



BARB Establishment Survey Annual Data Report Volume 2: BBC Areas

July 2009 to June 2010

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

July 2009 - June 2010

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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 July 2009 - June 2010

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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July 2009 - June 2010
BBC London
Household level data
Table 1.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4996	4746	4213	1833	761	2650	991	1659
%H (All HH)		95.0%	84.3%	36.7%	15.2%	53.0%	19.8%	33.2%
%H (TV HH)			88.8%	38.6%	16.0%	55.8%	20.9%	35.0%
AB	1362	1297	1218	537	226	794	329	465
%V	27.3%	27.3%	28.9%	29.3%	29.7%	30.0%	33.2%	28.0%
%H (All HH)		95.2%	89.4%	39.4%	16.6%	58.3%	24.2%	34.1%
%H (TV HH)			93.9%	41.4%	17.4%	61.2%	25.4%	35.9%
C1	1538	1450	1315	569	242	839	320	519
%V	30.8%	30.6%	31.2%	31.0%	31.8%	31.7%	32.3%	31.3%
%H (All HH)		94.3%	85.5%	37.0%	15.7%	54.6%	20.8%	33.7%
%H (TV HH)			90.7%	39.2%	16.7%	57.9%	22.1%	35.8%
C2	734	713	655	313	129	404	181	223
%V	14.7%	15.0%	15.5%	17.1%	17.0%	15.2%	18.3%	13.4%
%H (All HH)		97.1%	89.2%	42.6%	17.6%	55.0%	24.7%	30.4%
%H (TV HH)			91.9%	43.9%	18.1%	56.7%	25.4%	31.3%
D	658	618	523	236	95	301	102	199
%V	13.2%	13.0%	12.4%	12.9%	12.5%	11.4%	10.3%	12.0%
%H (All HH)		93.9%	79.5%	35.9%	14.4%	45.7%	15.5%	30.2%
%H (TV HH)			84.6%	38.2%	15.4%	48.7%	16.5%	32.2%
E	703	668	502	178	69	312	59	253
%V	14.1%	14.1%	11.9%	9.7%	9.1%	11.8%	6.0%	15.3%
%H (All HH)		95.0%	71.4%	25.3%	9.8%	44.4%	8.4%	36.0%
%H (TV HH)			75.1%	26.6%	10.3%	46.7%	8.8%	37.9%

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

July 2009 - June 2010

BBC London

Household level data

Table 1.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4996	4746	4213	1833	761	2650	991	1659
%H (All HH)		95.0%	84.3%	36.7%	15.2%	53.0%	19.8%	33.2%
%H (TV HH)			88.8%	38.6%	16.0%	55.8%	20.9%	35.0%
Under 25	220	188	161	62	25	101	25	75
%V	4.4%	4.0%	3.8%	3.4%	3.3%	3.8%	2.5%	4.5%
%H (All HH)		85.5%	73.2%	28.2%	11.4%	45.9%	11.4%	34.1%
%H (TV HH)			85.6%	33.0%	13.3%	53.7%	13.3%	39.9%
25 - 34	1051	948	876	416	175	475	182	293
%V	21.0%	20.0%	20.8%	22.7%	23.0%	17.9%	18.4%	17.7%
%H (All HH)		90.2%	83.3%	39.6%	16.7%	45.2%	17.3%	27.9%
%H (TV HH)			92.4%	43.9%	18.5%	50.1%	19.2%	30.9%
35 - 44	1095	1036	964	482	187	563	258	305
%V	21.9%	21.8%	22.9%	26.3%	24.6%	21.2%	26.0%	18.4%
%H (All HH)		94.6%	88.0%	44.0%	17.1%	51.4%	23.6%	27.9%
%H (TV HH)			93.1%	46.5%	18.1%	54.3%	24.9%	29.4%
45 - 54	915	890	823	394	165	530	253	277
%V	18.3%	18.8%	19.5%	21.5%	21.7%	20.0%	25.5%	16.7%
%H (All HH)		97.3%	89.9%	43.1%	18.0%	57.9%	27.7%	30.3%
%H (TV HH)			92.5%	44.3%	18.5%	59.6%	28.4%	31.1%
55 - 64	705	687	616	257	94	426	157	269
%V	14.1%	14.5%	14.6%	14.0%	12.4%	16.1%	15.8%	16.2%
%H (All HH)		97.4%	87.4%	36.5%	13.3%	60.4%	22.3%	38.2%
%H (TV HH)			89.7%	37.4%	13.7%	62.0%	22.9%	39.2%
65 +	1011	998	772	221	114	556	117	439
%V	20.2%	21.0%	18.3%	12.1%	15.0%	21.0%	11.8%	26.5%
%H (All HH)		98.7%	76.4%	21.9%	11.3%	55.0%	11.6%	43.4%
%H (TV HH)			77.4%	22.1%	11.4%	55.7%	11.7%	44.0%

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
July 2009 - June 2010
BBC London
Household level data
Table 1.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4996	4746	4213	1833	761	2650	991	1659
%H (All HH)		95.0%	84.3%	36.7%	15.2%	53.0%	19.8%	33.2%
%H (TV HH)			88.8%	38.6%	16.0%	55.8%	20.9%	35.0%
1	1768	1606	1258	368	189	856	151	706
%V	35.4%	33.8%	29.9%	20.1%	24.8%	32.3%	15.2%	42.6%
%H (All HH)		90.8%	71.2%	20.8%	10.7%	48.4%	8.5%	39.9%
%H (TV HH)			78.3%	22.9%	11.8%	53.3%	9.4%	44.0%
2	1414	1371	1265	513	249	817	306	511
%V	28.3%	28.9%	30.0%	28.0%	32.7%	30.8%	30.9%	30.8%
%H (All HH)		97.0%	89.5%	36.3%	17.6%	57.8%	21.6%	36.1%
%H (TV HH)			92.3%	37.4%	18.2%	59.6%	22.3%	37.3%
3	741	721	688	371	134	390	199	190
%V	14.8%	15.2%	16.3%	20.2%	17.6%	14.7%	20.1%	11.5%
%H (All HH)		97.3%	92.8%	50.1%	18.1%	52.6%	26.9%	25.6%
%H (TV HH)			95.4%	51.5%	18.6%	54.1%	27.6%	26.4%
4	716	703	675	384	123	401	222	180
%V	14.3%	14.8%	16.0%	20.9%	16.2%	15.1%	22.4%	10.8%
%H (All HH)		98.2%	94.3%	53.6%	17.2%	56.0%	31.0%	25.1%
%H (TV HH)			96.0%	54.6%	17.5%	57.0%	31.6%	25.6%
5+	358	344	327	196	66	185	113	72
%V	7.2%	7.2%	7.8%	10.7%	8.7%	7.0%	11.4%	4.3%
%H (All HH)		96.1%	91.3%	54.7%	18.4%	51.7%	31.6%	20.1%
%H (TV HH)			95.1%	57.0%	19.2%	53.8%	32.8%	20.9%
Average HH size	2.32	2.35	2.45	2.79	2.54	2.36	2.88	2.05

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
July 2009 - June 2010
BBC London
Household level data
Table 1.4: Presence of Children
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4996	4746	4213	1833	761	2650	991	1659
%H (All HH)		95.0%	84.3%	36.7%	15.2%	53.0%	19.8%	33.2%
%H (TV HH)			88.8%	38.6%	16.0%	55.8%	20.9%	35.0%
Without	3672	3453	2978	1146	531	1958	636	1323
%V	73.5%	72.8%	70.7%	62.5%	69.8%	73.9%	64.2%	79.7%
%H (All HH)		94.0%	81.1%	31.2%	14.5%	53.3%	17.3%	36.0%
%H (TV HH)			86.2%	33.2%	15.4%	56.7%	18.4%	38.3%
With	1325	1293	1236	687	230	691	355	336
%V	26.5%	27.2%	29.3%	37.5%	30.2%	26.1%	35.8%	20.3%
%H (All HH)		97.6%	93.3%	51.8%	17.4%	52.2%	26.8%	25.4%
%H (TV HH)			95.6%	53.1%	17.8%	53.4%	27.5%	26.0%
0 - 3	543	524	499	276	93	253	119	134
%V	10.9%	11.0%	11.8%	15.1%	12.2%	9.5%	12.0%	8.1%
%H (All HH)		96.5%	91.9%	50.8%	17.1%	46.6%	21.9%	24.7%
%H (TV HH)			95.2%	52.7%	17.7%	48.3%	22.7%	25.6%
4 - 9	632	618	589	331	103	314	154	160
%V	12.7%	13.0%	14.0%	18.1%	13.5%	11.8%	15.5%	9.6%
%H (All HH)		97.8%	93.2%	52.4%	16.3%	49.7%	24.4%	25.3%
%H (TV HH)			95.3%	53.6%	16.7%	50.8%	24.9%	25.9%
10 - 15	607	595	569	321	118	341	199	142
%V	12.1%	12.5%	13.5%	17.5%	15.5%	12.9%	20.1%	8.6%
%H (All HH)		98.0%	93.7%	52.9%	19.4%	56.2%	32.8%	23.4%
%H (TV HH)			95.6%	53.9%	19.8%	57.3%	33.4%	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

July 2009 - June 2010

BBC London

Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4996	4746	4213	1833	761	2650	991	1659
%H (All HH)		95.0%	84.3%	36.7%	15.2%	53.0%	19.8%	33.2%
%H (TV HH)			88.8%	38.6%	16.0%	55.8%	20.9%	35.0%
1	2179	2179	1776	658	300	977	163	814
%V	43.6%	45.9%	42.2%	35.9%	39.4%	36.9%	16.4%	49.1%
%H (All HH)		100.0%	81.5%	30.2%	13.8%	44.8%	7.5%	37.4%
%H (TV HH)			81.5%	30.2%	13.8%	44.8%	7.5%	37.4%
2	1489	1489	1384	602	249	908	357	551
%V	29.8%	31.4%	32.9%	32.8%	32.7%	34.3%	36.0%	33.2%
%H (All HH)		100.0%	92.9%	40.4%	16.7%	61.0%	24.0%	37.0%
%H (TV HH)			92.9%	40.4%	16.7%	61.0%	24.0%	37.0%
3	656	656	637	321	132	445	249	196
%V	13.1%	13.8%	15.1%	17.5%	17.3%	16.8%	25.1%	11.8%
%H (All HH)		100.0%	97.1%	48.9%	20.1%	67.8%	38.0%	29.9%
%H (TV HH)			97.1%	48.9%	20.1%	67.8%	38.0%	29.9%
4	277	277	272	156	54	208	136	72
%V	5.5%	5.8%	6.5%	8.5%	7.1%	7.8%	13.7%	4.3%
%H (All HH)		100.0%	98.2%	56.3%	19.5%	75.1%	49.1%	26.0%
%H (TV HH)			98.2%	56.3%	19.5%	75.1%	49.1%	26.0%
5+	143	143	142	95	25	111	85	25
%V	2.9%	3.0%	3.4%	5.2%	3.3%	4.2%	8.6%	1.5%
%H (All HH)		100.0%	99.3%	66.4%	17.5%	77.6%	59.4%	17.5%
%H (TV HH)			99.3%	66.4%	17.5%	77.6%	59.4%	17.5%

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

July 2009 - June 2010

BBC London

Household level data

Table 1.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4996	4746	4213	1833	761	2650	991	1659
%H (All HH)		95.0%	84.3%	36.7%	15.2%	53.0%	19.8%	33.2%
%H (TV HH)			88.8%	38.6%	16.0%	55.8%	20.9%	35.0%
Under 20"	1898	1898	1707	735	318	1226	549	677
%V	38.0%	40.0%	40.5%	40.1%	41.8%	46.3%	55.4%	40.8%
%H (All HH)		100.0%	89.9%	38.7%	16.8%	64.6%	28.9%	35.7%
%H (TV HH)			89.9%	38.7%	16.8%	64.6%	28.9%	35.7%
20" - 29"	2337	2337	2048	805	385	1374	490	884
%V	46.8%	49.2%	48.6%	43.9%	50.6%	51.8%	49.4%	53.3%
%H (All HH)		100.0%	87.6%	34.4%	16.5%	58.8%	21.0%	37.8%
%H (TV HH)			87.6%	34.4%	16.5%	58.8%	21.0%	37.8%
30" - 39"	1917	1917	1842	886	343	1162	530	632
%V	38.4%	40.4%	43.7%	48.3%	45.1%	43.8%	53.5%	38.1%
%H (All HH)		100.0%	96.1%	46.2%	17.9%	60.6%	27.6%	33.0%
%H (TV HH)			96.1%	46.2%	17.9%	60.6%	27.6%	33.0%
40" and over	978	978	960	594	176	578	369	209
%V	19.6%	20.6%	22.8%	32.4%	23.1%	21.8%	37.2%	12.6%
%H (All HH)		100.0%	98.2%	60.7%	18.0%	59.1%	37.7%	21.4%
%H (TV HH)			98.2%	60.7%	18.0%	59.1%	37.7%	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
July 2009 - June 2010
BBC London
Household level data
Table 1.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4996	4746	4213	1833	761	2650	991	1659
%H (All HH)		95.0%	84.3%	36.7%	15.2%	53.0%	19.8%	33.2%
%H (TV HH)			88.8%	38.6%	16.0%	55.8%	20.9%	35.0%
Main living room	4632	4632	4138	1807	751	2600	981	1619
%V	92.7%	97.6%	98.2%	98.6%	98.7%	98.1%	99.0%	97.6%
%H (All HH)		100.0%	89.3%	39.0%	16.2%	56.1%	21.2%	35.0%
%H (TV HH)			89.3%	39.0%	16.2%	56.1%	21.2%	35.0%
Kitchen	576	576	543	272	94	407	219	188
%V	11.5%	12.1%	12.9%	14.8%	12.4%	15.4%	22.1%	11.3%
%H (All HH)		100.0%	94.3%	47.2%	16.3%	70.7%	38.0%	32.6%
%H (TV HH)			94.3%	47.2%	16.3%	70.7%	38.0%	32.6%
Adult's bedroom	2065	2065	1954	962	375	1323	671	652
%V	41.3%	43.5%	46.4%	52.5%	49.3%	49.9%	67.7%	39.3%
%H (All HH)		100.0%	94.6%	46.6%	18.2%	64.1%	32.5%	31.6%
%H (TV HH)			94.6%	46.6%	18.2%	64.1%	32.5%	31.6%
Child's bedroom	344	344	337	201	74	231	159	71
%V	6.9%	7.2%	8.0%	11.0%	9.7%	8.7%	16.0%	4.3%
%H (All HH)		100.0%	98.0%	58.4%	21.5%	67.2%	46.2%	20.6%
%H (TV HH)			98.0%	58.4%	21.5%	67.2%	46.2%	20.6%
Other bedroom	138	138	132	73	19	96	53	43
%V	2.8%	2.9%	3.1%	4.0%	2.5%	3.6%	5.3%	2.6%
%H (All HH)		100.0%	95.7%	52.9%	13.8%	69.6%	38.4%	31.2%
%H (TV HH)			95.7%	52.9%	13.8%	69.6%	38.4%	31.2%
Second living/dining room	358	358	337	166	59	254	137	117
%V	7.2%	7.5%	8.0%	9.1%	7.8%	9.6%	13.8%	7.1%
%H (All HH)		100.0%	94.1%	46.4%	16.5%	70.9%	38.3%	32.7%
%H (TV HH)			94.1%	46.4%	16.5%	70.9%	38.3%	32.7%
Study/office	91	91	88	43	16	65	34	31
%V	1.8%	1.9%	2.1%	2.3%	2.1%	2.5%	3.4%	1.9%
%H (All HH)		100.0%	96.7%	47.3%	17.6%	71.4%	37.4%	34.1%
%H (TV HH)			96.7%	47.3%	17.6%	71.4%	37.4%	34.1%
TV room	40	40	39	23	5	27	17	10
%V	0.8%	0.8%	0.9%	1.3%	0.7%	1.0%	1.7%	0.6%
%H (All HH)		100.0%	97.5%	57.5%	12.5%	67.5%	42.5%	25.0%
%H (TV HH)			97.5%	57.5%	12.5%	67.5%	42.5%	25.0%
No specific location	4	4	3	1	0	2	1	2
%V	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	75.0%	25.0%	0.0%	50.0%	25.0%	50.0%
%H (TV HH)			75.0%	25.0%	0.0%	50.0%	25.0%	50.0%
Other	36	36	34	19	4	26	14	11
%V	0.7%	0.8%	0.8%	1.0%	0.5%	1.0%	1.4%	0.7%
%H (All HH)		100.0%	94.4%	52.8%	11.1%	72.2%	38.9%	30.6%
%H (TV HH)			94.4%	52.8%	11.1%	72.2%	38.9%	30.6%

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
July 2009 - June 2010
BBC London
Household level data
Table 1.8: Recorders
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4996	4746	4213	1833	761	2650	991	1659
%H (All HH)		95.0%	84.3%	36.7%	15.2%	53.0%	19.8%	33.2%
%H (TV HH)			88.8%	38.6%	16.0%	55.8%	20.9%	35.0%
PVR	1590	1590	1590	1101	267	857	609	248
%V	31.8%	33.5%	37.7%	60.1%	35.1%	32.3%	61.5%	14.9%
%H (All HH)		100.0%	100.0%	69.2%	16.8%	53.9%	38.3%	15.6%
%H (TV HH)			100.0%	69.2%	16.8%	53.9%	38.3%	15.6%
DVDR	794	794	759	366	131	499	224	275
%V	15.9%	16.7%	18.0%	20.0%	17.2%	18.8%	22.6%	16.6%
%H (All HH)		100.0%	95.6%	46.1%	16.5%	62.8%	28.2%	34.6%
%H (TV HH)			95.6%	46.1%	16.5%	62.8%	28.2%	34.6%
VCR	1577	1577	1405	569	254	956	354	602
%V	31.6%	33.2%	33.3%	31.0%	33.4%	36.1%	35.7%	36.3%
%H (All HH)		100.0%	89.1%	36.1%	16.1%	60.6%	22.4%	38.2%
%H (TV HH)			89.1%	36.1%	16.1%	60.6%	22.4%	38.2%
Any recorder	2935	2935	2742	1421	487	1675	804	871
%V	58.7%	61.8%	65.1%	77.5%	64.0%	63.2%	81.1%	52.5%
%H (All HH)		100.0%	93.4%	48.4%	16.6%	57.1%	27.4%	29.7%
%H (TV HH)			93.4%	48.4%	16.6%	57.1%	27.4%	29.7%

Base: BBC London - Households (000s)
%V = percentage of vertical total
%H (ALL HH) = percentage of horizontal total - All HH
%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC London
Household level data
Table 1.9: Other TV equipment
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4996	4746	4213	1833	761	2650	991	1659
%H (All HH)		95.0%	84.3%	36.7%	15.2%	53.0%	19.8%	33.2%
%H (TV HH)			88.8%	38.6%	16.0%	55.8%	20.9%	35.0%
Receives HDTV (via STB or built-in reception)	706	706	706	473	249	341	341	0
%V	14.1%	14.9%	16.8%	25.8%	32.7%	12.9%	34.4%	0.0%
%H (All HH)		100.0%	100.0%	67.0%	35.3%	48.3%	48.3%	0.0%
%H (TV HH)			100.0%	67.0%	35.3%	48.3%	48.3%	0.0%
DVD/Blu-ray player or recorder	3798	3798	3549	1596	665	2240	911	1328
%V	76.0%	80.0%	84.2%	87.1%	87.4%	84.5%	91.9%	80.0%
%H (All HH)		100.0%	93.4%	42.0%	17.5%	59.0%	24.0%	35.0%
%H (TV HH)			93.4%	42.0%	17.5%	59.0%	24.0%	35.0%

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

July 2009 - June 2010

BBC London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4996	4746	4213	1833	761	2650	991	1659
%H (All HH)		95.0%	84.3%	36.7%	15.2%	53.0%	19.8%	33.2%
%H (TV HH)			88.8%	38.6%	16.0%	55.8%	20.9%	35.0%
Has PC or Laptop	3714	3533	3320	1537	655	2059	892	1167
%V	74.3%	74.4%	78.8%	83.9%	86.1%	77.7%	90.0%	70.3%
%H (All HH)		95.1%	89.4%	41.4%	17.6%	55.4%	24.0%	31.4%
%H (TV HH)			94.0%	43.5%	18.5%	58.3%	25.2%	33.0%
Has broadband internet	3258	3120	2960	1402	604	1814	824	990
%V	65.2%	65.7%	70.3%	76.5%	79.4%	68.5%	83.1%	59.7%
%H (All HH)		95.8%	90.9%	43.0%	18.5%	55.7%	25.3%	30.4%
%H (TV HH)			94.9%	44.9%	19.4%	58.1%	26.4%	31.7%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC London
Set level data
Table 1.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8990	8298	3960	1539	5548	2626	2923
%H		92.3%	44.0%	17.1%	61.7%	29.2%	32.5%
Under 20"	2643	2419	1100	453	1767	864	902
%V	29.4%	29.2%	27.8%	29.4%	31.8%	32.9%	30.9%
%H		91.5%	41.6%	17.1%	66.9%	32.7%	34.1%
20" - 29"	2818	2506	1027	471	1719	670	1049
%V	31.3%	30.2%	25.9%	30.6%	31.0%	25.5%	35.9%
%H		88.9%	36.4%	16.7%	61.0%	23.8%	37.2%
30" - 39"	2168	2088	1029	386	1335	638	697
%V	24.1%	25.2%	26.0%	25.1%	24.1%	24.3%	23.8%
%H		96.3%	47.5%	17.8%	61.6%	29.4%	32.1%
40" and over	1069	1051	662	189	644	422	221
%V	11.9%	12.7%	16.7%	12.3%	11.6%	16.1%	7.6%
%H		98.3%	61.9%	17.7%	60.2%	39.5%	20.7%
Don't know	293	234	143	41	84	31	53
%V	3.3%	2.8%	3.6%	2.7%	1.5%	1.2%	1.8%
%H		79.9%	48.8%	14.0%	28.7%	10.6%	18.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC London
Set level data
Table 1.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8990	8298	3960	1539	5548	2626	2923
%H		92.3%	44.0%	17.1%	61.7%	29.2%	32.5%
Main living room	4685	4188	1830	759	2632	995	1637
%V	52.1%	50.5%	46.2%	49.3%	47.4%	37.9%	56.0%
%H		89.4%	39.1%	16.2%	56.2%	21.2%	34.9%
Kitchen	579	546	274	94	409	221	188
%V	6.4%	6.6%	6.9%	6.1%	7.4%	8.4%	6.4%
%H		94.3%	47.3%	16.2%	70.6%	38.2%	32.5%
Adult's bedroom	2590	2469	1249	479	1713	923	790
%V	28.8%	29.8%	31.5%	31.1%	30.9%	35.1%	27.0%
%H		95.3%	48.2%	18.5%	66.1%	35.6%	30.5%
Child's bedroom	444	436	265	99	302	214	88
%V	4.9%	5.3%	6.7%	6.4%	5.4%	8.1%	3.0%
%H		98.2%	59.7%	22.3%	68.0%	48.2%	19.8%
Other bedroom	153	147	84	21	109	63	46
%V	1.7%	1.8%	2.1%	1.4%	2.0%	2.4%	1.6%
%H		96.1%	54.9%	13.7%	71.2%	41.2%	30.1%
Second living/dining room	365	344	171	60	261	142	119
%V	4.1%	4.1%	4.3%	3.9%	4.7%	5.4%	4.1%
%H		94.2%	46.8%	16.4%	71.5%	38.9%	32.6%
Study/office	93	91	44	17	66	35	32
%V	1.0%	1.1%	1.1%	1.1%	1.2%	1.3%	1.1%
%H		97.8%	47.3%	18.3%	71.0%	37.6%	34.4%
TV room	40	39	23	5	27	17	10
%V	0.4%	0.5%	0.6%	0.3%	0.5%	0.6%	0.3%
%H		97.5%	57.5%	12.5%	67.5%	42.5%	25.0%
No specific location	4	3	1	0	2	1	2
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		75.0%	25.0%	0.0%	50.0%	25.0%	50.0%
Other	37	35	20	4	27	15	11
%V	0.4%	0.4%	0.5%	0.3%	0.5%	0.6%	0.4%
%H		94.6%	54.1%	10.8%	73.0%	40.5%	29.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8990	8298	3960	1539	5548	2626	2923
%H		92.3%	44.0%	17.1%	61.7%	29.2%	32.5%
PVR	2035	2035	1469	317	1101	819	282
%V	22.6%	24.5%	37.1%	20.6%	19.8%	31.2%	9.6%
%H		100.0%	72.2%	15.6%	54.1%	40.2%	13.9%
DVDR	909	872	430	153	591	284	307
%V	10.1%	10.5%	10.9%	9.9%	10.7%	10.8%	10.5%
%H		95.9%	47.3%	16.8%	65.0%	31.2%	33.8%
VCR	1895	1711	705	324	1168	459	710
%V	21.1%	20.6%	17.8%	21.1%	21.1%	17.5%	24.3%
%H		90.3%	37.2%	17.1%	61.6%	24.2%	37.5%
Any recorder	3865	3658	2011	642	2258	1196	1061
%V	43.0%	44.1%	50.8%	41.7%	40.7%	45.5%	36.3%
%H		94.6%	52.0%	16.6%	58.4%	30.9%	27.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8990	8298	3960	1539	5548	2626	2923
%H		92.3%	44.0%	17.1%	61.7%	29.2%	32.5%
Receives HDTV (via STB or built-in reception)	858	858	586	291	415	415	0
%V	9.5%	10.3%	14.8%	18.9%	7.5%	15.8%	0.0%
%H		100.0%	68.3%	33.9%	48.4%	48.4%	0.0%
DVD/Blu-ray player or recorder	5334	5066	2440	982	3328	1602	1726
%V	59.3%	61.1%	61.6%	63.8%	60.0%	61.0%	59.0%
%H		95.0%	45.7%	18.4%	62.4%	30.0%	32.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC London
Set level data
Table 1.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4742	4210	1833	760	2648	991	1657
%H		88.8%	38.7%	16.0%	55.8%	20.9%	34.9%
Under 20"	324	206	43	29	152	17	134
%V	6.8%	4.9%	2.3%	3.8%	5.7%	1.7%	8.1%
%H		63.6%	13.3%	9.0%	46.9%	5.2%	41.4%
20" - 29"	1638	1358	415	247	899	196	703
%V	34.5%	32.3%	22.6%	32.5%	34.0%	19.8%	42.4%
%H		82.9%	25.3%	15.1%	54.9%	12.0%	42.9%
30" - 39"	1684	1609	735	298	1005	416	589
%V	35.5%	38.2%	40.1%	39.2%	38.0%	42.0%	35.5%
%H		95.5%	43.6%	17.7%	59.7%	24.7%	35.0%
40" and over	936	918	570	167	551	352	199
%V	19.7%	21.8%	31.1%	22.0%	20.8%	35.5%	12.0%
%H		98.1%	60.9%	17.8%	58.9%	37.6%	21.3%
Don't know	160	119	70	19	41	9	32
%V	3.4%	2.8%	3.8%	2.5%	1.5%	0.9%	1.9%
%H		74.4%	43.8%	11.9%	25.6%	5.6%	20.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4742	4210	1833	760	2648	991	1657
%H		88.8%	38.7%	16.0%	55.8%	20.9%	34.9%
PVR	1541	1541	1077	256	816	586	230
%V	32.5%	36.6%	58.8%	33.7%	30.8%	59.1%	13.9%
%H		100.0%	69.9%	16.6%	53.0%	38.0%	14.9%
DVDR	742	708	337	123	462	202	260
%V	15.6%	16.8%	18.4%	16.2%	17.4%	20.4%	15.7%
%H		95.4%	45.4%	16.6%	62.3%	27.2%	35.0%
VCR	1356	1191	459	216	811	280	531
%V	28.6%	28.3%	25.0%	28.4%	30.6%	28.3%	32.0%
%H		87.8%	33.8%	15.9%	59.8%	20.6%	39.2%
Any recorder	2804	2618	1371	461	1584	767	817
%V	59.1%	62.2%	74.8%	60.7%	59.8%	77.4%	49.3%
%H		93.4%	48.9%	16.4%	56.5%	27.4%	29.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4742	4210	1833	760	2648	991	1657
%H		88.8%	38.7%	16.0%	55.8%	20.9%	34.9%
Receives HDTV (via STB or built-in reception)	682	682	453	242	325	325	0
%V	14.4%	16.2%	24.7%	31.8%	12.3%	32.8%	0.0%
%H		100.0%	66.4%	35.5%	47.7%	47.7%	0.0%
DVD/Blu-ray player or recorder	3649	3405	1526	635	2136	853	1283
%V	77.0%	80.9%	83.3%	83.6%	80.7%	86.1%	77.4%
%H		93.3%	41.8%	17.4%	58.5%	23.4%	35.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC London
Set level data
Table 1.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4248	4088	2128	779	2900	1634	1266
%H		96.2%	50.1%	18.3%	68.3%	38.5%	29.8%
Under 20"	2319	2213	1057	424	1615	847	768
%V	54.6%	54.1%	49.7%	54.4%	55.7%	51.8%	60.7%
%H		95.4%	45.6%	18.3%	69.6%	36.5%	33.1%
20" - 29"	1180	1148	612	224	820	474	346
%V	27.8%	28.1%	28.8%	28.8%	28.3%	29.0%	27.3%
%H		97.3%	51.9%	19.0%	69.5%	40.2%	29.3%
30" - 39"	484	479	294	88	330	222	107
%V	11.4%	11.7%	13.8%	11.3%	11.4%	13.6%	8.5%
%H		99.0%	60.7%	18.2%	68.2%	45.9%	22.1%
40" and over	133	133	92	22	93	70	23
%V	3.1%	3.3%	4.3%	2.8%	3.2%	4.3%	1.8%
%H		100.0%	69.2%	16.5%	69.9%	52.6%	17.3%
Don't know	133	115	73	22	43	21	21
%V	3.1%	2.8%	3.4%	2.8%	1.5%	1.3%	1.7%
%H		86.5%	54.9%	16.5%	32.3%	15.8%	15.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC London

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4248	4088	2128	779	2900	1634	1266
%H		96.2%	50.1%	18.3%	68.3%	38.5%	29.8%
PVR	494	494	392	61	285	233	52
%V	11.6%	12.1%	18.4%	7.8%	9.8%	14.3%	4.1%
%H		100.0%	79.4%	12.3%	57.7%	47.2%	10.5%
DVDR	167	165	93	30	129	83	47
%V	3.9%	4.0%	4.4%	3.9%	4.4%	5.1%	3.7%
%H		98.8%	55.7%	18.0%	77.2%	49.7%	28.1%
VCR	539	520	246	108	357	179	179
%V	12.7%	12.7%	11.6%	13.9%	12.3%	11.0%	14.1%
%H		96.5%	45.6%	20.0%	66.2%	33.2%	33.2%
Any recorder	1062	1041	640	181	674	430	244
%V	25.0%	25.5%	30.1%	23.2%	23.2%	26.3%	19.3%
%H		98.0%	60.3%	17.0%	63.5%	40.5%	23.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4248	4088	2128	779	2900	1634	1266
%H		96.2%	50.1%	18.3%	68.3%	38.5%	29.8%
Receives HDTV (via STB or built-in reception)	176	176	133	49	90	90	0
%V	4.1%	4.3%	6.3%	6.3%	3.1%	5.5%	0.0%
%H		100.0%	75.6%	27.8%	51.1%	51.1%	0.0%
DVD/Blu-ray player or recorder	1685	1660	913	347	1192	749	443
%V	39.7%	40.6%	42.9%	44.5%	41.1%	45.8%	35.0%
%H		98.5%	54.2%	20.6%	70.7%	44.5%	26.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC London
Individual level data
Table 1.21: Age of Children
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11615	11176	10313	5108	1929	6254	2850	3404
%H		96.2%	88.8%	44.0%	16.6%	53.8%	24.5%	29.3%
Total Children	2303	2234	2133	1205	400	1171	610	560
%V	19.8%	20.0%	20.7%	23.6%	20.7%	18.7%	21.4%	16.5%
%H		97.0%	92.6%	52.3%	17.4%	50.8%	26.5%	24.3%
0 - 3	651	627	596	329	108	306	142	163
%V	5.6%	5.6%	5.8%	6.4%	5.6%	4.9%	5.0%	4.8%
%H		96.3%	91.6%	50.5%	16.6%	47.0%	21.8%	25.0%
4 - 15	1652	1607	1537	876	292	865	468	397
%V	14.2%	14.4%	14.9%	17.1%	15.1%	13.8%	16.4%	11.7%
%H		97.3%	93.0%	53.0%	17.7%	52.4%	28.3%	24.0%
4 - 9	848	823	786	441	137	416	201	215
%V	7.3%	7.4%	7.6%	8.6%	7.1%	6.7%	7.1%	6.3%
%H		97.1%	92.7%	52.0%	16.2%	49.1%	23.7%	25.4%
10 - 15	804	785	752	434	154	449	267	182
%V	6.9%	7.0%	7.3%	8.5%	8.0%	7.2%	9.4%	5.3%
%H		97.6%	93.5%	54.0%	19.2%	55.8%	33.2%	22.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11615	11176	10313	5108	1929	6254	2850	3404
%H		96.2%	88.8%	44.0%	16.6%	53.8%	24.5%	29.3%
Total Adults (16+)	9313	8942	8180	3903	1529	5083	2240	2843
%V	80.2%	80.0%	79.3%	76.4%	79.3%	81.3%	78.6%	83.5%
%H		96.0%	87.8%	41.9%	16.4%	54.6%	24.1%	30.5%
16 - 19	540	530	508	280	108	323	193	131
%V	4.6%	4.7%	4.9%	5.5%	5.6%	5.2%	6.8%	3.8%
%H		98.1%	94.1%	51.9%	20.0%	59.8%	35.7%	24.3%
20 - 24	723	670	622	304	122	386	179	206
%V	6.2%	6.0%	6.0%	6.0%	6.3%	6.2%	6.3%	6.1%
%H		92.7%	86.0%	42.0%	16.9%	53.4%	24.8%	28.5%
25 - 34	2002	1848	1723	859	338	972	426	546
%V	17.2%	16.5%	16.7%	16.8%	17.5%	15.5%	14.9%	16.0%
%H		92.3%	86.1%	42.9%	16.9%	48.6%	21.3%	27.3%
35 - 44	1872	1792	1678	874	332	950	459	491
%V	16.1%	16.0%	16.3%	17.1%	17.2%	15.2%	16.1%	14.4%
%H		95.7%	89.6%	46.7%	17.7%	50.7%	24.5%	26.2%
45 - 54	1563	1528	1437	722	285	918	464	454
%V	13.5%	13.7%	13.9%	14.1%	14.8%	14.7%	16.3%	13.3%
%H		97.8%	91.9%	46.2%	18.2%	58.7%	29.7%	29.0%
55 - 64	1134	1113	1023	467	166	689	292	398
%V	9.8%	10.0%	9.9%	9.1%	8.6%	11.0%	10.2%	11.7%
%H		98.1%	90.2%	41.2%	14.6%	60.8%	25.7%	35.1%
65+	1478	1460	1188	398	178	845	228	617
%V	12.7%	13.1%	11.5%	7.8%	9.2%	13.5%	8.0%	18.1%
%H		98.8%	80.4%	26.9%	12.0%	57.2%	15.4%	41.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC London
Individual level data
Table 1.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT +	DTT only
		HH	HH	channel	HH	HH	HH	Cab/DSat	HH
				HH				HH	
Total Adults (16+)		9313	8942	8180	3903	1529	5083	2240	2843
%H			96.0%	87.8%	41.9%	16.4%	54.6%	24.1%	30.5%
AB		2690	2600	2478	1185	460	1612	756	856
	%V	28.9%	29.1%	30.3%	30.4%	30.1%	31.7%	33.8%	30.1%
	%H		96.7%	92.1%	44.1%	17.1%	59.9%	28.1%	31.8%
C1		2914	2773	2574	1218	489	1615	714	901
	%V	31.3%	31.0%	31.5%	31.2%	32.0%	31.8%	31.9%	31.7%
	%H		95.2%	88.3%	41.8%	16.8%	55.4%	24.5%	30.9%
C2		1521	1487	1389	707	287	853	433	420
	%V	16.3%	16.6%	17.0%	18.1%	18.8%	16.8%	19.3%	14.8%
	%H		97.8%	91.3%	46.5%	18.9%	56.1%	28.5%	27.6%
D		1229	1165	1018	513	191	573	242	331
	%V	13.2%	13.0%	12.4%	13.1%	12.5%	11.3%	10.8%	11.6%
	%H		94.8%	82.8%	41.7%	15.5%	46.6%	19.7%	26.9%
E		959	916	720	281	101	430	95	335
	%V	10.3%	10.2%	8.8%	7.2%	6.6%	8.5%	4.2%	11.8%
	%H		95.5%	75.1%	29.3%	10.5%	44.8%	9.9%	34.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC London
Individual level data
Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9313	8942	8180	3903	1529	5083	2240	2843
%H		96.0%	87.8%	41.9%	16.4%	54.6%	24.1%	30.5%
Working full time	4617	4436	4186	2118	839	2537	1248	1289
%V	49.6%	49.6%	51.2%	54.3%	54.9%	49.9%	55.7%	45.3%
%H		96.1%	90.7%	45.9%	18.2%	54.9%	27.0%	27.9%
Working part time	840	815	770	365	143	492	224	268
%V	9.0%	9.1%	9.4%	9.4%	9.4%	9.7%	10.0%	9.4%
%H		97.0%	91.7%	43.5%	17.0%	58.6%	26.7%	31.9%
Not working	3855	3691	3224	1420	546	2054	768	1286
%V	41.4%	41.3%	39.4%	36.4%	35.7%	40.4%	34.3%	45.2%
%H		95.7%	83.6%	36.8%	14.2%	53.3%	19.9%	33.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4553	4338	3972	1925	759	2451	1114	1337
%H		95.3%	87.2%	42.3%	16.7%	53.8%	24.5%	29.4%
16 - 19	275	272	259	144	59	164	100	64
%V	6.0%	6.3%	6.5%	7.5%	7.8%	6.7%	9.0%	4.8%
%H		98.9%	94.2%	52.4%	21.5%	59.6%	36.4%	23.3%
20 - 24	355	326	301	150	57	188	89	98
%V	7.8%	7.5%	7.6%	7.8%	7.5%	7.7%	8.0%	7.3%
%H		91.8%	84.8%	42.3%	16.1%	53.0%	25.1%	27.6%
25 - 34	997	899	831	412	161	482	215	268
%V	21.9%	20.7%	20.9%	21.4%	21.2%	19.7%	19.3%	20.0%
%H		90.2%	83.4%	41.3%	16.1%	48.3%	21.6%	26.9%
35 - 44	951	903	836	431	177	456	219	236
%V	20.9%	20.8%	21.0%	22.4%	23.3%	18.6%	19.7%	17.7%
%H		95.0%	87.9%	45.3%	18.6%	47.9%	23.0%	24.8%
45 - 54	779	761	710	353	143	454	226	227
%V	17.1%	17.5%	17.9%	18.3%	18.8%	18.5%	20.3%	17.0%
%H		97.7%	91.1%	45.3%	18.4%	58.3%	29.0%	29.1%
55 - 64	542	530	487	226	80	326	143	183
%V	11.9%	12.2%	12.3%	11.7%	10.5%	13.3%	12.8%	13.7%
%H		97.8%	89.9%	41.7%	14.8%	60.1%	26.4%	33.8%
65+	655	647	549	208	82	381	120	261
%V	14.4%	14.9%	13.8%	10.8%	10.8%	15.5%	10.8%	19.5%
%H		98.8%	83.8%	31.8%	12.5%	58.2%	18.3%	39.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC London
Individual level data
Table 1.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		4553	4338	3972	1925	759	2451	1114	1337
%H			95.3%	87.2%	42.3%	16.7%	53.8%	24.5%	29.4%
AB		1355	1306	1246	611	234	799	385	414
	%V	29.8%	30.1%	31.4%	31.7%	30.8%	32.6%	34.6%	31.0%
	%H		96.4%	92.0%	45.1%	17.3%	59.0%	28.4%	30.6%
C1		1373	1291	1202	581	232	746	341	405
	%V	30.2%	29.8%	30.3%	30.2%	30.6%	30.4%	30.6%	30.3%
	%H		94.0%	87.5%	42.3%	16.9%	54.3%	24.8%	29.5%
C2		825	802	744	368	157	458	227	231
	%V	18.1%	18.5%	18.7%	19.1%	20.7%	18.7%	20.4%	17.3%
	%H		97.2%	90.2%	44.6%	19.0%	55.5%	27.5%	28.0%
D		622	584	502	252	95	284	121	162
	%V	13.7%	13.5%	12.6%	13.1%	12.5%	11.6%	10.9%	12.1%
	%H		93.9%	80.7%	40.5%	15.3%	45.7%	19.5%	26.0%
E		378	354	278	112	41	164	39	125
	%V	8.3%	8.2%	7.0%	5.8%	5.4%	6.7%	3.5%	9.3%
	%H		93.7%	73.5%	29.6%	10.8%	43.4%	10.3%	33.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC London
Individual level data
Table 1.27: Working Status (Males 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4553	4338	3972	1925	759	2451	1114	1337
%H		95.3%	87.2%	42.3%	16.7%	53.8%	24.5%	29.4%
Working full time	2850	2727	2566	1311	512	1540	761	780
%V	62.6%	62.9%	64.6%	68.1%	67.5%	62.8%	68.3%	58.3%
%H		95.7%	90.0%	46.0%	18.0%	54.0%	26.7%	27.4%
Working part time	173	163	144	63	24	94	36	58
%V	3.8%	3.8%	3.6%	3.3%	3.2%	3.8%	3.2%	4.3%
%H		94.2%	83.2%	36.4%	13.9%	54.3%	20.8%	33.5%
Not working	1530	1447	1262	551	223	816	317	499
%V	33.6%	33.4%	31.8%	28.6%	29.4%	33.3%	28.5%	37.3%
%H		94.6%	82.5%	36.0%	14.6%	53.3%	20.7%	32.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4760	4603	4208	1979	770	2632	1126	1506
%H		96.7%	88.4%	41.6%	16.2%	55.3%	23.7%	31.6%
16 - 19	266	258	249	136	49	159	92	67
%V	5.6%	5.6%	5.9%	6.9%	6.4%	6.0%	8.2%	4.4%
%H		97.0%	93.6%	51.1%	18.4%	59.8%	34.6%	25.2%
20 - 24	368	344	322	153	65	198	90	108
%V	7.7%	7.5%	7.7%	7.7%	8.4%	7.5%	8.0%	7.2%
%H		93.5%	87.5%	41.6%	17.7%	53.8%	24.5%	29.3%
25 - 34	1006	949	892	448	177	490	212	278
%V	21.1%	20.6%	21.2%	22.6%	23.0%	18.6%	18.8%	18.5%
%H		94.3%	88.7%	44.5%	17.6%	48.7%	21.1%	27.6%
35 - 44	920	889	842	443	155	494	240	255
%V	19.3%	19.3%	20.0%	22.4%	20.1%	18.8%	21.3%	16.9%
%H		96.6%	91.5%	48.2%	16.8%	53.7%	26.1%	27.7%
45 - 54	784	767	727	368	143	464	237	227
%V	16.5%	16.7%	17.3%	18.6%	18.6%	17.6%	21.0%	15.1%
%H		97.8%	92.7%	46.9%	18.2%	59.2%	30.2%	29.0%
55 - 64	593	583	537	240	85	363	148	215
%V	12.5%	12.7%	12.8%	12.1%	11.0%	13.8%	13.1%	14.3%
%H		98.3%	90.6%	40.5%	14.3%	61.2%	25.0%	36.3%
65+	824	813	639	190	96	463	107	356
%V	17.3%	17.7%	15.2%	9.6%	12.5%	17.6%	9.5%	23.6%
%H		98.7%	77.5%	23.1%	11.7%	56.2%	13.0%	43.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4760	4603	4208	1979	770	2632	1126	1506
%H		96.7%	88.4%	41.6%	16.2%	55.3%	23.7%	31.6%
AB	1335	1294	1232	574	226	813	370	442
%V	28.0%	28.1%	29.3%	29.0%	29.4%	30.9%	32.9%	29.3%
%H		96.9%	92.3%	43.0%	16.9%	60.9%	27.7%	33.1%
C1	1541	1482	1372	637	257	870	374	496
%V	32.4%	32.2%	32.6%	32.2%	33.4%	33.1%	33.2%	32.9%
%H		96.2%	89.0%	41.3%	16.7%	56.5%	24.3%	32.2%
C2	696	685	645	339	130	395	206	189
%V	14.6%	14.9%	15.3%	17.1%	16.9%	15.0%	18.3%	12.5%
%H		98.4%	92.7%	48.7%	18.7%	56.8%	29.6%	27.2%
D	607	581	517	261	96	289	121	168
%V	12.8%	12.6%	12.3%	13.2%	12.5%	11.0%	10.7%	11.2%
%H		95.7%	85.2%	43.0%	15.8%	47.6%	19.9%	27.7%
E	581	562	441	169	61	267	56	210
%V	12.2%	12.2%	10.5%	8.5%	7.9%	10.1%	5.0%	13.9%
%H		96.7%	75.9%	29.1%	10.5%	46.0%	9.6%	36.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4760	4603	4208	1979	770	2632	1126	1506
%H		96.7%	88.4%	41.6%	16.2%	55.3%	23.7%	31.6%
Working full time	1768	1708	1620	807	328	996	487	509
%V	37.1%	37.1%	38.5%	40.8%	42.6%	37.8%	43.3%	33.8%
%H		96.6%	91.6%	45.6%	18.6%	56.3%	27.5%	28.8%
Working part time	668	652	625	302	119	398	188	210
%V	14.0%	14.2%	14.9%	15.3%	15.5%	15.1%	16.7%	13.9%
%H		97.6%	93.6%	45.2%	17.8%	59.6%	28.1%	31.4%
Not working	2324	2243	1962	869	323	1238	451	787
%V	48.8%	48.7%	46.6%	43.9%	41.9%	47.0%	40.1%	52.3%
%H		96.5%	84.4%	37.4%	13.9%	53.3%	19.4%	33.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	926	906	812	438	77	490	190	300
%H (All HH)		97.8%	87.7%	47.3%	8.3%	52.9%	20.5%	32.4%
%H (TV HH)			89.6%	48.3%	8.5%	54.1%	21.0%	33.1%
AB	253	246	227	132	19	128	52	76
%V	27.3%	27.2%	28.0%	30.1%	24.7%	26.1%	27.4%	25.3%
%H (All HH)		97.2%	89.7%	52.2%	7.5%	50.6%	20.6%	30.0%
%H (TV HH)			92.3%	53.7%	7.7%	52.0%	21.1%	30.9%
C1	263	254	220	119	19	139	56	83
%V	28.4%	28.0%	27.1%	27.2%	24.7%	28.4%	29.5%	27.7%
%H (All HH)		96.6%	83.7%	45.2%	7.2%	52.9%	21.3%	31.6%
%H (TV HH)			86.6%	46.9%	7.5%	54.7%	22.0%	32.7%
C2	187	186	174	101	18	106	50	56
%V	20.2%	20.5%	21.4%	23.1%	23.4%	21.6%	26.3%	18.7%
%H (All HH)		99.5%	93.0%	54.0%	9.6%	56.7%	26.7%	29.9%
%H (TV HH)			93.5%	54.3%	9.7%	57.0%	26.9%	30.1%
D	105	103	92	43	11	57	19	38
%V	11.3%	11.4%	11.3%	9.8%	14.3%	11.6%	10.0%	12.7%
%H (All HH)		98.1%	87.6%	41.0%	10.5%	54.3%	18.1%	36.2%
%H (TV HH)			89.3%	41.7%	10.7%	55.3%	18.4%	36.9%
E	118	117	99	42	10	60	14	47
%V	12.7%	12.9%	12.2%	9.6%	13.0%	12.2%	7.4%	15.7%
%H (All HH)		99.2%	83.9%	35.6%	8.5%	50.8%	11.9%	39.8%
%H (TV HH)			84.6%	35.9%	8.5%	51.3%	12.0%	40.2%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	926	906	812	438	77	490	190	300
%H (All HH)		97.8%	87.7%	47.3%	8.3%	52.9%	20.5%	32.4%
%H (TV HH)			89.6%	48.3%	8.5%	54.1%	21.0%	33.1%
Under 25	27	27	24	12	2	14	4	11
%V	2.9%	3.0%	3.0%	2.7%	2.6%	2.9%	2.1%	3.7%
%H (All HH)		100.0%	88.9%	44.4%	7.4%	51.9%	14.8%	40.7%
%H (TV HH)			88.9%	44.4%	7.4%	51.9%	14.8%	40.7%
25 - 34	115	110	107	70	12	53	29	24
%V	12.4%	12.1%	13.2%	16.0%	15.6%	10.8%	15.3%	8.0%
%H (All HH)		95.7%	93.0%	60.9%	10.4%	46.1%	25.2%	20.9%
%H (TV HH)			97.3%	63.6%	10.9%	48.2%	26.4%	21.8%
35 - 44	176	173	164	103	15	91	45	46
%V	19.0%	19.1%	20.2%	23.5%	19.5%	18.6%	23.7%	15.3%
%H (All HH)		98.3%	93.2%	58.5%	8.5%	51.7%	25.6%	26.1%
%H (TV HH)			94.8%	59.5%	8.7%	52.6%	26.0%	26.6%
45 - 54	179	176	165	102	20	98	54	44
%V	19.3%	19.4%	20.3%	23.3%	26.0%	20.0%	28.4%	14.7%
%H (All HH)		98.3%	92.2%	57.0%	11.2%	54.7%	30.2%	24.6%
%H (TV HH)			93.8%	58.0%	11.4%	55.7%	30.7%	25.0%
55 - 64	170	165	149	76	12	96	33	64
%V	18.4%	18.2%	18.3%	17.4%	15.6%	19.6%	17.4%	21.3%
%H (All HH)		97.1%	87.6%	44.7%	7.1%	56.5%	19.4%	37.6%
%H (TV HH)			90.3%	46.1%	7.3%	58.2%	20.0%	38.8%
65 +	260	256	202	75	16	138	26	112
%V	28.1%	28.3%	24.9%	17.1%	20.8%	28.2%	13.7%	37.3%
%H (All HH)		98.5%	77.7%	28.8%	6.2%	53.1%	10.0%	43.1%
%H (TV HH)			78.9%	29.3%	6.3%	53.9%	10.2%	43.8%

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
July 2009 - June 2010
BBC South East
Household level data
Table 2.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	926	906	812	438	77	490	190	300
%H (All HH)		97.8%	87.7%	47.3%	8.3%	52.9%	20.5%	32.4%
%H (TV HH)			89.6%	48.3%	8.5%	54.1%	21.0%	33.1%
1	300	287	235	95	18	157	33	124
%V	32.4%	31.7%	28.9%	21.7%	23.4%	32.0%	17.4%	41.3%
%H (All HH)		95.7%	78.3%	31.7%	6.0%	52.3%	11.0%	41.3%
%H (TV HH)			81.9%	33.1%	6.3%	54.7%	11.5%	43.2%
2	303	298	272	144	23	167	60	107
%V	32.7%	32.9%	33.5%	32.9%	29.9%	34.1%	31.6%	35.7%
%H (All HH)		98.3%	89.8%	47.5%	7.6%	55.1%	19.8%	35.3%
%H (TV HH)			91.3%	48.3%	7.7%	56.0%	20.1%	35.9%
3	131	129	122	68	23	65	34	31
%V	14.1%	14.2%	15.0%	15.5%	29.9%	13.3%	17.9%	10.3%
%H (All HH)		98.5%	93.1%	51.9%	17.6%	49.6%	26.0%	23.7%
%H (TV HH)			94.6%	52.7%	17.8%	50.4%	26.4%	24.0%
4	135	135	130	94	9	74	47	27
%V	14.6%	14.9%	16.0%	21.5%	11.7%	15.1%	24.7%	9.0%
%H (All HH)		100.0%	96.3%	69.6%	6.7%	54.8%	34.8%	20.0%
%H (TV HH)			96.3%	69.6%	6.7%	54.8%	34.8%	20.0%
5+	58	56	54	37	5	28	17	11
%V	6.3%	6.2%	6.7%	8.4%	6.5%	5.7%	8.9%	3.7%
%H (All HH)		96.6%	93.1%	63.8%	8.6%	48.3%	29.3%	19.0%
%H (TV HH)			96.4%	66.1%	8.9%	50.0%	30.4%	19.6%
Average HH size	2.32	2.33	2.40	2.65	2.52	2.31	2.81	1.99

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

July 2009 - June 2010

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	926	906	812	438	77	490	190	300
%H (All HH)		97.8%	87.7%	47.3%	8.3%	52.9%	20.5%	32.4%
%H (TV HH)			89.6%	48.3%	8.5%	54.1%	21.0%	33.1%
Without	686	667	583	282	53	375	122	253
%V	74.1%	73.6%	71.8%	64.4%	68.8%	76.5%	64.2%	84.3%
%H (All HH)		97.2%	85.0%	41.1%	7.7%	54.7%	17.8%	36.9%
%H (TV HH)			87.4%	42.3%	7.9%	56.2%	18.3%	37.9%
With	240	239	229	156	24	116	68	48
%V	25.9%	26.4%	28.2%	35.6%	31.2%	23.7%	35.8%	16.0%
%H (All HH)		99.6%	95.4%	65.0%	10.0%	48.3%	28.3%	20.0%
%H (TV HH)			95.8%	65.3%	10.0%	48.5%	28.5%	20.1%
0 - 3	88	88	83	57	11	39	24	14
%V	9.5%	9.7%	10.2%	13.0%	14.3%	8.0%	12.6%	4.7%
%H (All HH)		100.0%	94.3%	64.8%	12.5%	44.3%	27.3%	15.9%
%H (TV HH)			94.3%	64.8%	12.5%	44.3%	27.3%	15.9%
4 - 9	104	103	99	67	9	53	30	23
%V	11.2%	11.4%	12.2%	15.3%	11.7%	10.8%	15.8%	7.7%
%H (All HH)		99.0%	95.2%	64.4%	8.7%	51.0%	28.8%	22.1%
%H (TV HH)			96.1%	65.0%	8.7%	51.5%	29.1%	22.3%
10 - 15	126	126	121	88	12	60	39	21
%V	13.6%	13.9%	14.9%	20.1%	15.6%	12.2%	20.5%	7.0%
%H (All HH)		100.0%	96.0%	69.8%	9.5%	47.6%	31.0%	16.7%
%H (TV HH)			96.0%	69.8%	9.5%	47.6%	31.0%	16.7%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	926	906	812	438	77	490	190	300
%H (All HH)		97.8%	87.7%	47.3%	8.3%	52.9%	20.5%	32.4%
%H (TV HH)			89.6%	48.3%	8.5%	54.1%	21.0%	33.1%
1	331	331	274	125	23	151	25	126
%V	35.7%	36.5%	33.7%	28.5%	29.9%	30.8%	13.2%	42.0%
%H (All HH)		100.0%	82.8%	37.8%	6.9%	45.6%	7.6%	38.1%
%H (TV HH)			82.8%	37.8%	6.9%	45.6%	7.6%	38.1%
2	305	305	277	147	31	160	58	101
%V	32.9%	33.7%	34.1%	33.6%	40.3%	32.7%	30.5%	33.7%
%H (All HH)		100.0%	90.8%	48.2%	10.2%	52.5%	19.0%	33.1%
%H (TV HH)			90.8%	48.2%	10.2%	52.5%	19.0%	33.1%
3	157	157	152	94	10	101	54	48
%V	17.0%	17.3%	18.7%	21.5%	13.0%	20.6%	28.4%	16.0%
%H (All HH)		100.0%	96.8%	59.9%	6.4%	64.3%	34.4%	30.6%
%H (TV HH)			96.8%	59.9%	6.4%	64.3%	34.4%	30.6%
4	73	73	70	43	9	52	33	18
%V	7.9%	8.1%	8.6%	9.8%	11.7%	10.6%	17.4%	6.0%
%H (All HH)		100.0%	95.9%	58.9%	12.3%	71.2%	45.2%	24.7%
%H (TV HH)			95.9%	58.9%	12.3%	71.2%	45.2%	24.7%
5+	40	40	39	29	4	27	20	7
%V	4.3%	4.4%	4.8%	6.6%	5.2%	5.5%	10.5%	2.3%
%H (All HH)		100.0%	97.5%	72.5%	10.0%	67.5%	50.0%	17.5%
%H (TV HH)			97.5%	72.5%	10.0%	67.5%	50.0%	17.5%

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

July 2009 - June 2010

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	926	906	812	438	77	490	190	300
%H (All HH)		97.8%	87.7%	47.3%	8.3%	52.9%	20.5%	32.4%
%H (TV HH)			89.6%	48.3%	8.5%	54.1%	21.0%	33.1%
Under 20"	452	452	408	224	43	265	121	144
%V	48.8%	49.9%	50.2%	51.1%	55.8%	54.1%	63.7%	48.0%
%H (All HH)		100.0%	90.3%	49.6%	9.5%	58.6%	26.8%	31.9%
%H (TV HH)			90.3%	49.6%	9.5%	58.6%	26.8%	31.9%
20" - 29"	491	491	437	219	38	276	94	182
%V	53.0%	54.2%	53.8%	50.0%	49.4%	56.3%	49.5%	60.7%
%H (All HH)		100.0%	89.0%	44.6%	7.7%	56.2%	19.1%	37.1%
%H (TV HH)			89.0%	44.6%	7.7%	56.2%	19.1%	37.1%
30" - 39"	369	369	353	217	34	208	102	105
%V	39.8%	40.7%	43.5%	49.5%	44.2%	42.4%	53.7%	35.0%
%H (All HH)		100.0%	95.7%	58.8%	9.2%	56.4%	27.6%	28.5%
%H (TV HH)			95.7%	58.8%	9.2%	56.4%	27.6%	28.5%
40" and over	190	190	186	128	21	110	72	38
%V	20.5%	21.0%	22.9%	29.2%	27.3%	22.4%	37.9%	12.7%
%H (All HH)		100.0%	97.9%	67.4%	11.1%	57.9%	37.9%	20.0%
%H (TV HH)			97.9%	67.4%	11.1%	57.9%	37.9%	20.0%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	926	906	812	438	77	490	190	300
%H (All HH)		97.8%	87.7%	47.3%	8.3%	52.9%	20.5%	32.4%
%H (TV HH)			89.6%	48.3%	8.5%	54.1%	21.0%	33.1%
Main living room	895	895	804	436	77	483	188	295
%V	96.7%	98.8%	99.0%	99.5%	100.0%	98.6%	98.9%	98.3%
%H (All HH)		100.0%	89.8%	48.7%	8.6%	54.0%	21.0%	33.0%
%H (TV HH)			89.8%	48.7%	8.6%	54.0%	21.0%	33.0%
Kitchen	130	130	122	66	13	84	41	43
%V	14.0%	14.3%	15.0%	15.1%	16.9%	17.1%	21.6%	14.3%
%H (All HH)		100.0%	93.8%	50.8%	10.0%	64.6%	31.5%	33.1%
%H (TV HH)			93.8%	50.8%	10.0%	64.6%	31.5%	33.1%
Adult's bedroom	443	443	416	254	39	263	138	126
%V	47.8%	48.9%	51.2%	58.0%	50.6%	53.7%	72.6%	42.0%
%H (All HH)		100.0%	93.9%	57.3%	8.8%	59.4%	31.2%	28.4%
%H (TV HH)			93.9%	57.3%	8.8%	59.4%	31.2%	28.4%
Child's bedroom	112	112	109	78	11	67	48	20
%V	12.1%	12.4%	13.4%	17.8%	14.3%	13.7%	25.3%	6.7%
%H (All HH)		100.0%	97.3%	69.6%	9.8%	59.8%	42.9%	17.9%
%H (TV HH)			97.3%	69.6%	9.8%	59.8%	42.9%	17.9%
Other bedroom	44	44	43	20	5	31	14	17
%V	4.8%	4.9%	5.3%	4.6%	6.5%	6.3%	7.4%	5.7%
%H (All HH)		100.0%	97.7%	45.5%	11.4%	70.5%	31.8%	38.6%
%H (TV HH)			97.7%	45.5%	11.4%	70.5%	31.8%	38.6%
Second living/dining room	100	100	95	57	8	61	29	32
%V	10.8%	11.0%	11.7%	13.0%	10.4%	12.4%	15.3%	10.7%
%H (All HH)		100.0%	95.0%	57.0%	8.0%	61.0%	29.0%	32.0%
%H (TV HH)			95.0%	57.0%	8.0%	61.0%	29.0%	32.0%
Study/office	21	21	21	14	1	13	7	6
%V	2.3%	2.3%	2.6%	3.2%	1.3%	2.7%	3.7%	2.0%
%H (All HH)		100.0%	100.0%	66.7%	4.8%	61.9%	33.3%	28.6%
%H (TV HH)			100.0%	66.7%	4.8%	61.9%	33.3%	28.6%
TV room	5	5	5	4	0	4	3	1
%V	0.5%	0.6%	0.6%	0.9%	0.0%	0.8%	1.6%	0.3%
%H (All HH)		100.0%	100.0%	80.0%	0.0%	80.0%	60.0%	20.0%
%H (TV HH)			100.0%	80.0%	0.0%	80.0%	60.0%	20.0%
No specific location	1	1	1	0	0	1	0	1
%V	0.1%	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Other	2	2	2	2	0	1	1	1
%V	0.2%	0.2%	0.2%	0.5%	0.0%	0.2%	0.5%	0.3%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	50.0%	50.0%	50.0%
%H (TV HH)			100.0%	100.0%	0.0%	50.0%	50.0%	50.0%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Household level data

Table 2.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	926	906	812	438	77	490	190	300
%H (All HH)		97.8%	87.7%	47.3%	8.3%	52.9%	20.5%	32.4%
%H (TV HH)			89.6%	48.3%	8.5%	54.1%	21.0%	33.1%
PVR	359	359	359	276	27	184	123	60
%V	38.8%	39.6%	44.2%	63.0%	35.1%	37.6%	64.7%	20.0%
%H (All HH)		100.0%	100.0%	76.9%	7.5%	51.3%	34.3%	16.7%
%H (TV HH)			100.0%	76.9%	7.5%	51.3%	34.3%	16.7%
DVDR	141	141	136	78	13	88	40	48
%V	15.2%	15.6%	16.7%	17.8%	16.9%	18.0%	21.1%	16.0%
%H (All HH)		100.0%	96.5%	55.3%	9.2%	62.4%	28.4%	34.0%
%H (TV HH)			96.5%	55.3%	9.2%	62.4%	28.4%	34.0%
VCR	392	392	354	196	30	210	80	131
%V	42.3%	43.3%	43.6%	44.7%	39.0%	42.9%	42.1%	43.7%
%H (All HH)		100.0%	90.3%	50.0%	7.7%	53.6%	20.4%	33.4%
%H (TV HH)			90.3%	50.0%	7.7%	53.6%	20.4%	33.4%
Any recorder	634	634	596	371	50	341	161	180
%V	68.5%	70.0%	73.4%	84.7%	64.9%	69.6%	84.7%	60.0%
%H (All HH)		100.0%	94.0%	58.5%	7.9%	53.8%	25.4%	28.4%
%H (TV HH)			94.0%	58.5%	7.9%	53.8%	25.4%	28.4%

