%	14.0%	83.5%	40.2%	43.2%	77.5%
30" - 39"	942	415	149	745	368	377	731
%V	32.0%	29.8%	30.9%	31.7%	29.0%	34.9%	30.7%
%H		44.1%	15.8%	79.1%	39.1%	40.0%	77.6%
40" and over	913	509	156	674	419	254	791
%V	31.0%	36.5%	32.4%	28.7%	33.0%	23.5%	33.3%
%H		55.8%	17.1%	73.8%	45.9%	27.8%	86.6%
Don't know	8	1	2	7	2	5	7
%V	0.3%	0.1%	0.4%	0.3%	0.2%	0.5%	0.3%
%H		12.5%	25.0%	87.5%	25.0%	62.5%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2946	1393	482	2349	1269	1080	2378
%H		47.3%	16.4%	79.7%	43.1%	36.7%	80.7%
Main living room	1458	609	221	1122	495	627	1082
%V	49.5%	43.7%	45.9%	47.8%	39.0%	58.1%	45.5%
%H		41.8%	15.2%	77.0%	34.0%	43.0%	74.2%
Kitchen	174	81	26	159	90	70	144
%V	5.9%	5.8%	5.4%	6.8%	7.1%	6.5%	6.1%
%H		46.6%	14.9%	91.4%	51.7%	40.2%	82.8%
Adult's bedroom	744	378	127	628	387	241	631
%V	25.3%	27.1%	26.3%	26.7%	30.5%	22.3%	26.5%
%H		50.8%	17.1%	84.4%	52.0%	32.4%	84.8%
Child's bedroom	254	163	42	174	123	51	239
%V	8.6%	11.7%	8.7%	7.4%	9.7%	4.7%	10.1%
%H		64.2%	16.5%	68.5%	48.4%	20.1%	94.1%
Other bedroom	121	59	32	103	70	33	105
%V	4.1%	4.2%	6.6%	4.4%	5.5%	3.1%	4.4%
%H		48.8%	26.4%	85.1%	57.9%	27.3%	86.8%
Second living/dining room	101	48	19	84	48	35	88
%V	3.4%	3.4%	3.9%	3.6%	3.8%	3.2%	3.7%
%H		47.5%	18.8%	83.2%	47.5%	34.7%	87.1%
Study/office	17	13	2	11	9	2	17
%V	0.6%	0.9%	0.4%	0.5%	0.7%	0.2%	0.7%
%H		76.5%	11.8%	64.7%	52.9%	11.8%	100.0%
TV room	7	6	1	6	6	1	7
%V	0.2%	0.4%	0.2%	0.3%	0.5%	0.1%	0.3%
%H		85.7%	14.3%	85.7%	85.7%	14.3%	100.0%
Conservatory	46	25	9	43	30	13	45
%V	1.6%	1.8%	1.9%	1.8%	2.4%	1.2%	1.9%
%H		54.3%	19.6%	93.5%	65.2%	28.3%	97.8%
Attic or loft room	6	3	2	5	4	1	5
%V	0.2%	0.2%	0.4%	0.2%	0.3%	0.1%	0.2%
%H		50.0%	33.3%	83.3%	66.7%	16.7%	83.3%
No specific location	2	2	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	14	7	1	12	7	6	13
%V	0.5%	0.5%	0.2%	0.5%	0.6%	0.6%	0.5%
%H		50.0%	7.1%	85.7%	50.0%	42.9%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

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	2946	1393	482	2349	1269	1080	2378
%H		47.3%	16.4%	79.7%	43.1%	36.7%	80.7%
PVR	1161	695	226	805	553	252	1005
%V	39.4%	49.9%	46.9%	34.3%	43.6%	23.3%	42.3%
%H		59.9%	19.5%	69.3%	47.6%	21.7%	86.6%
DVDR	63	29	9	54	29	25	49
%V	2.1%	2.1%	1.9%	2.3%	2.3%	2.3%	2.1%
%H		46.0%	14.3%	85.7%	46.0%	39.7%	77.8%
VCR	40	8	8	36	12	25	21
%V	1.4%	0.6%	1.7%	1.5%	0.9%	2.3%	0.9%
%H		20.0%	20.0%	90.0%	30.0%	62.5%	52.5%
Any recorder	1220	709	232	860	569	291	1039
%V	41.4%	50.9%	48.1%	36.6%	44.8%	26.9%	43.7%
%H		58.1%	19.0%	70.5%	46.6%	23.9%	85.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2946	1393	482	2349	1269	1080	2378
%H		47.3%	16.4%	79.7%	43.1%	36.7%	80.7%
Receives HDTV (via STB or built-in reception)	1072	588	216	831	553	278	947
%V	36.4%	42.2%	44.8%	35.4%	43.6%	25.7%	39.8%
%H		54.9%	20.1%	77.5%	51.6%	25.9%	88.3%
DVD/Blu-ray player or recorder	1601	756	255	1313	714	599	1311
%V	54.3%	54.3%	52.9%	55.9%	56.3%	55.5%	55.1%
%H		47.2%	15.9%	82.0%	44.6%	37.4%	81.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1451	607	219	1118	493	625	1075
%H		41.8%	15.1%	77.1%	34.0%	43.1%	74.1%
Under 20"	20	4	2	18	4	13	7
%V	1.4%	0.7%	0.9%	1.6%	0.8%	2.1%	0.7%
%H		20.0%	10.0%	90.0%	20.0%	65.0%	35.0%
20" - 29"	176	31	15	149	21	128	91
%V	12.1%	5.1%	6.8%	13.3%	4.3%	20.5%	8.5%
%H		17.6%	8.5%	84.7%	11.9%	72.7%	51.7%
30" - 39"	533	187	77	418	151	266	365
%V	36.7%	30.8%	35.2%	37.4%	30.6%	42.6%	34.0%
%H		35.1%	14.4%	78.4%	28.3%	49.9%	68.5%
40" and over	720	386	125	532	317	215	610
%V	49.6%	63.6%	57.1%	47.6%	64.3%	34.4%	56.7%
%H		53.6%	17.4%	73.9%	44.0%	29.9%	84.7%
Don't know	3	0	0	3	0	3	2
%V	0.2%	0.0%	0.0%	0.3%	0.0%	0.5%	0.2%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1451	607	219	1118	493	625	1075
%H		41.8%	15.1%	77.1%	34.0%	43.1%	74.1%
PVR	907	525	172	633	415	219	770
%V	62.5%	86.5%	78.5%	56.6%	84.2%	35.0%	71.6%
%H		57.9%	19.0%	69.8%	45.8%	24.1%	84.9%
DVDR	47	19	9	41	21	19	36
%V	3.2%	3.1%	4.1%	3.7%	4.3%	3.0%	3.3%
%H		40.4%	19.1%	87.2%	44.7%	40.4%	76.6%
VCR	34	5	7	30	8	22	16
%V	2.3%	0.8%	3.2%	2.7%	1.6%	3.5%	1.5%
%H		14.7%	20.6%	88.2%	23.5%	64.7%	47.1%
Any recorder	949	531	178	673	423	249	791
%V	65.4%	87.5%	81.3%	60.2%	85.8%	39.8%	73.6%
%H		56.0%	18.8%	70.9%	44.6%	26.2%	83.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1451	607	219	1118	493	625	1075
%H		41.8%	15.1%	77.1%	34.0%	43.1%	74.1%
Receives HDTV (via STB or built-in reception)	730	400	139	552	355	197	626
%V	50.3%	65.9%	63.5%	49.4%	72.0%	31.5%	58.2%
%H		54.8%	19.0%	75.6%	48.6%	27.0%	85.8%
DVD/Blu-ray player or recorder	1014	448	146	795	371	424	790
%V	69.9%	73.8%	66.7%	71.1%	75.3%	67.8%	73.5%
%H		44.2%	14.4%	78.4%	36.6%	41.8%	77.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1494	786	264	1231	776	455	1303
%H		52.6%	17.7%	82.4%	51.9%	30.5%	87.2%
Under 20"	404	176	82	356	210	146	330
%V	27.0%	22.4%	31.1%	28.9%	27.1%	32.1%	25.3%
%H		43.6%	20.3%	88.1%	52.0%	36.1%	81.7%
20" - 29"	483	256	77	401	244	157	420
%V	32.3%	32.6%	29.2%	32.6%	31.4%	34.5%	32.2%
%H		53.0%	15.9%	83.0%	50.5%	32.5%	87.0%
30" - 39"	409	228	71	328	217	111	366
%V	27.4%	29.0%	26.9%	26.6%	28.0%	24.4%	28.1%
%H		55.7%	17.4%	80.2%	53.1%	27.1%	89.5%
40" and over	193	123	32	142	103	39	180
%V	12.9%	15.6%	12.1%	11.5%	13.3%	8.6%	13.8%
%H		63.7%	16.6%	73.6%	53.4%	20.2%	93.3%
Don't know	5	1	2	4	2	2	5
%V	0.3%	0.1%	0.8%	0.3%	0.3%	0.4%	0.4%
%H		20.0%	40.0%	80.0%	40.0%	40.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1494	786	264	1231	776	455	1303
%H		52.6%	17.7%	82.4%	51.9%	30.5%	87.2%
PVR	254	171	53	172	138	34	235
%V	17.0%	21.8%	20.1%	14.0%	17.8%	7.5%	18.0%
%H		67.3%	20.9%	67.7%	54.3%	13.4%	92.5%
DVDR	16	10	1	14	8	6	13
%V	1.1%	1.3%	0.4%	1.1%	1.0%	1.3%	1.0%
%H		62.5%	6.3%	87.5%	50.0%	37.5%	81.3%
VCR	6	3	1	6	3	3	5
%V	0.4%	0.4%	0.4%	0.5%	0.4%	0.7%	0.4%
%H		50.0%	16.7%	100.0%	50.0%	50.0%	83.3%
Any recorder	271	178	54	187	146	42	247
%V	18.1%	22.6%	20.5%	15.2%	18.8%	9.2%	19.0%
%H		65.7%	19.9%	69.0%	53.9%	15.5%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1494	786	264	1231	776	455	1303
%H		52.6%	17.7%	82.4%	51.9%	30.5%	87.2%
Receives HDTV (via STB or built-in reception)	342	188	77	279	198	81	321
%V	22.9%	23.9%	29.2%	22.7%	25.5%	17.8%	24.6%
%H		55.0%	22.5%	81.6%	57.9%	23.7%	93.9%
DVD/Blu-ray player or recorder	586	308	109	518	344	174	521
%V	39.2%	39.2%	41.3%	42.1%	44.3%	38.2%	40.0%
%H		52.6%	18.6%	88.4%	58.7%	29.7%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3404	3282	1577	540	2456	1293	1163	2804
%H		96.4%	46.3%	15.9%	72.2%	38.0%	34.2%	82.4%
Total Children	627	618	375	89	422	266	156	564
%V	18.4%	18.8%	23.8%	16.5%	17.2%	20.6%	13.4%	20.1%
%H		98.6%	59.8%	14.2%	67.3%	42.4%	24.9%	90.0%
0 - 3	169	167	101	19	112	64	48	136
%V	5.0%	5.1%	6.4%	3.5%	4.6%	4.9%	4.1%	4.9%
%H		98.8%	59.8%	11.2%	66.3%	37.9%	28.4%	80.5%
4 - 15	459	451	274	69	311	202	109	428
%V	13.5%	13.7%	17.4%	12.8%	12.7%	15.6%	9.4%	15.3%
%H		98.3%	59.7%	15.0%	67.8%	44.0%	23.7%	93.2%
4 - 9	241	237	152	33	153	98	55	219
%V	7.1%	7.2%	9.6%	6.1%	6.2%	7.6%	4.7%	7.8%
%H		98.3%	63.1%	13.7%	63.5%	40.7%	22.8%	90.9%
10 - 15	217	214	122	36	158	104	54	209
%V	6.4%	6.5%	7.7%	6.7%	6.4%	8.0%	4.6%	7.5%
%H		98.6%	56.2%	16.6%	72.8%	47.9%	24.9%	96.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3404	3282	1577	540	2456	1293	1163	2804
%H		96.4%	46.3%	15.9%	72.2%	38.0%	34.2%	82.4%
Total Adults (16+)	2777	2664	1203	451	2034	1027	1007	2241
%V	81.6%	81.2%	76.3%	83.5%	82.8%	79.4%	86.6%	79.9%
%H		95.9%	43.3%	16.2%	73.2%	37.0%	36.3%	80.7%
16 - 19	158	153	77	29	119	72	47	146
%V	4.6%	4.7%	4.9%	5.4%	4.8%	5.6%	4.0%	5.2%
%H		96.8%	48.7%	18.4%	75.3%	45.6%	29.7%	92.4%
20 - 24	211	185	80	39	139	83	56	187
%V	6.2%	5.6%	5.1%	7.2%	5.7%	6.4%	4.8%	6.7%
%H		87.7%	37.9%	18.5%	65.9%	39.3%	26.5%	88.6%
25 - 34	418	391	231	70	261	172	89	374
%V	12.3%	11.9%	14.6%	13.0%	10.6%	13.3%	7.7%	13.3%
%H		93.5%	55.3%	16.7%	62.4%	41.1%	21.3%	89.5%
35 - 44	406	394	216	66	269	156	113	373
%V	11.9%	12.0%	13.7%	12.2%	11.0%	12.1%	9.7%	13.3%
%H		97.0%	53.2%	16.3%	66.3%	38.4%	27.8%	91.9%
45 - 54	506	491	245	89	380	220	160	447
%V	14.9%	15.0%	15.5%	16.5%	15.5%	17.0%	13.8%	15.9%
%H		97.0%	48.4%	17.6%	75.1%	43.5%	31.6%	88.3%
55 - 64	431	420	178	80	327	161	166	360
%V	12.7%	12.8%	11.3%	14.8%	13.3%	12.5%	14.3%	12.8%
%H		97.4%	41.3%	18.6%	75.9%	37.4%	38.5%	83.5%
65+	646	630	177	78	539	162	377	353
%V	19.0%	19.2%	11.2%	14.4%	21.9%	12.5%	32.4%	12.6%
%H		97.5%	27.4%	12.1%	83.4%	25.1%	58.4%	54.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2777	2664	1203	451	2034	1027	1007	2241
%H		95.9%	43.3%	16.2%	73.2%	37.0%	36.3%	80.7%
AB	671	650	308	97	492	241	250	625
%V	24.2%	24.4%	25.6%	21.5%	24.2%	23.5%	24.8%	27.9%
%H		96.9%	45.9%	14.5%	73.3%	35.9%	37.3%	93.1%
C1	739	691	329	115	519	270	249	642
%V	26.6%	25.9%	27.3%	25.5%	25.5%	26.3%	24.7%	28.6%
%H		93.5%	44.5%	15.6%	70.2%	36.5%	33.7%	86.9%
C2	638	623	297	118	475	273	202	535
%V	23.0%	23.4%	24.7%	26.2%	23.4%	26.6%	20.1%	23.9%
%H		97.6%	46.6%	18.5%	74.5%	42.8%	31.7%	83.9%
D	416	401	179	75	311	161	151	287
%V	15.0%	15.1%	14.9%	16.6%	15.3%	15.7%	15.0%	12.8%
%H		96.4%	43.0%	18.0%	74.8%	38.7%	36.3%	69.0%
E	313	298	90	46	236	81	155	151
%V	11.3%	11.2%	7.5%	10.2%	11.6%	7.9%	15.4%	6.7%
%H		95.2%	28.8%	14.7%	75.4%	25.9%	49.5%	48.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2777	2664	1203	451	2034	1027	1007	2241
%H		95.9%	43.3%	16.2%	73.2%	37.0%	36.3%	80.7%
Working full time	1207	1166	609	225	832	493	339	1116
%V	43.5%	43.8%	50.6%	49.9%	40.9%	48.0%	33.7%	49.8%
%H		96.6%	50.5%	18.6%	68.9%	40.8%	28.1%	92.5%
Working part time	288	280	146	39	209	115	94	261
%V	10.4%	10.5%	12.1%	8.6%	10.3%	11.2%	9.3%	11.6%
%H		97.2%	50.7%	13.5%	72.6%	39.9%	32.6%	90.6%
Not working	1282	1217	448	188	993	419	574	863
%V	46.2%	45.7%	37.2%	41.7%	48.8%	40.8%	57.0%	38.5%
%H		94.9%	34.9%	14.7%	77.5%	32.7%	44.8%	67.3%
Housewife/Houseperson	1518	1454	608	219	1118	493	625	1117
%V	54.7%	54.6%	50.5%	48.6%	55.0%	48.0%	62.1%	49.8%
%H		95.8%	40.1%	14.4%	73.6%	32.5%	41.2%	73.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1350	1285	591	225	974	511	463	1115
%H		95.2%	43.8%	16.7%	72.1%	37.9%	34.3%	82.6%
16 - 19	75	73	40	11	60	38	21	72
%V	5.6%	5.7%	6.8%	4.9%	6.2%	7.4%	4.5%	6.5%
%H		97.3%	53.3%	14.7%	80.0%	50.7%	28.0%	96.0%
20 - 24	117	102	41	21	74	42	32	104
%V	8.7%	7.9%	6.9%	9.3%	7.6%	8.2%	6.9%	9.3%
%H		87.2%	35.0%	17.9%	63.2%	35.9%	27.4%	88.9%
25 - 34	206	192	108	40	129	87	41	186
%V	15.3%	14.9%	18.3%	17.8%	13.2%	17.0%	8.9%	16.7%
%H		93.2%	52.4%	19.4%	62.6%	42.2%	19.9%	90.3%
35 - 44	196	187	101	34	127	74	53	180
%V	14.5%	14.6%	17.1%	15.1%	13.0%	14.5%	11.4%	16.1%
%H		95.4%	51.5%	17.3%	64.8%	37.8%	27.0%	91.8%
45 - 54	253	243	117	44	189	106	83	218
%V	18.7%	18.9%	19.8%	19.6%	19.4%	20.7%	17.9%	19.6%
%H		96.0%	46.2%	17.4%	74.7%	41.9%	32.8%	86.2%
55 - 64	210	205	93	38	154	79	75	177
%V	15.6%	16.0%	15.7%	16.9%	15.8%	15.5%	16.2%	15.9%
%H		97.6%	44.3%	18.1%	73.3%	37.6%	35.7%	84.3%
65+	293	283	90	36	241	84	158	178
%V	21.7%	22.0%	15.2%	16.0%	24.7%	16.4%	34.1%	16.0%
%H		96.6%	30.7%	12.3%	82.3%	28.7%	53.9%	60.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1350	1285	591	225	974	511	463	1115
%H		95.2%	43.8%	16.7%	72.1%	37.9%	34.3%	82.6%
AB	333	323	161	49	243	126	117	309
%V	24.7%	25.1%	27.2%	21.8%	24.9%	24.7%	25.3%	27.7%
%H		97.0%	48.3%	14.7%	73.0%	37.8%	35.1%	92.8%
C1	347	320	148	55	240	126	114	308
%V	25.7%	24.9%	25.0%	24.4%	24.6%	24.7%	24.6%	27.6%
%H		92.2%	42.7%	15.9%	69.2%	36.3%	32.9%	88.8%
C2	342	333	155	63	256	145	110	288
%V	25.3%	25.9%	26.2%	28.0%	26.3%	28.4%	23.8%	25.8%
%H		97.4%	45.3%	18.4%	74.9%	42.4%	32.2%	84.2%
D	197	187	87	37	142	76	65	142
%V	14.6%	14.6%	14.7%	16.4%	14.6%	14.9%	14.0%	12.7%
%H		94.9%	44.2%	18.8%	72.1%	38.6%	33.0%	72.1%
E	130	121	40	20	94	37	57	67
%V	9.6%	9.4%	6.8%	8.9%	9.7%	7.2%	12.3%	6.0%
%H		93.1%	30.8%	15.4%	72.3%	28.5%	43.8%	51.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1350	1285	591	225	974	511	463	1115
%H		95.2%	43.8%	16.7%	72.1%	37.9%	34.3%	82.6%
Working full time	728	704	368	137	501	300	202	672
%V	53.9%	54.8%	62.3%	60.9%	51.4%	58.7%	43.6%	60.3%
%H		96.7%	50.5%	18.8%	68.8%	41.2%	27.7%	92.3%
Working part time	54	50	22	6	36	16	20	47
%V	4.0%	3.9%	3.7%	2.7%	3.7%	3.1%	4.3%	4.2%
%H		92.6%	40.7%	11.1%	66.7%	29.6%	37.0%	87.0%
Not working	568	531	202	82	436	195	241	396
%V	42.1%	41.3%	34.2%	36.4%	44.8%	38.2%	52.1%	35.5%
%H		93.5%	35.6%	14.4%	76.8%	34.3%	42.4%	69.7%
Housewife/Houseperson	333	304	100	48	237	85	152	208
%V	24.7%	23.7%	16.9%	21.3%	24.3%	16.6%	32.8%	18.7%
%H		91.3%	30.0%	14.4%	71.2%	25.5%	45.6%	62.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1427	1379	612	226	1060	516	544	1125
%H		96.6%	42.9%	15.8%	74.3%	36.2%	38.1%	78.8%
16 - 19	83	80	37	18	59	34	25	75
%V	5.8%	5.8%	6.0%	8.0%	5.6%	6.6%	4.6%	6.7%
%H		96.4%	44.6%	21.7%	71.1%	41.0%	30.1%	90.4%
20 - 24	94	83	40	18	65	40	24	82
%V	6.6%	6.0%	6.5%	8.0%	6.1%	7.8%	4.4%	7.3%
%H		88.3%	42.6%	19.1%	69.1%	42.6%	25.5%	87.2%
25 - 34	212	199	122	29	132	85	47	188
%V	14.9%	14.4%	19.9%	12.8%	12.5%	16.5%	8.6%	16.7%
%H		93.9%	57.5%	13.7%	62.3%	40.1%	22.2%	88.7%
35 - 44	210	207	115	32	143	83	60	193
%V	14.7%	15.0%	18.8%	14.2%	13.5%	16.1%	11.0%	17.2%
%H		98.6%	54.8%	15.2%	68.1%	39.5%	28.6%	91.9%
45 - 54	253	248	128	45	191	114	77	229
%V	17.7%	18.0%	20.9%	19.9%	18.0%	22.1%	14.2%	20.4%
%H		98.0%	50.6%	17.8%	75.5%	45.1%	30.4%	90.5%
55 - 64	221	215	84	42	173	82	90	183
%V	15.5%	15.6%	13.7%	18.6%	16.3%	15.9%	16.5%	16.3%
%H		97.3%	38.0%	19.0%	78.3%	37.1%	40.7%	82.8%
65+	353	347	86	42	298	78	219	175
%V	24.7%	25.2%	14.1%	18.6%	28.1%	15.1%	40.3%	15.6%
%H		98.3%	24.4%	11.9%	84.4%	22.1%	62.0%	49.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1427	1379	612	226	1060	516	544	1125
%H		96.6%	42.9%	15.8%	74.3%	36.2%	38.1%	78.8%
AB	338	327	147	48	249	115	134	315
%V	23.7%	23.7%	24.0%	21.2%	23.5%	22.3%	24.6%	28.0%
%H		96.7%	43.5%	14.2%	73.7%	34.0%	39.6%	93.2%
C1	392	371	181	60	279	144	135	333
%V	27.5%	26.9%	29.6%	26.5%	26.3%	27.9%	24.8%	29.6%
%H		94.6%	46.2%	15.3%	71.2%	36.7%	34.4%	84.9%
C2	296	291	142	55	220	128	92	248
%V	20.7%	21.1%	23.2%	24.3%	20.8%	24.8%	16.9%	22.0%
%H		98.3%	48.0%	18.6%	74.3%	43.2%	31.1%	83.8%
D	218	214	92	38	170	84	85	145
%V	15.3%	15.5%	15.0%	16.8%	16.0%	16.3%	15.6%	12.9%
%H		98.2%	42.2%	17.4%	78.0%	38.5%	39.0%	66.5%
E	183	176	50	25	143	44	99	84
%V	12.8%	12.8%	8.2%	11.1%	13.5%	8.5%	18.2%	7.5%
%H		96.2%	27.3%	13.7%	78.1%	24.0%	54.1%	45.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1427	1379	612	226	1060	516	544	1125
%H		96.6%	42.9%	15.8%	74.3%	36.2%	38.1%	78.8%
Working full time	478	463	241	88	331	194	137	444
%V	33.5%	33.6%	39.4%	38.9%	31.2%	37.6%	25.2%	39.5%
%H		96.9%	50.4%	18.4%	69.2%	40.6%	28.7%	92.9%
Working part time	234	230	124	33	173	99	73	214
%V	16.4%	16.7%	20.3%	14.6%	16.3%	19.2%	13.4%	19.0%
%H		98.3%	53.0%	14.1%	73.9%	42.3%	31.2%	91.5%
Not working	715	686	246	106	556	223	333	467
%V	50.1%	49.7%	40.2%	46.9%	52.5%	43.2%	61.2%	41.5%
%H		95.9%	34.4%	14.8%	77.8%	31.2%	46.6%	65.3%
Housewife/Houseperson	1185	1151	508	170	881	408	473	909
%V	83.0%	83.5%	83.0%	75.2%	83.1%	79.1%	86.9%	80.8%
%H		97.1%	42.9%	14.3%	74.3%	34.4%	39.9%	76.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BBC North West

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2989	2832	1179	458	2166	986	1180	2314
%H (All HH)		94.7%	39.4%	15.3%	72.5%	33.0%	39.5%	77.4%
%H (TV HH)			41.6%	16.2%	76.5%	34.8%	41.7%	
AB	702	675	338	104	507	272	235	641
%V	23.5%	23.8%	28.7%	22.7%	23.4%	27.6%	19.9%	27.7%
%H (All HH)		96.2%	48.1%	14.8%	72.2%	38.7%	33.5%	91.3%
%H (TV HH)			50.1%	15.4%	75.1%	40.3%	34.8%	
C1	827	781	324	129	595	278	317	707
%V	27.7%	27.6%	27.5%	28.2%	27.5%	28.2%	26.9%	30.6%
%H (All HH)		94.4%	39.2%	15.6%	71.9%	33.6%	38.3%	85.5%
%H (TV HH)			41.5%	16.5%	76.2%	35.6%	40.6%	
C2	617	594	267	105	450	230	220	484
%V	20.6%	21.0%	22.6%	22.9%	20.8%	23.3%	18.6%	20.9%
%H (All HH)		96.3%	43.3%	17.0%	72.9%	37.3%	35.7%	78.4%
%H (TV HH)			44.9%	17.7%	75.8%	38.7%	37.0%	
D	479	458	173	78	346	141	205	313
%V	16.0%	16.2%	14.7%	17.0%	16.0%	14.3%	17.4%	13.5%
%H (All HH)		95.6%	36.1%	16.3%	72.2%	29.4%	42.8%	65.3%
%H (TV HH)			37.8%	17.0%	75.5%	30.8%	44.8%	
E	364	325	77	43	268	65	202	169
%V	12.2%	11.5%	6.5%	9.4%	12.4%	6.6%	17.1%	7.3%
%H (All HH)		89.3%	21.2%	11.8%	73.6%	17.9%	55.5%	46.4%
%H (TV HH)			23.7%	13.2%	82.5%	20.0%	62.2%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2989	2832	1179	458	2166	986	1180	2314
%H (All HH)		94.7%	39.4%	15.3%	72.5%	33.0%	39.5%	77.4%
%H (TV HH)			41.6%	16.2%	76.5%	34.8%	41.7%	
Under 25	130	117	35	16	84	24	59	108
%V	4.3%	4.1%	3.0%	3.5%	3.9%	2.4%	5.0%	4.7%
%H (All HH)		90.0%	26.9%	12.3%	64.6%	18.5%	45.4%	83.1%
%H (TV HH)			29.9%	13.7%	71.8%	20.5%	50.4%	
25 - 34	444	411	205	69	259	132	127	394
%V	14.9%	14.5%	17.4%	15.1%	12.0%	13.4%	10.8%	17.0%
%H (All HH)		92.6%	46.2%	15.5%	58.3%	29.7%	28.6%	88.7%
%H (TV HH)			49.9%	16.8%	63.0%	32.1%	30.9%	
35 - 44	504	478	250	84	343	200	142	464
%V	16.9%	16.9%	21.2%	18.3%	15.8%	20.3%	12.0%	20.1%
%H (All HH)		94.8%	49.6%	16.7%	68.1%	39.7%	28.2%	92.1%
%H (TV HH)			52.3%	17.6%	71.8%	41.8%	29.7%	
45 - 54	594	564	260	111	431	235	197	528
%V	19.9%	19.9%	22.1%	24.2%	19.9%	23.8%	16.7%	22.8%
%H (All HH)		94.9%	43.8%	18.7%	72.6%	39.6%	33.2%	88.9%
%H (TV HH)			46.1%	19.7%	76.4%	41.7%	34.9%	
55 - 64	498	480	200	84	382	185	197	404
%V	16.7%	16.9%	17.0%	18.3%	17.6%	18.8%	16.7%	17.5%
%H (All HH)		96.4%	40.2%	16.9%	76.7%	37.1%	39.6%	81.1%
%H (TV HH)			41.7%	17.5%	79.6%	38.5%	41.0%	
65 +	820	782	229	93	667	210	457	415
%V	27.4%	27.6%	19.4%	20.3%	30.8%	21.3%	38.7%	17.9%
%H (All HH)		95.4%	27.9%	11.3%	81.3%	25.6%	55.7%	50.6%
%H (TV HH)			29.3%	11.9%	85.3%	26.9%	58.4%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2989	2832	1179	458	2166	986	1180	2314
%H (All HH)		94.7%	39.4%	15.3%	72.5%	33.0%	39.5%	77.4%
%H (TV HH)			41.6%	16.2%	76.5%	34.8%	41.7%	
1	970	887	240	100	719	181	538	530
%V	32.5%	31.3%	20.4%	21.8%	33.2%	18.4%	45.6%	22.9%
%H (All HH)		91.4%	24.7%	10.3%	74.1%	18.7%	55.5%	54.6%
%H (TV HH)			27.1%	11.3%	81.1%	20.4%	60.7%	
2	966	927	402	143	718	347	371	788
%V	32.3%	32.7%	34.1%	31.2%	33.1%	35.2%	31.4%	34.1%
%H (All HH)		96.0%	41.6%	14.8%	74.3%	35.9%	38.4%	81.6%
%H (TV HH)			43.4%	15.4%	77.5%	37.4%	40.0%	
3	481	462	231	103	334	203	130	449
%V	16.1%	16.3%	19.6%	22.5%	15.4%	20.6%	11.0%	19.4%
%H (All HH)		96.0%	48.0%	21.4%	69.4%	42.2%	27.0%	93.3%
%H (TV HH)			50.0%	22.3%	72.3%	43.9%	28.1%	
4	394	384	212	77	277	179	98	377
%V	13.2%	13.6%	18.0%	16.8%	12.8%	18.2%	8.3%	16.3%
%H (All HH)		97.5%	53.8%	19.5%	70.3%	45.4%	24.9%	95.7%
%H (TV HH)			55.2%	20.1%	72.1%	46.6%	25.5%	
5+	178	172	93	36	118	76	42	170
%V	6.0%	6.1%	7.9%	7.9%	5.4%	7.7%	3.6%	7.3%
%H (All HH)		96.6%	52.2%	20.2%	66.3%	42.7%	23.6%	95.5%
%H (TV HH)			54.1%	20.9%	68.6%	44.2%	24.4%	
Average HH size	2.32	2.34	2.64	2.61	2.28	2.67	1.95	2.56

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2989	2832	1179	458	2166	986	1180	2314
%H (All HH)		94.7%	39.4%	15.3%	72.5%	33.0%	39.5%	77.4%
%H (TV HH)			41.6%	16.2%	76.5%	34.8%	41.7%	
Without	2218	2088	779	314	1650	670	981	1602
%V	74.2%	73.7%	66.1%	68.6%	76.2%	68.0%	83.1%	69.2%
%H (All HH)		94.1%	35.1%	14.2%	74.4%	30.2%	44.2%	72.2%
%H (TV HH)			37.3%	15.0%	79.0%	32.1%	47.0%	
With	771	744	400	144	515	316	199	712
%V	25.8%	26.3%	33.9%	31.4%	23.8%	32.0%	16.9%	30.8%
%H (All HH)		96.5%	51.9%	18.7%	66.8%	41.0%	25.8%	92.3%
%H (TV HH)			53.8%	19.4%	69.2%	42.5%	26.7%	
0 - 3	301	288	145	52	193	106	87	269
%V	10.1%	10.2%	12.3%	11.4%	8.9%	10.8%	7.4%	11.6%
%H (All HH)		95.7%	48.2%	17.3%	64.1%	35.2%	28.9%	89.4%
%H (TV HH)			50.3%	18.1%	67.0%	36.8%	30.2%	
4 - 9	385	373	209	65	253	157	95	350
%V	12.9%	13.2%	17.7%	14.2%	11.7%	15.9%	8.1%	15.1%
%H (All HH)		96.9%	54.3%	16.9%	65.7%	40.8%	24.7%	90.9%
%H (TV HH)			56.0%	17.4%	67.8%	42.1%	25.5%	
10 - 15	353	344	188	73	244	157	86	339
%V	11.8%	12.1%	15.9%	15.9%	11.3%	15.9%	7.3%	14.6%
%H (All HH)		97.5%	53.3%	20.7%	69.1%	44.5%	24.4%	96.0%
%H (TV HH)			54.7%	21.2%	70.9%	45.6%	25.0%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2989	2832	1179	458	2166	986	1180	2314
%H (All HH)		94.7%	39.4%	15.3%	72.5%	33.0%	39.5%	77.4%
%H (TV HH)			41.6%	16.2%	76.5%	34.8%	41.7%	
1	1060	1060	338	135	723	159	564	706
%V	35.5%	37.4%	28.7%	29.5%	33.4%	16.1%	47.8%	30.5%
%H (All HH)		100.0%	31.9%	12.7%	68.2%	15.0%	53.2%	66.6%
%H (TV HH)			31.9%	12.7%	68.2%	15.0%	53.2%	
2	1046	1046	446	176	830	408	422	823
%V	35.0%	36.9%	37.8%	38.4%	38.3%	41.4%	35.8%	35.6%
%H (All HH)		100.0%	42.6%	16.8%	79.3%	39.0%	40.3%	78.7%
%H (TV HH)			42.6%	16.8%	79.3%	39.0%	40.3%	
3	428	428	220	84	352	224	128	388
%V	14.3%	15.1%	18.7%	18.3%	16.3%	22.7%	10.8%	16.8%
%H (All HH)		100.0%	51.4%	19.6%	82.2%	52.3%	29.9%	90.7%
%H (TV HH)			51.4%	19.6%	82.2%	52.3%	29.9%	
4	192	192	112	37	166	121	45	185
%V	6.4%	6.8%	9.5%	8.1%	7.7%	12.3%	3.8%	8.0%
%H (All HH)		100.0%	58.3%	19.3%	86.5%	63.0%	23.4%	96.4%
%H (TV HH)			58.3%	19.3%	86.5%	63.0%	23.4%	
5+	107	107	63	25	95	74	20	105
%V	3.6%	3.8%	5.3%	5.5%	4.4%	7.5%	1.7%	4.5%
%H (All HH)		100.0%	58.9%	23.4%	88.8%	69.2%	18.7%	98.1%
%H (TV HH)			58.9%	23.4%	88.8%	69.2%	18.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2989	2832	1179	458	2166	986	1180	2314
%H (All HH)		94.7%	39.4%	15.3%	72.5%	33.0%	39.5%	77.4%
%H (TV HH)			41.6%	16.2%	76.5%	34.8%	41.7%	
Under 20"	570	570	259	79	500	267	234	480
%V	19.1%	20.1%	22.0%	17.2%	23.1%	27.1%	19.8%	20.7%
%H (All HH)		100.0%	45.4%	13.9%	87.7%	46.8%	41.1%	84.2%
%H (TV HH)			45.4%	13.9%	87.7%	46.8%	41.1%	
20" - 29"	1023	1023	402	165	847	395	452	789
%V	34.2%	36.1%	34.1%	36.0%	39.1%	40.1%	38.3%	34.1%
%H (All HH)		100.0%	39.3%	16.1%	82.8%	38.6%	44.2%	77.1%
%H (TV HH)			39.3%	16.1%	82.8%	38.6%	44.2%	
30" - 39"	1579	1579	661	272	1249	605	644	1240
%V	52.8%	55.8%	56.1%	59.4%	57.7%	61.4%	54.6%	53.6%
%H (All HH)		100.0%	41.9%	17.2%	79.1%	38.3%	40.8%	78.5%
%H (TV HH)			41.9%	17.2%	79.1%	38.3%	40.8%	
40" and over	1376	1376	715	257	1003	599	405	1213
%V	46.0%	48.6%	60.6%	56.1%	46.3%	60.8%	34.3%	52.4%
%H (All HH)		100.0%	52.0%	18.7%	72.9%	43.5%	29.4%	88.2%
%H (TV HH)			52.0%	18.7%	72.9%	43.5%	29.4%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2989	2832	1179	458	2166	986	1180	2314
%V (All HH)		94.7%	39.4%	15.3%	72.5%	33.0%	39.5%	77.4%
%H (TV HH)			41.6%	16.2%	76.5%	34.8%	41.7%	
Main living room	2800	2800	1172	453	2145	979	1165	2184
%V	93.7%	98.9%	99.4%	98.9%	99.0%	99.3%	98.7%	94.4%
%H (All HH)		100.0%	41.9%	16.2%	76.6%	35.0%	41.6%	78.0%
%H (TV HH)			41.9%	16.2%	76.6%	35.0%	41.6%	
Kitchen	263	263	133	41	234	141	92	235
%V	8.8%	9.3%	11.3%	9.0%	10.8%	14.3%	7.8%	10.2%
%H (All HH)		100.0%	50.6%	15.6%	89.0%	53.6%	35.0%	89.4%
%H (TV HH)			50.6%	15.6%	89.0%	53.6%	35.0%	
Adult's bedroom	1361	1361	645	252	1109	643	466	1146
%V	45.5%	48.1%	54.7%	55.0%	51.2%	65.2%	39.5%	49.5%
%H (All HH)		100.0%	47.4%	18.5%	81.5%	47.2%	34.2%	84.2%
%H (TV HH)			47.4%	18.5%	81.5%	47.2%	34.2%	
Child's bedroom	285	285	161	61	229	165	64	264
%V	9.5%	10.1%	13.7%	13.3%	10.6%	16.7%	5.4%	11.4%
%H (All HH)		100.0%	56.5%	21.4%	80.4%	57.9%	22.5%	92.6%
%H (TV HH)			56.5%	21.4%	80.4%	57.9%	22.5%	
Other bedroom	163	163	85	38	135	95	40	151
%V	5.5%	5.8%	7.2%	8.3%	6.2%	9.6%	3.4%	6.5%
%H (All HH)		100.0%	52.1%	23.3%	82.8%	58.3%	24.5%	92.6%
%H (TV HH)			52.1%	23.3%	82.8%	58.3%	24.5%	
Second living/dining room	350	350	186	65	292	191	100	315
%V	11.7%	12.4%	15.8%	14.2%	13.5%	19.4%	8.5%	13.6%
%H (All HH)		100.0%	53.1%	18.6%	83.4%	54.6%	28.6%	90.0%
%H (TV HH)			53.1%	18.6%	83.4%	54.6%	28.6%	
Study/office	34	34	16	4	29	16	13	33
%V	1.1%	1.2%	1.4%	0.9%	1.3%	1.6%	1.1%	1.4%
%H (All HH)		100.0%	47.1%	11.8%	85.3%	47.1%	38.2%	97.1%
%H (TV HH)			47.1%	11.8%	85.3%	47.1%	38.2%	
TV room	12	12	6	2	10	5	5	12
%V	0.4%	0.4%	0.5%	0.4%	0.5%	0.5%	0.4%	0.5%
%H (All HH)		100.0%	50.0%	16.7%	83.3%	41.7%	41.7%	100.0%
%H (TV HH)			50.0%	16.7%	83.3%	41.7%	41.7%	
Conservatory	83	83	45	14	75	49	26	78
%V	2.8%	2.9%	3.8%	3.1%	3.5%	5.0%	2.2%	3.4%
%H (All HH)		100.0%	54.2%	16.9%	90.4%	59.0%	31.3%	94.0%
%H (TV HH)			54.2%	16.9%	90.4%	59.0%	31.3%	
Attic or loft room	9	9	5	3	5	4	2	9
%V	0.3%	0.3%	0.4%	0.7%	0.2%	0.4%	0.2%	0.4%
%H (All HH)		100.0%	55.6%	33.3%	55.6%	44.4%	22.2%	100.0%
%H (TV HH)			55.6%	33.3%	55.6%	44.4%	22.2%	
No specific location	3	3	1	0	3	1	2	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
Other	21	21	13	3	16	10	6	20
%V	0.7%	0.7%	1.1%	0.7%	0.7%	1.0%	0.5%	0.9%
%H (All HH)		100.0%	61.9%	14.3%	76.2%	47.6%	28.6%	95.2%
%H (TV HH)			61.9%	14.3%	76.2%	47.6%	28.6%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	2989	2832	1179	458	2166	986	1180	2314
%H (All HH)		94.7%	39.4%	15.3%	72.5%	33.0%	39.5%	77.4%
%H (TV HH)			41.6%	16.2%	76.5%	34.8%	41.7%	
Any DSAT provider	1179	1179	1179	15	721	721	0	1049
%V	39.4%	41.6%	100.0%	3.3%	33.3%	73.1%	0.0%	45.3%
%H (All HH)			100.0%	1.3%	61.2%	61.2%	0.0%	89.0%
%H (TV HH)			100.0%	1.3%	61.2%	61.2%	0.0%	
Sky with subcription	987	987	987	8	610	610	0	888
%V	33.0%	34.9%	83.7%	1.7%	28.2%	61.9%	0.0%	38.4%
%H (All HH)			100.0%	0.8%	61.8%	61.8%	0.0%	90.0%
%H (TV HH)			100.0%	0.8%	61.8%	61.8%	0.0%	
Sky without subscription	95	95	95	2	47	47	0	76
%V	3.2%	3.4%	8.1%	0.4%	2.2%	4.8%	0.0%	3.3%
%H (All HH)			100.0%	2.1%	49.5%	49.5%	0.0%	80.0%
%H (TV HH)			100.0%	2.1%	49.5%	49.5%	0.0%	
Freesat	101	101	101	5	67	67	0	89
%V	3.4%	3.6%	8.6%	1.1%	3.1%	6.8%	0.0%	3.8%
%H (All HH)			100.0%	5.0%	66.3%	66.3%	0.0%	88.1%
%H (TV HH)			100.0%	5.0%	66.3%	66.3%	0.0%	
Other satellite provider	22	22	22	2	13	13	0	21
%V	0.7%	0.8%	1.9%	0.4%	0.6%	1.3%	0.0%	0.9%
%H (All HH)			100.0%	9.1%	59.1%	59.1%	0.0%	95.5%
%H (TV HH)			100.0%	9.1%	59.1%	59.1%	0.0%	
DCAB	458	458	15	458	274	274	0	409
%V	15.3%	16.2%	1.3%	100.0%	12.7%	27.8%	0.0%	17.7%
%H (All HH)			3.3%	100.0%	59.8%	59.8%	0.0%	89.3%
%H (TV HH)			3.3%	100.0%	59.8%	59.8%	0.0%	
DTT	2166	2166	721	274	2166	986	1180	1631
%V	72.5%	76.5%	61.2%	59.8%	100.0%	100.0%	100.0%	70.5%
%H (All HH)		100.0%	33.3%	12.7%	100.0%	45.5%	54.5%	75.3%
%H (TV HH)			33.3%	12.7%	100.0%	45.5%	54.5%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2989	2832	1179	458	2166	986	1180	2314
%H (All HH)		94.7%	39.4%	15.3%	72.5%	33.0%	39.5%	77.4%
%H (TV HH)			41.6%	16.2%	76.5%	34.8%	41.7%	
PVR	1833	1833	1041	398	1276	874	402	1620
%V	61.3%	64.7%	88.3%	86.9%	58.9%	88.6%	34.1%	70.0%
%H (All HH)		100.0%	56.8%	21.7%	69.6%	47.7%	21.9%	88.4%
%H (TV HH)			56.8%	21.7%	69.6%	47.7%	21.9%	
DVDR	80	80	30	16	68	34	34	67
%V	2.7%	2.8%	2.5%	3.5%	3.1%	3.4%	2.9%	2.9%
%H (All HH)		100.0%	37.5%	20.0%	85.0%	42.5%	42.5%	83.8%
%H (TV HH)			37.5%	20.0%	85.0%	42.5%	42.5%	
VCR	45	45	11	4	42	11	31	23
%V	1.5%	1.6%	0.9%	0.9%	1.9%	1.1%	2.6%	1.0%
%H (All HH)		100.0%	24.4%	8.9%	93.3%	24.4%	68.9%	51.1%
%H (TV HH)			24.4%	8.9%	93.3%	24.4%	68.9%	
Any recorder	1885	1885	1047	403	1324	881	443	1649
%V	63.1%	66.6%	88.8%	88.0%	61.1%	89.4%	37.5%	71.3%
%H (All HH)		100.0%	55.5%	21.4%	70.2%	46.7%	23.5%	87.5%
%H (TV HH)			55.5%	21.4%	70.2%	46.7%	23.5%	
Receives HDTV (via STB or built-in reception)	1652	1652	866	371	1194	764	429	1458
%V	55.3%	58.3%	73.5%	81.0%	55.1%	77.5%	36.4%	63.0%
%H (All HH)		100.0%	52.4%	22.5%	72.3%	46.2%	26.0%	88.3%
%H (TV HH)			52.4%	22.5%	72.3%	46.2%	26.0%	
DVD/Blu-ray player or recorder	2169	2169	943	363	1692	826	866	1775
%V	72.6%	76.6%	80.0%	79.3%	78.1%	83.8%	73.4%	76.7%
%H (All HH)		100.0%	43.5%	16.7%	78.0%	38.1%	39.9%	81.8%
%H (TV HH)			43.5%	16.7%	78.0%	38.1%	39.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2989	2832	1179	458	2166	986	1180	2314
%V (All HH)		94.7%	39.4%	15.3%	72.5%	33.0%	39.5%	77.4%
%H (TV HH)			41.6%	16.2%	76.5%	34.8%	41.7%	
Has broadband internet	2314	2208	1049	409	1631	894	737	2314
%V	77.4%	78.0%	89.0%	89.3%	75.3%	90.7%	62.5%	100.0%
%H (All HH)		95.4%	45.3%	17.7%	70.5%	38.6%	31.8%	100.0%
%H (TV HH)			47.5%	18.5%	73.9%	40.5%	33.4%	
Number of computers (PCs and laptops)								
0	664	613	130	55	523	97	426	61
%V	22.2%	21.6%	11.0%	12.0%	24.1%	9.8%	36.1%	2.6%
%H (All HH)		92.3%	19.6%	8.3%	78.8%	14.6%	64.2%	9.2%
%H (TV HH)			21.2%	9.0%	85.3%	15.8%	69.5%	
1	926	870	366	123	646	272	373	871
%V	31.0%	30.7%	31.0%	26.9%	29.8%	27.6%	31.6%	37.6%
%H (All HH)		94.0%	39.5%	13.3%	69.8%	29.4%	40.3%	94.1%
%H (TV HH)			42.1%	14.1%	74.3%	31.3%	42.9%	
2	628	598	291	116	434	247	187	614
%V	21.0%	21.1%	24.7%	25.3%	20.0%	25.1%	15.8%	26.5%
%H (All HH)		95.2%	46.3%	18.5%	69.1%	39.3%	29.8%	97.8%
%H (TV HH)			48.7%	19.4%	72.6%	41.3%	31.3%	
3	373	362	191	72	270	171	99	371
%V	12.5%	12.8%	16.2%	15.7%	12.5%	17.3%	8.4%	16.0%
%H (All HH)		97.1%	51.2%	19.3%	72.4%	45.8%	26.5%	99.5%
%H (TV HH)			52.8%	19.9%	74.6%	47.2%	27.3%	
4	203	195	102	46	147	100	47	203
%V	6.8%	6.9%	8.7%	10.0%	6.8%	10.1%	4.0%	8.8%
%H (All HH)		96.1%	50.2%	22.7%	72.4%	49.3%	23.2%	100.0%
%H (TV HH)			52.3%	23.6%	75.4%	51.3%	24.1%	
5+	196	193	99	46	146	99	47	194
%V	6.6%	6.8%	8.4%	10.0%	6.7%	10.0%	4.0%	8.4%
%H (All HH)		98.5%	50.5%	23.5%	74.5%	50.5%	24.0%	99.0%
%H (TV HH)			51.3%	23.8%	75.6%	51.3%	24.4%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5776	2672	1023	4613	2528	2085	4823
%H		46.3%	17.7%	79.9%	43.8%	36.1%	83.5%
Under 20"	741	341	106	656	362	294	637
%V	12.8%	12.8%	10.4%	14.2%	14.3%	14.1%	13.2%
%H		46.0%	14.3%	88.5%	48.9%	39.7%	86.0%
20" - 29"	1302	535	220	1092	546	546	1028
%V	22.5%	20.0%	21.5%	23.7%	21.6%	26.2%	21.3%
%H		41.1%	16.9%	83.9%	41.9%	41.9%	79.0%
30" - 39"	1970	855	362	1568	813	755	1591
%V	34.1%	32.0%	35.4%	34.0%	32.2%	36.2%	33.0%
%H		43.4%	18.4%	79.6%	41.3%	38.3%	80.8%
40" and over	1677	901	323	1230	771	459	1502
%V	29.0%	33.7%	31.6%	26.7%	30.5%	22.0%	31.1%
%H		53.7%	19.3%	73.3%	46.0%	27.4%	89.6%
Don't know	87	40	13	68	36	32	65
%V	1.5%	1.5%	1.3%	1.5%	1.4%	1.5%	1.3%
%H		46.0%	14.9%	78.2%	41.4%	36.8%	74.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5776	2672	1023	4613	2528	2085	4823
%H		46.3%	17.7%	79.9%	43.8%	36.1%	83.5%
Main living room	2808	1177	454	2150	982	1168	2192
%V	48.6%	44.0%	44.4%	46.6%	38.8%	56.0%	45.4%
%H		41.9%	16.2%	76.6%	35.0%	41.6%	78.1%
Kitchen	264	133	41	234	142	92	236
%V	4.6%	5.0%	4.0%	5.1%	5.6%	4.4%	4.9%
%H		50.4%	15.5%	88.6%	53.8%	34.8%	89.4%
Adult's bedroom	1628	784	311	1338	800	537	1401
%V	28.2%	29.3%	30.4%	29.0%	31.6%	25.8%	29.0%
%H		48.2%	19.1%	82.2%	49.1%	33.0%	86.1%
Child's bedroom	371	211	81	299	217	82	346
%V	6.4%	7.9%	7.9%	6.5%	8.6%	3.9%	7.2%
%H		56.9%	21.8%	80.6%	58.5%	22.1%	93.3%
Other bedroom	184	93	45	153	106	48	171
%V	3.2%	3.5%	4.4%	3.3%	4.2%	2.3%	3.5%
%H		50.5%	24.5%	83.2%	57.6%	26.1%	92.9%
Second living/dining room	354	188	66	296	195	101	319
%V	6.1%	7.0%	6.5%	6.4%	7.7%	4.8%	6.6%
%H		53.1%	18.6%	83.6%	55.1%	28.5%	90.1%
Study/office	34	16	4	29	16	13	33
%V	0.6%	0.6%	0.4%	0.6%	0.6%	0.6%	0.7%
%H		47.1%	11.8%	85.3%	47.1%	38.2%	97.1%
TV room	13	6	2	11	6	5	13
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%
%H		46.2%	15.4%	84.6%	46.2%	38.5%	100.0%
Conservatory	83	45	14	75	49	26	78
%V	1.4%	1.7%	1.4%	1.6%	1.9%	1.2%	1.6%
%H		54.2%	16.9%	90.4%	59.0%	31.3%	94.0%
Attic or loft room	9	5	3	5	4	2	9
%V	0.2%	0.2%	0.3%	0.1%	0.2%	0.1%	0.2%
%H		55.6%	33.3%	55.6%	44.4%	22.2%	100.0%
No specific location	4	1	0	4	1	3	4
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		25.0%	0.0%	100.0%	25.0%	75.0%	100.0%
Other	24	14	3	20	11	9	23
%V	0.4%	0.5%	0.3%	0.4%	0.4%	0.4%	0.5%
%H		58.3%	12.5%	83.3%	45.8%	37.5%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5776	2672	1023	4613	2528	2085	4823
%H		46.3%	17.7%	79.9%	43.8%	36.1%	83.5%
PVR	2430	1428	569	1630	1182	448	2187
%V	42.1%	53.4%	55.6%	35.3%	46.8%	21.5%	45.3%
%H		58.8%	23.4%	67.1%	48.6%	18.4%	90.0%
DVDR	85	31	17	74	37	37	72
%V	1.5%	1.2%	1.7%	1.6%	1.5%	1.8%	1.5%
%H		36.5%	20.0%	87.1%	43.5%	43.5%	84.7%
VCR	47	11	4	44	11	33	24
%V	0.8%	0.4%	0.4%	1.0%	0.4%	1.6%	0.5%
%H		23.4%	8.5%	93.6%	23.4%	70.2%	51.1%
Any recorder	2499	1441	577	1694	1198	497	2231
%V	43.3%	53.9%	56.4%	36.7%	47.4%	23.8%	46.3%
%H		57.7%	23.1%	67.8%	47.9%	19.9%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: 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	5776	2672	1023	4613	2528	2085	4823
%H		46.3%	17.7%	79.9%	43.8%	36.1%	83.5%
Receives HDTV (via STB or built-in reception)	2353	1240	570	1696	1124	573	2116
%V	40.7%	46.4%	55.7%	36.8%	44.5%	27.5%	43.9%
%H		52.7%	24.2%	72.1%	47.8%	24.4%	89.9%
DVD/Blu-ray player or recorder	3267	1507	597	2605	1426	1179	2779
%V	56.6%	56.4%	58.4%	56.5%	56.4%	56.5%	57.6%
%H		46.1%	18.3%	79.7%	43.6%	36.1%	85.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2826	1179	458	2165	986	1179	2204
%V		41.7%	16.2%	76.6%	34.9%	41.7%	78.0%
Under 20"	28	4	3	24	3	21	15
%V	1.0%	0.3%	0.7%	1.1%	0.3%	1.8%	0.7%
%H		14.3%	10.7%	85.7%	10.7%	75.0%	53.6%
20" - 29"	342	70	40	283	55	227	195
%V	12.1%	5.9%	8.7%	13.1%	5.6%	19.3%	8.8%
%H		20.5%	11.7%	82.7%	16.1%	66.4%	57.0%
30" - 39"	1087	391	161	861	333	529	795
%V	38.5%	33.2%	35.2%	39.8%	33.8%	44.9%	36.1%
%H		36.0%	14.8%	79.2%	30.6%	48.7%	73.1%
40" and over	1330	697	248	967	580	386	1172
%V	47.1%	59.1%	54.1%	44.7%	58.8%	32.7%	53.2%
%H		52.4%	18.6%	72.7%	43.6%	29.0%	88.1%
Don't know	40	16	6	31	14	16	26
%V	1.4%	1.4%	1.3%	1.4%	1.4%	1.4%	1.2%
%H		40.0%	15.0%	77.5%	35.0%	40.0%	65.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2826	1179	458	2165	986	1179	2204
%H		41.7%	16.2%	76.6%	34.9%	41.7%	78.0%
PVR	1794	1027	390	1244	858	387	1588
%V	63.5%	87.1%	85.2%	57.5%	87.0%	32.8%	72.1%
%H		57.2%	21.7%	69.3%	47.8%	21.6%	88.5%
DVDR	67	22	14	58	28	30	55
%V	2.4%	1.9%	3.1%	2.7%	2.8%	2.5%	2.5%
%H		32.8%	20.9%	86.6%	41.8%	44.8%	82.1%
VCR	40	8	3	36	8	29	19
%V	1.4%	0.7%	0.7%	1.7%	0.8%	2.5%	0.9%
%H		20.0%	7.5%	90.0%	20.0%	72.5%	47.5%
Any recorder	1846	1034	395	1292	865	427	1617
%V	65.3%	87.7%	86.2%	59.7%	87.7%	36.2%	73.4%
%H		56.0%	21.4%	70.0%	46.9%	23.1%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: 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	2826	1179	458	2165	986	1179	2204
%H		41.7%	16.2%	76.6%	34.9%	41.7%	78.0%
Receives HDTV (via STB or built-in reception)	1606	843	366	1152	742	410	1421
%V	56.8%	71.5%	79.9%	53.2%	75.3%	34.8%	64.5%
%H		52.5%	22.8%	71.7%	46.2%	25.5%	88.5%
DVD/Blu-ray player or recorder	2011	876	330	1560	753	807	1642
%V	71.2%	74.3%	72.1%	72.1%	76.4%	68.4%	74.5%
%H		43.6%	16.4%	77.6%	37.4%	40.1%	81.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2950	1493	566	2448	1542	906	2619
%H		50.6%	19.2%	83.0%	52.3%	30.7%	88.8%
Under 20"	713	337	103	632	359	274	622
%V	24.2%	22.6%	18.2%	25.8%	23.3%	30.2%	23.7%
%H		47.3%	14.4%	88.6%	50.4%	38.4%	87.2%
20" - 29"	961	464	180	809	491	318	833
%V	32.6%	31.1%	31.8%	33.0%	31.8%	35.1%	31.8%
%H		48.3%	18.7%	84.2%	51.1%	33.1%	86.7%
30" - 39"	883	464	202	707	481	226	796
%V	29.9%	31.1%	35.7%	28.9%	31.2%	24.9%	30.4%
%H		52.5%	22.9%	80.1%	54.5%	25.6%	90.1%
40" and over	347	203	74	263	190	73	330
%V	11.8%	13.6%	13.1%	10.7%	12.3%	8.1%	12.6%
%H		58.5%	21.3%	75.8%	54.8%	21.0%	95.1%
Don't know	47	24	7	37	22	15	39
%V	1.6%	1.6%	1.2%	1.5%	1.4%	1.7%	1.5%
%H		51.1%	14.9%	78.7%	46.8%	31.9%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2950	1493	566	2448	1542	906	2619
%H		50.6%	19.2%	83.0%	52.3%	30.7%	88.8%
PVR	635	401	179	386	324	62	599
%V	21.5%	26.9%	31.6%	15.8%	21.0%	6.8%	22.9%
%H		63.1%	28.2%	60.8%	51.0%	9.8%	94.3%
DVDR	19	8	3	15	9	6	17
%V	0.6%	0.5%	0.5%	0.6%	0.6%	0.7%	0.6%
%H		42.1%	15.8%	78.9%	47.4%	31.6%	89.5%
VCR	8	3	1	8	4	4	4
%V	0.3%	0.2%	0.2%	0.3%	0.3%	0.4%	0.2%
%H		37.5%	12.5%	100.0%	50.0%	50.0%	50.0%
Any recorder	653	407	182	402	332	70	614
%V	22.1%	27.3%	32.2%	16.4%	21.5%	7.7%	23.4%
%H		62.3%	27.9%	61.6%	50.8%	10.7%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2950	1493	566	2448	1542	906	2619
%H		50.6%	19.2%	83.0%	52.3%	30.7%	88.8%
Receives HDTV (via STB or built-in reception)	748	397	204	545	382	163	695
%V	25.4%	26.6%	36.0%	22.3%	24.8%	18.0%	26.5%
%H		53.1%	27.3%	72.9%	51.1%	21.8%	92.9%
DVD/Blu-ray player or recorder	1257	631	267	1045	673	372	1137
%V	42.6%	42.3%	47.2%	42.7%	43.6%	41.1%	43.4%
%H		50.2%	21.2%	83.1%	53.5%	29.6%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6902	6604	3094	1196	4905	2608	2297	5889
%H		95.7%	44.8%	17.3%	71.1%	37.8%	33.3%	85.3%
Total Children	1323	1280	694	244	873	536	337	1223
%V	19.2%	19.4%	22.4%	20.4%	17.8%	20.6%	14.7%	20.8%
%H		96.7%	52.5%	18.4%	66.0%	40.5%	25.5%	92.4%
0 - 3	347	331	166	61	220	121	99	309
%V	5.0%	5.0%	5.4%	5.1%	4.5%	4.6%	4.3%	5.2%
%H		95.4%	47.8%	17.6%	63.4%	34.9%	28.5%	89.0%
4 - 15	976	948	528	183	652	414	238	913
%V	14.1%	14.4%	17.1%	15.3%	13.3%	15.9%	10.4%	15.5%
%H		97.1%	54.1%	18.8%	66.8%	42.4%	24.4%	93.5%
4 - 9	512	496	285	90	328	211	117	467
%V	7.4%	7.5%	9.2%	7.5%	6.7%	8.1%	5.1%	7.9%
%H		96.9%	55.7%	17.6%	64.1%	41.2%	22.9%	91.2%
10 - 15	464	453	243	94	325	203	121	446
%V	6.7%	6.9%	7.9%	7.9%	6.6%	7.8%	5.3%	7.6%
%H		97.6%	52.4%	20.3%	70.0%	43.8%	26.1%	96.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6902	6604	3094	1196	4905	2608	2297	5889
%H		95.7%	44.8%	17.3%	71.1%	37.8%	33.3%	85.3%
Total Adults (16+)	5579	5324	2399	952	4033	2073	1960	4666
%V	80.8%	80.6%	77.5%	79.6%	82.2%	79.5%	85.3%	79.2%
%H		95.4%	43.0%	17.1%	72.3%	37.2%	35.1%	83.6%
16 - 19	321	309	150	67	230	136	94	308
%V	4.7%	4.7%	4.8%	5.6%	4.7%	5.2%	4.1%	5.2%
%H		96.3%	46.7%	20.9%	71.7%	42.4%	29.3%	96.0%
20 - 24	461	425	171	86	314	155	159	423
%V	6.7%	6.4%	5.5%	7.2%	6.4%	5.9%	6.9%	7.2%
%H		92.2%	37.1%	18.7%	68.1%	33.6%	34.5%	91.8%
25 - 34	903	850	429	162	557	310	248	825
%V	13.1%	12.9%	13.9%	13.5%	11.4%	11.9%	10.8%	14.0%
%H		94.1%	47.5%	17.9%	61.7%	34.3%	27.5%	91.4%
35 - 44	875	837	448	153	595	364	232	813
%V	12.7%	12.7%	14.5%	12.8%	12.1%	14.0%	10.1%	13.8%
%H		95.7%	51.2%	17.5%	68.0%	41.6%	26.5%	92.9%
45 - 54	1003	961	465	190	734	418	316	910
%V	14.5%	14.6%	15.0%	15.9%	15.0%	16.0%	13.8%	15.5%
%H		95.8%	46.4%	18.9%	73.2%	41.7%	31.5%	90.7%
55 - 64	808	785	356	145	622	334	288	690
%V	11.7%	11.9%	11.5%	12.1%	12.7%	12.8%	12.5%	11.7%
%H		97.2%	44.1%	17.9%	77.0%	41.3%	35.6%	85.4%
65+	1207	1157	380	148	980	355	625	697
%V	17.5%	17.5%	12.3%	12.4%	20.0%	13.6%	27.2%	11.8%
%H		95.9%	31.5%	12.3%	81.2%	29.4%	51.8%	57.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5579	5324	2399	952	4033	2073	1960	4666
%H		95.4%	43.0%	17.1%	72.3%	37.2%	35.1%	83.6%
AB	1383	1334	699	214	1000	572	428	1299
%V	24.8%	25.1%	29.1%	22.5%	24.8%	27.6%	21.8%	27.8%
%H		96.5%	50.5%	15.5%	72.3%	41.4%	30.9%	93.9%
C1	1617	1528	670	279	1152	592	560	1456
%V	29.0%	28.7%	27.9%	29.3%	28.6%	28.6%	28.6%	31.2%
%H		94.5%	41.4%	17.3%	71.2%	36.6%	34.6%	90.0%
C2	1232	1192	567	235	895	505	390	1036
%V	22.1%	22.4%	23.6%	24.7%	22.2%	24.4%	19.9%	22.2%
%H		96.8%	46.0%	19.1%	72.6%	41.0%	31.7%	84.1%
D	850	818	343	163	620	306	315	624
%V	15.2%	15.4%	14.3%	17.1%	15.4%	14.8%	16.1%	13.4%
%H		96.2%	40.4%	19.2%	72.9%	36.0%	37.1%	73.4%
E	497	452	120	61	365	98	267	252
%V	8.9%	8.5%	5.0%	6.4%	9.1%	4.7%	13.6%	5.4%
%H		90.9%	24.1%	12.3%	73.4%	19.7%	53.7%	50.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5579	5324	2399	952	4033	2073	1960	4666
%H		95.4%	43.0%	17.1%	72.3%	37.2%	35.1%	83.6%
Working full time	2529	2432	1235	482	1768	1054	714	2372
%V	45.3%	45.7%	51.5%	50.6%	43.8%	50.8%	36.4%	50.8%
%H		96.2%	48.8%	19.1%	69.9%	41.7%	28.2%	93.8%
Working part time	507	493	262	93	367	226	142	470
%V	9.1%	9.3%	10.9%	9.8%	9.1%	10.9%	7.2%	10.1%
%H		97.2%	51.7%	18.3%	72.4%	44.6%	28.0%	92.7%
Not working	2543	2398	902	377	1897	793	1105	1824
%V	45.6%	45.0%	37.6%	39.6%	47.0%	38.3%	56.4%	39.1%
%H		94.3%	35.5%	14.8%	74.6%	31.2%	43.5%	71.7%
Housewife/Houseperson	2989	2832	1179	458	2166	986	1180	2314
%V	53.6%	53.2%	49.1%	48.1%	53.7%	47.6%	60.2%	49.6%
%H		94.7%	39.4%	15.3%	72.5%	33.0%	39.5%	77.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2728	2581	1197	463	1949	1035	913	2317
%H		94.6%	43.9%	17.0%	71.4%	37.9%	33.5%	84.9%
16 - 19	166	156	73	37	118	70	48	161
%V	6.1%	6.0%	6.1%	8.0%	6.1%	6.8%	5.3%	6.9%
%H		94.0%	44.0%	22.3%	71.1%	42.2%	28.9%	97.0%
20 - 24	228	208	88	44	152	81	72	215
%V	8.4%	8.1%	7.4%	9.5%	7.8%	7.8%	7.9%	9.3%
%H		91.2%	38.6%	19.3%	66.7%	35.5%	31.6%	94.3%
25 - 34	453	425	213	78	290	162	128	416
%V	16.6%	16.5%	17.8%	16.8%	14.9%	15.7%	14.0%	18.0%
%H		93.8%	47.0%	17.2%	64.0%	35.8%	28.3%	91.8%
35 - 44	433	408	217	72	283	168	116	395
%V	15.9%	15.8%	18.1%	15.6%	14.5%	16.2%	12.7%	17.0%
%H		94.2%	50.1%	16.6%	65.4%	38.8%	26.8%	91.2%
45 - 54	490	465	228	88	358	205	153	434
%V	18.0%	18.0%	19.0%	19.0%	18.4%	19.8%	16.8%	18.7%
%H		94.9%	46.5%	18.0%	73.1%	41.8%	31.2%	88.6%
55 - 64	402	389	181	75	306	171	135	344
%V	14.7%	15.1%	15.1%	16.2%	15.7%	16.5%	14.8%	14.8%
%H		96.8%	45.0%	18.7%	76.1%	42.5%	33.6%	85.6%
65+	557	530	197	69	441	179	262	352
%V	20.4%	20.5%	16.5%	14.9%	22.6%	17.3%	28.7%	15.2%
%H		95.2%	35.4%	12.4%	79.2%	32.1%	47.0%	63.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2728	2581	1197	463	1949	1035	913	2317
%H		94.6%	43.9%	17.0%	71.4%	37.9%	33.5%	84.9%
AB	686	658	351	104	495	288	207	646
%V	25.1%	25.5%	29.3%	22.5%	25.4%	27.8%	22.7%	27.9%
%H		95.9%	51.2%	15.2%	72.2%	42.0%	30.2%	94.2%
C1	765	713	328	132	534	291	243	709
%V	28.0%	27.6%	27.4%	28.5%	27.4%	28.1%	26.6%	30.6%
%H		93.2%	42.9%	17.3%	69.8%	38.0%	31.8%	92.7%
C2	673	648	307	123	485	270	215	557
%V	24.7%	25.1%	25.6%	26.6%	24.9%	26.1%	23.5%	24.0%
%H		96.3%	45.6%	18.3%	72.1%	40.1%	31.9%	82.8%
D	401	384	162	82	290	147	143	303
%V	14.7%	14.9%	13.5%	17.7%	14.9%	14.2%	15.7%	13.1%
%H		95.8%	40.4%	20.4%	72.3%	36.7%	35.7%	75.6%
E	203	178	49	22	143	39	104	101
%V	7.4%	6.9%	4.1%	4.8%	7.3%	3.8%	11.4%	4.4%
%H		87.7%	24.1%	10.8%	70.4%	19.2%	51.2%	49.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2728	2581	1197	463	1949	1035	913	2317
%H		94.6%	43.9%	17.0%	71.4%	37.9%	33.5%	84.9%
Working full time	1525	1462	754	286	1063	640	423	1422
%V	55.9%	56.6%	63.0%	61.8%	54.5%	61.8%	46.3%	61.4%
%H		95.9%	49.4%	18.8%	69.7%	42.0%	27.7%	93.2%
Working part time	120	115	59	22	80	46	34	108
%V	4.4%	4.5%	4.9%	4.8%	4.1%	4.4%	3.7%	4.7%
%H		95.8%	49.2%	18.3%	66.7%	38.3%	28.3%	90.0%
Not working	1083	1003	384	155	806	350	455	787
%V	39.7%	38.9%	32.1%	33.5%	41.4%	33.8%	49.8%	34.0%
%H		92.6%	35.5%	14.3%	74.4%	32.3%	42.0%	72.7%
Housewife/Houseperson	646	582	209	75	450	161	290	432
%V	23.7%	22.5%	17.5%	16.2%	23.1%	15.6%	31.8%	18.6%
%H		90.1%	32.4%	11.6%	69.7%	24.9%	44.9%	66.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2851	2743	1202	489	2084	1037	1047	2349
%H		96.2%	42.2%	17.2%	73.1%	36.4%	36.7%	82.4%
16 - 19	155	152	77	30	112	66	46	147
%V	5.4%	5.5%	6.4%	6.1%	5.4%	6.4%	4.4%	6.3%
%H		98.1%	49.7%	19.4%	72.3%	42.6%	29.7%	94.8%
20 - 24	233	217	83	43	161	74	87	208
%V	8.2%	7.9%	6.9%	8.8%	7.7%	7.1%	8.3%	8.9%
%H		93.1%	35.6%	18.5%	69.1%	31.8%	37.3%	89.3%
25 - 34	451	425	216	84	268	148	120	409
%V	15.8%	15.5%	18.0%	17.2%	12.9%	14.3%	11.5%	17.4%
%H		94.2%	47.9%	18.6%	59.4%	32.8%	26.6%	90.7%
35 - 44	443	429	231	81	312	196	116	418
%V	15.5%	15.6%	19.2%	16.6%	15.0%	18.9%	11.1%	17.8%
%H		96.8%	52.1%	18.3%	70.4%	44.2%	26.2%	94.4%
45 - 54	514	496	236	102	376	213	163	476
%V	18.0%	18.1%	19.6%	20.9%	18.0%	20.5%	15.6%	20.3%
%H		96.5%	45.9%	19.8%	73.2%	41.4%	31.7%	92.6%
55 - 64	406	397	175	70	316	163	153	346
%V	14.2%	14.5%	14.6%	14.3%	15.2%	15.7%	14.6%	14.7%
%H		97.8%	43.1%	17.2%	77.8%	40.1%	37.7%	85.2%
65+	650	627	183	79	539	177	363	345
%V	22.8%	22.9%	15.2%	16.2%	25.9%	17.1%	34.7%	14.7%
%H		96.5%	28.2%	12.2%	82.9%	27.2%	55.8%	53.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2851	2743	1202	489	2084	1037	1047	2349
%H		96.2%	42.2%	17.2%	73.1%	36.4%	36.7%	82.4%
AB	697	676	348	110	505	284	220	653
%V	24.4%	24.6%	29.0%	22.5%	24.2%	27.4%	21.0%	27.8%
%H		97.0%	49.9%	15.8%	72.5%	40.7%	31.6%	93.7%
C1	853	814	342	147	618	301	317	747
%V	29.9%	29.7%	28.5%	30.1%	29.7%	29.0%	30.3%	31.8%
%H		95.4%	40.1%	17.2%	72.5%	35.3%	37.2%	87.6%
C2	559	545	260	112	409	234	175	478
%V	19.6%	19.9%	21.6%	22.9%	19.6%	22.6%	16.7%	20.3%
%H		97.5%	46.5%	20.0%	73.2%	41.9%	31.3%	85.5%
D	450	434	181	81	330	158	172	321
%V	15.8%	15.8%	15.1%	16.6%	15.8%	15.2%	16.4%	13.7%
%H		96.4%	40.2%	18.0%	73.3%	35.1%	38.2%	71.3%
E	293	275	71	39	222	59	163	150
%V	10.3%	10.0%	5.9%	8.0%	10.7%	5.7%	15.6%	6.4%
%H		93.9%	24.2%	13.3%	75.8%	20.1%	55.6%	51.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2851	2743	1202	489	2084	1037	1047	2349
%H		96.2%	42.2%	17.2%	73.1%	36.4%	36.7%	82.4%
Working full time	1004	970	481	196	705	415	291	950
%V	35.2%	35.4%	40.0%	40.1%	33.8%	40.0%	27.8%	40.4%
%H		96.6%	47.9%	19.5%	70.2%	41.3%	29.0%	94.6%
Working part time	387	378	203	71	287	180	107	362
%V	13.6%	13.8%	16.9%	14.5%	13.8%	17.4%	10.2%	15.4%
%H		97.7%	52.5%	18.3%	74.2%	46.5%	27.6%	93.5%
Not working	1460	1395	519	221	1091	442	649	1037
%V	51.2%	50.9%	43.2%	45.2%	52.4%	42.6%	62.0%	44.1%
%H		95.5%	35.5%	15.1%	74.7%	30.3%	44.5%	71.0%
Housewife/Houseperson	2343	2250	970	382	1715	826	890	1881
%V	82.2%	82.0%	80.7%	78.1%	82.3%	79.7%	85.0%	80.1%
%H		96.0%	41.4%	16.3%	73.2%	35.3%	38.0%	80.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Scotland

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2437	2287	1023	380	1634	772	861	1861
%H (All HH)		93.8%	42.0%	15.6%	67.0%	31.7%	35.3%	76.4%
%H (TV HH)			44.7%	16.6%	71.4%	33.8%	37.6%	
AB	585	548	264	86	397	198	200	543
%V	24.0%	24.0%	25.8%	22.6%	24.3%	25.6%	23.2%	29.2%
%H (All HH)		93.7%	45.1%	14.7%	67.9%	33.8%	34.2%	92.8%
%H (TV HH)			48.2%	15.7%	72.4%	36.1%	36.5%	
C1	648	597	282	101	413	212	201	540
%V	26.6%	26.1%	27.6%	26.6%	25.3%	27.5%	23.3%	29.0%
%H (All HH)		92.1%	43.5%	15.6%	63.7%	32.7%	31.0%	83.3%
%H (TV HH)			47.2%	16.9%	69.2%	35.5%	33.7%	
C2	476	464	237	80	325	181	144	384
%V	19.5%	20.3%	23.2%	21.1%	19.9%	23.4%	16.7%	20.6%
%H (All HH)		97.5%	49.8%	16.8%	68.3%	38.0%	30.3%	80.7%
%H (TV HH)			51.1%	17.2%	70.0%	39.0%	31.0%	
D	417	391	156	74	282	128	154	272
%V	17.1%	17.1%	15.2%	19.5%	17.3%	16.6%	17.9%	14.6%
%H (All HH)		93.8%	37.4%	17.7%	67.6%	30.7%	36.9%	65.2%
%H (TV HH)			39.9%	18.9%	72.1%	32.7%	39.4%	
E	312	287	84	39	216	53	163	122
%V	12.8%	12.5%	8.2%	10.3%	13.2%	6.9%	18.9%	6.6%
%H (All HH)		92.0%	26.9%	12.5%	69.2%	17.0%	52.2%	39.1%
%H (TV HH)			29.3%	13.6%	75.3%	18.5%	56.8%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2437	2287	1023	380	1634	772	861	1861
%H (All HH)		93.8%	42.0%	15.6%	67.0%	31.7%	35.3%	76.4%
%H (TV HH)			44.7%	16.6%	71.4%	33.8%	37.6%	
Under 25	112	89	37	14	53	22	32	90
%V	4.6%	3.9%	3.6%	3.7%	3.2%	2.8%	3.7%	4.8%
%H (All HH)		79.5%	33.0%	12.5%	47.3%	19.6%	28.6%	80.4%
%H (TV HH)			41.6%	15.7%	59.6%	24.7%	36.0%	
25 - 34	367	334	177	56	207	115	91	327
%V	15.1%	14.6%	17.3%	14.7%	12.7%	14.9%	10.6%	17.6%
%H (All HH)		91.0%	48.2%	15.3%	56.4%	31.3%	24.8%	89.1%
%H (TV HH)			53.0%	16.8%	62.0%	34.4%	27.2%	
35 - 44	401	374	203	66	256	156	100	367
%V	16.5%	16.4%	19.8%	17.4%	15.7%	20.2%	11.6%	19.7%
%H (All HH)		93.3%	50.6%	16.5%	63.8%	38.9%	24.9%	91.5%
%H (TV HH)			54.3%	17.6%	68.4%	41.7%	26.7%	
45 - 54	479	461	228	95	321	185	136	417
%V	19.7%	20.2%	22.3%	25.0%	19.6%	24.0%	15.8%	22.4%
%H (All HH)		96.2%	47.6%	19.8%	67.0%	38.6%	28.4%	87.1%
%H (TV HH)			49.5%	20.6%	69.6%	40.1%	29.5%	
55 - 64	417	398	181	69	287	140	147	335
%V	17.1%	17.4%	17.7%	18.2%	17.6%	18.1%	17.1%	18.0%
%H (All HH)		95.4%	43.4%	16.5%	68.8%	33.6%	35.3%	80.3%
%H (TV HH)			45.5%	17.3%	72.1%	35.2%	36.9%	
65 +	662	630	197	80	509	154	355	326
%V	27.2%	27.5%	19.3%	21.1%	31.2%	19.9%	41.2%	17.5%
%H (All HH)		95.2%	29.8%	12.1%	76.9%	23.3%	53.6%	49.2%
%H (TV HH)			31.3%	12.7%	80.8%	24.4%	56.3%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2437	2287	1023	380	1634	772	861	1861
%H (All HH)		93.8%	42.0%	15.6%	67.0%	31.7%	35.3%	76.4%
%H (TV HH)			44.7%	16.6%	71.4%	33.8%	37.6%	
1	880	803	243	115	611	176	435	471
%V	36.1%	35.1%	23.8%	30.3%	37.4%	22.8%	50.5%	25.3%
%H (All HH)		91.3%	27.6%	13.1%	69.4%	20.0%	49.4%	53.5%
%H (TV HH)			30.3%	14.3%	76.1%	21.9%	54.2%	
2	831	788	373	133	568	292	276	695
%V	34.1%	34.5%	36.5%	35.0%	34.8%	37.8%	32.1%	37.3%
%H (All HH)		94.8%	44.9%	16.0%	68.4%	35.1%	33.2%	83.6%
%H (TV HH)			47.3%	16.9%	72.1%	37.1%	35.0%	
3	327	312	174	64	199	129	70	309
%V	13.4%	13.6%	17.0%	16.8%	12.2%	16.7%	8.1%	16.6%
%H (All HH)		95.4%	53.2%	19.6%	60.9%	39.4%	21.4%	94.5%
%H (TV HH)			55.8%	20.5%	63.8%	41.3%	22.4%	
4	280	272	169	45	185	130	55	270
%V	11.5%	11.9%	16.5%	11.8%	11.3%	16.8%	6.4%	14.5%
%H (All HH)		97.1%	60.4%	16.1%	66.1%	46.4%	19.6%	96.4%
%H (TV HH)			62.1%	16.5%	68.0%	47.8%	20.2%	
5+	119	112	65	23	70	46	24	116
%V	4.9%	4.9%	6.4%	6.1%	4.3%	6.0%	2.8%	6.2%
%H (All HH)		94.1%	54.6%	19.3%	58.8%	38.7%	20.2%	97.5%
%H (TV HH)			58.0%	20.5%	62.5%	41.1%	21.4%	
Average HH size	2.17	2.19	2.48	2.30	2.12	2.47	1.80	2.41