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
July 2009 - June 2010
BBC South East
Household level data
Table 2.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	926	906	812	438	77	490	190	300
%H (All HH)		97.8%	87.7%	47.3%	8.3%	52.9%	20.5%	32.4%
%H (TV HH)			89.6%	48.3%	8.5%	54.1%	21.0%	33.1%
Receives HDTV (via STB or built-in reception)	138	138	138	116	26	58	58	0
%V	14.9%	15.2%	17.0%	26.5%	33.8%	11.8%	30.5%	0.0%
%H (All HH)		100.0%	100.0%	84.1%	18.8%	42.0%	42.0%	0.0%
%H (TV HH)			100.0%	84.1%	18.8%	42.0%	42.0%	0.0%
DVD/Blu-ray player or recorder	764	764	713	400	69	425	177	248
%V	82.5%	84.3%	87.8%	91.3%	89.6%	86.7%	93.2%	82.7%
%H (All HH)		100.0%	93.3%	52.4%	9.0%	55.6%	23.2%	32.5%
%H (TV HH)			93.3%	52.4%	9.0%	55.6%	23.2%	32.5%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	926	906	812	438	77	490	190	300
%H (All HH)		97.8%	87.7%	47.3%	8.3%	52.9%	20.5%	32.4%
%H (TV HH)			89.6%	48.3%	8.5%	54.1%	21.0%	33.1%
Has PC or Laptop	681	667	628	359	66	368	162	206
%V	73.5%	73.6%	77.3%	82.0%	85.7%	75.1%	85.3%	68.7%
%H (All HH)		97.9%	92.2%	52.7%	9.7%	54.0%	23.8%	30.2%
%H (TV HH)			94.2%	53.8%	9.9%	55.2%	24.3%	30.9%
Has broadband internet	605	594	559	324	60	327	149	178
%V	65.3%	65.6%	68.8%	74.0%	77.9%	66.7%	78.4%	59.3%
%H (All HH)		98.2%	92.4%	53.6%	9.9%	54.0%	24.6%	29.4%
%H (TV HH)			94.1%	54.5%	10.1%	55.1%	25.1%	30.0%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC South East
Set level data
Table 2.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1917	1773	1029	171	1127	543	584
%H		92.5%	53.7%	8.9%	58.8%	28.3%	30.5%
Under 20"	673	617	347	66	415	207	207
%V	35.1%	34.8%	33.7%	38.6%	36.8%	38.1%	35.4%
%H		91.7%	51.6%	9.8%	61.7%	30.8%	30.8%
20" - 29"	609	549	285	46	355	133	221
%V	31.8%	31.0%	27.7%	26.9%	31.5%	24.5%	37.8%
%H		90.1%	46.8%	7.6%	58.3%	21.8%	36.3%
30" - 39"	411	396	251	38	232	121	111
%V	21.4%	22.3%	24.4%	22.2%	20.6%	22.3%	19.0%
%H		96.4%	61.1%	9.2%	56.4%	29.4%	27.0%
40" and over	199	195	134	22	119	78	41
%V	10.4%	11.0%	13.0%	12.9%	10.6%	14.4%	7.0%
%H		98.0%	67.3%	11.1%	59.8%	39.2%	20.6%
Don't know	24	17	13	0	7	3	4
%V	1.3%	1.0%	1.3%	0.0%	0.6%	0.6%	0.7%
%H		70.8%	54.2%	0.0%	29.2%	12.5%	16.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC South East
Set level data
Table 2.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1917	1773	1029	171	1127	543	584
%H		92.5%	53.7%	8.9%	58.8%	28.3%	30.5%
Main living room	903	811	439	77	489	190	299
%V	47.1%	45.7%	42.7%	45.0%	43.4%	35.0%	51.2%
%H		89.8%	48.6%	8.5%	54.2%	21.0%	33.1%
Kitchen	130	122	66	13	84	41	43
%V	6.8%	6.9%	6.4%	7.6%	7.5%	7.6%	7.4%
%H		93.8%	50.8%	10.0%	64.6%	31.5%	33.1%
Adult's bedroom	556	524	322	51	342	186	155
%V	29.0%	29.6%	31.3%	29.8%	30.3%	34.3%	26.5%
%H		94.2%	57.9%	9.2%	61.5%	33.5%	27.9%
Child's bedroom	144	140	102	15	90	66	25
%V	7.5%	7.9%	9.9%	8.8%	8.0%	12.2%	4.3%
%H		97.2%	70.8%	10.4%	62.5%	45.8%	17.4%
Other bedroom	52	51	24	6	40	19	21
%V	2.7%	2.9%	2.3%	3.5%	3.5%	3.5%	3.6%
%H		98.1%	46.2%	11.5%	76.9%	36.5%	40.4%
Second living/dining room	102	97	58	8	63	31	32
%V	5.3%	5.5%	5.6%	4.7%	5.6%	5.7%	5.5%
%H		95.1%	56.9%	7.8%	61.8%	30.4%	31.4%
Study/office	21	21	14	1	13	7	6
%V	1.1%	1.2%	1.4%	0.6%	1.2%	1.3%	1.0%
%H		100.0%	66.7%	4.8%	61.9%	33.3%	28.6%
TV room	5	5	4	0	4	3	1
%V	0.3%	0.3%	0.4%	0.0%	0.4%	0.6%	0.2%
%H		100.0%	80.0%	0.0%	80.0%	60.0%	20.0%
No specific location	1	1	0	0	1	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Other	2	2	2	0	1	1	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.2%
%H		100.0%	100.0%	0.0%	50.0%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1917	1773	1029	171	1127	543	584
%H		92.5%	53.7%	8.9%	58.8%	28.3%	30.5%
PVR	476	476	382	33	239	171	67
%V	24.8%	26.8%	37.1%	19.3%	21.2%	31.5%	11.5%
%H		100.0%	80.3%	6.9%	50.2%	35.9%	14.1%
DVDR	162	157	95	15	102	51	51
%V	8.5%	8.9%	9.2%	8.8%	9.1%	9.4%	8.7%
%H		96.9%	58.6%	9.3%	63.0%	31.5%	31.5%
VCR	457	417	232	37	252	101	151
%V	23.8%	23.5%	22.5%	21.6%	22.4%	18.6%	25.9%
%H		91.2%	50.8%	8.1%	55.1%	22.1%	33.0%
Any recorder	849	806	531	67	462	246	216
%V	44.3%	45.5%	51.6%	39.2%	41.0%	45.3%	37.0%
%H		94.9%	62.5%	7.9%	54.4%	29.0%	25.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1917	1773	1029	171	1127	543	584
%H		92.5%	53.7%	8.9%	58.8%	28.3%	30.5%
Receives HDTV (via STB or built-in reception)	168	168	142	30	72	72	0
%V	8.8%	9.5%	13.8%	17.5%	6.4%	13.3%	0.0%
%H		100.0%	84.5%	17.9%	42.9%	42.9%	0.0%
DVD/Blu-ray player or recorder	1122	1063	633	107	669	338	331
%V	58.5%	60.0%	61.5%	62.6%	59.4%	62.2%	56.7%
%H		94.7%	56.4%	9.5%	59.6%	30.1%	29.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC South East
Set level data
Table 2.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	905	811	438	77	490	189	300
%H		89.6%	48.4%	8.5%	54.1%	20.9%	33.1%
Under 20"	48	29	9	3	21	3	18
%V	5.3%	3.6%	2.1%	3.9%	4.3%	1.6%	6.0%
%H		60.4%	18.8%	6.3%	43.8%	6.3%	37.5%
20" - 29"	340	290	119	26	185	39	146
%V	37.6%	35.8%	27.2%	33.8%	37.8%	20.6%	48.7%
%H		85.3%	35.0%	7.6%	54.4%	11.5%	42.9%
30" - 39"	318	303	180	28	174	77	97
%V	35.1%	37.4%	41.1%	36.4%	35.5%	40.7%	32.3%
%H		95.3%	56.6%	8.8%	54.7%	24.2%	30.5%
40" and over	184	180	124	21	108	70	37
%V	20.3%	22.2%	28.3%	27.3%	22.0%	37.0%	12.3%
%H		97.8%	67.4%	11.4%	58.7%	38.0%	20.1%
Don't know	14	8	6	0	3	1	2
%V	1.5%	1.0%	1.4%	0.0%	0.6%	0.5%	0.7%
%H		57.1%	42.9%	0.0%	21.4%	7.1%	14.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	905	811	438	77	490	189	300
%H		89.6%	48.4%	8.5%	54.1%	20.9%	33.1%
PVR	346	346	269	26	172	117	55
%V	38.2%	42.7%	61.4%	33.8%	35.1%	61.9%	18.3%
%H		100.0%	77.7%	7.5%	49.7%	33.8%	15.9%
DVDR	130	125	69	12	80	34	46
%V	14.4%	15.4%	15.8%	15.6%	16.3%	18.0%	15.3%
%H		96.2%	53.1%	9.2%	61.5%	26.2%	35.4%
VCR	348	311	170	24	182	64	119
%V	38.5%	38.3%	38.8%	31.2%	37.1%	33.9%	39.7%
%H		89.4%	48.9%	6.9%	52.3%	18.4%	34.2%
Any recorder	614	575	361	46	328	155	172
%V	67.8%	70.9%	82.4%	59.7%	66.9%	82.0%	57.3%
%H		93.6%	58.8%	7.5%	53.4%	25.2%	28.0%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	905	811	438	77	490	189	300
%H		89.6%	48.4%	8.5%	54.1%	20.9%	33.1%
Receives HDTV (via STB or built-in reception)	134	134	113	24	56	56	0
%V	14.8%	16.5%	25.8%	31.2%	11.4%	29.6%	0.0%
%H		100.0%	84.3%	17.9%	41.8%	41.8%	0.0%
DVD/Blu-ray player or recorder	736	686	383	66	407	166	241
%V	81.3%	84.6%	87.4%	85.7%	83.1%	87.8%	80.3%
%H		93.2%	52.0%	9.0%	55.3%	22.6%	32.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC South East
Set level data
Table 2.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1012	962	592	94	637	353	284
%H		95.1%	58.5%	9.3%	62.9%	34.9%	28.1%
Under 20"	625	587	338	63	394	205	189
%V	61.8%	61.0%	57.1%	67.0%	61.9%	58.1%	66.5%
%H		93.9%	54.1%	10.1%	63.0%	32.8%	30.2%
20" - 29"	269	259	166	20	170	94	76
%V	26.6%	26.9%	28.0%	21.3%	26.7%	26.6%	26.8%
%H		96.3%	61.7%	7.4%	63.2%	34.9%	28.3%
30" - 39"	93	92	71	10	58	44	14
%V	9.2%	9.6%	12.0%	10.6%	9.1%	12.5%	4.9%
%H		98.9%	76.3%	10.8%	62.4%	47.3%	15.1%
40" and over	15	15	10	1	11	8	3
%V	1.5%	1.6%	1.7%	1.1%	1.7%	2.3%	1.1%
%H		100.0%	66.7%	6.7%	73.3%	53.3%	20.0%
Don't know	10	9	7	0	4	2	2
%V	1.0%	0.9%	1.2%	0.0%	0.6%	0.6%	0.7%
%H		90.0%	70.0%	0.0%	40.0%	20.0%	20.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1012	962	592	94	637	353	284
%H		95.1%	58.5%	9.3%	62.9%	34.9%	28.1%
PVR	130	130	112	7	67	55	12
%V	12.8%	13.5%	18.9%	7.4%	10.5%	15.6%	4.2%
%H		100.0%	86.2%	5.4%	51.5%	42.3%	9.2%
DVDR	33	32	26	3	22	18	4
%V	3.3%	3.3%	4.4%	3.2%	3.5%	5.1%	1.4%
%H		97.0%	78.8%	9.1%	66.7%	54.5%	12.1%
VCR	109	106	62	13	70	38	32
%V	10.8%	11.0%	10.5%	13.8%	11.0%	10.8%	11.3%
%H		97.2%	56.9%	11.9%	64.2%	34.9%	29.4%
Any recorder	235	231	170	20	134	90	44
%V	23.2%	24.0%	28.7%	21.3%	21.0%	25.5%	15.5%
%H		98.3%	72.3%	8.5%	57.0%	38.3%	18.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1012	962	592	94	637	353	284
%H		95.1%	58.5%	9.3%	62.9%	34.9%	28.1%
Receives HDTV (via STB or built-in reception)	34	34	29	5	16	16	0
%V	3.4%	3.5%	4.9%	5.3%	2.5%	4.5%	0.0%
%H		100.0%	85.3%	14.7%	47.1%	47.1%	0.0%
DVD/Blu-ray player or recorder	386	377	249	41	262	172	90
%V	38.1%	39.2%	42.1%	43.6%	41.1%	48.7%	31.7%
%H		97.7%	64.5%	10.6%	67.9%	44.6%	23.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2145	2110	1949	1162	195	1132	534	598
%H		98.4%	90.9%	54.2%	9.1%	52.8%	24.9%	27.9%
Total Children	421	419	401	280	42	201	123	78
%V	19.6%	19.9%	20.6%	24.1%	21.5%	17.8%	23.0%	13.0%
%H		99.5%	95.2%	66.5%	10.0%	47.7%	29.2%	18.5%
0 - 3	108	108	101	68	12	45	27	18
%V	5.0%	5.1%	5.2%	5.9%	6.2%	4.0%	5.1%	3.0%
%H		100.0%	93.5%	63.0%	11.1%	41.7%	25.0%	16.7%
4 - 15	313	311	300	211	29	156	96	60
%V	14.6%	14.7%	15.4%	18.2%	14.9%	13.8%	18.0%	10.0%
%H		99.4%	95.8%	67.4%	9.3%	49.8%	30.7%	19.2%
4 - 9	143	142	138	90	14	74	41	34
%V	6.7%	6.7%	7.1%	7.7%	7.2%	6.5%	7.7%	5.7%
%H		99.3%	96.5%	62.9%	9.8%	51.7%	28.7%	23.8%
10 - 15	170	169	162	121	16	82	56	26
%V	7.9%	8.0%	8.3%	10.4%	8.2%	7.2%	10.5%	4.3%
%H		99.4%	95.3%	71.2%	9.4%	48.2%	32.9%	15.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2145	2110	1949	1162	195	1132	534	598
%H		98.4%	90.9%	54.2%	9.1%	52.8%	24.9%	27.9%
Total Adults (16+)	1724	1691	1549	883	153	931	411	520
%V	80.4%	80.1%	79.5%	76.0%	78.5%	82.2%	77.0%	87.0%
%H		98.1%	89.8%	51.2%	8.9%	54.0%	23.8%	30.2%
16 - 19	115	113	105	62	11	69	36	33
%V	5.4%	5.4%	5.4%	5.3%	5.6%	6.1%	6.7%	5.5%
%H		98.3%	91.3%	53.9%	9.6%	60.0%	31.3%	28.7%
20 - 24	110	105	98	61	12	55	29	26
%V	5.1%	5.0%	5.0%	5.2%	6.2%	4.9%	5.4%	4.3%
%H		95.5%	89.1%	55.5%	10.9%	50.0%	26.4%	23.6%
25 - 34	227	220	213	139	26	112	64	48
%V	10.6%	10.4%	10.9%	12.0%	13.3%	9.9%	12.0%	8.0%
%H		96.9%	93.8%	61.2%	11.5%	49.3%	28.2%	21.1%
35 - 44	307	302	288	188	28	154	82	72
%V	14.3%	14.3%	14.8%	16.2%	14.4%	13.6%	15.4%	12.0%
%H		98.4%	93.8%	61.2%	9.1%	50.2%	26.7%	23.5%
45 - 54	302	297	280	176	29	171	95	76
%V	14.1%	14.1%	14.4%	15.1%	14.9%	15.1%	17.8%	12.7%
%H		98.3%	92.7%	58.3%	9.6%	56.6%	31.5%	25.2%
55 - 64	281	275	254	133	23	162	59	103
%V	13.1%	13.0%	13.0%	11.4%	11.8%	14.3%	11.0%	17.2%
%H		97.9%	90.4%	47.3%	8.2%	57.7%	21.0%	36.7%
65+	383	379	311	124	25	209	45	163
%V	17.9%	18.0%	16.0%	10.7%	12.8%	18.5%	8.4%	27.3%
%H		99.0%	81.2%	32.4%	6.5%	54.6%	11.7%	42.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1724	1691	1549	883	153	931	411	520
%H		98.1%	89.8%	51.2%	8.9%	54.0%	23.8%	30.2%
AB	498	481	450	274	40	255	119	137
%V	28.9%	28.4%	29.1%	31.0%	26.1%	27.4%	29.0%	26.3%
%H		96.6%	90.4%	55.0%	8.0%	51.2%	23.9%	27.5%
C1	473	461	410	231	37	257	112	145
%V	27.4%	27.3%	26.5%	26.2%	24.2%	27.6%	27.3%	27.9%
%H		97.5%	86.7%	48.8%	7.8%	54.3%	23.7%	30.7%
C2	389	388	369	228	37	229	122	107
%V	22.6%	22.9%	23.8%	25.8%	24.2%	24.6%	29.7%	20.6%
%H		99.7%	94.9%	58.6%	9.5%	58.9%	31.4%	27.5%
D	200	199	180	93	22	103	37	66
%V	11.6%	11.8%	11.6%	10.5%	14.4%	11.1%	9.0%	12.7%
%H		99.5%	90.0%	46.5%	11.0%	51.5%	18.5%	33.0%
E	164	162	140	57	18	87	22	65
%V	9.5%	9.6%	9.0%	6.5%	11.8%	9.3%	5.4%	12.5%
%H		98.8%	85.4%	34.8%	11.0%	53.0%	13.4%	39.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC South East
Individual level data
Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1724	1691	1549	883	153	931	411	520
%H		98.1%	89.8%	51.2%	8.9%	54.0%	23.8%	30.2%
Working full time	746	731	694	446	66	403	217	186
%V	43.3%	43.2%	44.8%	50.5%	43.1%	43.3%	52.8%	35.8%
%H		98.0%	93.0%	59.8%	8.8%	54.0%	29.1%	24.9%
Working part time	194	190	176	105	16	107	52	55
%V	11.3%	11.2%	11.4%	11.9%	10.5%	11.5%	12.7%	10.6%
%H		97.9%	90.7%	54.1%	8.2%	55.2%	26.8%	28.4%
Not working	784	771	680	332	72	422	142	279
%V	45.5%	45.6%	43.9%	37.6%	47.1%	45.3%	34.5%	53.7%
%H		98.3%	86.7%	42.3%	9.2%	53.8%	18.1%	35.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	838	822	771	456	73	462	215	246
%H		98.1%	92.0%	54.4%	8.7%	55.1%	25.7%	29.4%
16 - 19	58	57	55	35	2	38	20	18
%V	6.9%	6.9%	7.1%	7.7%	2.7%	8.2%	9.3%	7.3%
%H		98.3%	94.8%	60.3%	3.4%	65.5%	34.5%	31.0%
20 - 24	60	56	54	38	4	30	18	12
%V	7.2%	6.8%	7.0%	8.3%	5.5%	6.5%	8.4%	4.9%
%H		93.3%	90.0%	63.3%	6.7%	50.0%	30.0%	20.0%
25 - 34	109	107	105	66	13	58	31	26
%V	13.0%	13.0%	13.6%	14.5%	17.8%	12.6%	14.4%	10.6%
%H		98.2%	96.3%	60.6%	11.9%	53.2%	28.4%	23.9%
35 - 44	150	147	140	95	15	70	41	30
%V	17.9%	17.9%	18.2%	20.8%	20.5%	15.2%	19.1%	12.2%
%H		98.0%	93.3%	63.3%	10.0%	46.7%	27.3%	20.0%
45 - 54	146	143	134	87	14	85	50	35
%V	17.4%	17.4%	17.4%	19.1%	19.2%	18.4%	23.3%	14.2%
%H		97.9%	91.8%	59.6%	9.6%	58.2%	34.2%	24.0%
55 - 64	138	136	128	65	12	82	30	52
%V	16.5%	16.5%	16.6%	14.3%	16.4%	17.7%	14.0%	21.1%
%H		98.6%	92.8%	47.1%	8.7%	59.4%	21.7%	37.7%
65+	177	176	155	70	12	99	25	74
%V	21.1%	21.4%	20.1%	15.4%	16.4%	21.4%	11.6%	30.1%
%H		99.4%	87.6%	39.5%	6.8%	55.9%	14.1%	41.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	838	822	771	456	73	462	215	246
%H		98.1%	92.0%	54.4%	8.7%	55.1%	25.7%	29.4%
AB	259	249	235	146	20	132	64	69
%V	30.9%	30.3%	30.5%	32.0%	27.4%	28.6%	29.8%	28.0%
%H		96.1%	90.7%	56.4%	7.7%	51.0%	24.7%	26.6%
C1	214	210	194	116	18	118	57	61
%V	25.5%	25.5%	25.2%	25.4%	24.7%	25.5%	26.5%	24.8%
%H		98.1%	90.7%	54.2%	8.4%	55.1%	26.6%	28.5%
C2	204	203	195	120	18	123	64	60
%V	24.3%	24.7%	25.3%	26.3%	24.7%	26.6%	29.8%	24.4%
%H		99.5%	95.6%	58.8%	8.8%	60.3%	31.4%	29.4%
D	89	89	83	47	9	46	19	27
%V	10.6%	10.8%	10.8%	10.3%	12.3%	10.0%	8.8%	11.0%
%H		100.0%	93.3%	52.8%	10.1%	51.7%	21.3%	30.3%
E	72	72	64	26	8	42	12	30
%V	8.6%	8.8%	8.3%	5.7%	11.0%	9.1%	5.6%	12.2%
%H		100.0%	88.9%	36.1%	11.1%	58.3%	16.7%	41.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	838	822	771	456	73	462	215	246
%H		98.1%	92.0%	54.4%	8.7%	55.1%	25.7%	29.4%
Working full time	482	472	450	299	42	257	146	111
%V	57.5%	57.4%	58.4%	65.6%	57.5%	55.6%	67.9%	45.1%
%H		97.9%	93.4%	62.0%	8.7%	53.3%	30.3%	23.0%
Working part time	38	36	33	17	2	23	9	14
%V	4.5%	4.4%	4.3%	3.7%	2.7%	5.0%	4.2%	5.7%
%H		94.7%	86.8%	44.7%	5.3%	60.5%	23.7%	36.8%
Not working	318	314	287	140	28	182	60	121
%V	37.9%	38.2%	37.2%	30.7%	38.4%	39.4%	27.9%	49.2%
%H		98.7%	90.3%	44.0%	8.8%	57.2%	18.9%	38.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	886	869	778	426	81	469	196	274
%H		98.1%	87.8%	48.1%	9.1%	52.9%	22.1%	30.9%
16 - 19	57	56	50	27	9	31	16	15
%V	6.4%	6.4%	6.4%	6.3%	11.1%	6.6%	8.2%	5.5%
%H		98.2%	87.7%	47.4%	15.8%	54.4%	28.1%	26.3%
20 - 24	50	48	44	23	8	25	11	14
%V	5.6%	5.5%	5.7%	5.4%	9.9%	5.3%	5.6%	5.1%
%H		96.0%	88.0%	46.0%	16.0%	50.0%	22.0%	28.0%
25 - 34	118	113	108	73	13	54	33	21
%V	13.3%	13.0%	13.9%	17.1%	16.0%	11.5%	16.8%	7.7%
%H		95.8%	91.5%	61.9%	11.0%	45.8%	28.0%	17.8%
35 - 44	157	155	148	93	13	84	42	42
%V	17.7%	17.8%	19.0%	21.8%	16.0%	17.9%	21.4%	15.3%
%H		98.7%	94.3%	59.2%	8.3%	53.5%	26.8%	26.8%
45 - 54	156	154	145	89	15	86	45	41
%V	17.6%	17.7%	18.6%	20.9%	18.5%	18.3%	23.0%	15.0%
%H		98.7%	92.9%	57.1%	9.6%	55.1%	28.8%	26.3%
55 - 64	142	139	127	68	11	80	29	51
%V	16.0%	16.0%	16.3%	16.0%	13.6%	17.1%	14.8%	18.6%
%H		97.9%	89.4%	47.9%	7.7%	56.3%	20.4%	35.9%
65+	206	203	156	54	13	109	20	89
%V	23.3%	23.4%	20.1%	12.7%	16.0%	23.2%	10.2%	32.5%
%H		98.5%	75.7%	26.2%	6.3%	52.9%	9.7%	43.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	886	869	778	426	81	469	196	274
%H		98.1%	87.8%	48.1%	9.1%	52.9%	22.1%	30.9%
AB	239	232	215	128	20	123	55	68
%V	27.0%	26.7%	27.6%	30.0%	24.7%	26.2%	28.1%	24.8%
%H		97.1%	90.0%	53.6%	8.4%	51.5%	23.0%	28.5%
C1	258	251	216	114	19	138	54	84
%V	29.1%	28.9%	27.8%	26.8%	23.5%	29.4%	27.6%	30.7%
%H		97.3%	83.7%	44.2%	7.4%	53.5%	20.9%	32.6%
C2	186	185	174	108	20	106	59	47
%V	21.0%	21.3%	22.4%	25.4%	24.7%	22.6%	30.1%	17.2%
%H		99.5%	93.5%	58.1%	10.8%	57.0%	31.7%	25.3%
D	111	110	97	46	12	57	18	39
%V	12.5%	12.7%	12.5%	10.8%	14.8%	12.2%	9.2%	14.2%
%H		99.1%	87.4%	41.4%	10.8%	51.4%	16.2%	35.1%
E	92	90	76	31	10	45	10	35
%V	10.4%	10.4%	9.8%	7.3%	12.3%	9.6%	5.1%	12.8%
%H		97.8%	82.6%	33.7%	10.9%	48.9%	10.9%	38.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	886	869	778	426	81	469	196	274
%H		98.1%	87.8%	48.1%	9.1%	52.9%	22.1%	30.9%
Working full time	264	259	244	146	24	146	71	75
%V	29.8%	29.8%	31.4%	34.3%	29.6%	31.1%	36.2%	27.4%
%H		98.1%	92.4%	55.3%	9.1%	55.3%	26.9%	28.4%
Working part time	156	153	142	88	13	84	43	40
%V	17.6%	17.6%	18.3%	20.7%	16.0%	17.9%	21.9%	14.6%
%H		98.1%	91.0%	56.4%	8.3%	53.8%	27.6%	25.6%
Not working	465	457	392	193	44	240	82	158
%V	52.5%	52.6%	50.4%	45.3%	54.3%	51.2%	41.8%	57.7%
%H		98.3%	84.3%	41.5%	9.5%	51.6%	17.6%	34.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3560	3443	3102	1216	663	2131	867	1264
%H (All HH)		96.7%	87.1%	34.2%	18.6%	59.9%	24.4%	35.5%
%H (TV HH)			90.1%	35.3%	19.3%	61.9%	25.2%	36.7%
AB	756	740	702	312	138	478	218	260
%V	21.2%	21.5%	22.6%	25.7%	20.8%	22.4%	25.1%	20.6%
%H (All HH)		97.9%	92.9%	41.3%	18.3%	63.2%	28.8%	34.4%
%H (TV HH)			94.9%	42.2%	18.6%	64.6%	29.5%	35.1%
C1	933	899	824	333	174	563	237	326
%V	26.2%	26.1%	26.6%	27.4%	26.2%	26.4%	27.3%	25.8%
%H (All HH)		96.4%	88.3%	35.7%	18.6%	60.3%	25.4%	34.9%
%H (TV HH)			91.7%	37.0%	19.4%	62.6%	26.4%	36.3%
C2	730	718	664	273	155	459	210	249
%V	20.5%	20.9%	21.4%	22.5%	23.4%	21.5%	24.2%	19.7%
%H (All HH)		98.4%	91.0%	37.4%	21.2%	62.9%	28.8%	34.1%
%H (TV HH)			92.5%	38.0%	21.6%	63.9%	29.2%	34.7%
D	613	584	520	193	116	353	138	215
%V	17.2%	17.0%	16.8%	15.9%	17.5%	16.6%	15.9%	17.0%
%H (All HH)		95.3%	84.8%	31.5%	18.9%	57.6%	22.5%	35.1%
%H (TV HH)			89.0%	33.0%	19.9%	60.4%	23.6%	36.8%
E	529	503	392	106	79	278	64	214
%V	14.9%	14.6%	12.6%	8.7%	11.9%	13.0%	7.4%	16.9%
%H (All HH)		95.1%	74.1%	20.0%	14.9%	52.6%	12.1%	40.5%
%H (TV HH)			77.9%	21.1%	15.7%	55.3%	12.7%	42.5%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3560	3443	3102	1216	663	2131	867	1264
%H (All HH)		96.7%	87.1%	34.2%	18.6%	59.9%	24.4%	35.5%
%H (TV HH)			90.1%	35.3%	19.3%	61.9%	25.2%	36.7%
Under 25	213	192	175	58	43	118	40	78
%V	6.0%	5.6%	5.6%	4.8%	6.5%	5.5%	4.6%	6.2%
%H (All HH)		90.1%	82.2%	27.2%	20.2%	55.4%	18.8%	36.6%
%H (TV HH)			91.1%	30.2%	22.4%	61.5%	20.8%	40.6%
25 - 34	526	492	466	229	109	275	141	134
%V	14.8%	14.3%	15.0%	18.8%	16.4%	12.9%	16.3%	10.6%
%H (All HH)		93.5%	88.6%	43.5%	20.7%	52.3%	26.8%	25.5%
%H (TV HH)			94.7%	46.5%	22.2%	55.9%	28.7%	27.2%
35 - 44	665	645	611	301	149	387	214	174
%V	18.7%	18.7%	19.7%	24.8%	22.5%	18.2%	24.7%	13.8%
%H (All HH)		97.0%	91.9%	45.3%	22.4%	58.2%	32.2%	26.2%
%H (TV HH)			94.7%	46.7%	23.1%	60.0%	33.2%	27.0%
45 - 54	672	661	624	262	159	436	222	213
%V	18.9%	19.2%	20.1%	21.5%	24.0%	20.5%	25.6%	16.9%
%H (All HH)		98.4%	92.9%	39.0%	23.7%	64.9%	33.0%	31.7%
%H (TV HH)			94.4%	39.6%	24.1%	66.0%	33.6%	32.2%
55 - 64	561	547	506	187	92	365	131	234
%V	15.8%	15.9%	16.3%	15.4%	13.9%	17.1%	15.1%	18.5%
%H (All HH)		97.5%	90.2%	33.3%	16.4%	65.1%	23.4%	41.7%
%H (TV HH)			92.5%	34.2%	16.8%	66.7%	23.9%	42.8%
65 +	923	907	719	180	110	551	119	432
%V	25.9%	26.3%	23.2%	14.8%	16.6%	25.9%	13.7%	34.2%
%H (All HH)		98.3%	77.9%	19.5%	11.9%	59.7%	12.9%	46.8%
%H (TV HH)			79.3%	19.8%	12.1%	60.7%	13.1%	47.6%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3560	3443	3102	1216	663	2131	867	1264
%H (All HH)		96.7%	87.1%	34.2%	18.6%	59.9%	24.4%	35.5%
%H (TV HH)			90.1%	35.3%	19.3%	61.9%	25.2%	36.7%
1	1138	1065	846	214	162	601	125	476
%V	32.0%	30.9%	27.3%	17.6%	24.4%	28.2%	14.4%	37.7%
%H (All HH)		93.6%	74.3%	18.8%	14.2%	52.8%	11.0%	41.8%
%H (TV HH)			79.4%	20.1%	15.2%	56.4%	11.7%	44.7%
2	1214	1188	1102	419	212	773	290	482
%V	34.1%	34.5%	35.5%	34.5%	32.0%	36.3%	33.4%	38.1%
%H (All HH)		97.9%	90.8%	34.5%	17.5%	63.7%	23.9%	39.7%
%H (TV HH)			92.8%	35.3%	17.8%	65.1%	24.4%	40.6%
3	537	530	508	245	118	338	182	156
%V	15.1%	15.4%	16.4%	20.1%	17.8%	15.9%	21.0%	12.3%
%H (All HH)		98.7%	94.6%	45.6%	22.0%	62.9%	33.9%	29.1%
%H (TV HH)			95.8%	46.2%	22.3%	63.8%	34.3%	29.4%
4	437	433	423	212	113	283	180	104
%V	12.3%	12.6%	13.6%	17.4%	17.0%	13.3%	20.8%	8.2%
%H (All HH)		99.1%	96.8%	48.5%	25.9%	64.8%	41.2%	23.8%
%H (TV HH)			97.7%	49.0%	26.1%	65.4%	41.6%	24.0%
5+	234	228	222	126	58	136	90	47
%V	6.6%	6.6%	7.2%	10.4%	8.7%	6.4%	10.4%	3.7%
%H (All HH)		97.4%	94.9%	53.8%	24.8%	58.1%	38.5%	20.1%
%H (TV HH)			97.4%	55.3%	25.4%	59.6%	39.5%	20.6%
Average HH size	2.30	2.33	2.41	2.74	2.58	2.36	2.84	2.04

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3560	3443	3102	1216	663	2131	867	1264
%H (All HH)		96.7%	87.1%	34.2%	18.6%	59.9%	24.4%	35.5%
%H (TV HH)			90.1%	35.3%	19.3%	61.9%	25.2%	36.7%
Without	2642	2539	2226	779	454	1573	554	1019
%V	74.2%	73.7%	71.8%	64.1%	68.5%	73.8%	63.9%	80.6%
%H (All HH)		96.1%	84.3%	29.5%	17.2%	59.5%	21.0%	38.6%
%H (TV HH)			87.7%	30.7%	17.9%	62.0%	21.8%	40.1%
With	918	904	875	438	209	558	313	245
%V	25.8%	26.3%	28.2%	36.0%	31.5%	26.2%	36.1%	19.4%
%H (All HH)		98.5%	95.3%	47.7%	22.8%	60.8%	34.1%	26.7%
%H (TV HH)			96.8%	48.5%	23.1%	61.7%	34.6%	27.1%
0 - 3	344	337	326	162	74	200	106	93
%V	9.7%	9.8%	10.5%	13.3%	11.2%	9.4%	12.2%	7.4%
%H (All HH)		98.0%	94.8%	47.1%	21.5%	58.1%	30.8%	27.0%
%H (TV HH)			96.7%	48.1%	22.0%	59.3%	31.5%	27.6%
4 - 9	429	421	409	213	97	255	150	104
%V	12.1%	12.2%	13.2%	17.5%	14.6%	12.0%	17.3%	8.2%
%H (All HH)		98.1%	95.3%	49.7%	22.6%	59.4%	35.0%	24.2%
%H (TV HH)			97.1%	50.6%	23.0%	60.6%	35.6%	24.7%
10 - 15	458	453	442	216	115	283	162	121
%V	12.9%	13.2%	14.2%	17.8%	17.3%	13.3%	18.7%	9.6%
%H (All HH)		98.9%	96.5%	47.2%	25.1%	61.8%	35.4%	26.4%
%H (TV HH)			97.6%	47.7%	25.4%	62.5%	35.8%	26.7%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3560	3443	3102	1216	663	2131	867	1264
%H (All HH)		96.7%	87.1%	34.2%	18.6%	59.9%	24.4%	35.5%
%H (TV HH)			90.1%	35.3%	19.3%	61.9%	25.2%	36.7%
1	1339	1339	1103	359	218	662	134	529
%V	37.6%	38.9%	35.6%	29.5%	32.9%	31.1%	15.5%	41.9%
%H (All HH)		100.0%	82.4%	26.8%	16.3%	49.4%	10.0%	39.5%
%H (TV HH)			82.4%	26.8%	16.3%	49.4%	10.0%	39.5%
2	1204	1204	1124	438	236	804	334	470
%V	33.8%	35.0%	36.2%	36.0%	35.6%	37.7%	38.5%	37.2%
%H (All HH)		100.0%	93.4%	36.4%	19.6%	66.8%	27.7%	39.0%
%H (TV HH)			93.4%	36.4%	19.6%	66.8%	27.7%	39.0%
3	553	553	534	244	125	394	217	177
%V	15.5%	16.1%	17.2%	20.1%	18.9%	18.5%	25.0%	14.0%
%H (All HH)		100.0%	96.6%	44.1%	22.6%	71.2%	39.2%	32.0%
%H (TV HH)			96.6%	44.1%	22.6%	71.2%	39.2%	32.0%
4	235	235	230	116	51	179	112	66
%V	6.6%	6.8%	7.4%	9.5%	7.7%	8.4%	12.9%	5.2%
%H (All HH)		100.0%	97.9%	49.4%	21.7%	76.2%	47.7%	28.1%
%H (TV HH)			97.9%	49.4%	21.7%	76.2%	47.7%	28.1%
5+	113	113	111	60	32	93	70	23
%V	3.2%	3.3%	3.6%	4.9%	4.8%	4.4%	8.1%	1.8%
%H (All HH)		100.0%	98.2%	53.1%	28.3%	82.3%	61.9%	20.4%
%H (TV HH)			98.2%	53.1%	28.3%	82.3%	61.9%	20.4%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Midlands
Household level data
Table 3.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3560	3443	3102	1216	663	2131	867	1264
%H (All HH)		96.7%	87.1%	34.2%	18.6%	59.9%	24.4%	35.5%
%H (TV HH)			90.1%	35.3%	19.3%	61.9%	25.2%	36.7%
Under 20"	1528	1528	1409	563	300	1049	481	569
%V	42.9%	44.4%	45.4%	46.3%	45.2%	49.2%	55.5%	45.0%
%H (All HH)		100.0%	92.2%	36.8%	19.6%	68.7%	31.5%	37.2%
%H (TV HH)			92.2%	36.8%	19.6%	68.7%	31.5%	37.2%
20" - 29"	1917	1917	1680	607	353	1179	437	742
%V	53.8%	55.7%	54.2%	49.9%	53.2%	55.3%	50.4%	58.7%
%H (All HH)		100.0%	87.6%	31.7%	18.4%	61.5%	22.8%	38.7%
%H (TV HH)			87.6%	31.7%	18.4%	61.5%	22.8%	38.7%
30" - 39"	1484	1484	1433	635	320	1003	500	503
%V	41.7%	43.1%	46.2%	52.2%	48.3%	47.1%	57.7%	39.8%
%H (All HH)		100.0%	96.6%	42.8%	21.6%	67.6%	33.7%	33.9%
%H (TV HH)			96.6%	42.8%	21.6%	67.6%	33.7%	33.9%
40" and over	648	648	638	354	146	436	284	152
%V	18.2%	18.8%	20.6%	29.1%	22.0%	20.5%	32.8%	12.0%
%H (All HH)		100.0%	98.5%	54.6%	22.5%	67.3%	43.8%	23.5%
%H (TV HH)			98.5%	54.6%	22.5%	67.3%	43.8%	23.5%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3560	3443	3102	1216	663	2131	867	1264
%H (All HH)		96.7%	87.1%	34.2%	18.6%	59.9%	24.4%	35.5%
%H (TV HH)			90.1%	35.3%	19.3%	61.9%	25.2%	36.7%
Main living room	3403	3403	3069	1204	657	2113	863	1250
%V	95.6%	98.8%	98.9%	99.0%	99.1%	99.2%	99.5%	98.9%
%H (All HH)		100.0%	90.2%	35.4%	19.3%	62.1%	25.4%	36.7%
%H (TV HH)			90.2%	35.4%	19.3%	62.1%	25.4%	36.7%
Kitchen	472	472	448	197	92	342	177	165
%V	13.3%	13.7%	14.4%	16.2%	13.9%	16.0%	20.4%	13.1%
%H (All HH)		100.0%	94.9%	41.7%	19.5%	72.5%	37.5%	35.0%
%H (TV HH)			94.9%	41.7%	19.5%	72.5%	37.5%	35.0%
Adult's bedroom	1561	1561	1492	652	339	1097	565	533
%V	43.8%	45.3%	48.1%	53.6%	51.1%	51.5%	65.2%	42.2%
%H (All HH)		100.0%	95.6%	41.8%	21.7%	70.3%	36.2%	34.1%
%H (TV HH)			95.6%	41.8%	21.7%	70.3%	36.2%	34.1%
Child's bedroom	362	362	352	176	97	265	179	87
%V	10.2%	10.5%	11.3%	14.5%	14.6%	12.4%	20.6%	6.9%
%H (All HH)		100.0%	97.2%	48.6%	26.8%	73.2%	49.4%	24.0%
%H (TV HH)			97.2%	48.6%	26.8%	73.2%	49.4%	24.0%
Other bedroom	88	88	85	39	16	65	32	33
%V	2.5%	2.6%	2.7%	3.2%	2.4%	3.1%	3.7%	2.6%
%H (All HH)		100.0%	96.6%	44.3%	18.2%	73.9%	36.4%	37.5%
%H (TV HH)			96.6%	44.3%	18.2%	73.9%	36.4%	37.5%
Second living/dining room	392	392	372	174	81	284	159	126
%V	11.0%	11.4%	12.0%	14.3%	12.2%	13.3%	18.3%	10.0%
%H (All HH)		100.0%	94.9%	44.4%	20.7%	72.4%	40.6%	32.1%
%H (TV HH)			94.9%	44.4%	20.7%	72.4%	40.6%	32.1%
Study/office	70	70	68	32	12	48	23	25
%V	2.0%	2.0%	2.2%	2.6%	1.8%	2.3%	2.7%	2.0%
%H (All HH)		100.0%	97.1%	45.7%	17.1%	68.6%	32.9%	35.7%
%H (TV HH)			97.1%	45.7%	17.1%	68.6%	32.9%	35.7%
TV room	14	14	14	6	4	11	7	4
%V	0.4%	0.4%	0.5%	0.5%	0.6%	0.5%	0.8%	0.3%
%H (All HH)		100.0%	100.0%	42.9%	28.6%	78.6%	50.0%	28.6%
%H (TV HH)			100.0%	42.9%	28.6%	78.6%	50.0%	28.6%
No specific location	6	6	5	1	3	4	3	1
%V	0.2%	0.2%	0.2%	0.1%	0.5%	0.2%	0.3%	0.1%
%H (All HH)		100.0%	83.3%	16.7%	50.0%	66.7%	50.0%	16.7%
%H (TV HH)			83.3%	16.7%	50.0%	66.7%	50.0%	16.7%
Other	26	26	25	13	4	16	7	9
%V	0.7%	0.8%	0.8%	1.1%	0.6%	0.8%	0.8%	0.7%
%H (All HH)		100.0%	96.2%	50.0%	15.4%	61.5%	26.9%	34.6%
%H (TV HH)			96.2%	50.0%	15.4%	61.5%	26.9%	34.6%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Household level data

Table 3.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3560	3443	3102	1216	663	2131	867	1264
%H (All HH)		96.7%	87.1%	34.2%	18.6%	59.9%	24.4%	35.5%
%H (TV HH)			90.1%	35.3%	19.3%	61.9%	25.2%	36.7%
PVR	1108	1108	1108	746	215	679	505	174
%V	31.1%	32.2%	35.7%	61.3%	32.4%	31.9%	58.2%	13.8%
%H (All HH)		100.0%	100.0%	67.3%	19.4%	61.3%	45.6%	15.7%
%H (TV HH)			100.0%	67.3%	19.4%	61.3%	45.6%	15.7%
DVDR	472	472	455	197	106	327	163	165
%V	13.3%	13.7%	14.7%	16.2%	16.0%	15.3%	18.8%	13.1%
%H (All HH)		100.0%	96.4%	41.7%	22.5%	69.3%	34.5%	35.0%
%H (TV HH)			96.4%	41.7%	22.5%	69.3%	34.5%	35.0%
VCR	1331	1331	1190	431	261	831	309	522
%V	37.4%	38.7%	38.4%	35.4%	39.4%	39.0%	35.6%	41.3%
%H (All HH)		100.0%	89.4%	32.4%	19.6%	62.4%	23.2%	39.2%
%H (TV HH)			89.4%	32.4%	19.6%	62.4%	23.2%	39.2%
Any recorder	2214	2214	2063	981	426	1374	683	691
%V	62.2%	64.3%	66.5%	80.7%	64.3%	64.5%	78.8%	54.7%
%H (All HH)		100.0%	93.2%	44.3%	19.2%	62.1%	30.8%	31.2%
%H (TV HH)			93.2%	44.3%	19.2%	62.1%	30.8%	31.2%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Midlands
Household level data
Table 3.9: Other TV equipment
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3560	3443	3102	1216	663	2131	867	1264
%H (All HH)		96.7%	87.1%	34.2%	18.6%	59.9%	24.4%	35.5%
%H (TV HH)			90.1%	35.3%	19.3%	61.9%	25.2%	36.7%
Receives HDTV (via STB or built-in reception)	475	475	475	301	189	275	275	0
%V	13.3%	13.8%	15.3%	24.8%	28.5%	12.9%	31.7%	0.0%
%H (All HH)		100.0%	100.0%	63.4%	39.8%	57.9%	57.9%	0.0%
%H (TV HH)			100.0%	63.4%	39.8%	57.9%	57.9%	0.0%
DVD/Blu-ray player or recorder	2685	2685	2515	1030	547	1725	746	979
%V	75.4%	78.0%	81.1%	84.7%	82.5%	80.9%	86.0%	77.5%
%H (All HH)		100.0%	93.7%	38.4%	20.4%	64.2%	27.8%	36.5%
%H (TV HH)			93.7%	38.4%	20.4%	64.2%	27.8%	36.5%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3560	3443	3102	1216	663	2131	867	1264
%H (All HH)		96.7%	87.1%	34.2%	18.6%	59.9%	24.4%	35.5%
%H (TV HH)			90.1%	35.3%	19.3%	61.9%	25.2%	36.7%
Has PC or Laptop	2429	2365	2258	997	537	1507	746	761
%V	68.2%	68.7%	72.8%	82.0%	81.0%	70.7%	86.0%	60.2%
%H (All HH)		97.4%	93.0%	41.0%	22.1%	62.0%	30.7%	31.3%
%H (TV HH)			95.5%	42.2%	22.7%	63.7%	31.5%	32.2%
Has broadband internet	2055	1999	1923	874	479	1258	654	604
%V	57.7%	58.1%	62.0%	71.9%	72.2%	59.0%	75.4%	47.8%
%H (All HH)		97.3%	93.6%	42.5%	23.3%	61.2%	31.8%	29.4%
%H (TV HH)			96.2%	43.7%	24.0%	62.9%	32.7%	30.2%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Midlands
Set level data
Table 3.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6962	6478	2765	1438	4676	2284	2392
%H		93.0%	39.7%	20.7%	67.2%	32.8%	34.4%
Under 20"	2180	2033	839	458	1536	761	775
%V	31.3%	31.4%	30.3%	31.8%	32.8%	33.3%	32.4%
%H		93.3%	38.5%	21.0%	70.5%	34.9%	35.6%
20" - 29"	2375	2111	797	450	1506	608	898
%V	34.1%	32.6%	28.8%	31.3%	32.2%	26.6%	37.5%
%H		88.9%	33.6%	18.9%	63.4%	25.6%	37.8%
30" - 39"	1642	1587	721	361	1116	584	532
%V	23.6%	24.5%	26.1%	25.1%	23.9%	25.6%	22.2%
%H		96.7%	43.9%	22.0%	68.0%	35.6%	32.4%
40" and over	693	682	381	159	465	306	160
%V	10.0%	10.5%	13.8%	11.1%	9.9%	13.4%	6.7%
%H		98.4%	55.0%	22.9%	67.1%	44.2%	23.1%
Don't know	72	64	27	10	52	25	27
%V	1.0%	1.0%	1.0%	0.7%	1.1%	1.1%	1.1%
%H		88.9%	37.5%	13.9%	72.2%	34.7%	37.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6962	6478	2765	1438	4676	2284	2392
%H		93.0%	39.7%	20.7%	67.2%	32.8%	34.4%
Main living room	3461	3117	1231	665	2146	880	1265
%V	49.7%	48.1%	44.5%	46.2%	45.9%	38.5%	52.9%
%H		90.1%	35.6%	19.2%	62.0%	25.4%	36.6%
Kitchen	474	449	198	92	342	177	165
%V	6.8%	6.9%	7.2%	6.4%	7.3%	7.7%	6.9%
%H		94.7%	41.8%	19.4%	72.2%	37.3%	34.8%
Adult's bedroom	1919	1842	813	430	1378	737	641
%V	27.6%	28.4%	29.4%	29.9%	29.5%	32.3%	26.8%
%H		96.0%	42.4%	22.4%	71.8%	38.4%	33.4%
Child's bedroom	486	475	244	126	360	244	116
%V	7.0%	7.3%	8.8%	8.8%	7.7%	10.7%	4.8%
%H		97.7%	50.2%	25.9%	74.1%	50.2%	23.9%
Other bedroom	100	97	46	17	75	40	36
%V	1.4%	1.5%	1.7%	1.2%	1.6%	1.8%	1.5%
%H		97.0%	46.0%	17.0%	75.0%	40.0%	36.0%
Second living/dining room	401	381	179	83	290	162	128
%V	5.8%	5.9%	6.5%	5.8%	6.2%	7.1%	5.4%
%H		95.0%	44.6%	20.7%	72.3%	40.4%	31.9%
Study/office	71	69	32	12	49	24	25
%V	1.0%	1.1%	1.2%	0.8%	1.0%	1.1%	1.0%
%H		97.2%	45.1%	16.9%	69.0%	33.8%	35.2%
TV room	15	15	6	5	13	9	4
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.4%	0.2%
%H		100.0%	40.0%	33.3%	86.7%	60.0%	26.7%
No specific location	6	5	1	3	4	3	1
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.1%	0.0%
%H		83.3%	16.7%	50.0%	66.7%	50.0%	16.7%
Other	28	28	14	4	18	9	10
%V	0.4%	0.4%	0.5%	0.3%	0.4%	0.4%	0.4%
%H		100.0%	50.0%	14.3%	64.3%	32.1%	35.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6962	6478	2765	1438	4676	2284	2392
%H		93.0%	39.7%	20.7%	67.2%	32.8%	34.4%
PVR	1378	1378	966	253	847	651	196
%V	19.8%	21.3%	34.9%	17.6%	18.1%	28.5%	8.2%
%H		100.0%	70.1%	18.4%	61.5%	47.2%	14.2%
DVDR	535	518	231	124	378	200	178
%V	7.7%	8.0%	8.4%	8.6%	8.1%	8.8%	7.4%
%H		96.8%	43.2%	23.2%	70.7%	37.4%	33.3%
VCR	1591	1440	536	327	1010	401	609
%V	22.9%	22.2%	19.4%	22.7%	21.6%	17.6%	25.5%
%H		90.5%	33.7%	20.6%	63.5%	25.2%	38.3%
Any recorder	2875	2712	1378	571	1820	995	825
%V	41.3%	41.9%	49.8%	39.7%	38.9%	43.6%	34.5%
%H		94.3%	47.9%	19.9%	63.3%	34.6%	28.7%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6962	6478	2765	1438	4676	2284	2392
%H		93.0%	39.7%	20.7%	67.2%	32.8%	34.4%
Receives HDTV (via STB or built-in reception)	559	559	365	212	320	320	0
%V	8.0%	8.6%	13.2%	14.7%	6.8%	14.0%	0.0%
%H		100.0%	65.3%	37.9%	57.2%	57.2%	0.0%
DVD/Blu-ray player or recorder	3941	3746	1634	850	2668	1326	1342
%V	56.6%	57.8%	59.1%	59.1%	57.1%	58.1%	56.1%
%H		95.1%	41.5%	21.6%	67.7%	33.6%	34.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Midlands
Set level data
Table 3.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3439	3100	1215	663	2131	867	1264
%H		90.1%	35.3%	19.3%	62.0%	25.2%	36.8%
Under 20"	147	98	27	14	68	11	57
%V	4.3%	3.2%	2.2%	2.1%	3.2%	1.3%	4.5%
%H		66.7%	18.4%	9.5%	46.3%	7.5%	38.8%
20" - 29"	1359	1132	322	231	767	180	587
%V	39.5%	36.5%	26.5%	34.8%	36.0%	20.8%	46.4%
%H		83.3%	23.7%	17.0%	56.4%	13.2%	43.2%
30" - 39"	1286	1238	519	273	866	400	465
%V	37.4%	39.9%	42.7%	41.2%	40.6%	46.1%	36.8%
%H		96.3%	40.4%	21.2%	67.3%	31.1%	36.2%
40" and over	623	613	341	142	417	272	144
%V	18.1%	19.8%	28.1%	21.4%	19.6%	31.4%	11.4%
%H		98.4%	54.7%	22.8%	66.9%	43.7%	23.1%
Don't know	24	19	5	2	14	2	11
%V	0.7%	0.6%	0.4%	0.3%	0.7%	0.2%	0.9%
%H		79.2%	20.8%	8.3%	58.3%	8.3%	45.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3439	3100	1215	663	2131	867	1264
%H		90.1%	35.3%	19.3%	62.0%	25.2%	36.8%
PVR	1068	1068	726	200	647	482	166
%V	31.1%	34.5%	59.8%	30.2%	30.4%	55.6%	13.1%
%H		100.0%	68.0%	18.7%	60.6%	45.1%	15.5%
DVDR	439	423	181	94	301	143	158
%V	12.8%	13.6%	14.9%	14.2%	14.1%	16.5%	12.5%
%H		96.4%	41.2%	21.4%	68.6%	32.6%	36.0%
VCR	1148	1014	352	211	710	240	470
%V	33.4%	32.7%	29.0%	31.8%	33.3%	27.7%	37.2%
%H		88.3%	30.7%	18.4%	61.8%	20.9%	40.9%
Any recorder	2105	1961	950	395	1297	649	648
%V	61.2%	63.3%	78.2%	59.6%	60.9%	74.9%	51.3%
%H		93.2%	45.1%	18.8%	61.6%	30.8%	30.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3439	3100	1215	663	2131	867	1264
%H		90.1%	35.3%	19.3%	62.0%	25.2%	36.8%
Receives HDTV (via STB or built-in reception)	454	454	287	179	260	260	0
%V	13.2%	14.6%	23.6%	27.0%	12.2%	30.0%	0.0%
%H		100.0%	63.2%	39.4%	57.3%	57.3%	0.0%
DVD/Blu-ray player or recorder	2548	2386	964	519	1630	688	942
%V	74.1%	77.0%	79.3%	78.3%	76.5%	79.4%	74.5%
%H		93.6%	37.8%	20.4%	64.0%	27.0%	37.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Midlands
Set level data
Table 3.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3522	3378	1551	775	2544	1417	1127
%H		95.9%	44.0%	22.0%	72.2%	40.2%	32.0%
Under 20"	2033	1936	812	444	1468	749	718
%V	57.7%	57.3%	52.4%	57.3%	57.7%	52.9%	63.7%
%H		95.2%	39.9%	21.8%	72.2%	36.8%	35.3%
20" - 29"	1017	980	475	219	739	428	311
%V	28.9%	29.0%	30.6%	28.3%	29.0%	30.2%	27.6%
%H		96.4%	46.7%	21.5%	72.7%	42.1%	30.6%
30" - 39"	355	349	201	89	251	184	67
%V	10.1%	10.3%	13.0%	11.5%	9.9%	13.0%	5.9%
%H		98.3%	56.6%	25.1%	70.7%	51.8%	18.9%
40" and over	69	69	40	17	49	34	15
%V	2.0%	2.0%	2.6%	2.2%	1.9%	2.4%	1.3%
%H		100.0%	58.0%	24.6%	71.0%	49.3%	21.7%
Don't know	47	45	22	7	38	23	16
%V	1.3%	1.3%	1.4%	0.9%	1.5%	1.6%	1.4%
%H		95.7%	46.8%	14.9%	80.9%	48.9%	34.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3522	3378	1551	775	2544	1417	1127
%H		95.9%	44.0%	22.0%	72.2%	40.2%	32.0%
PVR	310	310	240	53	200	170	30
%V	8.8%	9.2%	15.5%	6.8%	7.9%	12.0%	2.7%
%H		100.0%	77.4%	17.1%	64.5%	54.8%	9.7%
DVDR	96	95	51	30	77	57	20
%V	2.7%	2.8%	3.3%	3.9%	3.0%	4.0%	1.8%
%H		99.0%	53.1%	31.3%	80.2%	59.4%	20.8%
VCR	443	425	184	115	300	161	139
%V	12.6%	12.6%	11.9%	14.8%	11.8%	11.4%	12.3%
%H		95.9%	41.5%	26.0%	67.7%	36.3%	31.4%
Any recorder	770	752	427	175	523	346	176
%V	21.9%	22.3%	27.5%	22.6%	20.6%	24.4%	15.6%
%H		97.7%	55.5%	22.7%	67.9%	44.9%	22.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3522	3378	1551	775	2544	1417	1127
%H		95.9%	44.0%	22.0%	72.2%	40.2%	32.0%
Receives HDTV (via STB or built-in reception)	105	105	78	34	60	60	0
%V	3.0%	3.1%	5.0%	4.4%	2.4%	4.2%	0.0%
%H		100.0%	74.3%	32.4%	57.1%	57.1%	0.0%
DVD/Blu-ray player or recorder	1393	1359	670	331	1038	638	400
%V	39.6%	40.2%	43.2%	42.7%	40.8%	45.0%	35.5%
%H		97.6%	48.1%	23.8%	74.5%	45.8%	28.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8203	8008	7481	3328	1710	5035	2458	2577
%H		97.6%	91.2%	40.6%	20.8%	61.4%	30.0%	31.4%
Total Children	1592	1561	1516	772	376	949	548	401
%V	19.4%	19.5%	20.3%	23.2%	22.0%	18.8%	22.3%	15.6%
%H		98.1%	95.2%	48.5%	23.6%	59.6%	34.4%	25.2%
0 - 3	413	403	389	194	93	235	127	108
%V	5.0%	5.0%	5.2%	5.8%	5.4%	4.7%	5.2%	4.2%
%H		97.6%	94.2%	47.0%	22.5%	56.9%	30.8%	26.2%
4 - 15	1178	1158	1128	579	283	714	422	292
%V	14.4%	14.5%	15.1%	17.4%	16.5%	14.2%	17.2%	11.3%
%H		98.3%	95.8%	49.2%	24.0%	60.6%	35.8%	24.8%
4 - 9	570	558	540	288	124	341	203	138
%V	6.9%	7.0%	7.2%	8.7%	7.3%	6.8%	8.3%	5.4%
%H		97.9%	94.7%	50.5%	21.8%	59.8%	35.6%	24.2%
10 - 15	608	600	588	291	159	373	218	155
%V	7.4%	7.5%	7.9%	8.7%	9.3%	7.4%	8.9%	6.0%
%H		98.7%	96.7%	47.9%	26.2%	61.3%	35.9%	25.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8203	8008	7481	3328	1710	5035	2458	2577
%H		97.6%	91.2%	40.6%	20.8%	61.4%	30.0%	31.4%
Total Adults (16+)	6611	6447	5964	2556	1334	4086	1910	2176
%V	80.6%	80.5%	79.7%	76.8%	78.0%	81.2%	77.7%	84.4%
%H		97.5%	90.2%	38.7%	20.2%	61.8%	28.9%	32.9%
16 - 19	416	411	393	183	110	273	164	109
%V	5.1%	5.1%	5.3%	5.5%	6.4%	5.4%	6.7%	4.2%
%H		98.8%	94.5%	44.0%	26.4%	65.6%	39.4%	26.2%
20 - 24	533	509	485	210	135	325	171	154
%V	6.5%	6.4%	6.5%	6.3%	7.9%	6.5%	7.0%	6.0%
%H		95.5%	91.0%	39.4%	25.3%	61.0%	32.1%	28.9%
25 - 34	1023	970	921	456	220	549	288	261
%V	12.5%	12.1%	12.3%	13.7%	12.9%	10.9%	11.7%	10.1%
%H		94.8%	90.0%	44.6%	21.5%	53.7%	28.2%	25.5%
35 - 44	1170	1142	1092	559	256	700	402	298
%V	14.3%	14.3%	14.6%	16.8%	15.0%	13.9%	16.4%	11.6%
%H		97.6%	93.3%	47.8%	21.9%	59.8%	34.4%	25.5%
45 - 54	1144	1129	1076	484	271	751	410	341
%V	13.9%	14.1%	14.4%	14.5%	15.8%	14.9%	16.7%	13.2%
%H		98.7%	94.1%	42.3%	23.7%	65.6%	35.8%	29.8%
55 - 64	972	954	895	352	172	646	258	388
%V	11.8%	11.9%	12.0%	10.6%	10.1%	12.8%	10.5%	15.1%
%H		98.1%	92.1%	36.2%	17.7%	66.5%	26.5%	39.9%
65+	1353	1332	1102	313	171	842	217	625
%V	16.5%	16.6%	14.7%	9.4%	10.0%	16.7%	8.8%	24.3%
%H		98.4%	81.4%	23.1%	12.6%	62.2%	16.0%	46.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6611	6447	5964	2556	1334	4086	1910	2176
%H		97.5%	90.2%	38.7%	20.2%	61.8%	28.9%	32.9%
AB	1522	1496	1431	680	287	983	494	488
%V	23.0%	23.2%	24.0%	26.6%	21.5%	24.1%	25.9%	22.4%
%H		98.3%	94.0%	44.7%	18.9%	64.6%	32.5%	32.1%
C1	1743	1697	1594	707	345	1089	525	564
%V	26.4%	26.3%	26.7%	27.7%	25.9%	26.7%	27.5%	25.9%
%H		97.4%	91.5%	40.6%	19.8%	62.5%	30.1%	32.4%
C2	1496	1479	1393	595	342	959	474	485
%V	22.6%	22.9%	23.4%	23.3%	25.6%	23.5%	24.8%	22.3%
%H		98.9%	93.1%	39.8%	22.9%	64.1%	31.7%	32.4%
D	1116	1075	982	401	238	661	308	353
%V	16.9%	16.7%	16.5%	15.7%	17.8%	16.2%	16.1%	16.2%
%H		96.3%	88.0%	35.9%	21.3%	59.2%	27.6%	31.6%
E	734	700	565	173	122	394	108	286
%V	11.1%	10.9%	9.5%	6.8%	9.1%	9.6%	5.7%	13.1%
%H		95.4%	77.0%	23.6%	16.6%	53.7%	14.7%	39.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6611	6447	5964	2556	1334	4086	1910	2176
%H		97.5%	90.2%	38.7%	20.2%	61.8%	28.9%	32.9%
Working full time	2894	2823	2707	1299	639	1802	982	820
%V	43.8%	43.8%	45.4%	50.8%	47.9%	44.1%	51.4%	37.7%
%H		97.5%	93.5%	44.9%	22.1%	62.3%	33.9%	28.3%
Working part time	690	682	642	290	135	436	213	223
%V	10.4%	10.6%	10.8%	11.3%	10.1%	10.7%	11.2%	10.2%
%H		98.8%	93.0%	42.0%	19.6%	63.2%	30.9%	32.3%
Not working	3027	2941	2615	967	560	1848	715	1133
%V	45.8%	45.6%	43.8%	37.8%	42.0%	45.2%	37.4%	52.1%
%H		97.2%	86.4%	31.9%	18.5%	61.1%	23.6%	37.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3232	3131	2916	1292	664	1995	977	1018
%H		96.9%	90.2%	40.0%	20.5%	61.7%	30.2%	31.5%
16 - 19	214	211	203	95	59	144	91	53
%V	6.6%	6.7%	7.0%	7.4%	8.9%	7.2%	9.3%	5.2%
%H		98.6%	94.9%	44.4%	27.6%	67.3%	42.5%	24.8%
20 - 24	261	247	236	106	68	164	93	71
%V	8.1%	7.9%	8.1%	8.2%	10.2%	8.2%	9.5%	7.0%
%H		94.6%	90.4%	40.6%	26.1%	62.8%	35.6%	27.2%
25 - 34	508	472	446	214	110	267	137	130
%V	15.7%	15.1%	15.3%	16.6%	16.6%	13.4%	14.0%	12.8%
%H		92.9%	87.8%	42.1%	21.7%	52.6%	27.0%	25.6%
35 - 44	580	564	541	284	118	346	197	149
%V	17.9%	18.0%	18.6%	22.0%	17.8%	17.3%	20.2%	14.6%
%H		97.2%	93.3%	49.0%	20.3%	59.7%	34.0%	25.7%
45 - 54	567	556	527	246	136	367	211	157
%V	17.5%	17.8%	18.1%	19.0%	20.5%	18.4%	21.6%	15.4%
%H		98.1%	92.9%	43.4%	24.0%	64.7%	37.2%	27.7%
55 - 64	492	481	452	179	89	325	135	190
%V	15.2%	15.4%	15.5%	13.9%	13.4%	16.3%	13.8%	18.7%
%H		97.8%	91.9%	36.4%	18.1%	66.1%	27.4%	38.6%
65+	609	600	512	166	84	381	112	269
%V	18.8%	19.2%	17.6%	12.8%	12.7%	19.1%	11.5%	26.4%
%H		98.5%	84.1%	27.3%	13.8%	62.6%	18.4%	44.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3232	3131	2916	1292	664	1995	977	1018
%H		96.9%	90.2%	40.0%	20.5%	61.7%	30.2%	31.5%
AB	776	760	728	345	154	504	259	245
%V	24.0%	24.3%	25.0%	26.7%	23.2%	25.3%	26.5%	24.1%
%H		97.9%	93.8%	44.5%	19.8%	64.9%	33.4%	31.6%
C1	810	784	742	346	158	511	261	249
%V	25.1%	25.0%	25.4%	26.8%	23.8%	25.6%	26.7%	24.5%
%H		96.8%	91.6%	42.7%	19.5%	63.1%	32.2%	30.7%
C2	807	795	748	320	181	520	256	264
%V	25.0%	25.4%	25.7%	24.8%	27.3%	26.1%	26.2%	25.9%
%H		98.5%	92.7%	39.7%	22.4%	64.4%	31.7%	32.7%
D	526	501	460	199	116	304	153	151
%V	16.3%	16.0%	15.8%	15.4%	17.5%	15.2%	15.7%	14.8%
%H		95.2%	87.5%	37.8%	22.1%	57.8%	29.1%	28.7%
E	312	292	237	82	55	156	48	108
%V	9.7%	9.3%	8.1%	6.3%	8.3%	7.8%	4.9%	10.6%
%H		93.6%	76.0%	26.3%	17.6%	50.0%	15.4%	34.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3232	3131	2916	1292	664	1995	977	1018
%H		96.9%	90.2%	40.0%	20.5%	61.7%	30.2%	31.5%
Working full time	1807	1756	1687	817	393	1132	622	510
%V	55.9%	56.1%	57.9%	63.2%	59.2%	56.7%	63.7%	50.1%
%H		97.2%	93.4%	45.2%	21.7%	62.6%	34.4%	28.2%
Working part time	129	124	113	49	21	78	34	44
%V	4.0%	4.0%	3.9%	3.8%	3.2%	3.9%	3.5%	4.3%
%H		96.1%	87.6%	38.0%	16.3%	60.5%	26.4%	34.1%
Not working	1296	1251	1116	425	249	785	321	464
%V	40.1%	40.0%	38.3%	32.9%	37.5%	39.3%	32.9%	45.6%
%H		96.5%	86.1%	32.8%	19.2%	60.6%	24.8%	35.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3380	3316	3048	1264	670	2091	933	1158
%H		98.1%	90.2%	37.4%	19.8%	61.9%	27.6%	34.3%
16 - 19	202	199	191	88	51	129	73	56
%V	6.0%	6.0%	6.3%	7.0%	7.6%	6.2%	7.8%	4.8%
%H		98.5%	94.6%	43.6%	25.2%	63.9%	36.1%	27.7%
20 - 24	272	262	249	103	67	161	78	83
%V	8.0%	7.9%	8.2%	8.1%	10.0%	7.7%	8.4%	7.2%
%H		96.3%	91.5%	37.9%	24.6%	59.2%	28.7%	30.5%
25 - 34	515	498	476	241	110	282	151	131
%V	15.2%	15.0%	15.6%	19.1%	16.4%	13.5%	16.2%	11.3%
%H		96.7%	92.4%	46.8%	21.4%	54.8%	29.3%	25.4%
35 - 44	590	578	551	274	137	354	205	149
%V	17.5%	17.4%	18.1%	21.7%	20.4%	16.9%	22.0%	12.9%
%H		98.0%	93.4%	46.4%	23.2%	60.0%	34.7%	25.3%
45 - 54	577	573	549	239	135	384	199	184
%V	17.1%	17.3%	18.0%	18.9%	20.1%	18.4%	21.3%	15.9%
%H		99.3%	95.1%	41.4%	23.4%	66.6%	34.5%	31.9%
55 - 64	480	473	444	172	83	320	123	198
%V	14.2%	14.3%	14.6%	13.6%	12.4%	15.3%	13.2%	17.1%
%H		98.5%	92.5%	35.8%	17.3%	66.7%	25.6%	41.3%
65+	744	732	590	147	87	461	104	357
%V	22.0%	22.1%	19.4%	11.6%	13.0%	22.0%	11.1%	30.8%
%H		98.4%	79.3%	19.8%	11.7%	62.0%	14.0%	48.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3380	3316	3048	1264	670	2091	933	1158
%H		98.1%	90.2%	37.4%	19.8%	61.9%	27.6%	34.3%
AB	745	736	702	335	133	479	235	244
%V	22.0%	22.2%	23.0%	26.5%	19.9%	22.9%	25.2%	21.1%
%H		98.8%	94.2%	45.0%	17.9%	64.3%	31.5%	32.8%
C1	933	913	852	361	187	578	264	314
%V	27.6%	27.5%	28.0%	28.6%	27.9%	27.6%	28.3%	27.1%
%H		97.9%	91.3%	38.7%	20.0%	62.0%	28.3%	33.7%
C2	689	685	644	274	161	439	218	221
%V	20.4%	20.7%	21.1%	21.7%	24.0%	21.0%	23.4%	19.1%
%H		99.4%	93.5%	39.8%	23.4%	63.7%	31.6%	32.1%
D	590	574	522	202	122	357	155	202
%V	17.5%	17.3%	17.1%	16.0%	18.2%	17.1%	16.6%	17.4%
%H		97.3%	88.5%	34.2%	20.7%	60.5%	26.3%	34.2%
E	422	408	328	91	66	238	61	178
%V	12.5%	12.3%	10.8%	7.2%	9.9%	11.4%	6.5%	15.4%
%H		96.7%	77.7%	21.6%	15.6%	56.4%	14.5%	42.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3380	3316	3048	1264	670	2091	933	1158
%H		98.1%	90.2%	37.4%	19.8%	61.9%	27.6%	34.3%
Working full time	1088	1067	1020	481	245	670	360	310
%V	32.2%	32.2%	33.5%	38.1%	36.6%	32.0%	38.6%	26.8%
%H		98.1%	93.8%	44.2%	22.5%	61.6%	33.1%	28.5%
Working part time	561	558	529	241	114	358	179	180
%V	16.6%	16.8%	17.4%	19.1%	17.0%	17.1%	19.2%	15.5%
%H		99.5%	94.3%	43.0%	20.3%	63.8%	31.9%	32.1%
Not working	1731	1690	1499	542	310	1063	394	669
%V	51.2%	51.0%	49.2%	42.9%	46.3%	50.8%	42.2%	57.8%
%H		97.6%	86.6%	31.3%	17.9%	61.4%	22.8%	38.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1939	1890	1693	765	259	1081	393	688
%H (All HH)		97.5%	87.3%	39.5%	13.4%	55.8%	20.3%	35.5%
%H (TV HH)			89.6%	40.5%	13.7%	57.2%	20.8%	36.4%
AB	437	429	402	184	54	268	100	168
%V	22.5%	22.7%	23.7%	24.1%	20.8%	24.8%	25.4%	24.4%
%H (All HH)		98.2%	92.0%	42.1%	12.4%	61.3%	22.9%	38.4%
%H (TV HH)			93.7%	42.9%	12.6%	62.5%	23.3%	39.2%
C1	547	535	476	210	78	309	117	192
%V	28.2%	28.3%	28.1%	27.5%	30.1%	28.6%	29.8%	27.9%
%H (All HH)		97.8%	87.0%	38.4%	14.3%	56.5%	21.4%	35.1%
%H (TV HH)			89.0%	39.3%	14.6%	57.8%	21.9%	35.9%
C2	412	402	375	187	54	237	95	141
%V	21.2%	21.3%	22.2%	24.4%	20.8%	21.9%	24.2%	20.5%
%H (All HH)		97.6%	91.0%	45.4%	13.1%	57.5%	23.1%	34.2%
%H (TV HH)			93.3%	46.5%	13.4%	59.0%	23.6%	35.1%
D	303	293	264	128	44	154	58	95
%V	15.6%	15.5%	15.6%	16.7%	17.0%	14.2%	14.8%	13.8%
%H (All HH)		96.7%	87.1%	42.2%	14.5%	50.8%	19.1%	31.4%
%H (TV HH)			90.1%	43.7%	15.0%	52.6%	19.8%	32.4%
E	241	232	177	57	29	114	23	91
%V	12.4%	12.3%	10.5%	7.5%	11.2%	10.5%	5.9%	13.2%
%H (All HH)		96.3%	73.4%	23.7%	12.0%	47.3%	9.5%	37.8%
%H (TV HH)			76.3%	24.6%	12.5%	49.1%	9.9%	39.2%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1939	1890	1693	765	259	1081	393	688
%H (All HH)		97.5%	87.3%	39.5%	13.4%	55.8%	20.3%	35.5%
%H (TV HH)			89.6%	40.5%	13.7%	57.2%	20.8%	36.4%
Under 25	97	93	86	36	16	41	8	33
%V	5.0%	4.9%	5.1%	4.7%	6.2%	3.8%	2.0%	4.8%
%H (All HH)		95.9%	88.7%	37.1%	16.5%	42.3%	8.2%	34.0%
%H (TV HH)			92.5%	38.7%	17.2%	44.1%	8.6%	35.5%
25 - 34	294	276	264	135	45	135	49	86
%V	15.2%	14.6%	15.6%	17.6%	17.4%	12.5%	12.5%	12.5%
%H (All HH)		93.9%	89.8%	45.9%	15.3%	45.9%	16.7%	29.3%
%H (TV HH)			95.7%	48.9%	16.3%	48.9%	17.8%	31.2%
35 - 44	369	363	342	177	66	217	112	105
%V	19.0%	19.2%	20.2%	23.1%	25.5%	20.1%	28.5%	15.3%
%H (All HH)		98.4%	92.7%	48.0%	17.9%	58.8%	30.4%	28.5%
%H (TV HH)			94.2%	48.8%	18.2%	59.8%	30.9%	28.9%
45 - 54	355	348	323	169	58	202	100	102
%V	18.3%	18.4%	19.1%	22.1%	22.4%	18.7%	25.4%	14.8%
%H (All HH)		98.0%	91.0%	47.6%	16.3%	56.9%	28.2%	28.7%
%H (TV HH)			92.8%	48.6%	16.7%	58.0%	28.7%	29.3%
55 - 64	331	322	296	118	40	207	65	142
%V	17.1%	17.0%	17.5%	15.4%	15.4%	19.1%	16.5%	20.6%
%H (All HH)		97.3%	89.4%	35.6%	12.1%	62.5%	19.6%	42.9%
%H (TV HH)			91.9%	36.6%	12.4%	64.3%	20.2%	44.1%
65 +	492	487	383	130	34	279	60	219
%V	25.4%	25.8%	22.6%	17.0%	13.1%	25.8%	15.3%	31.8%
%H (All HH)		99.0%	77.8%	26.4%	6.9%	56.7%	12.2%	44.5%
%H (TV HH)			78.6%	26.7%	7.0%	57.3%	12.3%	45.0%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC East
Household level data
Table 4.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1939	1890	1693	765	259	1081	393	688
%H (All HH)		97.5%	87.3%	39.5%	13.4%	55.8%	20.3%	35.5%
%H (TV HH)			89.6%	40.5%	13.7%	57.2%	20.8%	36.4%
1	599	569	447	147	60	307	64	243
%V	30.9%	30.1%	26.4%	19.2%	23.2%	28.4%	16.3%	35.3%
%H (All HH)		95.0%	74.6%	24.5%	10.0%	51.3%	10.7%	40.6%
%H (TV HH)			78.6%	25.8%	10.5%	54.0%	11.2%	42.7%
2	702	689	636	277	88	419	140	279
%V	36.2%	36.5%	37.6%	36.2%	34.0%	38.8%	35.6%	40.6%
%H (All HH)		98.1%	90.6%	39.5%	12.5%	59.7%	19.9%	39.7%
%H (TV HH)			92.3%	40.2%	12.8%	60.8%	20.3%	40.5%
3	284	279	268	146	49	156	80	75
%V	14.6%	14.8%	15.8%	19.1%	18.9%	14.4%	20.4%	10.9%
%H (All HH)		98.2%	94.4%	51.4%	17.3%	54.9%	28.2%	26.4%
%H (TV HH)			96.1%	52.3%	17.6%	55.9%	28.7%	26.9%
4	245	245	241	142	35	144	77	67
%V	12.6%	13.0%	14.2%	18.6%	13.5%	13.3%	19.6%	9.7%
%H (All HH)		100.0%	98.4%	58.0%	14.3%	58.8%	31.4%	27.3%
%H (TV HH)			98.4%	58.0%	14.3%	58.8%	31.4%	27.3%
5+	108	107	102	53	27	55	31	23
%V	5.6%	5.7%	6.0%	6.9%	10.4%	5.1%	7.9%	3.3%
%H (All HH)		99.1%	94.4%	49.1%	25.0%	50.9%	28.7%	21.3%
%H (TV HH)			95.3%	49.5%	25.2%	51.4%	29.0%	21.5%
Average HH size	2.28	2.30	2.38	2.60	2.58	2.30	2.70	2.07

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC East
Household level data
Table 4.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1939	1890	1693	765	259	1081	393	688
%H (All HH)		97.5%	87.3%	39.5%	13.4%	55.8%	20.3%	35.5%
%H (TV HH)			89.6%	40.5%	13.7%	57.2%	20.8%	36.4%
Without	1452	1409	1231	509	171	829	265	564
%V	74.9%	74.6%	72.7%	66.5%	66.0%	76.7%	67.4%	82.0%
%H (All HH)		97.0%	84.8%	35.1%	11.8%	57.1%	18.3%	38.8%
%H (TV HH)			87.4%	36.1%	12.1%	58.8%	18.8%	40.0%
With	487	481	462	257	88	253	128	125
%V	25.1%	25.4%	27.3%	33.6%	34.0%	23.4%	32.6%	18.2%
%H (All HH)		98.8%	94.9%	52.8%	18.1%	52.0%	26.3%	25.7%
%H (TV HH)			96.0%	53.4%	18.3%	52.6%	26.6%	26.0%
0 - 3	190	187	180	103	34	79	35	44
%V	9.8%	9.9%	10.6%	13.5%	13.1%	7.3%	8.9%	6.4%
%H (All HH)		98.4%	94.7%	54.2%	17.9%	41.6%	18.4%	23.2%
%H (TV HH)			96.3%	55.1%	18.2%	42.2%	18.7%	23.5%
4 - 9	229	226	216	122	39	112	55	57
%V	11.8%	12.0%	12.8%	15.9%	15.1%	10.4%	14.0%	8.3%
%H (All HH)		98.7%	94.3%	53.3%	17.0%	48.9%	24.0%	24.9%
%H (TV HH)			95.6%	54.0%	17.3%	49.6%	24.3%	25.2%
10 - 15	227	226	218	123	43	138	79	59
%V	11.7%	12.0%	12.9%	16.1%	16.6%	12.8%	20.1%	8.6%
%H (All HH)		99.6%	96.0%	54.2%	18.9%	60.8%	34.8%	26.0%
%H (TV HH)			96.5%	54.4%	19.0%	61.1%	35.0%	26.1%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1939	1890	1693	765	259	1081	393	688
%H (All HH)		97.5%	87.3%	39.5%	13.4%	55.8%	20.3%	35.5%
%H (TV HH)			89.6%	40.5%	13.7%	57.2%	20.8%	36.4%
1	726	726	586	224	90	331	62	269
%V	37.4%	38.4%	34.6%	29.3%	34.7%	30.6%	15.8%	39.1%
%H (All HH)		100.0%	80.7%	30.9%	12.4%	45.6%	8.5%	37.1%
%H (TV HH)			80.7%	30.9%	12.4%	45.6%	8.5%	37.1%
2	656	656	613	267	93	406	143	264
%V	33.8%	34.7%	36.2%	34.9%	35.9%	37.6%	36.4%	38.4%
%H (All HH)		100.0%	93.4%	40.7%	14.2%	61.9%	21.8%	40.2%
%H (TV HH)			93.4%	40.7%	14.2%	61.9%	21.8%	40.2%
3	311	311	302	151	45	206	95	110
%V	16.0%	16.5%	17.8%	19.7%	17.4%	19.1%	24.2%	16.0%
%H (All HH)		100.0%	97.1%	48.6%	14.5%	66.2%	30.5%	35.4%
%H (TV HH)			97.1%	48.6%	14.5%	66.2%	30.5%	35.4%
4	123	123	119	73	19	80	48	31
%V	6.3%	6.5%	7.0%	9.5%	7.3%	7.4%	12.2%	4.5%
%H (All HH)		100.0%	96.7%	59.3%	15.4%	65.0%	39.0%	25.2%
%H (TV HH)			96.7%	59.3%	15.4%	65.0%	39.0%	25.2%
5+	74	74	73	51	11	58	45	13
%V	3.8%	3.9%	4.3%	6.7%	4.2%	5.4%	11.5%	1.9%
%H (All HH)		100.0%	98.6%	68.9%	14.9%	78.4%	60.8%	17.6%
%H (TV HH)			98.6%	68.9%	14.9%	78.4%	60.8%	17.6%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC East