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2437	2287	1023	380	1634	772	861	1861
%H (All HH)		93.8%	42.0%	15.6%	67.0%	31.7%	35.3%	76.4%
%H (TV HH)			44.7%	16.6%	71.4%	33.8%	37.6%	
Without	1878	1748	703	284	1289	548	741	1335
%V	77.1%	76.4%	68.7%	74.7%	78.9%	71.0%	86.1%	71.7%
%H (All HH)		93.1%	37.4%	15.1%	68.6%	29.2%	39.5%	71.1%
%H (TV HH)			40.2%	16.2%	73.7%	31.4%	42.4%	
With	559	539	320	96	345	225	120	527
%V	22.9%	23.6%	31.3%	25.3%	21.1%	29.1%	13.9%	28.3%
%H (All HH)		96.4%	57.2%	17.2%	61.7%	40.3%	21.5%	94.3%
%H (TV HH)			59.4%	17.8%	64.0%	41.7%	22.3%	
0 - 3	200	188	122	32	107	72	35	185
%V	8.2%	8.2%	11.9%	8.4%	6.5%	9.3%	4.1%	9.9%
%H (All HH)		94.0%	61.0%	16.0%	53.5%	36.0%	17.5%	92.5%
%H (TV HH)			64.9%	17.0%	56.9%	38.3%	18.6%	
4 - 9	265	257	149	45	164	103	60	248
%V	10.9%	11.2%	14.6%	11.8%	10.0%	13.3%	7.0%	13.3%
%H (All HH)		97.0%	56.2%	17.0%	61.9%	38.9%	22.6%	93.6%
%H (TV HH)			58.0%	17.5%	63.8%	40.1%	23.3%	
10 - 15	267	262	154	49	180	121	58	259
%V	11.0%	11.5%	15.1%	12.9%	11.0%	15.7%	6.7%	13.9%
%H (All HH)		98.1%	57.7%	18.4%	67.4%	45.3%	21.7%	97.0%
%H (TV HH)			58.8%	18.7%	68.7%	46.2%	22.1%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2437	2287	1023	380	1634	772	861	1861
%H (All HH)		93.8%	42.0%	15.6%	67.0%	31.7%	35.3%	76.4%
%H (TV HH)			44.7%	16.6%	71.4%	33.8%	37.6%	
1	882	882	286	131	581	139	442	568
%V	36.2%	38.6%	28.0%	34.5%	35.6%	18.0%	51.3%	30.5%
%H (All HH)		100.0%	32.4%	14.9%	65.9%	15.8%	50.1%	64.4%
%H (TV HH)			32.4%	14.9%	65.9%	15.8%	50.1%	
2	793	793	362	138	580	288	292	615
%V	32.5%	34.7%	35.4%	36.3%	35.5%	37.3%	33.9%	33.0%
%H (All HH)		100.0%	45.6%	17.4%	73.1%	36.3%	36.8%	77.6%
%H (TV HH)			45.6%	17.4%	73.1%	36.3%	36.8%	
3	405	405	240	73	308	214	94	375
%V	16.6%	17.7%	23.5%	19.2%	18.8%	27.7%	10.9%	20.2%
%H (All HH)		100.0%	59.3%	18.0%	76.0%	52.8%	23.2%	92.6%
%H (TV HH)			59.3%	18.0%	76.0%	52.8%	23.2%	
4	144	144	96	25	110	87	23	140
%V	5.9%	6.3%	9.4%	6.6%	6.7%	11.3%	2.7%	7.5%
%H (All HH)		100.0%	66.7%	17.4%	76.4%	60.4%	16.0%	97.2%
%H (TV HH)			66.7%	17.4%	76.4%	60.4%	16.0%	
5+	63	63	40	12	55	44	11	62
%V	2.6%	2.8%	3.9%	3.2%	3.4%	5.7%	1.3%	3.3%
%H (All HH)		100.0%	63.5%	19.0%	87.3%	69.8%	17.5%	98.4%
%H (TV HH)			63.5%	19.0%	87.3%	69.8%	17.5%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2437	2287	1023	380	1634	772	861	1861
%H (All HH)		93.8%	42.0%	15.6%	67.0%	31.7%	35.3%	76.4%
%H (TV HH)			44.7%	16.6%	71.4%	33.8%	37.6%	
Under 20"	493	493	233	80	397	216	180	391
%V	20.2%	21.6%	22.8%	21.1%	24.3%	28.0%	20.9%	21.0%
%H (All HH)		100.0%	47.3%	16.2%	80.5%	43.8%	36.5%	79.3%
%H (TV HH)			47.3%	16.2%	80.5%	43.8%	36.5%	
20" - 29"	809	809	375	120	631	321	310	628
%V	33.2%	35.4%	36.7%	31.6%	38.6%	41.6%	36.0%	33.7%
%H (All HH)		100.0%	46.4%	14.8%	78.0%	39.7%	38.3%	77.6%
%H (TV HH)			46.4%	14.8%	78.0%	39.7%	38.3%	
30" - 39"	1274	1274	582	223	910	451	459	1009
%V	52.3%	55.7%	56.9%	58.7%	55.7%	58.4%	53.3%	54.2%
%H (All HH)		100.0%	45.7%	17.5%	71.4%	35.4%	36.0%	79.2%
%H (TV HH)			45.7%	17.5%	71.4%	35.4%	36.0%	
40" and over	1128	1128	617	207	793	496	296	980
%V	46.3%	49.3%	60.3%	54.5%	48.5%	64.2%	34.4%	52.7%
%H (All HH)		100.0%	54.7%	18.4%	70.3%	44.0%	26.2%	86.9%
%H (TV HH)			54.7%	18.4%	70.3%	44.0%	26.2%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2437	2287	1023	380	1634	772	861	1861
%V (All HH)		93.8%	42.0%	15.6%	67.0%	31.7%	35.3%	76.4%
%H (TV HH)			44.7%	16.6%	71.4%	33.8%	37.6%	
Main living room	2239	2239	1006	375	1601	762	839	1723
%V	91.9%	97.9%	98.3%	98.7%	98.0%	98.7%	97.4%	92.6%
%H (All HH)		100.0%	44.9%	16.7%	71.5%	34.0%	37.5%	77.0%
%H (TV HH)			44.9%	16.7%	71.5%	34.0%	37.5%	
Kitchen	258	258	138	35	226	140	85	223
%V	10.6%	11.3%	13.5%	9.2%	13.8%	18.1%	9.9%	12.0%
%H (All HH)		100.0%	53.5%	13.6%	87.6%	54.3%	32.9%	86.4%
%H (TV HH)			53.5%	13.6%	87.6%	54.3%	32.9%	
Adult's bedroom	1067	1067	562	201	799	498	302	902
%V	43.8%	46.7%	54.9%	52.9%	48.9%	64.5%	35.1%	48.5%
%H (All HH)		100.0%	52.7%	18.8%	74.9%	46.7%	28.3%	84.5%
%H (TV HH)			52.7%	18.8%	74.9%	46.7%	28.3%	
Child's bedroom	290	290	187	49	200	147	54	274
%V	11.9%	12.7%	18.3%	12.9%	12.2%	19.0%	6.3%	14.7%
%H (All HH)		100.0%	64.5%	16.9%	69.0%	50.7%	18.6%	94.5%
%H (TV HH)			64.5%	16.9%	69.0%	50.7%	18.6%	
Other bedroom	111	111	64	16	84	53	32	103
%V	4.6%	4.9%	6.3%	4.2%	5.1%	6.9%	3.7%	5.5%
%H (All HH)		100.0%	57.7%	14.4%	75.7%	47.7%	28.8%	92.8%
%H (TV HH)			57.7%	14.4%	75.7%	47.7%	28.8%	
Second living/dining room	181	181	106	23	138	85	53	166
%V	7.4%	7.9%	10.4%	6.1%	8.4%	11.0%	6.2%	8.9%
%H (All HH)		100.0%	58.6%	12.7%	76.2%	47.0%	29.3%	91.7%
%H (TV HH)			58.6%	12.7%	76.2%	47.0%	29.3%	
Study/office	30	30	19	3	24	16	8	30
%V	1.2%	1.3%	1.9%	0.8%	1.5%	2.1%	0.9%	1.6%
%H (All HH)		100.0%	63.3%	10.0%	80.0%	53.3%	26.7%	100.0%
%H (TV HH)			63.3%	10.0%	80.0%	53.3%	26.7%	
TV room	29	29	18	4	24	17	7	29
%V	1.2%	1.3%	1.8%	1.1%	1.5%	2.2%	0.8%	1.6%
%H (All HH)		100.0%	62.1%	13.8%	82.8%	58.6%	24.1%	100.0%
%H (TV HH)			62.1%	13.8%	82.8%	58.6%	24.1%	
Conservatory	34	34	19	5	27	16	11	29
%V	1.4%	1.5%	1.9%	1.3%	1.7%	2.1%	1.3%	1.6%
%H (All HH)		100.0%	55.9%	14.7%	79.4%	47.1%	32.4%	85.3%
%H (TV HH)			55.9%	14.7%	79.4%	47.1%	32.4%	
Attic or loft room	4	4	2	1	3	3	1	4
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.4%	0.1%	0.2%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	75.0%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	75.0%	75.0%	25.0%	
No specific location	3	3	1	1	3	1	1	3
%V	0.1%	0.1%	0.1%	0.3%	0.2%	0.1%	0.1%	0.2%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	33.3%	33.3%	
Other	18	18	9	3	16	10	6	17
%V	0.7%	0.8%	0.9%	0.8%	1.0%	1.3%	0.7%	0.9%
%H (All HH)		100.0%	50.0%	16.7%	88.9%	55.6%	33.3%	94.4%
%H (TV HH)			50.0%	16.7%	88.9%	55.6%	33.3%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Household level data

Table 11.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2437	2287	1023	380	1634	772	861	1861
%H (All HH)		93.8%	42.0%	15.6%	67.0%	31.7%	35.3%	76.4%
%H (TV HH)			44.7%	16.6%	71.4%	33.8%	37.6%	
Any DSAT provider	1023	1023	1023	10	593	593	0	893
%V	42.0%	44.7%	100.0%	2.6%	36.3%	76.8%	0.0%	48.0%
%H (All HH)			100.0%	1.0%	58.0%	58.0%	0.0%	87.3%
%H (TV HH)			100.0%	1.0%	58.0%	58.0%	0.0%	
Sky with subcription	864	864	864	5	509	509	0	771
%V	35.5%	37.8%	84.5%	1.3%	31.2%	65.9%	0.0%	41.4%
%H (All HH)			100.0%	0.6%	58.9%	58.9%	0.0%	89.2%
%H (TV HH)			100.0%	0.6%	58.9%	58.9%	0.0%	
Sky without subscription	40	40	40	2	22	22	0	29
%V	1.6%	1.7%	3.9%	0.5%	1.3%	2.8%	0.0%	1.6%
%H (All HH)			100.0%	5.0%	55.0%	55.0%	0.0%	72.5%
%H (TV HH)			100.0%	5.0%	55.0%	55.0%	0.0%	
Freesat	120	120	120	3	57	57	0	97
%V	4.9%	5.2%	11.7%	0.8%	3.5%	7.4%	0.0%	5.2%
%H (All HH)			100.0%	2.5%	47.5%	47.5%	0.0%	80.8%
%H (TV HH)			100.0%	2.5%	47.5%	47.5%	0.0%	
Other satellite provider	36	36	36	0	18	18	0	28
%V	1.5%	1.6%	3.5%	0.0%	1.1%	2.3%	0.0%	1.5%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	77.8%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
DCAB	380	380	10	380	186	186	0	325
%V	15.6%	16.6%	1.0%	100.0%	11.4%	24.1%	0.0%	17.5%
%H (All HH)			2.6%	100.0%	48.9%	48.9%	0.0%	85.5%
%H (TV HH)			2.6%	100.0%	48.9%	48.9%	0.0%	
DTT	1634	1634	593	186	1634	772	861	1203
%V	67.0%	71.4%	58.0%	48.9%	100.0%	100.0%	100.0%	64.6%
%H (All HH)		100.0%	36.3%	11.4%	100.0%	47.2%	52.7%	73.6%
%H (TV HH)			36.3%	11.4%	100.0%	47.2%	52.7%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2437	2287	1023	380	1634	772	861	1861
%H (All HH)		93.8%	42.0%	15.6%	67.0%	31.7%	35.3%	76.4%
%H (TV HH)			44.7%	16.6%	71.4%	33.8%	37.6%	
PVR	1394	1394	869	304	897	668	228	1228
%V	57.2%	61.0%	84.9%	80.0%	54.9%	86.5%	26.5%	66.0%
%H (All HH)		100.0%	62.3%	21.8%	64.3%	47.9%	16.4%	88.1%
%H (TV HH)			62.3%	21.8%	64.3%	47.9%	16.4%	
DVDR	79	79	37	10	58	27	32	66
%V	3.2%	3.5%	3.6%	2.6%	3.5%	3.5%	3.7%	3.5%
%H (All HH)		100.0%	46.8%	12.7%	73.4%	34.2%	40.5%	83.5%
%H (TV HH)			46.8%	12.7%	73.4%	34.2%	40.5%	
VCR	65	65	19	11	51	16	35	44
%V	2.7%	2.8%	1.9%	2.9%	3.1%	2.1%	4.1%	2.4%
%H (All HH)		100.0%	29.2%	16.9%	78.5%	24.6%	53.8%	67.7%
%H (TV HH)			29.2%	16.9%	78.5%	24.6%	53.8%	
Any recorder	1454	1454	884	306	949	678	271	1263
%V	59.7%	63.6%	86.4%	80.5%	58.1%	87.8%	31.5%	67.9%
%H (All HH)		100.0%	60.8%	21.0%	65.3%	46.6%	18.6%	86.9%
%H (TV HH)			60.8%	21.0%	65.3%	46.6%	18.6%	
Receives HDTV (via STB or built-in reception)	1224	1224	691	279	818	558	260	1088
%V	50.2%	53.5%	67.5%	73.4%	50.1%	72.3%	30.2%	58.5%
%H (All HH)		100.0%	56.5%	22.8%	66.8%	45.6%	21.2%	88.9%
%H (TV HH)			56.5%	22.8%	66.8%	45.6%	21.2%	
DVD/Blu-ray player or recorder	1840	1840	850	330	1342	683	659	1480
%V	75.5%	80.5%	83.1%	86.8%	82.1%	88.5%	76.5%	79.5%
%H (All HH)		100.0%	46.2%	17.9%	72.9%	37.1%	35.8%	80.4%
%H (TV HH)			46.2%	17.9%	72.9%	37.1%	35.8%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2437	2287	1023	380	1634	772	861	1861
%V (All HH)		93.8%	42.0%	15.6%	67.0%	31.7%	35.3%	76.4%
%H (TV HH)			44.7%	16.6%	71.4%	33.8%	37.6%	
Has broadband internet	1861	1761	893	325	1203	682	522	1861
%V	76.4%	77.0%	87.3%	85.5%	73.6%	88.3%	60.6%	100.0%
%H (All HH)		94.6%	48.0%	17.5%	64.6%	36.6%	28.0%	100.0%
%H (TV HH)			50.7%	18.5%	68.3%	38.7%	29.6%	
Number of computers (PCs and laptops)								
0	568	523	127	58	419	82	336	50
%V	23.3%	22.9%	12.4%	15.3%	25.6%	10.6%	39.0%	2.7%
%H (All HH)		92.1%	22.4%	10.2%	73.8%	14.4%	59.2%	8.8%
%H (TV HH)			24.3%	11.1%	80.1%	15.7%	64.2%	
1	675	631	281	106	448	213	236	632
%V	27.7%	27.6%	27.5%	27.9%	27.4%	27.6%	27.4%	34.0%
%H (All HH)		93.5%	41.6%	15.7%	66.4%	31.6%	35.0%	93.6%
%H (TV HH)			44.5%	16.8%	71.0%	33.8%	37.4%	
2	535	500	261	94	335	196	139	525
%V	22.0%	21.9%	25.5%	24.7%	20.5%	25.4%	16.1%	28.2%
%H (All HH)		93.5%	48.8%	17.6%	62.6%	36.6%	26.0%	98.1%
%H (TV HH)			52.2%	18.8%	67.0%	39.2%	27.8%	
3	310	299	160	55	210	130	80	307
%V	12.7%	13.1%	15.6%	14.5%	12.9%	16.8%	9.3%	16.5%
%H (All HH)		96.5%	51.6%	17.7%	67.7%	41.9%	25.8%	99.0%
%H (TV HH)			53.5%	18.4%	70.2%	43.5%	26.8%	
4	179	174	100	34	115	77	38	178
%V	7.3%	7.6%	9.8%	8.9%	7.0%	10.0%	4.4%	9.6%
%H (All HH)		97.2%	55.9%	19.0%	64.2%	43.0%	21.2%	99.4%
%H (TV HH)			57.5%	19.5%	66.1%	44.3%	21.8%	
5+	170	160	94	33	108	74	34	168
%V	7.0%	7.0%	9.2%	8.7%	6.6%	9.6%	3.9%	9.0%
%H (All HH)		94.1%	55.3%	19.4%	63.5%	43.5%	20.0%	98.8%
%H (TV HH)			58.8%	20.6%	67.5%	46.3%	21.3%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4600	2332	793	3403	1947	1456	3820
%H		50.7%	17.2%	74.0%	42.3%	31.7%	83.0%
Under 20"	607	297	98	490	278	212	494
%V	13.2%	12.7%	12.4%	14.4%	14.3%	14.6%	12.9%
%H		48.9%	16.1%	80.7%	45.8%	34.9%	81.4%
20" - 29"	1015	491	153	797	430	367	810
%V	22.1%	21.1%	19.3%	23.4%	22.1%	25.2%	21.2%
%H		48.4%	15.1%	78.5%	42.4%	36.2%	79.8%
30" - 39"	1553	746	271	1116	588	528	1264
%V	33.8%	32.0%	34.2%	32.8%	30.2%	36.3%	33.1%
%H		48.0%	17.5%	71.9%	37.9%	34.0%	81.4%
40" and over	1384	784	259	977	641	335	1222
%V	30.1%	33.6%	32.7%	28.7%	32.9%	23.0%	32.0%
%H		56.6%	18.7%	70.6%	46.3%	24.2%	88.3%
Don't know	40	14	12	23	9	14	30
%V	0.9%	0.6%	1.5%	0.7%	0.5%	1.0%	0.8%
%H		35.0%	30.0%	57.5%	22.5%	35.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4600	2332	793	3403	1947	1456	3820
%H		50.7%	17.2%	74.0%	42.3%	31.7%	83.0%
Main living room	2249	1011	376	1609	766	843	1731
%V	48.9%	43.4%	47.4%	47.3%	39.3%	57.9%	45.3%
%H		45.0%	16.7%	71.5%	34.1%	37.5%	77.0%
Kitchen	258	139	35	226	141	85	223
%V	5.6%	6.0%	4.4%	6.6%	7.2%	5.8%	5.8%
%H		53.9%	13.6%	87.6%	54.7%	32.9%	86.4%
Adult's bedroom	1294	688	261	982	640	343	1114
%V	28.1%	29.5%	32.9%	28.9%	32.9%	23.6%	29.2%
%H		53.2%	20.2%	75.9%	49.5%	26.5%	86.1%
Child's bedroom	370	243	63	251	188	64	353
%V	8.0%	10.4%	7.9%	7.4%	9.7%	4.4%	9.2%
%H		65.7%	17.0%	67.8%	50.8%	17.3%	95.4%
Other bedroom	122	71	17	93	58	35	114
%V	2.7%	3.0%	2.1%	2.7%	3.0%	2.4%	3.0%
%H		58.2%	13.9%	76.2%	47.5%	28.7%	93.4%
Second living/dining room	184	109	24	141	88	53	170
%V	4.0%	4.7%	3.0%	4.1%	4.5%	3.6%	4.5%
%H		59.2%	13.0%	76.6%	47.8%	28.8%	92.4%
Study/office	30	19	3	24	16	8	30
%V	0.7%	0.8%	0.4%	0.7%	0.8%	0.5%	0.8%
%H		63.3%	10.0%	80.0%	53.3%	26.7%	100.0%
TV room	29	18	4	24	17	7	29
%V	0.6%	0.8%	0.5%	0.7%	0.9%	0.5%	0.8%
%H		62.1%	13.8%	82.8%	58.6%	24.1%	100.0%
Conservatory	34	19	5	27	16	11	29
%V	0.7%	0.8%	0.6%	0.8%	0.8%	0.8%	0.8%
%H		55.9%	14.7%	79.4%	47.1%	32.4%	85.3%
Attic or loft room	4	2	1	3	3	1	4
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	25.0%	75.0%	75.0%	25.0%	100.0%
No specific location	3	1	1	3	1	1	3
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	100.0%	33.3%	33.3%	100.0%
Other	21	12	3	20	14	6	21
%V	0.5%	0.5%	0.4%	0.6%	0.7%	0.4%	0.5%
%H		57.1%	14.3%	95.2%	66.7%	28.6%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4600	2332	793	3403	1947	1456	3820
%H		50.7%	17.2%	74.0%	42.3%	31.7%	83.0%
PVR	1871	1203	429	1151	899	252	1683
%V	40.7%	51.6%	54.1%	33.8%	46.2%	17.3%	44.1%
%H		64.3%	22.9%	61.5%	48.0%	13.5%	90.0%
DVDR	84	39	12	62	29	34	71
%V	1.8%	1.7%	1.5%	1.8%	1.5%	2.3%	1.9%
%H		46.4%	14.3%	73.8%	34.5%	40.5%	84.5%
VCR	67	19	12	53	16	37	44
%V	1.5%	0.8%	1.5%	1.6%	0.8%	2.5%	1.2%
%H		28.4%	17.9%	79.1%	23.9%	55.2%	65.7%
Any recorder	1948	1223	433	1218	915	304	1732
%V	42.3%	52.4%	54.6%	35.8%	47.0%	20.9%	45.3%
%H		62.8%	22.2%	62.5%	47.0%	15.6%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4600	2332	793	3403	1947	1456	3820
%H		50.7%	17.2%	74.0%	42.3%	31.7%	83.0%
Receives HDTV (via STB or built-in reception)	1717	979	415	1152	821	331	1560
%V	37.3%	42.0%	52.3%	33.9%	42.2%	22.7%	40.8%
%H		57.0%	24.2%	67.1%	47.8%	19.3%	90.9%
DVD/Blu-ray player or recorder	2697	1341	507	2028	1174	855	2270
%V	58.6%	57.5%	63.9%	59.6%	60.3%	58.7%	59.4%
%H		49.7%	18.8%	75.2%	43.5%	31.7%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2279	1023	379	1631	772	858	1756
%H		44.9%	16.6%	71.6%	33.9%	37.6%	77.1%
Under 20"	32	7	1	25	2	23	17
%V	1.4%	0.7%	0.3%	1.5%	0.3%	2.7%	1.0%
%H		21.9%	3.1%	78.1%	6.3%	71.9%	53.1%
20" - 29"	269	77	26	214	51	163	150
%V	11.8%	7.5%	6.9%	13.1%	6.6%	19.0%	8.5%
%H		28.6%	9.7%	79.6%	19.0%	60.6%	55.8%
30" - 39"	865	333	143	616	236	380	624
%V	38.0%	32.6%	37.7%	37.8%	30.6%	44.3%	35.5%
%H		38.5%	16.5%	71.2%	27.3%	43.9%	72.1%
40" and over	1092	599	203	764	480	284	949
%V	47.9%	58.6%	53.6%	46.8%	62.2%	33.1%	54.0%
%H		54.9%	18.6%	70.0%	44.0%	26.0%	86.9%
Don't know	22	7	6	11	3	8	16
%V	1.0%	0.7%	1.6%	0.7%	0.4%	0.9%	0.9%
%H		31.8%	27.3%	50.0%	13.6%	36.4%	72.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2279	1023	379	1631	772	858	1756
%H		44.9%	16.6%	71.6%	33.9%	37.6%	77.1%
PVR	1361	852	299	868	652	216	1196
%V	59.7%	83.3%	78.9%	53.2%	84.5%	25.2%	68.1%
%H		62.6%	22.0%	63.8%	47.9%	15.9%	87.9%
DVDR	68	31	10	50	23	27	55
%V	3.0%	3.0%	2.6%	3.1%	3.0%	3.1%	3.1%
%H		45.6%	14.7%	73.5%	33.8%	39.7%	80.9%
VCR	59	17	11	45	14	31	39
%V	2.6%	1.7%	2.9%	2.8%	1.8%	3.6%	2.2%
%H		28.8%	18.6%	76.3%	23.7%	52.5%	66.1%
Any recorder	1420	867	301	920	661	258	1231
%V	62.3%	84.8%	79.4%	56.4%	85.6%	30.1%	70.1%
%H		61.1%	21.2%	64.8%	46.5%	18.2%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2279	1023	379	1631	772	858	1756
%H		44.9%	16.6%	71.6%	33.9%	37.6%	77.1%
Receives HDTV (via STB or built-in reception)	1188	675	273	787	540	247	1055
%V	52.1%	66.0%	72.0%	48.3%	69.9%	28.8%	60.1%
%H		56.8%	23.0%	66.2%	45.5%	20.8%	88.8%
DVD/Blu-ray player or recorder	1705	771	307	1237	612	625	1361
%V	74.8%	75.4%	81.0%	75.8%	79.3%	72.8%	77.5%
%H		45.2%	18.0%	72.6%	35.9%	36.7%	79.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2320	1310	414	1773	1175	598	2064
%H		56.5%	17.8%	76.4%	50.6%	25.8%	89.0%
Under 20"	575	290	97	465	276	189	477
%V	24.8%	22.1%	23.4%	26.2%	23.5%	31.6%	23.1%
%H		50.4%	16.9%	80.9%	48.0%	32.9%	83.0%
20" - 29"	745	414	128	583	379	204	660
%V	32.1%	31.6%	30.9%	32.9%	32.3%	34.1%	32.0%
%H		55.6%	17.2%	78.3%	50.9%	27.4%	88.6%
30" - 39"	689	413	128	500	352	148	640
%V	29.7%	31.5%	30.9%	28.2%	30.0%	24.7%	31.0%
%H		59.9%	18.6%	72.6%	51.1%	21.5%	92.9%
40" and over	293	186	55	212	161	51	274
%V	12.6%	14.2%	13.3%	12.0%	13.7%	8.5%	13.3%
%H		63.5%	18.8%	72.4%	54.9%	17.4%	93.5%
Don't know	19	7	6	12	6	6	14
%V	0.8%	0.5%	1.4%	0.7%	0.5%	1.0%	0.7%
%H		36.8%	31.6%	63.2%	31.6%	31.6%	73.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2320	1310	414	1773	1175	598	2064
%H		56.5%	17.8%	76.4%	50.6%	25.8%	89.0%
PVR	510	350	130	282	247	35	487
%V	22.0%	26.7%	31.4%	15.9%	21.0%	5.9%	23.6%
%H		68.6%	25.5%	55.3%	48.4%	6.9%	95.5%
DVDR	16	7	2	12	6	7	16
%V	0.7%	0.5%	0.5%	0.7%	0.5%	1.2%	0.8%
%H		43.8%	12.5%	75.0%	37.5%	43.8%	100.0%
VCR	9	2	1	9	3	6	5
%V	0.4%	0.2%	0.2%	0.5%	0.3%	1.0%	0.2%
%H		22.2%	11.1%	100.0%	33.3%	66.7%	55.6%
Any recorder	528	356	132	298	253	45	501
%V	22.8%	27.2%	31.9%	16.8%	21.5%	7.5%	24.3%
%H		67.4%	25.0%	56.4%	47.9%	8.5%	94.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2320	1310	414	1773	1175	598	2064
%H		56.5%	17.8%	76.4%	50.6%	25.8%	89.0%
Receives HDTV (via STB or built-in reception)	529	305	143	365	280	85	505
%V	22.8%	23.3%	34.5%	20.6%	23.8%	14.2%	24.5%
%H		57.7%	27.0%	69.0%	52.9%	16.1%	95.5%
DVD/Blu-ray player or recorder	992	570	200	791	561	230	909
%V	42.8%	43.5%	48.3%	44.6%	47.7%	38.5%	44.0%
%H		57.5%	20.2%	79.7%	56.6%	23.2%	91.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5283	5001	2533	875	3460	1911	1549	4492
%H		94.7%	47.9%	16.6%	65.5%	36.2%	29.3%	85.0%
Total Children	925	894	537	158	570	375	194	876
%V	17.5%	17.9%	21.2%	18.1%	16.5%	19.6%	12.5%	19.5%
%H		96.6%	58.1%	17.1%	61.6%	40.5%	21.0%	94.7%
0 - 3	239	225	145	38	126	84	42	222
%V	4.5%	4.5%	5.7%	4.3%	3.6%	4.4%	2.7%	4.9%
%H		94.1%	60.7%	15.9%	52.7%	35.1%	17.6%	92.9%
4 - 15	686	669	392	119	444	291	152	654
%V	13.0%	13.4%	15.5%	13.6%	12.8%	15.2%	9.8%	14.6%
%H		97.5%	57.1%	17.3%	64.7%	42.4%	22.2%	95.3%
4 - 9	346	335	192	60	212	132	80	324
%V	6.5%	6.7%	7.6%	6.9%	6.1%	6.9%	5.2%	7.2%
%H		96.8%	55.5%	17.3%	61.3%	38.2%	23.1%	93.6%
10 - 15	341	334	200	59	232	159	73	330
%V	6.5%	6.7%	7.9%	6.7%	6.7%	8.3%	4.7%	7.3%
%H		97.9%	58.7%	17.3%	68.0%	46.6%	21.4%	96.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5283	5001	2533	875	3460	1911	1549	4492
%H		94.7%	47.9%	16.6%	65.5%	36.2%	29.3%	85.0%
Total Adults (16+)	4357	4108	1996	717	2890	1536	1355	3616
%V	82.5%	82.1%	78.8%	81.9%	83.5%	80.4%	87.5%	80.5%
%H		94.3%	45.8%	16.5%	66.3%	35.3%	31.1%	83.0%
16 - 19	242	215	120	36	146	92	54	229
%V	4.6%	4.3%	4.7%	4.1%	4.2%	4.8%	3.5%	5.1%
%H		88.8%	49.6%	14.9%	60.3%	38.0%	22.3%	94.6%
20 - 24	334	292	143	59	188	113	75	308
%V	6.3%	5.8%	5.6%	6.7%	5.4%	5.9%	4.8%	6.9%
%H		87.4%	42.8%	17.7%	56.3%	33.8%	22.5%	92.2%
25 - 34	704	653	356	119	407	244	163	645
%V	13.3%	13.1%	14.1%	13.6%	11.8%	12.8%	10.5%	14.4%
%H		92.8%	50.6%	16.9%	57.8%	34.7%	23.2%	91.6%
35 - 44	672	630	354	111	422	263	159	625
%V	12.7%	12.6%	14.0%	12.7%	12.2%	13.8%	10.3%	13.9%
%H		93.8%	52.7%	16.5%	62.8%	39.1%	23.7%	93.0%
45 - 54	795	770	402	154	539	327	212	710
%V	15.0%	15.4%	15.9%	17.6%	15.6%	17.1%	13.7%	15.8%
%H		96.9%	50.6%	19.4%	67.8%	41.1%	26.7%	89.3%
55 - 64	670	646	313	109	466	242	224	563
%V	12.7%	12.9%	12.4%	12.5%	13.5%	12.7%	14.5%	12.5%
%H		96.4%	46.7%	16.3%	69.6%	36.1%	33.4%	84.0%
65+	941	903	308	129	723	254	468	535
%V	17.8%	18.1%	12.2%	14.7%	20.9%	13.3%	30.2%	11.9%
%H		96.0%	32.7%	13.7%	76.8%	27.0%	49.7%	56.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4357	4108	1996	717	2890	1536	1355	3616
%H		94.3%	45.8%	16.5%	66.3%	35.3%	31.1%	83.0%
AB	1115	1056	544	175	754	411	343	1064
%V	25.6%	25.7%	27.3%	24.4%	26.1%	26.8%	25.3%	29.4%
%H		94.7%	48.8%	15.7%	67.6%	36.9%	30.8%	95.4%
C1	1196	1097	556	190	753	429	324	1057
%V	27.5%	26.7%	27.9%	26.5%	26.1%	27.9%	23.9%	29.2%
%H		91.7%	46.5%	15.9%	63.0%	35.9%	27.1%	88.4%
C2	927	906	483	167	626	377	249	791
%V	21.3%	22.1%	24.2%	23.3%	21.7%	24.5%	18.4%	21.9%
%H		97.7%	52.1%	18.0%	67.5%	40.7%	26.9%	85.3%
D	716	676	293	134	479	242	236	524
%V	16.4%	16.5%	14.7%	18.7%	16.6%	15.8%	17.4%	14.5%
%H		94.4%	40.9%	18.7%	66.9%	33.8%	33.0%	73.2%
E	403	373	119	51	278	76	202	180
%V	9.2%	9.1%	6.0%	7.1%	9.6%	4.9%	14.9%	5.0%
%H		92.6%	29.5%	12.7%	69.0%	18.9%	50.1%	44.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4357	4108	1996	717	2890	1536	1355	3616
%H		94.3%	45.8%	16.5%	66.3%	35.3%	31.1%	83.0%
Working full time	2014	1921	1065	357	1294	815	479	1875
%V	46.2%	46.8%	53.4%	49.8%	44.8%	53.1%	35.4%	51.9%
%H		95.4%	52.9%	17.7%	64.3%	40.5%	23.8%	93.1%
Working part time	425	413	228	67	289	172	117	388
%V	9.8%	10.1%	11.4%	9.3%	10.0%	11.2%	8.6%	10.7%
%H		97.2%	53.6%	15.8%	68.0%	40.5%	27.5%	91.3%
Not working	1919	1773	703	293	1308	549	759	1353
%V	44.0%	43.2%	35.2%	40.9%	45.3%	35.7%	56.0%	37.4%
%H		92.4%	36.6%	15.3%	68.2%	28.6%	39.6%	70.5%
Housewife/Houseperson	2437	2287	1023	380	1634	772	861	1861
%V	55.9%	55.7%	51.3%	53.0%	56.5%	50.3%	63.5%	51.5%
%H		93.8%	42.0%	15.6%	67.0%	31.7%	35.3%	76.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2093	1963	976	342	1370	749	622	1743
%H		93.8%	46.6%	16.3%	65.5%	35.8%	29.7%	83.3%
16 - 19	125	112	61	21	77	48	28	118
%V	6.0%	5.7%	6.3%	6.1%	5.6%	6.4%	4.5%	6.8%
%H		89.6%	48.8%	16.8%	61.6%	38.4%	22.4%	94.4%
20 - 24	162	143	66	29	92	56	37	149
%V	7.7%	7.3%	6.8%	8.5%	6.7%	7.5%	5.9%	8.5%
%H		88.3%	40.7%	17.9%	56.8%	34.6%	22.8%	92.0%
25 - 34	346	320	179	52	203	122	80	314
%V	16.5%	16.3%	18.3%	15.2%	14.8%	16.3%	12.9%	18.0%
%H		92.5%	51.7%	15.0%	58.7%	35.3%	23.1%	90.8%
35 - 44	330	305	169	52	198	118	80	302
%V	15.8%	15.5%	17.3%	15.2%	14.5%	15.8%	12.9%	17.3%
%H		92.4%	51.2%	15.8%	60.0%	35.8%	24.2%	91.5%
45 - 54	385	368	193	69	259	154	105	333
%V	18.4%	18.7%	19.8%	20.2%	18.9%	20.6%	16.9%	19.1%
%H		95.6%	50.1%	17.9%	67.3%	40.0%	27.3%	86.5%
55 - 64	326	313	150	56	230	120	109	263
%V	15.6%	15.9%	15.4%	16.4%	16.8%	16.0%	17.5%	15.1%
%H		96.0%	46.0%	17.2%	70.6%	36.8%	33.4%	80.7%
65+	419	402	157	63	311	129	182	263
%V	20.0%	20.5%	16.1%	18.4%	22.7%	17.2%	29.3%	15.1%
%H		95.9%	37.5%	15.0%	74.2%	30.8%	43.4%	62.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2093	1963	976	342	1370	749	622	1743
%H		93.8%	46.6%	16.3%	65.5%	35.8%	29.7%	83.3%
AB	547	515	279	80	365	205	160	529
%V	26.1%	26.2%	28.6%	23.4%	26.6%	27.4%	25.7%	30.3%
%H		94.1%	51.0%	14.6%	66.7%	37.5%	29.3%	96.7%
C1	534	490	263	83	331	203	128	476
%V	25.5%	25.0%	26.9%	24.3%	24.2%	27.1%	20.6%	27.3%
%H		91.8%	49.3%	15.5%	62.0%	38.0%	24.0%	89.1%
C2	501	488	257	91	339	202	137	418
%V	23.9%	24.9%	26.3%	26.6%	24.7%	27.0%	22.0%	24.0%
%H		97.4%	51.3%	18.2%	67.7%	40.3%	27.3%	83.4%
D	337	315	131	66	220	110	110	247
%V	16.1%	16.0%	13.4%	19.3%	16.1%	14.7%	17.7%	14.2%
%H		93.5%	38.9%	19.6%	65.3%	32.6%	32.6%	73.3%
E	174	155	46	21	115	29	86	74
%V	8.3%	7.9%	4.7%	6.1%	8.4%	3.9%	13.8%	4.2%
%H		89.1%	26.4%	12.1%	66.1%	16.7%	49.4%	42.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2093	1963	976	342	1370	749	622	1743
%H		93.8%	46.6%	16.3%	65.5%	35.8%	29.7%	83.3%
Working full time	1203	1142	653	195	766	487	280	1110
%V	57.5%	58.2%	66.9%	57.0%	55.9%	65.0%	45.0%	63.7%
%H		94.9%	54.3%	16.2%	63.7%	40.5%	23.3%	92.3%
Working part time	84	80	34	14	60	28	32	71
%V	4.0%	4.1%	3.5%	4.1%	4.4%	3.7%	5.1%	4.1%
%H		95.2%	40.5%	16.7%	71.4%	33.3%	38.1%	84.5%
Not working	807	741	289	132	544	234	310	563
%V	38.6%	37.7%	29.6%	38.6%	39.7%	31.2%	49.8%	32.3%
%H		91.8%	35.8%	16.4%	67.4%	29.0%	38.4%	69.8%
Housewife/Houseperson	559	499	196	71	354	134	219	354
%V	26.7%	25.4%	20.1%	20.8%	25.8%	17.9%	35.2%	20.3%
%H		89.3%	35.1%	12.7%	63.3%	24.0%	39.2%	63.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2264	2144	1020	376	1520	787	733	1872
%H		94.7%	45.1%	16.6%	67.1%	34.8%	32.4%	82.7%
16 - 19	117	103	58	15	69	43	26	111
%V	5.2%	4.8%	5.7%	4.0%	4.5%	5.5%	3.5%	5.9%
%H		88.0%	49.6%	12.8%	59.0%	36.8%	22.2%	94.9%
20 - 24	172	149	76	30	96	57	38	159
%V	7.6%	6.9%	7.5%	8.0%	6.3%	7.2%	5.2%	8.5%
%H		86.6%	44.2%	17.4%	55.8%	33.1%	22.1%	92.4%
25 - 34	358	333	177	68	204	122	83	331
%V	15.8%	15.5%	17.4%	18.1%	13.4%	15.5%	11.3%	17.7%
%H		93.0%	49.4%	19.0%	57.0%	34.1%	23.2%	92.5%
35 - 44	342	324	185	59	224	145	79	323
%V	15.1%	15.1%	18.1%	15.7%	14.7%	18.4%	10.8%	17.3%
%H		94.7%	54.1%	17.3%	65.5%	42.4%	23.1%	94.4%
45 - 54	409	402	209	85	280	173	107	378
%V	18.1%	18.8%	20.5%	22.6%	18.4%	22.0%	14.6%	20.2%
%H		98.3%	51.1%	20.8%	68.5%	42.3%	26.2%	92.4%
55 - 64	345	332	164	53	237	122	115	300
%V	15.2%	15.5%	16.1%	14.1%	15.6%	15.5%	15.7%	16.0%
%H		96.2%	47.5%	15.4%	68.7%	35.4%	33.3%	87.0%
65+	521	501	151	65	411	125	286	272
%V	23.0%	23.4%	14.8%	17.3%	27.0%	15.9%	39.0%	14.5%
%H		96.2%	29.0%	12.5%	78.9%	24.0%	54.9%	52.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2264	2144	1020	376	1520	787	733	1872
%H		94.7%	45.1%	16.6%	67.1%	34.8%	32.4%	82.7%
AB	568	541	265	95	389	206	183	535
%V	25.1%	25.2%	26.0%	25.3%	25.6%	26.2%	25.0%	28.6%
%H		95.2%	46.7%	16.7%	68.5%	36.3%	32.2%	94.2%
C1	662	607	294	107	421	226	196	581
%V	29.2%	28.3%	28.8%	28.5%	27.7%	28.7%	26.7%	31.0%
%H		91.7%	44.4%	16.2%	63.6%	34.1%	29.6%	87.8%
C2	426	417	226	76	288	176	112	373
%V	18.8%	19.4%	22.2%	20.2%	18.9%	22.4%	15.3%	19.9%
%H		97.9%	53.1%	17.8%	67.6%	41.3%	26.3%	87.6%
D	379	361	162	69	259	133	126	277
%V	16.7%	16.8%	15.9%	18.4%	17.0%	16.9%	17.2%	14.8%
%H		95.3%	42.7%	18.2%	68.3%	35.1%	33.2%	73.1%
E	228	218	73	29	163	47	116	106
%V	10.1%	10.2%	7.2%	7.7%	10.7%	6.0%	15.8%	5.7%
%H		95.6%	32.0%	12.7%	71.5%	20.6%	50.9%	46.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2264	2144	1020	376	1520	787	733	1872
%H		94.7%	45.1%	16.6%	67.1%	34.8%	32.4%	82.7%
Working full time	812	779	412	162	527	328	199	765
%V	35.9%	36.3%	40.4%	43.1%	34.7%	41.7%	27.1%	40.9%
%H		95.9%	50.7%	20.0%	64.9%	40.4%	24.5%	94.2%
Working part time	341	333	194	53	229	144	85	317
%V	15.1%	15.5%	19.0%	14.1%	15.1%	18.3%	11.6%	16.9%
%H		97.7%	56.9%	15.5%	67.2%	42.2%	24.9%	93.0%
Not working	1112	1032	414	161	764	315	448	790
%V	49.1%	48.1%	40.6%	42.8%	50.3%	40.0%	61.1%	42.2%
%H		92.8%	37.2%	14.5%	68.7%	28.3%	40.3%	71.0%
Housewife/Houseperson	1879	1787	828	309	1280	638	642	1507
%V	83.0%	83.3%	81.2%	82.2%	84.2%	81.1%	87.6%	80.5%
%H		95.1%	44.1%	16.4%	68.1%	34.0%	34.2%	80.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Ulster