Household level data

Table 4.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1939	1890	1693	765	259	1081	393	688
%V (All HH)		97.5%	87.3%	39.5%	13.4%	55.8%	20.3%	35.5%
%H (TV HH)			89.6%	40.5%	13.7%	57.2%	20.8%	36.4%
Under 20"	904	904	832	375	126	572	226	345
%V	46.6%	47.8%	49.1%	49.0%	48.6%	52.9%	57.5%	50.1%
%H (All HH)		100.0%	92.0%	41.5%	13.9%	63.3%	25.0%	38.2%
%H (TV HH)			92.0%	41.5%	13.9%	63.3%	25.0%	38.2%
20" - 29"	1023	1023	896	372	144	602	207	395
%V	52.8%	54.1%	52.9%	48.6%	55.6%	55.7%	52.7%	57.4%
%H (All HH)		100.0%	87.6%	36.4%	14.1%	58.8%	20.2%	38.6%
%H (TV HH)			87.6%	36.4%	14.1%	58.8%	20.2%	38.6%
30" - 39"	827	827	786	408	122	487	218	269
%V	42.7%	43.8%	46.4%	53.3%	47.1%	45.1%	55.5%	39.1%
%H (All HH)		100.0%	95.0%	49.3%	14.8%	58.9%	26.4%	32.5%
%H (TV HH)			95.0%	49.3%	14.8%	58.9%	26.4%	32.5%
40" and over	345	345	340	226	53	201	134	67
%V	17.8%	18.3%	20.1%	29.5%	20.5%	18.6%	34.1%	9.7%
%H (All HH)		100.0%	98.6%	65.5%	15.4%	58.3%	38.8%	19.4%
%H (TV HH)			98.6%	65.5%	15.4%	58.3%	38.8%	19.4%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC East

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1939	1890	1693	765	259	1081	393	688
%H (All HH)		97.5%	87.3%	39.5%	13.4%	55.8%	20.3%	35.5%
%H (TV HH)			89.6%	40.5%	13.7%	57.2%	20.8%	36.4%
Main living room	1877	1877	1684	762	258	1075	392	683
%V	96.8%	99.3%	99.5%	99.6%	99.6%	99.4%	99.7%	99.3%
%H (All HH)		100.0%	89.7%	40.6%	13.7%	57.3%	20.9%	36.4%
%H (TV HH)			89.7%	40.6%	13.7%	57.3%	20.9%	36.4%
Kitchen	292	292	278	146	27	203	95	109
%V	15.1%	15.4%	16.4%	19.1%	10.4%	18.8%	24.2%	15.8%
%H (All HH)		100.0%	95.2%	50.0%	9.2%	69.5%	32.5%	37.3%
%H (TV HH)			95.2%	50.0%	9.2%	69.5%	32.5%	37.3%
Adult's bedroom	863	863	825	421	130	552	262	290
%V	44.5%	45.7%	48.7%	55.0%	50.2%	51.1%	66.7%	42.2%
%H (All HH)		100.0%	95.6%	48.8%	15.1%	64.0%	30.4%	33.6%
%H (TV HH)			95.6%	48.8%	15.1%	64.0%	30.4%	33.6%
Child's bedroom	175	175	171	104	34	114	75	39
%V	9.0%	9.3%	10.1%	13.6%	13.1%	10.5%	19.1%	5.7%
%H (All HH)		100.0%	97.7%	59.4%	19.4%	65.1%	42.9%	22.3%
%H (TV HH)			97.7%	59.4%	19.4%	65.1%	42.9%	22.3%
Other bedroom	48	48	46	28	5	30	17	13
%V	2.5%	2.5%	2.7%	3.7%	1.9%	2.8%	4.3%	1.9%
%H (All HH)		100.0%	95.8%	58.3%	10.4%	62.5%	35.4%	27.1%
%H (TV HH)			95.8%	58.3%	10.4%	62.5%	35.4%	27.1%
Second living/dining room	219	219	210	99	36	160	78	82
%V	11.3%	11.6%	12.4%	12.9%	13.9%	14.8%	19.8%	11.9%
%H (All HH)		100.0%	95.9%	45.2%	16.4%	73.1%	35.6%	37.4%
%H (TV HH)			95.9%	45.2%	16.4%	73.1%	35.6%	37.4%
Study/office	49	49	46	24	6	37	21	16
%V	2.5%	2.6%	2.7%	3.1%	2.3%	3.4%	5.3%	2.3%
%H (All HH)		100.0%	93.9%	49.0%	12.2%	75.5%	42.9%	32.7%
%H (TV HH)			93.9%	49.0%	12.2%	75.5%	42.9%	32.7%
TV room	13	13	13	8	1	9	6	3
%V	0.7%	0.7%	0.8%	1.0%	0.4%	0.8%	1.5%	0.4%
%H (All HH)		100.0%	100.0%	61.5%	7.7%	69.2%	46.2%	23.1%
%H (TV HH)			100.0%	61.5%	7.7%	69.2%	46.2%	23.1%
No specific location	3	3	3	1	0	3	1	3
%V	0.2%	0.2%	0.2%	0.1%	0.0%	0.3%	0.3%	0.4%
%H (All HH)		100.0%	100.0%	33.3%	0.0%	100.0%	33.3%	100.0%
%H (TV HH)			100.0%	33.3%	0.0%	100.0%	33.3%	100.0%
Other	9	9	9	5	0	7	3	4
%V	0.5%	0.5%	0.5%	0.7%	0.0%	0.6%	0.8%	0.6%
%H (All HH)		100.0%	100.0%	55.6%	0.0%	77.8%	33.3%	44.4%
%H (TV HH)			100.0%	55.6%	0.0%	77.8%	33.3%	44.4%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC East

Household level data

Table 4.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1939	1890	1693	765	259	1081	393	688
%H (All HH)		97.5%	87.3%	39.5%	13.4%	55.8%	20.3%	35.5%
%H (TV HH)			89.6%	40.5%	13.7%	57.2%	20.8%	36.4%
PVR	612	612	612	458	68	329	233	96
%V	31.6%	32.4%	36.1%	59.9%	26.3%	30.4%	59.3%	14.0%
%H (All HH)		100.0%	100.0%	74.8%	11.1%	53.8%	38.1%	15.7%
%H (TV HH)			100.0%	74.8%	11.1%	53.8%	38.1%	15.7%
DVDR	330	330	318	156	45	222	99	123
%V	17.0%	17.5%	18.8%	20.4%	17.4%	20.5%	25.2%	17.9%
%H (All HH)		100.0%	96.4%	47.3%	13.6%	67.3%	30.0%	37.3%
%H (TV HH)			96.4%	47.3%	13.6%	67.3%	30.0%	37.3%
VCR	771	771	677	259	113	453	138	315
%V	39.8%	40.8%	40.0%	33.9%	43.6%	41.9%	35.1%	45.8%
%H (All HH)		100.0%	87.8%	33.6%	14.7%	58.8%	17.9%	40.9%
%H (TV HH)			87.8%	33.6%	14.7%	58.8%	17.9%	40.9%
Any recorder	1294	1294	1196	627	169	742	323	419
%V	66.7%	68.5%	70.6%	82.0%	65.3%	68.6%	82.2%	60.9%
%H (All HH)		100.0%	92.4%	48.5%	13.1%	57.3%	25.0%	32.4%
%H (TV HH)			92.4%	48.5%	13.1%	57.3%	25.0%	32.4%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC East
Household level data
Table 4.9: Other TV equipment
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1939	1890	1693	765	259	1081	393	688
%H (All HH)		97.5%	87.3%	39.5%	13.4%	55.8%	20.3%	35.5%
%H (TV HH)			89.6%	40.5%	13.7%	57.2%	20.8%	36.4%
Receives HDTV (via STB or built-in reception)	266	266	266	213	58	131	131	0
%V	13.7%	14.1%	15.7%	27.8%	22.4%	12.1%	33.3%	0.0%
%H (All HH)		100.0%	100.0%	80.1%	21.8%	49.2%	49.2%	0.0%
%H (TV HH)			100.0%	80.1%	21.8%	49.2%	49.2%	0.0%
DVD/Blu-ray player or recorder	1511	1511	1412	646	217	902	334	567
%V	77.9%	79.9%	83.4%	84.4%	83.8%	83.4%	85.0%	82.4%
%H (All HH)		100.0%	93.4%	42.8%	14.4%	59.7%	22.1%	37.5%
%H (TV HH)			93.4%	42.8%	14.4%	59.7%	22.1%	37.5%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC East

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1939	1890	1693	765	259	1081	393	688
%H (All HH)		97.5%	87.3%	39.5%	13.4%	55.8%	20.3%	35.5%
%H (TV HH)			89.6%	40.5%	13.7%	57.2%	20.8%	36.4%
Has PC or Laptop	1400	1369	1298	630	217	811	340	471
%V	72.2%	72.4%	76.7%	82.4%	83.8%	75.0%	86.5%	68.5%
%H (All HH)		97.8%	92.7%	45.0%	15.5%	57.9%	24.3%	33.6%
%H (TV HH)			94.8%	46.0%	15.9%	59.2%	24.8%	34.4%
Has broadband internet	1169	1143	1093	538	192	677	298	379
%V	60.3%	60.5%	64.6%	70.3%	74.1%	62.6%	75.8%	55.1%
%H (All HH)		97.8%	93.5%	46.0%	16.4%	57.9%	25.5%	32.4%
%H (TV HH)			95.6%	47.1%	16.8%	59.2%	26.1%	33.2%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3859	3588	1771	552	2398	1071	1327
%H		93.0%	45.9%	14.3%	62.1%	27.8%	34.4%
Under 20"	1302	1214	571	184	849	369	480
%V	33.7%	33.8%	32.2%	33.3%	35.4%	34.5%	36.2%
%H		93.2%	43.9%	14.1%	65.2%	28.3%	36.9%
20" - 29"	1229	1095	471	168	752	280	472
%V	31.8%	30.5%	26.6%	30.4%	31.4%	26.1%	35.6%
%H		89.1%	38.3%	13.7%	61.2%	22.8%	38.4%
30" - 39"	922	882	471	138	553	263	290
%V	23.9%	24.6%	26.6%	25.0%	23.1%	24.6%	21.9%
%H		95.7%	51.1%	15.0%	60.0%	28.5%	31.5%
40" and over	378	372	248	58	224	152	72
%V	9.8%	10.4%	14.0%	10.5%	9.3%	14.2%	5.4%
%H		98.4%	65.6%	15.3%	59.3%	40.2%	19.0%
Don't know	28	26	9	4	20	7	13
%V	0.7%	0.7%	0.5%	0.7%	0.8%	0.7%	1.0%
%H		92.9%	32.1%	14.3%	71.4%	25.0%	46.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC East
Set level data
Table 4.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT +	DTT only
	HH	HH	HH	HH	HH	Cab/DSat HH	HH
Total Sets	3859	3588	1771	552	2398	1071	1327
%H		93.0%	45.9%	14.3%	62.1%	27.8%	34.4%
Main living room	1919	1725	781	266	1098	401	697
%V	49.7%	48.1%	44.1%	48.2%	45.8%	37.4%	52.5%
%H		89.9%	40.7%	13.9%	57.2%	20.9%	36.3%
Kitchen	293	279	147	27	204	95	109
%V	7.6%	7.8%	8.3%	4.9%	8.5%	8.9%	8.2%
%H		95.2%	50.2%	9.2%	69.6%	32.4%	37.2%
Adult's bedroom	1066	1022	535	164	687	341	346
%V	27.6%	28.5%	30.2%	29.7%	28.6%	31.8%	26.1%
%H		95.9%	50.2%	15.4%	64.4%	32.0%	32.5%
Child's bedroom	230	226	138	44	155	103	52
%V	6.0%	6.3%	7.8%	8.0%	6.5%	9.6%	3.9%
%H		98.3%	60.0%	19.1%	67.4%	44.8%	22.6%
Other bedroom	52	49	30	7	32	20	13
%V	1.3%	1.4%	1.7%	1.3%	1.3%	1.9%	1.0%
%H		94.2%	57.7%	13.5%	61.5%	38.5%	25.0%
Second living/dining room	225	215	102	37	165	81	84
%V	5.8%	6.0%	5.8%	6.7%	6.9%	7.6%	6.3%
%H		95.6%	45.3%	16.4%	73.3%	36.0%	37.3%
Study/office	49	47	24	6	38	21	16
%V	1.3%	1.3%	1.4%	1.1%	1.6%	2.0%	1.2%
%H		95.9%	49.0%	12.2%	77.6%	42.9%	32.7%
TV room	13	13	8	1	9	6	3
%V	0.3%	0.4%	0.5%	0.2%	0.4%	0.6%	0.2%
%H		100.0%	61.5%	7.7%	69.2%	46.2%	23.1%
No specific location	3	3	1	0	3	1	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%
%H		100.0%	33.3%	0.0%	100.0%	33.3%	100.0%
Other	9	9	5	0	7	3	4
%V	0.2%	0.3%	0.3%	0.0%	0.3%	0.3%	0.3%
%H		100.0%	55.6%	0.0%	77.8%	33.3%	44.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3859	3588	1771	552	2398	1071	1327
%H		93.0%	45.9%	14.3%	62.1%	27.8%	34.4%
PVR	782	782	616	79	402	303	99
%V	20.3%	21.8%	34.8%	14.3%	16.8%	28.3%	7.5%
%H		100.0%	78.8%	10.1%	51.4%	38.7%	12.7%
DVDR	388	376	192	52	265	127	139
%V	10.1%	10.5%	10.8%	9.4%	11.1%	11.9%	10.5%
%H		96.9%	49.5%	13.4%	68.3%	32.7%	35.8%
VCR	906	803	316	130	541	170	371
%V	23.5%	22.4%	17.8%	23.6%	22.6%	15.9%	28.0%
%H		88.6%	34.9%	14.3%	59.7%	18.8%	40.9%
Any recorder	1705	1597	899	216	985	474	511
%V	44.2%	44.5%	50.8%	39.1%	41.1%	44.3%	38.5%
%H		93.7%	52.7%	12.7%	57.8%	27.8%	30.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3859	3588	1771	552	2398	1071	1327
%H		93.0%	45.9%	14.3%	62.1%	27.8%	34.4%
Receives HDTV (via STB or built-in reception)	320	320	260	66	159	159	0
%V	8.3%	8.9%	14.7%	12.0%	6.6%	14.8%	0.0%
%H		100.0%	81.3%	20.6%	49.7%	49.7%	0.0%
DVD/Blu-ray player or recorder	2244	2131	1049	326	1392	600	792
%V	58.1%	59.4%	59.2%	59.1%	58.0%	56.0%	59.7%
%H		95.0%	46.7%	14.5%	62.0%	26.7%	35.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC East
Set level data
Table 4.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1888	1693	765	259	1081	393	687
%H		89.7%	40.5%	13.7%	57.3%	20.8%	36.4%
Under 20"	90	61	13	5	49	6	43
%V	4.8%	3.6%	1.7%	1.9%	4.5%	1.5%	6.3%
%H		67.8%	14.4%	5.6%	54.4%	6.7%	47.8%
20" - 29"	718	596	189	93	399	82	317
%V	38.0%	35.2%	24.7%	35.9%	36.9%	20.9%	46.1%
%H		83.0%	26.3%	13.0%	55.6%	11.4%	44.2%
30" - 39"	726	688	338	106	426	172	254
%V	38.5%	40.6%	44.2%	40.9%	39.4%	43.8%	37.0%
%H		94.8%	46.6%	14.6%	58.7%	23.7%	35.0%
40" and over	336	332	221	52	195	131	65
%V	17.8%	19.6%	28.9%	20.1%	18.0%	33.3%	9.5%
%H		98.8%	65.8%	15.5%	58.0%	39.0%	19.3%
Don't know	18	16	5	3	11	3	8
%V	1.0%	0.9%	0.7%	1.2%	1.0%	0.8%	1.2%
%H		88.9%	27.8%	16.7%	61.1%	16.7%	44.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1888	1693	765	259	1081	393	687
%H		89.7%	40.5%	13.7%	57.3%	20.8%	36.4%
PVR	593	593	445	64	315	223	93
%V	31.4%	35.0%	58.2%	24.7%	29.1%	56.7%	13.5%
%H		100.0%	75.0%	10.8%	53.1%	37.6%	15.7%
DVDR	300	290	137	41	200	83	117
%V	15.9%	17.1%	17.9%	15.8%	18.5%	21.1%	17.0%
%H		96.7%	45.7%	13.7%	66.7%	27.7%	39.0%
VCR	676	584	219	92	389	110	279
%V	35.8%	34.5%	28.6%	35.5%	36.0%	28.0%	40.6%
%H		86.4%	32.4%	13.6%	57.5%	16.3%	41.3%
Any recorder	1245	1149	611	159	711	313	398
%V	65.9%	67.9%	79.9%	61.4%	65.8%	79.6%	57.9%
%H		92.3%	49.1%	12.8%	57.1%	25.1%	32.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1888	1693	765	259	1081	393	687
%H		89.7%	40.5%	13.7%	57.3%	20.8%	36.4%
Receives HDTV (via STB or built-in reception)	258	258	206	57	126	126	0
%V	13.7%	15.2%	26.9%	22.0%	11.7%	32.1%	0.0%
%H		100.0%	79.8%	22.1%	48.8%	48.8%	0.0%
DVD/Blu-ray player or recorder	1457	1361	619	208	869	318	551
%V	77.2%	80.4%	80.9%	80.3%	80.4%	80.9%	80.2%
%H		93.4%	42.5%	14.3%	59.6%	21.8%	37.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC East
Set level data
Table 4.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1970	1896	1005	293	1318	678	639
%H		96.2%	51.0%	14.9%	66.9%	34.4%	32.4%
Under 20"	1212	1153	558	179	799	363	436
%V	61.5%	60.8%	55.5%	61.1%	60.6%	53.5%	68.2%
%H		95.1%	46.0%	14.8%	65.9%	30.0%	36.0%
20" - 29"	511	498	283	75	353	198	155
%V	25.9%	26.3%	28.2%	25.6%	26.8%	29.2%	24.3%
%H		97.5%	55.4%	14.7%	69.1%	38.7%	30.3%
30" - 39"	196	194	133	32	127	91	36
%V	9.9%	10.2%	13.2%	10.9%	9.6%	13.4%	5.6%
%H		99.0%	67.9%	16.3%	64.8%	46.4%	18.4%
40" and over	41	41	27	6	29	21	8
%V	2.1%	2.2%	2.7%	2.0%	2.2%	3.1%	1.3%
%H		100.0%	65.9%	14.6%	70.7%	51.2%	19.5%
Don't know	10	9	4	1	9	4	5
%V	0.5%	0.5%	0.4%	0.3%	0.7%	0.6%	0.8%
%H		90.0%	40.0%	10.0%	90.0%	40.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1970	1896	1005	293	1318	678	639
%H		96.2%	51.0%	14.9%	66.9%	34.4%	32.4%
PVR	189	189	171	15	87	81	6
%V	9.6%	10.0%	17.0%	5.1%	6.6%	11.9%	0.9%
%H		100.0%	90.5%	7.9%	46.0%	42.9%	3.2%
DVDR	88	86	55	11	65	43	22
%V	4.5%	4.5%	5.5%	3.8%	4.9%	6.3%	3.4%
%H		97.7%	62.5%	12.5%	73.9%	48.9%	25.0%
VCR	230	219	97	38	152	61	91
%V	11.7%	11.6%	9.7%	13.0%	11.5%	9.0%	14.2%
%H		95.2%	42.2%	16.5%	66.1%	26.5%	39.6%
Any recorder	460	448	288	57	275	161	113
%V	23.4%	23.6%	28.7%	19.5%	20.9%	23.7%	17.7%
%H		97.4%	62.6%	12.4%	59.8%	35.0%	24.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1970	1896	1005	293	1318	678	639
%H		96.2%	51.0%	14.9%	66.9%	34.4%	32.4%
Receives HDTV (via STB or built-in reception)	62	62	53	9	33	33	0
%V	3.1%	3.3%	5.3%	3.1%	2.5%	4.9%	0.0%
%H		100.0%	85.5%	14.5%	53.2%	53.2%	0.0%
DVD/Blu-ray player or recorder	787	771	430	117	523	282	241
%V	39.9%	40.7%	42.8%	39.9%	39.7%	41.6%	37.7%
%H		98.0%	54.6%	14.9%	66.5%	35.8%	30.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC East
Individual level data
Table 4.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4416	4339	4030	1991	669	2482	1061	1421
%H		98.3%	91.3%	45.1%	15.1%	56.2%	24.0%	32.2%
Total Children	841	833	801	452	153	426	219	208
%V	19.0%	19.2%	19.9%	22.7%	22.9%	17.2%	20.6%	14.6%
%H		99.0%	95.2%	53.7%	18.2%	50.7%	26.0%	24.7%
0 - 3	225	222	213	120	41	93	40	52
%V	5.1%	5.1%	5.3%	6.0%	6.1%	3.7%	3.8%	3.7%
%H		98.7%	94.7%	53.3%	18.2%	41.3%	17.8%	23.1%
4 - 15	616	611	588	332	113	333	178	155
%V	13.9%	14.1%	14.6%	16.7%	16.9%	13.4%	16.8%	10.9%
%H		99.2%	95.5%	53.9%	18.3%	54.1%	28.9%	25.2%
4 - 9	310	305	294	167	51	155	78	77
%V	7.0%	7.0%	7.3%	8.4%	7.6%	6.2%	7.4%	5.4%
%H		98.4%	94.8%	53.9%	16.5%	50.0%	25.2%	24.8%
10 - 15	306	306	294	164	62	178	100	78
%V	6.9%	7.1%	7.3%	8.2%	9.3%	7.2%	9.4%	5.5%
%H		100.0%	96.1%	53.6%	20.3%	58.2%	32.7%	25.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4416	4339	4030	1991	669	2482	1061	1421
%H		98.3%	91.3%	45.1%	15.1%	56.2%	24.0%	32.2%
Total Adults (16+)	3575	3507	3229	1539	515	2056	842	1214
%V	81.0%	80.8%	80.1%	77.3%	77.0%	82.8%	79.4%	85.4%
%H		98.1%	90.3%	43.0%	14.4%	57.5%	23.6%	34.0%
16 - 19	220	217	211	98	47	140	71	69
%V	5.0%	5.0%	5.2%	4.9%	7.0%	5.6%	6.7%	4.9%
%H		98.6%	95.9%	44.5%	21.4%	63.6%	32.3%	31.4%
20 - 24	261	256	242	116	44	141	58	83
%V	5.9%	5.9%	6.0%	5.8%	6.6%	5.7%	5.5%	5.8%
%H		98.1%	92.7%	44.4%	16.9%	54.0%	22.2%	31.8%
25 - 34	539	512	492	264	82	247	99	148
%V	12.2%	11.8%	12.2%	13.3%	12.3%	10.0%	9.3%	10.4%
%H		95.0%	91.3%	49.0%	15.2%	45.8%	18.4%	27.5%
35 - 44	627	619	587	317	111	363	192	171
%V	14.2%	14.3%	14.6%	15.9%	16.6%	14.6%	18.1%	12.0%
%H		98.7%	93.6%	50.6%	17.7%	57.9%	30.6%	27.3%
45 - 54	616	608	571	305	100	360	185	174
%V	13.9%	14.0%	14.2%	15.3%	14.9%	14.5%	17.4%	12.2%
%H		98.7%	92.7%	49.5%	16.2%	58.4%	30.0%	28.2%
55 - 64	555	545	505	207	75	352	121	231
%V	12.6%	12.6%	12.5%	10.4%	11.2%	14.2%	11.4%	16.3%
%H		98.2%	91.0%	37.3%	13.5%	63.4%	21.8%	41.6%
65+	757	751	621	232	56	454	115	338
%V	17.1%	17.3%	15.4%	11.7%	8.4%	18.3%	10.8%	23.8%
%H		99.2%	82.0%	30.6%	7.4%	60.0%	15.2%	44.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC East
Individual level data
Table 4.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		3575	3507	3229	1539	515	2056	842	1214
%H			98.1%	90.3%	43.0%	14.4%	57.5%	23.6%	34.0%
AB		870	859	810	385	115	535	215	321
	%V	24.3%	24.5%	25.1%	25.0%	22.3%	26.0%	25.5%	26.4%
	%H		98.7%	93.1%	44.3%	13.2%	61.5%	24.7%	36.9%
C1		1019	1003	918	420	164	588	247	341
	%V	28.5%	28.6%	28.4%	27.3%	31.8%	28.6%	29.3%	28.1%
	%H		98.4%	90.1%	41.2%	16.1%	57.7%	24.2%	33.5%
C2		813	798	760	403	111	486	225	261
	%V	22.7%	22.8%	23.5%	26.2%	21.6%	23.6%	26.7%	21.5%
	%H		98.2%	93.5%	49.6%	13.7%	59.8%	27.7%	32.1%
D		555	539	496	249	83	288	118	170
	%V	15.5%	15.4%	15.4%	16.2%	16.1%	14.0%	14.0%	14.0%
	%H		97.1%	89.4%	44.9%	15.0%	51.9%	21.3%	30.6%
E		317	308	244	81	42	159	37	121
	%V	8.9%	8.8%	7.6%	5.3%	8.2%	7.7%	4.4%	10.0%
	%H		97.2%	77.0%	25.6%	13.2%	50.2%	11.7%	38.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC East
Individual level data
Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3575	3507	3229	1539	515	2056	842	1214
%H		98.1%	90.3%	43.0%	14.4%	57.5%	23.6%	34.0%
Working full time	1671	1639	1564	820	280	951	464	488
%V	46.7%	46.7%	48.4%	53.3%	54.4%	46.3%	55.1%	40.2%
%H		98.1%	93.6%	49.1%	16.8%	56.9%	27.8%	29.2%
Working part time	352	345	327	162	54	209	92	117
%V	9.8%	9.8%	10.1%	10.5%	10.5%	10.2%	10.9%	9.6%
%H		98.0%	92.9%	46.0%	15.3%	59.4%	26.1%	33.2%
Not working	1552	1522	1338	557	181	895	287	609
%V	43.4%	43.4%	41.4%	36.2%	35.1%	43.5%	34.1%	50.2%
%H		98.1%	86.2%	35.9%	11.7%	57.7%	18.5%	39.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1755	1712	1597	785	253	1016	438	578
%H		97.5%	91.0%	44.7%	14.4%	57.9%	25.0%	32.9%
16 - 19	113	112	110	51	25	75	41	35
%V	6.4%	6.5%	6.9%	6.5%	9.9%	7.4%	9.4%	6.1%
%H		99.1%	97.3%	45.1%	22.1%	66.4%	36.3%	31.0%
20 - 24	139	136	130	60	24	85	37	48
%V	7.9%	7.9%	8.1%	7.6%	9.5%	8.4%	8.4%	8.3%
%H		97.8%	93.5%	43.2%	17.3%	61.2%	26.6%	34.5%
25 - 34	274	255	246	130	37	126	48	78
%V	15.6%	14.9%	15.4%	16.6%	14.6%	12.4%	11.0%	13.5%
%H		93.1%	89.8%	47.4%	13.5%	46.0%	17.5%	28.5%
35 - 44	313	309	291	164	54	172	93	79
%V	17.8%	18.0%	18.2%	20.9%	21.3%	16.9%	21.2%	13.7%
%H		98.7%	93.0%	52.4%	17.3%	55.0%	29.7%	25.2%
45 - 54	298	292	271	151	48	172	95	77
%V	17.0%	17.1%	17.0%	19.2%	19.0%	16.9%	21.7%	13.3%
%H		98.0%	90.9%	50.7%	16.1%	57.7%	31.9%	25.8%
55 - 64	271	266	247	104	39	169	61	108
%V	15.4%	15.5%	15.5%	13.2%	15.4%	16.6%	13.9%	18.7%
%H		98.2%	91.1%	38.4%	14.4%	62.4%	22.5%	39.9%
65+	346	342	301	126	26	217	64	153
%V	19.7%	20.0%	18.8%	16.1%	10.3%	21.4%	14.6%	26.5%
%H		98.8%	87.0%	36.4%	7.5%	62.7%	18.5%	44.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1755	1712	1597	785	253	1016	438	578
%H		97.5%	91.0%	44.7%	14.4%	57.9%	25.0%	32.9%
AB	434	427	408	202	53	271	113	158
%V	24.7%	24.9%	25.5%	25.7%	20.9%	26.7%	25.8%	27.3%
%H		98.4%	94.0%	46.5%	12.2%	62.4%	26.0%	36.4%
C1	471	463	433	206	80	270	119	151
%V	26.8%	27.0%	27.1%	26.2%	31.6%	26.6%	27.2%	26.1%
%H		98.3%	91.9%	43.7%	17.0%	57.3%	25.3%	32.1%
C2	443	434	408	211	61	263	120	143
%V	25.2%	25.4%	25.5%	26.9%	24.1%	25.9%	27.4%	24.7%
%H		98.0%	92.1%	47.6%	13.8%	59.4%	27.1%	32.3%
D	277	267	248	127	42	148	67	82
%V	15.8%	15.6%	15.5%	16.2%	16.6%	14.6%	15.3%	14.2%
%H		96.4%	89.5%	45.8%	15.2%	53.4%	24.2%	29.6%
E	130	122	100	38	17	64	20	45
%V	7.4%	7.1%	6.3%	4.8%	6.7%	6.3%	4.6%	7.8%
%H		93.8%	76.9%	29.2%	13.1%	49.2%	15.4%	34.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1755	1712	1597	785	253	1016	438	578
%H		97.5%	91.0%	44.7%	14.4%	57.9%	25.0%	32.9%
Working full time	1064	1042	997	532	170	604	295	309
%V	60.6%	60.9%	62.4%	67.8%	67.2%	59.4%	67.4%	53.5%
%H		97.9%	93.7%	50.0%	16.0%	56.8%	27.7%	29.0%
Working part time	54	52	46	20	9	28	11	17
%V	3.1%	3.0%	2.9%	2.5%	3.6%	2.8%	2.5%	2.9%
%H		96.3%	85.2%	37.0%	16.7%	51.9%	20.4%	31.5%
Not working	637	619	554	232	74	384	132	252
%V	36.3%	36.2%	34.7%	29.6%	29.2%	37.8%	30.1%	43.6%
%H		97.2%	87.0%	36.4%	11.6%	60.3%	20.7%	39.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1820	1794	1632	754	262	1040	404	635
%H		98.6%	89.7%	41.4%	14.4%	57.1%	22.2%	34.9%
16 - 19	106	105	101	47	22	65	31	34
%V	5.8%	5.9%	6.2%	6.2%	8.4%	6.3%	7.7%	5.4%
%H		99.1%	95.3%	44.3%	20.8%	61.3%	29.2%	32.1%
20 - 24	123	120	112	57	20	56	21	34
%V	6.8%	6.7%	6.9%	7.6%	7.6%	5.4%	5.2%	5.4%
%H		97.6%	91.1%	46.3%	16.3%	45.5%	17.1%	27.6%
25 - 34	265	257	246	134	45	120	51	69
%V	14.6%	14.3%	15.1%	17.8%	17.2%	11.5%	12.6%	10.9%
%H		97.0%	92.8%	50.6%	17.0%	45.3%	19.2%	26.0%
35 - 44	314	310	296	153	57	191	99	92
%V	17.3%	17.3%	18.1%	20.3%	21.8%	18.4%	24.5%	14.5%
%H		98.7%	94.3%	48.7%	18.2%	60.8%	31.5%	29.3%
45 - 54	318	315	299	154	52	188	91	97
%V	17.5%	17.6%	18.3%	20.4%	19.8%	18.1%	22.5%	15.3%
%H		99.1%	94.0%	48.4%	16.4%	59.1%	28.6%	30.5%
55 - 64	283	279	258	103	36	184	60	123
%V	15.5%	15.6%	15.8%	13.7%	13.7%	17.7%	14.9%	19.4%
%H		98.6%	91.2%	36.4%	12.7%	65.0%	21.2%	43.5%
65+	411	408	320	106	31	237	52	185
%V	22.6%	22.7%	19.6%	14.1%	11.8%	22.8%	12.9%	29.1%
%H		99.3%	77.9%	25.8%	7.5%	57.7%	12.7%	45.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1820	1794	1632	754	262	1040	404	635
%H		98.6%	89.7%	41.4%	14.4%	57.1%	22.2%	34.9%
AB	436	432	402	183	62	265	102	163
%V	24.0%	24.1%	24.6%	24.3%	23.7%	25.5%	25.2%	25.7%
%H		99.1%	92.2%	42.0%	14.2%	60.8%	23.4%	37.4%
C1	549	540	485	214	84	318	128	190
%V	30.2%	30.1%	29.7%	28.4%	32.1%	30.6%	31.7%	29.9%
%H		98.4%	88.3%	39.0%	15.3%	57.9%	23.3%	34.6%
C2	370	364	351	192	50	223	105	117
%V	20.3%	20.3%	21.5%	25.5%	19.1%	21.4%	26.0%	18.4%
%H		98.4%	94.9%	51.9%	13.5%	60.3%	28.4%	31.6%
D	279	272	249	122	41	140	51	89
%V	15.3%	15.2%	15.3%	16.2%	15.6%	13.5%	12.6%	14.0%
%H		97.5%	89.2%	43.7%	14.7%	50.2%	18.3%	31.9%
E	187	186	145	43	26	94	18	77
%V	10.3%	10.4%	8.9%	5.7%	9.9%	9.0%	4.5%	12.1%
%H		99.5%	77.5%	23.0%	13.9%	50.3%	9.6%	41.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC East
Individual level data
Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1820	1794	1632	754	262	1040	404	635
%H		98.6%	89.7%	41.4%	14.4%	57.1%	22.2%	34.9%
Working full time	607	597	566	287	110	348	169	179
%V	33.4%	33.3%	34.7%	38.1%	42.0%	33.5%	41.8%	28.2%
%H		98.4%	93.2%	47.3%	18.1%	57.3%	27.8%	29.5%
Working part time	298	293	281	142	45	181	81	100
%V	16.4%	16.3%	17.2%	18.8%	17.2%	17.4%	20.0%	15.7%
%H		98.3%	94.3%	47.7%	15.1%	60.7%	27.2%	33.6%
Not working	915	904	784	325	107	511	155	356
%V	50.3%	50.4%	48.0%	43.1%	40.8%	49.1%	38.4%	56.1%
%H		98.8%	85.7%	35.5%	11.7%	55.8%	16.9%	38.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1020	986	925	351	148	623	190	433
%H (All HH)		96.7%	90.7%	34.4%	14.5%	61.1%	18.6%	42.5%
%H (TV HH)			93.8%	35.6%	15.0%	63.2%	19.3%	43.9%
AB	260	254	242	101	36	158	49	109
%V	25.5%	25.8%	26.2%	28.8%	24.3%	25.4%	25.8%	25.2%
%H (All HH)		97.7%	93.1%	38.8%	13.8%	60.8%	18.8%	41.9%
%H (TV HH)			95.3%	39.8%	14.2%	62.2%	19.3%	42.9%
C1	289	276	261	97	45	175	55	120
%V	28.3%	28.0%	28.2%	27.6%	30.4%	28.1%	28.9%	27.7%
%H (All HH)		95.5%	90.3%	33.6%	15.6%	60.6%	19.0%	41.5%
%H (TV HH)			94.6%	35.1%	16.3%	63.4%	19.9%	43.5%
C2	210	206	197	84	37	128	50	78
%V	20.6%	20.9%	21.3%	23.9%	25.0%	20.5%	26.3%	18.0%
%H (All HH)		98.1%	93.8%	40.0%	17.6%	61.0%	23.8%	37.1%
%H (TV HH)			95.6%	40.8%	18.0%	62.1%	24.3%	37.9%
D	174	165	152	50	21	107	27	79
%V	17.1%	16.7%	16.4%	14.2%	14.2%	17.2%	14.2%	18.2%
%H (All HH)		94.8%	87.4%	28.7%	12.1%	61.5%	15.5%	45.4%
%H (TV HH)			92.1%	30.3%	12.7%	64.8%	16.4%	47.9%
E	87	85	73	19	8	55	9	46
%V	8.5%	8.6%	7.9%	5.4%	5.4%	8.8%	4.7%	10.6%
%H (All HH)		97.7%	83.9%	21.8%	9.2%	63.2%	10.3%	52.9%
%H (TV HH)			85.9%	22.4%	9.4%	64.7%	10.6%	54.1%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1020	986	925	351	148	623	190	433
%H (All HH)		96.7%	90.7%	34.4%	14.5%	61.1%	18.6%	42.5%
%H (TV HH)			93.8%	35.6%	15.0%	63.2%	19.3%	43.9%
Under 25	55	48	42	17	5	26	7	19
%V	5.4%	4.9%	4.5%	4.8%	3.4%	4.2%	3.7%	4.4%
%H (All HH)		87.3%	76.4%	30.9%	9.1%	47.3%	12.7%	34.5%
%H (TV HH)			87.5%	35.4%	10.4%	54.2%	14.6%	39.6%
25 - 34	158	149	142	56	32	78	26	52
%V	15.5%	15.1%	15.4%	16.0%	21.6%	12.5%	13.7%	12.0%
%H (All HH)		94.3%	89.9%	35.4%	20.3%	49.4%	16.5%	32.9%
%H (TV HH)			95.3%	37.6%	21.5%	52.3%	17.4%	34.9%
35 - 44	185	179	169	77	37	103	43	59
%V	18.1%	18.2%	18.3%	21.9%	25.0%	16.5%	22.6%	13.6%
%H (All HH)		96.8%	91.4%	41.6%	20.0%	55.7%	23.2%	31.9%
%H (TV HH)			94.4%	43.0%	20.7%	57.5%	24.0%	33.0%
45 - 54	199	195	188	85	30	128	53	75
%V	19.5%	19.8%	20.3%	24.2%	20.3%	20.5%	27.9%	17.3%
%H (All HH)		98.0%	94.5%	42.7%	15.1%	64.3%	26.6%	37.7%
%H (TV HH)			96.4%	43.6%	15.4%	65.6%	27.2%	38.5%
55 - 64	167	163	154	58	24	105	32	73
%V	16.4%	16.5%	16.6%	16.5%	16.2%	16.9%	16.8%	16.9%
%H (All HH)		97.6%	92.2%	34.7%	14.4%	62.9%	19.2%	43.7%
%H (TV HH)			94.5%	35.6%	14.7%	64.4%	19.6%	44.8%
65 +	256	253	230	57	20	182	28	154
%V	25.1%	25.7%	24.9%	16.2%	13.5%	29.2%	14.7%	35.6%
%H (All HH)		98.8%	89.8%	22.3%	7.8%	71.1%	10.9%	60.2%
%H (TV HH)			90.9%	22.5%	7.9%	71.9%	11.1%	60.9%

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC West
Household level data
Table 5.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1020	986	925	351	148	623	190	433
%H (All HH)		96.7%	90.7%	34.4%	14.5%	61.1%	18.6%	42.5%
%H (TV HH)			93.8%	35.6%	15.0%	63.2%	19.3%	43.9%
1	328	306	266	62	40	190	25	165
%V	32.2%	31.0%	28.8%	17.7%	27.0%	30.5%	13.2%	38.1%
%H (All HH)		93.3%	81.1%	18.9%	12.2%	57.9%	7.6%	50.3%
%H (TV HH)			86.9%	20.3%	13.1%	62.1%	8.2%	53.9%
2	375	370	357	132	55	244	73	171
%V	36.8%	37.5%	38.6%	37.6%	37.2%	39.2%	38.4%	39.5%
%H (All HH)		98.7%	95.2%	35.2%	14.7%	65.1%	19.5%	45.6%
%H (TV HH)			96.5%	35.7%	14.9%	65.9%	19.7%	46.2%
3	137	132	129	57	23	82	32	50
%V	13.4%	13.4%	13.9%	16.2%	15.5%	13.2%	16.8%	11.5%
%H (All HH)		96.4%	94.2%	41.6%	16.8%	59.9%	23.4%	36.5%
%H (TV HH)			97.7%	43.2%	17.4%	62.1%	24.2%	37.9%
4	127	126	122	68	21	75	41	34
%V	12.5%	12.8%	13.2%	19.4%	14.2%	12.0%	21.6%	7.9%
%H (All HH)		99.2%	96.1%	53.5%	16.5%	59.1%	32.3%	26.8%
%H (TV HH)			96.8%	54.0%	16.7%	59.5%	32.5%	27.0%
5+	53	53	51	31	9	32	20	12
%V	5.2%	5.4%	5.5%	8.8%	6.1%	5.1%	10.5%	2.8%
%H (All HH)		100.0%	96.2%	58.5%	17.0%	60.4%	37.7%	22.6%
%H (TV HH)			96.2%	58.5%	17.0%	60.4%	37.7%	22.6%
Average HH size	2.24	2.26	2.30	2.67	2.40	2.25	2.82	1.99

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1020	986	925	351	148	623	190	433
%H (All HH)		96.7%	90.7%	34.4%	14.5%	61.1%	18.6%	42.5%
%H (TV HH)			93.8%	35.6%	15.0%	63.2%	19.3%	43.9%
Without	780	751	697	231	109	487	126	361
%V	76.5%	76.2%	75.4%	65.8%	73.6%	78.2%	66.3%	83.4%
%H (All HH)		96.3%	89.4%	29.6%	14.0%	62.4%	16.2%	46.3%
%H (TV HH)			92.8%	30.8%	14.5%	64.8%	16.8%	48.1%
With	240	236	229	119	39	136	64	72
%V	23.5%	23.9%	24.8%	33.9%	26.4%	21.8%	33.7%	16.6%
%H (All HH)		98.3%	95.4%	49.6%	16.3%	56.7%	26.7%	30.0%
%H (TV HH)			97.0%	50.4%	16.5%	57.6%	27.1%	30.5%
0 - 3	83	82	81	41	13	47	20	27
%V	8.1%	8.3%	8.8%	11.7%	8.8%	7.5%	10.5%	6.2%
%H (All HH)		98.8%	97.6%	49.4%	15.7%	56.6%	24.1%	32.5%
%H (TV HH)			98.8%	50.0%	15.9%	57.3%	24.4%	32.9%
4 - 9	119	116	113	58	25	64	31	33
%V	11.7%	11.8%	12.2%	16.5%	16.9%	10.3%	16.3%	7.6%
%H (All HH)		97.5%	95.0%	48.7%	21.0%	53.8%	26.1%	27.7%
%H (TV HH)			97.4%	50.0%	21.6%	55.2%	26.7%	28.4%
10 - 15	112	111	107	61	16	68	37	31
%V	11.0%	11.3%	11.6%	17.4%	10.8%	10.9%	19.5%	7.2%
%H (All HH)		99.1%	95.5%	54.5%	14.3%	60.7%	33.0%	27.7%
%H (TV HH)			96.4%	55.0%	14.4%	61.3%	33.3%	27.9%

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1020	986	925	351	148	623	190	433
%H (All HH)		96.7%	90.7%	34.4%	14.5%	61.1%	18.6%	42.5%
%H (TV HH)			93.8%	35.6%	15.0%	63.2%	19.3%	43.9%
1	414	414	369	97	60	224	14	210
%V	40.6%	42.0%	39.9%	27.6%	40.5%	36.0%	7.4%	48.5%
%H (All HH)		100.0%	89.1%	23.4%	14.5%	54.1%	3.4%	50.7%
%H (TV HH)			89.1%	23.4%	14.5%	54.1%	3.4%	50.7%
2	333	333	321	130	52	218	75	142
%V	32.6%	33.8%	34.7%	37.0%	35.1%	35.0%	39.5%	32.8%
%H (All HH)		100.0%	96.4%	39.0%	15.6%	65.5%	22.5%	42.6%
%H (TV HH)			96.4%	39.0%	15.6%	65.5%	22.5%	42.6%
3	147	147	144	69	24	110	58	52
%V	14.4%	14.9%	15.6%	19.7%	16.2%	17.7%	30.5%	12.0%
%H (All HH)		100.0%	98.0%	46.9%	16.3%	74.8%	39.5%	35.4%
%H (TV HH)			98.0%	46.9%	16.3%	74.8%	39.5%	35.4%
4	62	62	62	37	7	48	28	20
%V	6.1%	6.3%	6.7%	10.5%	4.7%	7.7%	14.7%	4.6%
%H (All HH)		100.0%	100.0%	59.7%	11.3%	77.4%	45.2%	32.3%
%H (TV HH)			100.0%	59.7%	11.3%	77.4%	45.2%	32.3%
5+	29	29	29	17	5	22	15	8
%V	2.8%	2.9%	3.1%	4.8%	3.4%	3.5%	7.9%	1.8%
%H (All HH)		100.0%	100.0%	58.6%	17.2%	75.9%	51.7%	27.6%
%H (TV HH)			100.0%	58.6%	17.2%	75.9%	51.7%	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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1020	986	925	351	148	623	190	433
%H (All HH)		96.7%	90.7%	34.4%	14.5%	61.1%	18.6%	42.5%
%H (TV HH)			93.8%	35.6%	15.0%	63.2%	19.3%	43.9%
Under 20"	437	437	413	170	56	310	119	191
%V	42.8%	44.3%	44.6%	48.4%	37.8%	49.8%	62.6%	44.1%
%H (All HH)		100.0%	94.5%	38.9%	12.8%	70.9%	27.2%	43.7%
%H (TV HH)			94.5%	38.9%	12.8%	70.9%	27.2%	43.7%
20" - 29"	569	569	526	175	92	374	110	264
%V	55.8%	57.7%	56.9%	49.9%	62.2%	60.0%	57.9%	61.0%
%H (All HH)		100.0%	92.4%	30.8%	16.2%	65.7%	19.3%	46.4%
%H (TV HH)			92.4%	30.8%	16.2%	65.7%	19.3%	46.4%
30" - 39"	408	408	402	176	68	263	101	162
%V	40.0%	41.4%	43.5%	50.1%	45.9%	42.2%	53.2%	37.4%
%H (All HH)		100.0%	98.5%	43.1%	16.7%	64.5%	24.8%	39.7%
%H (TV HH)			98.5%	43.1%	16.7%	64.5%	24.8%	39.7%
40" and over	161	161	161	110	23	93	62	30
%V	15.8%	16.3%	17.4%	31.3%	15.5%	14.9%	32.6%	6.9%
%H (All HH)		100.0%	100.0%	68.3%	14.3%	57.8%	38.5%	18.6%
%H (TV HH)			100.0%	68.3%	14.3%	57.8%	38.5%	18.6%

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1020	986	925	351	148	623	190	433
%H (All HH)		96.7%	90.7%	34.4%	14.5%	61.1%	18.6%	42.5%
%H (TV HH)			93.8%	35.6%	15.0%	63.2%	19.3%	43.9%
Main living room	968	968	913	346	146	614	188	426
%V	94.9%	98.2%	98.7%	98.6%	98.6%	98.6%	98.9%	98.4%
%H (All HH)		100.0%	94.3%	35.7%	15.1%	63.4%	19.4%	44.0%
%H (TV HH)			94.3%	35.7%	15.1%	63.4%	19.4%	44.0%
Kitchen	146	146	142	64	16	106	43	63
%V	14.3%	14.8%	15.4%	18.2%	10.8%	17.0%	22.6%	14.5%
%H (All HH)		100.0%	97.3%	43.8%	11.0%	72.6%	29.5%	43.2%
%H (TV HH)			97.3%	43.8%	11.0%	72.6%	29.5%	43.2%
Adult's bedroom	423	423	411	197	70	294	143	151
%V	41.5%	42.9%	44.4%	56.1%	47.3%	47.2%	75.3%	34.9%
%H (All HH)		100.0%	97.2%	46.6%	16.5%	69.5%	33.8%	35.7%
%H (TV HH)			97.2%	46.6%	16.5%	69.5%	33.8%	35.7%
Child's bedroom	84	84	83	47	15	61	39	22
%V	8.2%	8.5%	9.0%	13.4%	10.1%	9.8%	20.5%	5.1%
%H (All HH)		100.0%	98.8%	56.0%	17.9%	72.6%	46.4%	26.2%
%H (TV HH)			98.8%	56.0%	17.9%	72.6%	46.4%	26.2%
Other bedroom	45	45	43	22	6	33	17	16
%V	4.4%	4.6%	4.6%	6.3%	4.1%	5.3%	8.9%	3.7%
%H (All HH)		100.0%	95.6%	48.9%	13.3%	73.3%	37.8%	35.6%
%H (TV HH)			95.6%	48.9%	13.3%	73.3%	37.8%	35.6%
Second living/dining room	104	104	100	52	13	74	38	36
%V	10.2%	10.5%	10.8%	14.8%	8.8%	11.9%	20.0%	8.3%
%H (All HH)		100.0%	96.2%	50.0%	12.5%	71.2%	36.5%	34.6%
%H (TV HH)			96.2%	50.0%	12.5%	71.2%	36.5%	34.6%
Study/office	23	23	22	9	2	16	5	11
%V	2.3%	2.3%	2.4%	2.6%	1.4%	2.6%	2.6%	2.5%
%H (All HH)		100.0%	95.7%	39.1%	8.7%	69.6%	21.7%	47.8%
%H (TV HH)			95.7%	39.1%	8.7%	69.6%	21.7%	47.8%
TV room	7	7	7	4	1	5	3	3
%V	0.7%	0.7%	0.8%	1.1%	0.7%	0.8%	1.6%	0.7%
%H (All HH)		100.0%	100.0%	57.1%	14.3%	71.4%	42.9%	42.9%
%H (TV HH)			100.0%	57.1%	14.3%	71.4%	42.9%	42.9%
No specific location	2	2	2	1	0	2	1	1
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.3%	0.5%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	4	4	4	2	0	4	2	2
%V	0.4%	0.4%	0.4%	0.6%	0.0%	0.6%	1.1%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC West

Household level data

Table 5.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1020	986	925	351	148	623	190	433
%H (All HH)		96.7%	90.7%	34.4%	14.5%	61.1%	18.6%	42.5%
%H (TV HH)			93.8%	35.6%	15.0%	63.2%	19.3%	43.9%
PVR	334	334	334	225	40	193	117	75
%V	32.7%	33.9%	36.1%	64.1%	27.0%	31.0%	61.6%	17.3%
%H (All HH)		100.0%	100.0%	67.4%	12.0%	57.8%	35.0%	22.5%
%H (TV HH)			100.0%	67.4%	12.0%	57.8%	35.0%	22.5%
DVDR	151	151	149	64	22	110	46	64
%V	14.8%	15.3%	16.1%	18.2%	14.9%	17.7%	24.2%	14.8%
%H (All HH)		100.0%	98.7%	42.4%	14.6%	72.8%	30.5%	42.4%
%H (TV HH)			98.7%	42.4%	14.6%	72.8%	30.5%	42.4%
VCR	325	325	298	121	41	201	62	138
%V	31.9%	33.0%	32.2%	34.5%	27.7%	32.3%	32.6%	31.9%
%H (All HH)		100.0%	91.7%	37.2%	12.6%	61.8%	19.1%	42.5%
%H (TV HH)			91.7%	37.2%	12.6%	61.8%	19.1%	42.5%
Any recorder	592	592	564	287	73	363	152	212
%V	58.0%	60.0%	61.0%	81.8%	49.3%	58.3%	80.0%	49.0%
%H (All HH)		100.0%	95.3%	48.5%	12.3%	61.3%	25.7%	35.8%
%H (TV HH)			95.3%	48.5%	12.3%	61.3%	25.7%	35.8%

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC West

Household level data

Table 5.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1020	986	925	351	148	623	190	433
%H (All HH)		96.7%	90.7%	34.4%	14.5%	61.1%	18.6%	42.5%
%H (TV HH)			93.8%	35.6%	15.0%	63.2%	19.3%	43.9%
Receives HDTV (via STB or built-in reception)	114	114	114	82	36	53	53	0
%V	11.2%	11.6%	12.3%	23.4%	24.3%	8.5%	27.9%	0.0%
%H (All HH)		100.0%	100.0%	71.9%	31.6%	46.5%	46.5%	0.0%
%H (TV HH)			100.0%	71.9%	31.6%	46.5%	46.5%	0.0%
DVD/Blu-ray player or recorder	817	817	786	320	134	517	179	338
%V	80.1%	82.9%	85.0%	91.2%	90.5%	83.0%	94.2%	78.1%
%H (All HH)		100.0%	96.2%	39.2%	16.4%	63.3%	21.9%	41.4%
%H (TV HH)			96.2%	39.2%	16.4%	63.3%	21.9%	41.4%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC West
Household level data
Table 5.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1020	986	925	351	148	623	190	433
%H (All HH)		96.7%	90.7%	34.4%	14.5%	61.1%	18.6%	42.5%
%H (TV HH)			93.8%	35.6%	15.0%	63.2%	19.3%	43.9%
Has PC or Laptop	747	724	694	300	126	448	172	276
%V	73.2%	73.4%	75.0%	85.5%	85.1%	71.9%	90.5%	63.7%
%H (All HH)		96.9%	92.9%	40.2%	16.9%	60.0%	23.0%	36.9%
%H (TV HH)			95.9%	41.4%	17.4%	61.9%	23.8%	38.1%
Has broadband internet	665	644	622	277	117	395	160	235
%V	65.2%	65.3%	67.2%	78.9%	79.1%	63.4%	84.2%	54.3%
%H (All HH)		96.8%	93.5%	41.7%	17.6%	59.4%	24.1%	35.3%
%H (TV HH)			96.6%	43.0%	18.2%	61.3%	24.8%	36.5%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC West

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1928	1847	806	288	1300	528	772
%H		95.8%	41.8%	14.9%	67.4%	27.4%	40.0%
Under 20"	629	601	270	76	456	194	262
%V	32.6%	32.5%	33.5%	26.4%	35.1%	36.7%	33.9%
%H		95.5%	42.9%	12.1%	72.5%	30.8%	41.7%
20" - 29"	682	637	221	110	459	149	310
%V	35.4%	34.5%	27.4%	38.2%	35.3%	28.2%	40.2%
%H		93.4%	32.4%	16.1%	67.3%	21.8%	45.5%
30" - 39"	444	437	199	75	285	118	167
%V	23.0%	23.7%	24.7%	26.0%	21.9%	22.3%	21.6%
%H		98.4%	44.8%	16.9%	64.2%	26.6%	37.6%
40" and over	169	169	115	26	97	67	31
%V	8.8%	9.1%	14.3%	9.0%	7.5%	12.7%	4.0%
%H		100.0%	68.0%	15.4%	57.4%	39.6%	18.3%
Don't know	5	4	1	0	4	1	3
%V	0.3%	0.2%	0.1%	0.0%	0.3%	0.2%	0.4%
%H		80.0%	20.0%	0.0%	80.0%	20.0%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC West
Set level data
Table 5.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1928	1847	806	288	1300	528	772
%H		95.8%	41.8%	14.9%	67.4%	27.4%	40.0%
Main living room	982	927	349	150	623	190	433
%V	50.9%	50.2%	43.3%	52.1%	47.9%	36.0%	56.1%
%H		94.4%	35.5%	15.3%	63.4%	19.3%	44.1%
Kitchen	147	142	64	16	106	43	64
%V	7.6%	7.7%	7.9%	5.6%	8.2%	8.1%	8.3%
%H		96.6%	43.5%	10.9%	72.1%	29.3%	43.5%
Adult's bedroom	504	491	240	81	359	181	179
%V	26.1%	26.6%	29.8%	28.1%	27.6%	34.3%	23.2%
%H		97.4%	47.6%	16.1%	71.2%	35.9%	35.5%
Child's bedroom	103	101	59	19	71	47	24
%V	5.3%	5.5%	7.3%	6.6%	5.5%	8.9%	3.1%
%H		98.1%	57.3%	18.4%	68.9%	45.6%	23.3%
Other bedroom	50	48	25	6	37	19	18
%V	2.6%	2.6%	3.1%	2.1%	2.8%	3.6%	2.3%
%H		96.0%	50.0%	12.0%	74.0%	38.0%	36.0%
Second living/dining room	107	103	53	13	76	39	37
%V	5.5%	5.6%	6.6%	4.5%	5.8%	7.4%	4.8%
%H		96.3%	49.5%	12.1%	71.0%	36.4%	34.6%
Study/office	23	22	9	2	17	5	12
%V	1.2%	1.2%	1.1%	0.7%	1.3%	0.9%	1.6%
%H		95.7%	39.1%	8.7%	73.9%	21.7%	52.2%
TV room	7	7	4	1	5	3	3
%V	0.4%	0.4%	0.5%	0.3%	0.4%	0.6%	0.4%
%H		100.0%	57.1%	14.3%	71.4%	42.9%	42.9%
No specific location	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.2%	0.2%	0.1%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	4	4	2	0	4	2	2
%V	0.2%	0.2%	0.2%	0.0%	0.3%	0.4%	0.3%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1928	1847	806	288	1300	528	772
%H		95.8%	41.8%	14.9%	67.4%	27.4%	40.0%
PVR	389	389	272	43	217	136	81
%V	20.2%	21.1%	33.7%	14.9%	16.7%	25.8%	10.5%
%H		100.0%	69.9%	11.1%	55.8%	35.0%	20.8%
DVDR	165	162	73	24	120	53	67
%V	8.6%	8.8%	9.1%	8.3%	9.2%	10.0%	8.7%
%H		98.2%	44.2%	14.5%	72.7%	32.1%	40.6%
VCR	381	353	148	49	243	84	159
%V	19.8%	19.1%	18.4%	17.0%	18.7%	15.9%	20.6%
%H		92.7%	38.8%	12.9%	63.8%	22.0%	41.7%
Any recorder	742	714	388	90	460	215	245
%V	38.5%	38.7%	48.1%	31.3%	35.4%	40.7%	31.7%
%H		96.2%	52.3%	12.1%	62.0%	29.0%	33.0%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1928	1847	806	288	1300	528	772
%H		95.8%	41.8%	14.9%	67.4%	27.4%	40.0%
Receives HDTV (via STB or built-in reception)	124	124	90	38	55	55	0
%V	6.4%	6.7%	11.2%	13.2%	4.2%	10.4%	0.0%
%H		100.0%	72.6%	30.6%	44.4%	44.4%	0.0%
DVD/Blu-ray player or recorder	1140	1106	500	187	750	317	432
%V	59.1%	59.9%	62.0%	64.9%	57.7%	60.0%	56.0%
%H		97.0%	43.9%	16.4%	65.8%	27.8%	37.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	985	925	351	148	622	190	432
%H		93.9%	35.6%	15.0%	63.1%	19.3%	43.9%
Under 20"	53	40	7	5	30	2	28
%V	5.4%	4.3%	2.0%	3.4%	4.8%	1.1%	6.5%
%H		75.5%	13.2%	9.4%	56.6%	3.8%	52.8%
20" - 29"	417	376	101	61	269	54	215
%V	42.3%	40.6%	28.8%	41.2%	43.2%	28.4%	49.8%
%H		90.2%	24.2%	14.6%	64.5%	12.9%	51.6%
30" - 39"	363	356	140	60	238	79	159
%V	36.9%	38.5%	39.9%	40.5%	38.3%	41.6%	36.8%
%H		98.1%	38.6%	16.5%	65.6%	21.8%	43.8%
40" and over	151	150	102	21	84	55	29
%V	15.3%	16.2%	29.1%	14.2%	13.5%	28.9%	6.7%
%H		99.3%	67.5%	13.9%	55.6%	36.4%	19.2%
Don't know	2	2	1	0	1	0	1
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.0%	0.2%
%H		100.0%	50.0%	0.0%	50.0%	0.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	985	925	351	148	622	190	432
%H		93.9%	35.6%	15.0%	63.1%	19.3%	43.9%
PVR	322	322	218	35	182	109	73
%V	32.7%	34.8%	62.1%	23.6%	29.3%	57.4%	16.9%
%H		100.0%	67.7%	10.9%	56.5%	33.9%	22.7%
DVDR	139	137	59	18	100	40	60
%V	14.1%	14.8%	16.8%	12.2%	16.1%	21.1%	13.9%
%H		98.6%	42.4%	12.9%	71.9%	28.8%	43.2%
VCR	277	250	94	36	168	45	122
%V	28.1%	27.0%	26.8%	24.3%	27.0%	23.7%	28.2%
%H		90.3%	33.9%	13.0%	60.6%	16.2%	44.0%
Any recorder	563	537	279	67	341	143	198
%V	57.2%	58.1%	79.5%	45.3%	54.8%	75.3%	45.8%
%H		95.4%	49.6%	11.9%	60.6%	25.4%	35.2%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	985	925	351	148	622	190	432
%H		93.9%	35.6%	15.0%	63.1%	19.3%	43.9%
Receives HDTV (via STB or built-in reception)	107	107	76	34	49	49	0
%V	10.9%	11.6%	21.7%	23.0%	7.9%	25.8%	0.0%
%H		100.0%	71.0%	31.8%	45.8%	45.8%	0.0%
DVD/Blu-ray player or recorder	779	749	298	131	490	163	327
%V	79.1%	81.0%	84.9%	88.5%	78.8%	85.8%	75.7%
%H		96.1%	38.3%	16.8%	62.9%	20.9%	42.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC West
Set level data
Table 5.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	943	922	455	140	678	339	340
%H		97.8%	48.3%	14.8%	71.9%	35.9%	36.1%
Under 20"	576	561	263	71	426	193	234
%V	61.1%	60.8%	57.8%	50.7%	62.8%	56.9%	68.8%
%H		97.4%	45.7%	12.3%	74.0%	33.5%	40.6%
20" - 29"	266	260	120	49	190	95	95
%V	28.2%	28.2%	26.4%	35.0%	28.0%	28.0%	27.9%
%H		97.7%	45.1%	18.4%	71.4%	35.7%	35.7%
30" - 39"	81	80	59	16	47	39	7
%V	8.6%	8.7%	13.0%	11.4%	6.9%	11.5%	2.1%
%H		98.8%	72.8%	19.8%	58.0%	48.1%	8.6%
40" and over	19	19	13	5	14	12	2
%V	2.0%	2.1%	2.9%	3.6%	2.1%	3.5%	0.6%
%H		100.0%	68.4%	26.3%	73.7%	63.2%	10.5%
Don't know	3	2	1	0	2	1	2
%V	0.3%	0.2%	0.2%	0.0%	0.3%	0.3%	0.6%
%H		66.7%	33.3%	0.0%	66.7%	33.3%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	943	922	455	140	678	339	340
%H		97.8%	48.3%	14.8%	71.9%	35.9%	36.1%
PVR	67	67	55	8	35	27	7
%V	7.1%	7.3%	12.1%	5.7%	5.2%	8.0%	2.1%
%H		100.0%	82.1%	11.9%	52.2%	40.3%	10.4%
DVDR	26	26	14	6	20	14	7
%V	2.8%	2.8%	3.1%	4.3%	2.9%	4.1%	2.1%
%H		100.0%	53.8%	23.1%	76.9%	53.8%	26.9%
VCR	104	103	53	13	75	38	37
%V	11.0%	11.2%	11.6%	9.3%	11.1%	11.2%	10.9%
%H		99.0%	51.0%	12.5%	72.1%	36.5%	35.6%
Any recorder	179	177	109	24	119	71	48
%V	19.0%	19.2%	24.0%	17.1%	17.6%	20.9%	14.1%
%H		98.9%	60.9%	13.4%	66.5%	39.7%	26.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	943	922	455	140	678	339	340
%H		97.8%	48.3%	14.8%	71.9%	35.9%	36.1%
Receives HDTV (via STB or built-in reception)	17	17	14	3	6	6	0
%V	1.8%	1.8%	3.1%	2.1%	0.9%	1.8%	0.0%
%H		100.0%	82.4%	17.6%	35.3%	35.3%	0.0%
DVD/Blu-ray player or recorder	361	356	202	56	260	154	106
%V	38.3%	38.6%	44.4%	40.0%	38.3%	45.4%	31.2%
%H		98.6%	56.0%	15.5%	72.0%	42.7%	29.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2284	2231	2133	935	354	1398	535	863
%H		97.7%	93.4%	40.9%	15.5%	61.2%	23.4%	37.8%
Total Children	410	404	392	206	70	233	113	120
%V	18.0%	18.1%	18.4%	22.0%	19.8%	16.7%	21.1%	13.9%
%H		98.5%	95.6%	50.2%	17.1%	56.8%	27.6%	29.3%
0 - 3	99	99	97	49	15	57	24	33
%V	4.3%	4.4%	4.5%	5.2%	4.2%	4.1%	4.5%	3.8%
%H		100.0%	98.0%	49.5%	15.2%	57.6%	24.2%	33.3%
4 - 15	310	305	295	157	55	176	89	87
%V	13.6%	13.7%	13.8%	16.8%	15.5%	12.6%	16.6%	10.1%
%H		98.4%	95.2%	50.6%	17.7%	56.8%	28.7%	28.1%
4 - 9	162	158	153	77	35	84	40	44
%V	7.1%	7.1%	7.2%	8.2%	9.9%	6.0%	7.5%	5.1%
%H		97.5%	94.4%	47.5%	21.6%	51.9%	24.7%	27.2%
10 - 15	148	147	142	80	20	92	49	42
%V	6.5%	6.6%	6.7%	8.6%	5.6%	6.6%	9.2%	4.9%
%H		99.3%	95.9%	54.1%	13.5%	62.2%	33.1%	28.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2284	2231	2133	935	354	1398	535	863
%H		97.7%	93.4%	40.9%	15.5%	61.2%	23.4%	37.8%
Total Adults (16+)	1875	1827	1740	729	284	1165	422	743
%V	82.1%	81.9%	81.6%	78.0%	80.2%	83.3%	78.9%	86.1%
%H		97.4%	92.8%	38.9%	15.1%	62.1%	22.5%	39.6%
16 - 19	111	109	103	53	18	66	30	35
%V	4.9%	4.9%	4.8%	5.7%	5.1%	4.7%	5.6%	4.1%
%H		98.2%	92.8%	47.7%	16.2%	59.5%	27.0%	31.5%
20 - 24	139	131	122	56	22	86	39	47
%V	6.1%	5.9%	5.7%	6.0%	6.2%	6.2%	7.3%	5.4%
%H		94.2%	87.8%	40.3%	15.8%	61.9%	28.1%	33.8%
25 - 34	287	274	265	120	57	152	65	87
%V	12.6%	12.3%	12.4%	12.8%	16.1%	10.9%	12.1%	10.1%
%H		95.5%	92.3%	41.8%	19.9%	53.0%	22.6%	30.3%
35 - 44	327	317	303	140	60	183	75	108
%V	14.3%	14.2%	14.2%	15.0%	16.9%	13.1%	14.0%	12.5%
%H		96.9%	92.7%	42.8%	18.3%	56.0%	22.9%	33.0%
45 - 54	337	332	321	157	51	211	94	117
%V	14.8%	14.9%	15.0%	16.8%	14.4%	15.1%	17.6%	13.6%
%H		98.5%	95.3%	46.6%	15.1%	62.6%	27.9%	34.7%
55 - 64	291	286	274	106	42	194	65	128
%V	12.7%	12.8%	12.8%	11.3%	11.9%	13.9%	12.1%	14.8%
%H		98.3%	94.2%	36.4%	14.4%	66.7%	22.3%	44.0%
65+	384	379	353	98	34	273	52	222
%V	16.8%	17.0%	16.5%	10.5%	9.6%	19.5%	9.7%	25.7%
%H		98.7%	91.9%	25.5%	8.9%	71.1%	13.5%	57.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC West
Individual level data
Table 5.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		1875	1827	1740	729	284	1165	422	743
%H			97.4%	92.8%	38.9%	15.1%	62.1%	22.5%	39.6%
AB		514	504	487	218	74	317	111	206
	%V	27.4%	27.6%	28.0%	29.9%	26.1%	27.2%	26.3%	27.7%
	%H		98.1%	94.7%	42.4%	14.4%	61.7%	21.6%	40.1%
C1		527	510	488	192	86	331	119	212
	%V	28.1%	27.9%	28.0%	26.3%	30.3%	28.4%	28.2%	28.5%
	%H		96.8%	92.6%	36.4%	16.3%	62.8%	22.6%	40.2%
C2		424	418	402	186	73	263	118	145
	%V	22.6%	22.9%	23.1%	25.5%	25.7%	22.6%	28.0%	19.5%
	%H		98.6%	94.8%	43.9%	17.2%	62.0%	27.8%	34.2%
D		292	280	263	104	39	178	59	119
	%V	15.6%	15.3%	15.1%	14.3%	13.7%	15.3%	14.0%	16.0%
	%H		95.9%	90.1%	35.6%	13.4%	61.0%	20.2%	40.8%
E		118	115	102	29	12	76	15	61
	%V	6.3%	6.3%	5.9%	4.0%	4.2%	6.5%	3.6%	8.2%
	%H		97.5%	86.4%	24.6%	10.2%	64.4%	12.7%	51.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1875	1827	1740	729	284	1165	422	743
%H		97.4%	92.8%	38.9%	15.1%	62.1%	22.5%	39.6%
Working full time	864	843	814	383	145	508	216	292
%V	46.1%	46.1%	46.8%	52.5%	51.1%	43.6%	51.2%	39.3%
%H		97.6%	94.2%	44.3%	16.8%	58.8%	25.0%	33.8%
Working part time	226	224	216	91	45	144	59	84
%V	12.1%	12.3%	12.4%	12.5%	15.8%	12.4%	14.0%	11.3%
%H		99.1%	95.6%	40.3%	19.9%	63.7%	26.1%	37.2%
Not working	785	761	710	255	94	514	146	367
%V	41.9%	41.7%	40.8%	35.0%	33.1%	44.1%	34.6%	49.4%
%H		96.9%	90.4%	32.5%	12.0%	65.5%	18.6%	46.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	925	898	857	369	150	564	216	347
%H		97.1%	92.6%	39.9%	16.2%	61.0%	23.4%	37.5%
16 - 19	54	52	50	25	8	30	12	18
%V	5.8%	5.8%	5.8%	6.8%	5.3%	5.3%	5.6%	5.2%
%H		96.3%	92.6%	46.3%	14.8%	55.6%	22.2%	33.3%
20 - 24	78	73	68	33	15	46	23	22
%V	8.4%	8.1%	7.9%	8.9%	10.0%	8.2%	10.6%	6.3%
%H		93.6%	87.2%	42.3%	19.2%	59.0%	29.5%	28.2%
25 - 34	151	144	137	63	32	80	38	42
%V	16.3%	16.0%	16.0%	17.1%	21.3%	14.2%	17.6%	12.1%
%H		95.4%	90.7%	41.7%	21.2%	53.0%	25.2%	27.8%
35 - 44	163	159	153	70	28	93	35	57
%V	17.6%	17.7%	17.9%	19.0%	18.7%	16.5%	16.2%	16.4%
%H		97.5%	93.9%	42.9%	17.2%	57.1%	21.5%	35.0%
45 - 54	161	159	153	77	25	96	44	52
%V	17.4%	17.7%	17.9%	20.9%	16.7%	17.0%	20.4%	15.0%
%H		98.8%	95.0%	47.8%	15.5%	59.6%	27.3%	32.3%
55 - 64	142	138	133	53	20	96	34	61
%V	15.4%	15.4%	15.5%	14.4%	13.3%	17.0%	15.7%	17.6%
%H		97.2%	93.7%	37.3%	14.1%	67.6%	23.9%	43.0%
65+	175	173	164	49	21	124	29	95
%V	18.9%	19.3%	19.1%	13.3%	14.0%	22.0%	13.4%	27.4%
%H		98.9%	93.7%	28.0%	12.0%	70.9%	16.6%	54.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	925	898	857	369	150	564	216	347
%H		97.1%	92.6%	39.9%	16.2%	61.0%	23.4%	37.5%
AB	262	258	249	112	42	159	57	102
%V	28.3%	28.7%	29.1%	30.4%	28.0%	28.2%	26.4%	29.4%
%H		98.5%	95.0%	42.7%	16.0%	60.7%	21.8%	38.9%
C1	248	237	227	96	42	149	58	90
%V	26.8%	26.4%	26.5%	26.0%	28.0%	26.4%	26.9%	25.9%
%H		95.6%	91.5%	38.7%	16.9%	60.1%	23.4%	36.3%
C2	232	227	218	99	42	143	64	79
%V	25.1%	25.3%	25.4%	26.8%	28.0%	25.4%	29.6%	22.8%
%H		97.8%	94.0%	42.7%	18.1%	61.6%	27.6%	34.1%
D	132	126	119	50	18	79	29	50
%V	14.3%	14.0%	13.9%	13.6%	12.0%	14.0%	13.4%	14.4%
%H		95.5%	90.2%	37.9%	13.6%	59.8%	22.0%	37.9%
E	51	49	44	13	5	34	8	26
%V	5.5%	5.5%	5.1%	3.5%	3.3%	6.0%	3.7%	7.5%
%H		96.1%	86.3%	25.5%	9.8%	66.7%	15.7%	51.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	925	898	857	369	150	564	216	347
%H		97.1%	92.6%	39.9%	16.2%	61.0%	23.4%	37.5%
Working full time	554	540	523	247	97	326	142	184
%V	59.9%	60.1%	61.0%	66.9%	64.7%	57.8%	65.7%	53.0%
%H		97.5%	94.4%	44.6%	17.5%	58.8%	25.6%	33.2%
Working part time	38	38	35	13	8	24	9	15
%V	4.1%	4.2%	4.1%	3.5%	5.3%	4.3%	4.2%	4.3%
%H		100.0%	92.1%	34.2%	21.1%	63.2%	23.7%	39.5%
Not working	334	321	299	110	45	214	66	149
%V	36.1%	35.7%	34.9%	29.8%	30.0%	37.9%	30.6%	42.9%
%H		96.1%	89.5%	32.9%	13.5%	64.1%	19.8%	44.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	949	929	883	360	134	601	205	396
%H		97.9%	93.0%	37.9%	14.1%	63.3%	21.6%	41.7%
16 - 19	57	57	54	28	10	35	18	17
%V	6.0%	6.1%	6.1%	7.8%	7.5%	5.8%	8.8%	4.3%
%H		100.0%	94.7%	49.1%	17.5%	61.4%	31.6%	29.8%
20 - 24	60	59	54	23	7	40	16	24
%V	6.3%	6.4%	6.1%	6.4%	5.2%	6.7%	7.8%	6.1%
%H		98.3%	90.0%	38.3%	11.7%	66.7%	26.7%	40.0%
25 - 34	136	130	127	57	24	72	28	45
%V	14.3%	14.0%	14.4%	15.8%	17.9%	12.0%	13.7%	11.4%
%H		95.6%	93.4%	41.9%	17.6%	52.9%	20.6%	33.1%
35 - 44	163	158	150	70	31	90	40	50
%V	17.2%	17.0%	17.0%	19.4%	23.1%	15.0%	19.5%	12.6%
%H		96.9%	92.0%	42.9%	19.0%	55.2%	24.5%	30.7%
45 - 54	175	173	168	80	26	115	50	65
%V	18.4%	18.6%	19.0%	22.2%	19.4%	19.1%	24.4%	16.4%
%H		98.9%	96.0%	45.7%	14.9%	65.7%	28.6%	37.1%
55 - 64	149	147	141	53	22	98	31	67
%V	15.7%	15.8%	16.0%	14.7%	16.4%	16.3%	15.1%	16.9%
%H		98.7%	94.6%	35.6%	14.8%	65.8%	20.8%	45.0%
65+	209	206	189	49	13	150	22	127
%V	22.0%	22.2%	21.4%	13.6%	9.7%	25.0%	10.7%	32.1%
%H		98.6%	90.4%	23.4%	6.2%	71.8%	10.5%	60.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	949	929	883	360	134	601	205	396
%H		97.9%	93.0%	37.9%	14.1%	63.3%	21.6%	41.7%
AB	251	246	238	106	32	158	54	104
%V	26.4%	26.5%	27.0%	29.4%	23.9%	26.3%	26.3%	26.3%
%H		98.0%	94.8%	42.2%	12.7%	62.9%	21.5%	41.4%
C1	279	273	261	96	44	182	61	121
%V	29.4%	29.4%	29.6%	26.7%	32.8%	30.3%	29.8%	30.6%
%H		97.8%	93.5%	34.4%	15.8%	65.2%	21.9%	43.4%
C2	193	191	184	87	31	120	54	66
%V	20.3%	20.6%	20.8%	24.2%	23.1%	20.0%	26.3%	16.7%
%H		99.0%	95.3%	45.1%	16.1%	62.2%	28.0%	34.2%
D	160	153	143	54	21	99	30	69
%V	16.9%	16.5%	16.2%	15.0%	15.7%	16.5%	14.6%	17.4%
%H		95.6%	89.4%	33.8%	13.1%	61.9%	18.8%	43.1%
E	67	66	57	16	6	42	7	35
%V	7.1%	7.1%	6.5%	4.4%	4.5%	7.0%	3.4%	8.8%
%H		98.5%	85.1%	23.9%	9.0%	62.7%	10.4%	52.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	949	929	883	360	134	601	205	396
%H		97.9%	93.0%	37.9%	14.1%	63.3%	21.6%	41.7%
Working full time	310	303	291	136	48	182	74	108
%V	32.7%	32.6%	33.0%	37.8%	35.8%	30.3%	36.1%	27.3%
%H		97.7%	93.9%	43.9%	15.5%	58.7%	23.9%	34.8%
Working part time	189	186	181	78	36	120	50	69
%V	19.9%	20.0%	20.5%	21.7%	26.9%	20.0%	24.4%	17.4%
%H		98.4%	95.8%	41.3%	19.0%	63.5%	26.5%	36.5%
Not working	451	440	411	145	49	299	80	219
%V	47.5%	47.4%	46.5%	40.3%	36.6%	49.8%	39.0%	55.3%
%H		97.6%	91.1%	32.2%	10.9%	66.3%	17.7%	48.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	886	849	821	359	64	615	213	402
%H (All HH)		95.8%	92.7%	40.5%	7.2%	69.4%	24.0%	45.4%
%H (TV HH)			96.7%	42.3%	7.5%	72.4%	25.1%	47.3%
AB	212	204	201	97	13	142	50	92
%V	23.9%	24.0%	24.5%	27.0%	20.3%	23.1%	23.5%	22.9%
%H (All HH)		96.2%	94.8%	45.8%	6.1%	67.0%	23.6%	43.4%
%H (TV HH)			98.5%	47.5%	6.4%	69.6%	24.5%	45.1%
C1	244	232	228	104	21	165	61	104
%V	27.5%	27.3%	27.8%	29.0%	32.8%	26.8%	28.6%	25.9%
%H (All HH)		95.1%	93.4%	42.6%	8.6%	67.6%	25.0%	42.6%
%H (TV HH)			98.3%	44.8%	9.1%	71.1%	26.3%	44.8%
C2	193	188	181	78	16	146	57	89
%V	21.8%	22.1%	22.0%	21.7%	25.0%	23.7%	26.8%	22.1%
%H (All HH)		97.4%	93.8%	40.4%	8.3%	75.6%	29.5%	46.1%
%H (TV HH)			96.3%	41.5%	8.5%	77.7%	30.3%	47.3%
D	120	114	111	51	9	83	32	52
%V	13.5%	13.4%	13.5%	14.2%	14.1%	13.5%	15.0%	12.9%
%H (All HH)		95.0%	92.5%	42.5%	7.5%	69.2%	26.7%	43.3%
%H (TV HH)			97.4%	44.7%	7.9%	72.8%	28.1%	45.6%
E	117	111	99	30	5	79	13	66
%V	13.2%	13.1%	12.1%	8.4%	7.8%	12.8%	6.1%	16.4%
%H (All HH)		94.9%	84.6%	25.6%	4.3%	67.5%	11.1%	56.4%
%H (TV HH)			89.2%	27.0%	4.5%	71.2%	11.7%	59.5%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	886	849	821	359	64	615	213	402
%H (All HH)		95.8%	92.7%	40.5%	7.2%	69.4%	24.0%	45.4%
%H (TV HH)			96.7%	42.3%	7.5%	72.4%	25.1%	47.3%
Under 25	55	46	45	16	7	33	11	22
%V	6.2%	5.4%	5.5%	4.5%	10.9%	5.4%	5.2%	5.5%
%H (All HH)		83.6%	81.8%	29.1%	12.7%	60.0%	20.0%	40.0%
%H (TV HH)			97.8%	34.8%	15.2%	71.7%	23.9%	47.8%
25 - 34	110	103	101	55	10	66	30	36
%V	12.4%	12.1%	12.3%	15.3%	15.6%	10.7%	14.1%	9.0%
%H (All HH)		93.6%	91.8%	50.0%	9.1%	60.0%	27.3%	32.7%
%H (TV HH)			98.1%	53.4%	9.7%	64.1%	29.1%	35.0%
35 - 44	146	143	141	74	15	100	47	53
%V	16.5%	16.8%	17.2%	20.6%	23.4%	16.3%	22.1%	13.2%
%H (All HH)		97.9%	96.6%	50.7%	10.3%	68.5%	32.2%	36.3%
%H (TV HH)			98.6%	51.7%	10.5%	69.9%	32.9%	37.1%
45 - 54	147	140	135	62	9	104	40	63
%V	16.6%	16.5%	16.4%	17.3%	14.1%	16.9%	18.8%	15.7%
%H (All HH)		95.2%	91.8%	42.2%	6.1%	70.7%	27.2%	42.9%
%H (TV HH)			96.4%	44.3%	6.4%	74.3%	28.6%	45.0%
55 - 64	165	160	155	73	9	117	42	74
%V	18.6%	18.8%	18.9%	20.3%	14.1%	19.0%	19.7%	18.4%
%H (All HH)		97.0%	93.9%	44.2%	5.5%	70.9%	25.5%	44.8%
%H (TV HH)			96.9%	45.6%	5.6%	73.1%	26.3%	46.3%
65 +	263	257	243	78	13	197	43	154
%V	29.7%	30.3%	29.6%	21.7%	20.3%	32.0%	20.2%	38.3%
%H (All HH)		97.7%	92.4%	29.7%	4.9%	74.9%	16.3%	58.6%
%H (TV HH)			94.6%	30.4%	5.1%	76.7%	16.7%	59.9%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	886	849	821	359	64	615	213	402
%H (All HH)		95.8%	92.7%	40.5%	7.2%	69.4%	24.0%	45.4%
%H (TV HH)			96.7%	42.3%	7.5%	72.4%	25.1%	47.3%
1	294	272	257	77	14	202	33	168
%V	33.2%	32.0%	31.3%	21.4%	21.9%	32.8%	15.5%	41.8%
%H (All HH)		92.5%	87.4%	26.2%	4.8%	68.7%	11.2%	57.1%
%H (TV HH)			94.5%	28.3%	5.1%	74.3%	12.1%	61.8%
2	315	304	294	134	22	223	84	139
%V	35.6%	35.8%	35.8%	37.3%	34.4%	36.3%	39.4%	34.6%
%H (All HH)		96.5%	93.3%	42.5%	7.0%	70.8%	26.7%	44.1%
%H (TV HH)			96.7%	44.1%	7.2%	73.4%	27.6%	45.7%
3	133	130	128	72	12	89	44	44
%V	15.0%	15.3%	15.6%	20.1%	18.8%	14.5%	20.7%	10.9%
%H (All HH)		97.7%	96.2%	54.1%	9.0%	66.9%	33.1%	33.1%
%H (TV HH)			98.5%	55.4%	9.2%	68.5%	33.8%	33.8%
4	99	98	97	49	10	70	31	39
%V	11.2%	11.5%	11.8%	13.6%	15.6%	11.4%	14.6%	9.7%
%H (All HH)		99.0%	98.0%	49.5%	10.1%	70.7%	31.3%	39.4%
%H (TV HH)			99.0%	50.0%	10.2%	71.4%	31.6%	39.8%
5+	45	44	44	27	6	32	20	12
%V	5.1%	5.2%	5.4%	7.5%	9.4%	5.2%	9.4%	3.0%
%H (All HH)		97.8%	97.8%	60.0%	13.3%	71.1%	44.4%	26.7%
%H (TV HH)			100.0%	61.4%	13.6%	72.7%	45.5%	27.3%
Average HH size	2.21	2.24	2.26	2.51	2.64	2.22	2.67	1.98