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	731	698	360	54	507	227	280	534
%H (All HH)		95.5%	49.2%	7.4%	69.4%	31.1%	38.3%	73.1%
%H (TV HH)			51.6%	7.7%	72.6%	32.5%	40.1%	
AB	142	138	81	12	99	55	44	129
%V	19.4%	19.8%	22.5%	22.2%	19.5%	24.2%	15.7%	24.2%
%H (All HH)		97.2%	57.0%	8.5%	69.7%	38.7%	31.0%	90.8%
%H (TV HH)			58.7%	8.7%	71.7%	39.9%	31.9%	
C1	167	161	84	15	119	57	61	138
%V	22.8%	23.1%	23.3%	27.8%	23.5%	25.1%	21.8%	25.8%
%H (All HH)		96.4%	50.3%	9.0%	71.3%	34.1%	36.5%	82.6%
%H (TV HH)			52.2%	9.3%	73.9%	35.4%	37.9%	
C2	146	140	77	9	103	50	53	116
%V	20.0%	20.1%	21.4%	16.7%	20.3%	22.0%	18.9%	21.7%
%H (All HH)		95.9%	52.7%	6.2%	70.5%	34.2%	36.3%	79.5%
%H (TV HH)			55.0%	6.4%	73.6%	35.7%	37.9%	
D	127	120	64	9	80	35	45	89
%V	17.4%	17.2%	17.8%	16.7%	15.8%	15.4%	16.1%	16.7%
%H (All HH)		94.5%	50.4%	7.1%	63.0%	27.6%	35.4%	70.1%
%H (TV HH)			53.3%	7.5%	66.7%	29.2%	37.5%	
E	149	140	54	10	106	30	76	63
%V	20.4%	20.1%	15.0%	18.5%	20.9%	13.2%	27.1%	11.8%
%H (All HH)		94.0%	36.2%	6.7%	71.1%	20.1%	51.0%	42.3%
%H (TV HH)			38.6%	7.1%	75.7%	21.4%	54.3%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	731	698	360	54	507	227	280	534
%H (All HH)		95.5%	49.2%	7.4%	69.4%	31.1%	38.3%	73.1%
%H (TV HH)			51.6%	7.7%	72.6%	32.5%	40.1%	
Under 25	24	23	11	2	15	6	10	20
%V	3.3%	3.3%	3.1%	3.7%	3.0%	2.6%	3.6%	3.7%
%H (All HH)		95.8%	45.8%	8.3%	62.5%	25.0%	41.7%	83.3%
%H (TV HH)			47.8%	8.7%	65.2%	26.1%	43.5%	
25 - 34	116	109	64	10	70	36	34	103
%V	15.9%	15.6%	17.8%	18.5%	13.8%	15.9%	12.1%	19.3%
%H (All HH)		94.0%	55.2%	8.6%	60.3%	31.0%	29.3%	88.8%
%H (TV HH)			58.7%	9.2%	64.2%	33.0%	31.2%	
35 - 44	136	129	78	11	86	47	39	123
%V	18.6%	18.5%	21.7%	20.4%	17.0%	20.7%	13.9%	23.0%
%H (All HH)		94.9%	57.4%	8.1%	63.2%	34.6%	28.7%	90.4%
%H (TV HH)			60.5%	8.5%	66.7%	36.4%	30.2%	
45 - 54	146	142	79	12	102	52	50	129
%V	20.0%	20.3%	21.9%	22.2%	20.1%	22.9%	17.9%	24.2%
%H (All HH)		97.3%	54.1%	8.2%	69.9%	35.6%	34.2%	88.4%
%H (TV HH)			55.6%	8.5%	71.8%	36.6%	35.2%	
55 - 64	124	119	64	9	88	42	46	88
%V	17.0%	17.0%	17.8%	16.7%	17.4%	18.5%	16.4%	16.5%
%H (All HH)		96.0%	51.6%	7.3%	71.0%	33.9%	37.1%	71.0%
%H (TV HH)			53.8%	7.6%	73.9%	35.3%	38.7%	
65 +	184	176	64	10	146	44	102	70
%V	25.2%	25.2%	17.8%	18.5%	28.8%	19.4%	36.4%	13.1%
%H (All HH)		95.7%	34.8%	5.4%	79.3%	23.9%	55.4%	38.0%
%H (TV HH)			36.4%	5.7%	83.0%	25.0%	58.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	731	698	360	54	507	227	280	534
%H (All HH)		95.5%	49.2%	7.4%	69.4%	31.1%	38.3%	73.1%
%H (TV HH)			51.6%	7.7%	72.6%	32.5%	40.1%	
1	215	197	63	12	155	35	119	91
%V	29.4%	28.2%	17.5%	22.2%	30.6%	15.4%	42.5%	17.0%
%H (All HH)		91.6%	29.3%	5.6%	72.1%	16.3%	55.3%	42.3%
%H (TV HH)			32.0%	6.1%	78.7%	17.8%	60.4%	
2	214	207	112	19	149	73	75	162
%V	29.3%	29.7%	31.1%	35.2%	29.4%	32.2%	26.8%	30.3%
%H (All HH)		96.7%	52.3%	8.9%	69.6%	34.1%	35.0%	75.7%
%H (TV HH)			54.1%	9.2%	72.0%	35.3%	36.2%	
3	123	118	69	10	80	42	38	110
%V	16.8%	16.9%	19.2%	18.5%	15.8%	18.5%	13.6%	20.6%
%H (All HH)		95.9%	56.1%	8.1%	65.0%	34.1%	30.9%	89.4%
%H (TV HH)			58.5%	8.5%	67.8%	35.6%	32.2%	
4	108	106	70	8	73	45	28	102
%V	14.8%	15.2%	19.4%	14.8%	14.4%	19.8%	10.0%	19.1%
%H (All HH)		98.1%	64.8%	7.4%	67.6%	41.7%	25.9%	94.4%
%H (TV HH)			66.0%	7.5%	68.9%	42.5%	26.4%	
5+	71	70	45	5	51	31	19	69
%V	9.7%	10.0%	12.5%	9.3%	10.1%	13.7%	6.8%	12.9%
%H (All HH)		98.6%	63.4%	7.0%	71.8%	43.7%	26.8%	97.2%
%H (TV HH)			64.3%	7.1%	72.9%	44.3%	27.1%	
Average HH size	2.50	2.53	2.82	2.62	2.48	2.89	2.15	2.85

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	731	698	360	54	507	227	280	534
%H (All HH)		95.5%	49.2%	7.4%	69.4%	31.1%	38.3%	73.1%
%H (TV HH)			51.6%	7.7%	72.6%	32.5%	40.1%	
Without	519	491	229	37	368	146	222	335
%V	71.0%	70.3%	63.6%	68.5%	72.6%	64.3%	79.3%	62.7%
%H (All HH)		94.6%	44.1%	7.1%	70.9%	28.1%	42.8%	64.5%
%H (TV HH)			46.6%	7.5%	74.9%	29.7%	45.2%	
With	212	207	131	17	139	81	58	199
%V	29.0%	29.7%	36.4%	31.5%	27.4%	35.7%	20.7%	37.3%
%H (All HH)		97.6%	61.8%	8.0%	65.6%	38.2%	27.4%	93.9%
%H (TV HH)			63.3%	8.2%	67.1%	39.1%	28.0%	
0 - 3	78	77	48	8	48	28	20	73
%V	10.7%	11.0%	13.3%	14.8%	9.5%	12.3%	7.1%	13.7%
%H (All HH)		98.7%	61.5%	10.3%	61.5%	35.9%	25.6%	93.6%
%H (TV HH)			62.3%	10.4%	62.3%	36.4%	26.0%	
4 - 9	113	110	73	8	72	44	28	106
%V	15.5%	15.8%	20.3%	14.8%	14.2%	19.4%	10.0%	19.9%
%H (All HH)		97.3%	64.6%	7.1%	63.7%	38.9%	24.8%	93.8%
%H (TV HH)			66.4%	7.3%	65.5%	40.0%	25.5%	
10 - 15	104	103	66	8	70	42	29	100
%V	14.2%	14.8%	18.3%	14.8%	13.8%	18.5%	10.4%	18.7%
%H (All HH)		99.0%	63.5%	7.7%	67.3%	40.4%	27.9%	96.2%
%H (TV HH)			64.1%	7.8%	68.0%	40.8%	28.2%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	731	698	360	54	507	227	280	534
%H (All HH)		95.5%	49.2%	7.4%	69.4%	31.1%	38.3%	73.1%
%H (TV HH)			51.6%	7.7%	72.6%	32.5%	40.1%	
1	253	253	98	20	172	42	130	146
%V	34.6%	36.2%	27.2%	37.0%	33.9%	18.5%	46.4%	27.3%
%H (All HH)		100.0%	38.7%	7.9%	68.0%	16.6%	51.4%	57.7%
%H (TV HH)			38.7%	7.9%	68.0%	16.6%	51.4%	
2	283	283	151	22	208	98	110	220
%V	38.7%	40.5%	41.9%	40.7%	41.0%	43.2%	39.3%	41.2%
%H (All HH)		100.0%	53.4%	7.8%	73.5%	34.6%	38.9%	77.7%
%H (TV HH)			53.4%	7.8%	73.5%	34.6%	38.9%	
3	100	100	66	8	76	49	27	92
%V	13.7%	14.3%	18.3%	14.8%	15.0%	21.6%	9.6%	17.2%
%H (All HH)		100.0%	66.0%	8.0%	76.0%	49.0%	27.0%	92.0%
%H (TV HH)			66.0%	8.0%	76.0%	49.0%	27.0%	
4	41	41	30	3	33	25	9	39
%V	5.6%	5.9%	8.3%	5.6%	6.5%	11.0%	3.2%	7.3%
%H (All HH)		100.0%	73.2%	7.3%	80.5%	61.0%	22.0%	95.1%
%H (TV HH)			73.2%	7.3%	80.5%	61.0%	22.0%	
5+	21	21	16	2	18	14	4	20
%V	2.9%	3.0%	4.4%	3.7%	3.6%	6.2%	1.4%	3.7%
%H (All HH)		100.0%	76.2%	9.5%	85.7%	66.7%	19.0%	95.2%
%H (TV HH)			76.2%	9.5%	85.7%	66.7%	19.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	731	698	360	54	507	227	280	534
%H (All HH)		95.5%	49.2%	7.4%	69.4%	31.1%	38.3%	73.1%
%H (TV HH)			51.6%	7.7%	72.6%	32.5%	40.1%	
Under 20"	109	109	56	6	93	46	46	83
%V	14.9%	15.6%	15.6%	11.1%	18.3%	20.3%	16.4%	15.5%
%H (All HH)		100.0%	51.4%	5.5%	85.3%	42.2%	42.2%	76.1%
%H (TV HH)			51.4%	5.5%	85.3%	42.2%	42.2%	
20" - 29"	295	295	145	20	227	97	129	216
%V	40.4%	42.3%	40.3%	37.0%	44.8%	42.7%	46.1%	40.4%
%H (All HH)		100.0%	49.2%	6.8%	76.9%	32.9%	43.7%	73.2%
%H (TV HH)			49.2%	6.8%	76.9%	32.9%	43.7%	
30" - 39"	397	397	218	30	286	139	148	308
%V	54.3%	56.9%	60.6%	55.6%	56.4%	61.2%	52.9%	57.7%
%H (All HH)		100.0%	54.9%	7.6%	72.0%	35.0%	37.3%	77.6%
%H (TV HH)			54.9%	7.6%	72.0%	35.0%	37.3%	
40" and over	316	316	205	28	219	137	82	275
%V	43.2%	45.3%	56.9%	51.9%	43.2%	60.4%	29.3%	51.5%
%H (All HH)		100.0%	64.9%	8.9%	69.3%	43.4%	25.9%	87.0%
%H (TV HH)			64.9%	8.9%	69.3%	43.4%	25.9%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	731	698	360	54	507	227	280	534
%H (All HH)		95.5%	49.2%	7.4%	69.4%	31.1%	38.3%	73.1%
%H (TV HH)			51.6%	7.7%	72.6%	32.5%	40.1%	
Main living room	684	684	355	53	497	224	273	506
%V	93.6%	98.0%	98.6%	98.1%	98.0%	98.7%	97.5%	94.8%
%H (All HH)		100.0%	51.9%	7.7%	72.7%	32.7%	39.9%	74.0%
%H (TV HH)			51.9%	7.7%	72.7%	32.7%	39.9%	
Kitchen	149	149	84	7	125	66	59	119
%V	20.4%	21.3%	23.3%	13.0%	24.7%	29.1%	21.1%	22.3%
%H (All HH)		100.0%	56.4%	4.7%	83.9%	44.3%	39.6%	79.9%
%H (TV HH)			56.4%	4.7%	83.9%	44.3%	39.6%	
Adult's bedroom	252	252	154	21	190	114	76	211
%V	34.5%	36.1%	42.8%	38.9%	37.5%	50.2%	27.1%	39.5%
%H (All HH)		100.0%	61.1%	8.3%	75.4%	45.2%	30.2%	83.7%
%H (TV HH)			61.1%	8.3%	75.4%	45.2%	30.2%	
Child's bedroom	68	68	48	5	50	35	15	65
%V	9.3%	9.7%	13.3%	9.3%	9.9%	15.4%	5.4%	12.2%
%H (All HH)		100.0%	70.6%	7.4%	73.5%	51.5%	22.1%	95.6%
%H (TV HH)			70.6%	7.4%	73.5%	51.5%	22.1%	
Other bedroom	24	24	16	3	21	15	5	22
%V	3.3%	3.4%	4.4%	5.6%	4.1%	6.6%	1.8%	4.1%
%H (All HH)		100.0%	66.7%	12.5%	87.5%	62.5%	20.8%	91.7%
%H (TV HH)			66.7%	12.5%	87.5%	62.5%	20.8%	
Second living/dining room	111	111	72	10	77	47	30	100
%V	15.2%	15.9%	20.0%	18.5%	15.2%	20.7%	10.7%	18.7%
%H (All HH)		100.0%	64.9%	9.0%	69.4%	42.3%	27.0%	90.1%
%H (TV HH)			64.9%	9.0%	69.4%	42.3%	27.0%	
Study/office	9	9	7	1	7	5	2	9
%V	1.2%	1.3%	1.9%	1.9%	1.4%	2.2%	0.7%	1.7%
%H (All HH)		100.0%	77.8%	11.1%	77.8%	55.6%	22.2%	100.0%
%H (TV HH)			77.8%	11.1%	77.8%	55.6%	22.2%	
TV room	11	11	6	2	8	5	3	10
%V	1.5%	1.6%	1.7%	3.7%	1.6%	2.2%	1.1%	1.9%
%H (All HH)		100.0%	54.5%	18.2%	72.7%	45.5%	27.3%	90.9%
%H (TV HH)			54.5%	18.2%	72.7%	45.5%	27.3%	
Conservatory	13	13	8	0	10	6	4	11
%V	1.8%	1.9%	2.2%	0.0%	2.0%	2.6%	1.4%	2.1%
%H (All HH)		100.0%	61.5%	0.0%	76.9%	46.2%	30.8%	84.6%
%H (TV HH)			61.5%	0.0%	76.9%	46.2%	30.8%	
Attic or loft room	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%	
No specific location	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%	
Other	7	7	5	0	5	3	2	6
%V	1.0%	1.0%	1.4%	0.0%	1.0%	1.3%	0.7%	1.1%
%H (All HH)		100.0%	71.4%	0.0%	71.4%	42.9%	28.6%	85.7%
%H (TV HH)			71.4%	0.0%	71.4%	42.9%	28.6%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Household level data

Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	731	698	360	54	507	227	280	534
%H (All HH)		95.5%	49.2%	7.4%	69.4%	31.1%	38.3%	73.1%
%H (TV HH)			51.6%	7.7%	72.6%	32.5%	40.1%	
Any DSAT provider	360	360	360	2	201	201	0	310
%V	49.2%	51.6%	100.0%	3.7%	39.6%	88.5%	0.0%	58.1%
%H (All HH)			100.0%	0.6%	55.8%	55.8%	0.0%	86.1%
%H (TV HH)			100.0%	0.6%	55.8%	55.8%	0.0%	
Sky with subcription	309	309	309	1	174	174	0	270
%V	42.3%	44.3%	85.8%	1.9%	34.3%	76.7%	0.0%	50.6%
%H (All HH)			100.0%	0.3%	56.3%	56.3%	0.0%	87.4%
%H (TV HH)			100.0%	0.3%	56.3%	56.3%	0.0%	
Sky without subscription	22	22	22	0	14	14	0	17
%V	3.0%	3.2%	6.1%	0.0%	2.8%	6.2%	0.0%	3.2%
%H (All HH)			100.0%	0.0%	63.6%	63.6%	0.0%	77.3%
%H (TV HH)			100.0%	0.0%	63.6%	63.6%	0.0%	
Freesat	32	32	32	0	20	20	0	27
%V	4.4%	4.6%	8.9%	0.0%	3.9%	8.8%	0.0%	5.1%
%H (All HH)			100.0%	0.0%	62.5%	62.5%	0.0%	84.4%
%H (TV HH)			100.0%	0.0%	62.5%	62.5%	0.0%	
Other satellite provider	13	13	13	0	4	4	0	11
%V	1.8%	1.9%	3.6%	0.0%	0.8%	1.8%	0.0%	2.1%
%H (All HH)			100.0%	0.0%	30.8%	30.8%	0.0%	84.6%
%H (TV HH)			100.0%	0.0%	30.8%	30.8%	0.0%	
DCAB	54	54	2	54	27	27	0	47
%V	7.4%	7.7%	0.6%	100.0%	5.3%	11.9%	0.0%	8.8%
%H (All HH)			3.7%	100.0%	50.0%	50.0%	0.0%	87.0%
%H (TV HH)			3.7%	100.0%	50.0%	50.0%	0.0%	
DTT	507	507	201	27	507	227	280	351
%V	69.4%	72.6%	55.8%	50.0%	100.0%	100.0%	100.0%	65.7%
%H (All HH)		100.0%	39.6%	5.3%	100.0%	44.8%	55.2%	69.2%
%H (TV HH)			39.6%	5.3%	100.0%	44.8%	55.2%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.9: 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	731	698	360	54	507	227	280	534
%H (All HH)		95.5%	49.2%	7.4%	69.4%	31.1%	38.3%	73.1%
%H (TV HH)			51.6%	7.7%	72.6%	32.5%	40.1%	
PVR	365	365	288	40	226	187	38	322
%V	49.9%	52.3%	80.0%	74.1%	44.6%	82.4%	13.6%	60.3%
%H (All HH)		100.0%	78.9%	11.0%	61.9%	51.2%	10.4%	88.2%
%H (TV HH)			78.9%	11.0%	61.9%	51.2%	10.4%	
DVDR	18	18	10	2	13	7	6	15
%V	2.5%	2.6%	2.8%	3.7%	2.6%	3.1%	2.1%	2.8%
%H (All HH)		100.0%	55.6%	11.1%	72.2%	38.9%	33.3%	83.3%
%H (TV HH)			55.6%	11.1%	72.2%	38.9%	33.3%	
VCR	11	11	6	1	9	5	4	7
%V	1.5%	1.6%	1.7%	1.9%	1.8%	2.2%	1.4%	1.3%
%H (All HH)		100.0%	54.5%	9.1%	81.8%	45.5%	36.4%	63.6%
%H (TV HH)			54.5%	9.1%	81.8%	45.5%	36.4%	
Any recorder	376	376	291	40	234	189	45	328
%V	51.4%	53.9%	80.8%	74.1%	46.2%	83.3%	16.1%	61.4%
%H (All HH)		100.0%	77.4%	10.6%	62.2%	50.3%	12.0%	87.2%
%H (TV HH)			77.4%	10.6%	62.2%	50.3%	12.0%	
Receives HDTV (via STB or built-in reception)	326	326	211	32	219	134	84	281
%V	44.6%	46.7%	58.6%	59.3%	43.2%	59.0%	30.0%	52.6%
%H (All HH)		100.0%	64.7%	9.8%	67.2%	41.1%	25.8%	86.2%
%H (TV HH)			64.7%	9.8%	67.2%	41.1%	25.8%	
DVD/Blu-ray player or recorder	493	493	273	40	357	177	180	393
%V	67.4%	70.6%	75.8%	74.1%	70.4%	78.0%	64.3%	73.6%
%H (All HH)		100.0%	55.4%	8.1%	72.4%	35.9%	36.5%	79.7%
%H (TV HH)			55.4%	8.1%	72.4%	35.9%	36.5%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	731	698	360	54	507	227	280	534
%V (All HH)		95.5%	49.2%	7.4%	69.4%	31.1%	38.3%	73.1%
%H (TV HH)			51.6%	7.7%	72.6%	32.5%	40.1%	
Has broadband internet	534	517	310	47	351	195	156	534
%V	73.1%	74.1%	86.1%	87.0%	69.2%	85.9%	55.7%	100.0%
%H (All HH)		96.8%	58.1%	8.8%	65.7%	36.5%	29.2%	100.0%
%H (TV HH)			60.0%	9.1%	67.9%	37.7%	30.2%	
Number of computers (PCs and laptops)								
0	199	183	55	9	154	35	120	23
%V	27.2%	26.2%	15.3%	16.7%	30.4%	15.4%	42.9%	4.3%
%H (All HH)		92.0%	27.6%	4.5%	77.4%	17.6%	60.3%	11.6%
%H (TV HH)			30.1%	4.9%	84.2%	19.1%	65.6%	
1	219	209	114	16	138	61	77	200
%V	30.0%	29.9%	31.7%	29.6%	27.2%	26.9%	27.5%	37.5%
%H (All HH)		95.4%	52.1%	7.3%	63.0%	27.9%	35.2%	91.3%
%H (TV HH)			54.5%	7.7%	66.0%	29.2%	36.8%	
2	165	161	94	17	110	61	49	163
%V	22.6%	23.1%	26.1%	31.5%	21.7%	26.9%	17.5%	30.5%
%H (All HH)		97.6%	57.0%	10.3%	66.7%	37.0%	29.7%	98.8%
%H (TV HH)			58.4%	10.6%	68.3%	37.9%	30.4%	
3	71	70	46	5	47	30	17	71
%V	9.7%	10.0%	12.8%	9.3%	9.3%	13.2%	6.1%	13.3%
%H (All HH)		98.6%	64.8%	7.0%	66.2%	42.3%	23.9%	100.0%
%H (TV HH)			65.7%	7.1%	67.1%	42.9%	24.3%	
4	40	39	28	3	30	22	8	39
%V	5.5%	5.6%	7.8%	5.6%	5.9%	9.7%	2.9%	7.3%
%H (All HH)		97.5%	70.0%	7.5%	75.0%	55.0%	20.0%	97.5%
%H (TV HH)			71.8%	7.7%	76.9%	56.4%	20.5%	
5+	37	36	22	5	28	19	9	37
%V	5.1%	5.2%	6.1%	9.3%	5.5%	8.4%	3.2%	6.9%
%H (All HH)		97.3%	59.5%	13.5%	75.7%	51.4%	24.3%	100.0%
%H (TV HH)			61.1%	13.9%	77.8%	52.8%	25.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1399	803	108	1046	561	485	1127
%H		57.4%	7.7%	74.8%	40.1%	34.7%	80.6%
Under 20"	135	71	8	115	60	55	105
%V	9.6%	8.8%	7.4%	11.0%	10.7%	11.3%	9.3%
%H		52.6%	5.9%	85.2%	44.4%	40.7%	77.8%
20" - 29"	386	199	25	299	138	161	289
%V	27.6%	24.8%	23.1%	28.6%	24.6%	33.2%	25.6%
%H		51.6%	6.5%	77.5%	35.8%	41.7%	74.9%
30" - 39"	482	273	37	353	183	170	384
%V	34.5%	34.0%	34.3%	33.7%	32.6%	35.1%	34.1%
%H		56.6%	7.7%	73.2%	38.0%	35.3%	79.7%
40" and over	376	250	33	262	171	92	334
%V	26.9%	31.1%	30.6%	25.0%	30.5%	19.0%	29.6%
%H		66.5%	8.8%	69.7%	45.5%	24.5%	88.8%
Don't know	21	9	4	18	10	8	15
%V	1.5%	1.1%	3.7%	1.7%	1.8%	1.6%	1.3%
%H		42.9%	19.0%	85.7%	47.6%	38.1%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1399	803	108	1046	561	485	1127
%H		57.4%	7.7%	74.8%	40.1%	34.7%	80.6%
Main living room	688	357	53	501	226	275	509
%V	49.2%	44.5%	49.1%	47.9%	40.3%	56.7%	45.2%
%H		51.9%	7.7%	72.8%	32.8%	40.0%	74.0%
Kitchen	149	84	7	125	66	59	119
%V	10.7%	10.5%	6.5%	12.0%	11.8%	12.2%	10.6%
%H		56.4%	4.7%	83.9%	44.3%	39.6%	79.9%
Adult's bedroom	289	179	25	217	133	84	246
%V	20.7%	22.3%	23.1%	20.7%	23.7%	17.3%	21.8%
%H		61.9%	8.7%	75.1%	46.0%	29.1%	85.1%
Child's bedroom	89	62	7	66	47	20	86
%V	6.4%	7.7%	6.5%	6.3%	8.4%	4.1%	7.6%
%H		69.7%	7.9%	74.2%	52.8%	22.5%	96.6%
Other bedroom	29	20	4	25	19	6	26
%V	2.1%	2.5%	3.7%	2.4%	3.4%	1.2%	2.3%
%H		69.0%	13.8%	86.2%	65.5%	20.7%	89.7%
Second living/dining room	112	73	10	78	48	30	102
%V	8.0%	9.1%	9.3%	7.5%	8.6%	6.2%	9.1%
%H		65.2%	8.9%	69.6%	42.9%	26.8%	91.1%
Study/office	10	7	1	8	6	2	10
%V	0.7%	0.9%	0.9%	0.8%	1.1%	0.4%	0.9%
%H		70.0%	10.0%	80.0%	60.0%	20.0%	100.0%
TV room	11	6	2	8	5	3	10
%V	0.8%	0.7%	1.9%	0.8%	0.9%	0.6%	0.9%
%H		54.5%	18.2%	72.7%	45.5%	27.3%	90.9%
Conservatory	13	8	0	10	6	4	11
%V	0.9%	1.0%	0.0%	1.0%	1.1%	0.8%	1.0%
%H		61.5%	0.0%	76.9%	46.2%	30.8%	84.6%
Attic or loft room	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%
No specific location	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%
Other	7	5	0	5	3	2	6
%V	0.5%	0.6%	0.0%	0.5%	0.5%	0.4%	0.5%
%H		71.4%	0.0%	71.4%	42.9%	28.6%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1399	803	108	1046	561	485	1127
%H		57.4%	7.7%	74.8%	40.1%	34.7%	80.6%
PVR	512	421	52	294	252	42	461
%V	36.6%	52.4%	48.1%	28.1%	44.9%	8.7%	40.9%
%H		82.2%	10.2%	57.4%	49.2%	8.2%	90.0%
DVDR	19	11	2	14	8	6	17
%V	1.4%	1.4%	1.9%	1.3%	1.4%	1.2%	1.5%
%H		57.9%	10.5%	73.7%	42.1%	31.6%	89.5%
VCR	12	6	1	10	5	5	8
%V	0.9%	0.7%	0.9%	1.0%	0.9%	1.0%	0.7%
%H		50.0%	8.3%	83.3%	41.7%	41.7%	66.7%
Any recorder	528	427	52	307	257	50	472
%V	37.7%	53.2%	48.1%	29.3%	45.8%	10.3%	41.9%
%H		80.9%	9.8%	58.1%	48.7%	9.5%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1399	803	108	1046	561	485	1127
%H		57.4%	7.7%	74.8%	40.1%	34.7%	80.6%
Receives HDTV (via STB or built-in reception)	495	332	48	327	208	118	437
%V	35.4%	41.3%	44.4%	31.3%	37.1%	24.3%	38.8%
%H		67.1%	9.7%	66.1%	42.0%	23.8%	88.3%
DVD/Blu-ray player or recorder	673	396	54	493	271	222	563
%V	48.1%	49.3%	50.0%	47.1%	48.3%	45.8%	50.0%
%H		58.8%	8.0%	73.3%	40.3%	33.0%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	696	360	54	506	227	279	515
%H		51.7%	7.8%	72.7%	32.6%	40.1%	74.0%
Under 20"	11	2	1	9	2	8	6
%V	1.6%	0.6%	1.9%	1.8%	0.9%	2.9%	1.2%
%H		18.2%	9.1%	81.8%	18.2%	72.7%	54.5%
20" - 29"	105	31	5	85	17	68	52
%V	15.1%	8.6%	9.3%	16.8%	7.5%	24.4%	10.1%
%H		29.5%	4.8%	81.0%	16.2%	64.8%	49.5%
30" - 39"	273	129	21	200	78	122	192
%V	39.2%	35.8%	38.9%	39.5%	34.4%	43.7%	37.3%
%H		47.3%	7.7%	73.3%	28.6%	44.7%	70.3%
40" and over	300	195	26	206	129	78	261
%V	43.1%	54.2%	48.1%	40.7%	56.8%	28.0%	50.7%
%H		65.0%	8.7%	68.7%	43.0%	26.0%	87.0%
Don't know	7	3	1	6	2	4	4
%V	1.0%	0.8%	1.9%	1.2%	0.9%	1.4%	0.8%
%H		42.9%	14.3%	85.7%	28.6%	57.1%	57.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	696	360	54	506	227	279	515
%H		51.7%	7.8%	72.7%	32.6%	40.1%	74.0%
PVR	357	282	39	219	183	36	315
%V	51.3%	78.3%	72.2%	43.3%	80.6%	12.9%	61.2%
%H		79.0%	10.9%	61.3%	51.3%	10.1%	88.2%
DVDR	14	8	2	10	5	5	11
%V	2.0%	2.2%	3.7%	2.0%	2.2%	1.8%	2.1%
%H		57.1%	14.3%	71.4%	35.7%	35.7%	78.6%
VCR	9	5	1	7	4	4	5
%V	1.3%	1.4%	1.9%	1.4%	1.8%	1.4%	1.0%
%H		55.6%	11.1%	77.8%	44.4%	44.4%	55.6%
Any recorder	367	285	40	227	185	42	321
%V	52.7%	79.2%	74.1%	44.9%	81.5%	15.1%	62.3%
%H		77.7%	10.9%	61.9%	50.4%	11.4%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	696	360	54	506	227	279	515
%H		51.7%	7.8%	72.7%	32.6%	40.1%	74.0%
Receives HDTV (via STB or built-in reception)	314	205	30	208	128	80	270
%V	45.1%	56.9%	55.6%	41.1%	56.4%	28.7%	52.4%
%H		65.3%	9.6%	66.2%	40.8%	25.5%	86.0%
DVD/Blu-ray player or recorder	457	252	37	330	162	168	362
%V	65.7%	70.0%	68.5%	65.2%	71.4%	60.2%	70.3%
%H		55.1%	8.1%	72.2%	35.4%	36.8%	79.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	703	443	54	540	334	206	612
%H		63.0%	7.7%	76.8%	47.5%	29.3%	87.1%
Under 20"	124	69	7	105	59	47	100
%V	17.6%	15.6%	13.0%	19.4%	17.7%	22.8%	16.3%
%H		55.6%	5.6%	84.7%	47.6%	37.9%	80.6%
20" - 29"	281	168	21	214	121	93	237
%V	40.0%	37.9%	38.9%	39.6%	36.2%	45.1%	38.7%
%H		59.8%	7.5%	76.2%	43.1%	33.1%	84.3%
30" - 39"	208	145	16	153	105	48	192
%V	29.6%	32.7%	29.6%	28.3%	31.4%	23.3%	31.4%
%H		69.7%	7.7%	73.6%	50.5%	23.1%	92.3%
40" and over	77	55	7	56	42	14	72
%V	11.0%	12.4%	13.0%	10.4%	12.6%	6.8%	11.8%
%H		71.4%	9.1%	72.7%	54.5%	18.2%	93.5%
Don't know	14	7	3	12	7	5	11
%V	2.0%	1.6%	5.6%	2.2%	2.1%	2.4%	1.8%
%H		50.0%	21.4%	85.7%	50.0%	35.7%	78.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	703	443	54	540	334	206	612
%H		63.0%	7.7%	76.8%	47.5%	29.3%	87.1%
PVR	155	138	12	75	69	6	146
%V	22.0%	31.2%	22.2%	13.9%	20.7%	2.9%	23.9%
%H		89.0%	7.7%	48.4%	44.5%	3.9%	94.2%
DVDR	5	4	1	4	3	1	5
%V	0.7%	0.9%	1.9%	0.7%	0.9%	0.5%	0.8%
%H		80.0%	20.0%	80.0%	60.0%	20.0%	100.0%
VCR	3	2	0	2	1	1	2
%V	0.4%	0.5%	0.0%	0.4%	0.3%	0.5%	0.3%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	66.7%
Any recorder	161	142	12	80	72	8	151
%V	22.9%	32.1%	22.2%	14.8%	21.6%	3.9%	24.7%
%H		88.2%	7.5%	49.7%	44.7%	5.0%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	703	443	54	540	334	206	612
%H		63.0%	7.7%	76.8%	47.5%	29.3%	87.1%
Receives HDTV (via STB or built-in reception)	181	127	17	119	81	38	167
%V	25.7%	28.7%	31.5%	22.0%	24.3%	18.4%	27.3%
%H		70.2%	9.4%	65.7%	44.8%	21.0%	92.3%
DVD/Blu-ray player or recorder	216	145	17	163	109	54	201
%V	30.7%	32.7%	31.5%	30.2%	32.6%	26.2%	32.8%
%H		67.1%	7.9%	75.5%	50.5%	25.0%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1826	1768	1016	142	1256	655	600	1524
%H		96.8%	55.6%	7.8%	68.8%	35.9%	32.9%	83.5%
Total Children	386	379	242	31	256	153	104	365
%V	21.1%	21.4%	23.8%	21.8%	20.4%	23.4%	17.3%	24.0%
%H		98.2%	62.7%	8.0%	66.3%	39.6%	26.9%	94.6%
0 - 3	95	93	57	10	59	34	25	88
%V	5.2%	5.3%	5.6%	7.0%	4.7%	5.2%	4.2%	5.8%
%H		97.9%	60.0%	10.5%	62.1%	35.8%	26.3%	92.6%
4 - 15	292	286	185	21	197	119	78	277
%V	16.0%	16.2%	18.2%	14.8%	15.7%	18.2%	13.0%	18.2%
%H		97.9%	63.4%	7.2%	67.5%	40.8%	26.7%	94.9%
4 - 9	153	149	100	10	99	62	38	143
%V	8.4%	8.4%	9.8%	7.0%	7.9%	9.5%	6.3%	9.4%
%H		97.4%	65.4%	6.5%	64.7%	40.5%	24.8%	93.5%
10 - 15	139	137	86	11	98	57	40	134
%V	7.6%	7.7%	8.5%	7.7%	7.8%	8.7%	6.7%	8.8%
%H		98.6%	61.9%	7.9%	70.5%	41.0%	28.8%	96.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1826	1768	1016	142	1256	655	600	1524
%H		96.8%	55.6%	7.8%	68.8%	35.9%	32.9%	83.5%
Total Adults (16+)	1440	1388	774	111	999	503	497	1158
%V	78.9%	78.5%	76.2%	78.2%	79.5%	76.8%	82.8%	76.0%
%H		96.4%	53.8%	7.7%	69.4%	34.9%	34.5%	80.4%
16 - 19	98	96	61	8	68	42	26	92
%V	5.4%	5.4%	6.0%	5.6%	5.4%	6.4%	4.3%	6.0%
%H		98.0%	62.2%	8.2%	69.4%	42.9%	26.5%	93.9%
20 - 24	110	106	60	9	74	38	37	102
%V	6.0%	6.0%	5.9%	6.3%	5.9%	5.8%	6.2%	6.7%
%H		96.4%	54.5%	8.2%	67.3%	34.5%	33.6%	92.7%
25 - 34	251	241	147	22	158	89	69	226
%V	13.7%	13.6%	14.5%	15.5%	12.6%	13.6%	11.5%	14.8%
%H		96.0%	58.6%	8.8%	62.9%	35.5%	27.5%	90.0%
35 - 44	240	230	140	22	154	88	66	220
%V	13.1%	13.0%	13.8%	15.5%	12.3%	13.4%	11.0%	14.4%
%H		95.8%	58.3%	9.2%	64.2%	36.7%	27.5%	91.7%
45 - 54	258	251	143	19	181	95	86	232
%V	14.1%	14.2%	14.1%	13.4%	14.4%	14.5%	14.3%	15.2%
%H		97.3%	55.4%	7.4%	70.2%	36.8%	33.3%	89.9%
55 - 64	203	196	111	14	147	75	72	157
%V	11.1%	11.1%	10.9%	9.9%	11.7%	11.5%	12.0%	10.3%
%H		96.6%	54.7%	6.9%	72.4%	36.9%	35.5%	77.3%
65+	280	268	110	17	218	76	142	130
%V	15.3%	15.2%	10.8%	12.0%	17.4%	11.6%	23.7%	8.5%
%H		95.7%	39.3%	6.1%	77.9%	27.1%	50.7%	46.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1440	1388	774	111	999	503	497	1158
%H		96.4%	53.8%	7.7%	69.4%	34.9%	34.5%	80.4%
AB	310	303	187	26	218	128	90	292
%V	21.5%	21.8%	24.2%	23.4%	21.8%	25.4%	18.1%	25.2%
%H		97.7%	60.3%	8.4%	70.3%	41.3%	29.0%	94.2%
C1	342	331	181	30	244	126	118	299
%V	23.8%	23.8%	23.4%	27.0%	24.4%	25.0%	23.7%	25.8%
%H		96.8%	52.9%	8.8%	71.3%	36.8%	34.5%	87.4%
C2	316	308	179	20	225	118	107	266
%V	21.9%	22.2%	23.1%	18.0%	22.5%	23.5%	21.5%	23.0%
%H		97.5%	56.6%	6.3%	71.2%	37.3%	33.9%	84.2%
D	257	243	140	20	160	79	81	198
%V	17.8%	17.5%	18.1%	18.0%	16.0%	15.7%	16.3%	17.1%
%H		94.6%	54.5%	7.8%	62.3%	30.7%	31.5%	77.0%
E	214	203	88	15	152	51	101	103
%V	14.9%	14.6%	11.4%	13.5%	15.2%	10.1%	20.3%	8.9%
%H		94.9%	41.1%	7.0%	71.0%	23.8%	47.2%	48.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.24: 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+)	1440	1388	774	111	999	503	497	1158
%H		96.4%	53.8%	7.7%	69.4%	34.9%	34.5%	80.4%
Working full time	627	606	365	48	426	238	188	570
%V	43.5%	43.7%	47.2%	43.2%	42.6%	47.3%	37.8%	49.2%
%H		96.7%	58.2%	7.7%	67.9%	38.0%	30.0%	90.9%
Working part time	140	136	79	13	95	53	43	127
%V	9.7%	9.8%	10.2%	11.7%	9.5%	10.5%	8.7%	11.0%
%H		97.1%	56.4%	9.3%	67.9%	37.9%	30.7%	90.7%
Not working	672	646	330	50	478	212	266	461
%V	46.7%	46.5%	42.6%	45.0%	47.8%	42.1%	53.5%	39.8%
%H		96.1%	49.1%	7.4%	71.1%	31.5%	39.6%	68.6%
Housewife/Houseperson	731	698	360	54	507	227	280	534
%V	50.8%	50.3%	46.5%	48.6%	50.8%	45.1%	56.3%	46.1%
%H		95.5%	49.2%	7.4%	69.4%	31.1%	38.3%	73.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	699	669	378	52	480	245	235	570
%H		95.7%	54.1%	7.4%	68.7%	35.1%	33.6%	81.5%
16 - 19	50	48	31	3	34	20	14	47
%V	7.2%	7.2%	8.2%	5.8%	7.1%	8.2%	6.0%	8.2%
%H		96.0%	62.0%	6.0%	68.0%	40.0%	28.0%	94.0%
20 - 24	55	53	29	5	37	18	19	51
%V	7.9%	7.9%	7.7%	9.6%	7.7%	7.3%	8.1%	8.9%
%H		96.4%	52.7%	9.1%	67.3%	32.7%	34.5%	92.7%
25 - 34	124	118	72	10	79	45	34	112
%V	17.7%	17.6%	19.0%	19.2%	16.5%	18.4%	14.5%	19.6%
%H		95.2%	58.1%	8.1%	63.7%	36.3%	27.4%	90.3%
35 - 44	117	112	67	12	74	42	31	106
%V	16.7%	16.7%	17.7%	23.1%	15.4%	17.1%	13.2%	18.6%
%H		95.7%	57.3%	10.3%	63.2%	35.9%	26.5%	90.6%
45 - 54	127	122	69	8	88	45	43	112
%V	18.2%	18.2%	18.3%	15.4%	18.3%	18.4%	18.3%	19.6%
%H		96.1%	54.3%	6.3%	69.3%	35.4%	33.9%	88.2%
55 - 64	101	96	54	6	73	36	37	77
%V	14.4%	14.3%	14.3%	11.5%	15.2%	14.7%	15.7%	13.5%
%H		95.0%	53.5%	5.9%	72.3%	35.6%	36.6%	76.2%
65+	125	120	56	8	94	38	56	66
%V	17.9%	17.9%	14.8%	15.4%	19.6%	15.5%	23.8%	11.6%
%H		96.0%	44.8%	6.4%	75.2%	30.4%	44.8%	52.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	699	669	378	52	480	245	235	570
%H		95.7%	54.1%	7.4%	68.7%	35.1%	33.6%	81.5%
AB	150	147	92	12	104	62	42	143
%V	21.5%	22.0%	24.3%	23.1%	21.7%	25.3%	17.9%	25.1%
%H		98.0%	61.3%	8.0%	69.3%	41.3%	28.0%	95.3%
C1	160	154	84	14	112	59	54	142
%V	22.9%	23.0%	22.2%	26.9%	23.3%	24.1%	23.0%	24.9%
%H		96.3%	52.5%	8.8%	70.0%	36.9%	33.8%	88.8%
C2	173	167	95	11	122	63	59	142
%V	24.7%	25.0%	25.1%	21.2%	25.4%	25.7%	25.1%	24.9%
%H		96.5%	54.9%	6.4%	70.5%	36.4%	34.1%	82.1%
D	125	117	69	10	77	40	37	98
%V	17.9%	17.5%	18.3%	19.2%	16.0%	16.3%	15.7%	17.2%
%H		93.6%	55.2%	8.0%	61.6%	32.0%	29.6%	78.4%
E	90	85	37	5	64	21	43	44
%V	12.9%	12.7%	9.8%	9.6%	13.3%	8.6%	18.3%	7.7%
%H		94.4%	41.1%	5.6%	71.1%	23.3%	47.8%	48.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	699	669	378	52	480	245	235	570
%H		95.7%	54.1%	7.4%	68.7%	35.1%	33.6%	81.5%
Working full time	389	375	226	29	262	145	117	353
%V	55.7%	56.1%	59.8%	55.8%	54.6%	59.2%	49.8%	61.9%
%H		96.4%	58.1%	7.5%	67.4%	37.3%	30.1%	90.7%
Working part time	27	25	14	2	18	9	9	23
%V	3.9%	3.7%	3.7%	3.8%	3.8%	3.7%	3.8%	4.0%
%H		92.6%	51.9%	7.4%	66.7%	33.3%	33.3%	85.2%
Not working	283	269	138	21	200	90	109	195
%V	40.5%	40.2%	36.5%	40.4%	41.7%	36.7%	46.4%	34.2%
%H		95.1%	48.8%	7.4%	70.7%	31.8%	38.5%	68.9%
Housewife/Houseperson	145	131	57	9	94	31	63	83
%V	20.7%	19.6%	15.1%	17.3%	19.6%	12.7%	26.8%	14.6%
%H		90.3%	39.3%	6.2%	64.8%	21.4%	43.4%	57.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	741	720	396	59	520	258	262	588
%H		97.2%	53.4%	8.0%	70.2%	34.8%	35.4%	79.4%
16 - 19	48	48	31	5	34	22	12	45
%V	6.5%	6.7%	7.8%	8.5%	6.5%	8.5%	4.6%	7.7%
%H		100.0%	64.6%	10.4%	70.8%	45.8%	25.0%	93.8%
20 - 24	55	53	31	4	37	20	18	51
%V	7.4%	7.4%	7.8%	6.8%	7.1%	7.8%	6.9%	8.7%
%H		96.4%	56.4%	7.3%	67.3%	36.4%	32.7%	92.7%
25 - 34	127	123	75	12	79	44	35	115
%V	17.1%	17.1%	18.9%	20.3%	15.2%	17.1%	13.4%	19.6%
%H		96.9%	59.1%	9.4%	62.2%	34.6%	27.6%	90.6%
35 - 44	123	118	73	10	80	46	34	114
%V	16.6%	16.4%	18.4%	16.9%	15.4%	17.8%	13.0%	19.4%
%H		95.9%	59.3%	8.1%	65.0%	37.4%	27.6%	92.7%
45 - 54	131	129	74	11	92	49	43	120
%V	17.7%	17.9%	18.7%	18.6%	17.7%	19.0%	16.4%	20.4%
%H		98.5%	56.5%	8.4%	70.2%	37.4%	32.8%	91.6%
55 - 64	103	100	57	8	73	39	35	79
%V	13.9%	13.9%	14.4%	13.6%	14.0%	15.1%	13.4%	13.4%
%H		97.1%	55.3%	7.8%	70.9%	37.9%	34.0%	76.7%
65+	154	148	55	9	124	38	85	64
%V	20.8%	20.6%	13.9%	15.3%	23.8%	14.7%	32.4%	10.9%
%H		96.1%	35.7%	5.8%	80.5%	24.7%	55.2%	41.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	741	720	396	59	520	258	262	588
%H		97.2%	53.4%	8.0%	70.2%	34.8%	35.4%	79.4%
AB	160	156	95	13	114	66	48	148
%V	21.6%	21.7%	24.0%	22.0%	21.9%	25.6%	18.3%	25.2%
%H		97.5%	59.4%	8.1%	71.3%	41.3%	30.0%	92.5%
C1	182	177	97	16	132	68	64	157
%V	24.6%	24.6%	24.5%	27.1%	25.4%	26.4%	24.4%	26.7%
%H		97.3%	53.3%	8.8%	72.5%	37.4%	35.2%	86.3%
C2	143	141	83	9	103	55	48	124
%V	19.3%	19.6%	21.0%	15.3%	19.8%	21.3%	18.3%	21.1%
%H		98.6%	58.0%	6.3%	72.0%	38.5%	33.6%	86.7%
D	132	127	71	10	83	39	44	100
%V	17.8%	17.6%	17.9%	16.9%	16.0%	15.1%	16.8%	17.0%
%H		96.2%	53.8%	7.6%	62.9%	29.5%	33.3%	75.8%
E	124	119	51	10	88	30	58	59
%V	16.7%	16.5%	12.9%	16.9%	16.9%	11.6%	22.1%	10.0%
%H		96.0%	41.1%	8.1%	71.0%	24.2%	46.8%	47.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	741	720	396	59	520	258	262	588
%H		97.2%	53.4%	8.0%	70.2%	34.8%	35.4%	79.4%
Working full time	238	231	139	19	164	93	71	217
%V	32.1%	32.1%	35.1%	32.2%	31.5%	36.0%	27.1%	36.9%
%H		97.1%	58.4%	8.0%	68.9%	39.1%	29.8%	91.2%
Working part time	113	111	65	11	77	44	33	105
%V	15.2%	15.4%	16.4%	18.6%	14.8%	17.1%	12.6%	17.9%
%H		98.2%	57.5%	9.7%	68.1%	38.9%	29.2%	92.9%
Not working	390	377	192	28	278	121	157	267
%V	52.6%	52.4%	48.5%	47.5%	53.5%	46.9%	59.9%	45.4%
%H		96.7%	49.2%	7.2%	71.3%	31.0%	40.3%	68.5%
Housewife/Houseperson	586	567	303	46	412	196	217	451
%V	79.1%	78.8%	76.5%	78.0%	79.2%	76.0%	82.8%	76.7%
%H		96.8%	51.7%	7.8%	70.3%	33.4%	37.0%	77.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Wales