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	886	849	821	359	64	615	213	402
%H (All HH)		95.8%	92.7%	40.5%	7.2%	69.4%	24.0%	45.4%
%H (TV HH)			96.7%	42.3%	7.5%	72.4%	25.1%	47.3%
Without	675	643	617	243	44	478	145	333
%V	76.2%	75.7%	75.2%	67.7%	68.8%	77.7%	68.1%	82.8%
%H (All HH)		95.3%	91.4%	36.0%	6.5%	70.8%	21.5%	49.3%
%H (TV HH)			96.0%	37.8%	6.8%	74.3%	22.6%	51.8%
With	211	206	204	116	20	137	68	69
%V	23.8%	24.3%	24.8%	32.3%	31.3%	22.3%	31.9%	17.2%
%H (All HH)		97.6%	96.7%	55.0%	9.5%	64.9%	32.2%	32.7%
%H (TV HH)			99.0%	56.3%	9.7%	66.5%	33.0%	33.5%
0 - 3	73	70	69	40	6	41	19	23
%V	8.2%	8.2%	8.4%	11.1%	9.4%	6.7%	8.9%	5.7%
%H (All HH)		95.9%	94.5%	54.8%	8.2%	56.2%	26.0%	31.5%
%H (TV HH)			98.6%	57.1%	8.6%	58.6%	27.1%	32.9%
4 - 9	92	90	89	52	8	61	31	30
%V	10.4%	10.6%	10.8%	14.5%	12.5%	9.9%	14.6%	7.5%
%H (All HH)		97.8%	96.7%	56.5%	8.7%	66.3%	33.7%	32.6%
%H (TV HH)			98.9%	57.8%	8.9%	67.8%	34.4%	33.3%
10 - 15	110	109	108	61	11	77	41	37
%V	12.4%	12.8%	13.2%	17.0%	17.2%	12.5%	19.2%	9.2%
%H (All HH)		99.1%	98.2%	55.5%	10.0%	70.0%	37.3%	33.6%
%H (TV HH)			99.1%	56.0%	10.1%	70.6%	37.6%	33.9%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	886	849	821	359	64	615	213	402
%H (All HH)		95.8%	92.7%	40.5%	7.2%	69.4%	24.0%	45.4%
%H (TV HH)			96.7%	42.3%	7.5%	72.4%	25.1%	47.3%
1	329	329	315	105	17	214	22	192
%V	37.1%	38.8%	38.4%	29.2%	26.6%	34.8%	10.3%	47.8%
%H (All HH)		100.0%	95.7%	31.9%	5.2%	65.0%	6.7%	58.4%
%H (TV HH)			95.7%	31.9%	5.2%	65.0%	6.7%	58.4%
2	298	298	289	125	20	227	82	145
%V	33.6%	35.1%	35.2%	34.8%	31.3%	36.9%	38.5%	36.1%
%H (All HH)		100.0%	97.0%	41.9%	6.7%	76.2%	27.5%	48.7%
%H (TV HH)			97.0%	41.9%	6.7%	76.2%	27.5%	48.7%
3	125	125	122	70	14	96	55	40
%V	14.1%	14.7%	14.9%	19.5%	21.9%	15.6%	25.8%	10.0%
%H (All HH)		100.0%	97.6%	56.0%	11.2%	76.8%	44.0%	32.0%
%H (TV HH)			97.6%	56.0%	11.2%	76.8%	44.0%	32.0%
4	65	65	65	42	7	54	37	17
%V	7.3%	7.7%	7.9%	11.7%	10.9%	8.8%	17.4%	4.2%
%H (All HH)		100.0%	100.0%	64.6%	10.8%	83.1%	56.9%	26.2%
%H (TV HH)			100.0%	64.6%	10.8%	83.1%	56.9%	26.2%
5+	32	32	31	18	6	25	16	8
%V	3.6%	3.8%	3.8%	5.0%	9.4%	4.1%	7.5%	2.0%
%H (All HH)		100.0%	96.9%	56.3%	18.8%	78.1%	50.0%	25.0%
%H (TV HH)			96.9%	56.3%	18.8%	78.1%	50.0%	25.0%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	886	849	821	359	64	615	213	402
%H (All HH)		95.8%	92.7%	40.5%	7.2%	69.4%	24.0%	45.4%
%H (TV HH)			96.7%	42.3%	7.5%	72.4%	25.1%	47.3%
Under 20"	402	402	389	176	37	317	138	179
%V	45.4%	47.3%	47.4%	49.0%	57.8%	51.5%	64.8%	44.5%
%H (All HH)		100.0%	96.8%	43.8%	9.2%	78.9%	34.3%	44.5%
%H (TV HH)			96.8%	43.8%	9.2%	78.9%	34.3%	44.5%
20" - 29"	478	478	460	190	31	364	122	242
%V	54.0%	56.3%	56.0%	52.9%	48.4%	59.2%	57.3%	60.2%
%H (All HH)		100.0%	96.2%	39.7%	6.5%	76.2%	25.5%	50.6%
%H (TV HH)			96.2%	39.7%	6.5%	76.2%	25.5%	50.6%
30" - 39"	362	362	355	180	34	260	116	144
%V	40.9%	42.6%	43.2%	50.1%	53.1%	42.3%	54.5%	35.8%
%H (All HH)		100.0%	98.1%	49.7%	9.4%	71.8%	32.0%	39.8%
%H (TV HH)			98.1%	49.7%	9.4%	71.8%	32.0%	39.8%
40" and over	150	150	147	100	18	92	61	31
%V	16.9%	17.7%	17.9%	27.9%	28.1%	15.0%	28.6%	7.7%
%H (All HH)		100.0%	98.0%	66.7%	12.0%	61.3%	40.7%	20.7%
%H (TV HH)			98.0%	66.7%	12.0%	61.3%	40.7%	20.7%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	886	849	821	359	64	615	213	402
%H (All HH)		95.8%	92.7%	40.5%	7.2%	69.4%	24.0%	45.4%
%H (TV HH)			96.7%	42.3%	7.5%	72.4%	25.1%	47.3%
Main living room	837	837	812	358	64	608	213	395
%V	94.5%	98.6%	98.9%	99.7%	100.0%	98.9%	100.0%	98.3%
%H (All HH)		100.0%	97.0%	42.8%	7.6%	72.6%	25.4%	47.2%
%H (TV HH)			97.0%	42.8%	7.6%	72.6%	25.4%	47.2%
Kitchen	131	131	127	67	12	105	54	51
%V	14.8%	15.4%	15.5%	18.7%	18.8%	17.1%	25.4%	12.7%
%H (All HH)		100.0%	96.9%	51.1%	9.2%	80.2%	41.2%	38.9%
%H (TV HH)			96.9%	51.1%	9.2%	80.2%	41.2%	38.9%
Adult's bedroom	386	386	373	200	36	292	151	141
%V	43.6%	45.5%	45.4%	55.7%	56.3%	47.5%	70.9%	35.1%
%H (All HH)		100.0%	96.6%	51.8%	9.3%	75.6%	39.1%	36.5%
%H (TV HH)			96.6%	51.8%	9.3%	75.6%	39.1%	36.5%
Child's bedroom	87	87	86	51	13	67	43	23
%V	9.8%	10.2%	10.5%	14.2%	20.3%	10.9%	20.2%	5.7%
%H (All HH)		100.0%	98.9%	58.6%	14.9%	77.0%	49.4%	26.4%
%H (TV HH)			98.9%	58.6%	14.9%	77.0%	49.4%	26.4%
Other bedroom	33	33	33	21	3	28	19	9
%V	3.7%	3.9%	4.0%	5.8%	4.7%	4.6%	8.9%	2.2%
%H (All HH)		100.0%	100.0%	63.6%	9.1%	84.8%	57.6%	27.3%
%H (TV HH)			100.0%	63.6%	9.1%	84.8%	57.6%	27.3%
Second living/dining room	89	89	86	45	6	70	34	36
%V	10.0%	10.5%	10.5%	12.5%	9.4%	11.4%	16.0%	9.0%
%H (All HH)		100.0%	96.6%	50.6%	6.7%	78.7%	38.2%	40.4%
%H (TV HH)			96.6%	50.6%	6.7%	78.7%	38.2%	40.4%
Study/office	19	19	19	10	3	16	9	8
%V	2.1%	2.2%	2.3%	2.8%	4.7%	2.6%	4.2%	2.0%
%H (All HH)		100.0%	100.0%	52.6%	15.8%	84.2%	47.4%	42.1%
%H (TV HH)			100.0%	52.6%	15.8%	84.2%	47.4%	42.1%
TV room	3	3	3	2	0	2	1	1
%V	0.3%	0.4%	0.4%	0.6%	0.0%	0.3%	0.5%	0.2%
%H (All HH)		100.0%	100.0%	66.7%	0.0%	66.7%	33.3%	33.3%
%H (TV HH)			100.0%	66.7%	0.0%	66.7%	33.3%	33.3%
No specific location	1	1	1	0	0	1	0	0
%V	0.1%	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%
%H (TV HH)			100.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Other	8	8	8	3	2	6	3	3
%V	0.9%	0.9%	1.0%	0.8%	3.1%	1.0%	1.4%	0.7%
%H (All HH)		100.0%	100.0%	37.5%	25.0%	75.0%	37.5%	37.5%
%H (TV HH)			100.0%	37.5%	25.0%	75.0%	37.5%	37.5%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Household level data

Table 6.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	886	849	821	359	64	615	213	402
%H (All HH)		95.8%	92.7%	40.5%	7.2%	69.4%	24.0%	45.4%
%H (TV HH)			96.7%	42.3%	7.5%	72.4%	25.1%	47.3%
PVR	336	336	336	229	30	217	135	82
%V	37.9%	39.6%	40.9%	63.8%	46.9%	35.3%	63.4%	20.4%
%H (All HH)		100.0%	100.0%	68.2%	8.9%	64.6%	40.2%	24.4%
%H (TV HH)			100.0%	68.2%	8.9%	64.6%	40.2%	24.4%
DVDR	176	176	172	80	13	134	52	82
%V	19.9%	20.7%	21.0%	22.3%	20.3%	21.8%	24.4%	20.4%
%H (All HH)		100.0%	97.7%	45.5%	7.4%	76.1%	29.5%	46.6%
%H (TV HH)			97.7%	45.5%	7.4%	76.1%	29.5%	46.6%
VCR	285	285	269	127	27	194	76	118
%V	32.2%	33.6%	32.8%	35.4%	42.2%	31.5%	35.7%	29.4%
%H (All HH)		100.0%	94.4%	44.6%	9.5%	68.1%	26.7%	41.4%
%H (TV HH)			94.4%	44.6%	9.5%	68.1%	26.7%	41.4%
Any recorder	553	553	536	294	45	374	173	201
%V	62.4%	65.1%	65.3%	81.9%	70.3%	60.8%	81.2%	50.0%
%H (All HH)		100.0%	96.9%	53.2%	8.1%	67.6%	31.3%	36.3%
%H (TV HH)			96.9%	53.2%	8.1%	67.6%	31.3%	36.3%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC South West
Household level data
Table 6.9: Other TV equipment
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	886	849	821	359	64	615	213	402
%H (All HH)		95.8%	92.7%	40.5%	7.2%	69.4%	24.0%	45.4%
%H (TV HH)			96.7%	42.3%	7.5%	72.4%	25.1%	47.3%
Receives HDTV (via STB or built-in reception)	101	101	101	79	25	56	56	0
%V	11.4%	11.9%	12.3%	22.0%	39.1%	9.1%	26.3%	0.0%
%H (All HH)		100.0%	100.0%	78.2%	24.8%	55.4%	55.4%	0.0%
%H (TV HH)			100.0%	78.2%	24.8%	55.4%	55.4%	0.0%
DVD/Blu-ray player or recorder	692	692	673	314	58	496	191	305
%V	78.1%	81.5%	82.0%	87.5%	90.6%	80.7%	89.7%	75.9%
%H (All HH)		100.0%	97.3%	45.4%	8.4%	71.7%	27.6%	44.1%
%H (TV HH)			97.3%	45.4%	8.4%	71.7%	27.6%	44.1%

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC South West
Household level data
Table 6.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	886	849	821	359	64	615	213	402
%H (All HH)		95.8%	92.7%	40.5%	7.2%	69.4%	24.0%	45.4%
%H (TV HH)			96.7%	42.3%	7.5%	72.4%	25.1%	47.3%
Has PC or Laptop	630	607	594	300	55	428	185	243
%V	71.1%	71.5%	72.4%	83.6%	85.9%	69.6%	86.9%	60.4%
%H (All HH)		96.3%	94.3%	47.6%	8.7%	67.9%	29.4%	38.6%
%H (TV HH)			97.9%	49.4%	9.1%	70.5%	30.5%	40.0%
Has broadband internet	545	528	520	268	52	372	170	203
%V	61.5%	62.2%	63.3%	74.7%	81.3%	60.5%	79.8%	50.5%
%H (All HH)		96.9%	95.4%	49.2%	9.5%	68.3%	31.2%	37.2%
%H (TV HH)			98.5%	50.8%	9.8%	70.5%	32.2%	38.4%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1729	1680	827	159	1300	590	710
%H		97.2%	47.8%	9.2%	75.2%	34.1%	41.1%
Under 20"	571	555	262	61	454	218	236
%V	33.0%	33.0%	31.7%	38.4%	34.9%	36.9%	33.2%
%H		97.2%	45.9%	10.7%	79.5%	38.2%	41.3%
20" - 29"	588	566	246	41	454	171	284
%V	34.0%	33.7%	29.7%	25.8%	34.9%	29.0%	40.0%
%H		96.3%	41.8%	7.0%	77.2%	29.1%	48.3%
30" - 39"	403	396	205	38	290	133	157
%V	23.3%	23.6%	24.8%	23.9%	22.3%	22.5%	22.1%
%H		98.3%	50.9%	9.4%	72.0%	33.0%	39.0%
40" and over	161	158	109	19	100	68	32
%V	9.3%	9.4%	13.2%	11.9%	7.7%	11.5%	4.5%
%H		98.1%	67.7%	11.8%	62.1%	42.2%	19.9%
Don't know	7	6	5	0	2	1	1
%V	0.4%	0.4%	0.6%	0.0%	0.2%	0.2%	0.1%
%H		85.7%	71.4%	0.0%	28.6%	14.3%	14.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC South West
Set level data
Table 6.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1729	1680	827	159	1300	590	710
%H		97.2%	47.8%	9.2%	75.2%	34.1%	41.1%
Main living room	848	823	361	66	615	215	401
%V	49.0%	49.0%	43.7%	41.5%	47.3%	36.4%	56.5%
%H		97.1%	42.6%	7.8%	72.5%	25.4%	47.3%
Kitchen	131	127	67	12	105	54	51
%V	7.6%	7.6%	8.1%	7.5%	8.1%	9.2%	7.2%
%H		96.9%	51.1%	9.2%	80.2%	41.2%	38.9%
Adult's bedroom	474	458	251	45	359	192	167
%V	27.4%	27.3%	30.4%	28.3%	27.6%	32.5%	23.5%
%H		96.6%	53.0%	9.5%	75.7%	40.5%	35.2%
Child's bedroom	118	117	65	21	92	60	32
%V	6.8%	7.0%	7.9%	13.2%	7.1%	10.2%	4.5%
%H		99.2%	55.1%	17.8%	78.0%	50.8%	27.1%
Other bedroom	37	37	23	4	32	23	9
%V	2.1%	2.2%	2.8%	2.5%	2.5%	3.9%	1.3%
%H		100.0%	62.2%	10.8%	86.5%	62.2%	24.3%
Second living/dining room	90	87	46	6	71	34	37
%V	5.2%	5.2%	5.6%	3.8%	5.5%	5.8%	5.2%
%H		96.7%	51.1%	6.7%	78.9%	37.8%	41.1%
Study/office	19	19	10	3	16	9	8
%V	1.1%	1.1%	1.2%	1.9%	1.2%	1.5%	1.1%
%H		100.0%	52.6%	15.8%	84.2%	47.4%	42.1%
TV room	3	3	2	0	2	1	1
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.1%
%H		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%
No specific location	1	1	0	0	1	0	0
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Other	8	8	3	2	7	3	4
%V	0.5%	0.5%	0.4%	1.3%	0.5%	0.5%	0.6%
%H		100.0%	37.5%	25.0%	87.5%	37.5%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC South West
Set level data
Table 6.13: Recorders
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1729	1680	827	159	1300	590	710
%H		97.2%	47.8%	9.2%	75.2%	34.1%	41.1%
PVR	409	409	295	33	250	162	88
%V	23.7%	24.3%	35.7%	20.8%	19.2%	27.5%	12.4%
%H		100.0%	72.1%	8.1%	61.1%	39.6%	21.5%
DVDR	205	201	96	17	156	62	94
%V	11.9%	12.0%	11.6%	10.7%	12.0%	10.5%	13.2%
%H		98.0%	46.8%	8.3%	76.1%	30.2%	45.9%
VCR	334	317	153	36	230	94	136
%V	19.3%	18.9%	18.5%	22.6%	17.7%	15.9%	19.2%
%H		94.9%	45.8%	10.8%	68.9%	28.1%	40.7%
Any recorder	721	701	408	63	482	241	241
%V	41.7%	41.7%	49.3%	39.6%	37.1%	40.8%	33.9%
%H		97.2%	56.6%	8.7%	66.9%	33.4%	33.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 6.14: Other TV equipment
Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1729	1680	827	159	1300	590	710
%H		97.2%	47.8%	9.2%	75.2%	34.1%	41.1%
Receives HDTV (via STB or built-in reception)	117	117	94	26	61	61	0
%V	6.8%	7.0%	11.4%	16.4%	4.7%	10.3%	0.0%
%H		100.0%	80.3%	22.2%	52.1%	52.1%	0.0%
DVD/Blu-ray player or recorder	1028	1005	496	105	764	349	415
%V	59.5%	59.8%	60.0%	66.0%	58.8%	59.2%	58.5%
%H		97.8%	48.2%	10.2%	74.3%	33.9%	40.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC South West
Set level data
Table 6.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	849	821	359	64	615	213	402
%H		96.7%	42.3%	7.5%	72.4%	25.1%	47.3%
Under 20"	55	51	10	2	42	3	39
%V	6.5%	6.2%	2.8%	3.1%	6.8%	1.4%	9.7%
%H		92.7%	18.2%	3.6%	76.4%	5.5%	70.9%
20" - 29"	336	322	108	16	255	57	198
%V	39.6%	39.2%	30.1%	25.0%	41.5%	26.8%	49.3%
%H		95.8%	32.1%	4.8%	75.9%	17.0%	58.9%
30" - 39"	315	309	148	28	231	96	135
%V	37.1%	37.6%	41.2%	43.8%	37.6%	45.1%	33.6%
%H		98.1%	47.0%	8.9%	73.3%	30.5%	42.9%
40" and over	141	138	93	18	86	57	29
%V	16.6%	16.8%	25.9%	28.1%	14.0%	26.8%	7.2%
%H		97.9%	66.0%	12.8%	61.0%	40.4%	20.6%
Don't know	2	1	1	0	1	0	0
%V	0.2%	0.1%	0.3%	0.0%	0.2%	0.0%	0.0%
%H		50.0%	50.0%	0.0%	50.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	849	821	359	64	615	213	402
%H		96.7%	42.3%	7.5%	72.4%	25.1%	47.3%
PVR	325	325	222	28	208	130	79
%V	38.3%	39.6%	61.8%	43.8%	33.8%	61.0%	19.7%
%H		100.0%	68.3%	8.6%	64.0%	40.0%	24.3%
DVDR	158	156	70	12	119	43	76
%V	18.6%	19.0%	19.5%	18.8%	19.3%	20.2%	18.9%
%H		98.7%	44.3%	7.6%	75.3%	27.2%	48.1%
VCR	243	229	109	20	162	58	103
%V	28.6%	27.9%	30.4%	31.3%	26.3%	27.2%	25.6%
%H		94.2%	44.9%	8.2%	66.7%	23.9%	42.4%
Any recorder	528	513	286	42	354	165	189
%V	62.2%	62.5%	79.7%	65.6%	57.6%	77.5%	47.0%
%H		97.2%	54.2%	8.0%	67.0%	31.3%	35.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	849	821	359	64	615	213	402
%H		96.7%	42.3%	7.5%	72.4%	25.1%	47.3%
Receives HDTV (via STB or built-in reception)	97	97	75	24	54	54	0
%V	11.4%	11.8%	20.9%	37.5%	8.8%	25.4%	0.0%
%H		100.0%	77.3%	24.7%	55.7%	55.7%	0.0%
DVD/Blu-ray player or recorder	650	633	294	56	464	177	287
%V	76.6%	77.1%	81.9%	87.5%	75.4%	83.1%	71.4%
%H		97.4%	45.2%	8.6%	71.4%	27.2%	44.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	880	859	468	95	685	377	308
%H		97.6%	53.2%	10.8%	77.8%	42.8%	35.0%
Under 20"	515	504	252	58	411	214	197
%V	58.5%	58.7%	53.8%	61.1%	60.0%	56.8%	64.0%
%H		97.9%	48.9%	11.3%	79.8%	41.6%	38.3%
20" - 29"	252	245	138	25	199	114	85
%V	28.6%	28.5%	29.5%	26.3%	29.1%	30.2%	27.6%
%H		97.2%	54.8%	9.9%	79.0%	45.2%	33.7%
30" - 39"	88	87	57	10	59	37	23
%V	10.0%	10.1%	12.2%	10.5%	8.6%	9.8%	7.5%
%H		98.9%	64.8%	11.4%	67.0%	42.0%	26.1%
40" and over	20	20	16	2	14	11	3
%V	2.3%	2.3%	3.4%	2.1%	2.0%	2.9%	1.0%
%H		100.0%	80.0%	10.0%	70.0%	55.0%	15.0%
Don't know	5	5	4	0	1	1	0
%V	0.6%	0.6%	0.9%	0.0%	0.1%	0.3%	0.0%
%H		100.0%	80.0%	0.0%	20.0%	20.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	880	859	468	95	685	377	308
%H		97.6%	53.2%	10.8%	77.8%	42.8%	35.0%
PVR	84	84	73	6	41	32	9
%V	9.5%	9.8%	15.6%	6.3%	6.0%	8.5%	2.9%
%H		100.0%	86.9%	7.1%	48.8%	38.1%	10.7%
DVDR	47	46	25	5	37	19	18
%V	5.3%	5.4%	5.3%	5.3%	5.4%	5.0%	5.8%
%H		97.9%	53.2%	10.6%	78.7%	40.4%	38.3%
VCR	91	87	44	15	68	36	32
%V	10.3%	10.1%	9.4%	15.8%	9.9%	9.5%	10.4%
%H		95.6%	48.4%	16.5%	74.7%	39.6%	35.2%
Any recorder	193	188	122	21	127	76	52
%V	21.9%	21.9%	26.1%	22.1%	18.5%	20.2%	16.9%
%H		97.4%	63.2%	10.9%	65.8%	39.4%	26.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	880	859	468	95	685	377	308
%H		97.6%	53.2%	10.8%	77.8%	42.8%	35.0%
Receives HDTV (via STB or built-in reception)	20	20	19	2	7	7	0
%V	2.3%	2.3%	4.1%	2.1%	1.0%	1.9%	0.0%
%H		100.0%	95.0%	10.0%	35.0%	35.0%	0.0%
DVD/Blu-ray player or recorder	378	371	202	49	300	172	127
%V	43.0%	43.2%	43.2%	51.6%	43.8%	45.6%	41.2%
%H		98.1%	53.4%	13.0%	79.4%	45.5%	33.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1962	1902	1857	902	169	1364	569	795
%H		96.9%	94.6%	46.0%	8.6%	69.5%	29.0%	40.5%
Total Children	359	350	348	198	34	235	119	116
%V	18.3%	18.4%	18.7%	22.0%	20.1%	17.2%	20.9%	14.6%
%H		97.5%	96.9%	55.2%	9.5%	65.5%	33.1%	32.3%
0 - 3	85	81	80	45	8	49	23	27
%V	4.3%	4.3%	4.3%	5.0%	4.7%	3.6%	4.0%	3.4%
%H		95.3%	94.1%	52.9%	9.4%	57.6%	27.1%	31.8%
4 - 15	274	269	267	153	26	185	96	89
%V	14.0%	14.1%	14.4%	17.0%	15.4%	13.6%	16.9%	11.2%
%H		98.2%	97.4%	55.8%	9.5%	67.5%	35.0%	32.5%
4 - 9	124	121	120	70	12	80	41	39
%V	6.3%	6.4%	6.5%	7.8%	7.1%	5.9%	7.2%	4.9%
%H		97.6%	96.8%	56.5%	9.7%	64.5%	33.1%	31.5%
10 - 15	149	148	147	84	14	105	55	50
%V	7.6%	7.8%	7.9%	9.3%	8.3%	7.7%	9.7%	6.3%
%H		99.3%	98.7%	56.4%	9.4%	70.5%	36.9%	33.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1962	1902	1857	902	169	1364	569	795
%H		96.9%	94.6%	46.0%	8.6%	69.5%	29.0%	40.5%
Total Adults (16+)	1603	1552	1509	703	135	1129	450	680
%V	81.7%	81.6%	81.3%	77.9%	79.9%	82.8%	79.1%	85.5%
%H		96.8%	94.1%	43.9%	8.4%	70.4%	28.1%	42.4%
16 - 19	105	104	103	49	15	80	41	39
%V	5.4%	5.5%	5.5%	5.4%	8.9%	5.9%	7.2%	4.9%
%H		99.0%	98.1%	46.7%	14.3%	76.2%	39.0%	37.1%
20 - 24	120	110	107	47	17	81	37	44
%V	6.1%	5.8%	5.8%	5.2%	10.1%	5.9%	6.5%	5.5%
%H		91.7%	89.2%	39.2%	14.2%	67.5%	30.8%	36.7%
25 - 34	211	198	196	111	20	127	62	65
%V	10.8%	10.4%	10.6%	12.3%	11.8%	9.3%	10.9%	8.2%
%H		93.8%	92.9%	52.6%	9.5%	60.2%	29.4%	30.8%
35 - 44	249	244	240	127	26	169	81	88
%V	12.7%	12.8%	12.9%	14.1%	15.4%	12.4%	14.2%	11.1%
%H		98.0%	96.4%	51.0%	10.4%	67.9%	32.5%	35.3%
45 - 54	252	244	238	117	20	177	77	100
%V	12.8%	12.8%	12.8%	13.0%	11.8%	13.0%	13.5%	12.6%
%H		96.8%	94.4%	46.4%	7.9%	70.2%	30.6%	39.7%
55 - 64	274	267	260	129	18	196	81	115
%V	14.0%	14.0%	14.0%	14.3%	10.7%	14.4%	14.2%	14.5%
%H		97.4%	94.9%	47.1%	6.6%	71.5%	29.6%	42.0%
65+	391	383	365	124	18	298	71	228
%V	19.9%	20.1%	19.7%	13.7%	10.7%	21.8%	12.5%	28.7%
%H		98.0%	93.4%	31.7%	4.6%	76.2%	18.2%	58.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1603	1552	1509	703	135	1129	450	680
%H		96.8%	94.1%	43.9%	8.4%	70.4%	28.1%	42.4%
AB	407	396	389	195	26	273	102	171
%V	25.4%	25.5%	25.8%	27.7%	19.3%	24.2%	22.7%	25.1%
%H		97.3%	95.6%	47.9%	6.4%	67.1%	25.1%	42.0%
C1	439	425	417	200	46	299	127	172
%V	27.4%	27.4%	27.6%	28.4%	34.1%	26.5%	28.2%	25.3%
%H		96.8%	95.0%	45.6%	10.5%	68.1%	28.9%	39.2%
C2	377	369	359	162	37	290	127	163
%V	23.5%	23.8%	23.8%	23.0%	27.4%	25.7%	28.2%	24.0%
%H		97.9%	95.2%	43.0%	9.8%	76.9%	33.7%	43.2%
D	220	211	207	100	18	159	70	89
%V	13.7%	13.6%	13.7%	14.2%	13.3%	14.1%	15.6%	13.1%
%H		95.9%	94.1%	45.5%	8.2%	72.3%	31.8%	40.5%
E	159	151	137	45	7	108	24	85
%V	9.9%	9.7%	9.1%	6.4%	5.2%	9.6%	5.3%	12.5%
%H		95.0%	86.2%	28.3%	4.4%	67.9%	15.1%	53.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1603	1552	1509	703	135	1129	450	680
%H		96.8%	94.1%	43.9%	8.4%	70.4%	28.1%	42.4%
Working full time	674	648	631	337	64	440	210	230
%V	42.0%	41.8%	41.8%	47.9%	47.4%	39.0%	46.7%	33.8%
%H		96.1%	93.6%	50.0%	9.5%	65.3%	31.2%	34.1%
Working part time	187	183	179	97	14	134	66	69
%V	11.7%	11.8%	11.9%	13.8%	10.4%	11.9%	14.7%	10.1%
%H		97.9%	95.7%	51.9%	7.5%	71.7%	35.3%	36.9%
Not working	742	721	700	270	57	554	174	380
%V	46.3%	46.5%	46.4%	38.4%	42.2%	49.1%	38.7%	55.9%
%H		97.2%	94.3%	36.4%	7.7%	74.7%	23.5%	51.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	779	749	730	344	70	544	223	321
%H		96.1%	93.7%	44.2%	9.0%	69.8%	28.6%	41.2%
16 - 19	58	57	56	24	11	45	23	21
%V	7.4%	7.6%	7.7%	7.0%	15.7%	8.3%	10.3%	6.5%
%H		98.3%	96.6%	41.4%	19.0%	77.6%	39.7%	36.2%
20 - 24	60	54	52	20	8	42	17	25
%V	7.7%	7.2%	7.1%	5.8%	11.4%	7.7%	7.6%	7.8%
%H		90.0%	86.7%	33.3%	13.3%	70.0%	28.3%	41.7%
25 - 34	106	100	99	57	11	63	32	31
%V	13.6%	13.4%	13.6%	16.6%	15.7%	11.6%	14.3%	9.7%
%H		94.3%	93.4%	53.8%	10.4%	59.4%	30.2%	29.2%
35 - 44	118	114	113	56	12	78	32	45
%V	15.1%	15.2%	15.5%	16.3%	17.1%	14.3%	14.3%	14.0%
%H		96.6%	95.8%	47.5%	10.2%	66.1%	27.1%	38.1%
45 - 54	123	120	117	62	9	85	39	46
%V	15.8%	16.0%	16.0%	18.0%	12.9%	15.6%	17.5%	14.3%
%H		97.6%	95.1%	50.4%	7.3%	69.1%	31.7%	37.4%
55 - 64	133	129	126	65	10	97	44	52
%V	17.1%	17.2%	17.3%	18.9%	14.3%	17.8%	19.7%	16.2%
%H		97.0%	94.7%	48.9%	7.5%	72.9%	33.1%	39.1%
65+	180	175	166	60	10	135	35	100
%V	23.1%	23.4%	22.7%	17.4%	14.3%	24.8%	15.7%	31.2%
%H		97.2%	92.2%	33.3%	5.6%	75.0%	19.4%	55.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	779	749	730	344	70	544	223	321
%H		96.1%	93.7%	44.2%	9.0%	69.8%	28.6%	41.2%
AB	198	192	189	95	14	131	49	82
%V	25.4%	25.6%	25.9%	27.6%	20.0%	24.1%	22.0%	25.5%
%H		97.0%	95.5%	48.0%	7.1%	66.2%	24.7%	41.4%
C1	208	199	195	96	25	135	59	76
%V	26.7%	26.6%	26.7%	27.9%	35.7%	24.8%	26.5%	23.7%
%H		95.7%	93.8%	46.2%	12.0%	64.9%	28.4%	36.5%
C2	205	199	194	87	20	158	68	90
%V	26.3%	26.6%	26.6%	25.3%	28.6%	29.0%	30.5%	28.0%
%H		97.1%	94.6%	42.4%	9.8%	77.1%	33.2%	43.9%
D	102	99	98	48	10	76	37	40
%V	13.1%	13.2%	13.4%	14.0%	14.3%	14.0%	16.6%	12.5%
%H		97.1%	96.1%	47.1%	9.8%	74.5%	36.3%	39.2%
E	65	59	53	18	2	43	10	33
%V	8.3%	7.9%	7.3%	5.2%	2.9%	7.9%	4.5%	10.3%
%H		90.8%	81.5%	27.7%	3.1%	66.2%	15.4%	50.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC South West
Individual level data
Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	779	749	730	344	70	544	223	321
%H		96.1%	93.7%	44.2%	9.0%	69.8%	28.6%	41.2%
Working full time	421	404	395	213	39	276	132	144
%V	54.0%	53.9%	54.1%	61.9%	55.7%	50.7%	59.2%	44.9%
%H		96.0%	93.8%	50.6%	9.3%	65.6%	31.4%	34.2%
Working part time	39	39	38	18	3	30	13	18
%V	5.0%	5.2%	5.2%	5.2%	4.3%	5.5%	5.8%	5.6%
%H		100.0%	97.4%	46.2%	7.7%	76.9%	33.3%	46.2%
Not working	318	306	296	113	29	238	78	159
%V	40.8%	40.9%	40.5%	32.8%	41.4%	43.8%	35.0%	49.5%
%H		96.2%	93.1%	35.5%	9.1%	74.8%	24.5%	50.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	824	803	780	360	64	585	226	359
%H		97.5%	94.7%	43.7%	7.8%	71.0%	27.4%	43.6%
16 - 19	47	47	46	25	4	35	18	18
%V	5.7%	5.9%	5.9%	6.9%	6.3%	6.0%	8.0%	5.0%
%H		100.0%	97.9%	53.2%	8.5%	74.5%	38.3%	38.3%
20 - 24	60	56	55	26	9	39	20	20
%V	7.3%	7.0%	7.1%	7.2%	14.1%	6.7%	8.8%	5.6%
%H		93.3%	91.7%	43.3%	15.0%	65.0%	33.3%	33.3%
25 - 34	105	99	97	54	9	64	30	34
%V	12.7%	12.3%	12.4%	15.0%	14.1%	10.9%	13.3%	9.5%
%H		94.3%	92.4%	51.4%	8.6%	61.0%	28.6%	32.4%
35 - 44	132	130	128	70	15	92	49	43
%V	16.0%	16.2%	16.4%	19.4%	23.4%	15.7%	21.7%	12.0%
%H		98.5%	97.0%	53.0%	11.4%	69.7%	37.1%	32.6%
45 - 54	128	125	120	55	10	92	38	54
%V	15.5%	15.6%	15.4%	15.3%	15.6%	15.7%	16.8%	15.0%
%H		97.7%	93.8%	43.0%	7.8%	71.9%	29.7%	42.2%
55 - 64	141	138	134	64	9	99	37	63
%V	17.1%	17.2%	17.2%	17.8%	14.1%	16.9%	16.4%	17.5%
%H		97.9%	95.0%	45.4%	6.4%	70.2%	26.2%	44.7%
65+	211	209	199	65	8	163	35	128
%V	25.6%	26.0%	25.5%	18.1%	12.5%	27.9%	15.5%	35.7%
%H		99.1%	94.3%	30.8%	3.8%	77.3%	16.6%	60.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	824	803	780	360	64	585	226	359
%H		97.5%	94.7%	43.7%	7.8%	71.0%	27.4%	43.6%
AB	209	204	200	100	12	141	52	89
%V	25.4%	25.4%	25.6%	27.8%	18.8%	24.1%	23.0%	24.8%
%H		97.6%	95.7%	47.8%	5.7%	67.5%	24.9%	42.6%
C1	232	225	222	105	22	164	68	96
%V	28.2%	28.0%	28.5%	29.2%	34.4%	28.0%	30.1%	26.7%
%H		97.0%	95.7%	45.3%	9.5%	70.7%	29.3%	41.4%
C2	173	170	165	76	17	132	59	73
%V	21.0%	21.2%	21.2%	21.1%	26.6%	22.6%	26.1%	20.3%
%H		98.3%	95.4%	43.9%	9.8%	76.3%	34.1%	42.2%
D	117	112	109	52	8	83	34	49
%V	14.2%	13.9%	14.0%	14.4%	12.5%	14.2%	15.0%	13.6%
%H		95.7%	93.2%	44.4%	6.8%	70.9%	29.1%	41.9%
E	94	92	84	27	5	65	13	51
%V	11.4%	11.5%	10.8%	7.5%	7.8%	11.1%	5.8%	14.2%
%H		97.9%	89.4%	28.7%	5.3%	69.1%	13.8%	54.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	824	803	780	360	64	585	226	359
%H		97.5%	94.7%	43.7%	7.8%	71.0%	27.4%	43.6%
Working full time	254	244	235	124	25	164	78	87
%V	30.8%	30.4%	30.1%	34.4%	39.1%	28.0%	34.5%	24.2%
%H		96.1%	92.5%	48.8%	9.8%	64.6%	30.7%	34.3%
Working part time	147	144	141	79	11	104	53	51
%V	17.8%	17.9%	18.1%	21.9%	17.2%	17.8%	23.5%	14.2%
%H		98.0%	95.9%	53.7%	7.5%	70.7%	36.1%	34.7%
Not working	423	415	403	157	28	317	96	221
%V	51.3%	51.7%	51.7%	43.6%	43.8%	54.2%	42.5%	61.6%
%H		98.1%	95.3%	37.1%	6.6%	74.9%	22.7%	52.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2169	2113	1957	801	294	1359	485	875
%H (All HH)		97.4%	90.2%	36.9%	13.6%	62.7%	22.4%	40.3%
%H (TV HH)			92.6%	37.9%	13.9%	64.3%	23.0%	41.4%
AB	649	633	597	262	83	410	153	257
%V	29.9%	30.0%	30.5%	32.7%	28.2%	30.2%	31.5%	29.4%
%H (All HH)		97.5%	92.0%	40.4%	12.8%	63.2%	23.6%	39.6%
%H (TV HH)			94.3%	41.4%	13.1%	64.8%	24.2%	40.6%
C1	638	621	579	225	95	395	131	264
%V	29.4%	29.4%	29.6%	28.1%	32.3%	29.1%	27.0%	30.2%
%H (All HH)		97.3%	90.8%	35.3%	14.9%	61.9%	20.5%	41.4%
%H (TV HH)			93.2%	36.2%	15.3%	63.6%	21.1%	42.5%
C2	411	403	379	180	49	263	110	153
%V	18.9%	19.1%	19.4%	22.5%	16.7%	19.4%	22.7%	17.5%
%H (All HH)		98.1%	92.2%	43.8%	11.9%	64.0%	26.8%	37.2%
%H (TV HH)			94.0%	44.7%	12.2%	65.3%	27.3%	38.0%
D	240	235	214	84	45	143	60	83
%V	11.1%	11.1%	10.9%	10.5%	15.3%	10.5%	12.4%	9.5%
%H (All HH)		97.9%	89.2%	35.0%	18.8%	59.6%	25.0%	34.6%
%H (TV HH)			91.1%	35.7%	19.1%	60.9%	25.5%	35.3%
E	231	222	188	50	22	148	31	117
%V	10.7%	10.5%	9.6%	6.2%	7.5%	10.9%	6.4%	13.4%
%H (All HH)		96.1%	81.4%	21.6%	9.5%	64.1%	13.4%	50.6%
%H (TV HH)			84.7%	22.5%	9.9%	66.7%	14.0%	52.7%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2169	2113	1957	801	294	1359	485	875
%H (All HH)		97.4%	90.2%	36.9%	13.6%	62.7%	22.4%	40.3%
%H (TV HH)			92.6%	37.9%	13.9%	64.3%	23.0%	41.4%
Under 25	98	89	83	32	14	57	21	36
%V	4.5%	4.2%	4.2%	4.0%	4.8%	4.2%	4.3%	4.1%
%H (All HH)		90.8%	84.7%	32.7%	14.3%	58.2%	21.4%	36.7%
%H (TV HH)			93.3%	36.0%	15.7%	64.0%	23.6%	40.4%
25 - 34	310	295	287	143	47	168	71	98
%V	14.3%	14.0%	14.7%	17.9%	16.0%	12.4%	14.6%	11.2%
%H (All HH)		95.2%	92.6%	46.1%	15.2%	54.2%	22.9%	31.6%
%H (TV HH)			97.3%	48.5%	15.9%	56.9%	24.1%	33.2%
35 - 44	422	414	400	185	76	265	123	142
%V	19.5%	19.6%	20.4%	23.1%	25.9%	19.5%	25.4%	16.2%
%H (All HH)		98.1%	94.8%	43.8%	18.0%	62.8%	29.1%	33.6%
%H (TV HH)			96.6%	44.7%	18.4%	64.0%	29.7%	34.3%
45 - 54	371	366	351	164	59	239	102	137
%V	17.1%	17.3%	17.9%	20.5%	20.1%	17.6%	21.0%	15.7%
%H (All HH)		98.7%	94.6%	44.2%	15.9%	64.4%	27.5%	36.9%
%H (TV HH)			95.9%	44.8%	16.1%	65.3%	27.9%	37.4%
55 - 64	376	365	339	125	55	241	81	160
%V	17.3%	17.3%	17.3%	15.6%	18.7%	17.7%	16.7%	18.3%
%H (All HH)		97.1%	90.2%	33.2%	14.6%	64.1%	21.5%	42.6%
%H (TV HH)			92.9%	34.2%	15.1%	66.0%	22.2%	43.8%
65 +	593	585	498	153	43	388	86	302
%V	27.3%	27.7%	25.4%	19.1%	14.6%	28.6%	17.7%	34.5%
%H (All HH)		98.7%	84.0%	25.8%	7.3%	65.4%	14.5%	50.9%
%H (TV HH)			85.1%	26.2%	7.4%	66.3%	14.7%	51.6%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2169	2113	1957	801	294	1359	485	875
%H (All HH)		97.4%	90.2%	36.9%	13.6%	62.7%	22.4%	40.3%
%H (TV HH)			92.6%	37.9%	13.9%	64.3%	23.0%	41.4%
1	699	668	574	165	62	428	81	347
%V	32.2%	31.6%	29.3%	20.6%	21.1%	31.5%	16.7%	39.7%
%H (All HH)		95.6%	82.1%	23.6%	8.9%	61.2%	11.6%	49.6%
%H (TV HH)			85.9%	24.7%	9.3%	64.1%	12.1%	51.9%
2	766	750	705	299	103	481	175	306
%V	35.3%	35.5%	36.0%	37.3%	35.0%	35.4%	36.1%	35.0%
%H (All HH)		97.9%	92.0%	39.0%	13.4%	62.8%	22.8%	39.9%
%H (TV HH)			94.0%	39.9%	13.7%	64.1%	23.3%	40.8%
3	300	295	288	146	51	183	89	94
%V	13.8%	14.0%	14.7%	18.2%	17.3%	13.5%	18.4%	10.7%
%H (All HH)		98.3%	96.0%	48.7%	17.0%	61.0%	29.7%	31.3%
%H (TV HH)			97.6%	49.5%	17.3%	62.0%	30.2%	31.9%
4	269	266	258	130	48	180	95	84
%V	12.4%	12.6%	13.2%	16.2%	16.3%	13.2%	19.6%	9.6%
%H (All HH)		98.9%	95.9%	48.3%	17.8%	66.9%	35.3%	31.2%
%H (TV HH)			97.0%	48.9%	18.0%	67.7%	35.7%	31.6%
5+	135	134	132	61	30	87	44	43
%V	6.2%	6.3%	6.7%	7.6%	10.2%	6.4%	9.1%	4.9%
%H (All HH)		99.3%	97.8%	45.2%	22.2%	64.4%	32.6%	31.9%
%H (TV HH)			98.5%	45.5%	22.4%	64.9%	32.8%	32.1%
Average HH size	2.27	2.29	2.34	2.56	2.61	2.30	2.73	2.06

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2169	2113	1957	801	294	1359	485	875
%H (All HH)		97.4%	90.2%	36.9%	13.6%	62.7%	22.4%	40.3%
%H (TV HH)			92.6%	37.9%	13.9%	64.3%	23.0%	41.4%
Without	1670	1618	1476	563	203	1051	332	719
%V	77.0%	76.6%	75.4%	70.3%	69.0%	77.3%	68.5%	82.2%
%H (All HH)		96.9%	88.4%	33.7%	12.2%	62.9%	19.9%	43.1%
%H (TV HH)			91.2%	34.8%	12.5%	65.0%	20.5%	44.4%
With	499	495	481	239	91	308	152	156
%V	23.0%	23.4%	24.6%	29.8%	31.0%	22.7%	31.3%	17.8%
%H (All HH)		99.2%	96.4%	47.9%	18.2%	61.7%	30.5%	31.3%
%H (TV HH)			97.2%	48.3%	18.4%	62.2%	30.7%	31.5%
0 - 3	199	197	192	97	35	119	59	60
%V	9.2%	9.3%	9.8%	12.1%	11.9%	8.8%	12.2%	6.9%
%H (All HH)		99.0%	96.5%	48.7%	17.6%	59.8%	29.6%	30.2%
%H (TV HH)			97.5%	49.2%	17.8%	60.4%	29.9%	30.5%
4 - 9	236	234	227	110	46	147	74	73
%V	10.9%	11.1%	11.6%	13.7%	15.6%	10.8%	15.3%	8.3%
%H (All HH)		99.2%	96.2%	46.6%	19.5%	62.3%	31.4%	30.9%
%H (TV HH)			97.0%	47.0%	19.7%	62.8%	31.6%	31.2%
10 - 15	235	234	228	111	48	146	74	72
%V	10.8%	11.1%	11.7%	13.9%	16.3%	10.7%	15.3%	8.2%
%H (All HH)		99.6%	97.0%	47.2%	20.4%	62.1%	31.5%	30.6%
%H (TV HH)			97.4%	47.4%	20.5%	62.4%	31.6%	30.8%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2169	2113	1957	801	294	1359	485	875
%H (All HH)		97.4%	90.2%	36.9%	13.6%	62.7%	22.4%	40.3%
%H (TV HH)			92.6%	37.9%	13.9%	64.3%	23.0%	41.4%
1	807	807	698	214	106	450	73	377
%V	37.2%	38.2%	35.7%	26.7%	36.1%	33.1%	15.1%	43.1%
%H (All HH)		100.0%	86.5%	26.5%	13.1%	55.8%	9.0%	46.7%
%H (TV HH)			86.5%	26.5%	13.1%	55.8%	9.0%	46.7%
2	739	739	703	291	96	496	176	320
%V	34.1%	35.0%	35.9%	36.3%	32.7%	36.5%	36.3%	36.6%
%H (All HH)		100.0%	95.1%	39.4%	13.0%	67.1%	23.8%	43.3%
%H (TV HH)			95.1%	39.4%	13.0%	67.1%	23.8%	43.3%
3	352	352	341	171	54	247	126	121
%V	16.2%	16.7%	17.4%	21.3%	18.4%	18.2%	26.0%	13.8%
%H (All HH)		100.0%	96.9%	48.6%	15.3%	70.2%	35.8%	34.4%
%H (TV HH)			96.9%	48.6%	15.3%	70.2%	35.8%	34.4%
4	156	156	154	88	27	114	70	43
%V	7.2%	7.4%	7.9%	11.0%	9.2%	8.4%	14.4%	4.9%
%H (All HH)		100.0%	98.7%	56.4%	17.3%	73.1%	44.9%	27.6%
%H (TV HH)			98.7%	56.4%	17.3%	73.1%	44.9%	27.6%
5+	60	60	60	37	11	52	39	13
%V	2.8%	2.8%	3.1%	4.6%	3.7%	3.8%	8.0%	1.5%
%H (All HH)		100.0%	100.0%	61.7%	18.3%	86.7%	65.0%	21.7%
%H (TV HH)			100.0%	61.7%	18.3%	86.7%	65.0%	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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2169	2113	1957	801	294	1359	485	875
%H (All HH)		97.4%	90.2%	36.9%	13.6%	62.7%	22.4%	40.3%
%H (TV HH)			92.6%	37.9%	13.9%	64.3%	23.0%	41.4%
Under 20"	1007	1007	935	387	133	699	273	426
%V	46.4%	47.7%	47.8%	48.3%	45.2%	51.4%	56.3%	48.7%
%H (All HH)		100.0%	92.9%	38.4%	13.2%	69.4%	27.1%	42.3%
%H (TV HH)			92.9%	38.4%	13.2%	69.4%	27.1%	42.3%
20" - 29"	1183	1183	1082	429	158	772	266	505
%V	54.5%	56.0%	55.3%	53.6%	53.7%	56.8%	54.8%	57.7%
%H (All HH)		100.0%	91.5%	36.3%	13.4%	65.3%	22.5%	42.7%
%H (TV HH)			91.5%	36.3%	13.4%	65.3%	22.5%	42.7%
30" - 39"	854	854	836	396	130	577	258	319
%V	39.4%	40.4%	42.7%	49.4%	44.2%	42.5%	53.2%	36.5%
%H (All HH)		100.0%	97.9%	46.4%	15.2%	67.6%	30.2%	37.4%
%H (TV HH)			97.9%	46.4%	15.2%	67.6%	30.2%	37.4%
40" and over	409	409	407	247	75	265	175	90
%V	18.9%	19.4%	20.8%	30.8%	25.5%	19.5%	36.1%	10.3%
%H (All HH)		100.0%	99.5%	60.4%	18.3%	64.8%	42.8%	22.0%
%H (TV HH)			99.5%	60.4%	18.3%	64.8%	42.8%	22.0%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2169	2113	1957	801	294	1359	485	875
%H (All HH)		97.4%	90.2%	36.9%	13.6%	62.7%	22.4%	40.3%
%H (TV HH)			92.6%	37.9%	13.9%	64.3%	23.0%	41.4%
Main living room	2092	2092	1942	799	293	1346	483	862
%V	96.4%	99.0%	99.2%	99.8%	99.7%	99.0%	99.6%	98.5%
%H (All HH)		100.0%	92.8%	38.2%	14.0%	64.3%	23.1%	41.2%
%H (TV HH)			92.8%	38.2%	14.0%	64.3%	23.1%	41.2%
Kitchen	255	255	247	128	29	182	91	91
%V	11.8%	12.1%	12.6%	16.0%	9.9%	13.4%	18.8%	10.4%
%H (All HH)		100.0%	96.9%	50.2%	11.4%	71.4%	35.7%	35.7%
%H (TV HH)			96.9%	50.2%	11.4%	71.4%	35.7%	35.7%
Adult's bedroom	1022	1022	986	479	142	721	343	378
%V	47.1%	48.4%	50.4%	59.8%	48.3%	53.1%	70.7%	43.2%
%H (All HH)		100.0%	96.5%	46.9%	13.9%	70.5%	33.6%	37.0%
%H (TV HH)			96.5%	46.9%	13.9%	70.5%	33.6%	37.0%
Child's bedroom	167	167	163	93	30	115	70	45
%V	7.7%	7.9%	8.3%	11.6%	10.2%	8.5%	14.4%	5.1%
%H (All HH)		100.0%	97.6%	55.7%	18.0%	68.9%	41.9%	26.9%
%H (TV HH)			97.6%	55.7%	18.0%	68.9%	41.9%	26.9%
Other bedroom	74	74	72	38	13	54	32	23
%V	3.4%	3.5%	3.7%	4.7%	4.4%	4.0%	6.6%	2.6%
%H (All HH)		100.0%	97.3%	51.4%	17.6%	73.0%	43.2%	31.1%
%H (TV HH)			97.3%	51.4%	17.6%	73.0%	43.2%	31.1%
Second living/dining room	219	219	213	97	35	157	74	83
%V	10.1%	10.4%	10.9%	12.1%	11.9%	11.6%	15.3%	9.5%
%H (All HH)		100.0%	97.3%	44.3%	16.0%	71.7%	33.8%	37.9%
%H (TV HH)			97.3%	44.3%	16.0%	71.7%	33.8%	37.9%
Study/office	58	58	58	32	9	40	22	18
%V	2.7%	2.7%	3.0%	4.0%	3.1%	2.9%	4.5%	2.1%
%H (All HH)		100.0%	100.0%	55.2%	15.5%	69.0%	37.9%	31.0%
%H (TV HH)			100.0%	55.2%	15.5%	69.0%	37.9%	31.0%
TV room	17	17	16	9	0	13	7	7
%V	0.8%	0.8%	0.8%	1.1%	0.0%	1.0%	1.4%	0.8%
%H (All HH)		100.0%	94.1%	52.9%	0.0%	76.5%	41.2%	41.2%
%H (TV HH)			94.1%	52.9%	0.0%	76.5%	41.2%	41.2%
No specific location	6	6	6	3	2	4	4	1
%V	0.3%	0.3%	0.3%	0.4%	0.7%	0.3%	0.8%	0.1%
%H (All HH)		100.0%	100.0%	50.0%	33.3%	66.7%	66.7%	16.7%
%H (TV HH)			100.0%	50.0%	33.3%	66.7%	66.7%	16.7%
Other	14	14	12	8	1	8	5	4
%V	0.6%	0.7%	0.6%	1.0%	0.3%	0.6%	1.0%	0.5%
%H (All HH)		100.0%	85.7%	57.1%	7.1%	57.1%	35.7%	28.6%
%H (TV HH)			85.7%	57.1%	7.1%	57.1%	35.7%	28.6%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South

Household level data

Table 7.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2169	2113	1957	801	294	1359	485	875
%H (All HH)		97.4%	90.2%	36.9%	13.6%	62.7%	22.4%	40.3%
%H (TV HH)			92.6%	37.9%	13.9%	64.3%	23.0%	41.4%
PVR	747	747	747	520	98	432	292	140
%V	34.4%	35.4%	38.2%	64.9%	33.3%	31.8%	60.2%	16.0%
%H (All HH)		100.0%	100.0%	69.6%	13.1%	57.8%	39.1%	18.7%
%H (TV HH)			100.0%	69.6%	13.1%	57.8%	39.1%	18.7%
DVDR	317	317	311	144	42	220	94	127
%V	14.6%	15.0%	15.9%	18.0%	14.3%	16.2%	19.4%	14.5%
%H (All HH)		100.0%	98.1%	45.4%	13.2%	69.4%	29.7%	40.1%
%H (TV HH)			98.1%	45.4%	13.2%	69.4%	29.7%	40.1%
VCR	822	822	754	277	110	545	174	371
%V	37.9%	38.9%	38.5%	34.6%	37.4%	40.1%	35.9%	42.4%
%H (All HH)		100.0%	91.7%	33.7%	13.4%	66.3%	21.2%	45.1%
%H (TV HH)			91.7%	33.7%	13.4%	66.3%	21.2%	45.1%
Any recorder	1434	1434	1362	661	195	906	390	517
%V	66.1%	67.9%	69.6%	82.5%	66.3%	66.7%	80.4%	59.1%
%H (All HH)		100.0%	95.0%	46.1%	13.6%	63.2%	27.2%	36.1%
%H (TV HH)			95.0%	46.1%	13.6%	63.2%	27.2%	36.1%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC South
Household level data
Table 7.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2169	2113	1957	801	294	1359	485	875
%H (All HH)		97.4%	90.2%	36.9%	13.6%	62.7%	22.4%	40.3%
%H (TV HH)			92.6%	37.9%	13.9%	64.3%	23.0%	41.4%
Receives HDTV (via STB or built-in reception)	297	297	297	213	92	153	153	0
%V	13.7%	14.1%	15.2%	26.6%	31.3%	11.3%	31.5%	0.0%
%H (All HH)		100.0%	100.0%	71.7%	31.0%	51.5%	51.5%	0.0%
%H (TV HH)			100.0%	71.7%	31.0%	51.5%	51.5%	0.0%
DVD/Blu-ray player or recorder	1768	1768	1682	711	265	1171	451	720
%V	81.5%	83.7%	85.9%	88.8%	90.1%	86.2%	93.0%	82.3%
%H (All HH)		100.0%	95.1%	40.2%	15.0%	66.2%	25.5%	40.7%
%H (TV HH)			95.1%	40.2%	15.0%	66.2%	25.5%	40.7%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2169	2113	1957	801	294	1359	485	875
%H (All HH)		97.4%	90.2%	36.9%	13.6%	62.7%	22.4%	40.3%
%H (TV HH)			92.6%	37.9%	13.9%	64.3%	23.0%	41.4%
Has PC or Laptop	1653	1608	1546	698	258	1041	440	601
%V	76.2%	76.1%	79.0%	87.1%	87.8%	76.6%	90.7%	68.7%
%H (All HH)		97.3%	93.5%	42.2%	15.6%	63.0%	26.6%	36.4%
%H (TV HH)			96.1%	43.4%	16.0%	64.7%	27.4%	37.4%
Has broadband internet	1436	1401	1353	620	226	907	388	519
%V	66.2%	66.3%	69.1%	77.4%	76.9%	66.7%	80.0%	59.3%
%H (All HH)		97.6%	94.2%	43.2%	15.7%	63.2%	27.0%	36.1%
%H (TV HH)			96.6%	44.3%	16.1%	64.7%	27.7%	37.0%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4291	4074	1868	629	2922	1300	1621
%H		94.9%	43.5%	14.7%	68.1%	30.3%	37.8%
Under 20"	1440	1351	592	193	1016	436	579
%V	33.6%	33.2%	31.7%	30.7%	34.8%	33.5%	35.7%
%H		93.8%	41.1%	13.4%	70.6%	30.3%	40.2%
20" - 29"	1436	1331	549	204	956	364	592
%V	33.5%	32.7%	29.4%	32.4%	32.7%	28.0%	36.5%
%H		92.7%	38.2%	14.2%	66.6%	25.3%	41.2%
30" - 39"	961	942	455	147	653	303	350
%V	22.4%	23.1%	24.4%	23.4%	22.3%	23.3%	21.6%
%H		98.0%	47.3%	15.3%	68.0%	31.5%	36.4%
40" and over	439	436	267	83	287	194	93
%V	10.2%	10.7%	14.3%	13.2%	9.8%	14.9%	5.7%
%H		99.3%	60.8%	18.9%	65.4%	44.2%	21.2%
Don't know	16	15	5	2	10	2	8
%V	0.4%	0.4%	0.3%	0.3%	0.3%	0.2%	0.5%
%H		93.8%	31.3%	12.5%	62.5%	12.5%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4291	4074	1868	629	2922	1300	1621
%H		94.9%	43.5%	14.7%	68.1%	30.3%	37.8%
Main living room	2117	1966	806	301	1360	489	872
%V	49.3%	48.3%	43.1%	47.9%	46.5%	37.6%	53.8%
%H		92.9%	38.1%	14.2%	64.2%	23.1%	41.2%
Kitchen	256	248	129	29	184	92	91
%V	6.0%	6.1%	6.9%	4.6%	6.3%	7.1%	5.6%
%H		96.9%	50.4%	11.3%	71.9%	35.9%	35.5%
Adult's bedroom	1288	1247	615	197	924	468	457
%V	30.0%	30.6%	32.9%	31.3%	31.6%	36.0%	28.2%
%H		96.8%	47.7%	15.3%	71.7%	36.3%	35.5%
Child's bedroom	228	223	126	39	162	97	64
%V	5.3%	5.5%	6.7%	6.2%	5.5%	7.5%	3.9%
%H		97.8%	55.3%	17.1%	71.1%	42.5%	28.1%
Other bedroom	84	81	42	16	64	39	25
%V	2.0%	2.0%	2.2%	2.5%	2.2%	3.0%	1.5%
%H		96.4%	50.0%	19.0%	76.2%	46.4%	29.8%
Second living/dining room	221	215	97	36	159	76	83
%V	5.2%	5.3%	5.2%	5.7%	5.4%	5.8%	5.1%
%H		97.3%	43.9%	16.3%	71.9%	34.4%	37.6%
Study/office	58	58	32	9	40	22	18
%V	1.4%	1.4%	1.7%	1.4%	1.4%	1.7%	1.1%
%H		100.0%	55.2%	15.5%	69.0%	37.9%	31.0%
TV room	17	16	9	0	13	7	7
%V	0.4%	0.4%	0.5%	0.0%	0.4%	0.5%	0.4%
%H		94.1%	52.9%	0.0%	76.5%	41.2%	41.2%
No specific location	7	7	4	2	6	5	1
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.4%	0.1%
%H		100.0%	57.1%	28.6%	85.7%	71.4%	14.3%
Other	15	13	8	1	9	5	4
%V	0.3%	0.3%	0.4%	0.2%	0.3%	0.4%	0.2%
%H		86.7%	53.3%	6.7%	60.0%	33.3%	26.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4291	4074	1868	629	2922	1300	1621
%H		94.9%	43.5%	14.7%	68.1%	30.3%	37.8%
PVR	934	934	687	111	524	373	151
%V	21.8%	22.9%	36.8%	17.6%	17.9%	28.7%	9.3%
%H		100.0%	73.6%	11.9%	56.1%	39.9%	16.2%
DVDR	349	342	159	47	243	104	139
%V	8.1%	8.4%	8.5%	7.5%	8.3%	8.0%	8.6%
%H		98.0%	45.6%	13.5%	69.6%	29.8%	39.8%
VCR	961	887	337	134	640	218	422
%V	22.4%	21.8%	18.0%	21.3%	21.9%	16.8%	26.0%
%H		92.3%	35.1%	13.9%	66.6%	22.7%	43.9%
Any recorder	1836	1757	934	241	1152	550	602
%V	42.8%	43.1%	50.0%	38.3%	39.4%	42.3%	37.1%
%H		95.7%	50.9%	13.1%	62.7%	30.0%	32.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4291	4074	1868	629	2922	1300	1621
%H		94.9%	43.5%	14.7%	68.1%	30.3%	37.8%
Receives HDTV (via STB or built-in reception)	347	347	255	101	177	177	0
%V	8.1%	8.5%	13.7%	16.1%	6.1%	13.6%	0.0%
%H		100.0%	73.5%	29.1%	51.0%	51.0%	0.0%
DVD/Blu-ray player or recorder	2570	2478	1137	408	1779	816	963
%V	59.9%	60.8%	60.9%	64.9%	60.9%	62.8%	59.4%
%H		96.4%	44.2%	15.9%	69.2%	31.8%	37.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
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Set level data
Table 7.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2111	1955	801	294	1357	484	873
%H		92.6%	37.9%	13.9%	64.3%	22.9%	41.4%
Under 20"	146	109	21	10	83	5	78
%V	6.9%	5.6%	2.6%	3.4%	6.1%	1.0%	8.9%
%H		74.7%	14.4%	6.8%	56.8%	3.4%	53.4%
20" - 29"	836	738	224	106	529	117	412
%V	39.6%	37.7%	28.0%	36.1%	39.0%	24.2%	47.2%
%H		88.3%	26.8%	12.7%	63.3%	14.0%	49.3%
30" - 39"	737	719	319	109	492	195	297
%V	34.9%	36.8%	39.8%	37.1%	36.3%	40.3%	34.0%
%H		97.6%	43.3%	14.8%	66.8%	26.5%	40.3%
40" and over	389	387	236	68	250	167	84
%V	18.4%	19.8%	29.5%	23.1%	18.4%	34.5%	9.6%
%H		99.5%	60.7%	17.5%	64.3%	42.9%	21.6%
Don't know	3	2	0	0	2	0	2
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%
%H		66.7%	0.0%	0.0%	66.7%	0.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2111	1955	801	294	1357	484	873
%H		92.6%	37.9%	13.9%	64.3%	22.9%	41.4%
PVR	727	727	509	92	416	284	132
%V	34.4%	37.2%	63.5%	31.3%	30.7%	58.7%	15.1%
%H		100.0%	70.0%	12.7%	57.2%	39.1%	18.2%
DVDR	288	283	128	38	200	82	118
%V	13.6%	14.5%	16.0%	12.9%	14.7%	16.9%	13.5%
%H		98.3%	44.4%	13.2%	69.4%	28.5%	41.0%
VCR	730	665	229	98	478	139	340
%V	34.6%	34.0%	28.6%	33.3%	35.2%	28.7%	38.9%
%H		91.1%	31.4%	13.4%	65.5%	19.0%	46.6%
Any recorder	1381	1312	645	185	867	376	491
%V	65.4%	67.1%	80.5%	62.9%	63.9%	77.7%	56.2%
%H		95.0%	46.7%	13.4%	62.8%	27.2%	35.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2111	1955	801	294	1357	484	873
%H		92.6%	37.9%	13.9%	64.3%	22.9%	41.4%
Receives HDTV (via STB or built-in reception)	284	284	201	87	147	147	0
%V	13.5%	14.5%	25.1%	29.6%	10.8%	30.4%	0.0%
%H		100.0%	70.8%	30.6%	51.8%	51.8%	0.0%
DVD/Blu-ray player or recorder	1692	1610	677	253	1121	428	693
%V	80.2%	82.4%	84.5%	86.1%	82.6%	88.4%	79.4%
%H		95.2%	40.0%	15.0%	66.3%	25.3%	41.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Table 7.18: Other Sets (non-Main Set) Screen Size
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2180	2119	1068	335	1565	817	748
%H		97.2%	49.0%	15.4%	71.8%	37.5%	34.3%
Under 20"	1294	1242	571	183	933	431	502
%V	59.4%	58.6%	53.5%	54.6%	59.6%	52.8%	67.1%
%H		96.0%	44.1%	14.1%	72.1%	33.3%	38.8%
20" - 29"	600	593	325	97	427	247	179
%V	27.5%	28.0%	30.4%	29.0%	27.3%	30.2%	23.9%
%H		98.8%	54.2%	16.2%	71.2%	41.2%	29.8%
30" - 39"	224	222	136	38	161	108	53
%V	10.3%	10.5%	12.7%	11.3%	10.3%	13.2%	7.1%
%H		99.1%	60.7%	17.0%	71.9%	48.2%	23.7%
40" and over	50	50	31	14	36	28	9
%V	2.3%	2.4%	2.9%	4.2%	2.3%	3.4%	1.2%
%H		100.0%	62.0%	28.0%	72.0%	56.0%	18.0%
Don't know	13	12	5	2	7	2	5
%V	0.6%	0.6%	0.5%	0.6%	0.4%	0.2%	0.7%
%H		92.3%	38.5%	15.4%	53.8%	15.4%	38.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2180	2119	1068	335	1565	817	748
%H		97.2%	49.0%	15.4%	71.8%	37.5%	34.3%
PVR	207	207	177	19	108	89	19
%V	9.5%	9.8%	16.6%	5.7%	6.9%	10.9%	2.5%
%H		100.0%	85.5%	9.2%	52.2%	43.0%	9.2%
DVDR	60	59	31	9	43	22	20
%V	2.8%	2.8%	2.9%	2.7%	2.7%	2.7%	2.7%
%H		98.3%	51.7%	15.0%	71.7%	36.7%	33.3%
VCR	231	223	107	36	162	80	82
%V	10.6%	10.5%	10.0%	10.7%	10.4%	9.8%	11.0%
%H		96.5%	46.3%	15.6%	70.1%	34.6%	35.5%
Any recorder	455	445	289	56	285	174	111
%V	20.9%	21.0%	27.1%	16.7%	18.2%	21.3%	14.8%
%H		97.8%	63.5%	12.3%	62.6%	38.2%	24.4%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2180	2119	1068	335	1565	817	748
%H		97.2%	49.0%	15.4%	71.8%	37.5%	34.3%
Receives HDTV (via STB or built-in reception)	63	63	55	14	30	30	0
%V	2.9%	3.0%	5.1%	4.2%	1.9%	3.7%	0.0%
%H		100.0%	87.3%	22.2%	47.6%	47.6%	0.0%
DVD/Blu-ray player or recorder	878	868	460	155	657	387	270
%V	40.3%	41.0%	43.1%	46.3%	42.0%	47.4%	36.1%
%H		98.9%	52.4%	17.7%	74.8%	44.1%	30.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4927	4832	4584	2054	768	3125	1322	1804
%H		98.1%	93.0%	41.7%	15.6%	63.4%	26.8%	36.6%
Total Children	896	891	863	426	168	552	275	277
%V	18.2%	18.4%	18.8%	20.7%	21.9%	17.7%	20.8%	15.4%
%H		99.4%	96.3%	47.5%	18.8%	61.6%	30.7%	30.9%
0 - 3	243	241	234	118	44	146	72	74
%V	4.9%	5.0%	5.1%	5.7%	5.7%	4.7%	5.4%	4.1%
%H		99.2%	96.3%	48.6%	18.1%	60.1%	29.6%	30.5%
4 - 15	653	650	629	308	125	406	203	203
%V	13.3%	13.5%	13.7%	15.0%	16.3%	13.0%	15.4%	11.3%
%H		99.5%	96.3%	47.2%	19.1%	62.2%	31.1%	31.1%
4 - 9	336	334	322	160	61	213	109	104
%V	6.8%	6.9%	7.0%	7.8%	7.9%	6.8%	8.2%	5.8%
%H		99.4%	95.8%	47.6%	18.2%	63.4%	32.4%	31.0%
10 - 15	316	316	307	147	64	192	94	99
%V	6.4%	6.5%	6.7%	7.2%	8.3%	6.1%	7.1%	5.5%
%H		100.0%	97.2%	46.5%	20.3%	60.8%	29.7%	31.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4927	4832	4584	2054	768	3125	1322	1804
%H		98.1%	93.0%	41.7%	15.6%	63.4%	26.8%	36.6%
Total Adults (16+)	4031	3941	3721	1628	599	2573	1046	1527
%V	81.8%	81.6%	81.2%	79.3%	78.0%	82.3%	79.1%	84.6%
%H		97.8%	92.3%	40.4%	14.9%	63.8%	25.9%	37.9%
16 - 19	254	251	244	117	35	177	82	95
%V	5.2%	5.2%	5.3%	5.7%	4.6%	5.7%	6.2%	5.3%
%H		98.8%	96.1%	46.1%	13.8%	69.7%	32.3%	37.4%
20 - 24	295	278	270	112	60	190	91	99
%V	6.0%	5.8%	5.9%	5.5%	7.8%	6.1%	6.9%	5.5%
%H		94.2%	91.5%	38.0%	20.3%	64.4%	30.8%	33.6%
25 - 34	606	579	564	285	108	337	159	178
%V	12.3%	12.0%	12.3%	13.9%	14.1%	10.8%	12.0%	9.9%
%H		95.5%	93.1%	47.0%	17.8%	55.6%	26.2%	29.4%
35 - 44	729	717	694	339	126	455	219	235
%V	14.8%	14.8%	15.1%	16.5%	16.4%	14.6%	16.6%	13.0%
%H		98.4%	95.2%	46.5%	17.3%	62.4%	30.0%	32.2%
45 - 54	670	664	643	307	107	443	200	242
%V	13.6%	13.7%	14.0%	14.9%	13.9%	14.2%	15.1%	13.4%
%H		99.1%	96.0%	45.8%	16.0%	66.1%	29.9%	36.1%
55 - 64	599	584	549	216	95	385	143	242
%V	12.2%	12.1%	12.0%	10.5%	12.4%	12.3%	10.8%	13.4%
%H		97.5%	91.7%	36.1%	15.9%	64.3%	23.9%	40.4%
65+	878	869	756	254	68	586	151	435
%V	17.8%	18.0%	16.5%	12.4%	8.9%	18.8%	11.4%	24.1%
%H		99.0%	86.1%	28.9%	7.7%	66.7%	17.2%	49.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4031	3941	3721	1628	599	2573	1046	1527
%H		97.8%	92.3%	40.4%	14.9%	63.8%	25.9%	37.9%
AB	1272	1241	1185	541	171	808	321	487
%V	31.6%	31.5%	31.8%	33.2%	28.5%	31.4%	30.7%	31.9%
%H		97.6%	93.2%	42.5%	13.4%	63.5%	25.2%	38.3%
C1	1191	1164	1104	461	201	743	287	456
%V	29.5%	29.5%	29.7%	28.3%	33.6%	28.9%	27.4%	29.9%
%H		97.7%	92.7%	38.7%	16.9%	62.4%	24.1%	38.3%
C2	815	800	764	383	105	536	255	282
%V	20.2%	20.3%	20.5%	23.5%	17.5%	20.8%	24.4%	18.5%
%H		98.2%	93.7%	47.0%	12.9%	65.8%	31.3%	34.6%
D	445	438	410	165	91	283	129	153
%V	11.0%	11.1%	11.0%	10.1%	15.2%	11.0%	12.3%	10.0%
%H		98.4%	92.1%	37.1%	20.4%	63.6%	29.0%	34.4%
E	308	298	258	78	32	203	54	149
%V	7.6%	7.6%	6.9%	4.8%	5.3%	7.9%	5.2%	9.8%
%H		96.8%	83.8%	25.3%	10.4%	65.9%	17.5%	48.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC South
Individual level data
Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4031	3941	3721	1628	599	2573	1046	1527
%H		97.8%	92.3%	40.4%	14.9%	63.8%	25.9%	37.9%
Working full time	1861	1814	1764	869	315	1151	548	602
%V	46.2%	46.0%	47.4%	53.4%	52.6%	44.7%	52.4%	39.4%
%H		97.5%	94.8%	46.7%	16.9%	61.8%	29.4%	32.3%
Working part time	453	445	425	188	79	296	132	164
%V	11.2%	11.3%	11.4%	11.5%	13.2%	11.5%	12.6%	10.7%
%H		98.2%	93.8%	41.5%	17.4%	65.3%	29.1%	36.2%
Not working	1717	1683	1532	572	206	1126	366	760
%V	42.6%	42.7%	41.2%	35.1%	34.4%	43.8%	35.0%	49.8%
%H		98.0%	89.2%	33.3%	12.0%	65.6%	21.3%	44.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1972	1918	1824	828	303	1245	532	713
%H		97.3%	92.5%	42.0%	15.4%	63.1%	27.0%	36.2%
16 - 19	136	135	132	71	20	90	46	44
%V	6.9%	7.0%	7.2%	8.6%	6.6%	7.2%	8.6%	6.2%
%H		99.3%	97.1%	52.2%	14.7%	66.2%	33.8%	32.4%
20 - 24	150	139	138	54	30	102	47	56
%V	7.6%	7.2%	7.6%	6.5%	9.9%	8.2%	8.8%	7.9%
%H		92.7%	92.0%	36.0%	20.0%	68.0%	31.3%	37.3%
25 - 34	303	286	276	141	57	169	84	85
%V	15.4%	14.9%	15.1%	17.0%	18.8%	13.6%	15.8%	11.9%
%H		94.4%	91.1%	46.5%	18.8%	55.8%	27.7%	28.1%
35 - 44	366	359	348	169	61	225	105	120
%V	18.6%	18.7%	19.1%	20.4%	20.1%	18.1%	19.7%	16.8%
%H		98.1%	95.1%	46.2%	16.7%	61.5%	28.7%	32.8%
45 - 54	334	329	320	155	55	217	101	116
%V	16.9%	17.2%	17.5%	18.7%	18.2%	17.4%	19.0%	16.3%
%H		98.5%	95.8%	46.4%	16.5%	65.0%	30.2%	34.7%
55 - 64	293	285	268	107	48	189	74	115
%V	14.9%	14.9%	14.7%	12.9%	15.8%	15.2%	13.9%	16.1%
%H		97.3%	91.5%	36.5%	16.4%	64.5%	25.3%	39.2%
65+	390	385	341	132	32	254	76	178
%V	19.8%	20.1%	18.7%	15.9%	10.6%	20.4%	14.3%	25.0%
%H		98.7%	87.4%	33.8%	8.2%	65.1%	19.5%	45.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1972	1918	1824	828	303	1245	532	713
%H		97.3%	92.5%	42.0%	15.4%	63.1%	27.0%	36.2%
AB	650	630	604	287	88	402	164	238
%V	33.0%	32.8%	33.1%	34.7%	29.0%	32.3%	30.8%	33.4%
%H		96.9%	92.9%	44.2%	13.5%	61.8%	25.2%	36.6%
C1	539	524	506	223	98	334	140	194
%V	27.3%	27.3%	27.7%	26.9%	32.3%	26.8%	26.3%	27.2%
%H		97.2%	93.9%	41.4%	18.2%	62.0%	26.0%	36.0%
C2	438	430	409	204	55	286	135	152
%V	22.2%	22.4%	22.4%	24.6%	18.2%	23.0%	25.4%	21.3%
%H		98.2%	93.4%	46.6%	12.6%	65.3%	30.8%	34.7%
D	216	212	198	82	45	141	69	73
%V	11.0%	11.1%	10.9%	9.9%	14.9%	11.3%	13.0%	10.2%
%H		98.1%	91.7%	38.0%	20.8%	65.3%	31.9%	33.8%
E	129	122	106	32	17	81	24	57
%V	6.5%	6.4%	5.8%	3.9%	5.6%	6.5%	4.5%	8.0%
%H		94.6%	82.2%	24.8%	13.2%	62.8%	18.6%	44.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1972	1918	1824	828	303	1245	532	713
%H		97.3%	92.5%	42.0%	15.4%	63.1%	27.0%	36.2%
Working full time	1156	1124	1095	545	195	711	342	370
%V	58.6%	58.6%	60.0%	65.8%	64.4%	57.1%	64.3%	51.9%
%H		97.2%	94.7%	47.1%	16.9%	61.5%	29.6%	32.0%
Working part time	84	81	75	34	11	61	29	32
%V	4.3%	4.2%	4.1%	4.1%	3.6%	4.9%	5.5%	4.5%
%H		96.4%	89.3%	40.5%	13.1%	72.6%	34.5%	38.1%
Not working	732	713	654	250	97	473	162	312
%V	37.1%	37.2%	35.9%	30.2%	32.0%	38.0%	30.5%	43.8%
%H		97.4%	89.3%	34.2%	13.3%	64.6%	22.1%	42.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2060	2024	1897	800	297	1328	514	814
%H		98.3%	92.1%	38.8%	14.4%	64.5%	25.0%	39.5%
16 - 19	118	116	111	46	16	87	36	51
%V	5.7%	5.7%	5.9%	5.8%	5.4%	6.6%	7.0%	6.3%
%H		98.3%	94.1%	39.0%	13.6%	73.7%	30.5%	43.2%
20 - 24	145	139	133	58	30	88	44	44
%V	7.0%	6.9%	7.0%	7.3%	10.1%	6.6%	8.6%	5.4%
%H		95.9%	91.7%	40.0%	20.7%	60.7%	30.3%	30.3%
25 - 34	302	294	288	144	51	169	75	93
%V	14.7%	14.5%	15.2%	18.0%	17.2%	12.7%	14.6%	11.4%
%H		97.4%	95.4%	47.7%	16.9%	56.0%	24.8%	30.8%
35 - 44	364	357	347	170	65	229	115	115
%V	17.7%	17.6%	18.3%	21.3%	21.9%	17.2%	22.4%	14.1%
%H		98.1%	95.3%	46.7%	17.9%	62.9%	31.6%	31.6%
45 - 54	335	335	323	152	53	226	99	127
%V	16.3%	16.6%	17.0%	19.0%	17.8%	17.0%	19.3%	15.6%
%H		100.0%	96.4%	45.4%	15.8%	67.5%	29.6%	37.9%
55 - 64	306	298	281	109	46	197	70	127
%V	14.9%	14.7%	14.8%	13.6%	15.5%	14.8%	13.6%	15.6%
%H		97.4%	91.8%	35.6%	15.0%	64.4%	22.9%	41.5%
65+	488	484	415	122	36	332	75	257
%V	23.7%	23.9%	21.9%	15.3%	12.1%	25.0%	14.6%	31.6%
%H		99.2%	85.0%	25.0%	7.4%	68.0%	15.4%	52.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2060	2024	1897	800	297	1328	514	814
%H		98.3%	92.1%	38.8%	14.4%	64.5%	25.0%	39.5%
AB	622	611	580	254	83	405	157	248
%V	30.2%	30.2%	30.6%	31.8%	27.9%	30.5%	30.5%	30.5%
%H		98.2%	93.2%	40.8%	13.3%	65.1%	25.2%	39.9%
C1	653	640	598	239	103	409	147	263
%V	31.7%	31.6%	31.5%	29.9%	34.7%	30.8%	28.6%	32.3%
%H		98.0%	91.6%	36.6%	15.8%	62.6%	22.5%	40.3%
C2	377	370	355	179	50	250	120	130
%V	18.3%	18.3%	18.7%	22.4%	16.8%	18.8%	23.3%	16.0%
%H		98.1%	94.2%	47.5%	13.3%	66.3%	31.8%	34.5%
D	229	226	211	83	46	141	60	81
%V	11.1%	11.2%	11.1%	10.4%	15.5%	10.6%	11.7%	10.0%
%H		98.7%	92.1%	36.2%	20.1%	61.6%	26.2%	35.4%
E	179	176	152	45	15	122	30	92
%V	8.7%	8.7%	8.0%	5.6%	5.1%	9.2%	5.8%	11.3%
%H		98.3%	84.9%	25.1%	8.4%	68.2%	16.8%	51.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2060	2024	1897	800	297	1328	514	814
%H		98.3%	92.1%	38.8%	14.4%	64.5%	25.0%	39.5%
Working full time	705	689	669	324	119	439	207	232
%V	34.2%	34.0%	35.3%	40.5%	40.1%	33.1%	40.3%	28.5%
%H		97.7%	94.9%	46.0%	16.9%	62.3%	29.4%	32.9%
Working part time	370	364	350	154	68	235	103	133
%V	18.0%	18.0%	18.5%	19.3%	22.9%	17.7%	20.0%	16.3%
%H		98.4%	94.6%	41.6%	18.4%	63.5%	27.8%	35.9%
Not working	985	970	878	322	109	653	204	449
%V	47.8%	47.9%	46.3%	40.3%	36.7%	49.2%	39.7%	55.2%
%H		98.5%	89.1%	32.7%	11.1%	66.3%	20.7%	45.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2605	2541	2326	986	325	1665	625	1040
%H (All HH)		97.5%	89.3%	37.9%	12.5%	63.9%	24.0%	39.9%
%H (TV HH)			91.5%	38.8%	12.8%	65.5%	24.6%	40.9%
AB	481	473	445	219	58	298	127	172
%V	18.5%	18.6%	19.1%	22.2%	17.8%	17.9%	20.3%	16.5%
%H (All HH)		98.3%	92.5%	45.5%	12.1%	62.0%	26.4%	35.8%
%H (TV HH)			94.1%	46.3%	12.3%	63.0%	26.8%	36.4%
C1	673	653	604	262	91	425	166	258
%V	25.8%	25.7%	26.0%	26.6%	28.0%	25.5%	26.6%	24.8%
%H (All HH)		97.0%	89.7%	38.9%	13.5%	63.2%	24.7%	38.3%
%H (TV HH)			92.5%	40.1%	13.9%	65.1%	25.4%	39.5%
C2	552	542	512	231	72	374	158	216
%V	21.2%	21.3%	22.0%	23.4%	22.2%	22.5%	25.3%	20.8%
%H (All HH)		98.2%	92.8%	41.8%	13.0%	67.8%	28.6%	39.1%
%H (TV HH)			94.5%	42.6%	13.3%	69.0%	29.2%	39.9%
D	483	472	422	175	63	303	115	188
%V	18.5%	18.6%	18.1%	17.7%	19.4%	18.2%	18.4%	18.1%
%H (All HH)		97.7%	87.4%	36.2%	13.0%	62.7%	23.8%	38.9%
%H (TV HH)			89.4%	37.1%	13.3%	64.2%	24.4%	39.8%
E	415	401	343	100	41	265	59	206
%V	15.9%	15.8%	14.7%	10.1%	12.6%	15.9%	9.4%	19.8%
%H (All HH)		96.6%	82.7%	24.1%	9.9%	63.9%	14.2%	49.6%
%H (TV HH)			85.5%	24.9%	10.2%	66.1%	14.7%	51.4%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Yorkshire and Lincolnshire
Household level data
Table 8.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2605	2541	2326	986	325	1665	625	1040
%H (All HH)		97.5%	89.3%	37.9%	12.5%	63.9%	24.0%	39.9%
%H (TV HH)			91.5%	38.8%	12.8%	65.5%	24.6%	40.9%
Under 25	168	155	143	48	21	97	23	74
%V	6.4%	6.1%	6.1%	4.9%	6.5%	5.8%	3.7%	7.1%
%H (All HH)		92.3%	85.1%	28.6%	12.5%	57.7%	13.7%	44.0%
%H (TV HH)			92.3%	31.0%	13.5%	62.6%	14.8%	47.7%
25 - 34	408	386	364	174	52	229	88	141
%V	15.7%	15.2%	15.6%	17.6%	16.0%	13.8%	14.1%	13.6%
%H (All HH)		94.6%	89.2%	42.6%	12.7%	56.1%	21.6%	34.6%
%H (TV HH)			94.3%	45.1%	13.5%	59.3%	22.8%	36.5%
35 - 44	492	483	462	237	70	315	153	162
%V	18.9%	19.0%	19.9%	24.0%	21.5%	18.9%	24.5%	15.6%
%H (All HH)		98.2%	93.9%	48.2%	14.2%	64.0%	31.1%	32.9%
%H (TV HH)			95.7%	49.1%	14.5%	65.2%	31.7%	33.5%
45 - 54	474	466	446	204	75	322	145	176
%V	18.2%	18.3%	19.2%	20.7%	23.1%	19.3%	23.2%	16.9%
%H (All HH)		98.3%	94.1%	43.0%	15.8%	67.9%	30.6%	37.1%
%H (TV HH)			95.7%	43.8%	16.1%	69.1%	31.1%	37.8%
55 - 64	443	438	410	181	62	301	129	172
%V	17.0%	17.2%	17.6%	18.4%	19.1%	18.1%	20.6%	16.5%
%H (All HH)		98.9%	92.6%	40.9%	14.0%	67.9%	29.1%	38.8%
%H (TV HH)			93.6%	41.3%	14.2%	68.7%	29.5%	39.3%
65 +	619	614	500	142	45	401	86	315
%V	23.8%	24.2%	21.5%	14.4%	13.8%	24.1%	13.8%	30.3%
%H (All HH)		99.2%	80.8%	22.9%	7.3%	64.8%	13.9%	50.9%
%H (TV HH)			81.4%	23.1%	7.3%	65.3%	14.0%	51.3%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2605	2541	2326	986	325	1665	625	1040
%H (All HH)		97.5%	89.3%	37.9%	12.5%	63.9%	24.0%	39.9%
%H (TV HH)			91.5%	38.8%	12.8%	65.5%	24.6%	40.9%
1	824	788	650	169	80	498	94	404
%V	31.6%	31.0%	27.9%	17.1%	24.6%	29.9%	15.0%	38.8%
%H (All HH)		95.6%	78.9%	20.5%	9.7%	60.4%	11.4%	49.0%
%H (TV HH)			82.5%	21.4%	10.2%	63.2%	11.9%	51.3%
2	910	896	846	373	112	605	236	369
%V	34.9%	35.3%	36.4%	37.8%	34.5%	36.3%	37.8%	35.5%
%H (All HH)		98.5%	93.0%	41.0%	12.3%	66.5%	25.9%	40.5%
%H (TV HH)			94.4%	41.6%	12.5%	67.5%	26.3%	41.2%
3	409	402	390	197	57	259	120	139
%V	15.7%	15.8%	16.8%	20.0%	17.5%	15.6%	19.2%	13.4%
%H (All HH)		98.3%	95.4%	48.2%	13.9%	63.3%	29.3%	34.0%
%H (TV HH)			97.0%	49.0%	14.2%	64.4%	29.9%	34.6%
4	315	312	301	169	47	215	124	91
%V	12.1%	12.3%	12.9%	17.1%	14.5%	12.9%	19.8%	8.8%
%H (All HH)		99.0%	95.6%	53.7%	14.9%	68.3%	39.4%	28.9%
%H (TV HH)			96.5%	54.2%	15.1%	68.9%	39.7%	29.2%
5+	147	143	140	79	29	88	51	38
%V	5.6%	5.6%	6.0%	8.0%	8.9%	5.3%	8.2%	3.7%
%H (All HH)		97.3%	95.2%	53.7%	19.7%	59.9%	34.7%	25.9%
%H (TV HH)			97.9%	55.2%	20.3%	61.5%	35.7%	26.6%
Average HH size	2.28	2.29	2.36	2.65	2.54	2.30	2.73	2.04

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2605	2541	2326	986	325	1665	625	1040
%H (All HH)		97.5%	89.3%	37.9%	12.5%	63.9%	24.0%	39.9%
%H (TV HH)			91.5%	38.8%	12.8%	65.5%	24.6%	40.9%
Without	1939	1885	1692	649	224	1244	410	834
%V	74.4%	74.2%	72.7%	65.8%	68.9%	74.7%	65.6%	80.2%
%H (All HH)		97.2%	87.3%	33.5%	11.6%	64.2%	21.1%	43.0%
%H (TV HH)			89.8%	34.4%	11.9%	66.0%	21.8%	44.2%
With	665	656	635	337	100	421	215	207
%V	25.5%	25.8%	27.3%	34.2%	30.8%	25.3%	34.4%	19.9%
%H (All HH)		98.6%	95.5%	50.7%	15.0%	63.3%	32.3%	31.1%
%H (TV HH)			96.8%	51.4%	15.2%	64.2%	32.8%	31.6%
0 - 3	250	245	237	124	35	151	69	82
%V	9.6%	9.6%	10.2%	12.6%	10.8%	9.1%	11.0%	7.9%
%H (All HH)		98.0%	94.8%	49.6%	14.0%	60.4%	27.6%	32.8%
%H (TV HH)			96.7%	50.6%	14.3%	61.6%	28.2%	33.5%
4 - 9	309	304	292	152	49	186	92	93
%V	11.9%	12.0%	12.6%	15.4%	15.1%	11.2%	14.7%	8.9%
%H (All HH)		98.4%	94.5%	49.2%	15.9%	60.2%	29.8%	30.1%
%H (TV HH)			96.1%	50.0%	16.1%	61.2%	30.3%	30.6%
10 - 15	308	306	299	165	52	211	122	89
%V	11.8%	12.0%	12.9%	16.7%	16.0%	12.7%	19.5%	8.6%
%H (All HH)		99.4%	97.1%	53.6%	16.9%	68.5%	39.6%	28.9%
%H (TV HH)			97.7%	53.9%	17.0%	69.0%	39.9%	29.1%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2605	2541	2326	986	325	1665	625	1040
%H (All HH)		97.5%	89.3%	37.9%	12.5%	63.9%	24.0%	39.9%
%H (TV HH)			91.5%	38.8%	12.8%	65.5%	24.6%	40.9%
1	850	850	709	227	104	454	75	379
%V	32.6%	33.5%	30.5%	23.0%	32.0%	27.3%	12.0%	36.4%
%H (All HH)		100.0%	83.4%	26.7%	12.2%	53.4%	8.8%	44.6%
%H (TV HH)			83.4%	26.7%	12.2%	53.4%	8.8%	44.6%
2	891	891	835	353	100	598	207	390
%V	34.2%	35.1%	35.9%	35.8%	30.8%	35.9%	33.1%	37.5%
%H (All HH)		100.0%	93.7%	39.6%	11.2%	67.1%	23.2%	43.8%
%H (TV HH)			93.7%	39.6%	11.2%	67.1%	23.2%	43.8%
3	449	449	435	212	66	342	176	166
%V	17.2%	17.7%	18.7%	21.5%	20.3%	20.5%	28.2%	16.0%
%H (All HH)		100.0%	96.9%	47.2%	14.7%	76.2%	39.2%	37.0%
%H (TV HH)			96.9%	47.2%	14.7%	76.2%	39.2%	37.0%
4	231	231	228	124	35	178	104	74
%V	8.9%	9.1%	9.8%	12.6%	10.8%	10.7%	16.6%	7.1%
%H (All HH)		100.0%	98.7%	53.7%	15.2%	77.1%	45.0%	32.0%
%H (TV HH)			98.7%	53.7%	15.2%	77.1%	45.0%	32.0%
5+	121	121	120	70	20	93	62	31
%V	4.6%	4.8%	5.2%	7.1%	6.2%	5.6%	9.9%	3.0%
%H (All HH)		100.0%	99.2%	57.9%	16.5%	76.9%	51.2%	25.6%
%H (TV HH)			99.2%	57.9%	16.5%	76.9%	51.2%	25.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2605	2541	2326	986	325	1665	625	1040
%H (All HH)		97.5%	89.3%	37.9%	12.5%	63.9%	24.0%	39.9%
%H (TV HH)			91.5%	38.8%	12.8%	65.5%	24.6%	40.9%
Under 20"	1298	1298	1204	525	170	917	391	526
%V	49.8%	51.1%	51.8%	53.2%	52.3%	55.1%	62.6%	50.6%
%H (All HH)		100.0%	92.8%	40.4%	13.1%	70.6%	30.1%	40.5%
%H (TV HH)			92.8%	40.4%	13.1%	70.6%	30.1%	40.5%
20" - 29"	1393	1393	1251	504	163	909	310	598
%V	53.5%	54.8%	53.8%	51.1%	50.2%	54.6%	49.6%	57.5%
%H (All HH)		100.0%	89.8%	36.2%	11.7%	65.3%	22.3%	42.9%
%H (TV HH)			89.8%	36.2%	11.7%	65.3%	22.3%	42.9%
30" - 39"	1149	1149	1117	517	165	815	368	447
%V	44.1%	45.2%	48.0%	52.4%	50.8%	48.9%	58.9%	43.0%
%H (All HH)		100.0%	97.2%	45.0%	14.4%	70.9%	32.0%	38.9%
%H (TV HH)			97.2%	45.0%	14.4%	70.9%	32.0%	38.9%
40" and over	517	517	514	309	76	368	228	140
%V	19.8%	20.3%	22.1%	31.3%	23.4%	22.1%	36.5%	13.5%
%H (All HH)		100.0%	99.4%	59.8%	14.7%	71.2%	44.1%	27.1%
%H (TV HH)			99.4%	59.8%	14.7%	71.2%	44.1%	27.1%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2605	2541	2326	986	325	1665	625	1040
%H (All HH)		97.5%	89.3%	37.9%	12.5%	63.9%	24.0%	39.9%
%H (TV HH)			91.5%	38.8%	12.8%	65.5%	24.6%	40.9%
Main living room	2513	2513	2305	978	322	1650	621	1030
%V	96.5%	98.9%	99.1%	99.2%	99.1%	99.1%	99.4%	99.0%
%H (All HH)		100.0%	91.7%	38.9%	12.8%	65.7%	24.7%	41.0%
%H (TV HH)			91.7%	38.9%	12.8%	65.7%	24.7%	41.0%
Kitchen	420	420	400	197	56	300	146	154
%V	16.1%	16.5%	17.2%	20.0%	17.2%	18.0%	23.4%	14.8%
%H (All HH)		100.0%	95.2%	46.9%	13.3%	71.4%	34.8%	36.7%
%H (TV HH)			95.2%	46.9%	13.3%	71.4%	34.8%	36.7%
Adult's bedroom	1305	1305	1251	601	169	938	440	498
%V	50.1%	51.4%	53.8%	61.0%	52.0%	56.3%	70.4%	47.9%
%H (All HH)		100.0%	95.9%	46.1%	13.0%	71.9%	33.7%	38.2%
%H (TV HH)			95.9%	46.1%	13.0%	71.9%	33.7%	38.2%
Child's bedroom	335	335	329	168	54	261	148	113
%V	12.9%	13.2%	14.1%	17.0%	16.6%	15.7%	23.7%	10.9%
%H (All HH)		100.0%	98.2%	50.1%	16.1%	77.9%	44.2%	33.7%
%H (TV HH)			98.2%	50.1%	16.1%	77.9%	44.2%	33.7%
Other bedroom	94	94	92	49	13	70	37	33
%V	3.6%	3.7%	4.0%	5.0%	4.0%	4.2%	5.9%	3.2%
%H (All HH)		100.0%	97.9%	52.1%	13.8%	74.5%	39.4%	35.1%
%H (TV HH)			97.9%	52.1%	13.8%	74.5%	39.4%	35.1%
Second living/dining room	318	318	304	153	45	236	119	117
%V	12.2%	12.5%	13.1%	15.5%	13.8%	14.2%	19.0%	11.3%
%H (All HH)		100.0%	95.6%	48.1%	14.2%	74.2%	37.4%	36.8%
%H (TV HH)			95.6%	48.1%	14.2%	74.2%	37.4%	36.8%
Study/office	52	52	51	27	9	39	23	16
%V	2.0%	2.0%	2.2%	2.7%	2.8%	2.3%	3.7%	1.5%
%H (All HH)		100.0%	98.1%	51.9%	17.3%	75.0%	44.2%	30.8%
%H (TV HH)			98.1%	51.9%	17.3%	75.0%	44.2%	30.8%
TV room	5	5	5	3	0	5	2	3
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	100.0%	60.0%	0.0%	100.0%	40.0%	60.0%
%H (TV HH)			100.0%	60.0%	0.0%	100.0%	40.0%	60.0%
No specific location	6	6	6	3	1	5	3	2
%V	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.5%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	16.7%	83.3%	50.0%	33.3%
%H (TV HH)			100.0%	50.0%	16.7%	83.3%	50.0%	33.3%
Other	63	63	61	32	8	52	30	22
%V	2.4%	2.5%	2.6%	3.2%	2.5%	3.1%	4.8%	2.1%
%H (All HH)		100.0%	96.8%	50.8%	12.7%	82.5%	47.6%	34.9%
%H (TV HH)			96.8%	50.8%	12.7%	82.5%	47.6%	34.9%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2605	2541	2326	986	325	1665	625	1040
%H (All HH)		97.5%	89.3%	37.9%	12.5%	63.9%	24.0%	39.9%
%H (TV HH)			91.5%	38.8%	12.8%	65.5%	24.6%	40.9%
PVR	810	810	810	581	88	527	371	156
%V	31.1%	31.9%	34.8%	58.9%	27.1%	31.7%	59.4%	15.0%
%H (All HH)		100.0%	100.0%	71.7%	10.9%	65.1%	45.8%	19.3%
%H (TV HH)			100.0%	71.7%	10.9%	65.1%	45.8%	19.3%
DVDR	399	399	389	179	54	299	138	161
%V	15.3%	15.7%	16.7%	18.2%	16.6%	18.0%	22.1%	15.5%
%H (All HH)		100.0%	97.5%	44.9%	13.5%	74.9%	34.6%	40.4%
%H (TV HH)			97.5%	44.9%	13.5%	74.9%	34.6%	40.4%
VCR	960	960	867	353	114	635	224	412
%V	36.9%	37.8%	37.3%	35.8%	35.1%	38.1%	35.8%	39.6%
%H (All HH)		100.0%	90.3%	36.8%	11.9%	66.1%	23.3%	42.9%
%H (TV HH)			90.3%	36.8%	11.9%	66.1%	23.3%	42.9%
Any recorder	1596	1596	1498	776	186	1054	496	558
%V	61.3%	62.8%	64.4%	78.7%	57.2%	63.3%	79.4%	53.7%
%H (All HH)		100.0%	93.9%	48.6%	11.7%	66.0%	31.1%	35.0%
%H (TV HH)			93.9%	48.6%	11.7%	66.0%	31.1%	35.0%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Yorkshire and Lincolnshire
Household level data
Table 8.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2605	2541	2326	986	325	1665	625	1040
%H (All HH)		97.5%	89.3%	37.9%	12.5%	63.9%	24.0%	39.9%
%H (TV HH)			91.5%	38.8%	12.8%	65.5%	24.6%	40.9%
Receives HDTV (via STB or built-in reception)	303	303	303	234	77	184	184	0
%V	11.6%	11.9%	13.0%	23.7%	23.7%	11.1%	29.4%	0.0%
%H (All HH)		100.0%	100.0%	77.2%	25.4%	60.7%	60.7%	0.0%
%H (TV HH)			100.0%	77.2%	25.4%	60.7%	60.7%	0.0%
DVD/Blu-ray player or recorder	2089	2089	1991	888	281	1418	573	845
%V	80.2%	82.2%	85.6%	90.1%	86.5%	85.2%	91.7%	81.3%
%H (All HH)		100.0%	95.3%	42.5%	13.5%	67.9%	27.4%	40.4%
%H (TV HH)			95.3%	42.5%	13.5%	67.9%	27.4%	40.4%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Yorkshire and Lincolnshire
Household level data
Table 8.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2605	2541	2326	986	325	1665	625	1040
%H (All HH)		97.5%	89.3%	37.9%	12.5%	63.9%	24.0%	39.9%
%H (TV HH)			91.5%	38.8%	12.8%	65.5%	24.6%	40.9%
Has PC or Laptop	1688	1649	1586	778	249	1084	504	580
%V	64.8%	64.9%	68.2%	78.9%	76.6%	65.1%	80.6%	55.8%
%H (All HH)		97.7%	94.0%	46.1%	14.8%	64.2%	29.9%	34.4%
%H (TV HH)			96.2%	47.2%	15.1%	65.7%	30.6%	35.2%
Has broadband internet	1414	1385	1342	683	219	909	449	460
%V	54.3%	54.5%	57.7%	69.3%	67.4%	54.6%	71.8%	44.2%
%H (All HH)		97.9%	94.9%	48.3%	15.5%	64.3%	31.8%	32.5%
%H (TV HH)			96.9%	49.3%	15.8%	65.6%	32.4%	33.2%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5554	5240	2445	751	3891	1772	2119
%H		94.3%	44.0%	13.5%	70.1%	31.9%	38.2%
Under 20"	1909	1790	813	272	1362	630	731
%V	34.4%	34.2%	33.3%	36.2%	35.0%	35.6%	34.5%
%H		93.8%	42.6%	14.2%	71.3%	33.0%	38.3%
20" - 29"	1739	1586	666	208	1169	435	734
%V	31.3%	30.3%	27.2%	27.7%	30.0%	24.5%	34.6%
%H		91.2%	38.3%	12.0%	67.2%	25.0%	42.2%
30" - 39"	1312	1277	614	187	938	446	492
%V	23.6%	24.4%	25.1%	24.9%	24.1%	25.2%	23.2%
%H		97.3%	46.8%	14.3%	71.5%	34.0%	37.5%
40" and over	559	555	339	81	398	252	146
%V	10.1%	10.6%	13.9%	10.8%	10.2%	14.2%	6.9%
%H		99.3%	60.6%	14.5%	71.2%	45.1%	26.1%
Don't know	35	32	12	4	24	8	16
%V	0.6%	0.6%	0.5%	0.5%	0.6%	0.5%	0.8%
%H		91.4%	34.3%	11.4%	68.6%	22.9%	45.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT +	DTT only
	HH	HH	HH	HH	HH	Cab/DSat HH	HH
Total Sets	5554	5240	2445	751	3891	1772	2119
%H		94.3%	44.0%	13.5%	70.1%	31.9%	38.2%
Main living room	2527	2318	982	325	1662	626	1036
%V	45.5%	44.2%	40.2%	43.3%	42.7%	35.3%	48.9%
%H		91.7%	38.9%	12.9%	65.8%	24.8%	41.0%
Kitchen	423	403	198	57	302	147	155
%V	7.6%	7.7%	8.1%	7.6%	7.8%	8.3%	7.3%
%H		95.3%	46.8%	13.5%	71.4%	34.8%	36.6%
Adult's bedroom	1616	1556	765	219	1170	577	593
%V	29.1%	29.7%	31.3%	29.2%	30.1%	32.6%	28.0%
%H		96.3%	47.3%	13.6%	72.4%	35.7%	36.7%
Child's bedroom	430	424	222	72	336	199	137
%V	7.7%	8.1%	9.1%	9.6%	8.6%	11.2%	6.5%
%H		98.6%	51.6%	16.7%	78.1%	46.3%	31.9%
Other bedroom	106	104	54	16	79	42	38
%V	1.9%	2.0%	2.2%	2.1%	2.0%	2.4%	1.8%
%H		98.1%	50.9%	15.1%	74.5%	39.6%	35.8%
Second living/dining room	321	307	155	45	238	121	117
%V	5.8%	5.9%	6.3%	6.0%	6.1%	6.8%	5.5%
%H		95.6%	48.3%	14.0%	74.1%	37.7%	36.4%
Study/office	53	52	28	9	39	23	16
%V	1.0%	1.0%	1.1%	1.2%	1.0%	1.3%	0.8%
%H		98.1%	52.8%	17.0%	73.6%	43.4%	30.2%
TV room	5	5	3	0	5	2	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	60.0%	0.0%	100.0%	40.0%	60.0%
No specific location	6	6	3	1	5	3	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
%H		100.0%	50.0%	16.7%	83.3%	50.0%	33.3%
Other	66	64	35	9	55	33	22
%V	1.2%	1.2%	1.4%	1.2%	1.4%	1.9%	1.0%
%H		97.0%	53.0%	13.6%	83.3%	50.0%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5554	5240	2445	751	3891	1772	2119
%H		94.3%	44.0%	13.5%	70.1%	31.9%	38.2%
PVR	1000	1000	741	105	632	461	172
%V	18.0%	19.1%	30.3%	14.0%	16.2%	26.0%	8.1%
%H		100.0%	74.1%	10.5%	63.2%	46.1%	17.2%
DVDR	438	428	198	59	333	156	177
%V	7.9%	8.2%	8.1%	7.9%	8.6%	8.8%	8.4%
%H		97.7%	45.2%	13.5%	76.0%	35.6%	40.4%
VCR	1164	1063	443	149	792	305	487
%V	21.0%	20.3%	18.1%	19.8%	20.4%	17.2%	23.0%
%H		91.3%	38.1%	12.8%	68.0%	26.2%	41.8%
Any recorder	2116	2009	1096	255	1415	725	690
%V	38.1%	38.3%	44.8%	34.0%	36.4%	40.9%	32.6%
%H		94.9%	51.8%	12.1%	66.9%	34.3%	32.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5554	5240	2445	751	3891	1772	2119
%H		94.3%	44.0%	13.5%	70.1%	31.9%	38.2%
Receives HDTV (via STB or built-in reception)	351	351	272	89	208	208	0
%V	6.3%	6.7%	11.1%	11.9%	5.3%	11.7%	0.0%
%H		100.0%	77.5%	25.4%	59.3%	59.3%	0.0%
DVD/Blu-ray player or recorder	3110	2995	1438	429	2201	1035	1167
%V	56.0%	57.2%	58.8%	57.1%	56.6%	58.4%	55.1%
%H		96.3%	46.2%	13.8%	70.8%	33.3%	37.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Yorkshire and Lincolnshire
Set level data
Table 8.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2538	2324	986	324	1663	625	1039
%H		91.6%	38.8%	12.8%	65.5%	24.6%	40.9%
Under 20"	109	66	13	8	51	7	44
%V	4.3%	2.8%	1.3%	2.5%	3.1%	1.1%	4.2%
%H		60.6%	11.9%	7.3%	46.8%	6.4%	40.4%
20" - 29"	940	804	262	97	565	114	451
%V	37.0%	34.6%	26.6%	29.9%	34.0%	18.2%	43.4%
%H		85.5%	27.9%	10.3%	60.1%	12.1%	48.0%
30" - 39"	980	951	415	144	686	287	400
%V	38.6%	40.9%	42.1%	44.4%	41.3%	45.9%	38.5%
%H		97.0%	42.3%	14.7%	70.0%	29.3%	40.8%
40" and over	496	493	293	74	353	216	136
%V	19.5%	21.2%	29.7%	22.8%	21.2%	34.6%	13.1%
%H		99.4%	59.1%	14.9%	71.2%	43.5%	27.4%
Don't know	13	11	3	1	8	1	7
%V	0.5%	0.5%	0.3%	0.3%	0.5%	0.2%	0.7%
%H		84.6%	23.1%	7.7%	61.5%	7.7%	53.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2538	2324	986	324	1663	625	1039
%H		91.6%	38.8%	12.8%	65.5%	24.6%	40.9%
PVR	784	784	567	83	506	358	148
%V	30.9%	33.7%	57.5%	25.6%	30.4%	57.3%	14.2%
%H		100.0%	72.3%	10.6%	64.5%	45.7%	18.9%
DVDR	364	355	162	49	269	121	149
%V	14.3%	15.3%	16.4%	15.1%	16.2%	19.4%	14.3%
%H		97.5%	44.5%	13.5%	73.9%	33.2%	40.9%
VCR	789	701	280	91	510	170	340
%V	31.1%	30.2%	28.4%	28.1%	30.7%	27.2%	32.7%
%H		88.8%	35.5%	11.5%	64.6%	21.5%	43.1%
Any recorder	1494	1401	746	170	977	471	506
%V	58.9%	60.3%	75.7%	52.5%	58.7%	75.4%	48.7%
%H		93.8%	49.9%	11.4%	65.4%	31.5%	33.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2538	2324	986	324	1663	625	1039
%H		91.6%	38.8%	12.8%	65.5%	24.6%	40.9%
Receives HDTV (via STB or built-in reception)	291	291	225	75	176	176	0
%V	11.5%	12.5%	22.8%	23.1%	10.6%	28.2%	0.0%
%H		100.0%	77.3%	25.8%	60.5%	60.5%	0.0%
DVD/Blu-ray player or recorder	1974	1880	830	269	1335	533	802
%V	77.8%	80.9%	84.2%	83.0%	80.3%	85.3%	77.2%
%H		95.2%	42.0%	13.6%	67.6%	27.0%	40.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
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Set level data
Table 8.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3016	2916	1458	427	2228	1147	1081
%H		96.7%	48.3%	14.2%	73.9%	38.0%	35.8%
Under 20"	1801	1725	800	263	1310	623	687
%V	59.7%	59.2%	54.9%	61.6%	58.8%	54.3%	63.6%
%H		95.8%	44.4%	14.6%	72.7%	34.6%	38.1%
20" - 29"	798	782	403	111	604	321	283
%V	26.5%	26.8%	27.6%	26.0%	27.1%	28.0%	26.2%
%H		98.0%	50.5%	13.9%	75.7%	40.2%	35.5%
30" - 39"	332	326	199	43	252	160	92
%V	11.0%	11.2%	13.6%	10.1%	11.3%	13.9%	8.5%
%H		98.2%	59.9%	13.0%	75.9%	48.2%	27.7%
40" and over	63	62	46	7	46	36	10
%V	2.1%	2.1%	3.2%	1.6%	2.1%	3.1%	0.9%
%H		98.4%	73.0%	11.1%	73.0%	57.1%	15.9%
Don't know	22	21	10	3	16	7	9
%V	0.7%	0.7%	0.7%	0.7%	0.7%	0.6%	0.8%
%H		95.5%	45.5%	13.6%	72.7%	31.8%	40.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3016	2916	1458	427	2228	1147	1081
%H		96.7%	48.3%	14.2%	73.9%	38.0%	35.8%
PVR	216	216	174	22	127	103	24
%V	7.2%	7.4%	11.9%	5.2%	5.7%	9.0%	2.2%
%H		100.0%	80.6%	10.2%	58.8%	47.7%	11.1%
DVDR	74	73	36	10	63	35	28
%V	2.5%	2.5%	2.5%	2.3%	2.8%	3.1%	2.6%
%H		98.6%	48.6%	13.5%	85.1%	47.3%	37.8%
VCR	375	362	164	58	282	135	147
%V	12.4%	12.4%	11.2%	13.6%	12.7%	11.8%	13.6%
%H		96.5%	43.7%	15.5%	75.2%	36.0%	39.2%
Any recorder	622	608	350	86	438	254	184
%V	20.6%	20.9%	24.0%	20.1%	19.7%	22.1%	17.0%
%H		97.7%	56.3%	13.8%	70.4%	40.8%	29.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3016	2916	1458	427	2228	1147	1081
%H		96.7%	48.3%	14.2%	73.9%	38.0%	35.8%
Receives HDTV (via STB or built-in reception)	59	59	47	15	32	32	0
%V	2.0%	2.0%	3.2%	3.5%	1.4%	2.8%	0.0%
%H		100.0%	79.7%	25.4%	54.2%	54.2%	0.0%
DVD/Blu-ray player or recorder	1136	1115	608	160	867	501	365
%V	37.7%	38.2%	41.7%	37.5%	38.9%	43.7%	33.8%
%H		98.2%	53.5%	14.1%	76.3%	44.1%	32.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5941	5824	5481	2613	823	3830	1705	2125
%H		98.0%	92.3%	44.0%	13.9%	64.5%	28.7%	35.8%
Total Children	1117	1101	1065	574	180	702	372	330
%V	18.8%	18.9%	19.4%	22.0%	21.9%	18.3%	21.8%	15.5%
%H		98.6%	95.3%	51.4%	16.1%	62.8%	33.3%	29.5%
0 - 3	295	290	281	145	42	180	82	98
%V	5.0%	5.0%	5.1%	5.5%	5.1%	4.7%	4.8%	4.6%
%H		98.3%	95.3%	49.2%	14.2%	61.0%	27.8%	33.2%
4 - 15	821	811	785	429	138	522	290	232
%V	13.8%	13.9%	14.3%	16.4%	16.8%	13.6%	17.0%	10.9%
%H		98.8%	95.6%	52.3%	16.8%	63.6%	35.3%	28.3%
4 - 9	410	404	386	206	67	248	129	119
%V	6.9%	6.9%	7.0%	7.9%	8.1%	6.5%	7.6%	5.6%
%H		98.5%	94.1%	50.2%	16.3%	60.5%	31.5%	29.0%
10 - 15	411	407	398	223	72	274	161	113
%V	6.9%	7.0%	7.3%	8.5%	8.7%	7.2%	9.4%	5.3%
%H		99.0%	96.8%	54.3%	17.5%	66.7%	39.2%	27.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5941	5824	5481	2613	823	3830	1705	2125
%H		98.0%	92.3%	44.0%	13.9%	64.5%	28.7%	35.8%
Total Adults (16+)	4825	4723	4416	2038	643	3128	1333	1795
%V	81.2%	81.1%	80.6%	78.0%	78.1%	81.7%	78.2%	84.5%
%H		97.9%	91.5%	42.2%	13.3%	64.8%	27.6%	37.2%
16 - 19	315	310	298	156	39	214	109	105
%V	5.3%	5.3%	5.4%	6.0%	4.7%	5.6%	6.4%	4.9%
%H		98.4%	94.6%	49.5%	12.4%	67.9%	34.6%	33.3%
20 - 24	433	406	382	161	74	266	112	154
%V	7.3%	7.0%	7.0%	6.2%	9.0%	6.9%	6.6%	7.2%
%H		93.8%	88.2%	37.2%	17.1%	61.4%	25.9%	35.6%
25 - 34	776	747	711	353	105	446	186	260
%V	13.1%	12.8%	13.0%	13.5%	12.8%	11.6%	10.9%	12.2%
%H		96.3%	91.6%	45.5%	13.5%	57.5%	24.0%	33.5%
35 - 44	831	816	783	419	117	529	272	257
%V	14.0%	14.0%	14.3%	16.0%	14.2%	13.8%	16.0%	12.1%
%H		98.2%	94.2%	50.4%	14.1%	63.7%	32.7%	30.9%
45 - 54	813	802	776	375	130	551	263	288
%V	13.7%	13.8%	14.2%	14.4%	15.8%	14.4%	15.4%	13.6%
%H		98.6%	95.4%	46.1%	16.0%	67.8%	32.3%	35.4%
55 - 64	727	721	683	318	104	499	229	270
%V	12.2%	12.4%	12.5%	12.2%	12.6%	13.0%	13.4%	12.7%
%H		99.2%	93.9%	43.7%	14.3%	68.6%	31.5%	37.1%
65+	929	921	784	256	74	622	162	460
%V	15.6%	15.8%	14.3%	9.8%	9.0%	16.2%	9.5%	21.6%
%H		99.1%	84.4%	27.6%	8.0%	67.0%	17.4%	49.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4825	4723	4416	2038	643	3128	1333	1795
%H		97.9%	91.5%	42.2%	13.3%	64.8%	27.6%	37.2%
AB	952	940	897	465	116	606	278	328
%V	19.7%	19.9%	20.3%	22.8%	18.0%	19.4%	20.9%	18.3%
%H		98.7%	94.2%	48.8%	12.2%	63.7%	29.2%	34.5%
C1	1276	1239	1167	548	186	809	360	449
%V	26.4%	26.2%	26.4%	26.9%	28.9%	25.9%	27.0%	25.0%
%H		97.1%	91.5%	42.9%	14.6%	63.4%	28.2%	35.2%
C2	1117	1101	1052	487	153	771	343	428
%V	23.2%	23.3%	23.8%	23.9%	23.8%	24.6%	25.7%	23.8%
%H		98.6%	94.2%	43.6%	13.7%	69.0%	30.7%	38.3%
D	901	882	805	367	124	567	245	322
%V	18.7%	18.7%	18.2%	18.0%	19.3%	18.1%	18.4%	17.9%
%H		97.9%	89.3%	40.7%	13.8%	62.9%	27.2%	35.7%
E	579	561	495	172	63	374	106	268
%V	12.0%	11.9%	11.2%	8.4%	9.8%	12.0%	8.0%	14.9%
%H		96.9%	85.5%	29.7%	10.9%	64.6%	18.3%	46.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4825	4723	4416	2038	643	3128	1333	1795
%H		97.9%	91.5%	42.2%	13.3%	64.8%	27.6%	37.2%
Working full time	2085	2050	1973	1015	306	1348	670	677
%V	43.2%	43.4%	44.7%	49.8%	47.6%	43.1%	50.3%	37.7%
%H		98.3%	94.6%	48.7%	14.7%	64.7%	32.1%	32.5%
Working part time	514	508	483	230	75	346	162	184
%V	10.7%	10.8%	10.9%	11.3%	11.7%	11.1%	12.2%	10.3%
%H		98.8%	94.0%	44.7%	14.6%	67.3%	31.5%	35.8%
Not working	2226	2164	1960	794	263	1434	501	933
%V	46.1%	45.8%	44.4%	39.0%	40.9%	45.8%	37.6%	52.0%
%H		97.2%	88.1%	35.7%	11.8%	64.4%	22.5%	41.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2367	2303	2171	1026	315	1536	677	859
%H		97.3%	91.7%	43.3%	13.3%	64.9%	28.6%	36.3%
16 - 19	171	168	161	87	20	118	62	56
%V	7.2%	7.3%	7.4%	8.5%	6.3%	7.7%	9.2%	6.5%
%H		98.2%	94.2%	50.9%	11.7%	69.0%	36.3%	32.7%
20 - 24	208	194	183	81	34	128	57	71
%V	8.8%	8.4%	8.4%	7.9%	10.8%	8.3%	8.4%	8.3%
%H		93.3%	88.0%	38.9%	16.3%	61.5%	27.4%	34.1%
25 - 34	404	384	365	182	53	226	93	134
%V	17.1%	16.7%	16.8%	17.7%	16.8%	14.7%	13.7%	15.6%
%H		95.0%	90.3%	45.0%	13.1%	55.9%	23.0%	33.2%
35 - 44	403	394	377	198	54	256	127	129
%V	17.0%	17.1%	17.4%	19.3%	17.1%	16.7%	18.8%	15.0%
%H		97.8%	93.5%	49.1%	13.4%	63.5%	31.5%	32.0%
45 - 54	408	400	388	186	65	275	131	144
%V	17.2%	17.4%	17.9%	18.1%	20.6%	17.9%	19.4%	16.8%
%H		98.0%	95.1%	45.6%	15.9%	67.4%	32.1%	35.3%
55 - 64	350	345	326	155	52	240	114	126
%V	14.8%	15.0%	15.0%	15.1%	16.5%	15.6%	16.8%	14.7%
%H		98.6%	93.1%	44.3%	14.9%	68.6%	32.6%	36.0%
65+	422	417	372	138	37	292	93	200
%V	17.8%	18.1%	17.1%	13.5%	11.7%	19.0%	13.7%	23.3%
%H		98.8%	88.2%	32.7%	8.8%	69.2%	22.0%	47.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2367	2303	2171	1026	315	1536	677	859
%H		97.3%	91.7%	43.3%	13.3%	64.9%	28.6%	36.3%
AB	474	467	449	232	59	305	142	163
%V	20.0%	20.3%	20.7%	22.6%	18.7%	19.9%	21.0%	19.0%
%H		98.5%	94.7%	48.9%	12.4%	64.3%	30.0%	34.4%
C1	616	593	568	273	91	390	179	211
%V	26.0%	25.7%	26.2%	26.6%	28.9%	25.4%	26.4%	24.6%
%H		96.3%	92.2%	44.3%	14.8%	63.3%	29.1%	34.3%
C2	592	582	557	260	79	411	185	226
%V	25.0%	25.3%	25.7%	25.3%	25.1%	26.8%	27.3%	26.3%
%H		98.3%	94.1%	43.9%	13.3%	69.4%	31.3%	38.2%
D	436	424	387	184	62	270	124	145
%V	18.4%	18.4%	17.8%	17.9%	19.7%	17.6%	18.3%	16.9%
%H		97.2%	88.8%	42.2%	14.2%	61.9%	28.4%	33.3%
E	248	237	210	77	24	160	47	113
%V	10.5%	10.3%	9.7%	7.5%	7.6%	10.4%	6.9%	13.2%
%H		95.6%	84.7%	31.0%	9.7%	64.5%	19.0%	45.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.27: Working Status (Males 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2367	2303	2171	1026	315	1536	677	859
%H		97.3%	91.7%	43.3%	13.3%	64.9%	28.6%	36.3%
Working full time	1301	1276	1224	637	189	835	421	414
%V	55.0%	55.4%	56.4%	62.1%	60.0%	54.4%	62.2%	48.2%
%H		98.1%	94.1%	49.0%	14.5%	64.2%	32.4%	31.8%
Working part time	98	95	87	38	10	61	21	40
%V	4.1%	4.1%	4.0%	3.7%	3.2%	4.0%	3.1%	4.7%
%H		96.9%	88.8%	38.8%	10.2%	62.2%	21.4%	40.8%
Not working	968	932	860	351	116	639	235	405
%V	40.9%	40.5%	39.6%	34.2%	36.8%	41.6%	34.7%	47.1%
%H		96.3%	88.8%	36.3%	12.0%	66.0%	24.3%	41.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2458	2420	2245	1012	328	1592	656	936
%H		98.5%	91.3%	41.2%	13.3%	64.8%	26.7%	38.1%
16 - 19	144	142	136	69	19	96	46	49
%V	5.9%	5.9%	6.1%	6.8%	5.8%	6.0%	7.0%	5.2%
%H		98.6%	94.4%	47.9%	13.2%	66.7%	31.9%	34.0%
20 - 24	225	212	199	80	40	139	55	83
%V	9.2%	8.8%	8.9%	7.9%	12.2%	8.7%	8.4%	8.9%
%H		94.2%	88.4%	35.6%	17.8%	61.8%	24.4%	36.9%
25 - 34	372	363	346	171	52	220	93	126
%V	15.1%	15.0%	15.4%	16.9%	15.9%	13.8%	14.2%	13.5%
%H		97.6%	93.0%	46.0%	14.0%	59.1%	25.0%	33.9%
35 - 44	428	422	405	221	63	273	145	128
%V	17.4%	17.4%	18.0%	21.8%	19.2%	17.1%	22.1%	13.7%
%H		98.6%	94.6%	51.6%	14.7%	63.8%	33.9%	29.9%
45 - 54	405	402	388	189	65	276	132	144
%V	16.5%	16.6%	17.3%	18.7%	19.8%	17.3%	20.1%	15.4%
%H		99.3%	95.8%	46.7%	16.0%	68.1%	32.6%	35.6%
55 - 64	377	376	357	164	52	259	114	145
%V	15.3%	15.5%	15.9%	16.2%	15.9%	16.3%	17.4%	15.5%
%H		99.7%	94.7%	43.5%	13.8%	68.7%	30.2%	38.5%
65+	507	504	413	118	37	330	70	260
%V	20.6%	20.8%	18.4%	11.7%	11.3%	20.7%	10.7%	27.8%
%H		99.4%	81.5%	23.3%	7.3%	65.1%	13.8%	51.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2458	2420	2245	1012	328	1592	656	936
%H		98.5%	91.3%	41.2%	13.3%	64.8%	26.7%	38.1%
AB	478	472	448	233	58	301	136	165
%V	19.4%	19.5%	20.0%	23.0%	17.7%	18.9%	20.7%	17.6%
%H		98.7%	93.7%	48.7%	12.1%	63.0%	28.5%	34.5%
C1	660	647	599	274	95	419	182	238
%V	26.9%	26.7%	26.7%	27.1%	29.0%	26.3%	27.7%	25.4%
%H		98.0%	90.8%	41.5%	14.4%	63.5%	27.6%	36.1%
C2	524	518	495	227	74	360	158	202
%V	21.3%	21.4%	22.0%	22.4%	22.6%	22.6%	24.1%	21.6%
%H		98.9%	94.5%	43.3%	14.1%	68.7%	30.2%	38.5%
D	465	458	418	183	62	298	121	177
%V	18.9%	18.9%	18.6%	18.1%	18.9%	18.7%	18.4%	18.9%
%H		98.5%	89.9%	39.4%	13.3%	64.1%	26.0%	38.1%
E	331	324	284	95	39	214	59	155
%V	13.5%	13.4%	12.7%	9.4%	11.9%	13.4%	9.0%	16.6%
%H		97.9%	85.8%	28.7%	11.8%	64.7%	17.8%	46.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2458	2420	2245	1012	328	1592	656	936
%H		98.5%	91.3%	41.2%	13.3%	64.8%	26.7%	38.1%
Working full time	784	774	748	378	116	513	249	264
%V	31.9%	32.0%	33.3%	37.4%	35.4%	32.2%	38.0%	28.2%
%H		98.7%	95.4%	48.2%	14.8%	65.4%	31.8%	33.7%
Working part time	416	413	396	191	65	285	141	144
%V	16.9%	17.1%	17.6%	18.9%	19.8%	17.9%	21.5%	15.4%
%H		99.3%	95.2%	45.9%	15.6%	68.5%	33.9%	34.6%
Not working	1258	1232	1101	443	147	795	266	528
%V	51.2%	50.9%	49.0%	43.8%	44.8%	49.9%	40.5%	56.4%
%H		97.9%	87.5%	35.2%	11.7%	63.2%	21.1%	42.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1509	1477	1377	575	193	1008	388	620
%H (All HH)		97.9%	91.3%	38.1%	12.8%	66.8%	25.7%	41.1%
%H (TV HH)			93.2%	38.9%	13.1%	68.2%	26.3%	42.0%
AB	312	304	288	148	42	199	96	104
%V	20.7%	20.6%	20.9%	25.7%	21.8%	19.7%	24.7%	16.8%
%H (All HH)		97.4%	92.3%	47.4%	13.5%	63.8%	30.8%	33.3%
%H (TV HH)			94.7%	48.7%	13.8%	65.5%	31.6%	34.2%
C1	344	337	321	152	52	221	104	117
%V	22.8%	22.8%	23.3%	26.4%	26.9%	21.9%	26.8%	18.9%
%H (All HH)		98.0%	93.3%	44.2%	15.1%	64.2%	30.2%	34.0%
%H (TV HH)			95.3%	45.1%	15.4%	65.6%	30.9%	34.7%
C2	311	308	296	125	43	226	95	132
%V	20.6%	20.9%	21.5%	21.7%	22.3%	22.4%	24.5%	21.3%
%H (All HH)		99.0%	95.2%	40.2%	13.8%	72.7%	30.5%	42.4%
%H (TV HH)			96.1%	40.6%	14.0%	73.4%	30.8%	42.9%
D	256	252	235	90	27	176	57	119
%V	17.0%	17.1%	17.1%	15.7%	14.0%	17.5%	14.7%	19.2%
%H (All HH)		98.4%	91.8%	35.2%	10.5%	68.8%	22.3%	46.5%
%H (TV HH)			93.3%	35.7%	10.7%	69.8%	22.6%	47.2%
E	285	277	236	61	29	185	37	148
%V	18.9%	18.8%	17.1%	10.6%	15.0%	18.4%	9.5%	23.9%
%H (All HH)		97.2%	82.8%	21.4%	10.2%	64.9%	13.0%	51.9%
%H (TV HH)			85.2%	22.0%	10.5%	66.8%	13.4%	53.4%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1509	1477	1377	575	193	1008	388	620
%H (All HH)		97.9%	91.3%	38.1%	12.8%	66.8%	25.7%	41.1%
%H (TV HH)			93.2%	38.9%	13.1%	68.2%	26.3%	42.0%
Under 25	81	76	72	27	12	54	21	33
%V	5.4%	5.1%	5.2%	4.7%	6.2%	5.4%	5.4%	5.3%
%H (All HH)		93.8%	88.9%	33.3%	14.8%	66.7%	25.9%	40.7%
%H (TV HH)			94.7%	35.5%	15.8%	71.1%	27.6%	43.4%
25 - 34	207	199	195	101	32	127	64	63
%V	13.7%	13.5%	14.2%	17.6%	16.6%	12.6%	16.5%	10.2%
%H (All HH)		96.1%	94.2%	48.8%	15.5%	61.4%	30.9%	30.4%
%H (TV HH)			98.0%	50.8%	16.1%	63.8%	32.2%	31.7%
35 - 44	253	247	238	123	36	165	82	83
%V	16.8%	16.7%	17.3%	21.4%	18.7%	16.4%	21.1%	13.4%
%H (All HH)		97.6%	94.1%	48.6%	14.2%	65.2%	32.4%	32.8%
%H (TV HH)			96.4%	49.8%	14.6%	66.8%	33.2%	33.6%
45 - 54	290	285	270	131	36	193	88	106
%V	19.2%	19.3%	19.6%	22.8%	18.7%	19.1%	22.7%	17.1%
%H (All HH)		98.3%	93.1%	45.2%	12.4%	66.6%	30.3%	36.6%
%H (TV HH)			94.7%	46.0%	12.6%	67.7%	30.9%	37.2%
55 - 64	267	262	250	109	39	184	81	103
%V	17.7%	17.7%	18.2%	19.0%	20.2%	18.3%	20.9%	16.6%
%H (All HH)		98.1%	93.6%	40.8%	14.6%	68.9%	30.3%	38.6%
%H (TV HH)			95.4%	41.6%	14.9%	70.2%	30.9%	39.3%
65 +	411	408	353	83	38	284	52	232
%V	27.2%	27.6%	25.6%	14.4%	19.7%	28.2%	13.4%	37.4%
%H (All HH)		99.3%	85.9%	20.2%	9.2%	69.1%	12.7%	56.4%
%H (TV HH)			86.5%	20.3%	9.3%	69.6%	12.7%	56.9%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1509	1477	1377	575	193	1008	388	620
%H (All HH)		97.9%	91.3%	38.1%	12.8%	66.8%	25.7%	41.1%
%H (TV HH)			93.2%	38.9%	13.1%	68.2%	26.3%	42.0%
1	501	481	414	106	48	321	59	262
%V	33.2%	32.6%	30.1%	18.4%	24.9%	31.8%	15.2%	42.3%
%H (All HH)		96.0%	82.6%	21.2%	9.6%	64.1%	11.8%	52.3%
%H (TV HH)			86.1%	22.0%	10.0%	66.7%	12.3%	54.5%
2	508	501	480	210	66	359	153	205
%V	33.7%	33.9%	34.9%	36.5%	34.2%	35.6%	39.4%	33.1%
%H (All HH)		98.6%	94.5%	41.3%	13.0%	70.7%	30.1%	40.4%
%H (TV HH)			95.8%	41.9%	13.2%	71.7%	30.5%	40.9%
3	247	244	236	125	39	165	89	76
%V	16.4%	16.5%	17.1%	21.7%	20.2%	16.4%	22.9%	12.3%
%H (All HH)		98.8%	95.5%	50.6%	15.8%	66.8%	36.0%	30.8%
%H (TV HH)			96.7%	51.2%	16.0%	67.6%	36.5%	31.1%
4	168	166	163	90	28	111	61	50
%V	11.1%	11.2%	11.8%	15.7%	14.5%	11.0%	15.7%	8.1%
%H (All HH)		98.8%	97.0%	53.6%	16.7%	66.1%	36.3%	29.8%
%H (TV HH)			98.2%	54.2%	16.9%	66.9%	36.7%	30.1%
5+	84	84	82	45	12	53	26	27
%V	5.6%	5.7%	6.0%	7.8%	6.2%	5.3%	6.7%	4.4%
%H (All HH)		100.0%	97.6%	53.6%	14.3%	63.1%	31.0%	32.1%
%H (TV HH)			97.6%	53.6%	14.3%	63.1%	31.0%	32.1%
Average HH size	2.24	2.25	2.30	2.60	2.46	2.23	2.61	2.00