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1263	727	112	820	408	412	983
%H (All HH)		95.5%	55.0%	8.5%	62.0%	30.8%	31.1%	74.3%
%H (TV HH)			57.6%	8.9%	64.9%	32.3%	32.6%	
AB	267	257	153	25	171	92	79	237
%V	20.2%	20.3%	21.0%	22.3%	20.9%	22.5%	19.2%	24.1%
%H (All HH)		96.3%	57.3%	9.4%	64.0%	34.5%	29.6%	88.8%
%H (TV HH)			59.5%	9.7%	66.5%	35.8%	30.7%	
C1	328	312	176	31	202	103	99	271
%V	24.8%	24.7%	24.2%	27.7%	24.6%	25.2%	24.0%	27.6%
%H (All HH)		95.1%	53.7%	9.5%	61.6%	31.4%	30.2%	82.6%
%H (TV HH)			56.4%	9.9%	64.7%	33.0%	31.7%	
C2	319	307	194	24	197	109	88	243
%V	24.1%	24.3%	26.7%	21.4%	24.0%	26.7%	21.4%	24.7%
%H (All HH)		96.2%	60.8%	7.5%	61.8%	34.2%	27.6%	76.2%
%H (TV HH)			63.2%	7.8%	64.2%	35.5%	28.7%	
D	242	231	125	21	148	65	83	154
%V	18.3%	18.3%	17.2%	18.8%	18.0%	15.9%	20.1%	15.7%
%H (All HH)		95.5%	51.7%	8.7%	61.2%	26.9%	34.3%	63.6%
%H (TV HH)			54.1%	9.1%	64.1%	28.1%	35.9%	
E	167	156	79	12	102	40	62	77
%V	12.6%	12.4%	10.9%	10.7%	12.4%	9.8%	15.0%	7.8%
%H (All HH)		93.4%	47.3%	7.2%	61.1%	24.0%	37.1%	46.1%
%H (TV HH)			50.6%	7.7%	65.4%	25.6%	39.7%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1263	727	112	820	408	412	983
%H (All HH)		95.5%	55.0%	8.5%	62.0%	30.8%	31.1%	74.3%
%H (TV HH)			57.6%	8.9%	64.9%	32.3%	32.6%	
Under 25	67	60	31	6	31	13	18	56
%V	5.1%	4.8%	4.3%	5.4%	3.8%	3.2%	4.4%	5.7%
%H (All HH)		89.6%	46.3%	9.0%	46.3%	19.4%	26.9%	83.6%
%H (TV HH)			51.7%	10.0%	51.7%	21.7%	30.0%	
25 - 34	179	169	109	13	95	53	42	160
%V	13.5%	13.4%	15.0%	11.6%	11.6%	13.0%	10.2%	16.3%
%H (All HH)		94.4%	60.9%	7.3%	53.1%	29.6%	23.5%	89.4%
%H (TV HH)			64.5%	7.7%	56.2%	31.4%	24.9%	
35 - 44	202	194	123	20	120	72	47	181
%V	15.3%	15.4%	16.9%	17.9%	14.6%	17.6%	11.4%	18.4%
%H (All HH)		96.0%	60.9%	9.9%	59.4%	35.6%	23.3%	89.6%
%H (TV HH)			63.4%	10.3%	61.9%	37.1%	24.2%	
45 - 54	249	238	158	25	153	97	56	214
%V	18.8%	18.8%	21.7%	22.3%	18.7%	23.8%	13.6%	21.8%
%H (All HH)		95.6%	63.5%	10.0%	61.4%	39.0%	22.5%	85.9%
%H (TV HH)			66.4%	10.5%	64.3%	40.8%	23.5%	
55 - 64	233	223	127	20	150	74	75	181
%V	17.6%	17.7%	17.5%	17.9%	18.3%	18.1%	18.2%	18.4%
%H (All HH)		95.7%	54.5%	8.6%	64.4%	31.8%	32.2%	77.7%
%H (TV HH)			57.0%	9.0%	67.3%	33.2%	33.6%	
65 +	395	380	179	28	272	99	173	189
%V	29.9%	30.1%	24.6%	25.0%	33.2%	24.3%	42.0%	19.2%
%H (All HH)		96.2%	45.3%	7.1%	68.9%	25.1%	43.8%	47.8%
%H (TV HH)			47.1%	7.4%	71.6%	26.1%	45.5%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1263	727	112	820	408	412	983
%H (All HH)		95.5%	55.0%	8.5%	62.0%	30.8%	31.1%	74.3%
%H (TV HH)			57.6%	8.9%	64.9%	32.3%	32.6%	
1	416	382	164	28	260	74	186	202
%V	31.4%	30.2%	22.6%	25.0%	31.7%	18.1%	45.1%	20.5%
%H (All HH)		91.8%	39.4%	6.7%	62.5%	17.8%	44.7%	48.6%
%H (TV HH)			42.9%	7.3%	68.1%	19.4%	48.7%	
2	456	441	267	37	288	154	133	364
%V	34.5%	34.9%	36.7%	33.0%	35.1%	37.7%	32.3%	37.0%
%H (All HH)		96.7%	58.6%	8.1%	63.2%	33.8%	29.2%	79.8%
%H (TV HH)			60.5%	8.4%	65.3%	34.9%	30.2%	
3	210	204	136	21	127	81	46	188
%V	15.9%	16.2%	18.7%	18.8%	15.5%	19.9%	11.2%	19.1%
%H (All HH)		97.1%	64.8%	10.0%	60.5%	38.6%	21.9%	89.5%
%H (TV HH)			66.7%	10.3%	62.3%	39.7%	22.5%	
4	155	152	108	18	91	67	25	148
%V	11.7%	12.0%	14.9%	16.1%	11.1%	16.4%	6.1%	15.1%
%H (All HH)		98.1%	69.7%	11.6%	58.7%	43.2%	16.1%	95.5%
%H (TV HH)			71.1%	11.8%	59.9%	44.1%	16.4%	
5+	87	83	52	8	54	33	21	81
%V	6.6%	6.6%	7.2%	7.1%	6.6%	8.1%	5.1%	8.2%
%H (All HH)		95.4%	59.8%	9.2%	62.1%	37.9%	24.1%	93.1%
%H (TV HH)			62.7%	9.6%	65.1%	39.8%	25.3%	
Average HH size	2.31	2.33	2.50	2.53	2.29	2.61	1.96	2.57

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1263	727	112	820	408	412	983
%H (All HH)		95.5%	55.0%	8.5%	62.0%	30.8%	31.1%	74.3%
%H (TV HH)			57.6%	8.9%	64.9%	32.3%	32.6%	
Without	1003	950	513	82	637	291	347	691
%V	75.8%	75.2%	70.6%	73.2%	77.7%	71.3%	84.2%	70.3%
%H (All HH)		94.7%	51.1%	8.2%	63.5%	29.0%	34.6%	68.9%
%H (TV HH)			54.0%	8.6%	67.1%	30.6%	36.5%	
With	320	313	214	30	183	118	65	292
%V	24.2%	24.8%	29.4%	26.8%	22.3%	28.9%	15.8%	29.7%
%H (All HH)		97.8%	66.9%	9.4%	57.2%	36.9%	20.3%	91.3%
%H (TV HH)			68.4%	9.6%	58.5%	37.7%	20.8%	
0 - 3	122	117	77	12	63	36	27	105
%V	9.2%	9.3%	10.6%	10.7%	7.7%	8.8%	6.6%	10.7%
%H (All HH)		95.9%	63.1%	9.8%	51.6%	29.5%	22.1%	86.1%
%H (TV HH)			65.8%	10.3%	53.8%	30.8%	23.1%	
4 - 9	164	160	112	15	92	61	31	150
%V	12.4%	12.7%	15.4%	13.4%	11.2%	15.0%	7.5%	15.3%
%H (All HH)		97.6%	68.3%	9.1%	56.1%	37.2%	18.9%	91.5%
%H (TV HH)			70.0%	9.4%	57.5%	38.1%	19.4%	
10 - 15	151	149	102	15	93	62	31	142
%V	11.4%	11.8%	14.0%	13.4%	11.3%	15.2%	7.5%	14.4%
%H (All HH)		98.7%	67.5%	9.9%	61.6%	41.1%	20.5%	94.0%
%H (TV HH)			68.5%	10.1%	62.4%	41.6%	20.8%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1263	727	112	820	408	412	983
%H (All HH)		95.5%	55.0%	8.5%	62.0%	30.8%	31.1%	74.3%
%H (TV HH)			57.6%	8.9%	64.9%	32.3%	32.6%	
1	457	457	218	39	249	60	189	285
%V	34.5%	36.2%	30.0%	34.8%	30.4%	14.7%	45.9%	29.0%
%H (All HH)		100.0%	47.7%	8.5%	54.5%	13.1%	41.4%	62.4%
%H (TV HH)			47.7%	8.5%	54.5%	13.1%	41.4%	
2	447	447	259	37	305	156	149	340
%V	33.8%	35.4%	35.6%	33.0%	37.2%	38.2%	36.2%	34.6%
%H (All HH)		100.0%	57.9%	8.3%	68.2%	34.9%	33.3%	76.1%
%H (TV HH)			57.9%	8.3%	68.2%	34.9%	33.3%	
3	217	217	146	22	154	104	50	187
%V	16.4%	17.2%	20.1%	19.6%	18.8%	25.5%	12.1%	19.0%
%H (All HH)		100.0%	67.3%	10.1%	71.0%	47.9%	23.0%	86.2%
%H (TV HH)			67.3%	10.1%	71.0%	47.9%	23.0%	
4	91	91	65	10	70	54	17	86
%V	6.9%	7.2%	8.9%	8.9%	8.5%	13.2%	4.1%	8.7%
%H (All HH)		100.0%	71.4%	11.0%	76.9%	59.3%	18.7%	94.5%
%H (TV HH)			71.4%	11.0%	76.9%	59.3%	18.7%	
5+	50	50	40	3	42	35	7	50
%V	3.8%	4.0%	5.5%	2.7%	5.1%	8.6%	1.7%	5.1%
%H (All HH)		100.0%	80.0%	6.0%	84.0%	70.0%	14.0%	100.0%
%H (TV HH)			80.0%	6.0%	84.0%	70.0%	14.0%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1263	727	112	820	408	412	983
%H (All HH)		95.5%	55.0%	8.5%	62.0%	30.8%	31.1%	74.3%
%H (TV HH)			57.6%	8.9%	64.9%	32.3%	32.6%	
Under 20"	288	288	174	21	215	123	92	219
%V	21.8%	22.8%	23.9%	18.8%	26.2%	30.1%	22.3%	22.3%
%H (All HH)		100.0%	60.4%	7.3%	74.7%	42.7%	31.9%	76.0%
%H (TV HH)			60.4%	7.3%	74.7%	42.7%	31.9%	
20" - 29"	487	487	280	41	357	194	163	364
%V	36.8%	38.6%	38.5%	36.6%	43.5%	47.5%	39.6%	37.0%
%H (All HH)		100.0%	57.5%	8.4%	73.3%	39.8%	33.5%	74.7%
%H (TV HH)			57.5%	8.4%	73.3%	39.8%	33.5%	
30" - 39"	712	712	413	63	479	247	232	544
%V	53.8%	56.4%	56.8%	56.3%	58.4%	60.5%	56.3%	55.3%
%H (All HH)		100.0%	58.0%	8.8%	67.3%	34.7%	32.6%	76.4%
%H (TV HH)			58.0%	8.8%	67.3%	34.7%	32.6%	
40" and over	601	601	406	61	370	239	131	516
%V	45.4%	47.6%	55.8%	54.5%	45.1%	58.6%	31.8%	52.5%
%H (All HH)		100.0%	67.6%	10.1%	61.6%	39.8%	21.8%	85.9%
%H (TV HH)			67.6%	10.1%	61.6%	39.8%	21.8%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1263	727	112	820	408	412	983
%H (All HH)		95.5%	55.0%	8.5%	62.0%	30.8%	31.1%	74.3%
%H (TV HH)			57.6%	8.9%	64.9%	32.3%	32.6%	
Main living room	1248	1248	722	111	809	404	405	938
%V	94.3%	98.8%	99.3%	99.1%	98.7%	99.0%	98.3%	95.4%
%H (All HH)		100.0%	57.9%	8.9%	64.8%	32.4%	32.5%	75.2%
%H (TV HH)			57.9%	8.9%	64.8%	32.4%	32.5%	
Kitchen	182	182	114	12	148	91	57	146
%V	13.8%	14.4%	15.7%	10.7%	18.0%	22.3%	13.8%	14.9%
%H (All HH)		100.0%	62.6%	6.6%	81.3%	50.0%	31.3%	80.2%
%H (TV HH)			62.6%	6.6%	81.3%	50.0%	31.3%	
Adult's bedroom	576	576	371	54	414	263	151	479
%V	43.5%	45.6%	51.0%	48.2%	50.5%	64.5%	36.7%	48.7%
%H (All HH)		100.0%	64.4%	9.4%	71.9%	45.7%	26.2%	83.2%
%H (TV HH)			64.4%	9.4%	71.9%	45.7%	26.2%	
Child's bedroom	143	143	102	15	94	68	26	132
%V	10.8%	11.3%	14.0%	13.4%	11.5%	16.7%	6.3%	13.4%
%H (All HH)		100.0%	71.3%	10.5%	65.7%	47.6%	18.2%	92.3%
%H (TV HH)			71.3%	10.5%	65.7%	47.6%	18.2%	
Other bedroom	66	66	48	4	47	35	13	59
%V	5.0%	5.2%	6.6%	3.6%	5.7%	8.6%	3.2%	6.0%
%H (All HH)		100.0%	72.7%	6.1%	71.2%	53.0%	19.7%	89.4%
%H (TV HH)			72.7%	6.1%	71.2%	53.0%	19.7%	
Second living/dining room	166	166	108	17	123	82	42	139
%V	12.5%	13.1%	14.9%	15.2%	15.0%	20.1%	10.2%	14.1%
%H (All HH)		100.0%	65.1%	10.2%	74.1%	49.4%	25.3%	83.7%
%H (TV HH)			65.1%	10.2%	74.1%	49.4%	25.3%	
Study/office	11	11	8	1	8	6	2	10
%V	0.8%	0.9%	1.1%	0.9%	1.0%	1.5%	0.5%	1.0%
%H (All HH)		100.0%	72.7%	9.1%	72.7%	54.5%	18.2%	90.9%
%H (TV HH)			72.7%	9.1%	72.7%	54.5%	18.2%	
TV room	9	9	7	0	6	4	1	9
%V	0.7%	0.7%	1.0%	0.0%	0.7%	1.0%	0.2%	0.9%
%H (All HH)		100.0%	77.8%	0.0%	66.7%	44.4%	11.1%	100.0%
%H (TV HH)			77.8%	0.0%	66.7%	44.4%	11.1%	
Conservatory	23	23	16	1	19	13	6	22
%V	1.7%	1.8%	2.2%	0.9%	2.3%	3.2%	1.5%	2.2%
%H (All HH)		100.0%	69.6%	4.3%	82.6%	56.5%	26.1%	95.7%
%H (TV HH)			69.6%	4.3%	82.6%	56.5%	26.1%	
Attic or loft room	4	4	3	1	3	2	0	4
%V	0.3%	0.3%	0.4%	0.9%	0.4%	0.5%	0.0%	0.4%
%H (All HH)		100.0%	75.0%	25.0%	75.0%	50.0%	0.0%	100.0%
%H (TV HH)			75.0%	25.0%	75.0%	50.0%	0.0%	
No specific location	1	1	1	0	0	0	0	1
%V	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
%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	9	9	7	0	7	5	2	9
%V	0.7%	0.7%	1.0%	0.0%	0.9%	1.2%	0.5%	0.9%
%H (All HH)		100.0%	77.8%	0.0%	77.8%	55.6%	22.2%	100.0%
%H (TV HH)			77.8%	0.0%	77.8%	55.6%	22.2%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

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	1323	1263	727	112	820	408	412	983
%H (All HH)		95.5%	55.0%	8.5%	62.0%	30.8%	31.1%	74.3%
%H (TV HH)			57.6%	8.9%	64.9%	32.3%	32.6%	
Any DSAT provider	727	727	727	5	361	361	0	595
%V	55.0%	57.6%	100.0%	4.5%	44.0%	88.5%	0.0%	60.5%
%H (All HH)			100.0%	0.7%	49.7%	49.7%	0.0%	81.8%
%H (TV HH)			100.0%	0.7%	49.7%	49.7%	0.0%	
Sky with subcription	598	598	598	3	297	297	0	504
%V	45.2%	47.3%	82.3%	2.7%	36.2%	72.8%	0.0%	51.3%
%H (All HH)			100.0%	0.5%	49.7%	49.7%	0.0%	84.3%
%H (TV HH)			100.0%	0.5%	49.7%	49.7%	0.0%	
Sky without subscription	65	65	65	1	31	31	0	43
%V	4.9%	5.1%	8.9%	0.9%	3.8%	7.6%	0.0%	4.4%
%H (All HH)			100.0%	1.5%	47.7%	47.7%	0.0%	66.2%
%H (TV HH)			100.0%	1.5%	47.7%	47.7%	0.0%	
Freesat	72	72	72	1	34	34	0	56
%V	5.4%	5.7%	9.9%	0.9%	4.1%	8.3%	0.0%	5.7%
%H (All HH)			100.0%	1.4%	47.2%	47.2%	0.0%	77.8%
%H (TV HH)			100.0%	1.4%	47.2%	47.2%	0.0%	
Other satellite provider	11	11	11	0	7	7	0	10
%V	0.8%	0.9%	1.5%	0.0%	0.9%	1.7%	0.0%	1.0%
%H (All HH)			100.0%	0.0%	63.6%	63.6%	0.0%	90.9%
%H (TV HH)			100.0%	0.0%	63.6%	63.6%	0.0%	
DCAB	112	112	5	112	50	50	0	95
%V	8.5%	8.9%	0.7%	100.0%	6.1%	12.3%	0.0%	9.7%
%H (All HH)			4.5%	100.0%	44.6%	44.6%	0.0%	84.8%
%H (TV HH)			4.5%	100.0%	44.6%	44.6%	0.0%	
DTT	820	820	361	50	820	408	412	594
%V	62.0%	64.9%	49.7%	44.6%	100.0%	100.0%	100.0%	60.4%
%H (All HH)		100.0%	44.0%	6.1%	100.0%	49.8%	50.2%	72.4%
%H (TV HH)			44.0%	6.1%	100.0%	49.8%	50.2%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

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	1323	1263	727	112	820	408	412	983
%H (All HH)		95.5%	55.0%	8.5%	62.0%	30.8%	31.1%	74.3%
%H (TV HH)			57.6%	8.9%	64.9%	32.3%	32.6%	
PVR	807	807	587	94	475	346	129	694
%V	61.0%	63.9%	80.7%	83.9%	57.9%	84.8%	31.3%	70.6%
%H (All HH)		100.0%	72.7%	11.6%	58.9%	42.9%	16.0%	86.0%
%H (TV HH)			72.7%	11.6%	58.9%	42.9%	16.0%	
DVDR	61	61	34	6	46	24	22	48
%V	4.6%	4.8%	4.7%	5.4%	5.6%	5.9%	5.3%	4.9%
%H (All HH)		100.0%	55.7%	9.8%	75.4%	39.3%	36.1%	78.7%
%H (TV HH)			55.7%	9.8%	75.4%	39.3%	36.1%	
VCR	26	26	11	4	20	10	11	15
%V	2.0%	2.1%	1.5%	3.6%	2.4%	2.5%	2.7%	1.5%
%H (All HH)		100.0%	42.3%	15.4%	76.9%	38.5%	42.3%	57.7%
%H (TV HH)			42.3%	15.4%	76.9%	38.5%	42.3%	
Any recorder	838	838	597	95	501	352	148	714
%V	63.3%	66.3%	82.1%	84.8%	61.1%	86.3%	35.9%	72.6%
%H (All HH)		100.0%	71.2%	11.3%	59.8%	42.0%	17.7%	85.2%
%H (TV HH)			71.2%	11.3%	59.8%	42.0%	17.7%	
Receives HDTV (via STB or built-in reception)	619	619	420	75	384	255	128	539
%V	46.8%	49.0%	57.8%	67.0%	46.8%	62.5%	31.1%	54.8%
%H (All HH)		100.0%	67.9%	12.1%	62.0%	41.2%	20.7%	87.1%
%H (TV HH)			67.9%	12.1%	62.0%	41.2%	20.7%	
DVD/Blu-ray player or recorder	991	991	597	92	658	358	300	781
%V	74.9%	78.5%	82.1%	82.1%	80.2%	87.7%	72.8%	79.5%
%H (All HH)		100.0%	60.2%	9.3%	66.4%	36.1%	30.3%	78.8%
%H (TV HH)			60.2%	9.3%	66.4%	36.1%	30.3%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1323	1263	727	112	820	408	412	983
%V (All HH)		95.5%	55.0%	8.5%	62.0%	30.8%	31.1%	74.3%
%H (TV HH)			57.6%	8.9%	64.9%	32.3%	32.6%	
Has broadband internet	983	948	595	95	594	347	247	983
%V	74.3%	75.1%	81.8%	84.8%	72.4%	85.0%	60.0%	100.0%
%H (All HH)		96.4%	60.5%	9.7%	60.4%	35.3%	25.1%	100.0%
%H (TV HH)			62.8%	10.0%	62.7%	36.6%	26.1%	
Number of computers (PCs and laptops)								
0	318	297	123	17	209	52	157	21
%V	24.0%	23.5%	16.9%	15.2%	25.5%	12.7%	38.1%	2.1%
%H (All HH)		93.4%	38.7%	5.3%	65.7%	16.4%	49.4%	6.6%
%H (TV HH)			41.4%	5.7%	70.4%	17.5%	52.9%	
1	393	369	212	32	234	112	121	362
%V	29.7%	29.2%	29.2%	28.6%	28.5%	27.5%	29.4%	36.8%
%H (All HH)		93.9%	53.9%	8.1%	59.5%	28.5%	30.8%	92.1%
%H (TV HH)			57.5%	8.7%	63.4%	30.4%	32.8%	
2	282	276	174	26	176	103	73	273
%V	21.3%	21.9%	23.9%	23.2%	21.5%	25.2%	17.7%	27.8%
%H (All HH)		97.9%	61.7%	9.2%	62.4%	36.5%	25.9%	96.8%
%H (TV HH)			63.0%	9.4%	63.8%	37.3%	26.4%	
3	155	152	103	15	95	63	33	153
%V	11.7%	12.0%	14.2%	13.4%	11.6%	15.4%	8.0%	15.6%
%H (All HH)		98.1%	66.5%	9.7%	61.3%	40.6%	21.3%	98.7%
%H (TV HH)			67.8%	9.9%	62.5%	41.4%	21.7%	
4	85	82	56	10	50	35	15	84
%V	6.4%	6.5%	7.7%	8.9%	6.1%	8.6%	3.6%	8.5%
%H (All HH)		96.5%	65.9%	11.8%	58.8%	41.2%	17.6%	98.8%
%H (TV HH)			68.3%	12.2%	61.0%	42.7%	18.3%	
5+	90	87	59	12	56	42	13	89
%V	6.8%	6.9%	8.1%	10.7%	6.8%	10.3%	3.2%	9.1%
%H (All HH)		96.7%	65.6%	13.3%	62.2%	46.7%	14.4%	98.9%
%H (TV HH)			67.8%	13.8%	64.4%	48.3%	14.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2641	1648	240	1829	1086	743	2138
%H		62.4%	9.1%	69.3%	41.1%	28.1%	81.0%
Under 20"	371	228	27	282	168	114	288
%V	14.0%	13.8%	11.3%	15.4%	15.5%	15.3%	13.5%
%H		61.5%	7.3%	76.0%	45.3%	30.7%	77.6%
20" - 29"	633	380	54	472	276	196	494
%V	24.0%	23.1%	22.5%	25.8%	25.4%	26.4%	23.1%
%H		60.0%	8.5%	74.6%	43.6%	31.0%	78.0%
30" - 39"	880	528	80	599	329	270	696
%V	33.3%	32.0%	33.3%	32.8%	30.3%	36.3%	32.6%
%H		60.0%	9.1%	68.1%	37.4%	30.7%	79.1%
40" and over	719	495	76	450	303	147	630
%V	27.2%	30.0%	31.7%	24.6%	27.9%	19.8%	29.5%
%H		68.8%	10.6%	62.6%	42.1%	20.4%	87.6%
Don't know	38	18	3	27	10	17	30
%V	1.4%	1.1%	1.3%	1.5%	0.9%	2.3%	1.4%
%H		47.4%	7.9%	71.1%	26.3%	44.7%	78.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2641	1648	240	1829	1086	743	2138
%H		62.4%	9.1%	69.3%	41.1%	28.1%	81.0%
Main living room	1254	725	112	814	406	408	943
%V	47.5%	44.0%	46.7%	44.5%	37.4%	54.9%	44.1%
%H		57.8%	8.9%	64.9%	32.4%	32.5%	75.2%
Kitchen	182	114	12	149	92	57	147
%V	6.9%	6.9%	5.0%	8.1%	8.5%	7.7%	6.9%
%H		62.6%	6.6%	81.9%	50.5%	31.3%	80.8%
Adult's bedroom	694	451	69	507	333	174	590
%V	26.3%	27.4%	28.8%	27.7%	30.7%	23.4%	27.6%
%H		65.0%	9.9%	73.1%	48.0%	25.1%	85.0%
Child's bedroom	199	144	20	131	97	34	186
%V	7.5%	8.7%	8.3%	7.2%	8.9%	4.6%	8.7%
%H		72.4%	10.1%	65.8%	48.7%	17.1%	93.5%
Other bedroom	83	60	5	60	43	17	75
%V	3.1%	3.6%	2.1%	3.3%	4.0%	2.3%	3.5%
%H		72.3%	6.0%	72.3%	51.8%	20.5%	90.4%
Second living/dining room	169	110	18	126	83	42	142
%V	6.4%	6.7%	7.5%	6.9%	7.6%	5.7%	6.6%
%H		65.1%	10.7%	74.6%	49.1%	24.9%	84.0%
Study/office	12	9	1	9	7	2	11
%V	0.5%	0.5%	0.4%	0.5%	0.6%	0.3%	0.5%
%H		75.0%	8.3%	75.0%	58.3%	16.7%	91.7%
TV room	9	7	0	6	4	1	9
%V	0.3%	0.4%	0.0%	0.3%	0.4%	0.1%	0.4%
%H		77.8%	0.0%	66.7%	44.4%	11.1%	100.0%
Conservatory	23	16	1	19	13	6	22
%V	0.9%	1.0%	0.4%	1.0%	1.2%	0.8%	1.0%
%H		69.6%	4.3%	82.6%	56.5%	26.1%	95.7%
Attic or loft room	4	3	1	3	2	0	4
%V	0.2%	0.2%	0.4%	0.2%	0.2%	0.0%	0.2%
%H		75.0%	25.0%	75.0%	50.0%	0.0%	100.0%
No specific location	1	1	0	0	0	0	1
%V	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Other	9	7	0	7	5	2	9
%V	0.3%	0.4%	0.0%	0.4%	0.5%	0.3%	0.4%
%H		77.8%	0.0%	77.8%	55.6%	22.2%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2641	1648	240	1829	1086	743	2138
%H		62.4%	9.1%	69.3%	41.1%	28.1%	81.0%
PVR	1077	809	127	612	465	147	944
%V	40.8%	49.1%	52.9%	33.5%	42.8%	19.8%	44.2%
%H		75.1%	11.8%	56.8%	43.2%	13.6%	87.7%
DVDR	67	37	6	50	26	24	52
%V	2.5%	2.2%	2.5%	2.7%	2.4%	3.2%	2.4%
%H		55.2%	9.0%	74.6%	38.8%	35.8%	77.6%
VCR	28	12	4	22	11	12	16
%V	1.1%	0.7%	1.7%	1.2%	1.0%	1.6%	0.7%
%H		42.9%	14.3%	78.6%	39.3%	42.9%	57.1%
Any recorder	1123	829	129	651	481	171	975
%V	42.5%	50.3%	53.8%	35.6%	44.3%	23.0%	45.6%
%H		73.8%	11.5%	58.0%	42.8%	15.2%	86.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2641	1648	240	1829	1086	743	2138
%H		62.4%	9.1%	69.3%	41.1%	28.1%	81.0%
Receives HDTV (via STB or built-in reception)	861	591	111	543	376	167	763
%V	32.6%	35.9%	46.3%	29.7%	34.6%	22.5%	35.7%
%H		68.6%	12.9%	63.1%	43.7%	19.4%	88.6%
DVD/Blu-ray player or recorder	1483	935	140	1040	631	409	1225
%V	56.2%	56.7%	58.3%	56.9%	58.1%	55.0%	57.3%
%H		63.0%	9.4%	70.1%	42.5%	27.6%	82.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1261	727	112	819	408	411	946
%H		57.7%	8.9%	64.9%	32.4%	32.6%	75.0%
Under 20"	20	6	1	15	4	12	9
%V	1.6%	0.8%	0.9%	1.8%	1.0%	2.9%	1.0%
%H		30.0%	5.0%	75.0%	20.0%	60.0%	45.0%
20" - 29"	161	65	13	113	33	80	88
%V	12.8%	8.9%	11.6%	13.8%	8.1%	19.5%	9.3%
%H		40.4%	8.1%	70.2%	20.5%	49.7%	54.7%
30" - 39"	496	264	40	335	144	191	349
%V	39.3%	36.3%	35.7%	40.9%	35.3%	46.5%	36.9%
%H		53.2%	8.1%	67.5%	29.0%	38.5%	70.4%
40" and over	573	388	58	350	225	125	492
%V	45.4%	53.4%	51.8%	42.7%	55.1%	30.4%	52.0%
%H		67.7%	10.1%	61.1%	39.3%	21.8%	85.9%
Don't know	10	4	1	6	2	4	8
%V	0.8%	0.6%	0.9%	0.7%	0.5%	1.0%	0.8%
%H		40.0%	10.0%	60.0%	20.0%	40.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1261	727	112	819	408	411	946
%H		57.7%	8.9%	64.9%	32.4%	32.6%	75.0%
PVR	785	574	93	456	335	122	676
%V	62.3%	79.0%	83.0%	55.7%	82.1%	29.7%	71.5%
%H		73.1%	11.8%	58.1%	42.7%	15.5%	86.1%
DVDR	52	28	5	38	19	19	39
%V	4.1%	3.9%	4.5%	4.6%	4.7%	4.6%	4.1%
%H		53.8%	9.6%	73.1%	36.5%	36.5%	75.0%
VCR	20	7	4	15	6	9	11
%V	1.6%	1.0%	3.6%	1.8%	1.5%	2.2%	1.2%
%H		35.0%	20.0%	75.0%	30.0%	45.0%	55.0%
Any recorder	815	584	93	481	341	140	695
%V	64.6%	80.3%	83.0%	58.7%	83.6%	34.1%	73.5%
%H		71.7%	11.4%	59.0%	41.8%	17.2%	85.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1261	727	112	819	408	411	946
%H		57.7%	8.9%	64.9%	32.4%	32.6%	75.0%
Receives HDTV (via STB or built-in reception)	597	407	72	365	243	122	520
%V	47.3%	56.0%	64.3%	44.6%	59.6%	29.7%	55.0%
%H		68.2%	12.1%	61.1%	40.7%	20.4%	87.1%
DVD/Blu-ray player or recorder	909	545	85	594	317	277	713
%V	72.1%	75.0%	75.9%	72.5%	77.7%	67.4%	75.4%
%H		60.0%	9.4%	65.3%	34.9%	30.5%	78.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Set level data