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1509	1477	1377	575	193	1008	388	620
%H (All HH)		97.9%	91.3%	38.1%	12.8%	66.8%	25.7%	41.1%
%H (TV HH)			93.2%	38.9%	13.1%	68.2%	26.3%	42.0%
Without	1150	1121	1029	389	137	778	269	509
%V	76.2%	75.9%	74.7%	67.7%	71.0%	77.2%	69.3%	82.1%
%H (All HH)		97.5%	89.5%	33.8%	11.9%	67.7%	23.4%	44.3%
%H (TV HH)			91.8%	34.7%	12.2%	69.4%	24.0%	45.4%
With	359	356	348	185	56	230	119	110
%V	23.8%	24.1%	25.3%	32.2%	29.0%	22.8%	30.7%	17.7%
%H (All HH)		99.2%	96.9%	51.5%	15.6%	64.1%	33.1%	30.6%
%H (TV HH)			97.8%	52.0%	15.7%	64.6%	33.4%	30.9%
0 - 3	135	135	130	66	24	81	38	43
%V	8.9%	9.1%	9.4%	11.5%	12.4%	8.0%	9.8%	6.9%
%H (All HH)		100.0%	96.3%	48.9%	17.8%	60.0%	28.1%	31.9%
%H (TV HH)			96.3%	48.9%	17.8%	60.0%	28.1%	31.9%
4 - 9	156	155	152	90	23	94	52	41
%V	10.3%	10.5%	11.0%	15.7%	11.9%	9.3%	13.4%	6.6%
%H (All HH)		99.4%	97.4%	57.7%	14.7%	60.3%	33.3%	26.3%
%H (TV HH)			98.1%	58.1%	14.8%	60.6%	33.5%	26.5%
10 - 15	177	175	173	93	30	118	65	52
%V	11.7%	11.8%	12.6%	16.2%	15.5%	11.7%	16.8%	8.4%
%H (All HH)		98.9%	97.7%	52.5%	16.9%	66.7%	36.7%	29.4%
%H (TV HH)			98.9%	53.1%	17.1%	67.4%	37.1%	29.7%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1509	1477	1377	575	193	1008	388	620
%H (All HH)		97.9%	91.3%	38.1%	12.8%	66.8%	25.7%	41.1%
%H (TV HH)			93.2%	38.9%	13.1%	68.2%	26.3%	42.0%
1	510	510	441	154	41	294	48	246
%V	33.8%	34.5%	32.0%	26.8%	21.2%	29.2%	12.4%	39.7%
%H (All HH)		100.0%	86.5%	30.2%	8.0%	57.6%	9.4%	48.2%
%H (TV HH)			86.5%	30.2%	8.0%	57.6%	9.4%	48.2%
2	537	537	515	202	72	378	133	245
%V	35.6%	36.4%	37.4%	35.1%	37.3%	37.5%	34.3%	39.5%
%H (All HH)		100.0%	95.9%	37.6%	13.4%	70.4%	24.8%	45.6%
%H (TV HH)			95.9%	37.6%	13.4%	70.4%	24.8%	45.6%
3	259	259	251	126	47	197	115	81
%V	17.2%	17.5%	18.2%	21.9%	24.4%	19.5%	29.6%	13.1%
%H (All HH)		100.0%	96.9%	48.6%	18.1%	76.1%	44.4%	31.3%
%H (TV HH)			96.9%	48.6%	18.1%	76.1%	44.4%	31.3%
4	117	117	115	65	22	93	63	30
%V	7.8%	7.9%	8.4%	11.3%	11.4%	9.2%	16.2%	4.8%
%H (All HH)		100.0%	98.3%	55.6%	18.8%	79.5%	53.8%	25.6%
%H (TV HH)			98.3%	55.6%	18.8%	79.5%	53.8%	25.6%
5+	54	54	54	28	11	45	29	17
%V	3.6%	3.7%	3.9%	4.9%	5.7%	4.5%	7.5%	2.7%
%H (All HH)		100.0%	100.0%	51.9%	20.4%	83.3%	53.7%	31.5%
%H (TV HH)			100.0%	51.9%	20.4%	83.3%	53.7%	31.5%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1509	1477	1377	575	193	1008	388	620
%V (All HH)		97.9%	91.3%	38.1%	12.8%	66.8%	25.7%	41.1%
%H (TV HH)			93.2%	38.9%	13.1%	68.2%	26.3%	42.0%
Under 20"	687	687	651	282	107	499	230	269
%V	45.5%	46.5%	47.3%	49.0%	55.4%	49.5%	59.3%	43.4%
%H (All HH)		100.0%	94.8%	41.0%	15.6%	72.6%	33.5%	39.2%
%H (TV HH)			94.8%	41.0%	15.6%	72.6%	33.5%	39.2%
20" - 29"	767	767	700	268	103	531	197	335
%V	50.8%	51.9%	50.8%	46.6%	53.4%	52.7%	50.8%	54.0%
%H (All HH)		100.0%	91.3%	34.9%	13.4%	69.2%	25.7%	43.7%
%H (TV HH)			91.3%	34.9%	13.4%	69.2%	25.7%	43.7%
30" - 39"	661	661	642	284	91	474	204	271
%V	43.8%	44.8%	46.6%	49.4%	47.2%	47.0%	52.6%	43.7%
%H (All HH)		100.0%	97.1%	43.0%	13.8%	71.7%	30.9%	41.0%
%H (TV HH)			97.1%	43.0%	13.8%	71.7%	30.9%	41.0%
40" and over	369	369	365	209	67	262	166	96
%V	24.5%	25.0%	26.5%	36.3%	34.7%	26.0%	42.8%	15.5%
%H (All HH)		100.0%	98.9%	56.6%	18.2%	71.0%	45.0%	26.0%
%H (TV HH)			98.9%	56.6%	18.2%	71.0%	45.0%	26.0%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1509	1477	1377	575	193	1008	388	620
%H (All HH)		97.9%	91.3%	38.1%	12.8%	66.8%	25.7%	41.1%
%H (TV HH)			93.2%	38.9%	13.1%	68.2%	26.3%	42.0%
Main living room	1461	1461	1364	569	192	999	385	614
%V	96.8%	98.9%	99.1%	99.0%	99.5%	99.1%	99.2%	99.0%
%H (All HH)		100.0%	93.4%	38.9%	13.1%	68.4%	26.4%	42.0%
%H (TV HH)			93.4%	38.9%	13.1%	68.4%	26.4%	42.0%
Kitchen	215	215	206	98	34	163	87	75
%V	14.2%	14.6%	15.0%	17.0%	17.6%	16.2%	22.4%	12.1%
%H (All HH)		100.0%	95.8%	45.6%	15.8%	75.8%	40.5%	34.9%
%H (TV HH)			95.8%	45.6%	15.8%	75.8%	40.5%	34.9%
Adult's bedroom	736	736	714	326	118	556	276	280
%V	48.8%	49.8%	51.9%	56.7%	61.1%	55.2%	71.1%	45.2%
%H (All HH)		100.0%	97.0%	44.3%	16.0%	75.5%	37.5%	38.0%
%H (TV HH)			97.0%	44.3%	16.0%	75.5%	37.5%	38.0%
Child's bedroom	178	178	174	93	39	137	90	47
%V	11.8%	12.1%	12.6%	16.2%	20.2%	13.6%	23.2%	7.6%
%H (All HH)		100.0%	97.8%	52.2%	21.9%	77.0%	50.6%	26.4%
%H (TV HH)			97.8%	52.2%	21.9%	77.0%	50.6%	26.4%
Other bedroom	59	59	56	26	14	41	24	16
%V	3.9%	4.0%	4.1%	4.5%	7.3%	4.1%	6.2%	2.6%
%H (All HH)		100.0%	94.9%	44.1%	23.7%	69.5%	40.7%	27.1%
%H (TV HH)			94.9%	44.1%	23.7%	69.5%	40.7%	27.1%
Second living/dining room	159	159	153	73	23	116	57	60
%V	10.5%	10.8%	11.1%	12.7%	11.9%	11.5%	14.7%	9.7%
%H (All HH)		100.0%	96.2%	45.9%	14.5%	73.0%	35.8%	37.7%
%H (TV HH)			96.2%	45.9%	14.5%	73.0%	35.8%	37.7%
Study/office	26	26	26	14	4	17	8	9
%V	1.7%	1.8%	1.9%	2.4%	2.1%	1.7%	2.1%	1.5%
%H (All HH)		100.0%	100.0%	53.8%	15.4%	65.4%	30.8%	34.6%
%H (TV HH)			100.0%	53.8%	15.4%	65.4%	30.8%	34.6%
TV room	7	7	7	4	1	5	3	3
%V	0.5%	0.5%	0.5%	0.7%	0.5%	0.5%	0.8%	0.5%
%H (All HH)		100.0%	100.0%	57.1%	14.3%	71.4%	42.9%	42.9%
%H (TV HH)			100.0%	57.1%	14.3%	71.4%	42.9%	42.9%
No specific location	3	3	2	1	0	2	1	2
%V	0.2%	0.2%	0.1%	0.2%	0.0%	0.2%	0.3%	0.3%
%H (All HH)		100.0%	66.7%	33.3%	0.0%	66.7%	33.3%	66.7%
%H (TV HH)			66.7%	33.3%	0.0%	66.7%	33.3%	66.7%
Other	19	19	19	9	4	16	9	7
%V	1.3%	1.3%	1.4%	1.6%	2.1%	1.6%	2.3%	1.1%
%H (All HH)		100.0%	100.0%	47.4%	21.1%	84.2%	47.4%	36.8%
%H (TV HH)			100.0%	47.4%	21.1%	84.2%	47.4%	36.8%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Household level data

Table 9.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1509	1477	1377	575	193	1008	388	620
%H (All HH)		97.9%	91.3%	38.1%	12.8%	66.8%	25.7%	41.1%
%H (TV HH)			93.2%	38.9%	13.1%	68.2%	26.3%	42.0%
PVR	500	500	500	374	59	323	249	74
%V	33.1%	33.9%	36.3%	65.0%	30.6%	32.0%	64.2%	11.9%
%H (All HH)		100.0%	100.0%	74.8%	11.8%	64.6%	49.8%	14.8%
%H (TV HH)			100.0%	74.8%	11.8%	64.6%	49.8%	14.8%
DVDR	250	250	245	106	48	181	87	94
%V	16.6%	16.9%	17.8%	18.4%	24.9%	18.0%	22.4%	15.2%
%H (All HH)		100.0%	98.0%	42.4%	19.2%	72.4%	34.8%	37.6%
%H (TV HH)			98.0%	42.4%	19.2%	72.4%	34.8%	37.6%
VCR	524	524	479	185	69	358	129	229
%V	34.7%	35.5%	34.8%	32.2%	35.8%	35.5%	33.2%	36.9%
%H (All HH)		100.0%	91.4%	35.3%	13.2%	68.3%	24.6%	43.7%
%H (TV HH)			91.4%	35.3%	13.2%	68.3%	24.6%	43.7%
Any recorder	963	963	917	474	126	647	323	324
%V	63.8%	65.2%	66.6%	82.4%	65.3%	64.2%	83.2%	52.3%
%H (All HH)		100.0%	95.2%	49.2%	13.1%	67.2%	33.5%	33.6%
%H (TV HH)			95.2%	49.2%	13.1%	67.2%	33.5%	33.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Household level data

Table 9.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1509	1477	1377	575	193	1008	388	620
%H (All HH)		97.9%	91.3%	38.1%	12.8%	66.8%	25.7%	41.1%
%H (TV HH)			93.2%	38.9%	13.1%	68.2%	26.3%	42.0%
Receives HDTV (via STB or built-in reception)	171	171	171	127	47	104	104	0
%V	11.3%	11.6%	12.4%	22.1%	24.4%	10.3%	26.8%	0.0%
%H (All HH)		100.0%	100.0%	74.3%	27.5%	60.8%	60.8%	0.0%
%H (TV HH)			100.0%	74.3%	27.5%	60.8%	60.8%	0.0%
DVD/Blu-ray player or recorder	1221	1221	1169	511	172	859	362	496
%V	80.9%	82.7%	84.9%	88.9%	89.1%	85.2%	93.3%	80.0%
%H (All HH)		100.0%	95.7%	41.9%	14.1%	70.4%	29.6%	40.6%
%H (TV HH)			95.7%	41.9%	14.1%	70.4%	29.6%	40.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1509	1477	1377	575	193	1008	388	620
%H (All HH)		97.9%	91.3%	38.1%	12.8%	66.8%	25.7%	41.1%
%H (TV HH)			93.2%	38.9%	13.1%	68.2%	26.3%	42.0%
Has PC or Laptop	1005	985	956	481	153	665	332	333
%V	66.6%	66.7%	69.4%	83.7%	79.3%	66.0%	85.6%	53.7%
%H (All HH)		98.0%	95.1%	47.9%	15.2%	66.2%	33.0%	33.1%
%H (TV HH)			97.1%	48.8%	15.5%	67.5%	33.7%	33.8%
Has broadband internet	838	823	800	422	138	546	295	251
%V	55.5%	55.7%	58.1%	73.4%	71.5%	54.2%	76.0%	40.5%
%H (All HH)		98.2%	95.5%	50.4%	16.5%	65.2%	35.2%	30.0%
%H (TV HH)			97.2%	51.3%	16.8%	66.3%	35.8%	30.5%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3117	2975	1347	473	2258	1067	1191
%H		95.4%	43.2%	15.2%	72.4%	34.2%	38.2%
Under 20"	983	942	417	158	733	356	377
%V	31.5%	31.7%	31.0%	33.4%	32.5%	33.4%	31.7%
%H		95.8%	42.4%	16.1%	74.6%	36.2%	38.4%
20" - 29"	942	869	348	127	673	269	403
%V	30.2%	29.2%	25.8%	26.8%	29.8%	25.2%	33.8%
%H		92.3%	36.9%	13.5%	71.4%	28.6%	42.8%
30" - 39"	754	732	332	110	545	248	296
%V	24.2%	24.6%	24.6%	23.3%	24.1%	23.2%	24.9%
%H		97.1%	44.0%	14.6%	72.3%	32.9%	39.3%
40" and over	409	405	235	73	290	184	106
%V	13.1%	13.6%	17.4%	15.4%	12.8%	17.2%	8.9%
%H		99.0%	57.5%	17.8%	70.9%	45.0%	25.9%
Don't know	30	28	15	5	17	9	8
%V	1.0%	0.9%	1.1%	1.1%	0.8%	0.8%	0.7%
%H		93.3%	50.0%	16.7%	56.7%	30.0%	26.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3117	2975	1347	473	2258	1067	1191
%H		95.4%	43.2%	15.2%	72.4%	34.2%	38.2%
Main living room	1483	1385	578	195	1015	393	622
%V	47.6%	46.6%	42.9%	41.2%	45.0%	36.8%	52.2%
%H		93.4%	39.0%	13.1%	68.4%	26.5%	41.9%
Kitchen	215	206	98	34	163	87	75
%V	6.9%	6.9%	7.3%	7.2%	7.2%	8.2%	6.3%
%H		95.8%	45.6%	15.8%	75.8%	40.5%	34.9%
Adult's bedroom	906	883	409	145	698	358	340
%V	29.1%	29.7%	30.4%	30.7%	30.9%	33.6%	28.5%
%H		97.5%	45.1%	16.0%	77.0%	39.5%	37.5%
Child's bedroom	229	225	127	51	175	120	54
%V	7.3%	7.6%	9.4%	10.8%	7.8%	11.2%	4.5%
%H		98.3%	55.5%	22.3%	76.4%	52.4%	23.6%
Other bedroom	66	63	32	15	47	30	18
%V	2.1%	2.1%	2.4%	3.2%	2.1%	2.8%	1.5%
%H		95.5%	48.5%	22.7%	71.2%	45.5%	27.3%
Second living/dining room	163	157	75	23	119	58	61
%V	5.2%	5.3%	5.6%	4.9%	5.3%	5.4%	5.1%
%H		96.3%	46.0%	14.1%	73.0%	35.6%	37.4%
Study/office	27	27	14	5	17	8	9
%V	0.9%	0.9%	1.0%	1.1%	0.8%	0.7%	0.8%
%H		100.0%	51.9%	18.5%	63.0%	29.6%	33.3%
TV room	7	7	4	1	5	3	3
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.3%	0.3%
%H		100.0%	57.1%	14.3%	71.4%	42.9%	42.9%
No specific location	3	2	1	0	2	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%
%H		66.7%	33.3%	0.0%	66.7%	33.3%	66.7%
Other	19	19	10	4	17	10	7
%V	0.6%	0.6%	0.7%	0.8%	0.8%	0.9%	0.6%
%H		100.0%	52.6%	21.1%	89.5%	52.6%	36.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3117	2975	1347	473	2258	1067	1191
%H		95.4%	43.2%	15.2%	72.4%	34.2%	38.2%
PVR	611	611	470	65	393	310	84
%V	19.6%	20.5%	34.9%	13.7%	17.4%	29.1%	7.1%
%H		100.0%	76.9%	10.6%	64.3%	50.7%	13.7%
DVDR	290	283	123	55	211	103	108
%V	9.3%	9.5%	9.1%	11.6%	9.3%	9.7%	9.1%
%H		97.6%	42.4%	19.0%	72.8%	35.5%	37.2%
VCR	640	590	233	92	442	172	271
%V	20.5%	19.8%	17.3%	19.5%	19.6%	16.1%	22.8%
%H		92.2%	36.4%	14.4%	69.1%	26.9%	42.3%
Any recorder	1272	1219	658	171	867	463	403
%V	40.8%	41.0%	48.8%	36.2%	38.4%	43.4%	33.8%
%H		95.8%	51.7%	13.4%	68.2%	36.4%	31.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3117	2975	1347	473	2258	1067	1191
%H		95.4%	43.2%	15.2%	72.4%	34.2%	38.2%
Receives HDTV (via STB or built-in reception)	196	196	149	52	116	116	0
%V	6.3%	6.6%	11.1%	11.0%	5.1%	10.9%	0.0%
%H		100.0%	76.0%	26.5%	59.2%	59.2%	0.0%
DVD/Blu-ray player or recorder	1836	1772	833	284	1343	668	675
%V	58.9%	59.6%	61.8%	60.0%	59.5%	62.6%	56.7%
%H		96.5%	45.4%	15.5%	73.1%	36.4%	36.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC North East & Cumbria
Set level data
Table 9.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1475	1375	574	193	1007	388	619
%H		93.2%	38.9%	13.1%	68.3%	26.3%	42.0%
Under 20"	60	45	9	5	35	3	32
%V	4.1%	3.3%	1.6%	2.6%	3.5%	0.8%	5.2%
%H		75.0%	15.0%	8.3%	58.3%	5.0%	53.3%
20" - 29"	495	433	135	53	327	80	246
%V	33.6%	31.5%	23.5%	27.5%	32.5%	20.6%	39.7%
%H		87.5%	27.3%	10.7%	66.1%	16.2%	49.7%
30" - 39"	553	535	226	67	386	141	245
%V	37.5%	38.9%	39.4%	34.7%	38.3%	36.3%	39.6%
%H		96.7%	40.9%	12.1%	69.8%	25.5%	44.3%
40" and over	355	351	200	66	251	159	92
%V	24.1%	25.5%	34.8%	34.2%	24.9%	41.0%	14.9%
%H		98.9%	56.3%	18.6%	70.7%	44.8%	25.9%
Don't know	12	11	5	2	8	4	4
%V	0.8%	0.8%	0.9%	1.0%	0.8%	1.0%	0.6%
%H		91.7%	41.7%	16.7%	66.7%	33.3%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1475	1375	574	193	1007	388	619
%H		93.2%	38.9%	13.1%	68.3%	26.3%	42.0%
PVR	474	474	359	53	302	233	68
%V	32.1%	34.5%	62.5%	27.5%	30.0%	60.1%	11.0%
%H		100.0%	75.7%	11.2%	63.7%	49.2%	14.3%
DVDR	227	222	94	43	161	73	87
%V	15.4%	16.1%	16.4%	22.3%	16.0%	18.8%	14.1%
%H		97.8%	41.4%	18.9%	70.9%	32.2%	38.3%
VCR	423	379	139	51	282	90	192
%V	28.7%	27.6%	24.2%	26.4%	28.0%	23.2%	31.0%
%H		89.6%	32.9%	12.1%	66.7%	21.3%	45.4%
Any recorder	894	849	450	111	592	298	294
%V	60.6%	61.7%	78.4%	57.5%	58.8%	76.8%	47.5%
%H		95.0%	50.3%	12.4%	66.2%	33.3%	32.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1475	1375	574	193	1007	388	619
%H		93.2%	38.9%	13.1%	68.3%	26.3%	42.0%
Receives HDTV (via STB or built-in reception)	159	159	118	45	97	97	0
%V	10.8%	11.6%	20.6%	23.3%	9.6%	25.0%	0.0%
%H		100.0%	74.2%	28.3%	61.0%	61.0%	0.0%
DVD/Blu-ray player or recorder	1141	1090	481	161	796	339	458
%V	77.4%	79.3%	83.8%	83.4%	79.0%	87.4%	74.0%
%H		95.5%	42.2%	14.1%	69.8%	29.7%	40.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC North East & Cumbria
Set level data
Table 9.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1643	1600	773	279	1251	679	572
%H		97.4%	47.0%	17.0%	76.1%	41.3%	34.8%
Under 20"	922	897	408	153	698	353	345
%V	56.1%	56.1%	52.8%	54.8%	55.8%	52.0%	60.3%
%H		97.3%	44.3%	16.6%	75.7%	38.3%	37.4%
20" - 29"	447	436	213	74	346	189	157
%V	27.2%	27.3%	27.6%	26.5%	27.7%	27.8%	27.4%
%H		97.5%	47.7%	16.6%	77.4%	42.3%	35.1%
30" - 39"	201	196	106	43	159	108	52
%V	12.2%	12.3%	13.7%	15.4%	12.7%	15.9%	9.1%
%H		97.5%	52.7%	21.4%	79.1%	53.7%	25.9%
40" and over	54	53	35	6	39	25	14
%V	3.3%	3.3%	4.5%	2.2%	3.1%	3.7%	2.4%
%H		98.1%	64.8%	11.1%	72.2%	46.3%	25.9%
Don't know	18	17	10	3	9	5	4
%V	1.1%	1.1%	1.3%	1.1%	0.7%	0.7%	0.7%
%H		94.4%	55.6%	16.7%	50.0%	27.8%	22.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1643	1600	773	279	1251	679	572
%H		97.4%	47.0%	17.0%	76.1%	41.3%	34.8%
PVR	138	138	111	13	92	77	15
%V	8.4%	8.6%	14.4%	4.7%	7.4%	11.3%	2.6%
%H		100.0%	80.4%	9.4%	66.7%	55.8%	10.9%
DVDR	63	61	29	12	51	30	21
%V	3.8%	3.8%	3.8%	4.3%	4.1%	4.4%	3.7%
%H		96.8%	46.0%	19.0%	81.0%	47.6%	33.3%
VCR	216	210	94	40	160	81	79
%V	13.1%	13.1%	12.2%	14.3%	12.8%	11.9%	13.8%
%H		97.2%	43.5%	18.5%	74.1%	37.5%	36.6%
Any recorder	379	371	208	59	274	165	109
%V	23.1%	23.2%	26.9%	21.1%	21.9%	24.3%	19.1%
%H		97.9%	54.9%	15.6%	72.3%	43.5%	28.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1643	1600	773	279	1251	679	572
%H		97.4%	47.0%	17.0%	76.1%	41.3%	34.8%
Receives HDTV (via STB or built-in reception)	37	37	31	7	20	20	0
%V	2.3%	2.3%	4.0%	2.5%	1.6%	2.9%	0.0%
%H		100.0%	83.8%	18.9%	54.1%	54.1%	0.0%
DVD/Blu-ray player or recorder	695	682	352	123	547	330	217
%V	42.3%	42.6%	45.5%	44.1%	43.7%	48.6%	37.9%
%H		98.1%	50.6%	17.7%	78.7%	47.5%	31.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3374	3322	3169	1492	475	2250	1011	1239
%H		98.5%	93.9%	44.2%	14.1%	66.7%	30.0%	36.7%
Total Children	593	589	576	318	96	364	190	173
%V	17.6%	17.7%	18.2%	21.3%	20.2%	16.2%	18.8%	14.0%
%H		99.3%	97.1%	53.6%	16.2%	61.4%	32.0%	29.2%
0 - 3	156	156	152	79	27	93	44	49
%V	4.6%	4.7%	4.8%	5.3%	5.7%	4.1%	4.4%	4.0%
%H		100.0%	97.4%	50.6%	17.3%	59.6%	28.2%	31.4%
4 - 15	436	432	424	239	69	271	146	124
%V	12.9%	13.0%	13.4%	16.0%	14.5%	12.0%	14.4%	10.0%
%H		99.1%	97.2%	54.8%	15.8%	62.2%	33.5%	28.4%
4 - 9	210	209	205	119	30	121	63	58
%V	6.2%	6.3%	6.5%	8.0%	6.3%	5.4%	6.2%	4.7%
%H		99.5%	97.6%	56.7%	14.3%	57.6%	30.0%	27.6%
10 - 15	226	224	219	120	38	149	83	66
%V	6.7%	6.7%	6.9%	8.0%	8.0%	6.6%	8.2%	5.3%
%H		99.1%	96.9%	53.1%	16.8%	65.9%	36.7%	29.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3374	3322	3169	1492	475	2250	1011	1239
%H		98.5%	93.9%	44.2%	14.1%	66.7%	30.0%	36.7%
Total Adults (16+)	2781	2733	2593	1175	379	1887	821	1066
%V	82.4%	82.3%	81.8%	78.8%	79.8%	83.9%	81.2%	86.0%
%H		98.3%	93.2%	42.3%	13.6%	67.9%	29.5%	38.3%
16 - 19	183	180	175	88	26	127	64	63
%V	5.4%	5.4%	5.5%	5.9%	5.5%	5.6%	6.3%	5.1%
%H		98.4%	95.6%	48.1%	14.2%	69.4%	35.0%	34.4%
20 - 24	228	220	214	100	32	153	69	85
%V	6.8%	6.6%	6.8%	6.7%	6.7%	6.8%	6.8%	6.9%
%H		96.5%	93.9%	43.9%	14.0%	67.1%	30.3%	37.3%
25 - 34	394	380	371	197	64	241	126	115
%V	11.7%	11.4%	11.7%	13.2%	13.5%	10.7%	12.5%	9.3%
%H		96.4%	94.2%	50.0%	16.2%	61.2%	32.0%	29.2%
35 - 44	446	438	422	217	70	297	156	141
%V	13.2%	13.2%	13.3%	14.5%	14.7%	13.2%	15.4%	11.4%
%H		98.2%	94.6%	48.7%	15.7%	66.6%	35.0%	31.6%
45 - 54	496	491	473	240	61	339	161	178
%V	14.7%	14.8%	14.9%	16.1%	12.8%	15.1%	15.9%	14.4%
%H		99.0%	95.4%	48.4%	12.3%	68.3%	32.5%	35.9%
55 - 64	440	433	411	190	65	308	148	160
%V	13.0%	13.0%	13.0%	12.7%	13.7%	13.7%	14.6%	12.9%
%H		98.4%	93.4%	43.2%	14.8%	70.0%	33.6%	36.4%
65+	594	591	527	144	61	421	98	323
%V	17.6%	17.8%	16.6%	9.7%	12.8%	18.7%	9.7%	26.1%
%H		99.5%	88.7%	24.2%	10.3%	70.9%	16.5%	54.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2781	2733	2593	1175	379	1887	821	1066
%H		98.3%	93.2%	42.3%	13.6%	67.9%	29.5%	38.3%
AB	618	604	581	309	84	411	208	203
%V	22.2%	22.1%	22.4%	26.3%	22.2%	21.8%	25.3%	19.0%
%H		97.7%	94.0%	50.0%	13.6%	66.5%	33.7%	32.8%
C1	656	646	624	312	104	421	212	208
%V	23.6%	23.6%	24.1%	26.6%	27.4%	22.3%	25.8%	19.5%
%H		98.5%	95.1%	47.6%	15.9%	64.2%	32.3%	31.7%
C2	632	626	608	273	94	463	215	248
%V	22.7%	22.9%	23.4%	23.2%	24.8%	24.5%	26.2%	23.3%
%H		99.1%	96.2%	43.2%	14.9%	73.3%	34.0%	39.2%
D	486	476	449	192	54	333	126	207
%V	17.5%	17.4%	17.3%	16.3%	14.2%	17.6%	15.3%	19.4%
%H		97.9%	92.4%	39.5%	11.1%	68.5%	25.9%	42.6%
E	389	380	331	89	43	259	59	200
%V	14.0%	13.9%	12.8%	7.6%	11.3%	13.7%	7.2%	18.8%
%H		97.7%	85.1%	22.9%	11.1%	66.6%	15.2%	51.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC North East & Cumbria
Individual level data
Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2781	2733	2593	1175	379	1887	821	1066
%H		98.3%	93.2%	42.3%	13.6%	67.9%	29.5%	38.3%
Working full time	1154	1136	1103	584	171	779	416	363
%V	41.5%	41.6%	42.5%	49.7%	45.1%	41.3%	50.7%	34.1%
%H		98.4%	95.6%	50.6%	14.8%	67.5%	36.0%	31.5%
Working part time	292	287	278	144	36	198	99	99
%V	10.5%	10.5%	10.7%	12.3%	9.5%	10.5%	12.1%	9.3%
%H		98.3%	95.2%	49.3%	12.3%	67.8%	33.9%	33.9%
Not working	1335	1310	1211	446	172	909	306	603
%V	48.0%	47.9%	46.7%	38.0%	45.4%	48.2%	37.3%	56.6%
%H		98.1%	90.7%	33.4%	12.9%	68.1%	22.9%	45.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1360	1326	1260	582	184	917	407	510
%H		97.5%	92.6%	42.8%	13.5%	67.4%	29.9%	37.5%
16 - 19	100	98	95	49	16	70	37	33
%V	7.4%	7.4%	7.5%	8.4%	8.7%	7.6%	9.1%	6.5%
%H		98.0%	95.0%	49.0%	16.0%	70.0%	37.0%	33.0%
20 - 24	116	113	111	50	17	76	31	45
%V	8.5%	8.5%	8.8%	8.6%	9.2%	8.3%	7.6%	8.8%
%H		97.4%	95.7%	43.1%	14.7%	65.5%	26.7%	38.8%
25 - 34	198	184	180	92	32	121	62	58
%V	14.6%	13.9%	14.3%	15.8%	17.4%	13.2%	15.2%	11.4%
%H		92.9%	90.9%	46.5%	16.2%	61.1%	31.3%	29.3%
35 - 44	216	211	202	106	31	143	75	68
%V	15.9%	15.9%	16.0%	18.2%	16.8%	15.6%	18.4%	13.3%
%H		97.7%	93.5%	49.1%	14.4%	66.2%	34.7%	31.5%
45 - 54	244	242	232	116	28	169	78	92
%V	17.9%	18.3%	18.4%	19.9%	15.2%	18.4%	19.2%	18.0%
%H		99.2%	95.1%	47.5%	11.5%	69.3%	32.0%	37.7%
55 - 64	217	212	200	92	30	150	69	81
%V	16.0%	16.0%	15.9%	15.8%	16.3%	16.4%	17.0%	15.9%
%H		97.7%	92.2%	42.4%	13.8%	69.1%	31.8%	37.3%
65+	268	266	240	77	30	188	55	134
%V	19.7%	20.1%	19.0%	13.2%	16.3%	20.5%	13.5%	26.3%
%H		99.3%	89.6%	28.7%	11.2%	70.1%	20.5%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1360	1326	1260	582	184	917	407	510
%H		97.5%	92.6%	42.8%	13.5%	67.4%	29.9%	37.5%
AB	306	298	285	152	42	203	104	99
%V	22.5%	22.5%	22.6%	26.1%	22.8%	22.1%	25.6%	19.4%
%H		97.4%	93.1%	49.7%	13.7%	66.3%	34.0%	32.4%
C1	315	308	301	153	51	201	104	97
%V	23.2%	23.2%	23.9%	26.3%	27.7%	21.9%	25.6%	19.0%
%H		97.8%	95.6%	48.6%	16.2%	63.8%	33.0%	30.8%
C2	333	328	319	143	48	243	111	132
%V	24.5%	24.7%	25.3%	24.6%	26.1%	26.5%	27.3%	25.9%
%H		98.5%	95.8%	42.9%	14.4%	73.0%	33.3%	39.6%
D	236	229	215	94	26	159	62	98
%V	17.4%	17.3%	17.1%	16.2%	14.1%	17.3%	15.2%	19.2%
%H		97.0%	91.1%	39.8%	11.0%	67.4%	26.3%	41.5%
E	169	162	141	40	17	111	27	85
%V	12.4%	12.2%	11.2%	6.9%	9.2%	12.1%	6.6%	16.7%
%H		95.9%	83.4%	23.7%	10.1%	65.7%	16.0%	50.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1360	1326	1260	582	184	917	407	510
%H		97.5%	92.6%	42.8%	13.5%	67.4%	29.9%	37.5%
Working full time	721	707	685	374	100	479	258	221
%V	53.0%	53.3%	54.4%	64.3%	54.3%	52.2%	63.4%	43.3%
%H		98.1%	95.0%	51.9%	13.9%	66.4%	35.8%	30.7%
Working part time	54	52	50	18	7	37	13	24
%V	4.0%	3.9%	4.0%	3.1%	3.8%	4.0%	3.2%	4.7%
%H		96.3%	92.6%	33.3%	13.0%	68.5%	24.1%	44.4%
Not working	585	567	525	191	77	401	136	265
%V	43.0%	42.8%	41.7%	32.8%	41.8%	43.7%	33.4%	52.0%
%H		96.9%	89.7%	32.6%	13.2%	68.5%	23.2%	45.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1422	1407	1333	592	195	969	413	556
%H		98.9%	93.7%	41.6%	13.7%	68.1%	29.0%	39.1%
16 - 19	84	82	79	39	10	57	26	30
%V	5.9%	5.8%	5.9%	6.6%	5.1%	5.9%	6.3%	5.4%
%H		97.6%	94.0%	46.4%	11.9%	67.9%	31.0%	35.7%
20 - 24	111	107	103	49	15	77	38	39
%V	7.8%	7.6%	7.7%	8.3%	7.7%	7.9%	9.2%	7.0%
%H		96.4%	92.8%	44.1%	13.5%	69.4%	34.2%	35.1%
25 - 34	196	196	191	106	32	120	64	57
%V	13.8%	13.9%	14.3%	17.9%	16.4%	12.4%	15.5%	10.3%
%H		100.0%	97.4%	54.1%	16.3%	61.2%	32.7%	29.1%
35 - 44	229	227	220	110	39	154	81	74
%V	16.1%	16.1%	16.5%	18.6%	20.0%	15.9%	19.6%	13.3%
%H		99.1%	96.1%	48.0%	17.0%	67.2%	35.4%	32.3%
45 - 54	253	249	241	124	33	170	83	87
%V	17.8%	17.7%	18.1%	20.9%	16.9%	17.5%	20.1%	15.6%
%H		98.4%	95.3%	49.0%	13.0%	67.2%	32.8%	34.4%
55 - 64	222	220	211	98	35	158	79	79
%V	15.6%	15.6%	15.8%	16.6%	17.9%	16.3%	19.1%	14.2%
%H		99.1%	95.0%	44.1%	15.8%	71.2%	35.6%	35.6%
65+	326	325	287	66	31	233	43	190
%V	22.9%	23.1%	21.5%	11.1%	15.9%	24.0%	10.4%	34.2%
%H		99.7%	88.0%	20.2%	9.5%	71.5%	13.2%	58.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1422	1407	1333	592	195	969	413	556
%H		98.9%	93.7%	41.6%	13.7%	68.1%	29.0%	39.1%
AB	312	306	296	156	42	208	104	104
%V	21.9%	21.7%	22.2%	26.4%	21.5%	21.5%	25.2%	18.7%
%H		98.1%	94.9%	50.0%	13.5%	66.7%	33.3%	33.3%
C1	341	338	323	159	53	220	108	111
%V	24.0%	24.0%	24.2%	26.9%	27.2%	22.7%	26.2%	20.0%
%H		99.1%	94.7%	46.6%	15.5%	64.5%	31.7%	32.6%
C2	299	297	290	130	46	221	105	116
%V	21.0%	21.1%	21.8%	22.0%	23.6%	22.8%	25.4%	20.9%
%H		99.3%	97.0%	43.5%	15.4%	73.9%	35.1%	38.8%
D	250	247	234	98	28	173	64	109
%V	17.6%	17.6%	17.6%	16.6%	14.4%	17.9%	15.5%	19.6%
%H		98.8%	93.6%	39.2%	11.2%	69.2%	25.6%	43.6%
E	220	218	190	49	26	147	32	115
%V	15.5%	15.5%	14.3%	8.3%	13.3%	15.2%	7.7%	20.7%
%H		99.1%	86.4%	22.3%	11.8%	66.8%	14.5%	52.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1422	1407	1333	592	195	969	413	556
%H		98.9%	93.7%	41.6%	13.7%	68.1%	29.0%	39.1%
Working full time	433	429	418	210	71	300	158	142
%V	30.5%	30.5%	31.4%	35.5%	36.4%	31.0%	38.3%	25.5%
%H		99.1%	96.5%	48.5%	16.4%	69.3%	36.5%	32.8%
Working part time	238	235	229	127	29	161	86	75
%V	16.7%	16.7%	17.2%	21.5%	14.9%	16.6%	20.8%	13.5%
%H		98.7%	96.2%	53.4%	12.2%	67.6%	36.1%	31.5%
Not working	751	743	686	256	95	508	170	339
%V	52.8%	52.8%	51.5%	43.2%	48.7%	52.4%	41.2%	61.0%
%H		98.9%	91.3%	34.1%	12.6%	67.6%	22.6%	45.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2934	2823	2750	1042	485	2138	894	1245
%H (All HH)		96.2%	93.7%	35.5%	16.5%	72.9%	30.5%	42.4%
%H (TV HH)			97.4%	36.9%	17.2%	75.7%	31.7%	44.1%
AB	510	504	498	248	70	385	199	186
%V	17.4%	17.9%	18.1%	23.8%	14.4%	18.0%	22.3%	14.9%
%H (All HH)		98.8%	97.6%	48.6%	13.7%	75.5%	39.0%	36.5%
%H (TV HH)			98.8%	49.2%	13.9%	76.4%	39.5%	36.9%
C1	759	742	732	283	148	555	248	307
%V	25.9%	26.3%	26.6%	27.2%	30.5%	26.0%	27.7%	24.7%
%H (All HH)		97.8%	96.4%	37.3%	19.5%	73.1%	32.7%	40.4%
%H (TV HH)			98.7%	38.1%	19.9%	74.8%	33.4%	41.4%
C2	550	541	532	224	108	414	211	203
%V	18.7%	19.2%	19.3%	21.5%	22.3%	19.4%	23.6%	16.3%
%H (All HH)		98.4%	96.7%	40.7%	19.6%	75.3%	38.4%	36.9%
%H (TV HH)			98.3%	41.4%	20.0%	76.5%	39.0%	37.5%
D	504	463	451	153	93	344	134	210
%V	17.2%	16.4%	16.4%	14.7%	19.2%	16.1%	15.0%	16.9%
%H (All HH)		91.9%	89.5%	30.4%	18.5%	68.3%	26.6%	41.7%
%H (TV HH)			97.4%	33.0%	20.1%	74.3%	28.9%	45.4%
E	610	573	537	134	66	440	102	339
%V	20.8%	20.3%	19.5%	12.9%	13.6%	20.6%	11.4%	27.2%
%H (All HH)		93.9%	88.0%	22.0%	10.8%	72.1%	16.7%	55.6%
%H (TV HH)			93.7%	23.4%	11.5%	76.8%	17.8%	59.2%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2934	2823	2750	1042	485	2138	894	1245
%H (All HH)		96.2%	93.7%	35.5%	16.5%	72.9%	30.5%	42.4%
%H (TV HH)			97.4%	36.9%	17.2%	75.7%	31.7%	44.1%
Under 25	176	163	160	56	32	123	49	73
%V	6.0%	5.8%	5.8%	5.4%	6.6%	5.8%	5.5%	5.9%
%H (All HH)		92.6%	90.9%	31.8%	18.2%	69.9%	27.8%	41.5%
%H (TV HH)			98.2%	34.4%	19.6%	75.5%	30.1%	44.8%
25 - 34	438	419	410	184	75	277	122	156
%V	14.9%	14.8%	14.9%	17.7%	15.5%	13.0%	13.6%	12.5%
%H (All HH)		95.7%	93.6%	42.0%	17.1%	63.2%	27.9%	35.6%
%H (TV HH)			97.9%	43.9%	17.9%	66.1%	29.1%	37.2%
35 - 44	535	510	500	241	104	382	221	161
%V	18.2%	18.1%	18.2%	23.1%	21.4%	17.9%	24.7%	12.9%
%H (All HH)		95.3%	93.5%	45.0%	19.4%	71.4%	41.3%	30.1%
%H (TV HH)			98.0%	47.3%	20.4%	74.9%	43.3%	31.6%
45 - 54	539	519	513	222	108	407	220	187
%V	18.4%	18.4%	18.7%	21.3%	22.3%	19.0%	24.6%	15.0%
%H (All HH)		96.3%	95.2%	41.2%	20.0%	75.5%	40.8%	34.7%
%H (TV HH)			98.8%	42.8%	20.8%	78.4%	42.4%	36.0%
55 - 64	493	476	472	173	90	370	158	212
%V	16.8%	16.9%	17.2%	16.6%	18.6%	17.3%	17.7%	17.0%
%H (All HH)		96.6%	95.7%	35.1%	18.3%	75.1%	32.0%	43.0%
%H (TV HH)			99.2%	36.3%	18.9%	77.7%	33.2%	44.5%
65 +	753	735	694	164	76	580	124	456
%V	25.7%	26.0%	25.2%	15.7%	15.7%	27.1%	13.9%	36.6%
%H (All HH)		97.6%	92.2%	21.8%	10.1%	77.0%	16.5%	60.6%
%H (TV HH)			94.4%	22.3%	10.3%	78.9%	16.9%	62.0%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2934	2823	2750	1042	485	2138	894	1245
%H (All HH)		96.2%	93.7%	35.5%	16.5%	72.9%	30.5%	42.4%
%H (TV HH)			97.4%	36.9%	17.2%	75.7%	31.7%	44.1%
1	996	924	877	219	104	703	149	554
%V	33.9%	32.7%	31.9%	21.0%	21.4%	32.9%	16.7%	44.5%
%H (All HH)		92.8%	88.1%	22.0%	10.4%	70.6%	15.0%	55.6%
%H (TV HH)			94.9%	23.7%	11.3%	76.1%	16.1%	60.0%
2	972	949	931	352	172	716	303	412
%V	33.1%	33.6%	33.9%	33.8%	35.5%	33.5%	33.9%	33.1%
%H (All HH)		97.6%	95.8%	36.2%	17.7%	73.7%	31.2%	42.4%
%H (TV HH)			98.1%	37.1%	18.1%	75.4%	31.9%	43.4%
3	440	431	428	203	91	330	191	139
%V	15.0%	15.3%	15.6%	19.5%	18.8%	15.4%	21.4%	11.2%
%H (All HH)		98.0%	97.3%	46.1%	20.7%	75.0%	43.4%	31.6%
%H (TV HH)			99.3%	47.1%	21.1%	76.6%	44.3%	32.3%
4	358	354	351	179	80	272	175	98
%V	12.2%	12.5%	12.8%	17.2%	16.5%	12.7%	19.6%	7.9%
%H (All HH)		98.9%	98.0%	50.0%	22.3%	76.0%	48.9%	27.4%
%H (TV HH)			99.2%	50.6%	22.6%	76.8%	49.4%	27.7%
5+	168	165	163	89	39	117	76	41
%V	5.7%	5.8%	5.9%	8.5%	8.0%	5.5%	8.5%	3.3%
%H (All HH)		98.2%	97.0%	53.0%	23.2%	69.6%	45.2%	24.4%
%H (TV HH)			98.8%	53.9%	23.6%	70.9%	46.1%	24.8%
Average HH size	2.25	2.28	2.29	2.62	2.57	2.27	2.72	1.94

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2934	2823	2750	1042	485	2138	894	1245
%H (All HH)		96.2%	93.7%	35.5%	16.5%	72.9%	30.5%	42.4%
%H (TV HH)			97.4%	36.9%	17.2%	75.7%	31.7%	44.1%
Without	2182	2085	2018	691	327	1587	574	1012
%V	74.4%	73.9%	73.4%	66.3%	67.4%	74.2%	64.2%	81.3%
%H (All HH)		95.6%	92.5%	31.7%	15.0%	72.7%	26.3%	46.4%
%H (TV HH)			96.8%	33.1%	15.7%	76.1%	27.5%	48.5%
With	751	738	732	351	158	552	320	232
%V	25.6%	26.1%	26.6%	33.7%	32.6%	25.8%	35.8%	18.6%
%H (All HH)		98.3%	97.5%	46.7%	21.0%	73.5%	42.6%	30.9%
%H (TV HH)			99.2%	47.6%	21.4%	74.8%	43.4%	31.4%
0 - 3	288	280	276	132	57	192	100	92
%V	9.8%	9.9%	10.0%	12.7%	11.8%	9.0%	11.2%	7.4%
%H (All HH)		97.2%	95.8%	45.8%	19.8%	66.7%	34.7%	31.9%
%H (TV HH)			98.6%	47.1%	20.4%	68.6%	35.7%	32.9%
4 - 9	352	346	342	169	76	246	144	102
%V	12.0%	12.3%	12.4%	16.2%	15.7%	11.5%	16.1%	8.2%
%H (All HH)		98.3%	97.2%	48.0%	21.6%	69.9%	40.9%	29.0%
%H (TV HH)			98.8%	48.8%	22.0%	71.1%	41.6%	29.5%
10 - 15	361	356	355	175	82	282	179	102
%V	12.3%	12.6%	12.9%	16.8%	16.9%	13.2%	20.0%	8.2%
%H (All HH)		98.6%	98.3%	48.5%	22.7%	78.1%	49.6%	28.3%
%H (TV HH)			99.7%	49.2%	23.0%	79.2%	50.3%	28.7%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2934	2823	2750	1042	485	2138	894	1245
%H (All HH)		96.2%	93.7%	35.5%	16.5%	72.9%	30.5%	42.4%
%H (TV HH)			97.4%	36.9%	17.2%	75.7%	31.7%	44.1%
1	1136	1136	1076	303	159	749	134	616
%V	38.7%	40.2%	39.1%	29.1%	32.8%	35.0%	15.0%	49.5%
%H (All HH)		100.0%	94.7%	26.7%	14.0%	65.9%	11.8%	54.2%
%H (TV HH)			94.7%	26.7%	14.0%	65.9%	11.8%	54.2%
2	997	997	986	375	189	794	361	433
%V	34.0%	35.3%	35.9%	36.0%	39.0%	37.1%	40.4%	34.8%
%H (All HH)		100.0%	98.9%	37.6%	19.0%	79.6%	36.2%	43.4%
%H (TV HH)			98.9%	37.6%	19.0%	79.6%	36.2%	43.4%
3	415	415	414	204	84	355	224	131
%V	14.1%	14.7%	15.1%	19.6%	17.3%	16.6%	25.1%	10.5%
%H (All HH)		100.0%	99.8%	49.2%	20.2%	85.5%	54.0%	31.6%
%H (TV HH)			99.8%	49.2%	20.2%	85.5%	54.0%	31.6%
4	174	174	172	96	35	151	107	44
%V	5.9%	6.2%	6.3%	9.2%	7.2%	7.1%	12.0%	3.5%
%H (All HH)		100.0%	98.9%	55.2%	20.1%	86.8%	61.5%	25.3%
%H (TV HH)			98.9%	55.2%	20.1%	86.8%	61.5%	25.3%
5+	100	100	100	63	18	87	67	20
%V	3.4%	3.5%	3.6%	6.0%	3.7%	4.1%	7.5%	1.6%
%H (All HH)		100.0%	100.0%	63.0%	18.0%	87.0%	67.0%	20.0%
%H (TV HH)			100.0%	63.0%	18.0%	87.0%	67.0%	20.0%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2934	2823	2750	1042	485	2138	894	1245
%H (All HH)		96.2%	93.7%	35.5%	16.5%	72.9%	30.5%	42.4%
%H (TV HH)			97.4%	36.9%	17.2%	75.7%	31.7%	44.1%
Under 20"	1050	1050	1035	427	185	880	448	433
%V	35.8%	37.2%	37.6%	41.0%	38.1%	41.2%	50.1%	34.8%
%H (All HH)		100.0%	98.6%	40.7%	17.6%	83.8%	42.7%	41.2%
%H (TV HH)			98.6%	40.7%	17.6%	83.8%	42.7%	41.2%
20" - 29"	1497	1497	1452	508	233	1180	460	719
%V	51.0%	53.0%	52.8%	48.8%	48.0%	55.2%	51.5%	57.8%
%H (All HH)		100.0%	97.0%	33.9%	15.6%	78.8%	30.7%	48.0%
%H (TV HH)			97.0%	33.9%	15.6%	78.8%	30.7%	48.0%
30" - 39"	1304	1304	1292	561	257	1010	523	486
%V	44.4%	46.2%	47.0%	53.8%	53.0%	47.2%	58.5%	39.0%
%H (All HH)		100.0%	99.1%	43.0%	19.7%	77.5%	40.1%	37.3%
%H (TV HH)			99.1%	43.0%	19.7%	77.5%	40.1%	37.3%
40" and over	646	646	644	347	147	481	320	161
%V	22.0%	22.9%	23.4%	33.3%	30.3%	22.5%	35.8%	12.9%
%H (All HH)		100.0%	99.7%	53.7%	22.8%	74.5%	49.5%	24.9%
%H (TV HH)			99.7%	53.7%	22.8%	74.5%	49.5%	24.9%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2934	2823	2750	1042	485	2138	894	1245
%H (All HH)		96.2%	93.7%	35.5%	16.5%	72.9%	30.5%	42.4%
%H (TV HH)			97.4%	36.9%	17.2%	75.7%	31.7%	44.1%
Main living room	2795	2795	2725	1033	482	2120	889	1231
%V	95.3%	99.0%	99.1%	99.1%	99.4%	99.2%	99.4%	98.9%
%H (All HH)		100.0%	97.5%	37.0%	17.2%	75.8%	31.8%	44.0%
%H (TV HH)			97.5%	37.0%	17.2%	75.8%	31.8%	44.0%
Kitchen	255	255	253	126	41	210	123	87
%V	8.7%	9.0%	9.2%	12.1%	8.5%	9.8%	13.8%	7.0%
%H (All HH)		100.0%	99.2%	49.4%	16.1%	82.4%	48.2%	34.1%
%H (TV HH)			99.2%	49.4%	16.1%	82.4%	48.2%	34.1%
Adult's bedroom	1295	1295	1286	583	260	1076	618	458
%V	44.1%	45.9%	46.8%	56.0%	53.6%	50.3%	69.1%	36.8%
%H (All HH)		100.0%	99.3%	45.0%	20.1%	83.1%	47.7%	35.4%
%H (TV HH)			99.3%	45.0%	20.1%	83.1%	47.7%	35.4%
Child's bedroom	273	273	272	140	57	234	155	79
%V	9.3%	9.7%	9.9%	13.4%	11.8%	10.9%	17.3%	6.3%
%H (All HH)		100.0%	99.6%	51.3%	20.9%	85.7%	56.8%	28.9%
%H (TV HH)			99.6%	51.3%	20.9%	85.7%	56.8%	28.9%
Other bedroom	77	77	75	35	13	63	35	28
%V	2.6%	2.7%	2.7%	3.4%	2.7%	2.9%	3.9%	2.2%
%H (All HH)		100.0%	97.4%	45.5%	16.9%	81.8%	45.5%	36.4%
%H (TV HH)			97.4%	45.5%	16.9%	81.8%	45.5%	36.4%
Second living/dining room	403	403	398	203	66	336	201	134
%V	13.7%	14.3%	14.5%	19.5%	13.6%	15.7%	22.5%	10.8%
%H (All HH)		100.0%	98.8%	50.4%	16.4%	83.4%	49.9%	33.3%
%H (TV HH)			98.8%	50.4%	16.4%	83.4%	49.9%	33.3%
Study/office	42	42	42	25	6	36	24	12
%V	1.4%	1.5%	1.5%	2.4%	1.2%	1.7%	2.7%	1.0%
%H (All HH)		100.0%	100.0%	59.5%	14.3%	85.7%	57.1%	28.6%
%H (TV HH)			100.0%	59.5%	14.3%	85.7%	57.1%	28.6%
TV room	10	10	10	5	1	8	4	4
%V	0.3%	0.4%	0.4%	0.5%	0.2%	0.4%	0.4%	0.3%
%H (All HH)		100.0%	100.0%	50.0%	10.0%	80.0%	40.0%	40.0%
%H (TV HH)			100.0%	50.0%	10.0%	80.0%	40.0%	40.0%
No specific location	4	4	4	2	0	4	2	2
%V	0.1%	0.1%	0.1%	0.2%	0.0%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	20	20	20	8	4	19	10	9
%V	0.7%	0.7%	0.7%	0.8%	0.8%	0.9%	1.1%	0.7%
%H (All HH)		100.0%	100.0%	40.0%	20.0%	95.0%	50.0%	45.0%
%H (TV HH)			100.0%	40.0%	20.0%	95.0%	50.0%	45.0%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Household level data

Table 10.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2934	2823	2750	1042	485	2138	894	1245
%H (All HH)		96.2%	93.7%	35.5%	16.5%	72.9%	30.5%	42.4%
%H (TV HH)			97.4%	36.9%	17.2%	75.7%	31.7%	44.1%
PVR	1096	1096	1096	695	191	771	548	223
%V	37.4%	38.8%	39.9%	66.7%	39.4%	36.1%	61.3%	17.9%
%H (All HH)		100.0%	100.0%	63.4%	17.4%	70.3%	50.0%	20.3%
%H (TV HH)			100.0%	63.4%	17.4%	70.3%	50.0%	20.3%
DVDR	486	486	484	211	79	372	174	198
%V	16.6%	17.2%	17.6%	20.2%	16.3%	17.4%	19.5%	15.9%
%H (All HH)		100.0%	99.6%	43.4%	16.3%	76.5%	35.8%	40.7%
%H (TV HH)			99.6%	43.4%	16.3%	76.5%	35.8%	40.7%
VCR	785	785	770	276	133	621	253	367
%V	26.8%	27.8%	28.0%	26.5%	27.4%	29.0%	28.3%	29.5%
%H (All HH)		100.0%	98.1%	35.2%	16.9%	79.1%	32.2%	46.8%
%H (TV HH)			98.1%	35.2%	16.9%	79.1%	32.2%	46.8%
Any recorder	1705	1705	1689	825	293	1270	681	589
%V	58.1%	60.4%	61.4%	79.2%	60.4%	59.4%	76.2%	47.3%
%H (All HH)		100.0%	99.1%	48.4%	17.2%	74.5%	39.9%	34.5%
%H (TV HH)			99.1%	48.4%	17.2%	74.5%	39.9%	34.5%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC North West
Household level data
Table 10.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2934	2823	2750	1042	485	2138	894	1245
%H (All HH)		96.2%	93.7%	35.5%	16.5%	72.9%	30.5%	42.4%
%H (TV HH)			97.4%	36.9%	17.2%	75.7%	31.7%	44.1%
Receives HDTV (via STB or built-in reception)	452	452	452	284	177	294	294	0
%V	15.4%	16.0%	16.4%	27.3%	36.5%	13.8%	32.9%	0.0%
%H (All HH)		100.0%	100.0%	62.8%	39.2%	65.0%	65.0%	0.0%
%H (TV HH)			100.0%	62.8%	39.2%	65.0%	65.0%	0.0%
DVD/Blu-ray player or recorder	2304	2304	2276	922	413	1767	809	959
%V	78.5%	81.6%	82.8%	88.5%	85.2%	82.6%	90.5%	77.0%
%H (All HH)		100.0%	98.8%	40.0%	17.9%	76.7%	35.1%	41.6%
%H (TV HH)			98.8%	40.0%	17.9%	76.7%	35.1%	41.6%

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC North West
Household level data
Table 10.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2934	2823	2750	1042	485	2138	894	1245
%H (All HH)		96.2%	93.7%	35.5%	16.5%	72.9%	30.5%	42.4%
%H (TV HH)			97.4%	36.9%	17.2%	75.7%	31.7%	44.1%
Has PC or Laptop	1880	1857	1840	836	383	1397	757	640
%V	64.1%	65.8%	66.9%	80.2%	79.0%	65.3%	84.7%	51.4%
%H (All HH)		98.8%	97.9%	44.5%	20.4%	74.3%	40.3%	34.0%
%H (TV HH)			99.1%	45.0%	20.6%	75.2%	40.8%	34.5%
Has broadband internet	1577	1555	1540	718	346	1164	670	494
%V	53.7%	55.1%	56.0%	68.9%	71.3%	54.4%	74.9%	39.7%
%H (All HH)		98.6%	97.7%	45.5%	21.9%	73.8%	42.5%	31.3%
%H (TV HH)			99.0%	46.2%	22.3%	74.9%	43.1%	31.8%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5602	5514	2391	1021	4473	2315	2158
%H		98.4%	42.7%	18.2%	79.8%	41.3%	38.5%
Under 20"	1440	1424	612	263	1224	662	562
%V	25.7%	25.8%	25.6%	25.8%	27.4%	28.6%	26.0%
%H		98.9%	42.5%	18.3%	85.0%	46.0%	39.0%
20" - 29"	1885	1835	689	293	1505	640	866
%V	33.6%	33.3%	28.8%	28.7%	33.6%	27.6%	40.1%
%H		97.3%	36.6%	15.5%	79.8%	34.0%	45.9%
30" - 39"	1495	1482	671	295	1168	637	531
%V	26.7%	26.9%	28.1%	28.9%	26.1%	27.5%	24.6%
%H		99.1%	44.9%	19.7%	78.1%	42.6%	35.5%
40" and over	703	701	385	160	525	356	169
%V	12.5%	12.7%	16.1%	15.7%	11.7%	15.4%	7.8%
%H		99.7%	54.8%	22.8%	74.7%	50.6%	24.0%
Don't know	80	72	34	10	51	21	30
%V	1.4%	1.3%	1.4%	1.0%	1.1%	0.9%	1.4%
%H		90.0%	42.5%	12.5%	63.8%	26.3%	37.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5602	5514	2391	1021	4473	2315	2158
%H		98.4%	42.7%	18.2%	79.8%	41.3%	38.5%
Main living room	2832	2762	1054	490	2144	903	1241
%V	50.6%	50.1%	44.1%	48.0%	47.9%	39.0%	57.5%
%H		97.5%	37.2%	17.3%	75.7%	31.9%	43.8%
Kitchen	257	256	127	41	212	125	87
%V	4.6%	4.6%	5.3%	4.0%	4.7%	5.4%	4.0%
%H		99.6%	49.4%	16.0%	82.5%	48.6%	33.9%
Adult's bedroom	1579	1569	728	326	1322	787	535
%V	28.2%	28.5%	30.4%	31.9%	29.6%	34.0%	24.8%
%H		99.4%	46.1%	20.6%	83.7%	49.8%	33.9%
Child's bedroom	359	359	191	71	313	211	101
%V	6.4%	6.5%	8.0%	7.0%	7.0%	9.1%	4.7%
%H		100.0%	53.2%	19.8%	87.2%	58.8%	28.1%
Other bedroom	85	83	41	14	70	40	30
%V	1.5%	1.5%	1.7%	1.4%	1.6%	1.7%	1.4%
%H		97.6%	48.2%	16.5%	82.4%	47.1%	35.3%
Second living/dining room	412	407	209	67	344	207	136
%V	7.4%	7.4%	8.7%	6.6%	7.7%	8.9%	6.3%
%H		98.8%	50.7%	16.3%	83.5%	50.2%	33.0%
Study/office	43	43	25	6	37	25	12
%V	0.8%	0.8%	1.0%	0.6%	0.8%	1.1%	0.6%
%H		100.0%	58.1%	14.0%	86.0%	58.1%	27.9%
TV room	10	10	5	1	9	4	4
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%
%H		100.0%	50.0%	10.0%	90.0%	40.0%	40.0%
No specific location	4	4	2	0	4	2	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	20	20	8	4	19	10	9
%V	0.4%	0.4%	0.3%	0.4%	0.4%	0.4%	0.4%
%H		100.0%	40.0%	20.0%	95.0%	50.0%	45.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5602	5514	2391	1021	4473	2315	2158
%H		98.4%	42.7%	18.2%	79.8%	41.3%	38.5%
PVR	1428	1428	953	236	981	725	256
%V	25.5%	25.9%	39.9%	23.1%	21.9%	31.3%	11.9%
%H		100.0%	66.7%	16.5%	68.7%	50.8%	17.9%
DVDR	569	567	248	92	435	204	231
%V	10.2%	10.3%	10.4%	9.0%	9.7%	8.8%	10.7%
%H		99.6%	43.6%	16.2%	76.4%	35.9%	40.6%
VCR	916	900	339	157	735	322	413
%V	16.4%	16.3%	14.2%	15.4%	16.4%	13.9%	19.1%
%H		98.3%	37.0%	17.1%	80.2%	35.2%	45.1%
Any recorder	2285	2267	1199	385	1691	983	708
%V	40.8%	41.1%	50.1%	37.7%	37.8%	42.5%	32.8%
%H		99.2%	52.5%	16.8%	74.0%	43.0%	31.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5602	5514	2391	1021	4473	2315	2158
%H		98.4%	42.7%	18.2%	79.8%	41.3%	38.5%
Receives HDTV (via STB or built-in reception)	561	561	359	212	356	356	0
%V	10.0%	10.2%	15.0%	20.8%	8.0%	15.4%	0.0%
%H		100.0%	64.0%	37.8%	63.5%	63.5%	0.0%
DVD/Blu-ray player or recorder	3463	3432	1511	662	2743	1453	1290
%V	61.8%	62.2%	63.2%	64.8%	61.3%	62.8%	59.8%
%H		99.1%	43.6%	19.1%	79.2%	42.0%	37.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC North West
Set level data
Table 10.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2819	2746	1041	484	2136	893	1243
%H		97.4%	36.9%	17.2%	75.8%	31.7%	44.1%
Under 20"	94	85	10	12	72	9	63
%V	3.3%	3.1%	1.0%	2.5%	3.4%	1.0%	5.1%
%H		90.4%	10.6%	12.8%	76.6%	9.6%	67.0%
20" - 29"	958	915	235	118	728	165	564
%V	34.0%	33.3%	22.6%	24.4%	34.1%	18.5%	45.4%
%H		95.5%	24.5%	12.3%	76.0%	17.2%	58.9%
30" - 39"	1105	1093	449	210	848	406	441
%V	39.2%	39.8%	43.1%	43.4%	39.7%	45.5%	35.5%
%H		98.9%	40.6%	19.0%	76.7%	36.7%	39.9%
40" and over	619	617	330	141	462	306	156
%V	22.0%	22.5%	31.7%	29.1%	21.6%	34.3%	12.6%
%H		99.7%	53.3%	22.8%	74.6%	49.4%	25.2%
Don't know	44	37	15	4	25	7	18
%V	1.6%	1.3%	1.4%	0.8%	1.2%	0.8%	1.4%
%H		84.1%	34.1%	9.1%	56.8%	15.9%	40.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2819	2746	1041	484	2136	893	1243
%H		97.4%	36.9%	17.2%	75.8%	31.7%	44.1%
PVR	1064	1064	683	182	743	532	212
%V	37.7%	38.7%	65.6%	37.6%	34.8%	59.6%	17.1%
%H		100.0%	64.2%	17.1%	69.8%	50.0%	19.9%
DVDR	450	449	194	71	340	154	186
%V	16.0%	16.4%	18.6%	14.7%	15.9%	17.2%	15.0%
%H		99.8%	43.1%	15.8%	75.6%	34.2%	41.3%
VCR	673	659	233	111	525	204	321
%V	23.9%	24.0%	22.4%	22.9%	24.6%	22.8%	25.8%
%H		97.9%	34.6%	16.5%	78.0%	30.3%	47.7%
Any recorder	1635	1619	808	276	1205	653	552
%V	58.0%	59.0%	77.6%	57.0%	56.4%	73.1%	44.4%
%H		99.0%	49.4%	16.9%	73.7%	39.9%	33.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2819	2746	1041	484	2136	893	1243
%H		97.4%	36.9%	17.2%	75.8%	31.7%	44.1%
Receives HDTV (via STB or built-in reception)	434	434	271	171	283	283	0
%V	15.4%	15.8%	26.0%	35.3%	13.2%	31.7%	0.0%
%H		100.0%	62.4%	39.4%	65.2%	65.2%	0.0%
DVD/Blu-ray player or recorder	2201	2175	882	397	1680	766	913
%V	78.1%	79.2%	84.7%	82.0%	78.7%	85.8%	73.5%
%H		98.8%	40.1%	18.0%	76.3%	34.8%	41.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC North West
Set level data
Table 10.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2783	2768	1350	537	2337	1423	915
%H		99.5%	48.5%	19.3%	84.0%	51.1%	32.9%
Under 20"	1346	1339	601	251	1152	654	499
%V	48.4%	48.4%	44.5%	46.7%	49.3%	46.0%	54.5%
%H		99.5%	44.7%	18.6%	85.6%	48.6%	37.1%
20" - 29"	927	921	454	175	777	475	302
%V	33.3%	33.3%	33.6%	32.6%	33.2%	33.4%	33.0%
%H		99.4%	49.0%	18.9%	83.8%	51.2%	32.6%
30" - 39"	391	389	222	85	320	231	90
%V	14.0%	14.1%	16.4%	15.8%	13.7%	16.2%	9.8%
%H		99.5%	56.8%	21.7%	81.8%	59.1%	23.0%
40" and over	84	84	55	19	63	50	13
%V	3.0%	3.0%	4.1%	3.5%	2.7%	3.5%	1.4%
%H		100.0%	65.5%	22.6%	75.0%	59.5%	15.5%
Don't know	36	35	18	6	25	13	12
%V	1.3%	1.3%	1.3%	1.1%	1.1%	0.9%	1.3%
%H		97.2%	50.0%	16.7%	69.4%	36.1%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2783	2768	1350	537	2337	1423	915
%H		99.5%	48.5%	19.3%	84.0%	51.1%	32.9%
PVR	365	365	270	54	238	193	45
%V	13.1%	13.2%	20.0%	10.1%	10.2%	13.6%	4.9%
%H		100.0%	74.0%	14.8%	65.2%	52.9%	12.3%
DVDR	118	118	54	21	94	50	45
%V	4.2%	4.3%	4.0%	3.9%	4.0%	3.5%	4.9%
%H		100.0%	45.8%	17.8%	79.7%	42.4%	38.1%
VCR	243	241	106	46	210	118	92
%V	8.7%	8.7%	7.9%	8.6%	9.0%	8.3%	10.1%
%H		99.2%	43.6%	18.9%	86.4%	48.6%	37.9%
Any recorder	650	648	391	109	485	329	156
%V	23.4%	23.4%	29.0%	20.3%	20.8%	23.1%	17.0%
%H		99.7%	60.2%	16.8%	74.6%	50.6%	24.0%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2783	2768	1350	537	2337	1423	915
%H		99.5%	48.5%	19.3%	84.0%	51.1%	32.9%
Receives HDTV (via STB or built-in reception)	127	127	88	41	74	74	0
%V	4.6%	4.6%	6.5%	7.6%	3.2%	5.2%	0.0%
%H		100.0%	69.3%	32.3%	58.3%	58.3%	0.0%
DVD/Blu-ray player or recorder	1261	1258	629	265	1063	686	377
%V	45.3%	45.4%	46.6%	49.3%	45.5%	48.2%	41.2%
%H		99.8%	49.9%	21.0%	84.3%	54.4%	29.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6602	6423	6309	2730	1245	4846	2434	2412
%H		97.3%	95.6%	41.4%	18.9%	73.4%	36.9%	36.5%
Total Children	1267	1243	1231	603	262	913	530	383
%V	19.2%	19.4%	19.5%	22.1%	21.0%	18.8%	21.8%	15.9%
%H		98.1%	97.2%	47.6%	20.7%	72.1%	41.8%	30.2%
0 - 3	335	327	321	152	66	224	116	107
%V	5.1%	5.1%	5.1%	5.6%	5.3%	4.6%	4.8%	4.4%
%H		97.6%	95.8%	45.4%	19.7%	66.9%	34.6%	31.9%
4 - 15	932	916	910	451	196	689	414	276
%V	14.1%	14.3%	14.4%	16.5%	15.7%	14.2%	17.0%	11.4%
%H		98.3%	97.6%	48.4%	21.0%	73.9%	44.4%	29.6%
4 - 9	456	448	444	218	94	323	184	139
%V	6.9%	7.0%	7.0%	8.0%	7.6%	6.7%	7.6%	5.8%
%H		98.2%	97.4%	47.8%	20.6%	70.8%	40.4%	30.5%
10 - 15	475	468	466	233	101	367	230	137
%V	7.2%	7.3%	7.4%	8.5%	8.1%	7.6%	9.4%	5.7%
%H		98.5%	98.1%	49.1%	21.3%	77.3%	48.4%	28.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6602	6423	6309	2730	1245	4846	2434	2412
%H		97.3%	95.6%	41.4%	18.9%	73.4%	36.9%	36.5%
Total Adults (16+)	5335	5180	5078	2127	983	3933	1904	2029
%V	80.8%	80.6%	80.5%	77.9%	79.0%	81.2%	78.2%	84.1%
%H		97.1%	95.2%	39.9%	18.4%	73.7%	35.7%	38.0%
16 - 19	352	347	345	157	81	277	165	112
%V	5.3%	5.4%	5.5%	5.8%	6.5%	5.7%	6.8%	4.6%
%H		98.6%	98.0%	44.6%	23.0%	78.7%	46.9%	31.8%
20 - 24	437	418	412	173	91	322	166	156
%V	6.6%	6.5%	6.5%	6.3%	7.3%	6.6%	6.8%	6.5%
%H		95.7%	94.3%	39.6%	20.8%	73.7%	38.0%	35.7%
25 - 34	833	804	792	390	152	541	277	264
%V	12.6%	12.5%	12.6%	14.3%	12.2%	11.2%	11.4%	10.9%
%H		96.5%	95.1%	46.8%	18.2%	64.9%	33.3%	31.7%
35 - 44	921	887	870	428	190	659	395	264
%V	14.0%	13.8%	13.8%	15.7%	15.3%	13.6%	16.2%	10.9%
%H		96.3%	94.5%	46.5%	20.6%	71.6%	42.9%	28.7%
45 - 54	919	895	884	393	196	703	399	303
%V	13.9%	13.9%	14.0%	14.4%	15.7%	14.5%	16.4%	12.6%
%H		97.4%	96.2%	42.8%	21.3%	76.5%	43.4%	33.0%
55 - 64	800	780	773	313	151	603	286	317
%V	12.1%	12.1%	12.3%	11.5%	12.1%	12.4%	11.8%	13.1%
%H		97.5%	96.6%	39.1%	18.9%	75.4%	35.8%	39.6%
65+	1073	1050	1002	272	122	830	217	613
%V	16.3%	16.3%	15.9%	10.0%	9.8%	17.1%	8.9%	25.4%
%H		97.9%	93.4%	25.3%	11.4%	77.4%	20.2%	57.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5335	5180	5078	2127	983	3933	1904	2029
%H		97.1%	95.2%	39.9%	18.4%	73.7%	35.7%	38.0%
AB	1050	1040	1028	542	156	806	457	349
%V	19.7%	20.1%	20.2%	25.5%	15.9%	20.5%	24.0%	17.2%
%H		99.0%	97.9%	51.6%	14.9%	76.8%	43.5%	33.2%
C1	1446	1418	1403	583	312	1060	534	525
%V	27.1%	27.4%	27.6%	27.4%	31.7%	27.0%	28.0%	25.9%
%H		98.1%	97.0%	40.3%	21.6%	73.3%	36.9%	36.3%
C2	1099	1086	1073	472	229	844	464	379
%V	20.6%	21.0%	21.1%	22.2%	23.3%	21.5%	24.4%	18.7%
%H		98.8%	97.6%	42.9%	20.8%	76.8%	42.2%	34.5%
D	895	838	821	305	184	626	280	346
%V	16.8%	16.2%	16.2%	14.3%	18.7%	15.9%	14.7%	17.1%
%H		93.6%	91.7%	34.1%	20.6%	69.9%	31.3%	38.7%
E	845	798	753	224	103	598	169	429
%V	15.8%	15.4%	14.8%	10.5%	10.5%	15.2%	8.9%	21.1%
%H		94.4%	89.1%	26.5%	12.2%	70.8%	20.0%	50.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5335	5180	5078	2127	983	3933	1904	2029
%H		97.1%	95.2%	39.9%	18.4%	73.7%	35.7%	38.0%
Working full time	2333	2259	2236	1081	476	1712	1001	711
%V	43.7%	43.6%	44.0%	50.8%	48.4%	43.5%	52.6%	35.0%
%H		96.8%	95.8%	46.3%	20.4%	73.4%	42.9%	30.5%
Working part time	465	462	457	200	96	350	188	163
%V	8.7%	8.9%	9.0%	9.4%	9.8%	8.9%	9.9%	8.0%
%H		99.4%	98.3%	43.0%	20.6%	75.3%	40.4%	35.1%
Not working	2537	2459	2385	846	411	1871	715	1156
%V	47.6%	47.5%	47.0%	39.8%	41.8%	47.6%	37.6%	57.0%
%H		96.9%	94.0%	33.3%	16.2%	73.7%	28.2%	45.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2602	2509	2460	1069	492	1884	955	930
%H		96.4%	94.5%	41.1%	18.9%	72.4%	36.7%	35.7%
16 - 19	191	188	188	85	45	153	93	59
%V	7.3%	7.5%	7.6%	8.0%	9.1%	8.1%	9.7%	6.3%
%H		98.4%	98.4%	44.5%	23.6%	80.1%	48.7%	30.9%
20 - 24	208	200	196	84	45	146	76	70
%V	8.0%	8.0%	8.0%	7.9%	9.1%	7.7%	8.0%	7.5%
%H		96.2%	94.2%	40.4%	21.6%	70.2%	36.5%	33.7%
25 - 34	425	401	394	194	82	270	141	129
%V	16.3%	16.0%	16.0%	18.1%	16.7%	14.3%	14.8%	13.9%
%H		94.4%	92.7%	45.6%	19.3%	63.5%	33.2%	30.4%
35 - 44	456	432	422	214	93	315	194	121
%V	17.5%	17.2%	17.2%	20.0%	18.9%	16.7%	20.3%	13.0%
%H		94.7%	92.5%	46.9%	20.4%	69.1%	42.5%	26.5%
45 - 54	451	436	429	190	91	341	189	152
%V	17.3%	17.4%	17.4%	17.8%	18.5%	18.1%	19.8%	16.3%
%H		96.7%	95.1%	42.1%	20.2%	75.6%	41.9%	33.7%
55 - 64	393	381	378	156	73	295	142	154
%V	15.1%	15.2%	15.4%	14.6%	14.8%	15.7%	14.9%	16.6%
%H		96.9%	96.2%	39.7%	18.6%	75.1%	36.1%	39.2%
65+	479	471	453	146	63	365	119	246
%V	18.4%	18.8%	18.4%	13.7%	12.8%	19.4%	12.5%	26.5%
%H		98.3%	94.6%	30.5%	13.2%	76.2%	24.8%	51.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2602	2509	2460	1069	492	1884	955	930
%H		96.4%	94.5%	41.1%	18.9%	72.4%	36.7%	35.7%
AB	527	522	516	275	83	402	233	169
%V	20.3%	20.8%	21.0%	25.7%	16.9%	21.3%	24.4%	18.2%
%H		99.1%	97.9%	52.2%	15.7%	76.3%	44.2%	32.1%
C1	686	670	662	287	151	492	260	231
%V	26.4%	26.7%	26.9%	26.8%	30.7%	26.1%	27.2%	24.8%
%H		97.7%	96.5%	41.8%	22.0%	71.7%	37.9%	33.7%
C2	601	590	583	263	122	454	252	202
%V	23.1%	23.5%	23.7%	24.6%	24.8%	24.1%	26.4%	21.7%
%H		98.2%	97.0%	43.8%	20.3%	75.5%	41.9%	33.6%
D	437	399	389	148	89	290	133	157
%V	16.8%	15.9%	15.8%	13.8%	18.1%	15.4%	13.9%	16.9%
%H		91.3%	89.0%	33.9%	20.4%	66.4%	30.4%	35.9%
E	351	329	310	96	47	246	76	170
%V	13.5%	13.1%	12.6%	9.0%	9.6%	13.1%	8.0%	18.3%
%H		93.7%	88.3%	27.4%	13.4%	70.1%	21.7%	48.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2602	2509	2460	1069	492	1884	955	930
%H		96.4%	94.5%	41.1%	18.9%	72.4%	36.7%	35.7%
Working full time	1427	1372	1353	661	289	1021	596	425
%V	54.8%	54.7%	55.0%	61.8%	58.7%	54.2%	62.4%	45.7%
%H		96.1%	94.8%	46.3%	20.3%	71.5%	41.8%	29.8%
Working part time	97	95	94	43	18	71	37	34
%V	3.7%	3.8%	3.8%	4.0%	3.7%	3.8%	3.9%	3.7%
%H		97.9%	96.9%	44.3%	18.6%	73.2%	38.1%	35.1%
Not working	1078	1041	1013	365	186	792	321	471
%V	41.4%	41.5%	41.2%	34.1%	37.8%	42.0%	33.6%	50.6%
%H		96.6%	94.0%	33.9%	17.3%	73.5%	29.8%	43.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2733	2671	2618	1058	491	2049	950	1099
%H		97.7%	95.8%	38.7%	18.0%	75.0%	34.8%	40.2%
16 - 19	162	159	157	72	36	124	71	52
%V	5.9%	6.0%	6.0%	6.8%	7.3%	6.1%	7.5%	4.7%
%H		98.1%	96.9%	44.4%	22.2%	76.5%	43.8%	32.1%
20 - 24	229	219	216	89	46	176	89	86
%V	8.4%	8.2%	8.3%	8.4%	9.4%	8.6%	9.4%	7.8%
%H		95.6%	94.3%	38.9%	20.1%	76.9%	38.9%	37.6%
25 - 34	408	403	398	195	71	271	136	135
%V	14.9%	15.1%	15.2%	18.4%	14.5%	13.2%	14.3%	12.3%
%H		98.8%	97.5%	47.8%	17.4%	66.4%	33.3%	33.1%
35 - 44	465	454	448	214	97	345	201	143
%V	17.0%	17.0%	17.1%	20.2%	19.8%	16.8%	21.2%	13.0%
%H		97.6%	96.3%	46.0%	20.9%	74.2%	43.2%	30.8%
45 - 54	468	458	455	204	104	362	210	152
%V	17.1%	17.1%	17.4%	19.3%	21.2%	17.7%	22.1%	13.8%
%H		97.9%	97.2%	43.6%	22.2%	77.4%	44.9%	32.5%
55 - 64	407	399	395	157	78	307	144	163
%V	14.9%	14.9%	15.1%	14.8%	15.9%	15.0%	15.2%	14.8%
%H		98.0%	97.1%	38.6%	19.2%	75.4%	35.4%	40.0%
65+	594	579	549	126	59	465	98	367
%V	21.7%	21.7%	21.0%	11.9%	12.0%	22.7%	10.3%	33.4%
%H		97.5%	92.4%	21.2%	9.9%	78.3%	16.5%	61.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2733	2671	2618	1058	491	2049	950	1099
%H		97.7%	95.8%	38.7%	18.0%	75.0%	34.8%	40.2%
AB	523	518	512	267	73	403	224	179
%V	19.1%	19.4%	19.6%	25.2%	14.9%	19.7%	23.6%	16.3%
%H		99.0%	97.9%	51.1%	14.0%	77.1%	42.8%	34.2%
C1	760	748	741	296	161	568	274	294
%V	27.8%	28.0%	28.3%	28.0%	32.8%	27.7%	28.8%	26.8%
%H		98.4%	97.5%	38.9%	21.2%	74.7%	36.1%	38.7%
C2	498	496	490	210	106	390	212	177
%V	18.2%	18.6%	18.7%	19.8%	21.6%	19.0%	22.3%	16.1%
%H		99.6%	98.4%	42.2%	21.3%	78.3%	42.6%	35.5%
D	458	440	432	157	95	336	147	189
%V	16.8%	16.5%	16.5%	14.8%	19.3%	16.4%	15.5%	17.2%
%H		96.1%	94.3%	34.3%	20.7%	73.4%	32.1%	41.3%
E	494	469	442	128	56	352	92	260
%V	18.1%	17.6%	16.9%	12.1%	11.4%	17.2%	9.7%	23.7%
%H		94.9%	89.5%	25.9%	11.3%	71.3%	18.6%	52.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2733	2671	2618	1058	491	2049	950	1099
%H		97.7%	95.8%	38.7%	18.0%	75.0%	34.8%	40.2%
Working full time	906	887	883	420	187	691	405	285
%V	33.2%	33.2%	33.7%	39.7%	38.1%	33.7%	42.6%	25.9%
%H		97.9%	97.5%	46.4%	20.6%	76.3%	44.7%	31.5%
Working part time	368	366	362	157	79	279	150	129
%V	13.5%	13.7%	13.8%	14.8%	16.1%	13.6%	15.8%	11.7%
%H		99.5%	98.4%	42.7%	21.5%	75.8%	40.8%	35.1%
Not working	1459	1417	1372	481	225	1079	394	685
%V	53.4%	53.1%	52.4%	45.5%	45.8%	52.7%	41.5%	62.3%
%H		97.1%	94.0%	33.0%	15.4%	74.0%	27.0%	46.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2374	2299	2132	847	425	1495	619	876
%H (All HH)		96.8%	89.8%	35.7%	17.9%	63.0%	26.1%	36.9%
%H (TV HH)			92.7%	36.8%	18.5%	65.0%	26.9%	38.1%
AB	458	443	418	192	81	273	126	146
%V	19.3%	19.3%	19.6%	22.7%	19.1%	18.3%	20.4%	16.7%
%H (All HH)		96.7%	91.3%	41.9%	17.7%	59.6%	27.5%	31.9%
%H (TV HH)			94.4%	43.3%	18.3%	61.6%	28.4%	33.0%
C1	612	585	550	230	114	379	168	211
%V	25.8%	25.4%	25.8%	27.2%	26.8%	25.4%	27.1%	24.1%
%H (All HH)		95.6%	89.9%	37.6%	18.6%	61.9%	27.5%	34.5%
%H (TV HH)			94.0%	39.3%	19.5%	64.8%	28.7%	36.1%
C2	477	466	441	204	90	301	150	151
%V	20.1%	20.3%	20.7%	24.1%	21.2%	20.1%	24.2%	17.2%
%H (All HH)		97.7%	92.5%	42.8%	18.9%	63.1%	31.4%	31.7%
%H (TV HH)			94.6%	43.8%	19.3%	64.6%	32.2%	32.4%
D	422	407	384	135	81	285	112	172
%V	17.8%	17.7%	18.0%	15.9%	19.1%	19.1%	18.1%	19.6%
%H (All HH)		96.4%	91.0%	32.0%	19.2%	67.5%	26.5%	40.8%
%H (TV HH)			94.3%	33.2%	19.9%	70.0%	27.5%	42.3%
E	405	397	339	86	59	257	61	195
%V	17.1%	17.3%	15.9%	10.2%	13.9%	17.2%	9.9%	22.3%
%H (All HH)		98.0%	83.7%	21.2%	14.6%	63.5%	15.1%	48.1%
%H (TV HH)			85.4%	21.7%	14.9%	64.7%	15.4%	49.1%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2374	2299	2132	847	425	1495	619	876
%H (All HH)		96.8%	89.8%	35.7%	17.9%	63.0%	26.1%	36.9%
%H (TV HH)			92.7%	36.8%	18.5%	65.0%	26.9%	38.1%
Under 25	129	115	109	35	24	75	25	50
%V	5.4%	5.0%	5.1%	4.1%	5.6%	5.0%	4.0%	5.7%
%H (All HH)		89.1%	84.5%	27.1%	18.6%	58.1%	19.4%	38.8%
%H (TV HH)			94.8%	30.4%	20.9%	65.2%	21.7%	43.5%
25 - 34	349	324	311	145	64	195	92	103
%V	14.7%	14.1%	14.6%	17.1%	15.1%	13.0%	14.9%	11.8%
%H (All HH)		92.8%	89.1%	41.5%	18.3%	55.9%	26.4%	29.5%
%H (TV HH)			96.0%	44.8%	19.8%	60.2%	28.4%	31.8%
35 - 44	438	423	406	202	100	260	151	108
%V	18.4%	18.4%	19.0%	23.8%	23.5%	17.4%	24.4%	12.3%
%H (All HH)		96.6%	92.7%	46.1%	22.8%	59.4%	34.5%	24.7%
%H (TV HH)			96.0%	47.8%	23.6%	61.5%	35.7%	25.5%
45 - 54	464	454	435	180	92	316	148	168
%V	19.5%	19.7%	20.4%	21.3%	21.6%	21.1%	23.9%	19.2%
%H (All HH)		97.8%	93.8%	38.8%	19.8%	68.1%	31.9%	36.2%
%H (TV HH)			95.8%	39.6%	20.3%	69.6%	32.6%	37.0%
55 - 64	395	390	364	139	76	263	110	153
%V	16.6%	17.0%	17.1%	16.4%	17.9%	17.6%	17.8%	17.5%
%H (All HH)		98.7%	92.2%	35.2%	19.2%	66.6%	27.8%	38.7%
%H (TV HH)			93.3%	35.6%	19.5%	67.4%	28.2%	39.2%
65 +	599	593	507	145	70	386	92	294
%V	25.2%	25.8%	23.8%	17.1%	16.5%	25.8%	14.9%	33.6%
%H (All HH)		99.0%	84.6%	24.2%	11.7%	64.4%	15.4%	49.1%
%H (TV HH)			85.5%	24.5%	11.8%	65.1%	15.5%	49.6%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2374	2299	2132	847	425	1495	619	876
%H (All HH)		96.8%	89.8%	35.7%	17.9%	63.0%	26.1%	36.9%
%H (TV HH)			92.7%	36.8%	18.5%	65.0%	26.9%	38.1%
1	871	840	727	189	121	540	120	420
%V	36.7%	36.5%	34.1%	22.3%	28.5%	36.1%	19.4%	47.9%
%H (All HH)		96.4%	83.5%	21.7%	13.9%	62.0%	13.8%	48.2%
%H (TV HH)			86.5%	22.5%	14.4%	64.3%	14.3%	50.0%
2	778	748	710	302	143	496	227	269
%V	32.8%	32.5%	33.3%	35.7%	33.6%	33.2%	36.7%	30.7%
%H (All HH)		96.1%	91.3%	38.8%	18.4%	63.8%	29.2%	34.6%
%H (TV HH)			94.9%	40.4%	19.1%	66.3%	30.3%	36.0%
3	358	349	343	166	79	226	127	99
%V	15.1%	15.2%	16.1%	19.6%	18.6%	15.1%	20.5%	11.3%
%H (All HH)		97.5%	95.8%	46.4%	22.1%	63.1%	35.5%	27.7%
%H (TV HH)			98.3%	47.6%	22.6%	64.8%	36.4%	28.4%
4	258	257	250	134	58	164	101	63
%V	10.9%	11.2%	11.7%	15.8%	13.6%	11.0%	16.3%	7.2%
%H (All HH)		99.6%	96.9%	51.9%	22.5%	63.6%	39.1%	24.4%
%H (TV HH)			97.3%	52.1%	22.6%	63.8%	39.3%	24.5%
5+	108	104	102	55	24	70	44	25
%V	4.5%	4.5%	4.8%	6.5%	5.6%	4.7%	7.1%	2.9%
%H (All HH)		96.3%	94.4%	50.9%	22.2%	64.8%	40.7%	23.1%
%H (TV HH)			98.1%	52.9%	23.1%	67.3%	42.3%	24.0%
Average HH size	2.15	2.16	2.21	2.51	2.36	2.16	2.58	1.87