Table 13.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1380	921	128	1010	678	333	1192
%H		66.7%	9.3%	73.2%	49.1%	24.1%	86.4%
Under 20"	351	222	27	266	164	102	279
%V	25.4%	24.1%	21.1%	26.3%	24.2%	30.6%	23.4%
%H		63.2%	7.7%	75.8%	46.7%	29.1%	79.5%
20" - 29"	473	314	42	359	243	116	407
%V	34.3%	34.1%	32.8%	35.5%	35.8%	34.8%	34.1%
%H		66.4%	8.9%	75.9%	51.4%	24.5%	86.0%
30" - 39"	383	264	40	264	185	79	348
%V	27.8%	28.7%	31.3%	26.1%	27.3%	23.7%	29.2%
%H		68.9%	10.4%	68.9%	48.3%	20.6%	90.9%
40" and over	146	107	18	100	78	22	137
%V	10.6%	11.6%	14.1%	9.9%	11.5%	6.6%	11.5%
%H		73.3%	12.3%	68.5%	53.4%	15.1%	93.8%
Don't know	28	13	2	21	8	13	23
%V	2.0%	1.4%	1.6%	2.1%	1.2%	3.9%	1.9%
%H		46.4%	7.1%	75.0%	28.6%	46.4%	82.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1380	921	128	1010	678	333	1192
%H		66.7%	9.3%	73.2%	49.1%	24.1%	86.4%
PVR	292	235	34	156	130	25	268
%V	21.2%	25.5%	26.6%	15.4%	19.2%	7.5%	22.5%
%H		80.5%	11.6%	53.4%	44.5%	8.6%	91.8%
DVDR	15	9	1	12	7	5	13
%V	1.1%	1.0%	0.8%	1.2%	1.0%	1.5%	1.1%
%H		60.0%	6.7%	80.0%	46.7%	33.3%	86.7%
VCR	8	5	1	7	5	2	5
%V	0.6%	0.5%	0.8%	0.7%	0.7%	0.6%	0.4%
%H		62.5%	12.5%	87.5%	62.5%	25.0%	62.5%
Any recorder	308	244	36	170	139	31	280
%V	22.3%	26.5%	28.1%	16.8%	20.5%	9.3%	23.5%
%H		79.2%	11.7%	55.2%	45.1%	10.1%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1380	921	128	1010	678	333	1192
%H		66.7%	9.3%	73.2%	49.1%	24.1%	86.4%
Receives HDTV (via STB or built-in reception)	264	184	39	178	133	45	242
%V	19.1%	20.0%	30.5%	17.6%	19.6%	13.5%	20.3%
%H		69.7%	14.8%	67.4%	50.4%	17.0%	91.7%
DVD/Blu-ray player or recorder	574	391	55	446	314	132	513
%V	41.6%	42.5%	43.0%	44.2%	46.3%	39.6%	43.0%
%H		68.1%	9.6%	77.7%	54.7%	23.0%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3050	2940	1818	284	1874	1067	807	2528
%H		96.4%	59.6%	9.3%	61.4%	35.0%	26.5%	82.9%
Total Children	557	544	369	53	318	203	115	509
%V	18.3%	18.5%	20.3%	18.7%	17.0%	19.0%	14.3%	20.1%
%H		97.7%	66.2%	9.5%	57.1%	36.4%	20.6%	91.4%
0 - 3	147	142	92	15	76	43	33	128
%V	4.8%	4.8%	5.1%	5.3%	4.1%	4.0%	4.1%	5.1%
%H		96.6%	62.6%	10.2%	51.7%	29.3%	22.4%	87.1%
4 - 15	410	402	276	38	243	160	83	381
%V	13.4%	13.7%	15.2%	13.4%	13.0%	15.0%	10.3%	15.1%
%H		98.0%	67.3%	9.3%	59.3%	39.0%	20.2%	92.9%
4 - 9	210	206	143	19	119	78	41	193
%V	6.9%	7.0%	7.9%	6.7%	6.4%	7.3%	5.1%	7.6%
%H		98.1%	68.1%	9.0%	56.7%	37.1%	19.5%	91.9%
10 - 15	200	196	134	20	123	82	41	188
%V	6.6%	6.7%	7.4%	7.0%	6.6%	7.7%	5.1%	7.4%
%H		98.0%	67.0%	10.0%	61.5%	41.0%	20.5%	94.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3050	2940	1818	284	1874	1067	807	2528
%H		96.4%	59.6%	9.3%	61.4%	35.0%	26.5%	82.9%
Total Adults (16+)	2492	2396	1449	231	1556	864	692	2019
%V	81.7%	81.5%	79.7%	81.3%	83.0%	81.0%	85.7%	79.9%
%H		96.1%	58.1%	9.3%	62.4%	34.7%	27.8%	81.0%
16 - 19	135	130	83	14	89	58	31	127
%V	4.4%	4.4%	4.6%	4.9%	4.7%	5.4%	3.8%	5.0%
%H		96.3%	61.5%	10.4%	65.9%	43.0%	23.0%	94.1%
20 - 24	213	197	109	27	118	68	51	193
%V	7.0%	6.7%	6.0%	9.5%	6.3%	6.4%	6.3%	7.6%
%H		92.5%	51.2%	12.7%	55.4%	31.9%	23.9%	90.6%
25 - 34	376	360	232	34	209	124	85	341
%V	12.3%	12.2%	12.8%	12.0%	11.2%	11.6%	10.5%	13.5%
%H		95.7%	61.7%	9.0%	55.6%	33.0%	22.6%	90.7%
35 - 44	360	348	228	36	212	133	79	329
%V	11.8%	11.8%	12.5%	12.7%	11.3%	12.5%	9.8%	13.0%
%H		96.7%	63.3%	10.0%	58.9%	36.9%	21.9%	91.4%
45 - 54	430	415	277	45	268	174	94	381
%V	14.1%	14.1%	15.2%	15.8%	14.3%	16.3%	11.6%	15.1%
%H		96.5%	64.4%	10.5%	62.3%	40.5%	21.9%	88.6%
55 - 64	378	364	220	31	242	129	113	310
%V	12.4%	12.4%	12.1%	10.9%	12.9%	12.1%	14.0%	12.3%
%H		96.3%	58.2%	8.2%	64.0%	34.1%	29.9%	82.0%
65+	600	583	299	45	418	179	239	338
%V	19.7%	19.8%	16.4%	15.8%	22.3%	16.8%	29.6%	13.4%
%H		97.2%	49.8%	7.5%	69.7%	29.8%	39.8%	56.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2492	2396	1449	231	1556	864	692	2019
%H		96.1%	58.1%	9.3%	62.4%	34.7%	27.8%	81.0%
AB	528	512	317	52	340	198	142	485
%V	21.2%	21.4%	21.9%	22.5%	21.9%	22.9%	20.5%	24.0%
%H		97.0%	60.0%	9.8%	64.4%	37.5%	26.9%	91.9%
C1	641	612	357	67	394	221	173	564
%V	25.7%	25.5%	24.6%	29.0%	25.3%	25.6%	25.0%	27.9%
%H		95.5%	55.7%	10.5%	61.5%	34.5%	27.0%	88.0%
C2	642	622	408	54	403	245	158	525
%V	25.8%	26.0%	28.2%	23.4%	25.9%	28.4%	22.8%	26.0%
%H		96.9%	63.6%	8.4%	62.8%	38.2%	24.6%	81.8%
D	437	421	245	38	268	132	136	316
%V	17.5%	17.6%	16.9%	16.5%	17.2%	15.3%	19.7%	15.7%
%H		96.3%	56.1%	8.7%	61.3%	30.2%	31.1%	72.3%
E	244	230	122	20	150	67	83	129
%V	9.8%	9.6%	8.4%	8.7%	9.6%	7.8%	12.0%	6.4%
%H		94.3%	50.0%	8.2%	61.5%	27.5%	34.0%	52.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2492	2396	1449	231	1556	864	692	2019
%H		96.1%	58.1%	9.3%	62.4%	34.7%	27.8%	81.0%
Working full time	1087	1056	703	102	660	417	243	1002
%V	43.6%	44.1%	48.5%	44.2%	42.4%	48.3%	35.1%	49.6%
%H		97.1%	64.7%	9.4%	60.7%	38.4%	22.4%	92.2%
Working part time	222	214	131	25	134	76	59	196
%V	8.9%	8.9%	9.0%	10.8%	8.6%	8.8%	8.5%	9.7%
%H		96.4%	59.0%	11.3%	60.4%	34.2%	26.6%	88.3%
Not working	1184	1126	615	104	762	372	391	822
%V	47.5%	47.0%	42.4%	45.0%	49.0%	43.1%	56.5%	40.7%
%H		95.1%	51.9%	8.8%	64.4%	31.4%	33.0%	69.4%
Housewife/Houseperson	1323	1263	727	112	820	408	412	983
%V	53.1%	52.7%	50.2%	48.5%	52.7%	47.2%	59.5%	48.7%
%H		95.5%	55.0%	8.5%	62.0%	30.8%	31.1%	74.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1217	1163	722	112	743	429	314	1008
%H		95.6%	59.3%	9.2%	61.1%	35.3%	25.8%	82.8%
16 - 19	71	68	46	6	45	31	14	67
%V	5.8%	5.8%	6.4%	5.4%	6.1%	7.2%	4.5%	6.6%
%H		95.8%	64.8%	8.5%	63.4%	43.7%	19.7%	94.4%
20 - 24	108	98	58	13	60	39	21	100
%V	8.9%	8.4%	8.0%	11.6%	8.1%	9.1%	6.7%	9.9%
%H		90.7%	53.7%	12.0%	55.6%	36.1%	19.4%	92.6%
25 - 34	190	181	115	17	104	61	43	172
%V	15.6%	15.6%	15.9%	15.2%	14.0%	14.2%	13.7%	17.1%
%H		95.3%	60.5%	8.9%	54.7%	32.1%	22.6%	90.5%
35 - 44	178	171	111	18	102	63	39	161
%V	14.6%	14.7%	15.4%	16.1%	13.7%	14.7%	12.4%	16.0%
%H		96.1%	62.4%	10.1%	57.3%	35.4%	21.9%	90.4%
45 - 54	210	202	134	22	127	81	46	186
%V	17.3%	17.4%	18.6%	19.6%	17.1%	18.9%	14.6%	18.5%
%H		96.2%	63.8%	10.5%	60.5%	38.6%	21.9%	88.6%
55 - 64	184	177	110	15	115	64	52	151
%V	15.1%	15.2%	15.2%	13.4%	15.5%	14.9%	16.6%	15.0%
%H		96.2%	59.8%	8.2%	62.5%	34.8%	28.3%	82.1%
65+	276	267	148	21	190	91	99	171
%V	22.7%	23.0%	20.5%	18.8%	25.6%	21.2%	31.5%	17.0%
%H		96.7%	53.6%	7.6%	68.8%	33.0%	35.9%	62.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1217	1163	722	112	743	429	314	1008
%H		95.6%	59.3%	9.2%	61.1%	35.3%	25.8%	82.8%
AB	263	254	162	25	168	101	67	244
%V	21.6%	21.8%	22.4%	22.3%	22.6%	23.5%	21.3%	24.2%
%H		96.6%	61.6%	9.5%	63.9%	38.4%	25.5%	92.8%
C1	304	287	174	33	178	106	72	279
%V	25.0%	24.7%	24.1%	29.5%	24.0%	24.7%	22.9%	27.7%
%H		94.4%	57.2%	10.9%	58.6%	34.9%	23.7%	91.8%
C2	338	326	214	28	210	127	84	276
%V	27.8%	28.0%	29.6%	25.0%	28.3%	29.6%	26.8%	27.4%
%H		96.4%	63.3%	8.3%	62.1%	37.6%	24.9%	81.7%
D	206	198	118	16	125	63	62	153
%V	16.9%	17.0%	16.3%	14.3%	16.8%	14.7%	19.7%	15.2%
%H		96.1%	57.3%	7.8%	60.7%	30.6%	30.1%	74.3%
E	105	97	54	10	61	31	30	56
%V	8.6%	8.3%	7.5%	8.9%	8.2%	7.2%	9.6%	5.6%
%H		92.4%	51.4%	9.5%	58.1%	29.5%	28.6%	53.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1217	1163	722	112	743	429	314	1008
%H		95.6%	59.3%	9.2%	61.1%	35.3%	25.8%	82.8%
Working full time	653	631	421	58	388	242	146	597
%V	53.7%	54.3%	58.3%	51.8%	52.2%	56.4%	46.5%	59.2%
%H		96.6%	64.5%	8.9%	59.4%	37.1%	22.4%	91.4%
Working part time	47	46	28	5	29	17	13	39
%V	3.9%	4.0%	3.9%	4.5%	3.9%	4.0%	4.1%	3.9%
%H		97.9%	59.6%	10.6%	61.7%	36.2%	27.7%	83.0%
Not working	518	487	273	49	326	171	155	372
%V	42.6%	41.9%	37.8%	43.8%	43.9%	39.9%	49.4%	36.9%
%H		94.0%	52.7%	9.5%	62.9%	33.0%	29.9%	71.8%
Housewife/Houseperson	259	233	122	19	143	56	87	160
%V	21.3%	20.0%	16.9%	17.0%	19.2%	13.1%	27.7%	15.9%
%H		90.0%	47.1%	7.3%	55.2%	21.6%	33.6%	61.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1233	727	119	813	435	378	1011
%H		96.7%	57.0%	9.3%	63.8%	34.1%	29.6%	79.3%
16 - 19	64	62	38	7	44	26	17	60
%V	5.0%	5.0%	5.2%	5.9%	5.4%	6.0%	4.5%	5.9%
%H		96.9%	59.4%	10.9%	68.8%	40.6%	26.6%	93.8%
20 - 24	105	99	51	15	59	29	30	93
%V	8.2%	8.0%	7.0%	12.6%	7.3%	6.7%	7.9%	9.2%
%H		94.3%	48.6%	14.3%	56.2%	27.6%	28.6%	88.6%
25 - 34	186	179	117	16	105	63	42	169
%V	14.6%	14.5%	16.1%	13.4%	12.9%	14.5%	11.1%	16.7%
%H		96.2%	62.9%	8.6%	56.5%	33.9%	22.6%	90.9%
35 - 44	182	177	117	18	110	70	40	169
%V	14.3%	14.4%	16.1%	15.1%	13.5%	16.1%	10.6%	16.7%
%H		97.3%	64.3%	9.9%	60.4%	38.5%	22.0%	92.9%
45 - 54	219	213	143	23	141	92	49	195
%V	17.2%	17.3%	19.7%	19.3%	17.3%	21.1%	13.0%	19.3%
%H		97.3%	65.3%	10.5%	64.4%	42.0%	22.4%	89.0%
55 - 64	194	187	111	16	126	65	61	159
%V	15.2%	15.2%	15.3%	13.4%	15.5%	14.9%	16.1%	15.7%
%H		96.4%	57.2%	8.2%	64.9%	33.5%	31.4%	82.0%
65+	324	315	151	24	229	88	140	166
%V	25.4%	25.5%	20.8%	20.2%	28.2%	20.2%	37.0%	16.4%
%H		97.2%	46.6%	7.4%	70.7%	27.2%	43.2%	51.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1233	727	119	813	435	378	1011
%H		96.7%	57.0%	9.3%	63.8%	34.1%	29.6%	79.3%
AB	264	257	155	27	172	96	75	241
%V	20.7%	20.8%	21.3%	22.7%	21.2%	22.1%	19.8%	23.8%
%H		97.3%	58.7%	10.2%	65.2%	36.4%	28.4%	91.3%
C1	337	324	183	34	216	115	101	285
%V	26.4%	26.3%	25.2%	28.6%	26.6%	26.4%	26.7%	28.2%
%H		96.1%	54.3%	10.1%	64.1%	34.1%	30.0%	84.6%
C2	304	295	194	26	193	118	74	250
%V	23.8%	23.9%	26.7%	21.8%	23.7%	27.1%	19.6%	24.7%
%H		97.0%	63.8%	8.6%	63.5%	38.8%	24.3%	82.2%
D	231	223	126	22	143	69	75	163
%V	18.1%	18.1%	17.3%	18.5%	17.6%	15.9%	19.8%	16.1%
%H		96.5%	54.5%	9.5%	61.9%	29.9%	32.5%	70.6%
E	139	133	69	10	88	36	53	72
%V	10.9%	10.8%	9.5%	8.4%	10.8%	8.3%	14.0%	7.1%
%H		95.7%	49.6%	7.2%	63.3%	25.9%	38.1%	51.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1233	727	119	813	435	378	1011
%H		96.7%	57.0%	9.3%	63.8%	34.1%	29.6%	79.3%
Working full time	434	425	282	44	272	175	97	405
%V	34.0%	34.5%	38.8%	37.0%	33.5%	40.2%	25.7%	40.1%
%H		97.9%	65.0%	10.1%	62.7%	40.3%	22.4%	93.3%
Working part time	175	169	103	20	105	59	46	156
%V	13.7%	13.7%	14.2%	16.8%	12.9%	13.6%	12.2%	15.4%
%H		96.6%	58.9%	11.4%	60.0%	33.7%	26.3%	89.1%
Not working	666	639	343	55	436	200	235	450
%V	52.2%	51.8%	47.2%	46.2%	53.6%	46.0%	62.2%	44.5%
%H		95.9%	51.5%	8.3%	65.5%	30.0%	35.3%	67.6%
Housewife/Houseperson	1064	1030	605	93	677	352	324	823
%V	83.5%	83.5%	83.2%	78.2%	83.3%	80.9%	85.7%	81.4%
%H		96.8%	56.9%	8.7%	63.6%	33.1%	30.5%	77.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Midlands West

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC Midlands West

Household level data

Table 14.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2654	2520	984	493	1969	925	1044	2039
%H (All HH)		95.0%	37.1%	18.6%	74.2%	34.9%	39.3%	76.8%
%H (TV HH)			39.0%	19.6%	78.1%	36.7%	41.4%	
AB	669	641	263	128	495	244	251	615
%V	25.2%	25.4%	26.7%	26.0%	25.1%	26.4%	24.0%	30.2%
%H (All HH)		95.8%	39.3%	19.1%	74.0%	36.5%	37.5%	91.9%
%H (TV HH)			41.0%	20.0%	77.2%	38.1%	39.2%	
C1	681	647	269	142	504	266	238	578
%V	25.7%	25.7%	27.3%	28.8%	25.6%	28.8%	22.8%	28.3%
%H (All HH)		95.0%	39.5%	20.9%	74.0%	39.1%	34.9%	84.9%
%H (TV HH)			41.6%	21.9%	77.9%	41.1%	36.8%	
C2	586	561	228	120	440	226	214	463
%V	22.1%	22.3%	23.2%	24.3%	22.3%	24.4%	20.5%	22.7%
%H (All HH)		95.7%	38.9%	20.5%	75.1%	38.6%	36.5%	79.0%
%H (TV HH)			40.6%	21.4%	78.4%	40.3%	38.1%	
D	415	395	146	67	303	121	181	253
%V	15.6%	15.7%	14.8%	13.6%	15.4%	13.1%	17.3%	12.4%
%H (All HH)		95.2%	35.2%	16.1%	73.0%	29.2%	43.6%	61.0%
%H (TV HH)			37.0%	17.0%	76.7%	30.6%	45.8%	
E	302	276	77	37	228	68	159	130
%V	11.4%	11.0%	7.8%	7.5%	11.6%	7.4%	15.2%	6.4%
%H (All HH)		91.4%	25.5%	12.3%	75.5%	22.5%	52.6%	43.0%
%H (TV HH)			27.9%	13.4%	82.6%	24.6%	57.6%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2654	2520	984	493	1969	925	1044	2039
%H (All HH)		95.0%	37.1%	18.6%	74.2%	34.9%	39.3%	76.8%
%H (TV HH)			39.0%	19.6%	78.1%	36.7%	41.4%	
Under 25	119	99	24	21	76	26	50	102
%V	4.5%	3.9%	2.4%	4.3%	3.9%	2.8%	4.8%	5.0%
%H (All HH)		83.2%	20.2%	17.6%	63.9%	21.8%	42.0%	85.7%
%H (TV HH)			24.2%	21.2%	76.8%	26.3%	50.5%	
25 - 34	391	365	166	82	250	138	112	358
%V	14.7%	14.5%	16.9%	16.6%	12.7%	14.9%	10.7%	17.6%
%H (All HH)		93.4%	42.5%	21.0%	63.9%	35.3%	28.6%	91.6%
%H (TV HH)			45.5%	22.5%	68.5%	37.8%	30.7%	
35 - 44	437	421	209	99	304	186	118	399
%V	16.5%	16.7%	21.2%	20.1%	15.4%	20.1%	11.3%	19.6%
%H (All HH)		96.3%	47.8%	22.7%	69.6%	42.6%	27.0%	91.3%
%H (TV HH)			49.6%	23.5%	72.2%	44.2%	28.0%	
45 - 54	519	495	227	105	387	221	166	464
%V	19.6%	19.6%	23.1%	21.3%	19.7%	23.9%	15.9%	22.8%
%H (All HH)		95.4%	43.7%	20.2%	74.6%	42.6%	32.0%	89.4%
%H (TV HH)			45.9%	21.2%	78.2%	44.6%	33.5%	
55 - 64	437	419	162	82	335	160	176	345
%V	16.5%	16.6%	16.5%	16.6%	17.0%	17.3%	16.9%	16.9%
%H (All HH)		95.9%	37.1%	18.8%	76.7%	36.6%	40.3%	78.9%
%H (TV HH)			38.7%	19.6%	80.0%	38.2%	42.0%	
65 +	750	720	197	106	616	194	423	371
%V	28.3%	28.6%	20.0%	21.5%	31.3%	21.0%	40.5%	18.2%
%H (All HH)		96.0%	26.3%	14.1%	82.1%	25.9%	56.4%	49.5%
%H (TV HH)			27.4%	14.7%	85.6%	26.9%	58.8%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2654	2520	984	493	1969	925	1044	2039
%H (All HH)		95.0%	37.1%	18.6%	74.2%	34.9%	39.3%	76.8%
%H (TV HH)			39.0%	19.6%	78.1%	36.7%	41.4%	
1	795	729	175	100	613	161	452	405
%V	30.0%	28.9%	17.8%	20.3%	31.1%	17.4%	43.3%	19.9%
%H (All HH)		91.7%	22.0%	12.6%	77.1%	20.3%	56.9%	50.9%
%H (TV HH)			24.0%	13.7%	84.1%	22.1%	62.0%	
2	905	870	345	175	688	338	350	740
%V	34.1%	34.5%	35.1%	35.5%	34.9%	36.5%	33.5%	36.3%
%H (All HH)		96.1%	38.1%	19.3%	76.0%	37.3%	38.7%	81.8%
%H (TV HH)			39.7%	20.1%	79.1%	38.9%	40.2%	
3	416	401	186	97	300	181	119	382
%V	15.7%	15.9%	18.9%	19.7%	15.2%	19.6%	11.4%	18.7%
%H (All HH)		96.4%	44.7%	23.3%	72.1%	43.5%	28.6%	91.8%
%H (TV HH)			46.4%	24.2%	74.8%	45.1%	29.7%	
4	333	322	171	73	241	161	80	319
%V	12.5%	12.8%	17.4%	14.8%	12.2%	17.4%	7.7%	15.6%
%H (All HH)		96.7%	51.4%	21.9%	72.4%	48.3%	24.0%	95.8%
%H (TV HH)			53.1%	22.7%	74.8%	50.0%	24.8%	
5+	204	197	108	49	128	85	43	192
%V	7.7%	7.8%	11.0%	9.9%	6.5%	9.2%	4.1%	9.4%
%H (All HH)		96.6%	52.9%	24.0%	62.7%	41.7%	21.1%	94.1%
%H (TV HH)			54.8%	24.9%	65.0%	43.1%	21.8%	
Average HH size	2.38	2.40	2.75	2.64	2.31	2.69	1.97	2.64

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2654	2520	984	493	1969	925	1044	2039
%H (All HH)		95.0%	37.1%	18.6%	74.2%	34.9%	39.3%	76.8%
%H (TV HH)			39.0%	19.6%	78.1%	36.7%	41.4%	
Without	1962	1848	649	334	1499	629	870	1390
%V	73.9%	73.3%	66.0%	67.7%	76.1%	68.0%	83.3%	68.2%
%H (All HH)		94.2%	33.1%	17.0%	76.4%	32.1%	44.3%	70.8%
%H (TV HH)			35.1%	18.1%	81.1%	34.0%	47.1%	
With	692	672	335	159	471	297	174	649
%V	26.1%	26.7%	34.0%	32.3%	23.9%	32.1%	16.7%	31.8%
%H (All HH)		97.1%	48.4%	23.0%	68.1%	42.9%	25.1%	93.8%
%H (TV HH)			49.9%	23.7%	70.1%	44.2%	25.9%	
0 - 3	279	267	130	60	179	106	72	256
%V	10.5%	10.6%	13.2%	12.2%	9.1%	11.5%	6.9%	12.6%
%H (All HH)		95.7%	46.6%	21.5%	64.2%	38.0%	25.8%	91.8%
%H (TV HH)			48.7%	22.5%	67.0%	39.7%	27.0%	
4 - 9	355	343	176	81	238	152	86	331
%V	13.4%	13.6%	17.9%	16.4%	12.1%	16.4%	8.2%	16.2%
%H (All HH)		96.6%	49.6%	22.8%	67.0%	42.8%	24.2%	93.2%
%H (TV HH)			51.3%	23.6%	69.4%	44.3%	25.1%	
10 - 15	320	312	162	79	225	149	75	305
%V	12.1%	12.4%	16.5%	16.0%	11.4%	16.1%	7.2%	15.0%
%H (All HH)		97.5%	50.6%	24.7%	70.3%	46.6%	23.4%	95.3%
%H (TV HH)			51.9%	25.3%	72.1%	47.8%	24.0%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2654	2520	984	493	1969	925	1044	2039
%H (All HH)		95.0%	37.1%	18.6%	74.2%	34.9%	39.3%	76.8%
%H (TV HH)			39.0%	19.6%	78.1%	36.7%	41.4%	
1	1002	1002	322	149	714	197	517	660
%V	37.8%	39.8%	32.7%	30.2%	36.3%	21.3%	49.5%	32.4%
%H (All HH)		100.0%	32.1%	14.9%	71.3%	19.7%	51.6%	65.9%
%H (TV HH)			32.1%	14.9%	71.3%	19.7%	51.6%	
2	851	851	324	189	680	338	342	680
%V	32.1%	33.8%	32.9%	38.3%	34.5%	36.5%	32.8%	33.3%
%H (All HH)		100.0%	38.1%	22.2%	79.9%	39.7%	40.2%	79.9%
%H (TV HH)			38.1%	22.2%	79.9%	39.7%	40.2%	
3	414	414	193	94	357	223	133	374
%V	15.6%	16.4%	19.6%	19.1%	18.1%	24.1%	12.7%	18.3%
%H (All HH)		100.0%	46.6%	22.7%	86.2%	53.9%	32.1%	90.3%
%H (TV HH)			46.6%	22.7%	86.2%	53.9%	32.1%	
4	165	165	93	38	140	105	35	157
%V	6.2%	6.5%	9.5%	7.7%	7.1%	11.4%	3.4%	7.7%
%H (All HH)		100.0%	56.4%	23.0%	84.8%	63.6%	21.2%	95.2%
%H (TV HH)			56.4%	23.0%	84.8%	63.6%	21.2%	
5+	88	88	51	23	79	62	17	86
%V	3.3%	3.5%	5.2%	4.7%	4.0%	6.7%	1.6%	4.2%
%H (All HH)		100.0%	58.0%	26.1%	89.8%	70.5%	19.3%	97.7%
%H (TV HH)			58.0%	26.1%	89.8%	70.5%	19.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2654	2520	984	493	1969	925	1044	2039
%H (All HH)		95.0%	37.1%	18.6%	74.2%	34.9%	39.3%	76.8%
%H (TV HH)			39.0%	19.6%	78.1%	36.7%	41.4%	
Under 20"	598	598	228	123	525	272	253	489
%V	22.5%	23.7%	23.2%	24.9%	26.7%	29.4%	24.2%	24.0%
%H (All HH)		100.0%	38.1%	20.6%	87.8%	45.5%	42.3%	81.8%
%H (TV HH)			38.1%	20.6%	87.8%	45.5%	42.3%	
20" - 29"	951	951	365	197	793	398	395	737
%V	35.8%	37.7%	37.1%	40.0%	40.3%	43.0%	37.8%	36.1%
%H (All HH)		100.0%	38.4%	20.7%	83.4%	41.9%	41.5%	77.5%
%H (TV HH)			38.4%	20.7%	83.4%	41.9%	41.5%	
30" - 39"	1362	1362	540	260	1094	530	564	1071
%V	51.3%	54.0%	54.9%	52.7%	55.6%	57.3%	54.0%	52.5%
%H (All HH)		100.0%	39.6%	19.1%	80.3%	38.9%	41.4%	78.6%
%H (TV HH)			39.6%	19.1%	80.3%	38.9%	41.4%	
40" and over	1128	1128	554	277	844	539	305	1007
%V	42.5%	44.8%	56.3%	56.2%	42.9%	58.3%	29.2%	49.4%
%H (All HH)		100.0%	49.1%	24.6%	74.8%	47.8%	27.0%	89.3%
%H (TV HH)			49.1%	24.6%	74.8%	47.8%	27.0%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2654	2520	984	493	1969	925	1044	2039
%V (All HH)		95.0%	37.1%	18.6%	74.2%	34.9%	39.3%	76.8%
%H (TV HH)			39.0%	19.6%	78.1%	36.7%	41.4%	
Main living room	2491	2491	975	491	1951	919	1032	1934
%V	93.9%	98.8%	99.1%	99.6%	99.1%	99.4%	98.9%	94.9%
%H (All HH)		100.0%	39.1%	19.7%	78.3%	36.9%	41.4%	77.6%
%H (TV HH)			39.1%	19.7%	78.3%	36.9%	41.4%	
Kitchen	323	323	137	61	288	160	127	271
%V	12.2%	12.8%	13.9%	12.4%	14.6%	17.3%	12.2%	13.3%
%H (All HH)		100.0%	42.4%	18.9%	89.2%	49.5%	39.3%	83.9%
%H (TV HH)			42.4%	18.9%	89.2%	49.5%	39.3%	
Adult's bedroom	1118	1118	487	264	941	564	377	967
%V	42.1%	44.4%	49.5%	53.5%	47.8%	61.0%	36.1%	47.4%
%H (All HH)		100.0%	43.6%	23.6%	84.2%	50.4%	33.7%	86.5%
%H (TV HH)			43.6%	23.6%	84.2%	50.4%	33.7%	
Child's bedroom	274	274	145	71	219	158	61	263
%V	10.3%	10.9%	14.7%	14.4%	11.1%	17.1%	5.8%	12.9%
%H (All HH)		100.0%	52.9%	25.9%	79.9%	57.7%	22.3%	96.0%
%H (TV HH)			52.9%	25.9%	79.9%	57.7%	22.3%	
Other bedroom	122	122	58	31	103	68	35	109
%V	4.6%	4.8%	5.9%	6.3%	5.2%	7.4%	3.4%	5.3%
%H (All HH)		100.0%	47.5%	25.4%	84.4%	55.7%	28.7%	89.3%
%H (TV HH)			47.5%	25.4%	84.4%	55.7%	28.7%	
Second living/dining room	272	272	138	58	222	140	81	232
%V	10.2%	10.8%	14.0%	11.8%	11.3%	15.1%	7.8%	11.4%
%H (All HH)		100.0%	50.7%	21.3%	81.6%	51.5%	29.8%	85.3%
%H (TV HH)			50.7%	21.3%	81.6%	51.5%	29.8%	
Study/office	37	37	15	9	31	18	14	34
%V	1.4%	1.5%	1.5%	1.8%	1.6%	1.9%	1.3%	1.7%
%H (All HH)		100.0%	40.5%	24.3%	83.8%	48.6%	37.8%	91.9%
%H (TV HH)			40.5%	24.3%	83.8%	48.6%	37.8%	
TV room	15	15	7	3	14	8	6	15
%V	0.6%	0.6%	0.7%	0.6%	0.7%	0.9%	0.6%	0.7%
%H (All HH)		100.0%	46.7%	20.0%	93.3%	53.3%	40.0%	100.0%
%H (TV HH)			46.7%	20.0%	93.3%	53.3%	40.0%	
Conservatory	66	66	35	14	57	38	19	62
%V	2.5%	2.6%	3.6%	2.8%	2.9%	4.1%	1.8%	3.0%
%H (All HH)		100.0%	53.0%	21.2%	86.4%	57.6%	28.8%	93.9%
%H (TV HH)			53.0%	21.2%	86.4%	57.6%	28.8%	
Attic or loft room	8	8	4	2	7	4	3	8
%V	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%	0.3%	0.4%
%H (All HH)		100.0%	50.0%	25.0%	87.5%	50.0%	37.5%	100.0%
%H (TV HH)			50.0%	25.0%	87.5%	50.0%	37.5%	
No specific location	4	4	3	0	4	3	1	4
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	75.0%	0.0%	100.0%	75.0%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	100.0%	75.0%	25.0%	
Other	14	14	9	2	11	8	3	13
%V	0.5%	0.6%	0.9%	0.4%	0.6%	0.9%	0.3%	0.6%
%H (All HH)		100.0%	64.3%	14.3%	78.6%	57.1%	21.4%	92.9%
%H (TV HH)			64.3%	14.3%	78.6%	57.1%	21.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Household level data

Table 14.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2654	2520	984	493	1969	925	1044	2039
%H (All HH)		95.0%	37.1%	18.6%	74.2%	34.9%	39.3%	76.8%
%H (TV HH)			39.0%	19.6%	78.1%	36.7%	41.4%	
Any DSAT provider	984	984	984	22	624	624	0	855
%V	37.1%	39.0%	100.0%	4.5%	31.7%	67.5%	0.0%	41.9%
%H (All HH)			100.0%	2.2%	63.4%	63.4%	0.0%	86.9%
%H (TV HH)			100.0%	2.2%	63.4%	63.4%	0.0%	
Sky with subcription	782	782	782	13	511	511	0	702
%V	29.5%	31.0%	79.5%	2.6%	26.0%	55.2%	0.0%	34.4%
%H (All HH)			100.0%	1.7%	65.3%	65.3%	0.0%	89.8%
%H (TV HH)			100.0%	1.7%	65.3%	65.3%	0.0%	
Sky without subscription	73	73	73	4	37	37	0	55
%V	2.8%	2.9%	7.4%	0.8%	1.9%	4.0%	0.0%	2.7%
%H (All HH)			100.0%	5.5%	50.7%	50.7%	0.0%	75.3%
%H (TV HH)			100.0%	5.5%	50.7%	50.7%	0.0%	
Freesat	130	130	130	5	82	82	0	102
%V	4.9%	5.2%	13.2%	1.0%	4.2%	8.9%	0.0%	5.0%
%H (All HH)			100.0%	3.8%	63.1%	63.1%	0.0%	78.5%
%H (TV HH)			100.0%	3.8%	63.1%	63.1%	0.0%	
Other satellite provider	32	32	32	1	16	16	0	30
%V	1.2%	1.3%	3.3%	0.2%	0.8%	1.7%	0.0%	1.5%
%H (All HH)			100.0%	3.1%	50.0%	50.0%	0.0%	93.8%
%H (TV HH)			100.0%	3.1%	50.0%	50.0%	0.0%	
DCAB	493	493	22	493	317	317	0	441
%V	18.6%	19.6%	2.2%	100.0%	16.1%	34.3%	0.0%	21.6%
%H (All HH)			4.5%	100.0%	64.3%	64.3%	0.0%	89.5%
%H (TV HH)			4.5%	100.0%	64.3%	64.3%	0.0%	
DTT	1969	1969	624	317	1969	925	1044	1482
%V	74.2%	78.1%	63.4%	64.3%	100.0%	100.0%	100.0%	72.7%
%H (All HH)		100.0%	31.7%	16.1%	100.0%	47.0%	53.0%	75.3%
%H (TV HH)			31.7%	16.1%	100.0%	47.0%	53.0%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