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2374	2299	2132	847	425	1495	619	876
%H (All HH)		96.8%	89.8%	35.7%	17.9%	63.0%	26.1%	36.9%
%H (TV HH)			92.7%	36.8%	18.5%	65.0%	26.9%	38.1%
Without	1830	1767	1613	580	311	1167	433	734
%V	77.1%	76.9%	75.7%	68.5%	73.2%	78.1%	70.0%	83.8%
%H (All HH)		96.6%	88.1%	31.7%	17.0%	63.8%	23.7%	40.1%
%H (TV HH)			91.3%	32.8%	17.6%	66.0%	24.5%	41.5%
With	544	531	519	267	114	328	186	142
%V	22.9%	23.1%	24.3%	31.5%	26.8%	21.9%	30.0%	16.2%
%H (All HH)		97.6%	95.4%	49.1%	21.0%	60.3%	34.2%	26.1%
%H (TV HH)			97.7%	50.3%	21.5%	61.8%	35.0%	26.7%
0 - 3	199	191	187	99	38	109	58	52
%V	8.4%	8.3%	8.8%	11.7%	8.9%	7.3%	9.4%	5.9%
%H (All HH)		96.0%	94.0%	49.7%	19.1%	54.8%	29.1%	26.1%
%H (TV HH)			97.9%	51.8%	19.9%	57.1%	30.4%	27.2%
4 - 9	257	253	248	122	55	156	84	73
%V	10.8%	11.0%	11.6%	14.4%	12.9%	10.4%	13.6%	8.3%
%H (All HH)		98.4%	96.5%	47.5%	21.4%	60.7%	32.7%	28.4%
%H (TV HH)			98.0%	48.2%	21.7%	61.7%	33.2%	28.9%
10 - 15	270	267	261	140	58	172	107	65
%V	11.4%	11.6%	12.2%	16.5%	13.6%	11.5%	17.3%	7.4%
%H (All HH)		98.9%	96.7%	51.9%	21.5%	63.7%	39.6%	24.1%
%H (TV HH)			97.8%	52.4%	21.7%	64.4%	40.1%	24.3%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2374	2299	2132	847	425	1495	619	876
%H (All HH)		96.8%	89.8%	35.7%	17.9%	63.0%	26.1%	36.9%
%H (TV HH)			92.7%	36.8%	18.5%	65.0%	26.9%	38.1%
1	828	828	720	217	124	462	82	380
%V	34.9%	36.0%	33.8%	25.6%	29.2%	30.9%	13.2%	43.4%
%H (All HH)		100.0%	87.0%	26.2%	15.0%	55.8%	9.9%	45.9%
%H (TV HH)			87.0%	26.2%	15.0%	55.8%	9.9%	45.9%
2	818	818	774	307	166	545	240	306
%V	34.5%	35.6%	36.3%	36.2%	39.1%	36.5%	38.8%	34.9%
%H (All HH)		100.0%	94.6%	37.5%	20.3%	66.6%	29.3%	37.4%
%H (TV HH)			94.6%	37.5%	20.3%	66.6%	29.3%	37.4%
3	405	405	393	178	90	290	161	129
%V	17.1%	17.6%	18.4%	21.0%	21.2%	19.4%	26.0%	14.7%
%H (All HH)		100.0%	97.0%	44.0%	22.2%	71.6%	39.8%	31.9%
%H (TV HH)			97.0%	44.0%	22.2%	71.6%	39.8%	31.9%
4	178	178	176	100	32	142	95	48
%V	7.5%	7.7%	8.3%	11.8%	7.5%	9.5%	15.3%	5.5%
%H (All HH)		100.0%	98.9%	56.2%	18.0%	79.8%	53.4%	27.0%
%H (TV HH)			98.9%	56.2%	18.0%	79.8%	53.4%	27.0%
5+	70	70	69	45	13	55	41	15
%V	2.9%	3.0%	3.2%	5.3%	3.1%	3.7%	6.6%	1.7%
%H (All HH)		100.0%	98.6%	64.3%	18.6%	78.6%	58.6%	21.4%
%H (TV HH)			98.6%	64.3%	18.6%	78.6%	58.6%	21.4%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2374	2299	2132	847	425	1495	619	876
%H (All HH)		96.8%	89.8%	35.7%	17.9%	63.0%	26.1%	36.9%
%H (TV HH)			92.7%	36.8%	18.5%	65.0%	26.9%	38.1%
Under 20"	1072	1072	1005	412	201	746	346	401
%V	45.2%	46.6%	47.1%	48.6%	47.3%	49.9%	55.9%	45.8%
%H (All HH)		100.0%	93.8%	38.4%	18.8%	69.6%	32.3%	37.4%
%H (TV HH)			93.8%	38.4%	18.8%	69.6%	32.3%	37.4%
20" - 29"	1214	1214	1106	417	216	791	310	482
%V	51.1%	52.8%	51.9%	49.2%	50.8%	52.9%	50.1%	55.0%
%H (All HH)		100.0%	91.1%	34.3%	17.8%	65.2%	25.5%	39.7%
%H (TV HH)			91.1%	34.3%	17.8%	65.2%	25.5%	39.7%
30" - 39"	1035	1035	998	429	220	717	357	360
%V	43.6%	45.0%	46.8%	50.6%	51.8%	48.0%	57.7%	41.1%
%H (All HH)		100.0%	96.4%	41.4%	21.3%	69.3%	34.5%	34.8%
%H (TV HH)			96.4%	41.4%	21.3%	69.3%	34.5%	34.8%
40" and over	530	530	524	294	115	364	241	124
%V	22.3%	23.1%	24.6%	34.7%	27.1%	24.3%	38.9%	14.2%
%H (All HH)		100.0%	98.9%	55.5%	21.7%	68.7%	45.5%	23.4%
%H (TV HH)			98.9%	55.5%	21.7%	68.7%	45.5%	23.4%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2374	2299	2132	847	425	1495	619	876
%H (All HH)		96.8%	89.8%	35.7%	17.9%	63.0%	26.1%	36.9%
%H (TV HH)			92.7%	36.8%	18.5%	65.0%	26.9%	38.1%
Main living room	2269	2269	2107	840	421	1474	612	862
%V	95.6%	98.7%	98.8%	99.2%	99.1%	98.6%	98.9%	98.4%
%H (All HH)		100.0%	92.9%	37.0%	18.6%	65.0%	27.0%	38.0%
%H (TV HH)			92.9%	37.0%	18.6%	65.0%	27.0%	38.0%
Kitchen	303	303	290	136	43	218	105	113
%V	12.8%	13.2%	13.6%	16.1%	10.1%	14.6%	17.0%	12.9%
%H (All HH)		100.0%	95.7%	44.9%	14.2%	71.9%	34.7%	37.3%
%H (TV HH)			95.7%	44.9%	14.2%	71.9%	34.7%	37.3%
Adult's bedroom	1174	1174	1134	500	254	840	445	394
%V	49.5%	51.1%	53.2%	59.0%	59.8%	56.2%	71.9%	45.0%
%H (All HH)		100.0%	96.6%	42.6%	21.6%	71.6%	37.9%	33.6%
%H (TV HH)			96.6%	42.6%	21.6%	71.6%	37.9%	33.6%
Child's bedroom	247	247	241	133	55	176	119	57
%V	10.4%	10.7%	11.3%	15.7%	12.9%	11.8%	19.2%	6.5%
%H (All HH)		100.0%	97.6%	53.8%	22.3%	71.3%	48.2%	23.1%
%H (TV HH)			97.6%	53.8%	22.3%	71.3%	48.2%	23.1%
Other bedroom	65	65	63	34	14	47	31	16
%V	2.7%	2.8%	3.0%	4.0%	3.3%	3.1%	5.0%	1.8%
%H (All HH)		100.0%	96.9%	52.3%	21.5%	72.3%	47.7%	24.6%
%H (TV HH)			96.9%	52.3%	21.5%	72.3%	47.7%	24.6%
Second living/dining room	189	189	180	97	26	131	72	59
%V	8.0%	8.2%	8.4%	11.5%	6.1%	8.8%	11.6%	6.7%
%H (All HH)		100.0%	95.2%	51.3%	13.8%	69.3%	38.1%	31.2%
%H (TV HH)			95.2%	51.3%	13.8%	69.3%	38.1%	31.2%
Study/office	46	46	43	22	7	35	22	14
%V	1.9%	2.0%	2.0%	2.6%	1.6%	2.3%	3.6%	1.6%
%H (All HH)		100.0%	93.5%	47.8%	15.2%	76.1%	47.8%	30.4%
%H (TV HH)			93.5%	47.8%	15.2%	76.1%	47.8%	30.4%
TV room	15	15	15	9	2	13	8	4
%V	0.6%	0.7%	0.7%	1.1%	0.5%	0.9%	1.3%	0.5%
%H (All HH)		100.0%	100.0%	60.0%	13.3%	86.7%	53.3%	26.7%
%H (TV HH)			100.0%	60.0%	13.3%	86.7%	53.3%	26.7%
No specific location	3	3	3	2	1	3	2	1
%V	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.3%	0.1%
%H (All HH)		100.0%	100.0%	66.7%	33.3%	100.0%	66.7%	33.3%
%H (TV HH)			100.0%	66.7%	33.3%	100.0%	66.7%	33.3%
Other	7	7	7	4	2	5	4	2
%V	0.3%	0.3%	0.3%	0.5%	0.5%	0.3%	0.6%	0.2%
%H (All HH)		100.0%	100.0%	57.1%	28.6%	71.4%	57.1%	28.6%
%H (TV HH)			100.0%	57.1%	28.6%	71.4%	57.1%	28.6%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Household level data

Table 11.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2374	2299	2132	847	425	1495	619	876
%H (All HH)		96.8%	89.8%	35.7%	17.9%	63.0%	26.1%	36.9%
%H (TV HH)			92.7%	36.8%	18.5%	65.0%	26.9%	38.1%
PVR	747	747	747	531	127	463	363	99
%V	31.5%	32.5%	35.0%	62.7%	29.9%	31.0%	58.6%	11.3%
%H (All HH)		100.0%	100.0%	71.1%	17.0%	62.0%	48.6%	13.3%
%H (TV HH)			100.0%	71.1%	17.0%	62.0%	48.6%	13.3%
DVDR	283	283	275	121	56	198	99	99
%V	11.9%	12.3%	12.9%	14.3%	13.2%	13.2%	16.0%	11.3%
%H (All HH)		100.0%	97.2%	42.8%	19.8%	70.0%	35.0%	35.0%
%H (TV HH)			97.2%	42.8%	19.8%	70.0%	35.0%	35.0%
VCR	736	736	673	245	130	459	159	300
%V	31.0%	32.0%	31.6%	28.9%	30.6%	30.7%	25.7%	34.2%
%H (All HH)		100.0%	91.4%	33.3%	17.7%	62.4%	21.6%	40.8%
%H (TV HH)			91.4%	33.3%	17.7%	62.4%	21.6%	40.8%
Any recorder	1406	1406	1338	671	250	896	468	428
%V	59.2%	61.2%	62.8%	79.2%	58.8%	59.9%	75.6%	48.9%
%H (All HH)		100.0%	95.2%	47.7%	17.8%	63.7%	33.3%	30.4%
%H (TV HH)			95.2%	47.7%	17.8%	63.7%	33.3%	30.4%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Household level data

Table 11.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2374	2299	2132	847	425	1495	619	876
%H (All HH)		96.8%	89.8%	35.7%	17.9%	63.0%	26.1%	36.9%
%H (TV HH)			92.7%	36.8%	18.5%	65.0%	26.9%	38.1%
Receives HDTV (via STB or built-in reception)	351	351	351	240	117	208	208	0
%V	14.8%	15.3%	16.5%	28.3%	27.5%	13.9%	33.6%	0.0%
%H (All HH)		100.0%	100.0%	68.4%	33.3%	59.3%	59.3%	0.0%
%H (TV HH)			100.0%	68.4%	33.3%	59.3%	59.3%	0.0%
DVD/Blu-ray player or recorder	1921	1921	1835	757	384	1282	574	708
%V	80.9%	83.6%	86.1%	89.4%	90.4%	85.8%	92.7%	80.8%
%H (All HH)		100.0%	95.5%	39.4%	20.0%	66.7%	29.9%	36.9%
%H (TV HH)			95.5%	39.4%	20.0%	66.7%	29.9%	36.9%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2374	2299	2132	847	425	1495	619	876
%H (All HH)		96.8%	89.8%	35.7%	17.9%	63.0%	26.1%	36.9%
%H (TV HH)			92.7%	36.8%	18.5%	65.0%	26.9%	38.1%
Has PC or Laptop	1591	1538	1489	689	328	1003	517	485
%V	67.0%	66.9%	69.8%	81.3%	77.2%	67.1%	83.5%	55.4%
%H (All HH)		96.7%	93.6%	43.3%	20.6%	63.0%	32.5%	30.5%
%H (TV HH)			96.8%	44.8%	21.3%	65.2%	33.6%	31.5%
Has broadband internet	1268	1229	1196	566	279	788	425	363
%V	53.4%	53.5%	56.1%	66.8%	65.6%	52.7%	68.7%	41.4%
%H (All HH)		96.9%	94.3%	44.6%	22.0%	62.1%	33.5%	28.6%
%H (TV HH)			97.3%	46.1%	22.7%	64.1%	34.6%	29.5%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4761	4516	2000	924	3282	1638	1645
%H		94.9%	42.0%	19.4%	68.9%	34.4%	34.6%
Under 20"	1491	1413	616	265	1060	515	545
%V	31.3%	31.3%	30.8%	28.7%	32.3%	31.4%	33.1%
%H		94.8%	41.3%	17.8%	71.1%	34.5%	36.6%
20" - 29"	1507	1389	548	279	997	422	575
%V	31.7%	30.8%	27.4%	30.2%	30.4%	25.8%	35.0%
%H		92.2%	36.4%	18.5%	66.2%	28.0%	38.2%
30" - 39"	1172	1132	506	249	820	428	391
%V	24.6%	25.1%	25.3%	26.9%	25.0%	26.1%	23.8%
%H		96.6%	43.2%	21.2%	70.0%	36.5%	33.4%
40" and over	567	561	317	127	391	264	127
%V	11.9%	12.4%	15.9%	13.7%	11.9%	16.1%	7.7%
%H		98.9%	55.9%	22.4%	69.0%	46.6%	22.4%
Don't know	24	22	12	4	15	9	6
%V	0.5%	0.5%	0.6%	0.4%	0.5%	0.5%	0.4%
%H		91.7%	50.0%	16.7%	62.5%	37.5%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4761	4516	2000	924	3282	1638	1645
%H		94.9%	42.0%	19.4%	68.9%	34.4%	34.6%
Main living room	2317	2150	858	430	1510	630	879
%V	48.7%	47.6%	42.9%	46.5%	46.0%	38.5%	53.4%
%H		92.8%	37.0%	18.6%	65.2%	27.2%	37.9%
Kitchen	304	291	136	44	219	105	114
%V	6.4%	6.4%	6.8%	4.8%	6.7%	6.4%	6.9%
%H		95.7%	44.7%	14.5%	72.0%	34.5%	37.5%
Adult's bedroom	1483	1438	652	328	1082	601	481
%V	31.1%	31.8%	32.6%	35.5%	33.0%	36.7%	29.2%
%H		97.0%	44.0%	22.1%	73.0%	40.5%	32.4%
Child's bedroom	322	315	180	69	231	159	73
%V	6.8%	7.0%	9.0%	7.5%	7.0%	9.7%	4.4%
%H		97.8%	55.9%	21.4%	71.7%	49.4%	22.7%
Other bedroom	72	70	38	15	51	34	18
%V	1.5%	1.6%	1.9%	1.6%	1.6%	2.1%	1.1%
%H		97.2%	52.8%	20.8%	70.8%	47.2%	25.0%
Second living/dining room	191	182	99	26	133	73	60
%V	4.0%	4.0%	5.0%	2.8%	4.1%	4.5%	3.6%
%H		95.3%	51.8%	13.6%	69.6%	38.2%	31.4%
Study/office	47	44	23	7	36	22	14
%V	1.0%	1.0%	1.2%	0.8%	1.1%	1.3%	0.9%
%H		93.6%	48.9%	14.9%	76.6%	46.8%	29.8%
TV room	15	15	9	2	13	8	4
%V	0.3%	0.3%	0.5%	0.2%	0.4%	0.5%	0.2%
%H		100.0%	60.0%	13.3%	86.7%	53.3%	26.7%
No specific location	3	3	2	1	3	2	1
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	66.7%	33.3%	100.0%	66.7%	33.3%
Other	8	8	4	2	6	4	2
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%
%H		100.0%	50.0%	25.0%	75.0%	50.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4761	4516	2000	924	3282	1638	1645
%H		94.9%	42.0%	19.4%	68.9%	34.4%	34.6%
PVR	947	947	706	147	573	465	108
%V	19.9%	21.0%	35.3%	15.9%	17.5%	28.4%	6.6%
%H		100.0%	74.6%	15.5%	60.5%	49.1%	11.4%
DVDR	323	315	148	62	230	123	107
%V	6.8%	7.0%	7.4%	6.7%	7.0%	7.5%	6.5%
%H		97.5%	45.8%	19.2%	71.2%	38.1%	33.1%
VCR	858	789	292	150	548	200	348
%V	18.0%	17.5%	14.6%	16.2%	16.7%	12.2%	21.2%
%H		92.0%	34.0%	17.5%	63.9%	23.3%	40.6%
Any recorder	1830	1754	955	311	1173	667	506
%V	38.4%	38.8%	47.8%	33.7%	35.7%	40.7%	30.8%
%H		95.8%	52.2%	17.0%	64.1%	36.4%	27.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4761	4516	2000	924	3282	1638	1645
%H		94.9%	42.0%	19.4%	68.9%	34.4%	34.6%
Receives HDTV (via STB or built-in reception)	422	422	298	133	248	248	0
%V	8.9%	9.3%	14.9%	14.4%	7.6%	15.1%	0.0%
%H		100.0%	70.6%	31.5%	58.8%	58.8%	0.0%
DVD/Blu-ray player or recorder	2891	2793	1256	602	1995	1027	968
%V	60.7%	61.8%	62.8%	65.2%	60.8%	62.7%	58.8%
%H		96.6%	43.4%	20.8%	69.0%	35.5%	33.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Scotland
Set level data
Table 11.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2297	2130	847	425	1493	619	875
%H		92.7%	36.9%	18.5%	65.0%	26.9%	38.1%
Under 20"	125	98	22	10	71	6	65
%V	5.4%	4.6%	2.6%	2.4%	4.8%	1.0%	7.4%
%H		78.4%	17.6%	8.0%	56.8%	4.8%	52.0%
20" - 29"	783	684	204	119	471	107	363
%V	34.1%	32.1%	24.1%	28.0%	31.5%	17.3%	41.5%
%H		87.4%	26.1%	15.2%	60.2%	13.7%	46.4%
30" - 39"	868	834	331	182	595	268	327
%V	37.8%	39.2%	39.1%	42.8%	39.9%	43.3%	37.4%
%H		96.1%	38.1%	21.0%	68.5%	30.9%	37.7%
40" and over	511	505	286	112	350	235	115
%V	22.2%	23.7%	33.8%	26.4%	23.4%	38.0%	13.1%
%H		98.8%	56.0%	21.9%	68.5%	46.0%	22.5%
Don't know	11	9	4	1	6	2	3
%V	0.5%	0.4%	0.5%	0.2%	0.4%	0.3%	0.3%
%H		81.8%	36.4%	9.1%	54.5%	18.2%	27.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Scotland
Set level data
Table 11.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2297	2130	847	425	1493	619	875
%H		92.7%	36.9%	18.5%	65.0%	26.9%	38.1%
PVR	721	721	518	121	441	350	91
%V	31.4%	33.8%	61.2%	28.5%	29.5%	56.5%	10.4%
%H		100.0%	71.8%	16.8%	61.2%	48.5%	12.6%
DVDR	262	255	111	53	181	88	93
%V	11.4%	12.0%	13.1%	12.5%	12.1%	14.2%	10.6%
%H		97.3%	42.4%	20.2%	69.1%	33.6%	35.5%
VCR	609	550	185	103	372	111	262
%V	26.5%	25.8%	21.8%	24.2%	24.9%	17.9%	29.9%
%H		90.3%	30.4%	16.9%	61.1%	18.2%	43.0%
Any recorder	1333	1268	650	236	842	449	393
%V	58.0%	59.5%	76.7%	55.5%	56.4%	72.5%	44.9%
%H		95.1%	48.8%	17.7%	63.2%	33.7%	29.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2297	2130	847	425	1493	619	875
%H		92.7%	36.9%	18.5%	65.0%	26.9%	38.1%
Receives HDTV (via STB or built-in reception)	341	341	232	115	201	201	0
%V	14.8%	16.0%	27.4%	27.1%	13.5%	32.5%	0.0%
%H		100.0%	68.0%	33.7%	58.9%	58.9%	0.0%
DVD/Blu-ray player or recorder	1822	1738	710	366	1209	533	675
%V	79.3%	81.6%	83.8%	86.1%	81.0%	86.1%	77.1%
%H		95.4%	39.0%	20.1%	66.4%	29.3%	37.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Scotland
Set level data
Table 11.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2464	2386	1153	499	1789	1019	770
%H		96.8%	46.8%	20.3%	72.6%	41.4%	31.3%
Under 20"	1366	1315	593	255	988	509	479
%V	55.4%	55.1%	51.4%	51.1%	55.2%	50.0%	62.2%
%H		96.3%	43.4%	18.7%	72.3%	37.3%	35.1%
20" - 29"	724	705	344	161	526	314	212
%V	29.4%	29.5%	29.8%	32.3%	29.4%	30.8%	27.5%
%H		97.4%	47.5%	22.2%	72.7%	43.4%	29.3%
30" - 39"	304	298	176	66	224	160	64
%V	12.3%	12.5%	15.3%	13.2%	12.5%	15.7%	8.3%
%H		98.0%	57.9%	21.7%	73.7%	52.6%	21.1%
40" and over	57	56	32	15	41	28	12
%V	2.3%	2.3%	2.8%	3.0%	2.3%	2.7%	1.6%
%H		98.2%	56.1%	26.3%	71.9%	49.1%	21.1%
Don't know	13	13	8	2	10	7	3
%V	0.5%	0.5%	0.7%	0.4%	0.6%	0.7%	0.4%
%H		100.0%	61.5%	15.4%	76.9%	53.8%	23.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2464	2386	1153	499	1789	1019	770
%H		96.8%	46.8%	20.3%	72.6%	41.4%	31.3%
PVR	226	226	188	26	132	115	17
%V	9.2%	9.5%	16.3%	5.2%	7.4%	11.3%	2.2%
%H		100.0%	83.2%	11.5%	58.4%	50.9%	7.5%
DVDR	60	60	37	10	49	35	14
%V	2.4%	2.5%	3.2%	2.0%	2.7%	3.4%	1.8%
%H		100.0%	61.7%	16.7%	81.7%	58.3%	23.3%
VCR	250	239	107	47	176	89	87
%V	10.1%	10.0%	9.3%	9.4%	9.8%	8.7%	11.3%
%H		95.6%	42.8%	18.8%	70.4%	35.6%	34.8%
Any recorder	497	485	306	76	330	218	112
%V	20.2%	20.3%	26.5%	15.2%	18.4%	21.4%	14.5%
%H		97.6%	61.6%	15.3%	66.4%	43.9%	22.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2464	2386	1153	499	1789	1019	770
%H		96.8%	46.8%	20.3%	72.6%	41.4%	31.3%
Receives HDTV (via STB or built-in reception)	82	82	66	18	47	47	0
%V	3.3%	3.4%	5.7%	3.6%	2.6%	4.6%	0.0%
%H		100.0%	80.5%	22.0%	57.3%	57.3%	0.0%
DVD/Blu-ray player or recorder	1069	1055	546	236	786	493	293
%V	43.4%	44.2%	47.4%	47.3%	43.9%	48.4%	38.1%
%H		98.7%	51.1%	22.1%	73.5%	46.1%	27.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5108	4963	4717	2127	1000	3231	1595	1636
%H		97.2%	92.3%	41.6%	19.6%	63.3%	31.2%	32.0%
Total Children	902	881	861	456	184	539	311	229
%V	17.7%	17.8%	18.3%	21.4%	18.4%	16.7%	19.5%	14.0%
%H		97.7%	95.5%	50.6%	20.4%	59.8%	34.5%	25.4%
0 - 3	229	220	215	116	43	126	69	57
%V	4.5%	4.4%	4.6%	5.5%	4.3%	3.9%	4.3%	3.5%
%H		96.1%	93.9%	50.7%	18.8%	55.0%	30.1%	24.9%
4 - 15	673	661	645	340	141	413	241	171
%V	13.2%	13.3%	13.7%	16.0%	14.1%	12.8%	15.1%	10.5%
%H		98.2%	95.8%	50.5%	21.0%	61.4%	35.8%	25.4%
4 - 9	329	323	315	160	67	196	105	91
%V	6.4%	6.5%	6.7%	7.5%	6.7%	6.1%	6.6%	5.6%
%H		98.2%	95.7%	48.6%	20.4%	59.6%	31.9%	27.7%
10 - 15	344	338	330	180	74	217	136	81
%V	6.7%	6.8%	7.0%	8.5%	7.4%	6.7%	8.5%	5.0%
%H		98.3%	95.9%	52.3%	21.5%	63.1%	39.5%	23.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5108	4963	4717	2127	1000	3231	1595	1636
%H		97.2%	92.3%	41.6%	19.6%	63.3%	31.2%	32.0%
Total Adults (16+)	4207	4082	3856	1670	816	2692	1285	1407
%V	82.4%	82.2%	81.7%	78.5%	81.6%	83.3%	80.6%	86.0%
%H		97.0%	91.7%	39.7%	19.4%	64.0%	30.5%	33.4%
16 - 19	264	257	253	123	54	183	103	80
%V	5.2%	5.2%	5.4%	5.8%	5.4%	5.7%	6.5%	4.9%
%H		97.3%	95.8%	46.6%	20.5%	69.3%	39.0%	30.3%
20 - 24	328	304	294	117	79	210	108	103
%V	6.4%	6.1%	6.2%	5.5%	7.9%	6.5%	6.8%	6.3%
%H		92.7%	89.6%	35.7%	24.1%	64.0%	32.9%	31.4%
25 - 34	646	605	583	275	133	379	199	180
%V	12.6%	12.2%	12.4%	12.9%	13.3%	11.7%	12.5%	11.0%
%H		93.7%	90.2%	42.6%	20.6%	58.7%	30.8%	27.9%
35 - 44	720	697	676	352	163	427	260	167
%V	14.1%	14.0%	14.3%	16.5%	16.3%	13.2%	16.3%	10.2%
%H		96.8%	93.9%	48.9%	22.6%	59.3%	36.1%	23.2%
45 - 54	764	750	724	322	153	518	261	256
%V	15.0%	15.1%	15.3%	15.1%	15.3%	16.0%	16.4%	15.6%
%H		98.2%	94.8%	42.1%	20.0%	67.8%	34.2%	33.5%
55 - 64	647	638	604	255	126	429	200	229
%V	12.7%	12.9%	12.8%	12.0%	12.6%	13.3%	12.5%	14.0%
%H		98.6%	93.4%	39.4%	19.5%	66.3%	30.9%	35.4%
65+	837	831	723	226	107	546	153	393
%V	16.4%	16.7%	15.3%	10.6%	10.7%	16.9%	9.6%	24.0%
%H		99.3%	86.4%	27.0%	12.8%	65.2%	18.3%	47.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4207	4082	3856	1670	816	2692	1285	1407
%H		97.0%	91.7%	39.7%	19.4%	64.0%	30.5%	33.4%
AB	897	870	832	399	163	550	277	273
%V	21.3%	21.3%	21.6%	23.9%	20.0%	20.4%	21.6%	19.4%
%H		97.0%	92.8%	44.5%	18.2%	61.3%	30.9%	30.4%
C1	1099	1053	1003	457	224	689	355	334
%V	26.1%	25.8%	26.0%	27.4%	27.5%	25.6%	27.6%	23.7%
%H		95.8%	91.3%	41.6%	20.4%	62.7%	32.3%	30.4%
C2	962	941	902	433	194	623	335	288
%V	22.9%	23.1%	23.4%	25.9%	23.8%	23.1%	26.1%	20.5%
%H		97.8%	93.8%	45.0%	20.2%	64.8%	34.8%	29.9%
D	736	714	681	263	154	506	232	274
%V	17.5%	17.5%	17.7%	15.7%	18.9%	18.8%	18.1%	19.5%
%H		97.0%	92.5%	35.7%	20.9%	68.8%	31.5%	37.2%
E	513	504	438	118	82	324	85	239
%V	12.2%	12.3%	11.4%	7.1%	10.0%	12.0%	6.6%	17.0%
%H		98.2%	85.4%	23.0%	16.0%	63.2%	16.6%	46.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4207	4082	3856	1670	816	2692	1285	1407
%H		97.0%	91.7%	39.7%	19.4%	64.0%	30.5%	33.4%
Working full time	1872	1816	1767	860	409	1177	660	517
%V	44.5%	44.5%	45.8%	51.5%	50.1%	43.7%	51.4%	36.7%
%H		97.0%	94.4%	45.9%	21.8%	62.9%	35.3%	27.6%
Working part time	407	400	387	190	81	261	142	119
%V	9.7%	9.8%	10.0%	11.4%	9.9%	9.7%	11.1%	8.5%
%H		98.3%	95.1%	46.7%	19.9%	64.1%	34.9%	29.2%
Not working	1927	1866	1702	620	326	1254	483	771
%V	45.8%	45.7%	44.1%	37.1%	40.0%	46.6%	37.6%	54.8%
%H		96.8%	88.3%	32.2%	16.9%	65.1%	25.1%	40.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2016	1941	1835	826	404	1261	635	626
%H		96.3%	91.0%	41.0%	20.0%	62.5%	31.5%	31.1%
16 - 19	132	129	126	63	30	95	57	38
%V	6.5%	6.6%	6.9%	7.6%	7.4%	7.5%	9.0%	6.1%
%H		97.7%	95.5%	47.7%	22.7%	72.0%	43.2%	28.8%
20 - 24	171	157	150	62	44	104	57	47
%V	8.5%	8.1%	8.2%	7.5%	10.9%	8.2%	9.0%	7.5%
%H		91.8%	87.7%	36.3%	25.7%	60.8%	33.3%	27.5%
25 - 34	323	298	285	133	70	185	101	84
%V	16.0%	15.4%	15.5%	16.1%	17.3%	14.7%	15.9%	13.4%
%H		92.3%	88.2%	41.2%	21.7%	57.3%	31.3%	26.0%
35 - 44	344	330	320	168	72	199	117	82
%V	17.1%	17.0%	17.4%	20.3%	17.8%	15.8%	18.4%	13.1%
%H		95.9%	93.0%	48.8%	20.9%	57.8%	34.0%	23.8%
45 - 54	368	358	344	157	77	240	125	114
%V	18.3%	18.4%	18.7%	19.0%	19.1%	19.0%	19.7%	18.2%
%H		97.3%	93.5%	42.7%	20.9%	65.2%	34.0%	31.0%
55 - 64	315	310	292	127	58	206	97	109
%V	15.6%	16.0%	15.9%	15.4%	14.4%	16.3%	15.3%	17.4%
%H		98.4%	92.7%	40.3%	18.4%	65.4%	30.8%	34.6%
65+	363	359	318	116	52	232	81	152
%V	18.0%	18.5%	17.3%	14.0%	12.9%	18.4%	12.8%	24.3%
%H		98.9%	87.6%	32.0%	14.3%	63.9%	22.3%	41.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2016	1941	1835	826	404	1261	635	626
%H		96.3%	91.0%	41.0%	20.0%	62.5%	31.5%	31.1%
AB	445	431	415	205	84	270	143	128
%V	22.1%	22.2%	22.6%	24.8%	20.8%	21.4%	22.5%	20.4%
%H		96.9%	93.3%	46.1%	18.9%	60.7%	32.1%	28.8%
C1	495	465	446	218	105	298	168	131
%V	24.6%	24.0%	24.3%	26.4%	26.0%	23.6%	26.5%	20.9%
%H		93.9%	90.1%	44.0%	21.2%	60.2%	33.9%	26.5%
C2	522	509	484	228	110	336	181	155
%V	25.9%	26.2%	26.4%	27.6%	27.2%	26.6%	28.5%	24.8%
%H		97.5%	92.7%	43.7%	21.1%	64.4%	34.7%	29.7%
D	347	333	315	129	71	231	111	120
%V	17.2%	17.2%	17.2%	15.6%	17.6%	18.3%	17.5%	19.2%
%H		96.0%	90.8%	37.2%	20.5%	66.6%	32.0%	34.6%
E	207	202	174	47	35	125	33	92
%V	10.3%	10.4%	9.5%	5.7%	8.7%	9.9%	5.2%	14.7%
%H		97.6%	84.1%	22.7%	16.9%	60.4%	15.9%	44.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2016	1941	1835	826	404	1261	635	626
%H		96.3%	91.0%	41.0%	20.0%	62.5%	31.5%	31.1%
Working full time	1150	1111	1077	541	248	701	399	302
%V	57.0%	57.2%	58.7%	65.5%	61.4%	55.6%	62.8%	48.2%
%H		96.6%	93.7%	47.0%	21.6%	61.0%	34.7%	26.3%
Working part time	60	60	57	21	15	40	19	21
%V	3.0%	3.1%	3.1%	2.5%	3.7%	3.2%	3.0%	3.4%
%H		100.0%	95.0%	35.0%	25.0%	66.7%	31.7%	35.0%
Not working	806	770	701	264	142	521	217	304
%V	40.0%	39.7%	38.2%	32.0%	35.1%	41.3%	34.2%	48.6%
%H		95.5%	87.0%	32.8%	17.6%	64.6%	26.9%	37.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2190	2141	2021	844	412	1431	650	781
%H		97.8%	92.3%	38.5%	18.8%	65.3%	29.7%	35.7%
16 - 19	133	128	126	60	24	88	46	42
%V	6.1%	6.0%	6.2%	7.1%	5.8%	6.1%	7.1%	5.4%
%H		96.2%	94.7%	45.1%	18.0%	66.2%	34.6%	31.6%
20 - 24	156	147	144	55	35	106	51	56
%V	7.1%	6.9%	7.1%	6.5%	8.5%	7.4%	7.8%	7.2%
%H		94.2%	92.3%	35.3%	22.4%	67.9%	32.7%	35.9%
25 - 34	323	307	298	142	63	193	98	96
%V	14.7%	14.3%	14.7%	16.8%	15.3%	13.5%	15.1%	12.3%
%H		95.0%	92.3%	44.0%	19.5%	59.8%	30.3%	29.7%
35 - 44	376	366	356	184	90	229	144	85
%V	17.2%	17.1%	17.6%	21.8%	21.8%	16.0%	22.2%	10.9%
%H		97.3%	94.7%	48.9%	23.9%	60.9%	38.3%	22.6%
45 - 54	397	392	379	165	76	278	136	142
%V	18.1%	18.3%	18.8%	19.5%	18.4%	19.4%	20.9%	18.2%
%H		98.7%	95.5%	41.6%	19.1%	70.0%	34.3%	35.8%
55 - 64	332	329	312	128	67	223	103	119
%V	15.2%	15.4%	15.4%	15.2%	16.3%	15.6%	15.8%	15.2%
%H		99.1%	94.0%	38.6%	20.2%	67.2%	31.0%	35.8%
65+	474	472	405	110	56	314	73	241
%V	21.6%	22.0%	20.0%	13.0%	13.6%	21.9%	11.2%	30.9%
%H		99.6%	85.4%	23.2%	11.8%	66.2%	15.4%	50.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2190	2141	2021	844	412	1431	650	781
%H		97.8%	92.3%	38.5%	18.8%	65.3%	29.7%	35.7%
AB	452	439	417	194	79	280	134	145
%V	20.6%	20.5%	20.6%	23.0%	19.2%	19.6%	20.6%	18.6%
%H		97.1%	92.3%	42.9%	17.5%	61.9%	29.6%	32.1%
C1	604	588	557	240	119	391	188	203
%V	27.6%	27.5%	27.6%	28.4%	28.9%	27.3%	28.9%	26.0%
%H		97.4%	92.2%	39.7%	19.7%	64.7%	31.1%	33.6%
C2	440	432	418	206	84	286	154	132
%V	20.1%	20.2%	20.7%	24.4%	20.4%	20.0%	23.7%	16.9%
%H		98.2%	95.0%	46.8%	19.1%	65.0%	35.0%	30.0%
D	389	382	365	134	83	274	121	154
%V	17.8%	17.8%	18.1%	15.9%	20.1%	19.1%	18.6%	19.7%
%H		98.2%	93.8%	34.4%	21.3%	70.4%	31.1%	39.6%
E	306	301	264	71	48	200	53	147
%V	14.0%	14.1%	13.1%	8.4%	11.7%	14.0%	8.2%	18.8%
%H		98.4%	86.3%	23.2%	15.7%	65.4%	17.3%	48.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2190	2141	2021	844	412	1431	650	781
%H		97.8%	92.3%	38.5%	18.8%	65.3%	29.7%	35.7%
Working full time	723	705	690	320	161	476	261	215
%V	33.0%	32.9%	34.1%	37.9%	39.1%	33.3%	40.2%	27.5%
%H		97.5%	95.4%	44.3%	22.3%	65.8%	36.1%	29.7%
Working part time	347	341	330	168	67	221	123	98
%V	15.8%	15.9%	16.3%	19.9%	16.3%	15.4%	18.9%	12.5%
%H		98.3%	95.1%	48.4%	19.3%	63.7%	35.4%	28.2%
Not working	1121	1096	1001	356	184	733	266	467
%V	51.2%	51.2%	49.5%	42.2%	44.7%	51.2%	40.9%	59.8%
%H		97.8%	89.3%	31.8%	16.4%	65.4%	23.7%	41.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	713	697	562	306	77	322	133	189
%H (All HH)		97.8%	78.8%	42.9%	10.8%	45.2%	18.7%	26.5%
%H (TV HH)			80.6%	43.9%	11.0%	46.2%	19.1%	27.1%
AB	123	121	104	57	17	61	28	33
%V	17.3%	17.4%	18.5%	18.6%	22.1%	18.9%	21.1%	17.5%
%H (All HH)		98.4%	84.6%	46.3%	13.8%	49.6%	22.8%	26.8%
%H (TV HH)			86.0%	47.1%	14.0%	50.4%	23.1%	27.3%
C1	162	159	135	79	20	74	35	39
%V	22.7%	22.8%	24.0%	25.8%	26.0%	23.0%	26.3%	20.6%
%H (All HH)		98.1%	83.3%	48.8%	12.3%	45.7%	21.6%	24.1%
%H (TV HH)			84.9%	49.7%	12.6%	46.5%	22.0%	24.5%
C2	151	150	123	71	11	73	30	43
%V	21.2%	21.5%	21.9%	23.2%	14.3%	22.7%	22.6%	22.8%
%H (All HH)		99.3%	81.5%	47.0%	7.3%	48.3%	19.9%	28.5%
%H (TV HH)			82.0%	47.3%	7.3%	48.7%	20.0%	28.7%
D	127	124	103	57	12	60	25	35
%V	17.8%	17.8%	18.3%	18.6%	15.6%	18.6%	18.8%	18.5%
%H (All HH)		97.6%	81.1%	44.9%	9.4%	47.2%	19.7%	27.6%
%H (TV HH)			83.1%	46.0%	9.7%	48.4%	20.2%	28.2%
E	150	144	97	41	17	54	15	39
%V	21.0%	20.7%	17.3%	13.4%	22.1%	16.8%	11.3%	20.6%
%H (All HH)		96.0%	64.7%	27.3%	11.3%	36.0%	10.0%	26.0%
%H (TV HH)			67.4%	28.5%	11.8%	37.5%	10.4%	27.1%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	713	697	562	306	77	322	133	189
%H (All HH)		97.8%	78.8%	42.9%	10.8%	45.2%	18.7%	26.5%
%H (TV HH)			80.6%	43.9%	11.0%	46.2%	19.1%	27.1%
Under 25	30	28	24	11	3	14	4	10
%V	4.2%	4.0%	4.3%	3.6%	3.9%	4.3%	3.0%	5.3%
%H (All HH)		93.3%	80.0%	36.7%	10.0%	46.7%	13.3%	33.3%
%H (TV HH)			85.7%	39.3%	10.7%	50.0%	14.3%	35.7%
25 - 34	116	114	101	56	15	54	23	30
%V	16.3%	16.4%	18.0%	18.3%	19.5%	16.8%	17.3%	15.9%
%H (All HH)		98.3%	87.1%	48.3%	12.9%	46.6%	19.8%	25.9%
%H (TV HH)			88.6%	49.1%	13.2%	47.4%	20.2%	26.3%
35 - 44	147	144	126	76	18	74	38	36
%V	20.6%	20.7%	22.4%	24.8%	23.4%	23.0%	28.6%	19.0%
%H (All HH)		98.0%	85.7%	51.7%	12.2%	50.3%	25.9%	24.5%
%H (TV HH)			87.5%	52.8%	12.5%	51.4%	26.4%	25.0%
45 - 54	137	135	115	66	18	67	33	34
%V	19.2%	19.4%	20.5%	21.6%	23.4%	20.8%	24.8%	18.0%
%H (All HH)		98.5%	83.9%	48.2%	13.1%	48.9%	24.1%	24.8%
%H (TV HH)			85.2%	48.9%	13.3%	49.6%	24.4%	25.2%
55 - 64	116	114	92	52	10	50	18	32
%V	16.3%	16.4%	16.4%	17.0%	13.0%	15.5%	13.5%	16.9%
%H (All HH)		98.3%	79.3%	44.8%	8.6%	43.1%	15.5%	27.6%
%H (TV HH)			80.7%	45.6%	8.8%	43.9%	15.8%	28.1%
65 +	167	163	103	44	12	63	15	47
%V	23.4%	23.4%	18.3%	14.4%	15.6%	19.6%	11.3%	24.9%
%H (All HH)		97.6%	61.7%	26.3%	7.2%	37.7%	9.0%	28.1%
%H (TV HH)			63.2%	27.0%	7.4%	38.7%	9.2%	28.8%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	713	697	562	306	77	322	133	189
%H (All HH)		97.8%	78.8%	42.9%	10.8%	45.2%	18.7%	26.5%
%H (TV HH)			80.6%	43.9%	11.0%	46.2%	19.1%	27.1%
1	220	210	131	54	21	77	17	59
%V	30.9%	30.1%	23.3%	17.6%	27.3%	23.9%	12.8%	31.2%
%H (All HH)		95.5%	59.5%	24.5%	9.5%	35.0%	7.7%	26.8%
%H (TV HH)			62.4%	25.7%	10.0%	36.7%	8.1%	28.1%
2	204	201	168	88	23	92	33	59
%V	28.6%	28.8%	29.9%	28.8%	29.9%	28.6%	24.8%	31.2%
%H (All HH)		98.5%	82.4%	43.1%	11.3%	45.1%	16.2%	28.9%
%H (TV HH)			83.6%	43.8%	11.4%	45.8%	16.4%	29.4%
3	111	111	101	64	13	55	28	26
%V	15.6%	15.9%	18.0%	20.9%	16.9%	17.1%	21.1%	13.8%
%H (All HH)		100.0%	91.0%	57.7%	11.7%	49.5%	25.2%	23.4%
%H (TV HH)			91.0%	57.7%	11.7%	49.5%	25.2%	23.4%
4	108	107	100	62	13	58	32	26
%V	15.1%	15.4%	17.8%	20.3%	16.9%	18.0%	24.1%	13.8%
%H (All HH)		99.1%	92.6%	57.4%	12.0%	53.7%	29.6%	24.1%
%H (TV HH)			93.5%	57.9%	12.1%	54.2%	29.9%	24.3%
5+	69	68	62	38	8	40	22	19
%V	9.7%	9.8%	11.0%	12.4%	10.4%	12.4%	16.5%	10.1%
%H (All HH)		98.6%	89.9%	55.1%	11.6%	58.0%	31.9%	27.5%
%H (TV HH)			91.2%	55.9%	11.8%	58.8%	32.4%	27.9%
Average HH size	2.48	2.50	2.68	2.85	2.57	2.73	3.12	2.45

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	713	697	562	306	77	322	133	189
%H (All HH)		97.8%	78.8%	42.9%	10.8%	45.2%	18.7%	26.5%
%H (TV HH)			80.6%	43.9%	11.0%	46.2%	19.1%	27.1%
Without	507	493	375	194	54	210	76	134
%V	71.1%	70.7%	66.7%	63.4%	70.1%	65.2%	57.1%	70.9%
%H (All HH)		97.2%	74.0%	38.3%	10.7%	41.4%	15.0%	26.4%
%H (TV HH)			76.1%	39.4%	11.0%	42.6%	15.4%	27.2%
With	205	204	187	112	23	112	57	55
%V	28.8%	29.3%	33.3%	36.6%	29.9%	34.8%	42.9%	29.1%
%H (All HH)		99.5%	91.2%	54.6%	11.2%	54.6%	27.8%	26.8%
%H (TV HH)			91.7%	54.9%	11.3%	54.9%	27.9%	27.0%
0 - 3	82	82	76	46	9	44	21	22
%V	11.5%	11.8%	13.5%	15.0%	11.7%	13.7%	15.8%	11.6%
%H (All HH)		100.0%	92.7%	56.1%	11.0%	53.7%	25.6%	26.8%
%H (TV HH)			92.7%	56.1%	11.0%	53.7%	25.6%	26.8%
4 - 9	101	100	92	55	11	56	28	28
%V	14.2%	14.3%	16.4%	18.0%	14.3%	17.4%	21.1%	14.8%
%H (All HH)		99.0%	91.1%	54.5%	10.9%	55.4%	27.7%	27.7%
%H (TV HH)			92.0%	55.0%	11.0%	56.0%	28.0%	28.0%
10 - 15	106	105	96	57	13	61	33	27
%V	14.9%	15.1%	17.1%	18.6%	16.9%	18.9%	24.8%	14.3%
%H (All HH)		99.1%	90.6%	53.8%	12.3%	57.5%	31.1%	25.5%
%H (TV HH)			91.4%	54.3%	12.4%	58.1%	31.4%	25.7%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	713	697	562	306	77	322	133	189
%H (All HH)		97.8%	78.8%	42.9%	10.8%	45.2%	18.7%	26.5%
%H (TV HH)			80.6%	43.9%	11.0%	46.2%	19.1%	27.1%
1	239	239	153	71	21	82	19	62
%V	33.5%	34.3%	27.2%	23.2%	27.3%	25.5%	14.3%	32.8%
%H (All HH)		100.0%	64.0%	29.7%	8.8%	34.3%	7.9%	25.9%
%H (TV HH)			64.0%	29.7%	8.8%	34.3%	7.9%	25.9%
2	247	247	208	113	28	112	41	72
%V	34.6%	35.4%	37.0%	36.9%	36.4%	34.8%	30.8%	38.1%
%H (All HH)		100.0%	84.2%	45.7%	11.3%	45.3%	16.6%	29.1%
%H (TV HH)			84.2%	45.7%	11.3%	45.3%	16.6%	29.1%
3	126	126	118	67	17	72	36	36
%V	17.7%	18.1%	21.0%	21.9%	22.1%	22.4%	27.1%	19.0%
%H (All HH)		100.0%	93.7%	53.2%	13.5%	57.1%	28.6%	28.6%
%H (TV HH)			93.7%	53.2%	13.5%	57.1%	28.6%	28.6%
4	52	52	50	32	8	34	21	12
%V	7.3%	7.5%	8.9%	10.5%	10.4%	10.6%	15.8%	6.3%
%H (All HH)		100.0%	96.2%	61.5%	15.4%	65.4%	40.4%	23.1%
%H (TV HH)			96.2%	61.5%	15.4%	65.4%	40.4%	23.1%
5+	33	33	32	23	3	23	16	7
%V	4.6%	4.7%	5.7%	7.5%	3.9%	7.1%	12.0%	3.7%
%H (All HH)		100.0%	97.0%	69.7%	9.1%	69.7%	48.5%	21.2%
%H (TV HH)			97.0%	69.7%	9.1%	69.7%	48.5%	21.2%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	713	697	562	306	77	322	133	189
%H (All HH)		97.8%	78.8%	42.9%	10.8%	45.2%	18.7%	26.5%
%H (TV HH)			80.6%	43.9%	11.0%	46.2%	19.1%	27.1%
Under 20"	306	306	256	141	39	157	73	84
%V	42.9%	43.9%	45.6%	46.1%	50.6%	48.8%	54.9%	44.4%
%H (All HH)		100.0%	83.7%	46.1%	12.7%	51.3%	23.9%	27.5%
%H (TV HH)			83.7%	46.1%	12.7%	51.3%	23.9%	27.5%
20" - 29"	413	413	317	169	42	186	74	112
%V	57.9%	59.3%	56.4%	55.2%	54.5%	57.8%	55.6%	59.3%
%H (All HH)		100.0%	76.8%	40.9%	10.2%	45.0%	17.9%	27.1%
%H (TV HH)			76.8%	40.9%	10.2%	45.0%	17.9%	27.1%
30" - 39"	297	297	276	162	36	161	77	84
%V	41.7%	42.6%	49.1%	52.9%	46.8%	50.0%	57.9%	44.4%
%H (All HH)		100.0%	92.9%	54.5%	12.1%	54.2%	25.9%	28.3%
%H (TV HH)			92.9%	54.5%	12.1%	54.2%	25.9%	28.3%
40" and over	150	150	146	96	22	80	48	31
%V	21.0%	21.5%	26.0%	31.4%	28.6%	24.8%	36.1%	16.4%
%H (All HH)		100.0%	97.3%	64.0%	14.7%	53.3%	32.0%	20.7%
%H (TV HH)			97.3%	64.0%	14.7%	53.3%	32.0%	20.7%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	713	697	562	306	77	322	133	189
%H (All HH)		97.8%	78.8%	42.9%	10.8%	45.2%	18.7%	26.5%
%H (TV HH)			80.6%	43.9%	11.0%	46.2%	19.1%	27.1%
Main living room	689	689	556	303	76	318	131	187
%V	96.6%	98.9%	98.9%	99.0%	98.7%	98.8%	98.5%	98.9%
%H (All HH)		100.0%	80.7%	44.0%	11.0%	46.2%	19.0%	27.1%
%H (TV HH)			80.7%	44.0%	11.0%	46.2%	19.0%	27.1%
Kitchen	182	182	161	95	18	101	49	52
%V	25.5%	26.1%	28.6%	31.0%	23.4%	31.4%	36.8%	27.5%
%H (All HH)		100.0%	88.5%	52.2%	9.9%	55.5%	26.9%	28.6%
%H (TV HH)			88.5%	52.2%	9.9%	55.5%	26.9%	28.6%
Adult's bedroom	300	300	275	159	42	166	85	81
%V	42.1%	43.0%	48.9%	52.0%	54.5%	51.6%	63.9%	42.9%
%H (All HH)		100.0%	91.7%	53.0%	14.0%	55.3%	28.3%	27.0%
%H (TV HH)			91.7%	53.0%	14.0%	55.3%	28.3%	27.0%
Child's bedroom	72	72	68	44	11	40	24	16
%V	10.1%	10.3%	12.1%	14.4%	14.3%	12.4%	18.0%	8.5%
%H (All HH)		100.0%	94.4%	61.1%	15.3%	55.6%	33.3%	22.2%
%H (TV HH)			94.4%	61.1%	15.3%	55.6%	33.3%	22.2%
Other bedroom	12	12	11	7	2	6	3	2
%V	1.7%	1.7%	2.0%	2.3%	2.6%	1.9%	2.3%	1.1%
%H (All HH)		100.0%	91.7%	58.3%	16.7%	50.0%	25.0%	16.7%
%H (TV HH)			91.7%	58.3%	16.7%	50.0%	25.0%	16.7%
Second living/dining room	117	117	108	68	10	68	35	32
%V	16.4%	16.8%	19.2%	22.2%	13.0%	21.1%	26.3%	16.9%
%H (All HH)		100.0%	92.3%	58.1%	8.5%	58.1%	29.9%	27.4%
%H (TV HH)			92.3%	58.1%	8.5%	58.1%	29.9%	27.4%
Study/office	14	14	14	8	3	8	5	3
%V	2.0%	2.0%	2.5%	2.6%	3.9%	2.5%	3.8%	1.6%
%H (All HH)		100.0%	100.0%	57.1%	21.4%	57.1%	35.7%	21.4%
%H (TV HH)			100.0%	57.1%	21.4%	57.1%	35.7%	21.4%
TV room	8	8	8	5	1	5	3	3
%V	1.1%	1.1%	1.4%	1.6%	1.3%	1.6%	2.3%	1.6%
%H (All HH)		100.0%	100.0%	62.5%	12.5%	62.5%	37.5%	37.5%
%H (TV HH)			100.0%	62.5%	12.5%	62.5%	37.5%	37.5%
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	2	2	2	1	0	2	1	1
%V	0.3%	0.3%	0.4%	0.3%	0.0%	0.6%	0.8%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Household level data