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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	2654	2520	984	493	1969	925	1044	2039
%H (All HH)		95.0%	37.1%	18.6%	74.2%	34.9%	39.3%	76.8%
%H (TV HH)			39.0%	19.6%	78.1%	36.7%	41.4%	
PVR	1536	1536	810	398	1125	780	345	1365
%V	57.9%	61.0%	82.3%	80.7%	57.1%	84.3%	33.0%	66.9%
%H (All HH)		100.0%	52.7%	25.9%	73.2%	50.8%	22.5%	88.9%
%H (TV HH)			52.7%	25.9%	73.2%	50.8%	22.5%	
DVDR	93	93	34	18	73	32	41	79
%V	3.5%	3.7%	3.5%	3.7%	3.7%	3.5%	3.9%	3.9%
%H (All HH)		100.0%	36.6%	19.4%	78.5%	34.4%	44.1%	84.9%
%H (TV HH)			36.6%	19.4%	78.5%	34.4%	44.1%	
VCR	64	64	16	9	57	16	41	37
%V	2.4%	2.5%	1.6%	1.8%	2.9%	1.7%	3.9%	1.8%
%H (All HH)		100.0%	25.0%	14.1%	89.1%	25.0%	64.1%	57.8%
%H (TV HH)			25.0%	14.1%	89.1%	25.0%	64.1%	
Any recorder	1598	1598	818	402	1180	785	396	1400
%V	60.2%	63.4%	83.1%	81.5%	59.9%	84.9%	37.9%	68.7%
%H (All HH)		100.0%	51.2%	25.2%	73.8%	49.1%	24.8%	87.6%
%H (TV HH)			51.2%	25.2%	73.8%	49.1%	24.8%	
Receives HDTV (via STB or built-in reception)	1441	1441	679	378	1090	686	403	1284
%V	54.3%	57.2%	69.0%	76.7%	55.4%	74.2%	38.6%	63.0%
%H (All HH)		100.0%	47.1%	26.2%	75.6%	47.6%	28.0%	89.1%
%H (TV HH)			47.1%	26.2%	75.6%	47.6%	28.0%	
DVD/Blu-ray player or recorder	1929	1929	784	390	1531	758	773	1568
%V	72.7%	76.5%	79.7%	79.1%	77.8%	81.9%	74.0%	76.9%
%H (All HH)		100.0%	40.6%	20.2%	79.4%	39.3%	40.1%	81.3%
%H (TV HH)			40.6%	20.2%	79.4%	39.3%	40.1%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2654	2520	984	493	1969	925	1044	2039
%H (All HH)		95.0%	37.1%	18.6%	74.2%	34.9%	39.3%	76.8%
%H (TV HH)			39.0%	19.6%	78.1%	36.7%	41.4%	
Has broadband internet	2039	1957	855	441	1482	821	661	2039
%V	76.8%	77.7%	86.9%	89.5%	75.3%	88.8%	63.3%	100.0%
%H (All HH)		96.0%	41.9%	21.6%	72.7%	40.3%	32.4%	100.0%
%H (TV HH)			43.7%	22.5%	75.7%	42.0%	33.8%	
Number of computers (PCs and laptops)								
0	581	534	127	52	458	102	356	47
%V	21.9%	21.2%	12.9%	10.5%	23.3%	11.0%	34.1%	2.3%
%H (All HH)		91.9%	21.9%	9.0%	78.8%	17.6%	61.3%	8.1%
%H (TV HH)			23.8%	9.7%	85.8%	19.1%	66.7%	
1	796	747	267	144	580	250	330	731
%V	30.0%	29.6%	27.1%	29.2%	29.5%	27.0%	31.6%	35.9%
%H (All HH)		93.8%	33.5%	18.1%	72.9%	31.4%	41.5%	91.8%
%H (TV HH)			35.7%	19.3%	77.6%	33.5%	44.2%	
2	584	568	246	131	421	232	189	572
%V	22.0%	22.5%	25.0%	26.6%	21.4%	25.1%	18.1%	28.1%
%H (All HH)		97.3%	42.1%	22.4%	72.1%	39.7%	32.4%	97.9%
%H (TV HH)			43.3%	23.1%	74.1%	40.8%	33.3%	
3	338	329	159	79	245	154	92	337
%V	12.7%	13.1%	16.2%	16.0%	12.4%	16.6%	8.8%	16.5%
%H (All HH)		97.3%	47.0%	23.4%	72.5%	45.6%	27.2%	99.7%
%H (TV HH)			48.3%	24.0%	74.5%	46.8%	28.0%	
4	177	170	85	43	136	91	44	176
%V	6.7%	6.7%	8.6%	8.7%	6.9%	9.8%	4.2%	8.6%
%H (All HH)		96.0%	48.0%	24.3%	76.8%	51.4%	24.9%	99.4%
%H (TV HH)			50.0%	25.3%	80.0%	53.5%	25.9%	
5+	177	172	99	43	130	97	33	177
%V	6.7%	6.8%	10.1%	8.7%	6.6%	10.5%	3.2%	8.7%
%H (All HH)		97.2%	55.9%	24.3%	73.4%	54.8%	18.6%	100.0%
%H (TV HH)			57.6%	25.0%	75.6%	56.4%	19.2%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5082	2202	1088	4131	2300	1831	4237
%H		43.3%	21.4%	81.3%	45.3%	36.0%	83.4%
Under 20"	764	301	165	676	368	308	640
%V	15.0%	13.7%	15.2%	16.4%	16.0%	16.8%	15.1%
%H		39.4%	21.6%	88.5%	48.2%	40.3%	83.8%
20" - 29"	1224	492	258	1033	549	484	981
%V	24.1%	22.3%	23.7%	25.0%	23.9%	26.4%	23.2%
%H		40.2%	21.1%	84.4%	44.9%	39.5%	80.1%
30" - 39"	1641	678	318	1321	675	647	1326
%V	32.3%	30.8%	29.2%	32.0%	29.3%	35.3%	31.3%
%H		41.3%	19.4%	80.5%	41.1%	39.4%	80.8%
40" and over	1340	681	335	1003	662	341	1213
%V	26.4%	30.9%	30.8%	24.3%	28.8%	18.6%	28.6%
%H		50.8%	25.0%	74.9%	49.4%	25.4%	90.5%
Don't know	113	49	12	97	46	52	76
%V	2.2%	2.2%	1.1%	2.3%	2.0%	2.8%	1.8%
%H		43.4%	10.6%	85.8%	40.7%	46.0%	67.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5082	2202	1088	4131	2300	1831	4237
%H		43.3%	21.4%	81.3%	45.3%	36.0%	83.4%
Main living room	2496	977	492	1955	922	1033	1939
%V	49.1%	44.4%	45.2%	47.3%	40.1%	56.4%	45.8%
%H		39.1%	19.7%	78.3%	36.9%	41.4%	77.7%
Kitchen	325	138	61	290	161	129	274
%V	6.4%	6.3%	5.6%	7.0%	7.0%	7.0%	6.5%
%H		42.5%	18.8%	89.2%	49.5%	39.7%	84.3%
Adult's bedroom	1330	606	314	1122	697	425	1170
%V	26.2%	27.5%	28.9%	27.2%	30.3%	23.2%	27.6%
%H		45.6%	23.6%	84.4%	52.4%	32.0%	88.0%
Child's bedroom	362	196	92	290	213	78	348
%V	7.1%	8.9%	8.5%	7.0%	9.3%	4.3%	8.2%
%H		54.1%	25.4%	80.1%	58.8%	21.5%	96.1%
Other bedroom	143	68	40	122	84	38	128
%V	2.8%	3.1%	3.7%	3.0%	3.7%	2.1%	3.0%
%H		47.6%	28.0%	85.3%	58.7%	26.6%	89.5%
Second living/dining room	277	141	59	225	143	82	237
%V	5.5%	6.4%	5.4%	5.4%	6.2%	4.5%	5.6%
%H		50.9%	21.3%	81.2%	51.6%	29.6%	85.6%
Study/office	39	17	9	32	18	14	36
%V	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
%H		43.6%	23.1%	82.1%	46.2%	35.9%	92.3%
TV room	15	7	3	14	8	6	15
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%
%H		46.7%	20.0%	93.3%	53.3%	40.0%	100.0%
Conservatory	67	35	14	57	38	19	62
%V	1.3%	1.6%	1.3%	1.4%	1.7%	1.0%	1.5%
%H		52.2%	20.9%	85.1%	56.7%	28.4%	92.5%
Attic or loft room	8	4	2	7	4	3	8
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	25.0%	87.5%	50.0%	37.5%	100.0%
No specific location	4	4	0	4	4	1	4
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	25.0%	100.0%
Other	16	10	2	13	8	4	15
%V	0.3%	0.5%	0.2%	0.3%	0.3%	0.2%	0.4%
%H		62.5%	12.5%	81.3%	50.0%	25.0%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5082	2202	1088	4131	2300	1831	4237
%H		43.3%	21.4%	81.3%	45.3%	36.0%	83.4%
PVR	1993	1101	530	1427	1039	388	1800
%V	39.2%	50.0%	48.7%	34.5%	45.2%	21.2%	42.5%
%H		55.2%	26.6%	71.6%	52.1%	19.5%	90.3%
DVDR	103	41	20	80	37	44	88
%V	2.0%	1.9%	1.8%	1.9%	1.6%	2.4%	2.1%
%H		39.8%	19.4%	77.7%	35.9%	42.7%	85.4%
VCR	65	16	9	58	16	42	38
%V	1.3%	0.7%	0.8%	1.4%	0.7%	2.3%	0.9%
%H		24.6%	13.8%	89.2%	24.6%	64.6%	58.5%
Any recorder	2077	1116	541	1503	1055	448	1851
%V	40.9%	50.7%	49.7%	36.4%	45.9%	24.5%	43.7%
%H		53.7%	26.0%	72.4%	50.8%	21.6%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5082	2202	1088	4131	2300	1831	4237
%H		43.3%	21.4%	81.3%	45.3%	36.0%	83.4%
Receives HDTV (via STB or built-in reception)	2072	1004	552	1592	1042	551	1874
%V	40.8%	45.6%	50.7%	38.5%	45.3%	30.1%	44.2%
%H		48.5%	26.6%	76.8%	50.3%	26.6%	90.4%
DVD/Blu-ray player or recorder	2825	1239	601	2302	1281	1020	2392
%V	55.6%	56.3%	55.2%	55.7%	55.7%	55.7%	56.5%
%H		43.9%	21.3%	81.5%	45.3%	36.1%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2514	983	493	1968	925	1043	1952
%H		39.1%	19.6%	78.3%	36.8%	41.5%	77.6%
Under 20"	46	4	3	43	5	39	23
%V	1.8%	0.4%	0.6%	2.2%	0.5%	3.7%	1.2%
%H		8.7%	6.5%	93.5%	10.9%	84.8%	50.0%
20" - 29"	337	81	51	280	75	205	207
%V	13.4%	8.2%	10.3%	14.2%	8.1%	19.7%	10.6%
%H		24.0%	15.1%	83.1%	22.3%	60.8%	61.4%
30" - 39"	990	343	168	796	317	479	722
%V	39.4%	34.9%	34.1%	40.4%	34.3%	45.9%	37.0%
%H		34.6%	17.0%	80.4%	32.0%	48.4%	72.9%
40" and over	1085	536	266	806	516	290	971
%V	43.2%	54.5%	54.0%	41.0%	55.8%	27.8%	49.7%
%H		49.4%	24.5%	74.3%	47.6%	26.7%	89.5%
Don't know	55	19	5	43	13	30	29
%V	2.2%	1.9%	1.0%	2.2%	1.4%	2.9%	1.5%
%H		34.5%	9.1%	78.2%	23.6%	54.5%	52.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2514	983	493	1968	925	1043	1952
%H		39.1%	19.6%	78.3%	36.8%	41.5%	77.6%
PVR	1503	793	393	1097	764	332	1336
%V	59.8%	80.7%	79.7%	55.7%	82.6%	31.8%	68.4%
%H		52.8%	26.1%	73.0%	50.8%	22.1%	88.9%
DVDR	79	30	13	60	24	36	68
%V	3.1%	3.1%	2.6%	3.0%	2.6%	3.5%	3.5%
%H		38.0%	16.5%	75.9%	30.4%	45.6%	86.1%
VCR	52	12	6	46	11	35	29
%V	2.1%	1.2%	1.2%	2.3%	1.2%	3.4%	1.5%
%H		23.1%	11.5%	88.5%	21.2%	67.3%	55.8%
Any recorder	1563	802	396	1150	770	380	1370
%V	62.2%	81.6%	80.3%	58.4%	83.2%	36.4%	70.2%
%H		51.3%	25.3%	73.6%	49.3%	24.3%	87.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2514	983	493	1968	925	1043	1952
%H		39.1%	19.6%	78.3%	36.8%	41.5%	77.6%
Receives HDTV (via STB or built-in reception)	1397	664	365	1051	666	385	1246
%V	55.6%	67.5%	74.0%	53.4%	72.0%	36.9%	63.8%
%H		47.5%	26.1%	75.2%	47.7%	27.6%	89.2%
DVD/Blu-ray player or recorder	1813	734	364	1430	699	731	1469
%V	72.1%	74.7%	73.8%	72.7%	75.6%	70.1%	75.3%
%H		40.5%	20.1%	78.9%	38.6%	40.3%	81.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2568	1219	595	2163	1375	788	2285
%H		47.5%	23.2%	84.2%	53.5%	30.7%	89.0%
Under 20"	717	297	161	633	364	269	617
%V	27.9%	24.4%	27.1%	29.3%	26.5%	34.1%	27.0%
%H		41.4%	22.5%	88.3%	50.8%	37.5%	86.1%
20" - 29"	886	411	207	753	475	279	774
%V	34.5%	33.7%	34.8%	34.8%	34.5%	35.4%	33.9%
%H		46.4%	23.4%	85.0%	53.6%	31.5%	87.4%
30" - 39"	651	335	150	526	358	168	604
%V	25.4%	27.5%	25.2%	24.3%	26.0%	21.3%	26.4%
%H		51.5%	23.0%	80.8%	55.0%	25.8%	92.8%
40" and over	255	145	69	196	146	51	242
%V	9.9%	11.9%	11.6%	9.1%	10.6%	6.5%	10.6%
%H		56.9%	27.1%	76.9%	57.3%	20.0%	94.9%
Don't know	58	31	7	55	33	22	47
%V	2.3%	2.5%	1.2%	2.5%	2.4%	2.8%	2.1%
%H		53.4%	12.1%	94.8%	56.9%	37.9%	81.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2568	1219	595	2163	1375	788	2285
%H		47.5%	23.2%	84.2%	53.5%	30.7%	89.0%
PVR	490	307	137	330	275	55	464
%V	19.1%	25.2%	23.0%	15.3%	20.0%	7.0%	20.3%
%H		62.7%	28.0%	67.3%	56.1%	11.2%	94.7%
DVDR	24	10	8	20	13	7	20
%V	0.9%	0.8%	1.3%	0.9%	0.9%	0.9%	0.9%
%H		41.7%	33.3%	83.3%	54.2%	29.2%	83.3%
VCR	13	3	3	12	5	7	9
%V	0.5%	0.2%	0.5%	0.6%	0.4%	0.9%	0.4%
%H		23.1%	23.1%	92.3%	38.5%	53.8%	69.2%
Any recorder	514	313	145	354	286	68	482
%V	20.0%	25.7%	24.4%	16.4%	20.8%	8.6%	21.1%
%H		60.9%	28.2%	68.9%	55.6%	13.2%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2568	1219	595	2163	1375	788	2285
%H		47.5%	23.2%	84.2%	53.5%	30.7%	89.0%
Receives HDTV (via STB or built-in reception)	675	340	187	541	376	165	628
%V	26.3%	27.9%	31.4%	25.0%	27.3%	20.9%	27.5%
%H		50.4%	27.7%	80.1%	55.7%	24.4%	93.0%
DVD/Blu-ray player or recorder	1012	505	237	872	583	289	924
%V	39.4%	41.4%	39.8%	40.3%	42.4%	36.7%	40.4%
%H		49.9%	23.4%	86.2%	57.6%	28.6%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6315	6051	2707	1301	4546	2486	2060	5373
%H		95.8%	42.9%	20.6%	72.0%	39.4%	32.6%	85.1%
Total Children	1239	1199	612	285	826	524	302	1151
%V	19.6%	19.8%	22.6%	21.9%	18.2%	21.1%	14.7%	21.4%
%H		96.8%	49.4%	23.0%	66.7%	42.3%	24.4%	92.9%
0 - 3	328	314	149	71	212	122	89	299
%V	5.2%	5.2%	5.5%	5.5%	4.7%	4.9%	4.3%	5.6%
%H		95.7%	45.4%	21.6%	64.6%	37.2%	27.1%	91.2%
4 - 15	911	886	463	214	614	402	212	852
%V	14.4%	14.6%	17.1%	16.4%	13.5%	16.2%	10.3%	15.9%
%H		97.3%	50.8%	23.5%	67.4%	44.1%	23.3%	93.5%
4 - 9	485	471	247	108	321	207	114	448
%V	7.7%	7.8%	9.1%	8.3%	7.1%	8.3%	5.5%	8.3%
%H		97.1%	50.9%	22.3%	66.2%	42.7%	23.5%	92.4%
10 - 15	426	415	216	106	293	195	98	404
%V	6.7%	6.9%	8.0%	8.1%	6.4%	7.8%	4.8%	7.5%
%H		97.4%	50.7%	24.9%	68.8%	45.8%	23.0%	94.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6315	6051	2707	1301	4546	2486	2060	5373
%H		95.8%	42.9%	20.6%	72.0%	39.4%	32.6%	85.1%
Total Adults (16+)	5076	4852	2095	1015	3720	1962	1758	4223
%V	80.4%	80.2%	77.4%	78.0%	81.8%	78.9%	85.3%	78.6%
%H		95.6%	41.3%	20.0%	73.3%	38.7%	34.6%	83.2%
16 - 19	289	280	140	65	209	130	79	274
%V	4.6%	4.6%	5.2%	5.0%	4.6%	5.2%	3.8%	5.1%
%H		96.9%	48.4%	22.5%	72.3%	45.0%	27.3%	94.8%
20 - 24	420	378	159	88	283	154	128	392
%V	6.7%	6.2%	5.9%	6.8%	6.2%	6.2%	6.2%	7.3%
%H		90.0%	37.9%	21.0%	67.4%	36.7%	30.5%	93.3%
25 - 34	813	760	357	179	519	308	211	754
%V	12.9%	12.6%	13.2%	13.8%	11.4%	12.4%	10.2%	14.0%
%H		93.5%	43.9%	22.0%	63.8%	37.9%	26.0%	92.7%
35 - 44	786	760	387	178	542	338	204	722
%V	12.4%	12.6%	14.3%	13.7%	11.9%	13.6%	9.9%	13.4%
%H		96.7%	49.2%	22.6%	69.0%	43.0%	26.0%	91.9%
45 - 54	906	874	423	186	685	411	274	827
%V	14.3%	14.4%	15.6%	14.3%	15.1%	16.5%	13.3%	15.4%
%H		96.5%	46.7%	20.5%	75.6%	45.4%	30.2%	91.3%
55 - 64	718	692	287	142	546	281	265	593
%V	11.4%	11.4%	10.6%	10.9%	12.0%	11.3%	12.9%	11.0%
%H		96.4%	40.0%	19.8%	76.0%	39.1%	36.9%	82.6%
65+	1144	1106	341	177	936	340	596	661
%V	18.1%	18.3%	12.6%	13.6%	20.6%	13.7%	28.9%	12.3%
%H		96.7%	29.8%	15.5%	81.8%	29.7%	52.1%	57.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5076	4852	2095	1015	3720	1962	1758	4223
%H		95.6%	41.3%	20.0%	73.3%	38.7%	34.6%	83.2%
AB	1342	1292	585	263	989	537	452	1263
%V	26.4%	26.6%	27.9%	25.9%	26.6%	27.4%	25.7%	29.9%
%H		96.3%	43.6%	19.6%	73.7%	40.0%	33.7%	94.1%
C1	1340	1274	573	289	978	561	418	1190
%V	26.4%	26.3%	27.4%	28.5%	26.3%	28.6%	23.8%	28.2%
%H		95.1%	42.8%	21.6%	73.0%	41.9%	31.2%	88.8%
C2	1210	1166	505	265	899	498	401	1020
%V	23.8%	24.0%	24.1%	26.1%	24.2%	25.4%	22.8%	24.2%
%H		96.4%	41.7%	21.9%	74.3%	41.2%	33.1%	84.3%
D	762	730	315	138	536	255	281	538
%V	15.0%	15.0%	15.0%	13.6%	14.4%	13.0%	16.0%	12.7%
%H		95.8%	41.3%	18.1%	70.3%	33.5%	36.9%	70.6%
E	422	390	118	61	318	112	206	212
%V	8.3%	8.0%	5.6%	6.0%	8.5%	5.7%	11.7%	5.0%
%H		92.4%	28.0%	14.5%	75.4%	26.5%	48.8%	50.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5076	4852	2095	1015	3720	1962	1758	4223
%H		95.6%	41.3%	20.0%	73.3%	38.7%	34.6%	83.2%
Working full time	2284	2206	1060	499	1639	985	655	2127
%V	45.0%	45.5%	50.6%	49.2%	44.1%	50.2%	37.3%	50.4%
%H		96.6%	46.4%	21.8%	71.8%	43.1%	28.7%	93.1%
Working part time	533	515	232	113	399	227	172	487
%V	10.5%	10.6%	11.1%	11.1%	10.7%	11.6%	9.8%	11.5%
%H		96.6%	43.5%	21.2%	74.9%	42.6%	32.3%	91.4%
Not working	2260	2131	804	403	1681	750	931	1608
%V	44.5%	43.9%	38.4%	39.7%	45.2%	38.2%	53.0%	38.1%
%H		94.3%	35.6%	17.8%	74.4%	33.2%	41.2%	71.2%
Housewife/Houseperson	2654	2520	984	493	1969	925	1044	2039
%V	52.3%	51.9%	47.0%	48.6%	52.9%	47.1%	59.4%	48.3%
%H		95.0%	37.1%	18.6%	74.2%	34.9%	39.3%	76.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2483	2356	1045	500	1791	970	821	2101
%H		94.9%	42.1%	20.1%	72.1%	39.1%	33.1%	84.6%
16 - 19	152	148	73	37	108	68	41	146
%V	6.1%	6.3%	7.0%	7.4%	6.0%	7.0%	5.0%	6.9%
%H		97.4%	48.0%	24.3%	71.1%	44.7%	27.0%	96.1%
20 - 24	207	186	83	41	139	76	63	194
%V	8.3%	7.9%	7.9%	8.2%	7.8%	7.8%	7.7%	9.2%
%H		89.9%	40.1%	19.8%	67.1%	36.7%	30.4%	93.7%
25 - 34	401	371	171	91	250	149	101	376
%V	16.1%	15.7%	16.4%	18.2%	14.0%	15.4%	12.3%	17.9%
%H		92.5%	42.6%	22.7%	62.3%	37.2%	25.2%	93.8%
35 - 44	389	374	193	85	269	168	101	353
%V	15.7%	15.9%	18.5%	17.0%	15.0%	17.3%	12.3%	16.8%
%H		96.1%	49.6%	21.9%	69.2%	43.2%	26.0%	90.7%
45 - 54	448	428	213	89	333	201	132	405
%V	18.0%	18.2%	20.4%	17.8%	18.6%	20.7%	16.1%	19.3%
%H		95.5%	47.5%	19.9%	74.3%	44.9%	29.5%	90.4%
55 - 64	358	343	138	71	271	137	134	294
%V	14.4%	14.6%	13.2%	14.2%	15.1%	14.1%	16.3%	14.0%
%H		95.8%	38.5%	19.8%	75.7%	38.3%	37.4%	82.1%
65+	527	506	174	86	420	171	249	333
%V	21.2%	21.5%	16.7%	17.2%	23.5%	17.6%	30.3%	15.8%
%H		96.0%	33.0%	16.3%	79.7%	32.4%	47.2%	63.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2483	2356	1045	500	1791	970	821	2101
%H		94.9%	42.1%	20.1%	72.1%	39.1%	33.1%	84.6%
AB	676	650	297	135	495	272	223	640
%V	27.2%	27.6%	28.4%	27.0%	27.6%	28.0%	27.2%	30.5%
%H		96.2%	43.9%	20.0%	73.2%	40.2%	33.0%	94.7%
C1	634	598	280	138	455	272	183	574
%V	25.5%	25.4%	26.8%	27.6%	25.4%	28.0%	22.3%	27.3%
%H		94.3%	44.2%	21.8%	71.8%	42.9%	28.9%	90.5%
C2	644	617	267	136	475	259	216	533
%V	25.9%	26.2%	25.6%	27.2%	26.5%	26.7%	26.3%	25.4%
%H		95.8%	41.5%	21.1%	73.8%	40.2%	33.5%	82.8%
D	365	348	158	68	251	126	125	272
%V	14.7%	14.8%	15.1%	13.6%	14.0%	13.0%	15.2%	12.9%
%H		95.3%	43.3%	18.6%	68.8%	34.5%	34.2%	74.5%
E	164	142	42	23	115	40	75	82
%V	6.6%	6.0%	4.0%	4.6%	6.4%	4.1%	9.1%	3.9%
%H		86.6%	25.6%	14.0%	70.1%	24.4%	45.7%	50.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2483	2356	1045	500	1791	970	821	2101
%H		94.9%	42.1%	20.1%	72.1%	39.1%	33.1%	84.6%
Working full time	1424	1372	661	314	1014	612	402	1328
%V	57.3%	58.2%	63.3%	62.8%	56.6%	63.1%	49.0%	63.2%
%H		96.3%	46.4%	22.1%	71.2%	43.0%	28.2%	93.3%
Working part time	106	99	41	19	79	41	38	88
%V	4.3%	4.2%	3.9%	3.8%	4.4%	4.2%	4.6%	4.2%
%H		93.4%	38.7%	17.9%	74.5%	38.7%	35.8%	83.0%
Not working	952	885	343	166	698	317	381	685
%V	38.3%	37.6%	32.8%	33.2%	39.0%	32.7%	46.4%	32.6%
%H		93.0%	36.0%	17.4%	73.3%	33.3%	40.0%	72.0%
Housewife/Houseperson	563	510	173	87	400	151	249	371
%V	22.7%	21.6%	16.6%	17.4%	22.3%	15.6%	30.3%	17.7%
%H		90.6%	30.7%	15.5%	71.0%	26.8%	44.2%	65.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2594	2496	1050	515	1929	992	937	2122
%H		96.2%	40.5%	19.9%	74.4%	38.2%	36.1%	81.8%
16 - 19	136	133	66	29	101	62	38	128
%V	5.2%	5.3%	6.3%	5.6%	5.2%	6.3%	4.1%	6.0%
%H		97.8%	48.5%	21.3%	74.3%	45.6%	27.9%	94.1%
20 - 24	213	192	76	47	144	79	65	197
%V	8.2%	7.7%	7.2%	9.1%	7.5%	8.0%	6.9%	9.3%
%H		90.1%	35.7%	22.1%	67.6%	37.1%	30.5%	92.5%
25 - 34	412	389	187	88	269	159	110	378
%V	15.9%	15.6%	17.8%	17.1%	13.9%	16.0%	11.7%	17.8%
%H		94.4%	45.4%	21.4%	65.3%	38.6%	26.7%	91.7%
35 - 44	397	386	194	93	273	170	104	369
%V	15.3%	15.5%	18.5%	18.1%	14.2%	17.1%	11.1%	17.4%
%H		97.2%	48.9%	23.4%	68.8%	42.8%	26.2%	92.9%
45 - 54	458	446	211	97	352	210	142	421
%V	17.7%	17.9%	20.1%	18.8%	18.2%	21.2%	15.2%	19.8%
%H		97.4%	46.1%	21.2%	76.9%	45.9%	31.0%	91.9%
55 - 64	360	350	149	70	275	144	131	299
%V	13.9%	14.0%	14.2%	13.6%	14.3%	14.5%	14.0%	14.1%
%H		97.2%	41.4%	19.4%	76.4%	40.0%	36.4%	83.1%
65+	617	600	168	91	516	169	347	328
%V	23.8%	24.0%	16.0%	17.7%	26.7%	17.0%	37.0%	15.5%
%H		97.2%	27.2%	14.7%	83.6%	27.4%	56.2%	53.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2594	2496	1050	515	1929	992	937	2122
%H		96.2%	40.5%	19.9%	74.4%	38.2%	36.1%	81.8%
AB	666	642	288	127	494	265	229	623
%V	25.7%	25.7%	27.4%	24.7%	25.6%	26.7%	24.4%	29.4%
%H		96.4%	43.2%	19.1%	74.2%	39.8%	34.4%	93.5%
C1	706	676	292	151	523	288	235	616
%V	27.2%	27.1%	27.8%	29.3%	27.1%	29.0%	25.1%	29.0%
%H		95.8%	41.4%	21.4%	74.1%	40.8%	33.3%	87.3%
C2	566	549	238	129	424	239	185	487
%V	21.8%	22.0%	22.7%	25.0%	22.0%	24.1%	19.7%	23.0%
%H		97.0%	42.0%	22.8%	74.9%	42.2%	32.7%	86.0%
D	398	381	156	70	285	128	156	265
%V	15.3%	15.3%	14.9%	13.6%	14.8%	12.9%	16.6%	12.5%
%H		95.7%	39.2%	17.6%	71.6%	32.2%	39.2%	66.6%
E	258	248	75	38	203	72	131	130
%V	9.9%	9.9%	7.1%	7.4%	10.5%	7.3%	14.0%	6.1%
%H		96.1%	29.1%	14.7%	78.7%	27.9%	50.8%	50.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2594	2496	1050	515	1929	992	937	2122
%H		96.2%	40.5%	19.9%	74.4%	38.2%	36.1%	81.8%
Working full time	860	834	399	185	625	373	253	800
%V	33.2%	33.4%	38.0%	35.9%	32.4%	37.6%	27.0%	37.7%
%H		97.0%	46.4%	21.5%	72.7%	43.4%	29.4%	93.0%
Working part time	426	416	190	94	320	186	134	399
%V	16.4%	16.7%	18.1%	18.3%	16.6%	18.8%	14.3%	18.8%
%H		97.7%	44.6%	22.1%	75.1%	43.7%	31.5%	93.7%
Not working	1307	1246	461	236	984	433	550	923
%V	50.4%	49.9%	43.9%	45.8%	51.0%	43.6%	58.7%	43.5%
%H		95.3%	35.3%	18.1%	75.3%	33.1%	42.1%	70.6%
Housewife/Houseperson	2091	2010	811	406	1569	774	795	1668
%V	80.6%	80.5%	77.2%	78.8%	81.3%	78.0%	84.8%	78.6%
%H		96.1%	38.8%	19.4%	75.0%	37.0%	38.0%	79.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Midlands East

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	960	916	332	198	702	319	384	726
%H (All HH)		95.4%	34.6%	20.6%	73.1%	33.2%	40.0%	75.6%
%H (TV HH)			36.2%	21.6%	76.6%	34.8%	41.9%	
AB	208	203	85	38	160	76	84	193
%V	21.7%	22.2%	25.6%	19.2%	22.8%	23.8%	21.9%	26.6%
%H (All HH)		97.6%	40.9%	18.3%	76.9%	36.5%	40.4%	92.8%
%H (TV HH)			41.9%	18.7%	78.8%	37.4%	41.4%	
C1	244	231	87	50	175	82	93	206
%V	25.4%	25.2%	26.2%	25.3%	24.9%	25.7%	24.2%	28.4%
%H (All HH)		94.7%	35.7%	20.5%	71.7%	33.6%	38.1%	84.4%
%H (TV HH)			37.7%	21.6%	75.8%	35.5%	40.3%	
C2	210	205	76	54	159	84	75	163
%V	21.9%	22.4%	22.9%	27.3%	22.6%	26.3%	19.5%	22.5%
%H (All HH)		97.6%	36.2%	25.7%	75.7%	40.0%	35.7%	77.6%
%H (TV HH)			37.1%	26.3%	77.6%	41.0%	36.6%	
D	161	150	55	33	106	46	61	106
%V	16.8%	16.4%	16.6%	16.7%	15.1%	14.4%	15.9%	14.6%
%H (All HH)		93.2%	34.2%	20.5%	65.8%	28.6%	37.9%	65.8%
%H (TV HH)			36.7%	22.0%	70.7%	30.7%	40.7%	
E	136	126	30	23	103	31	72	58
%V	14.2%	13.8%	9.0%	11.6%	14.7%	9.7%	18.8%	8.0%
%H (All HH)		92.6%	22.1%	16.9%	75.7%	22.8%	52.9%	42.6%
%H (TV HH)			23.8%	18.3%	81.7%	24.6%	57.1%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	960	916	332	198	702	319	384	726
%H (All HH)		95.4%	34.6%	20.6%	73.1%	33.2%	40.0%	75.6%
%H (TV HH)			36.2%	21.6%	76.6%	34.8%	41.9%	
Under 25	59	53	16	12	34	14	20	50
%V	6.1%	5.8%	4.8%	6.1%	4.8%	4.4%	5.2%	6.9%
%H (All HH)		89.8%	27.1%	20.3%	57.6%	23.7%	33.9%	84.7%
%H (TV HH)			30.2%	22.6%	64.2%	26.4%	37.7%	
25 - 34	148	132	65	34	84	52	32	133
%V	15.4%	14.4%	19.6%	17.2%	12.0%	16.3%	8.3%	18.3%
%H (All HH)		89.2%	43.9%	23.0%	56.8%	35.1%	21.6%	89.9%
%H (TV HH)			49.2%	25.8%	63.6%	39.4%	24.2%	
35 - 44	173	164	73	40	119	68	50	159
%V	18.0%	17.9%	22.0%	20.2%	17.0%	21.3%	13.0%	21.9%
%H (All HH)		94.8%	42.2%	23.1%	68.8%	39.3%	28.9%	91.9%
%H (TV HH)			44.5%	24.4%	72.6%	41.5%	30.5%	
45 - 54	175	171	73	40	130	72	59	154
%V	18.2%	18.7%	22.0%	20.2%	18.5%	22.6%	15.4%	21.2%
%H (All HH)		97.7%	41.7%	22.9%	74.3%	41.1%	33.7%	88.0%
%H (TV HH)			42.7%	23.4%	76.0%	42.1%	34.5%	
55 - 64	144	141	47	35	113	52	61	119
%V	15.0%	15.4%	14.2%	17.7%	16.1%	16.3%	15.9%	16.4%
%H (All HH)		97.9%	32.6%	24.3%	78.5%	36.1%	42.4%	82.6%
%H (TV HH)			33.3%	24.8%	80.1%	36.9%	43.3%	
65 +	262	255	58	37	222	61	161	111
%V	27.3%	27.8%	17.5%	18.7%	31.6%	19.1%	41.9%	15.3%
%H (All HH)		97.3%	22.1%	14.1%	84.7%	23.3%	61.5%	42.4%
%H (TV HH)			22.7%	14.5%	87.1%	23.9%	63.1%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	960	916	332	198	702	319	384	726
%H (All HH)		95.4%	34.6%	20.6%	73.1%	33.2%	40.0%	75.6%
%H (TV HH)			36.2%	21.6%	76.6%	34.8%	41.9%	
1	289	269	55	41	222	52	171	139
%V	30.1%	29.4%	16.6%	20.7%	31.6%	16.3%	44.5%	19.1%
%H (All HH)		93.1%	19.0%	14.2%	76.8%	18.0%	59.2%	48.1%
%H (TV HH)			20.4%	15.2%	82.5%	19.3%	63.6%	
2	328	316	117	72	249	120	129	266
%V	34.2%	34.5%	35.2%	36.4%	35.5%	37.6%	33.6%	36.6%
%H (All HH)		96.3%	35.7%	22.0%	75.9%	36.6%	39.3%	81.1%
%H (TV HH)			37.0%	22.8%	78.8%	38.0%	40.8%	
3	145	140	69	33	98	60	38	134
%V	15.1%	15.3%	20.8%	16.7%	14.0%	18.8%	9.9%	18.5%
%H (All HH)		96.6%	47.6%	22.8%	67.6%	41.4%	26.2%	92.4%
%H (TV HH)			49.3%	23.6%	70.0%	42.9%	27.1%	
4	134	127	63	31	89	57	32	126
%V	14.0%	13.9%	19.0%	15.7%	12.7%	17.9%	8.3%	17.4%
%H (All HH)		94.8%	47.0%	23.1%	66.4%	42.5%	23.9%	94.0%
%H (TV HH)			49.6%	24.4%	70.1%	44.9%	25.2%	
5+	64	63	28	21	44	30	14	61
%V	6.7%	6.9%	8.4%	10.6%	6.3%	9.4%	3.6%	8.4%
%H (All HH)		98.4%	43.8%	32.8%	68.8%	46.9%	21.9%	95.3%
%H (TV HH)			44.4%	33.3%	69.8%	47.6%	22.2%	
Average HH size	2.36	2.37	2.71	2.63	2.29	2.71	1.94	2.63

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	960	916	332	198	702	319	384	726
%H (All HH)		95.4%	34.6%	20.6%	73.1%	33.2%	40.0%	75.6%
%H (TV HH)			36.2%	21.6%	76.6%	34.8%	41.9%	
Without	687	652	202	131	522	203	318	476
%V	71.6%	71.2%	60.8%	66.2%	74.4%	63.6%	82.8%	65.6%
%H (All HH)		94.9%	29.4%	19.1%	76.0%	29.5%	46.3%	69.3%
%H (TV HH)			31.0%	20.1%	80.1%	31.1%	48.8%	
With	273	264	130	67	181	115	65	250
%V	28.4%	28.8%	39.2%	33.8%	25.8%	36.1%	16.9%	34.4%
%H (All HH)		96.7%	47.6%	24.5%	66.3%	42.1%	23.8%	91.6%
%H (TV HH)			49.2%	25.4%	68.6%	43.6%	24.6%	
0 - 3	114	111	58	26	73	47	26	102
%V	11.9%	12.1%	17.5%	13.1%	10.4%	14.7%	6.8%	14.0%
%H (All HH)		97.4%	50.9%	22.8%	64.0%	41.2%	22.8%	89.5%
%H (TV HH)			52.3%	23.4%	65.8%	42.3%	23.4%	
4 - 9	137	130	66	31	87	54	33	126
%V	14.3%	14.2%	19.9%	15.7%	12.4%	16.9%	8.6%	17.4%
%H (All HH)		94.9%	48.2%	22.6%	63.5%	39.4%	24.1%	92.0%
%H (TV HH)			50.8%	23.8%	66.9%	41.5%	25.4%	
10 - 15	121	119	54	33	86	56	30	114
%V	12.6%	13.0%	16.3%	16.7%	12.3%	17.6%	7.8%	15.7%
%H (All HH)		98.3%	44.6%	27.3%	71.1%	46.3%	24.8%	94.2%
%H (TV HH)			45.4%	27.7%	72.3%	47.1%	25.2%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	960	916	332	198	702	319	384	726
%H (All HH)		95.4%	34.6%	20.6%	73.1%	33.2%	40.0%	75.6%
%H (TV HH)			36.2%	21.6%	76.6%	34.8%	41.9%	
1	402	402	116	76	279	77	201	265
%V	41.9%	43.9%	34.9%	38.4%	39.7%	24.1%	52.3%	36.5%
%H (All HH)		100.0%	28.9%	18.9%	69.4%	19.2%	50.0%	65.9%
%H (TV HH)			28.9%	18.9%	69.4%	19.2%	50.0%	
2	306	306	121	61	246	118	127	238
%V	31.9%	33.4%	36.4%	30.8%	35.0%	37.0%	33.1%	32.8%
%H (All HH)		100.0%	39.5%	19.9%	80.4%	38.6%	41.5%	77.8%
%H (TV HH)			39.5%	19.9%	80.4%	38.6%	41.5%	
3	134	134	59	37	110	71	39	123
%V	14.0%	14.6%	17.8%	18.7%	15.7%	22.3%	10.2%	16.9%
%H (All HH)		100.0%	44.0%	27.6%	82.1%	53.0%	29.1%	91.8%
%H (TV HH)			44.0%	27.6%	82.1%	53.0%	29.1%	
4	53	53	27	17	47	37	11	51
%V	5.5%	5.8%	8.1%	8.6%	6.7%	11.6%	2.9%	7.0%
%H (All HH)		100.0%	50.9%	32.1%	88.7%	69.8%	20.8%	96.2%
%H (TV HH)			50.9%	32.1%	88.7%	69.8%	20.8%	
5+	21	21	9	7	20	15	5	21
%V	2.2%	2.3%	2.7%	3.5%	2.8%	4.7%	1.3%	2.9%
%H (All HH)		100.0%	42.9%	33.3%	95.2%	71.4%	23.8%	100.0%
%H (TV HH)			42.9%	33.3%	95.2%	71.4%	23.8%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	960	916	332	198	702	319	384	726
%H (All HH)		95.4%	34.6%	20.6%	73.1%	33.2%	40.0%	75.6%
%H (TV HH)			36.2%	21.6%	76.6%	34.8%	41.9%	
Under 20"	180	180	60	37	156	73	82	142
%V	18.8%	19.7%	18.1%	18.7%	22.2%	22.9%	21.4%	19.6%
%H (All HH)		100.0%	33.3%	20.6%	86.7%	40.6%	45.6%	78.9%
%H (TV HH)			33.3%	20.6%	86.7%	40.6%	45.6%	
20" - 29"	328	328	115	65	274	128	146	240
%V	34.2%	35.8%	34.6%	32.8%	39.0%	40.1%	38.0%	33.1%
%H (All HH)		100.0%	35.1%	19.8%	83.5%	39.0%	44.5%	73.2%
%H (TV HH)			35.1%	19.8%	83.5%	39.0%	44.5%	
30" - 39"	474	474	171	103	376	175	201	368
%V	49.4%	51.7%	51.5%	52.0%	53.6%	54.9%	52.3%	50.7%
%H (All HH)		100.0%	36.1%	21.7%	79.3%	36.9%	42.4%	77.6%
%H (TV HH)			36.1%	21.7%	79.3%	36.9%	42.4%	
40" and over	402	402	194	107	296	190	106	361
%V	41.9%	43.9%	58.4%	54.0%	42.2%	59.6%	27.6%	49.7%
%H (All HH)		100.0%	48.3%	26.6%	73.6%	47.3%	26.4%	89.8%
%H (TV HH)			48.3%	26.6%	73.6%	47.3%	26.4%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	960	916	332	198	702	319	384	726
%H (All HH)		95.4%	34.6%	20.6%	73.1%	33.2%	40.0%	75.6%
%H (TV HH)			36.2%	21.6%	76.6%	34.8%	41.9%	
Main living room	898	898	329	196	691	318	373	686
%V	93.5%	98.0%	99.1%	99.0%	98.4%	99.7%	97.1%	94.5%
%H (All HH)		100.0%	36.6%	21.8%	76.9%	35.4%	41.5%	76.4%
%H (TV HH)			36.6%	21.8%	76.9%	35.4%	41.5%	
Kitchen	97	97	40	22	86	50	36	81
%V	10.1%	10.6%	12.0%	11.1%	12.3%	15.7%	9.4%	11.2%
%H (All HH)		100.0%	41.2%	22.7%	88.7%	51.5%	37.1%	83.5%
%H (TV HH)			41.2%	22.7%	88.7%	51.5%	37.1%	
Adult's bedroom	354	354	148	90	295	175	120	304
%V	36.9%	38.6%	44.6%	45.5%	42.0%	54.9%	31.3%	41.9%
%H (All HH)		100.0%	41.8%	25.4%	83.3%	49.4%	33.9%	85.9%
%H (TV HH)			41.8%	25.4%	83.3%	49.4%	33.9%	
Child's bedroom	100	100	51	26	78	56	22	91
%V	10.4%	10.9%	15.4%	13.1%	11.1%	17.6%	5.7%	12.5%
%H (All HH)		100.0%	51.0%	26.0%	78.0%	56.0%	22.0%	91.0%
%H (TV HH)			51.0%	26.0%	78.0%	56.0%	22.0%	
Other bedroom	47	47	20	14	40	27	13	42
%V	4.9%	5.1%	6.0%	7.1%	5.7%	8.5%	3.4%	5.8%
%H (All HH)		100.0%	42.6%	29.8%	85.1%	57.4%	27.7%	89.4%
%H (TV HH)			42.6%	29.8%	85.1%	57.4%	27.7%	
Second living/dining room	92	92	41	21	78	46	32	79
%V	9.6%	10.0%	12.3%	10.6%	11.1%	14.4%	8.3%	10.9%
%H (All HH)		100.0%	44.6%	22.8%	84.8%	50.0%	34.8%	85.9%
%H (TV HH)			44.6%	22.8%	84.8%	50.0%	34.8%	
Study/office	8	8	3	1	7	2	5	8
%V	0.8%	0.9%	0.9%	0.5%	1.0%	0.6%	1.3%	1.1%
%H (All HH)		100.0%	37.5%	12.5%	87.5%	25.0%	62.5%	100.0%
%H (TV HH)			37.5%	12.5%	87.5%	25.0%	62.5%	
TV room	7	7	3	2	5	3	2	6
%V	0.7%	0.8%	0.9%	1.0%	0.7%	0.9%	0.5%	0.8%
%H (All HH)		100.0%	42.9%	28.6%	71.4%	42.9%	28.6%	85.7%
%H (TV HH)			42.9%	28.6%	71.4%	42.9%	28.6%	
Conservatory	22	22	9	6	20	12	8	21
%V	2.3%	2.4%	2.7%	3.0%	2.8%	3.8%	2.1%	2.9%
%H (All HH)		100.0%	40.9%	27.3%	90.9%	54.5%	36.4%	95.5%
%H (TV HH)			40.9%	27.3%	90.9%	54.5%	36.4%	
Attic or loft room	3	3	1	0	3	1	2	2
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.3%	0.5%	0.3%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
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	10	10	6	0	8	5	3	9
%V	1.0%	1.1%	1.8%	0.0%	1.1%	1.6%	0.8%	1.2%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	50.0%	30.0%	90.0%
%H (TV HH)			60.0%	0.0%	80.0%	50.0%	30.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Household level data

Table 15.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	960	916	332	198	702	319	384	726
%H (All HH)		95.4%	34.6%	20.6%	73.1%	33.2%	40.0%	75.6%
%H (TV HH)			36.2%	21.6%	76.6%	34.8%	41.9%	
Any DSAT provider	332	332	332	12	209	209	0	290
%V	34.6%	36.2%	100.0%	6.1%	29.8%	65.5%	0.0%	39.9%
%H (All HH)			100.0%	3.6%	63.0%	63.0%	0.0%	87.3%
%H (TV HH)			100.0%	3.6%	63.0%	63.0%	0.0%	
Sky with subcription	268	268	268	5	167	167	0	239
%V	27.9%	29.3%	80.7%	2.5%	23.8%	52.4%	0.0%	32.9%
%H (All HH)			100.0%	1.9%	62.3%	62.3%	0.0%	89.2%
%H (TV HH)			100.0%	1.9%	62.3%	62.3%	0.0%	
Sky without subcription	24	24	24	4	18	18	0	18
%V	2.5%	2.6%	7.2%	2.0%	2.6%	5.6%	0.0%	2.5%
%H (All HH)			100.0%	16.7%	75.0%	75.0%	0.0%	75.0%
%H (TV HH)			100.0%	16.7%	75.0%	75.0%	0.0%	
Freesat	43	43	43	2	26	26	0	35
%V	4.5%	4.7%	13.0%	1.0%	3.7%	8.2%	0.0%	4.8%
%H (All HH)			100.0%	4.7%	60.5%	60.5%	0.0%	81.4%
%H (TV HH)			100.0%	4.7%	60.5%	60.5%	0.0%	
Other satellite provider	15	15	15	2	8	8	0	13
%V	1.6%	1.6%	4.5%	1.0%	1.1%	2.5%	0.0%	1.8%
%H (All HH)			100.0%	13.3%	53.3%	53.3%	0.0%	86.7%
%H (TV HH)			100.0%	13.3%	53.3%	53.3%	0.0%	
DCAB	198	198	12	198	118	118	0	174
%V	20.6%	21.6%	3.6%	100.0%	16.8%	37.0%	0.0%	24.0%
%H (All HH)			6.1%	100.0%	59.6%	59.6%	0.0%	87.9%
%H (TV HH)			6.1%	100.0%	59.6%	59.6%	0.0%	
DTT	702	702	209	118	702	319	384	515
%V	73.1%	76.6%	63.0%	59.6%	100.0%	100.0%	100.0%	70.9%
%H (All HH)		100.0%	29.8%	16.8%	100.0%	45.4%	54.7%	73.4%
%H (TV HH)			29.8%	16.8%	100.0%	45.4%	54.7%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

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	960	916	332	198	702	319	384	726
%H (All HH)		95.4%	34.6%	20.6%	73.1%	33.2%	40.0%	75.6%
%H (TV HH)			36.2%	21.6%	76.6%	34.8%	41.9%	
PVR	540	540	271	151	395	268	127	472
%V	56.3%	59.0%	81.6%	76.3%	56.3%	84.0%	33.1%	65.0%
%H (All HH)		100.0%	50.2%	28.0%	73.1%	49.6%	23.5%	87.4%
%H (TV HH)			50.2%	28.0%	73.1%	49.6%	23.5%	
DVDR	36	36	11	6	29	11	19	27
%V	3.8%	3.9%	3.3%	3.0%	4.1%	3.4%	4.9%	3.7%
%H (All HH)		100.0%	30.6%	16.7%	80.6%	30.6%	52.8%	75.0%
%H (TV HH)			30.6%	16.7%	80.6%	30.6%	52.8%	
VCR	18	18	8	3	16	9	7	9
%V	1.9%	2.0%	2.4%	1.5%	2.3%	2.8%	1.8%	1.2%
%H (All HH)		100.0%	44.4%	16.7%	88.9%	50.0%	38.9%	50.0%
%H (TV HH)			44.4%	16.7%	88.9%	50.0%	38.9%	
Any recorder	563	563	274	153	415	271	145	485
%V	58.6%	61.5%	82.5%	77.3%	59.1%	85.0%	37.8%	66.8%
%H (All HH)		100.0%	48.7%	27.2%	73.7%	48.1%	25.8%	86.1%
%H (TV HH)			48.7%	27.2%	73.7%	48.1%	25.8%	
Receives HDTV (via STB or built-in reception)	500	500	227	135	379	233	147	440
%V	52.1%	54.6%	68.4%	68.2%	54.0%	73.0%	38.3%	60.6%
%H (All HH)		100.0%	45.4%	27.0%	75.8%	46.6%	29.4%	88.0%
%H (TV HH)			45.4%	27.0%	75.8%	46.6%	29.4%	
DVD/Blu-ray player or recorder	680	680	266	151	528	260	267	559
%V	70.8%	74.2%	80.1%	76.3%	75.2%	81.5%	69.5%	77.0%
%H (All HH)		100.0%	39.1%	22.2%	77.6%	38.2%	39.3%	82.2%
%H (TV HH)			39.1%	22.2%	77.6%	38.2%	39.3%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	960	916	332	198	702	319	384	726
%V (All HH)		95.4%	34.6%	20.6%	73.1%	33.2%	40.0%	75.6%
%H (TV HH)			36.2%	21.6%	76.6%	34.8%	41.9%	
Has broadband internet	726	698	290	174	515	281	234	726
%V	75.6%	76.2%	87.3%	87.9%	73.4%	88.1%	60.9%	100.0%
%H (All HH)		96.1%	39.9%	24.0%	70.9%	38.7%	32.2%	100.0%
%H (TV HH)			41.5%	24.9%	73.8%	40.3%	33.5%	
Number of computers (PCs and laptops)								
0	220	205	39	25	176	36	141	17
%V	22.9%	22.4%	11.7%	12.6%	25.1%	11.3%	36.7%	2.3%
%H (All HH)		93.2%	17.7%	11.4%	80.0%	16.4%	64.1%	7.7%
%H (TV HH)			19.0%	12.2%	85.9%	17.6%	68.8%	
1	303	287	99	66	211	91	119	277
%V	31.6%	31.3%	29.8%	33.3%	30.1%	28.5%	31.0%	38.2%
%H (All HH)		94.7%	32.7%	21.8%	69.6%	30.0%	39.3%	91.4%
%H (TV HH)			34.5%	23.0%	73.5%	31.7%	41.5%	
2	191	185	82	47	135	79	56	187
%V	19.9%	20.2%	24.7%	23.7%	19.2%	24.8%	14.6%	25.8%
%H (All HH)		96.9%	42.9%	24.6%	70.7%	41.4%	29.3%	97.9%
%H (TV HH)			44.3%	25.4%	73.0%	42.7%	30.3%	
3	111	108	52	24	80	49	31	110
%V	11.6%	11.8%	15.7%	12.1%	11.4%	15.4%	8.1%	15.2%
%H (All HH)		97.3%	46.8%	21.6%	72.1%	44.1%	27.9%	99.1%
%H (TV HH)			48.1%	22.2%	74.1%	45.4%	28.7%	
4	67	65	31	17	49	32	18	66
%V	7.0%	7.1%	9.3%	8.6%	7.0%	10.0%	4.7%	9.1%
%H (All HH)		97.0%	46.3%	25.4%	73.1%	47.8%	26.9%	98.5%
%H (TV HH)			47.7%	26.2%	75.4%	49.2%	27.7%	
5+	69	66	29	19	50	32	18	69
%V	7.2%	7.2%	8.7%	9.6%	7.1%	10.0%	4.7%	9.5%
%H (All HH)		95.7%	42.0%	27.5%	72.5%	46.4%	26.1%	100.0%
%H (TV HH)			43.9%	28.8%	75.8%	48.5%	27.3%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1741	695	412	1400	756	644	1428
%H		39.9%	23.7%	80.4%	43.4%	37.0%	82.0%
Under 20"	223	75	47	193	93	100	180
%V	12.8%	10.8%	11.4%	13.8%	12.3%	15.5%	12.6%
%H		33.6%	21.1%	86.5%	41.7%	44.8%	80.7%
20" - 29"	417	153	92	352	181	172	319
%V	24.0%	22.0%	22.3%	25.1%	23.9%	26.7%	22.3%
%H		36.7%	22.1%	84.4%	43.4%	41.2%	76.5%
30" - 39"	570	214	133	454	228	226	455
%V	32.7%	30.8%	32.3%	32.4%	30.2%	35.1%	31.9%
%H		37.5%	23.3%	79.6%	40.0%	39.6%	79.8%
40" and over	469	234	122	351	230	120	425
%V	26.9%	33.7%	29.6%	25.1%	30.4%	18.6%	29.8%
%H		49.9%	26.0%	74.8%	49.0%	25.6%	90.6%
Don't know	62	19	17	49	23	26	48
%V	3.6%	2.7%	4.1%	3.5%	3.0%	4.0%	3.4%
%H		30.6%	27.4%	79.0%	37.1%	41.9%	77.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1741	695	412	1400	756	644	1428
%H		39.9%	23.7%	80.4%	43.4%	37.0%	82.0%
Main living room	903	332	196	694	320	375	690
%V	51.9%	47.8%	47.6%	49.6%	42.3%	58.2%	48.3%
%H		36.8%	21.7%	76.9%	35.4%	41.5%	76.4%
Kitchen	97	40	22	86	50	36	82
%V	5.6%	5.8%	5.3%	6.1%	6.6%	5.6%	5.7%
%H		41.2%	22.7%	88.7%	51.5%	37.1%	84.5%
Adult's bedroom	409	168	109	342	206	135	355
%V	23.5%	24.2%	26.5%	24.4%	27.2%	21.0%	24.9%
%H		41.1%	26.7%	83.6%	50.4%	33.0%	86.8%
Child's bedroom	131	66	35	105	74	30	122
%V	7.5%	9.5%	8.5%	7.5%	9.8%	4.7%	8.5%
%H		50.4%	26.7%	80.2%	56.5%	22.9%	93.1%
Other bedroom	57	25	19	50	35	15	51
%V	3.3%	3.6%	4.6%	3.6%	4.6%	2.3%	3.6%
%H		43.9%	33.3%	87.7%	61.4%	26.3%	89.5%
Second living/dining room	93	42	21	79	47	32	80
%V	5.3%	6.0%	5.1%	5.6%	6.2%	5.0%	5.6%
%H		45.2%	22.6%	84.9%	50.5%	34.4%	86.0%
Study/office	9	3	1	7	2	5	8
%V	0.5%	0.4%	0.2%	0.5%	0.3%	0.8%	0.6%
%H		33.3%	11.1%	77.8%	22.2%	55.6%	88.9%
TV room	7	3	2	5	3	2	6
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.3%	0.4%
%H		42.9%	28.6%	71.4%	42.9%	28.6%	85.7%
Conservatory	22	9	6	20	12	8	21
%V	1.3%	1.3%	1.5%	1.4%	1.6%	1.2%	1.5%
%H		40.9%	27.3%	90.9%	54.5%	36.4%	95.5%
Attic or loft room	3	1	0	3	1	2	2
%V	0.2%	0.1%	0.0%	0.2%	0.1%	0.3%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
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	11	7	0	9	5	4	11
%V	0.6%	1.0%	0.0%	0.6%	0.7%	0.6%	0.8%
%H		63.6%	0.0%	81.8%	45.5%	36.4%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1741	695	412	1400	756	644	1428
%H		39.9%	23.7%	80.4%	43.4%	37.0%	82.0%
PVR	701	370	202	510	369	141	622
%V	40.3%	53.2%	49.0%	36.4%	48.8%	21.9%	43.6%
%H		52.8%	28.8%	72.8%	52.6%	20.1%	88.7%
DVDR	39	12	7	32	12	20	30
%V	2.2%	1.7%	1.7%	2.3%	1.6%	3.1%	2.1%
%H		30.8%	17.9%	82.1%	30.8%	51.3%	76.9%
VCR	19	9	3	16	9	7	10
%V	1.1%	1.3%	0.7%	1.1%	1.2%	1.1%	0.7%
%H		47.4%	15.8%	84.2%	47.4%	36.8%	52.6%
Any recorder	731	375	206	537	375	162	640
%V	42.0%	54.0%	50.0%	38.4%	49.6%	25.2%	44.8%
%H		51.3%	28.2%	73.5%	51.3%	22.2%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: 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	1741	695	412	1400	756	644	1428
%H		39.9%	23.7%	80.4%	43.4%	37.0%	82.0%
Receives HDTV (via STB or built-in reception)	726	335	203	568	366	201	649
%V	41.7%	48.2%	49.3%	40.6%	48.4%	31.2%	45.4%
%H		46.1%	28.0%	78.2%	50.4%	27.7%	89.4%
DVD/Blu-ray player or recorder	946	382	225	759	408	351	801
%V	54.3%	55.0%	54.6%	54.2%	54.0%	54.5%	56.1%
%H		40.4%	23.8%	80.2%	43.1%	37.1%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	913	332	197	701	319	382	696
%H		36.4%	21.6%	76.8%	34.9%	41.8%	76.2%
Under 20"	20	1	2	16	2	15	11
%V	2.2%	0.3%	1.0%	2.3%	0.6%	3.9%	1.6%
%H		5.0%	10.0%	80.0%	10.0%	75.0%	55.0%
20" - 29"	128	27	16	105	23	82	66
%V	14.0%	8.1%	8.1%	15.0%	7.2%	21.5%	9.5%
%H		21.1%	12.5%	82.0%	18.0%	64.1%	51.6%
30" - 39"	348	109	67	274	103	171	250
%V	38.1%	32.8%	34.0%	39.1%	32.3%	44.8%	35.9%
%H		31.3%	19.3%	78.7%	29.6%	49.1%	71.8%
40" and over	390	188	106	286	184	102	349
%V	42.7%	56.6%	53.8%	40.8%	57.7%	26.7%	50.1%
%H		48.2%	27.2%	73.3%	47.2%	26.2%	89.5%
Don't know	27	7	7	20	7	13	19
%V	3.0%	2.1%	3.6%	2.9%	2.2%	3.4%	2.7%
%H		25.9%	25.9%	74.1%	25.9%	48.1%	70.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	913	332	197	701	319	382	696
%H		36.4%	21.6%	76.8%	34.9%	41.8%	76.2%
PVR	529	268	149	385	265	120	464
%V	57.9%	80.7%	75.6%	54.9%	83.1%	31.4%	66.7%
%H		50.7%	28.2%	72.8%	50.1%	22.7%	87.7%
DVDR	29	8	4	24	6	18	20
%V	3.2%	2.4%	2.0%	3.4%	1.9%	4.7%	2.9%
%H		27.6%	13.8%	82.8%	20.7%	62.1%	69.0%
VCR	16	8	2	14	7	7	8
%V	1.8%	2.4%	1.0%	2.0%	2.2%	1.8%	1.1%
%H		50.0%	12.5%	87.5%	43.8%	43.8%	50.0%
Any recorder	551	270	150	405	266	138	475
%V	60.4%	81.3%	76.1%	57.8%	83.4%	36.1%	68.2%
%H		49.0%	27.2%	73.5%	48.3%	25.0%	86.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	913	332	197	701	319	382	696
%H		36.4%	21.6%	76.8%	34.9%	41.8%	76.2%
Receives HDTV (via STB or built-in reception)	484	222	133	363	226	138	426
%V	53.0%	66.9%	67.5%	51.8%	70.8%	36.1%	61.2%
%H		45.9%	27.5%	75.0%	46.7%	28.5%	88.0%
DVD/Blu-ray player or recorder	628	242	138	484	232	252	512
%V	68.8%	72.9%	70.1%	69.0%	72.7%	66.0%	73.6%
%H		38.5%	22.0%	77.1%	36.9%	40.1%	81.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	828	363	215	698	437	261	732
%H		43.8%	26.0%	84.3%	52.8%	31.5%	88.4%
Under 20"	202	74	45	177	91	85	169
%V	24.4%	20.4%	20.9%	25.4%	20.8%	32.6%	23.1%
%H		36.6%	22.3%	87.6%	45.0%	42.1%	83.7%
20" - 29"	289	126	76	247	158	90	252
%V	34.9%	34.7%	35.3%	35.4%	36.2%	34.5%	34.4%
%H		43.6%	26.3%	85.5%	54.7%	31.1%	87.2%
30" - 39"	222	105	67	180	125	55	206
%V	26.8%	28.9%	31.2%	25.8%	28.6%	21.1%	28.1%
%H		47.3%	30.2%	81.1%	56.3%	24.8%	92.8%
40" and over	80	46	17	64	46	18	76
%V	9.7%	12.7%	7.9%	9.2%	10.5%	6.9%	10.4%
%H		57.5%	21.3%	80.0%	57.5%	22.5%	95.0%
Don't know	35	12	10	30	17	13	29
%V	4.2%	3.3%	4.7%	4.3%	3.9%	5.0%	4.0%
%H		34.3%	28.6%	85.7%	48.6%	37.1%	82.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	828	363	215	698	437	261	732
%H		43.8%	26.0%	84.3%	52.8%	31.5%	88.4%
PVR	172	102	52	125	104	21	158
%V	20.8%	28.1%	24.2%	17.9%	23.8%	8.0%	21.6%
%H		59.3%	30.2%	72.7%	60.5%	12.2%	91.9%
DVDR	9	4	4	8	6	2	9
%V	1.1%	1.1%	1.9%	1.1%	1.4%	0.8%	1.2%
%H		44.4%	44.4%	88.9%	66.7%	22.2%	100.0%
VCR	3	1	1	2	2	1	2
%V	0.4%	0.3%	0.5%	0.3%	0.5%	0.4%	0.3%
%H		33.3%	33.3%	66.7%	66.7%	33.3%	66.7%
Any recorder	180	105	56	133	109	23	165
%V	21.7%	28.9%	26.0%	19.1%	24.9%	8.8%	22.5%
%H		58.3%	31.1%	73.9%	60.6%	12.8%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	828	363	215	698	437	261	732
%H		43.8%	26.0%	84.3%	52.8%	31.5%	88.4%
Receives HDTV (via STB or built-in reception)	243	114	70	204	141	64	223
%V	29.3%	31.4%	32.6%	29.2%	32.3%	24.5%	30.5%
%H		46.9%	28.8%	84.0%	58.0%	26.3%	91.8%
DVD/Blu-ray player or recorder	318	139	87	275	176	99	289
%V	38.4%	38.3%	40.5%	39.4%	40.3%	37.9%	39.5%
%H		43.7%	27.4%	86.5%	55.3%	31.1%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2265	2172	902	520	1610	864	745	1908
%H		95.9%	39.8%	23.0%	71.1%	38.1%	32.9%	84.2%
Total Children	473	458	227	113	313	198	115	434
%V	20.9%	21.1%	25.2%	21.7%	19.4%	22.9%	15.4%	22.7%
%H		96.8%	48.0%	23.9%	66.2%	41.9%	24.3%	91.8%
0 - 3	132	129	67	29	85	52	33	118
%V	5.8%	5.9%	7.4%	5.6%	5.3%	6.0%	4.4%	6.2%
%H		97.7%	50.8%	22.0%	64.4%	39.4%	25.0%	89.4%
4 - 15	340	329	160	84	228	146	82	316
%V	15.0%	15.1%	17.7%	16.2%	14.2%	16.9%	11.0%	16.6%
%H		96.8%	47.1%	24.7%	67.1%	42.9%	24.1%	92.9%
4 - 9	184	175	89	42	116	73	43	170
%V	8.1%	8.1%	9.9%	8.1%	7.2%	8.4%	5.8%	8.9%
%H		95.1%	48.4%	22.8%	63.0%	39.7%	23.4%	92.4%
10 - 15	156	154	71	42	112	73	39	146
%V	6.9%	7.1%	7.9%	8.1%	7.0%	8.4%	5.2%	7.7%
%H		98.7%	45.5%	26.9%	71.8%	46.8%	25.0%	93.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2265	2172	902	520	1610	864	745	1908
%H		95.9%	39.8%	23.0%	71.1%	38.1%	32.9%	84.2%
Total Adults (16+)	1793	1714	675	407	1297	667	630	1473
%V	79.2%	78.9%	74.8%	78.3%	80.6%	77.2%	84.6%	77.2%
%H		95.6%	37.6%	22.7%	72.3%	37.2%	35.1%	82.2%
16 - 19	110	107	45	30	83	50	32	103
%V	4.9%	4.9%	5.0%	5.8%	5.2%	5.8%	4.3%	5.4%
%H		97.3%	40.9%	27.3%	75.5%	45.5%	29.1%	93.6%
20 - 24	160	142	48	41	97	52	45	147
%V	7.1%	6.5%	5.3%	7.9%	6.0%	6.0%	6.0%	7.7%
%H		88.8%	30.0%	25.6%	60.6%	32.5%	28.1%	91.9%
25 - 34	292	266	127	72	178	113	65	266
%V	12.9%	12.2%	14.1%	13.8%	11.1%	13.1%	8.7%	13.9%
%H		91.1%	43.5%	24.7%	61.0%	38.7%	22.3%	91.1%
35 - 44	295	281	137	70	194	118	75	273
%V	13.0%	12.9%	15.2%	13.5%	12.0%	13.7%	10.1%	14.3%
%H		95.3%	46.4%	23.7%	65.8%	40.0%	25.4%	92.5%
45 - 54	307	302	132	73	228	131	98	278
%V	13.6%	13.9%	14.6%	14.0%	14.2%	15.2%	13.2%	14.6%
%H		98.4%	43.0%	23.8%	74.3%	42.7%	31.9%	90.6%
55 - 64	243	238	84	62	190	94	96	210
%V	10.7%	11.0%	9.3%	11.9%	11.8%	10.9%	12.9%	11.0%
%H		97.9%	34.6%	25.5%	78.2%	38.7%	39.5%	86.4%
65+	386	377	102	60	328	109	219	197
%V	17.0%	17.4%	11.3%	11.5%	20.4%	12.6%	29.4%	10.3%
%H		97.7%	26.4%	15.5%	85.0%	28.2%	56.7%	51.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1793	1714	675	407	1297	667	630	1473
%H		95.6%	37.6%	22.7%	72.3%	37.2%	35.1%	82.2%
AB	422	414	184	87	323	173	151	400
%V	23.5%	24.2%	27.3%	21.4%	24.9%	25.9%	24.0%	27.2%
%H		98.1%	43.6%	20.6%	76.5%	41.0%	35.8%	94.8%
C1	469	442	176	107	329	173	156	416
%V	26.2%	25.8%	26.1%	26.3%	25.4%	25.9%	24.8%	28.2%
%H		94.2%	37.5%	22.8%	70.1%	36.9%	33.3%	88.7%
C2	411	401	151	112	312	176	136	341
%V	22.9%	23.4%	22.4%	27.5%	24.1%	26.4%	21.6%	23.2%
%H		97.6%	36.7%	27.3%	75.9%	42.8%	33.1%	83.0%
D	298	279	116	65	190	96	93	218
%V	16.6%	16.3%	17.2%	16.0%	14.6%	14.4%	14.8%	14.8%
%H		93.6%	38.9%	21.8%	63.8%	32.2%	31.2%	73.2%
E	193	178	48	35	143	50	94	98
%V	10.8%	10.4%	7.1%	8.6%	11.0%	7.5%	14.9%	6.7%
%H		92.2%	24.9%	18.1%	74.1%	25.9%	48.7%	50.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1793	1714	675	407	1297	667	630	1473
%H		95.6%	37.6%	22.7%	72.3%	37.2%	35.1%	82.2%
Working full time	794	767	345	207	554	334	220	743
%V	44.3%	44.7%	51.1%	50.9%	42.7%	50.1%	34.9%	50.4%
%H		96.6%	43.5%	26.1%	69.8%	42.1%	27.7%	93.6%
Working part time	188	183	80	40	136	75	61	173
%V	10.5%	10.7%	11.9%	9.8%	10.5%	11.2%	9.7%	11.7%
%H		97.3%	42.6%	21.3%	72.3%	39.9%	32.4%	92.0%
Not working	810	764	250	161	606	258	348	557
%V	45.2%	44.6%	37.0%	39.6%	46.7%	38.7%	55.2%	37.8%
%H		94.3%	30.9%	19.9%	74.8%	31.9%	43.0%	68.8%
Housewife/Houseperson	960	916	332	198	702	319	384	726
%V	53.5%	53.4%	49.2%	48.6%	54.1%	47.8%	61.0%	49.3%
%H		95.4%	34.6%	20.6%	73.1%	33.2%	40.0%	75.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	871	826	334	206	617	333	284	729
%H		94.8%	38.3%	23.7%	70.8%	38.2%	32.6%	83.7%
16 - 19	56	54	22	18	40	26	14	52
%V	6.4%	6.5%	6.6%	8.7%	6.5%	7.8%	4.9%	7.1%
%H		96.4%	39.3%	32.1%	71.4%	46.4%	25.0%	92.9%
20 - 24	78	66	24	18	43	26	17	74
%V	9.0%	8.0%	7.2%	8.7%	7.0%	7.8%	6.0%	10.2%
%H		84.6%	30.8%	23.1%	55.1%	33.3%	21.8%	94.9%
25 - 34	146	133	62	37	93	61	32	133
%V	16.8%	16.1%	18.6%	18.0%	15.1%	18.3%	11.3%	18.2%
%H		91.1%	42.5%	25.3%	63.7%	41.8%	21.9%	91.1%
35 - 44	140	131	67	35	85	55	31	129
%V	16.1%	15.9%	20.1%	17.0%	13.8%	16.5%	10.9%	17.7%
%H		93.6%	47.9%	25.0%	60.7%	39.3%	22.1%	92.1%
45 - 54	153	149	66	36	113	65	48	137
%V	17.6%	18.0%	19.8%	17.5%	18.3%	19.5%	16.9%	18.8%
%H		97.4%	43.1%	23.5%	73.9%	42.5%	31.4%	89.5%
55 - 64	122	120	42	29	95	45	50	106
%V	14.0%	14.5%	12.6%	14.1%	15.4%	13.5%	17.6%	14.5%
%H		98.4%	34.4%	23.8%	77.9%	36.9%	41.0%	86.9%
65+	176	173	50	33	148	56	92	98
%V	20.2%	20.9%	15.0%	16.0%	24.0%	16.8%	32.4%	13.4%
%H		98.3%	28.4%	18.8%	84.1%	31.8%	52.3%	55.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	871	826	334	206	617	333	284	729
%H		94.8%	38.3%	23.7%	70.8%	38.2%	32.6%	83.7%
AB	211	207	93	45	158	86	72	200
%V	24.2%	25.1%	27.8%	21.8%	25.6%	25.8%	25.4%	27.4%
%H		98.1%	44.1%	21.3%	74.9%	40.8%	34.1%	94.8%
C1	220	205	84	53	148	83	65	198
%V	25.3%	24.8%	25.1%	25.7%	24.0%	24.9%	22.9%	27.2%
%H		93.2%	38.2%	24.1%	67.3%	37.7%	29.5%	90.0%
C2	222	215	80	63	168	96	72	183
%V	25.5%	26.0%	24.0%	30.6%	27.2%	28.8%	25.4%	25.1%
%H		96.8%	36.0%	28.4%	75.7%	43.2%	32.4%	82.4%
D	139	128	57	31	84	47	37	105
%V	16.0%	15.5%	17.1%	15.0%	13.6%	14.1%	13.0%	14.4%
%H		92.1%	41.0%	22.3%	60.4%	33.8%	26.6%	75.5%
E	79	71	20	14	59	22	37	43
%V	9.1%	8.6%	6.0%	6.8%	9.6%	6.6%	13.0%	5.9%
%H		89.9%	25.3%	17.7%	74.7%	27.8%	46.8%	54.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	871	826	334	206	617	333	284	729
%H		94.8%	38.3%	23.7%	70.8%	38.2%	32.6%	83.7%
Working full time	498	478	215	129	347	210	138	464
%V	57.2%	57.9%	64.4%	62.6%	56.2%	63.1%	48.6%	63.6%
%H		96.0%	43.2%	25.9%	69.7%	42.2%	27.7%	93.2%
Working part time	41	40	16	11	28	17	11	37
%V	4.7%	4.8%	4.8%	5.3%	4.5%	5.1%	3.9%	5.1%
%H		97.6%	39.0%	26.8%	68.3%	41.5%	26.8%	90.2%
Not working	331	309	102	67	242	106	135	228
%V	38.0%	37.4%	30.5%	32.5%	39.2%	31.8%	47.5%	31.3%
%H		93.4%	30.8%	20.2%	73.1%	32.0%	40.8%	68.9%
Housewife/Houseperson	208	191	57	37	146	53	92	136
%V	23.9%	23.1%	17.1%	18.0%	23.7%	15.9%	32.4%	18.7%
%H		91.8%	27.4%	17.8%	70.2%	25.5%	44.2%	65.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	922	888	341	201	680	333	346	744
%H		96.3%	37.0%	21.8%	73.8%	36.1%	37.5%	80.7%
16 - 19	55	54	23	12	43	24	18	50
%V	6.0%	6.1%	6.7%	6.0%	6.3%	7.2%	5.2%	6.7%
%H		98.2%	41.8%	21.8%	78.2%	43.6%	32.7%	90.9%
20 - 24	82	76	24	23	54	26	28	73
%V	8.9%	8.6%	7.0%	11.4%	7.9%	7.8%	8.1%	9.8%
%H		92.7%	29.3%	28.0%	65.9%	31.7%	34.1%	89.0%
25 - 34	146	133	64	35	85	52	33	133
%V	15.8%	15.0%	18.8%	17.4%	12.5%	15.6%	9.5%	17.9%
%H		91.1%	43.8%	24.0%	58.2%	35.6%	22.6%	91.1%
35 - 44	155	150	70	34	108	64	45	144
%V	16.8%	16.9%	20.5%	16.9%	15.9%	19.2%	13.0%	19.4%
%H		96.8%	45.2%	21.9%	69.7%	41.3%	29.0%	92.9%
45 - 54	154	153	66	37	115	66	50	141
%V	16.7%	17.2%	19.4%	18.4%	16.9%	19.8%	14.5%	19.0%
%H		99.4%	42.9%	24.0%	74.7%	42.9%	32.5%	91.6%
55 - 64	121	118	42	33	94	49	46	104
%V	13.1%	13.3%	12.3%	16.4%	13.8%	14.7%	13.3%	14.0%
%H		97.5%	34.7%	27.3%	77.7%	40.5%	38.0%	86.0%
65+	210	205	52	27	180	53	127	99
%V	22.8%	23.1%	15.2%	13.4%	26.5%	15.9%	36.7%	13.3%
%H		97.6%	24.8%	12.9%	85.7%	25.2%	60.5%	47.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	922	888	341	201	680	333	346	744
%H		96.3%	37.0%	21.8%	73.8%	36.1%	37.5%	80.7%
AB	211	207	91	42	165	86	79	200
%V	22.9%	23.3%	26.7%	20.9%	24.3%	25.8%	22.8%	26.9%
%H		98.1%	43.1%	19.9%	78.2%	40.8%	37.4%	94.8%
C1	249	237	92	55	181	90	91	218
%V	27.0%	26.7%	27.0%	27.4%	26.6%	27.0%	26.3%	29.3%
%H		95.2%	36.9%	22.1%	72.7%	36.1%	36.5%	87.6%
C2	189	186	71	50	144	80	64	158
%V	20.5%	20.9%	20.8%	24.9%	21.2%	24.0%	18.5%	21.2%
%H		98.4%	37.6%	26.5%	76.2%	42.3%	33.9%	83.6%
D	158	151	59	34	106	50	56	113
%V	17.1%	17.0%	17.3%	16.9%	15.6%	15.0%	16.2%	15.2%
%H		95.6%	37.3%	21.5%	67.1%	31.6%	35.4%	71.5%
E	114	107	28	21	84	28	56	54
%V	12.4%	12.0%	8.2%	10.4%	12.4%	8.4%	16.2%	7.3%
%H		93.9%	24.6%	18.4%	73.7%	24.6%	49.1%	47.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

January - December 2014

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	922	888	341	201	680	333	346	744
%H		96.3%	37.0%	21.8%	73.8%	36.1%	37.5%	80.7%
Working full time	296	289	130	78	207	124	83	279
%V	32.1%	32.5%	38.1%	38.8%	30.4%	37.2%	24.0%	37.5%
%H		97.6%	43.9%	26.4%	69.9%	41.9%	28.0%	94.3%
Working part time	147	143	64	29	108	58	50	137
%V	15.9%	16.1%	18.8%	14.4%	15.9%	17.4%	14.5%	18.4%
%H		97.3%	43.5%	19.7%	73.5%	39.5%	34.0%	93.2%
Not working	479	456	147	94	364	151	213	329
%V	52.0%	51.4%	43.1%	46.8%	53.5%	45.3%	61.6%	44.2%
%H		95.2%	30.7%	19.6%	76.0%	31.5%	44.5%	68.7%
Housewife/Houseperson	752	725	275	160	556	265	291	590
%V	81.6%	81.6%	80.6%	79.6%	81.8%	79.6%	84.1%	79.3%
%H		96.4%	36.6%	21.3%	73.9%	35.2%	38.7%	78.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total