Table 12.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	713	697	562	306	77	322	133	189
%H (All HH)		97.8%	78.8%	42.9%	10.8%	45.2%	18.7%	26.5%
%H (TV HH)			80.6%	43.9%	11.0%	46.2%	19.1%	27.1%
PVR	188	188	188	156	21	83	67	16
%V	26.4%	27.0%	33.5%	51.0%	27.3%	25.8%	50.4%	8.5%
%H (All HH)		100.0%	100.0%	83.0%	11.2%	44.1%	35.6%	8.5%
%H (TV HH)			100.0%	83.0%	11.2%	44.1%	35.6%	8.5%
DVDR	48	48	45	27	5	27	13	14
%V	6.7%	6.9%	8.0%	8.8%	6.5%	8.4%	9.8%	7.4%
%H (All HH)		100.0%	93.8%	56.3%	10.4%	56.3%	27.1%	29.2%
%H (TV HH)			93.8%	56.3%	10.4%	56.3%	27.1%	29.2%
VCR	222	222	175	92	24	109	46	63
%V	31.1%	31.9%	31.1%	30.1%	31.2%	33.9%	34.6%	33.3%
%H (All HH)		100.0%	78.8%	41.4%	10.8%	49.1%	20.7%	28.4%
%H (TV HH)			78.8%	41.4%	10.8%	49.1%	20.7%	28.4%
Any recorder	378	378	328	214	39	178	95	83
%V	53.0%	54.2%	58.4%	69.9%	50.6%	55.3%	71.4%	43.9%
%H (All HH)		100.0%	86.8%	56.6%	10.3%	47.1%	25.1%	22.0%
%H (TV HH)			86.8%	56.6%	10.3%	47.1%	25.1%	22.0%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Ulster
Household level data
Table 12.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	713	697	562	306	77	322	133	189
%H (All HH)		97.8%	78.8%	42.9%	10.8%	45.2%	18.7%	26.5%
%H (TV HH)			80.6%	43.9%	11.0%	46.2%	19.1%	27.1%
Receives HDTV (via STB or built-in reception)	83	83	83	68	18	34	34	0
%V	11.6%	11.9%	14.8%	22.2%	23.4%	10.6%	25.6%	0.0%
%H (All HH)		100.0%	100.0%	81.9%	21.7%	41.0%	41.0%	0.0%
%H (TV HH)			100.0%	81.9%	21.7%	41.0%	41.0%	0.0%
DVD/Blu-ray player or recorder	567	567	493	275	67	281	120	160
%V	79.5%	81.3%	87.7%	89.9%	87.0%	87.3%	90.2%	84.7%
%H (All HH)		100.0%	86.9%	48.5%	11.8%	49.6%	21.2%	28.2%
%H (TV HH)			86.9%	48.5%	11.8%	49.6%	21.2%	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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	713	697	562	306	77	322	133	189
%H (All HH)		97.8%	78.8%	42.9%	10.8%	45.2%	18.7%	26.5%
%H (TV HH)			80.6%	43.9%	11.0%	46.2%	19.1%	27.1%
Has PC or Laptop	437	430	391	235	58	218	113	106
%V	61.3%	61.7%	69.6%	76.8%	75.3%	67.7%	85.0%	56.1%
%H (All HH)		98.4%	89.5%	53.8%	13.3%	49.9%	25.9%	24.3%
%H (TV HH)			90.9%	54.7%	13.5%	50.7%	26.3%	24.7%
Has broadband internet	355	350	323	197	47	178	95	83
%V	49.8%	50.2%	57.5%	64.4%	61.0%	55.3%	71.4%	43.9%
%H (All HH)		98.6%	91.0%	55.5%	13.2%	50.1%	26.8%	23.4%
%H (TV HH)			92.3%	56.3%	13.4%	50.9%	27.1%	23.7%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Ulster
Set level data
Table 12.11: Screen Size
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1502	1302	756	177	782	382	401
%H		86.7%	50.3%	11.8%	52.1%	25.4%	26.7%
Under 20"	438	379	212	59	240	120	120
%V	29.2%	29.1%	28.0%	33.3%	30.7%	31.4%	29.9%
%H		86.5%	48.4%	13.5%	54.8%	27.4%	27.4%
20" - 29"	550	438	242	52	263	110	153
%V	36.6%	33.6%	32.0%	29.4%	33.6%	28.8%	38.2%
%H		79.6%	44.0%	9.5%	47.8%	20.0%	27.8%
30" - 39"	345	323	193	43	193	98	95
%V	23.0%	24.8%	25.5%	24.3%	24.7%	25.7%	23.7%
%H		93.6%	55.9%	12.5%	55.9%	28.4%	27.5%
40" and over	165	161	109	23	87	54	33
%V	11.0%	12.4%	14.4%	13.0%	11.1%	14.1%	8.2%
%H		97.6%	66.1%	13.9%	52.7%	32.7%	20.0%
Don't know	3	1	0	0	0	0	0
%V	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		33.3%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1502	1302	756	177	782	382	401
%H		86.7%	50.3%	11.8%	52.1%	25.4%	26.7%
Main living room	697	561	306	77	321	132	188
%V	46.4%	43.1%	40.5%	43.5%	41.0%	34.6%	46.9%
%H		80.5%	43.9%	11.0%	46.1%	18.9%	27.0%
Kitchen	183	161	95	18	102	49	52
%V	12.2%	12.4%	12.6%	10.2%	13.0%	12.8%	13.0%
%H		88.0%	51.9%	9.8%	55.7%	26.8%	28.4%
Adult's bedroom	372	344	205	51	213	116	97
%V	24.8%	26.4%	27.1%	28.8%	27.2%	30.4%	24.2%
%H		92.5%	55.1%	13.7%	57.3%	31.2%	26.1%
Child's bedroom	95	90	58	14	57	35	21
%V	6.3%	6.9%	7.7%	7.9%	7.3%	9.2%	5.2%
%H		94.7%	61.1%	14.7%	60.0%	36.8%	22.1%
Other bedroom	13	12	8	2	6	4	2
%V	0.9%	0.9%	1.1%	1.1%	0.8%	1.0%	0.5%
%H		92.3%	61.5%	15.4%	46.2%	30.8%	15.4%
Second living/dining room	118	109	69	10	69	36	33
%V	7.9%	8.4%	9.1%	5.6%	8.8%	9.4%	8.2%
%H		92.4%	58.5%	8.5%	58.5%	30.5%	28.0%
Study/office	15	14	8	3	8	5	3
%V	1.0%	1.1%	1.1%	1.7%	1.0%	1.3%	0.7%
%H		93.3%	53.3%	20.0%	53.3%	33.3%	20.0%
TV room	8	8	5	1	5	3	3
%V	0.5%	0.6%	0.7%	0.6%	0.6%	0.8%	0.7%
%H		100.0%	62.5%	12.5%	62.5%	37.5%	37.5%
No specific location	1	1	0	0	0	0	0
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	2	2	1	0	2	1	1
%V	0.1%	0.2%	0.1%	0.0%	0.3%	0.3%	0.2%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1502	1302	756	177	782	382	401
%H		86.7%	50.3%	11.8%	52.1%	25.4%	26.7%
PVR	247	247	212	27	105	88	17
%V	16.4%	19.0%	28.0%	15.3%	13.4%	23.0%	4.2%
%H		100.0%	85.8%	10.9%	42.5%	35.6%	6.9%
DVDR	53	50	30	5	30	15	16
%V	3.5%	3.8%	4.0%	2.8%	3.8%	3.9%	4.0%
%H		94.3%	56.6%	9.4%	56.6%	28.3%	30.2%
VCR	250	201	108	28	126	55	71
%V	16.6%	15.4%	14.3%	15.8%	16.1%	14.4%	17.7%
%H		80.4%	43.2%	11.2%	50.4%	22.0%	28.4%
Any recorder	481	430	293	53	227	131	96
%V	32.0%	33.0%	38.8%	29.9%	29.0%	34.3%	23.9%
%H		89.4%	60.9%	11.0%	47.2%	27.2%	20.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1502	1302	756	177	782	382	401
%H		86.7%	50.3%	11.8%	52.1%	25.4%	26.7%
Receives HDTV (via STB or built-in reception)	106	106	88	24	44	44	0
%V	7.1%	8.1%	11.6%	13.6%	5.6%	11.5%	0.0%
%H		100.0%	83.0%	22.6%	41.5%	41.5%	0.0%
DVD/Blu-ray player or recorder	868	780	465	111	457	230	227
%V	57.8%	59.9%	61.5%	62.7%	58.4%	60.2%	56.6%
%H		89.9%	53.6%	12.8%	52.6%	26.5%	26.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Ulster
Set level data
Table 12.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	697	561	306	77	322	133	189
%H		80.5%	43.9%	11.0%	46.2%	19.1%	27.1%
Under 20"	31	13	4	1	8	1	8
%V	4.4%	2.3%	1.3%	1.3%	2.5%	0.8%	4.2%
%H		41.9%	12.9%	3.2%	25.8%	3.2%	25.8%
20" - 29"	268	176	78	24	106	29	76
%V	38.5%	31.4%	25.5%	31.2%	32.9%	21.8%	40.2%
%H		65.7%	29.1%	9.0%	39.6%	10.8%	28.4%
30" - 39"	255	235	133	30	135	59	76
%V	36.6%	41.9%	43.5%	39.0%	41.9%	44.4%	40.2%
%H		92.2%	52.2%	11.8%	52.9%	23.1%	29.8%
40" and over	141	137	91	21	73	44	29
%V	20.2%	24.4%	29.7%	27.3%	22.7%	33.1%	15.3%
%H		97.2%	64.5%	14.9%	51.8%	31.2%	20.6%
Don't know	1	0	0	0	0	0	0
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	697	561	306	77	322	133	189
%H		80.5%	43.9%	11.0%	46.2%	19.1%	27.1%
PVR	182	182	152	20	79	64	15
%V	26.1%	32.4%	49.7%	26.0%	24.5%	48.1%	7.9%
%H		100.0%	83.5%	11.0%	43.4%	35.2%	8.2%
DVDR	44	41	24	4	25	12	13
%V	6.3%	7.3%	7.8%	5.2%	7.8%	9.0%	6.9%
%H		93.2%	54.5%	9.1%	56.8%	27.3%	29.5%
VCR	188	144	74	19	89	35	54
%V	27.0%	25.7%	24.2%	24.7%	27.6%	26.3%	28.6%
%H		76.6%	39.4%	10.1%	47.3%	18.6%	28.7%
Any recorder	353	306	201	36	162	87	75
%V	50.6%	54.5%	65.7%	46.8%	50.3%	65.4%	39.7%
%H		86.7%	56.9%	10.2%	45.9%	24.6%	21.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	697	561	306	77	322	133	189
%H		80.5%	43.9%	11.0%	46.2%	19.1%	27.1%
Receives HDTV (via STB or built-in reception)	80	80	65	18	32	32	0
%V	11.5%	14.3%	21.2%	23.4%	9.9%	24.1%	0.0%
%H		100.0%	81.3%	22.5%	40.0%	40.0%	0.0%
DVD/Blu-ray player or recorder	535	464	259	64	261	111	150
%V	76.8%	82.7%	84.6%	83.1%	81.1%	83.5%	79.4%
%H		86.7%	48.4%	12.0%	48.8%	20.7%	28.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Ulster
Set level data
Table 12.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	805	741	450	100	460	249	212
%H		92.0%	55.9%	12.4%	57.1%	30.9%	26.3%
Under 20"	406	366	208	58	231	120	112
%V	50.4%	49.4%	46.2%	58.0%	50.2%	48.2%	52.8%
%H		90.1%	51.2%	14.3%	56.9%	29.6%	27.6%
20" - 29"	283	262	164	28	157	81	76
%V	35.2%	35.4%	36.4%	28.0%	34.1%	32.5%	35.8%
%H		92.6%	58.0%	9.9%	55.5%	28.6%	26.9%
30" - 39"	90	89	59	12	58	39	19
%V	11.2%	12.0%	13.1%	12.0%	12.6%	15.7%	9.0%
%H		98.9%	65.6%	13.3%	64.4%	43.3%	21.1%
40" and over	24	24	18	2	14	10	4
%V	3.0%	3.2%	4.0%	2.0%	3.0%	4.0%	1.9%
%H		100.0%	75.0%	8.3%	58.3%	41.7%	16.7%
Don't know	2	0	0	0	0	0	0
%V	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	805	741	450	100	460	249	212
%H		92.0%	55.9%	12.4%	57.1%	30.9%	26.3%
PVR	65	65	59	8	26	24	2
%V	8.1%	8.8%	13.1%	8.0%	5.7%	9.6%	0.9%
%H		100.0%	90.8%	12.3%	40.0%	36.9%	3.1%
DVDR	9	8	6	1	5	3	3
%V	1.1%	1.1%	1.3%	1.0%	1.1%	1.2%	1.4%
%H		88.9%	66.7%	11.1%	55.6%	33.3%	33.3%
VCR	62	58	34	9	37	20	16
%V	7.7%	7.8%	7.6%	9.0%	8.0%	8.0%	7.5%
%H		93.5%	54.8%	14.5%	59.7%	32.3%	25.8%
Any recorder	129	124	92	17	65	44	21
%V	16.0%	16.7%	20.4%	17.0%	14.1%	17.7%	9.9%
%H		96.1%	71.3%	13.2%	50.4%	34.1%	16.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	805	741	450	100	460	249	212
%H		92.0%	55.9%	12.4%	57.1%	30.9%	26.3%
Receives HDTV (via STB or built-in reception)	26	26	23	6	12	12	0
%V	3.2%	3.5%	5.1%	6.0%	2.6%	4.8%	0.0%
%H		100.0%	88.5%	23.1%	46.2%	46.2%	0.0%
DVD/Blu-ray player or recorder	332	316	206	46	196	119	76
%V	41.2%	42.6%	45.8%	46.0%	42.6%	47.8%	35.8%
%H		95.2%	62.0%	13.9%	59.0%	35.8%	22.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1771	1744	1506	873	197	878	415	463
%H		98.5%	85.0%	49.3%	11.1%	49.6%	23.4%	26.1%
Total Children	379	377	345	205	42	210	105	105
%V	21.4%	21.6%	22.9%	23.5%	21.3%	23.9%	25.3%	22.7%
%H		99.5%	91.0%	54.1%	11.1%	55.4%	27.7%	27.7%
0 - 3	97	97	90	53	10	52	24	28
%V	5.5%	5.6%	6.0%	6.1%	5.1%	5.9%	5.8%	6.0%
%H		100.0%	92.8%	54.6%	10.3%	53.6%	24.7%	28.9%
4 - 15	282	280	255	152	31	157	81	77
%V	15.9%	16.1%	16.9%	17.4%	15.7%	17.9%	19.5%	16.6%
%H		99.3%	90.4%	53.9%	11.0%	55.7%	28.7%	27.3%
4 - 9	138	138	126	75	14	76	37	39
%V	7.8%	7.9%	8.4%	8.6%	7.1%	8.7%	8.9%	8.4%
%H		100.0%	91.3%	54.3%	10.1%	55.1%	26.8%	28.3%
10 - 15	144	142	129	77	18	81	44	37
%V	8.1%	8.1%	8.6%	8.8%	9.1%	9.2%	10.6%	8.0%
%H		98.6%	89.6%	53.5%	12.5%	56.3%	30.6%	25.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1771	1744	1506	873	197	878	415	463
%H		98.5%	85.0%	49.3%	11.1%	49.6%	23.4%	26.1%
Total Adults (16+)	1391	1367	1161	669	156	669	310	359
%V	78.5%	78.4%	77.1%	76.6%	79.2%	76.2%	74.7%	77.5%
%H		98.3%	83.5%	48.1%	11.2%	48.1%	22.3%	25.8%
16 - 19	106	106	94	55	16	60	33	27
%V	6.0%	6.1%	6.2%	6.3%	8.1%	6.8%	8.0%	5.8%
%H		100.0%	88.7%	51.9%	15.1%	56.6%	31.1%	25.5%
20 - 24	118	114	104	63	13	59	29	30
%V	6.7%	6.5%	6.9%	7.2%	6.6%	6.7%	7.0%	6.5%
%H		96.6%	88.1%	53.4%	11.0%	50.0%	24.6%	25.4%
25 - 34	242	237	215	125	32	115	55	60
%V	13.7%	13.6%	14.3%	14.3%	16.2%	13.1%	13.3%	13.0%
%H		97.9%	88.8%	51.7%	13.2%	47.5%	22.7%	24.8%
35 - 44	249	245	219	134	29	131	68	63
%V	14.1%	14.0%	14.5%	15.3%	14.7%	14.9%	16.4%	13.6%
%H		98.4%	88.0%	53.8%	11.6%	52.6%	27.3%	25.3%
45 - 54	240	237	207	124	31	121	64	57
%V	13.6%	13.6%	13.7%	14.2%	15.7%	13.8%	15.4%	12.3%
%H		98.8%	86.3%	51.7%	12.9%	50.4%	26.7%	23.8%
55 - 64	190	187	157	94	17	83	33	50
%V	10.7%	10.7%	10.4%	10.8%	8.6%	9.5%	8.0%	10.8%
%H		98.4%	82.6%	49.5%	8.9%	43.7%	17.4%	26.3%
65+	246	241	164	75	18	100	27	73
%V	13.9%	13.8%	10.9%	8.6%	9.1%	11.4%	6.5%	15.8%
%H		98.0%	66.7%	30.5%	7.3%	40.7%	11.0%	29.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1391	1367	1161	669	156	669	310	359
%H		98.3%	83.5%	48.1%	11.2%	48.1%	22.3%	25.8%
AB	259	256	227	131	35	132	66	66
%V	18.6%	18.7%	19.6%	19.6%	22.4%	19.7%	21.3%	18.4%
%H		98.8%	87.6%	50.6%	13.5%	51.0%	25.5%	25.5%
C1	315	310	277	169	42	156	83	74
%V	22.6%	22.7%	23.9%	25.3%	26.9%	23.3%	26.8%	20.6%
%H		98.4%	87.9%	53.7%	13.3%	49.5%	26.3%	23.5%
C2	339	336	285	169	23	169	71	98
%V	24.4%	24.6%	24.5%	25.3%	14.7%	25.3%	22.9%	27.3%
%H		99.1%	84.1%	49.9%	6.8%	49.9%	20.9%	28.9%
D	255	250	215	128	25	124	59	65
%V	18.3%	18.3%	18.5%	19.1%	16.0%	18.5%	19.0%	18.1%
%H		98.0%	84.3%	50.2%	9.8%	48.6%	23.1%	25.5%
E	223	216	157	72	30	88	30	57
%V	16.0%	15.8%	13.5%	10.8%	19.2%	13.2%	9.7%	15.9%
%H		96.9%	70.4%	32.3%	13.5%	39.5%	13.5%	25.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Ulster
Individual level data
Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1391	1367	1161	669	156	669	310	359
%H		98.3%	83.5%	48.1%	11.2%	48.1%	22.3%	25.8%
Working full time	613	604	542	333	72	306	159	147
%V	44.1%	44.2%	46.7%	49.8%	46.2%	45.7%	51.3%	40.9%
%H		98.5%	88.4%	54.3%	11.7%	49.9%	25.9%	24.0%
Working part time	128	127	116	69	15	65	31	34
%V	9.2%	9.3%	10.0%	10.3%	9.6%	9.7%	10.0%	9.5%
%H		99.2%	90.6%	53.9%	11.7%	50.8%	24.2%	26.6%
Not working	650	636	504	266	69	297	120	177
%V	46.7%	46.5%	43.4%	39.8%	44.2%	44.4%	38.7%	49.3%
%H		97.8%	77.5%	40.9%	10.6%	45.7%	18.5%	27.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	675	660	566	334	78	324	157	167
%H		97.8%	83.9%	49.5%	11.6%	48.0%	23.3%	24.7%
16 - 19	55	55	48	30	8	31	19	13
%V	8.1%	8.3%	8.5%	9.0%	10.3%	9.6%	12.1%	7.8%
%H		100.0%	87.3%	54.5%	14.5%	56.4%	34.5%	23.6%
20 - 24	59	56	51	30	7	30	15	15
%V	8.7%	8.5%	9.0%	9.0%	9.0%	9.3%	9.6%	9.0%
%H		94.9%	86.4%	50.8%	11.9%	50.8%	25.4%	25.4%
25 - 34	120	117	107	62	16	55	26	29
%V	17.8%	17.7%	18.9%	18.6%	20.5%	17.0%	16.6%	17.4%
%H		97.5%	89.2%	51.7%	13.3%	45.8%	21.7%	24.2%
35 - 44	122	119	105	64	14	63	32	30
%V	18.1%	18.0%	18.6%	19.2%	17.9%	19.4%	20.4%	18.0%
%H		97.5%	86.1%	52.5%	11.5%	51.6%	26.2%	24.6%
45 - 54	117	115	101	62	16	58	32	26
%V	17.3%	17.4%	17.8%	18.6%	20.5%	17.9%	20.4%	15.6%
%H		98.3%	86.3%	53.0%	13.7%	49.6%	27.4%	22.2%
55 - 64	94	92	77	48	8	40	17	23
%V	13.9%	13.9%	13.6%	14.4%	10.3%	12.3%	10.8%	13.8%
%H		97.9%	81.9%	51.1%	8.5%	42.6%	18.1%	24.5%
65+	108	106	77	38	9	46	15	32
%V	16.0%	16.1%	13.6%	11.4%	11.5%	14.2%	9.6%	19.2%
%H		98.1%	71.3%	35.2%	8.3%	42.6%	13.9%	29.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	675	660	566	334	78	324	157	167
%H		97.8%	83.9%	49.5%	11.6%	48.0%	23.3%	24.7%
AB	128	126	113	67	17	66	35	31
%V	19.0%	19.1%	20.0%	20.1%	21.8%	20.4%	22.3%	18.6%
%H		98.4%	88.3%	52.3%	13.3%	51.6%	27.3%	24.2%
C1	151	148	134	83	23	76	43	33
%V	22.4%	22.4%	23.7%	24.9%	29.5%	23.5%	27.4%	19.8%
%H		98.0%	88.7%	55.0%	15.2%	50.3%	28.5%	21.9%
C2	176	174	146	87	12	86	36	50
%V	26.1%	26.4%	25.8%	26.0%	15.4%	26.5%	22.9%	29.9%
%H		98.9%	83.0%	49.4%	6.8%	48.9%	20.5%	28.4%
D	125	121	106	65	13	59	30	29
%V	18.5%	18.3%	18.7%	19.5%	16.7%	18.2%	19.1%	17.4%
%H		96.8%	84.8%	52.0%	10.4%	47.2%	24.0%	23.2%
E	95	90	67	31	14	37	14	23
%V	14.1%	13.6%	11.8%	9.3%	17.9%	11.4%	8.9%	13.8%
%H		94.7%	70.5%	32.6%	14.7%	38.9%	14.7%	24.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	675	660	566	334	78	324	157	167
%H		97.8%	83.9%	49.5%	11.6%	48.0%	23.3%	24.7%
Working full time	377	371	333	208	42	187	97	90
%V	55.9%	56.2%	58.8%	62.3%	53.8%	57.7%	61.8%	53.9%
%H		98.4%	88.3%	55.2%	11.1%	49.6%	25.7%	23.9%
Working part time	24	24	20	13	3	10	6	5
%V	3.6%	3.6%	3.5%	3.9%	3.8%	3.1%	3.8%	3.0%
%H		100.0%	83.3%	54.2%	12.5%	41.7%	25.0%	20.8%
Not working	274	265	214	113	33	126	54	72
%V	40.6%	40.2%	37.8%	33.8%	42.3%	38.9%	34.4%	43.1%
%H		96.7%	78.1%	41.2%	12.0%	46.0%	19.7%	26.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	717	708	595	335	78	345	153	192
%H		98.7%	83.0%	46.7%	10.9%	48.1%	21.3%	26.8%
16 - 19	52	52	46	25	8	29	15	14
%V	7.3%	7.3%	7.7%	7.5%	10.3%	8.4%	9.8%	7.3%
%H		100.0%	88.5%	48.1%	15.4%	55.8%	28.8%	26.9%
20 - 24	60	58	53	33	6	28	14	15
%V	8.4%	8.2%	8.9%	9.9%	7.7%	8.1%	9.2%	7.8%
%H		96.7%	88.3%	55.0%	10.0%	46.7%	23.3%	25.0%
25 - 34	122	119	109	63	16	60	29	31
%V	17.0%	16.8%	18.3%	18.8%	20.5%	17.4%	19.0%	16.1%
%H		97.5%	89.3%	51.6%	13.1%	49.2%	23.8%	25.4%
35 - 44	127	126	114	70	15	68	36	32
%V	17.7%	17.8%	19.2%	20.9%	19.2%	19.7%	23.5%	16.7%
%H		99.2%	89.8%	55.1%	11.8%	53.5%	28.3%	25.2%
45 - 54	123	122	106	62	15	63	32	31
%V	17.2%	17.2%	17.8%	18.5%	19.2%	18.3%	20.9%	16.1%
%H		99.2%	86.2%	50.4%	12.2%	51.2%	26.0%	25.2%
55 - 64	96	96	80	46	9	43	16	27
%V	13.4%	13.6%	13.4%	13.7%	11.5%	12.5%	10.5%	14.1%
%H		100.0%	83.3%	47.9%	9.4%	44.8%	16.7%	28.1%
65+	137	135	87	37	9	53	13	41
%V	19.1%	19.1%	14.6%	11.0%	11.5%	15.4%	8.5%	21.4%
%H		98.5%	63.5%	27.0%	6.6%	38.7%	9.5%	29.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	717	708	595	335	78	345	153	192
%H		98.7%	83.0%	46.7%	10.9%	48.1%	21.3%	26.8%
AB	131	130	114	64	18	66	31	34
%V	18.3%	18.4%	19.2%	19.1%	23.1%	19.1%	20.3%	17.7%
%H		99.2%	87.0%	48.9%	13.7%	50.4%	23.7%	26.0%
C1	165	162	143	86	20	81	40	41
%V	23.0%	22.9%	24.0%	25.7%	25.6%	23.5%	26.1%	21.4%
%H		98.2%	86.7%	52.1%	12.1%	49.1%	24.2%	24.8%
C2	162	161	139	82	11	83	36	47
%V	22.6%	22.7%	23.4%	24.5%	14.1%	24.1%	23.5%	24.5%
%H		99.4%	85.8%	50.6%	6.8%	51.2%	22.2%	29.0%
D	130	129	110	62	13	65	29	35
%V	18.1%	18.2%	18.5%	18.5%	16.7%	18.8%	19.0%	18.2%
%H		99.2%	84.6%	47.7%	10.0%	50.0%	22.3%	26.9%
E	128	126	90	40	16	51	17	34
%V	17.9%	17.8%	15.1%	11.9%	20.5%	14.8%	11.1%	17.7%
%H		98.4%	70.3%	31.3%	12.5%	39.8%	13.3%	26.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	717	708	595	335	78	345	153	192
%H		98.7%	83.0%	46.7%	10.9%	48.1%	21.3%	26.8%
Working full time	236	234	209	125	30	120	62	57
%V	32.9%	33.1%	35.1%	37.3%	38.5%	34.8%	40.5%	29.7%
%H		99.2%	88.6%	53.0%	12.7%	50.8%	26.3%	24.2%
Working part time	104	103	96	56	12	54	25	29
%V	14.5%	14.5%	16.1%	16.7%	15.4%	15.7%	16.3%	15.1%
%H		99.0%	92.3%	53.8%	11.5%	51.9%	24.0%	27.9%
Not working	376	371	290	153	36	171	66	105
%V	52.4%	52.4%	48.7%	45.7%	46.2%	49.6%	43.1%	54.7%
%H		98.7%	77.1%	40.7%	9.6%	45.5%	17.6%	27.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1326	1293	1246	727	118	781	373	408
%H (All HH)		97.5%	94.0%	54.8%	8.9%	58.9%	28.1%	30.8%
%H (TV HH)			96.4%	56.2%	9.1%	60.4%	28.8%	31.6%
AB	232	228	221	133	17	139	67	72
%V	17.5%	17.6%	17.7%	18.3%	14.4%	17.8%	18.0%	17.6%
%H (All HH)		98.3%	95.3%	57.3%	7.3%	59.9%	28.9%	31.0%
%H (TV HH)			96.9%	58.3%	7.5%	61.0%	29.4%	31.6%
C1	326	314	307	181	34	196	103	93
%V	24.6%	24.3%	24.6%	24.9%	28.8%	25.1%	27.6%	22.8%
%H (All HH)		96.3%	94.2%	55.5%	10.4%	60.1%	31.6%	28.5%
%H (TV HH)			97.8%	57.6%	10.8%	62.4%	32.8%	29.6%
C2	313	309	301	190	26	184	98	86
%V	23.6%	23.9%	24.2%	26.1%	22.0%	23.6%	26.3%	21.1%
%H (All HH)		98.7%	96.2%	60.7%	8.3%	58.8%	31.3%	27.5%
%H (TV HH)			97.4%	61.5%	8.4%	59.5%	31.7%	27.8%
D	243	236	227	129	25	142	68	74
%V	18.3%	18.3%	18.2%	17.7%	21.2%	18.2%	18.2%	18.1%
%H (All HH)		97.1%	93.4%	53.1%	10.3%	58.4%	28.0%	30.5%
%H (TV HH)			96.2%	54.7%	10.6%	60.2%	28.8%	31.4%
E	212	205	190	93	15	119	37	82
%V	16.0%	15.9%	15.2%	12.8%	12.7%	15.2%	9.9%	20.1%
%H (All HH)		96.7%	89.6%	43.9%	7.1%	56.1%	17.5%	38.7%
%H (TV HH)			92.7%	45.4%	7.3%	58.0%	18.0%	40.0%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1326	1293	1246	727	118	781	373	408
%H (All HH)		97.5%	94.0%	54.8%	8.9%	58.9%	28.1%	30.8%
%H (TV HH)			96.4%	56.2%	9.1%	60.4%	28.8%	31.6%
Under 25	79	70	67	37	10	36	16	20
%V	6.0%	5.4%	5.4%	5.1%	8.5%	4.6%	4.3%	4.9%
%H (All HH)		88.6%	84.8%	46.8%	12.7%	45.6%	20.3%	25.3%
%H (TV HH)			95.7%	52.9%	14.3%	51.4%	22.9%	28.6%
25 - 34	181	174	171	114	13	93	47	46
%V	13.7%	13.5%	13.7%	15.7%	11.0%	11.9%	12.6%	11.3%
%H (All HH)		96.1%	94.5%	63.0%	7.2%	51.4%	26.0%	25.4%
%H (TV HH)			98.3%	65.5%	7.5%	53.4%	27.0%	26.4%
35 - 44	231	226	221	151	18	134	81	53
%V	17.4%	17.5%	17.7%	20.8%	15.3%	17.2%	21.7%	13.0%
%H (All HH)		97.8%	95.7%	65.4%	7.8%	58.0%	35.1%	22.9%
%H (TV HH)			97.8%	66.8%	8.0%	59.3%	35.8%	23.5%
45 - 54	240	236	231	143	28	145	83	62
%V	18.1%	18.3%	18.5%	19.7%	23.7%	18.6%	22.3%	15.2%
%H (All HH)		98.3%	96.3%	59.6%	11.7%	60.4%	34.6%	25.8%
%H (TV HH)			97.9%	60.6%	11.9%	61.4%	35.2%	26.3%
55 - 64	238	234	226	132	24	145	72	72
%V	17.9%	18.1%	18.1%	18.2%	20.3%	18.6%	19.3%	17.6%
%H (All HH)		98.3%	95.0%	55.5%	10.1%	60.9%	30.3%	30.3%
%H (TV HH)			96.6%	56.4%	10.3%	62.0%	30.8%	30.8%
65 +	357	352	329	150	24	228	72	156
%V	26.9%	27.2%	26.4%	20.6%	20.3%	29.2%	19.3%	38.2%
%H (All HH)		98.6%	92.2%	42.0%	6.7%	63.9%	20.2%	43.7%
%H (TV HH)			93.5%	42.6%	6.8%	64.8%	20.5%	44.3%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1326	1293	1246	727	118	781	373	408
%H (All HH)		97.5%	94.0%	54.8%	8.9%	58.9%	28.1%	30.8%
%H (TV HH)			96.4%	56.2%	9.1%	60.4%	28.8%	31.6%
1	422	402	371	159	30	243	61	182
%V	31.8%	31.1%	29.8%	21.9%	25.4%	31.1%	16.4%	44.6%
%H (All HH)		95.3%	87.9%	37.7%	7.1%	57.6%	14.5%	43.1%
%H (TV HH)			92.3%	39.6%	7.5%	60.4%	15.2%	45.3%
2	472	464	453	277	44	280	145	135
%V	35.6%	35.9%	36.4%	38.1%	37.3%	35.9%	38.9%	33.1%
%H (All HH)		98.3%	96.0%	58.7%	9.3%	59.3%	30.7%	28.6%
%H (TV HH)			97.6%	59.7%	9.5%	60.3%	31.3%	29.1%
3	213	210	207	136	21	129	77	52
%V	16.1%	16.2%	16.6%	18.7%	17.8%	16.5%	20.6%	12.7%
%H (All HH)		98.6%	97.2%	63.8%	9.9%	60.6%	36.2%	24.4%
%H (TV HH)			98.6%	64.8%	10.0%	61.4%	36.7%	24.8%
4	152	151	150	107	15	91	62	29
%V	11.5%	11.7%	12.0%	14.7%	12.7%	11.7%	16.6%	7.1%
%H (All HH)		99.3%	98.7%	70.4%	9.9%	59.9%	40.8%	19.1%
%H (TV HH)			99.3%	70.9%	9.9%	60.3%	41.1%	19.2%
5+	67	65	65	48	7	37	27	10
%V	5.1%	5.0%	5.2%	6.6%	5.9%	4.7%	7.2%	2.5%
%H (All HH)		97.0%	97.0%	71.6%	10.4%	55.2%	40.3%	14.9%
%H (TV HH)			100.0%	73.8%	10.8%	56.9%	41.5%	15.4%
Average HH size	2.24	2.26	2.28	2.49	2.40	2.25	2.62	1.91

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1326	1293	1246	727	118	781	373	408
%H (All HH)		97.5%	94.0%	54.8%	8.9%	58.9%	28.1%	30.8%
%H (TV HH)			96.4%	56.2%	9.1%	60.4%	28.8%	31.6%
Without	992	962	921	497	90	595	258	338
%V	74.8%	74.4%	73.9%	68.4%	76.3%	76.2%	69.2%	82.8%
%H (All HH)		97.0%	92.8%	50.1%	9.1%	60.0%	26.0%	34.1%
%H (TV HH)			95.7%	51.7%	9.4%	61.9%	26.8%	35.1%
With	334	330	326	229	28	185	115	71
%V	25.2%	25.5%	26.2%	31.5%	23.7%	23.7%	30.8%	17.4%
%H (All HH)		98.8%	97.6%	68.6%	8.4%	55.4%	34.4%	21.3%
%H (TV HH)			98.8%	69.4%	8.5%	56.1%	34.8%	21.5%
0 - 3	118	116	114	79	9	61	36	26
%V	8.9%	9.0%	9.1%	10.9%	7.6%	7.8%	9.7%	6.4%
%H (All HH)		98.3%	96.6%	66.9%	7.6%	51.7%	30.5%	22.0%
%H (TV HH)			98.3%	68.1%	7.8%	52.6%	31.0%	22.4%
4 - 9	151	150	148	107	11	82	50	32
%V	11.4%	11.6%	11.9%	14.7%	9.3%	10.5%	13.4%	7.8%
%H (All HH)		99.3%	98.0%	70.9%	7.3%	54.3%	33.1%	21.2%
%H (TV HH)			98.7%	71.3%	7.3%	54.7%	33.3%	21.3%
10 - 15	165	163	162	116	16	99	68	31
%V	12.4%	12.6%	13.0%	16.0%	13.6%	12.7%	18.2%	7.6%
%H (All HH)		98.8%	98.2%	70.3%	9.7%	60.0%	41.2%	18.8%
%H (TV HH)			99.4%	71.2%	9.8%	60.7%	41.7%	19.0%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1326	1293	1246	727	118	781	373	408
%H (All HH)		97.5%	94.0%	54.8%	8.9%	58.9%	28.1%	30.8%
%H (TV HH)			96.4%	56.2%	9.1%	60.4%	28.8%	31.6%
1	498	498	466	225	44	239	42	197
%V	37.6%	38.5%	37.4%	30.9%	37.3%	30.6%	11.3%	48.3%
%H (All HH)		100.0%	93.6%	45.2%	8.8%	48.0%	8.4%	39.6%
%H (TV HH)			93.6%	45.2%	8.8%	48.0%	8.4%	39.6%
2	463	463	452	275	40	293	153	139
%V	34.9%	35.8%	36.3%	37.8%	33.9%	37.5%	41.0%	34.1%
%H (All HH)		100.0%	97.6%	59.4%	8.6%	63.3%	33.0%	30.0%
%H (TV HH)			97.6%	59.4%	8.6%	63.3%	33.0%	30.0%
3	205	205	203	135	20	151	101	50
%V	15.5%	15.9%	16.3%	18.6%	16.9%	19.3%	27.1%	12.3%
%H (All HH)		100.0%	99.0%	65.9%	9.8%	73.7%	49.3%	24.4%
%H (TV HH)			99.0%	65.9%	9.8%	73.7%	49.3%	24.4%
4	85	85	84	60	10	65	50	15
%V	6.4%	6.6%	6.7%	8.3%	8.5%	8.3%	13.4%	3.7%
%H (All HH)		100.0%	98.8%	70.6%	11.8%	76.5%	58.8%	17.6%
%H (TV HH)			98.8%	70.6%	11.8%	76.5%	58.8%	17.6%
5+	42	42	42	31	4	34	27	7
%V	3.2%	3.2%	3.4%	4.3%	3.4%	4.4%	7.2%	1.7%
%H (All HH)		100.0%	100.0%	73.8%	9.5%	81.0%	64.3%	16.7%
%H (TV HH)			100.0%	73.8%	9.5%	81.0%	64.3%	16.7%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1326	1293	1246	727	118	781	373	408
%H (All HH)		97.5%	94.0%	54.8%	8.9%	58.9%	28.1%	30.8%
%H (TV HH)			96.4%	56.2%	9.1%	60.4%	28.8%	31.6%
Under 20"	541	541	526	319	50	376	215	161
%V	40.8%	41.8%	42.2%	43.9%	42.4%	48.1%	57.6%	39.5%
%H (All HH)		100.0%	97.2%	59.0%	9.2%	69.5%	39.7%	29.8%
%H (TV HH)			97.2%	59.0%	9.2%	69.5%	39.7%	29.8%
20" - 29"	725	725	693	385	65	454	207	247
%V	54.7%	56.1%	55.6%	53.0%	55.1%	58.1%	55.5%	60.5%
%H (All HH)		100.0%	95.6%	53.1%	9.0%	62.6%	28.6%	34.1%
%H (TV HH)			95.6%	53.1%	9.0%	62.6%	28.6%	34.1%
30" - 39"	583	583	575	367	57	365	210	155
%V	44.0%	45.1%	46.1%	50.5%	48.3%	46.7%	56.3%	38.0%
%H (All HH)		100.0%	98.6%	63.0%	9.8%	62.6%	36.0%	26.6%
%H (TV HH)			98.6%	63.0%	9.8%	62.6%	36.0%	26.6%
40" and over	259	259	258	196	24	162	121	41
%V	19.5%	20.0%	20.7%	27.0%	20.3%	20.7%	32.4%	10.0%
%H (All HH)		100.0%	99.6%	75.7%	9.3%	62.5%	46.7%	15.8%
%H (TV HH)			99.6%	75.7%	9.3%	62.5%	46.7%	15.8%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1326	1293	1246	727	118	781	373	408
%H (All HH)		97.5%	94.0%	54.8%	8.9%	58.9%	28.1%	30.8%
%H (TV HH)			96.4%	56.2%	9.1%	60.4%	28.8%	31.6%
Main living room	1278	1278	1233	720	118	772	371	402
%V	96.4%	98.8%	99.0%	99.0%	100.0%	98.8%	99.5%	98.5%
%H (All HH)		100.0%	96.5%	56.3%	9.2%	60.4%	29.0%	31.5%
%H (TV HH)			96.5%	56.3%	9.2%	60.4%	29.0%	31.5%
Kitchen	179	179	176	113	12	128	76	52
%V	13.5%	13.8%	14.1%	15.5%	10.2%	16.4%	20.4%	12.7%
%H (All HH)		100.0%	98.3%	63.1%	6.7%	71.5%	42.5%	29.1%
%H (TV HH)			98.3%	63.1%	6.7%	71.5%	42.5%	29.1%
Adult's bedroom	570	570	560	365	55	392	248	144
%V	43.0%	44.1%	44.9%	50.2%	46.6%	50.2%	66.5%	35.3%
%H (All HH)		100.0%	98.2%	64.0%	9.6%	68.8%	43.5%	25.3%
%H (TV HH)			98.2%	64.0%	9.6%	68.8%	43.5%	25.3%
Child's bedroom	150	150	149	108	14	109	82	27
%V	11.3%	11.6%	12.0%	14.9%	11.9%	14.0%	22.0%	6.6%
%H (All HH)		100.0%	99.3%	72.0%	9.3%	72.7%	54.7%	18.0%
%H (TV HH)			99.3%	72.0%	9.3%	72.7%	54.7%	18.0%
Other bedroom	31	31	30	19	4	23	15	8
%V	2.3%	2.4%	2.4%	2.6%	3.4%	2.9%	4.0%	2.0%
%H (All HH)		100.0%	96.8%	61.3%	12.9%	74.2%	48.4%	25.8%
%H (TV HH)			96.8%	61.3%	12.9%	74.2%	48.4%	25.8%
Second living/dining room	194	194	191	124	19	145	95	50
%V	14.6%	15.0%	15.3%	17.1%	16.1%	18.6%	25.5%	12.3%
%H (All HH)		100.0%	98.5%	63.9%	9.8%	74.7%	49.0%	25.8%
%H (TV HH)			98.5%	63.9%	9.8%	74.7%	49.0%	25.8%
Study/office	17	17	17	11	1	13	8	6
%V	1.3%	1.3%	1.4%	1.5%	0.8%	1.7%	2.1%	1.5%
%H (All HH)		100.0%	100.0%	64.7%	5.9%	76.5%	47.1%	35.3%
%H (TV HH)			100.0%	64.7%	5.9%	76.5%	47.1%	35.3%
TV room	4	4	4	3	0	2	2	1
%V	0.3%	0.3%	0.3%	0.4%	0.0%	0.3%	0.5%	0.2%
%H (All HH)		100.0%	100.0%	75.0%	0.0%	50.0%	50.0%	25.0%
%H (TV HH)			100.0%	75.0%	0.0%	50.0%	50.0%	25.0%
No specific location	1	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.3%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	3	3	3	2	0	2	2	1
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.3%	0.5%	0.2%
%H (All HH)		100.0%	100.0%	66.7%	0.0%	66.7%	66.7%	33.3%
%H (TV HH)			100.0%	66.7%	0.0%	66.7%	66.7%	33.3%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Household level data

Table 13.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1326	1293	1246	727	118	781	373	408
%H (All HH)		97.5%	94.0%	54.8%	8.9%	58.9%	28.1%	30.8%
%H (TV HH)			96.4%	56.2%	9.1%	60.4%	28.8%	31.6%
PVR	501	501	501	424	37	270	226	44
%V	37.8%	38.7%	40.2%	58.3%	31.4%	34.6%	60.6%	10.8%
%H (All HH)		100.0%	100.0%	84.6%	7.4%	53.9%	45.1%	8.8%
%H (TV HH)			100.0%	84.6%	7.4%	53.9%	45.1%	8.8%
DVDR	151	151	150	93	12	102	57	45
%V	11.4%	11.7%	12.0%	12.8%	10.2%	13.1%	15.3%	11.0%
%H (All HH)		100.0%	99.3%	61.6%	7.9%	67.5%	37.7%	29.8%
%H (TV HH)			99.3%	61.6%	7.9%	67.5%	37.7%	29.8%
VCR	494	494	474	283	46	305	158	147
%V	37.3%	38.2%	38.0%	38.9%	39.0%	39.1%	42.4%	36.0%
%H (All HH)		100.0%	96.0%	57.3%	9.3%	61.7%	32.0%	29.8%
%H (TV HH)			96.0%	57.3%	9.3%	61.7%	32.0%	29.8%
Any recorder	855	855	834	566	73	498	297	201
%V	64.5%	66.1%	66.9%	77.9%	61.9%	63.8%	79.6%	49.3%
%H (All HH)		100.0%	97.5%	66.2%	8.5%	58.2%	34.7%	23.5%
%H (TV HH)			97.5%	66.2%	8.5%	58.2%	34.7%	23.5%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Household level data

Table 13.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1326	1293	1246	727	118	781	373	408
%H (All HH)		97.5%	94.0%	54.8%	8.9%	58.9%	28.1%	30.8%
%H (TV HH)			96.4%	56.2%	9.1%	60.4%	28.8%	31.6%
Receives HDTV (via STB or built-in reception)	166	166	166	135	33	88	88	0
%V	12.5%	12.8%	13.3%	18.6%	28.0%	11.3%	23.6%	0.0%
%H (All HH)		100.0%	100.0%	81.3%	19.9%	53.0%	53.0%	0.0%
%H (TV HH)			100.0%	81.3%	19.9%	53.0%	53.0%	0.0%
DVD/Blu-ray player or recorder	1047	1047	1023	630	100	634	337	297
%V	79.0%	81.0%	82.1%	86.7%	84.7%	81.2%	90.3%	72.8%
%H (All HH)		100.0%	97.7%	60.2%	9.6%	60.6%	32.2%	28.4%
%H (TV HH)			97.7%	60.2%	9.6%	60.6%	32.2%	28.4%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1326	1293	1246	727	118	781	373	408
%H (All HH)		97.5%	94.0%	54.8%	8.9%	58.9%	28.1%	30.8%
%H (TV HH)			96.4%	56.2%	9.1%	60.4%	28.8%	31.6%
Has PC or Laptop	863	842	827	536	87	501	292	209
%V	65.1%	65.1%	66.4%	73.7%	73.7%	64.1%	78.3%	51.2%
%H (All HH)		97.6%	95.8%	62.1%	10.1%	58.1%	33.8%	24.2%
%H (TV HH)			98.2%	63.7%	10.3%	59.5%	34.7%	24.8%
Has broadband internet	711	697	688	459	76	408	251	158
%V	53.6%	53.9%	55.2%	63.1%	64.4%	52.2%	67.3%	38.7%
%H (All HH)		98.0%	96.8%	64.6%	10.7%	57.4%	35.3%	22.2%
%H (TV HH)			98.7%	65.9%	10.9%	58.5%	36.0%	22.7%

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2603	2539	1590	244	1716	994	722
%H		97.5%	61.1%	9.4%	65.9%	38.2%	27.7%
Under 20"	758	739	455	73	537	322	215
%V	29.1%	29.1%	28.6%	29.9%	31.3%	32.4%	29.8%
%H		97.5%	60.0%	9.6%	70.8%	42.5%	28.4%
20" - 29"	907	871	500	82	587	293	294
%V	34.8%	34.3%	31.4%	33.6%	34.2%	29.5%	40.7%
%H		96.0%	55.1%	9.0%	64.7%	32.3%	32.4%
30" - 39"	656	648	420	64	415	247	168
%V	25.2%	25.5%	26.4%	26.2%	24.2%	24.8%	23.3%
%H		98.8%	64.0%	9.8%	63.3%	37.7%	25.6%
40" and over	275	274	209	25	174	131	43
%V	10.6%	10.8%	13.1%	10.2%	10.1%	13.2%	6.0%
%H		99.6%	76.0%	9.1%	63.3%	47.6%	15.6%
Don't know	8	7	5	0	3	2	2
%V	0.3%	0.3%	0.3%	0.0%	0.2%	0.2%	0.3%
%H		87.5%	62.5%	0.0%	37.5%	25.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2603	2539	1590	244	1716	994	722
%H		97.5%	61.1%	9.4%	65.9%	38.2%	27.7%
Main living room	1295	1250	731	120	782	376	405
%V	49.8%	49.2%	46.0%	49.2%	45.6%	37.8%	56.1%
%H		96.5%	56.4%	9.3%	60.4%	29.0%	31.3%
Kitchen	180	177	113	12	128	76	52
%V	6.9%	7.0%	7.1%	4.9%	7.5%	7.6%	7.2%
%H		98.3%	62.8%	6.7%	71.1%	42.2%	28.9%
Adult's bedroom	678	667	439	69	472	307	164
%V	26.0%	26.3%	27.6%	28.3%	27.5%	30.9%	22.7%
%H		98.4%	64.7%	10.2%	69.6%	45.3%	24.2%
Child's bedroom	193	192	140	19	143	109	34
%V	7.4%	7.6%	8.8%	7.8%	8.3%	11.0%	4.7%
%H		99.5%	72.5%	9.8%	74.1%	56.5%	17.6%
Other bedroom	34	33	22	5	25	17	8
%V	1.3%	1.3%	1.4%	2.0%	1.5%	1.7%	1.1%
%H		97.1%	64.7%	14.7%	73.5%	50.0%	23.5%
Second living/dining room	198	195	127	19	148	97	51
%V	7.6%	7.7%	8.0%	7.8%	8.6%	9.8%	7.1%
%H		98.5%	64.1%	9.6%	74.7%	49.0%	25.8%
Study/office	17	17	11	1	13	8	6
%V	0.7%	0.7%	0.7%	0.4%	0.8%	0.8%	0.8%
%H		100.0%	64.7%	5.9%	76.5%	47.1%	35.3%
TV room	4	4	3	0	2	2	1
%V	0.2%	0.2%	0.2%	0.0%	0.1%	0.2%	0.1%
%H		100.0%	75.0%	0.0%	50.0%	50.0%	25.0%
No specific location	1	1	1	0	1	1	0
%V	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	3	3	3	0	2	2	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.1%
%H		100.0%	100.0%	0.0%	66.7%	66.7%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2603	2539	1590	244	1716	994	722
%H		97.5%	61.1%	9.4%	65.9%	38.2%	27.7%
PVR	609	609	521	43	329	278	50
%V	23.4%	24.0%	32.8%	17.6%	19.2%	28.0%	6.9%
%H		100.0%	85.6%	7.1%	54.0%	45.6%	8.2%
DVDR	173	171	108	14	118	67	51
%V	6.6%	6.7%	6.8%	5.7%	6.9%	6.7%	7.1%
%H		98.8%	62.4%	8.1%	68.2%	38.7%	29.5%
VCR	592	571	349	55	372	203	170
%V	22.7%	22.5%	21.9%	22.5%	21.7%	20.4%	23.5%
%H		96.5%	59.0%	9.3%	62.8%	34.3%	28.7%
Any recorder	1111	1089	766	92	661	423	238
%V	42.7%	42.9%	48.2%	37.7%	38.5%	42.6%	33.0%
%H		98.0%	68.9%	8.3%	59.5%	38.1%	21.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2603	2539	1590	244	1716	994	722
%H		97.5%	61.1%	9.4%	65.9%	38.2%	27.7%
Receives HDTV (via STB or built-in reception)	190	190	156	37	101	101	0
%V	7.3%	7.5%	9.8%	15.2%	5.9%	10.2%	0.0%
%H		100.0%	82.1%	19.5%	53.2%	53.2%	0.0%
DVD/Blu-ray player or recorder	1575	1548	1004	154	1011	611	400
%V	60.5%	61.0%	63.1%	63.1%	58.9%	61.5%	55.4%
%H		98.3%	63.7%	9.8%	64.2%	38.8%	25.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Wales
Set level data
Table 13.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1291	1245	726	118	780	373	407
%H		96.4%	56.2%	9.1%	60.4%	28.9%	31.5%
Under 20"	53	47	17	4	32	7	25
%V	4.1%	3.8%	2.3%	3.4%	4.1%	1.9%	6.1%
%H		88.7%	32.1%	7.5%	60.4%	13.2%	47.2%
20" - 29"	484	453	212	41	283	83	200
%V	37.5%	36.4%	29.2%	34.7%	36.3%	22.3%	49.1%
%H		93.6%	43.8%	8.5%	58.5%	17.1%	41.3%
30" - 39"	504	496	309	50	310	169	141
%V	39.0%	39.8%	42.6%	42.4%	39.7%	45.3%	34.6%
%H		98.4%	61.3%	9.9%	61.5%	33.5%	28.0%
40" and over	247	246	186	23	154	114	40
%V	19.1%	19.8%	25.6%	19.5%	19.7%	30.6%	9.8%
%H		99.6%	75.3%	9.3%	62.3%	46.2%	16.2%
Don't know	3	3	2	0	1	0	1
%V	0.2%	0.2%	0.3%	0.0%	0.1%	0.0%	0.2%
%H		100.0%	66.7%	0.0%	33.3%	0.0%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1291	1245	726	118	780	373	407
%H		96.4%	56.2%	9.1%	60.4%	28.9%	31.5%
PVR	483	483	410	35	255	214	41
%V	37.4%	38.8%	56.5%	29.7%	32.7%	57.4%	10.1%
%H		100.0%	84.9%	7.2%	52.8%	44.3%	8.5%
DVDR	137	136	84	11	91	50	42
%V	10.6%	10.9%	11.6%	9.3%	11.7%	13.4%	10.3%
%H		99.3%	61.3%	8.0%	66.4%	36.5%	30.7%
VCR	425	405	233	40	257	123	134
%V	32.9%	32.5%	32.1%	33.9%	32.9%	33.0%	32.9%
%H		95.3%	54.8%	9.4%	60.5%	28.9%	31.5%
Any recorder	816	796	545	68	469	281	188
%V	63.2%	63.9%	75.1%	57.6%	60.1%	75.3%	46.2%
%H		97.5%	66.8%	8.3%	57.5%	34.4%	23.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1291	1245	726	118	780	373	407
%H		96.4%	56.2%	9.1%	60.4%	28.9%	31.5%
Receives HDTV (via STB or built-in reception)	158	158	127	33	83	83	0
%V	12.2%	12.7%	17.5%	28.0%	10.6%	22.3%	0.0%
%H		100.0%	80.4%	20.9%	52.5%	52.5%	0.0%
DVD/Blu-ray player or recorder	976	953	584	95	585	306	279
%V	75.6%	76.5%	80.4%	80.5%	75.0%	82.0%	68.6%
%H		97.6%	59.8%	9.7%	59.9%	31.4%	28.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Wales
Set level data
Table 13.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1312	1294	863	127	937	622	315
%H		98.6%	65.8%	9.7%	71.4%	47.4%	24.0%
Under 20"	705	692	437	69	505	315	190
%V	53.7%	53.5%	50.6%	54.3%	53.9%	50.6%	60.3%
%H		98.2%	62.0%	9.8%	71.6%	44.7%	27.0%
20" - 29"	423	418	288	41	304	210	94
%V	32.2%	32.3%	33.4%	32.3%	32.4%	33.8%	29.8%
%H		98.8%	68.1%	9.7%	71.9%	49.6%	22.2%
30" - 39"	152	152	112	14	105	78	27
%V	11.6%	11.7%	13.0%	11.0%	11.2%	12.5%	8.6%
%H		100.0%	73.7%	9.2%	69.1%	51.3%	17.8%
40" and over	28	28	23	2	21	17	3
%V	2.1%	2.2%	2.7%	1.6%	2.2%	2.7%	1.0%
%H		100.0%	82.1%	7.1%	75.0%	60.7%	10.7%
Don't know	4	4	3	0	2	2	1
%V	0.3%	0.3%	0.3%	0.0%	0.2%	0.3%	0.3%
%H		100.0%	75.0%	0.0%	50.0%	50.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1312	1294	863	127	937	622	315
%H		98.6%	65.8%	9.7%	71.4%	47.4%	24.0%
PVR	127	127	111	8	74	65	9
%V	9.7%	9.8%	12.9%	6.3%	7.9%	10.5%	2.9%
%H		100.0%	87.4%	6.3%	58.3%	51.2%	7.1%
DVDR	35	35	24	2	26	18	9
%V	2.7%	2.7%	2.8%	1.6%	2.8%	2.9%	2.9%
%H		100.0%	68.6%	5.7%	74.3%	51.4%	25.7%
VCR	167	165	116	15	115	79	36
%V	12.7%	12.8%	13.4%	11.8%	12.3%	12.7%	11.4%
%H		98.8%	69.5%	9.0%	68.9%	47.3%	21.6%
Any recorder	295	293	222	24	192	142	50
%V	22.5%	22.6%	25.7%	18.9%	20.5%	22.8%	15.9%
%H		99.3%	75.3%	8.1%	65.1%	48.1%	16.9%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1312	1294	863	127	937	622	315
%H		98.6%	65.8%	9.7%	71.4%	47.4%	24.0%
Receives HDTV (via STB or built-in reception)	33	33	29	5	18	18	0
%V	2.5%	2.6%	3.4%	3.9%	1.9%	2.9%	0.0%
%H		100.0%	87.9%	15.2%	54.5%	54.5%	0.0%
DVD/Blu-ray player or recorder	599	595	420	59	426	305	121
%V	45.7%	46.0%	48.7%	46.5%	45.5%	49.0%	38.4%
%H		99.3%	70.1%	9.8%	71.1%	50.9%	20.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2973	2916	2847	1807	282	1755	977	778
%H		98.1%	95.8%	60.8%	9.5%	59.0%	32.9%	26.2%
Total Children	554	547	541	387	46	306	194	112
%V	18.6%	18.8%	19.0%	21.4%	16.3%	17.4%	19.9%	14.4%
%H		98.7%	97.7%	69.9%	8.3%	55.2%	35.0%	20.2%
0 - 3	142	140	137	96	11	72	42	30
%V	4.8%	4.8%	4.8%	5.3%	3.9%	4.1%	4.3%	3.9%
%H		98.6%	96.5%	67.6%	7.7%	50.7%	29.6%	21.1%
4 - 15	412	407	403	290	34	234	152	82
%V	13.9%	14.0%	14.2%	16.0%	12.1%	13.3%	15.6%	10.5%
%H		98.8%	97.8%	70.4%	8.3%	56.8%	36.9%	19.9%
4 - 9	194	192	190	137	14	105	63	41
%V	6.5%	6.6%	6.7%	7.6%	5.0%	6.0%	6.4%	5.3%
%H		99.0%	97.9%	70.6%	7.2%	54.1%	32.5%	21.1%
10 - 15	217	215	213	153	21	130	89	41
%V	7.3%	7.4%	7.5%	8.5%	7.4%	7.4%	9.1%	5.3%
%H		99.1%	98.2%	70.5%	9.7%	59.9%	41.0%	18.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2973	2916	2847	1807	282	1755	977	778
%H		98.1%	95.8%	60.8%	9.5%	59.0%	32.9%	26.2%
Total Adults (16+)	2420	2369	2306	1421	236	1449	783	666
%V	81.4%	81.2%	81.0%	78.6%	83.7%	82.6%	80.1%	85.6%
%H		97.9%	95.3%	58.7%	9.8%	59.9%	32.4%	27.5%
16 - 19	159	154	152	106	20	97	69	28
%V	5.3%	5.3%	5.3%	5.9%	7.1%	5.5%	7.1%	3.6%
%H		96.9%	95.6%	66.7%	12.6%	61.0%	43.4%	17.6%
20 - 24	195	183	179	106	31	108	63	45
%V	6.6%	6.3%	6.3%	5.9%	11.0%	6.2%	6.4%	5.8%
%H		93.8%	91.8%	54.4%	15.9%	55.4%	32.3%	23.1%
25 - 34	343	332	327	223	29	179	102	77
%V	11.5%	11.4%	11.5%	12.3%	10.3%	10.2%	10.4%	9.9%
%H		96.8%	95.3%	65.0%	8.5%	52.2%	29.7%	22.4%
35 - 44	390	383	376	258	34	228	142	86
%V	13.1%	13.1%	13.2%	14.3%	12.1%	13.0%	14.5%	11.1%
%H		98.2%	96.4%	66.2%	8.7%	58.5%	36.4%	22.1%
45 - 54	410	404	397	256	47	251	153	98
%V	13.8%	13.9%	13.9%	14.2%	16.7%	14.3%	15.7%	12.6%
%H		98.5%	96.8%	62.4%	11.5%	61.2%	37.3%	23.9%
55 - 64	389	384	374	224	39	242	128	114
%V	13.1%	13.2%	13.1%	12.4%	13.8%	13.8%	13.1%	14.7%
%H		98.7%	96.1%	57.6%	10.0%	62.2%	32.9%	29.3%
65+	534	529	501	248	37	344	126	217
%V	18.0%	18.1%	17.6%	13.7%	13.1%	19.6%	12.9%	27.9%
%H		99.1%	93.8%	46.4%	6.9%	64.4%	23.6%	40.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2420	2369	2306	1421	236	1449	783	666
%H		97.9%	95.3%	58.7%	9.8%	59.9%	32.4%	27.5%
AB	451	446	436	272	34	279	146	133
%V	18.6%	18.8%	18.9%	19.1%	14.4%	19.3%	18.6%	20.0%
%H		98.9%	96.7%	60.3%	7.5%	61.9%	32.4%	29.5%
C1	609	588	578	349	75	368	211	157
%V	25.2%	24.8%	25.1%	24.6%	31.8%	25.4%	26.9%	23.6%
%H		96.6%	94.9%	57.3%	12.3%	60.4%	34.6%	25.8%
C2	618	613	601	398	55	371	218	153
%V	25.5%	25.9%	26.1%	28.0%	23.3%	25.6%	27.8%	23.0%
%H		99.2%	97.2%	64.4%	8.9%	60.0%	35.3%	24.8%
D	446	434	420	257	48	264	144	119
%V	18.4%	18.3%	18.2%	18.1%	20.3%	18.2%	18.4%	17.9%
%H		97.3%	94.2%	57.6%	10.8%	59.2%	32.3%	26.7%
E	297	288	272	145	23	167	64	104
%V	12.3%	12.2%	11.8%	10.2%	9.7%	11.5%	8.2%	15.6%
%H		97.0%	91.6%	48.8%	7.7%	56.2%	21.5%	35.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2420	2369	2306	1421	236	1449	783	666
%H		97.9%	95.3%	58.7%	9.8%	59.9%	32.4%	27.5%
Working full time	1016	997	982	654	104	603	372	231
%V	42.0%	42.1%	42.6%	46.0%	44.1%	41.6%	47.5%	34.7%
%H		98.1%	96.7%	64.4%	10.2%	59.4%	36.6%	22.7%
Working part time	208	204	202	133	20	125	74	51
%V	8.6%	8.6%	8.8%	9.4%	8.5%	8.6%	9.5%	7.7%
%H		98.1%	97.1%	63.9%	9.6%	60.1%	35.6%	24.5%
Not working	1197	1167	1123	634	112	721	337	384
%V	49.5%	49.3%	48.7%	44.6%	47.5%	49.8%	43.0%	57.7%
%H		97.5%	93.8%	53.0%	9.4%	60.2%	28.2%	32.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1175	1145	1119	707	116	691	386	304
%H		97.4%	95.2%	60.2%	9.9%	58.8%	32.9%	25.9%
16 - 19	88	86	85	60	11	53	38	14
%V	7.5%	7.5%	7.6%	8.5%	9.5%	7.7%	9.8%	4.6%
%H		97.7%	96.6%	68.2%	12.5%	60.2%	43.2%	15.9%
20 - 24	95	88	86	53	14	51	30	21
%V	8.1%	7.7%	7.7%	7.5%	12.1%	7.4%	7.8%	6.9%
%H		92.6%	90.5%	55.8%	14.7%	53.7%	31.6%	22.1%
25 - 34	172	165	162	109	16	90	52	38
%V	14.6%	14.4%	14.5%	15.4%	13.8%	13.0%	13.5%	12.5%
%H		95.9%	94.2%	63.4%	9.3%	52.3%	30.2%	22.1%
35 - 44	189	184	181	124	16	107	65	42
%V	16.1%	16.1%	16.2%	17.5%	13.8%	15.5%	16.8%	13.8%
%H		97.4%	95.8%	65.6%	8.5%	56.6%	34.4%	22.2%
45 - 54	200	196	193	125	23	122	75	47
%V	17.0%	17.1%	17.2%	17.7%	19.8%	17.7%	19.4%	15.5%
%H		98.0%	96.5%	62.5%	11.5%	61.0%	37.5%	23.5%
55 - 64	191	188	183	110	19	117	62	55
%V	16.3%	16.4%	16.4%	15.6%	16.4%	16.9%	16.1%	18.1%
%H		98.4%	95.8%	57.6%	9.9%	61.3%	32.5%	28.8%
65+	242	239	229	126	17	150	63	87
%V	20.6%	20.9%	20.5%	17.8%	14.7%	21.7%	16.3%	28.6%
%H		98.8%	94.6%	52.1%	7.0%	62.0%	26.0%	36.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1175	1145	1119	707	116	691	386	304
%H		97.4%	95.2%	60.2%	9.9%	58.8%	32.9%	25.9%
AB	223	220	216	139	17	137	76	62
%V	19.0%	19.2%	19.3%	19.7%	14.7%	19.8%	19.7%	20.4%
%H		98.7%	96.9%	62.3%	7.6%	61.4%	34.1%	27.8%
C1	279	268	265	164	37	165	99	66
%V	23.7%	23.4%	23.7%	23.2%	31.9%	23.9%	25.6%	21.7%
%H		96.1%	95.0%	58.8%	13.3%	59.1%	35.5%	23.7%
C2	333	330	323	214	29	197	113	83
%V	28.3%	28.8%	28.9%	30.3%	25.0%	28.5%	29.3%	27.3%
%H		99.1%	97.0%	64.3%	8.7%	59.2%	33.9%	24.9%
D	220	212	205	129	23	127	71	56
%V	18.7%	18.5%	18.3%	18.2%	19.8%	18.4%	18.4%	18.4%
%H		96.4%	93.2%	58.6%	10.5%	57.7%	32.3%	25.5%
E	119	115	109	61	10	65	27	38
%V	10.1%	10.0%	9.7%	8.6%	8.6%	9.4%	7.0%	12.5%
%H		96.6%	91.6%	51.3%	8.4%	54.6%	22.7%	31.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1175	1145	1119	707	116	691	386	304
%H		97.4%	95.2%	60.2%	9.9%	58.8%	32.9%	25.9%
Working full time	624	611	601	404	63	364	224	140
%V	53.1%	53.4%	53.7%	57.1%	54.3%	52.7%	58.0%	46.1%
%H		97.9%	96.3%	64.7%	10.1%	58.3%	35.9%	22.4%
Working part time	38	37	37	22	3	25	13	11
%V	3.2%	3.2%	3.3%	3.1%	2.6%	3.6%	3.4%	3.6%
%H		97.4%	97.4%	57.9%	7.9%	65.8%	34.2%	28.9%
Not working	512	497	481	281	50	302	149	154
%V	43.6%	43.4%	43.0%	39.7%	43.1%	43.7%	38.6%	50.7%
%H		97.1%	93.9%	54.9%	9.8%	59.0%	29.1%	30.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1245	1224	1188	713	120	758	397	361
%H		98.3%	95.4%	57.3%	9.6%	60.9%	31.9%	29.0%
16 - 19	71	68	67	45	9	44	31	14
%V	5.7%	5.6%	5.6%	6.3%	7.5%	5.8%	7.8%	3.9%
%H		95.8%	94.4%	63.4%	12.7%	62.0%	43.7%	19.7%
20 - 24	101	95	93	53	17	56	33	24
%V	8.1%	7.8%	7.8%	7.4%	14.2%	7.4%	8.3%	6.6%
%H		94.1%	92.1%	52.5%	16.8%	55.4%	32.7%	23.8%
25 - 34	171	167	165	114	13	89	50	39
%V	13.7%	13.6%	13.9%	16.0%	10.8%	11.7%	12.6%	10.8%
%H		97.7%	96.5%	66.7%	7.6%	52.0%	29.2%	22.8%
35 - 44	201	199	195	134	17	121	77	44
%V	16.1%	16.3%	16.4%	18.8%	14.2%	16.0%	19.4%	12.2%
%H		99.0%	97.0%	66.7%	8.5%	60.2%	38.3%	21.9%
45 - 54	210	208	204	131	23	128	77	51
%V	16.9%	17.0%	17.2%	18.4%	19.2%	16.9%	19.4%	14.1%
%H		99.0%	97.1%	62.4%	11.0%	61.0%	36.7%	24.3%
55 - 64	198	197	192	114	20	125	66	59
%V	15.9%	16.1%	16.2%	16.0%	16.7%	16.5%	16.6%	16.3%
%H		99.5%	97.0%	57.6%	10.1%	63.1%	33.3%	29.8%
65+	292	291	272	122	20	194	63	130
%V	23.5%	23.8%	22.9%	17.1%	16.7%	25.6%	15.9%	36.0%
%H		99.7%	93.2%	41.8%	6.8%	66.4%	21.6%	44.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1245	1224	1188	713	120	758	397	361
%H		98.3%	95.4%	57.3%	9.6%	60.9%	31.9%	29.0%
AB	227	226	220	133	18	142	71	71
%V	18.2%	18.5%	18.5%	18.7%	15.0%	18.7%	17.9%	19.7%
%H		99.6%	96.9%	58.6%	7.9%	62.6%	31.3%	31.3%
C1	330	320	312	184	38	203	112	92
%V	26.5%	26.1%	26.3%	25.8%	31.7%	26.8%	28.2%	25.5%
%H		97.0%	94.5%	55.8%	11.5%	61.5%	33.9%	27.9%
C2	284	283	277	184	26	174	105	69
%V	22.8%	23.1%	23.3%	25.8%	21.7%	23.0%	26.4%	19.1%
%H		99.6%	97.5%	64.8%	9.2%	61.3%	37.0%	24.3%
D	226	222	215	128	26	137	73	64
%V	18.2%	18.1%	18.1%	18.0%	21.7%	18.1%	18.4%	17.7%
%H		98.2%	95.1%	56.6%	11.5%	60.6%	32.3%	28.3%
E	178	174	163	84	13	102	37	65
%V	14.3%	14.2%	13.7%	11.8%	10.8%	13.5%	9.3%	18.0%
%H		97.8%	91.6%	47.2%	7.3%	57.3%	20.8%	36.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1245	1224	1188	713	120	758	397	361
%H		98.3%	95.4%	57.3%	9.6%	60.9%	31.9%	29.0%
Working full time	391	386	381	250	42	239	148	91
%V	31.4%	31.5%	32.1%	35.1%	35.0%	31.5%	37.3%	25.2%
%H		98.7%	97.4%	63.9%	10.7%	61.1%	37.9%	23.3%
Working part time	169	168	166	110	16	101	61	40
%V	13.6%	13.7%	14.0%	15.4%	13.3%	13.3%	15.4%	11.1%
%H		99.4%	98.2%	65.1%	9.5%	59.8%	36.1%	23.7%
Not working	685	671	641	353	62	418	188	230
%V	55.0%	54.8%	54.0%	49.5%	51.7%	55.1%	47.4%	63.7%
%H		98.0%	93.6%	51.5%	9.1%	61.0%	27.4%	33.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Household level data

Table 14.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2601	2516	2278	909	462	1574	635	939
%H (All HH)		96.7%	87.6%	34.9%	17.8%	60.5%	24.4%	36.1%
%H (TV HH)			90.5%	36.1%	18.4%	62.6%	25.2%	37.3%
AB	558	545	521	239	97	352	160	192
%V	21.5%	21.7%	22.9%	26.3%	21.0%	22.4%	25.2%	20.4%
%H (All HH)		97.7%	93.4%	42.8%	17.4%	63.1%	28.7%	34.4%
%H (TV HH)			95.6%	43.9%	17.8%	64.6%	29.4%	35.2%
C1	676	649	595	244	126	407	175	232
%V	26.0%	25.8%	26.1%	26.8%	27.3%	25.9%	27.6%	24.7%
%H (All HH)		96.0%	88.0%	36.1%	18.6%	60.2%	25.9%	34.3%
%H (TV HH)			91.7%	37.6%	19.4%	62.7%	27.0%	35.7%
C2	517	509	475	199	107	330	150	180
%V	19.9%	20.2%	20.9%	21.9%	23.2%	21.0%	23.6%	19.2%
%H (All HH)		98.5%	91.9%	38.5%	20.7%	63.8%	29.0%	34.8%
%H (TV HH)			93.3%	39.1%	21.0%	64.8%	29.5%	35.4%
D	444	426	383	146	79	261	102	160
%V	17.1%	16.9%	16.8%	16.1%	17.1%	16.6%	16.1%	17.0%
%H (All HH)		95.9%	86.3%	32.9%	17.8%	58.8%	23.0%	36.0%
%H (TV HH)			89.9%	34.3%	18.5%	61.3%	23.9%	37.6%
E	406	387	305	81	53	224	48	176
%V	15.6%	15.4%	13.4%	8.9%	11.5%	14.2%	7.6%	18.7%
%H (All HH)		95.3%	75.1%	20.0%	13.1%	55.2%	11.8%	43.3%
%H (TV HH)			78.8%	20.9%	13.7%	57.9%	12.4%	45.5%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2601	2516	2278	909	462	1574	635	939
%H (All HH)		96.7%	87.6%	34.9%	17.8%	60.5%	24.4%	36.1%
%H (TV HH)			90.5%	36.1%	18.4%	62.6%	25.2%	37.3%
Under 25	143	130	121	46	27	81	30	50
%V	5.5%	5.2%	5.3%	5.1%	5.8%	5.1%	4.7%	5.3%
%H (All HH)		90.9%	84.6%	32.2%	18.9%	56.6%	21.0%	35.0%
%H (TV HH)			93.1%	35.4%	20.8%	62.3%	23.1%	38.5%
25 - 34	374	349	332	161	75	198	99	100
%V	14.4%	13.9%	14.6%	17.7%	16.2%	12.6%	15.6%	10.6%
%H (All HH)		93.3%	88.8%	43.0%	20.1%	52.9%	26.5%	26.7%
%H (TV HH)			95.1%	46.1%	21.5%	56.7%	28.4%	28.7%
35 - 44	485	472	450	231	103	282	156	126
%V	18.6%	18.8%	19.8%	25.4%	22.3%	17.9%	24.6%	13.4%
%H (All HH)		97.3%	92.8%	47.6%	21.2%	58.1%	32.2%	26.0%
%H (TV HH)			95.3%	48.9%	21.8%	59.7%	33.1%	26.7%
45 - 54	487	481	456	191	109	323	160	163
%V	18.7%	19.1%	20.0%	21.0%	23.6%	20.5%	25.2%	17.4%
%H (All HH)		98.8%	93.6%	39.2%	22.4%	66.3%	32.9%	33.5%
%H (TV HH)			94.8%	39.7%	22.7%	67.2%	33.3%	33.9%
55 - 64	416	402	374	141	66	273	100	173
%V	16.0%	16.0%	16.4%	15.5%	14.3%	17.3%	15.7%	18.4%
%H (All HH)		96.6%	89.9%	33.9%	15.9%	65.6%	24.0%	41.6%
%H (TV HH)			93.0%	35.1%	16.4%	67.9%	24.9%	43.0%
65 +	696	683	545	139	82	417	90	327
%V	26.8%	27.1%	23.9%	15.3%	17.7%	26.5%	14.2%	34.8%
%H (All HH)		98.1%	78.3%	20.0%	11.8%	59.9%	12.9%	47.0%
%H (TV HH)			79.8%	20.4%	12.0%	61.1%	13.2%	47.9%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2601	2516	2278	909	462	1574	635	939
%H (All HH)		96.7%	87.6%	34.9%	17.8%	60.5%	24.4%	36.1%
%H (TV HH)			90.5%	36.1%	18.4%	62.6%	25.2%	37.3%
1	827	776	621	158	114	446	92	355
%V	31.8%	30.8%	27.3%	17.4%	24.7%	28.3%	14.5%	37.8%
%H (All HH)		93.8%	75.1%	19.1%	13.8%	53.9%	11.1%	42.9%
%H (TV HH)			80.0%	20.4%	14.7%	57.5%	11.9%	45.7%
2	884	865	804	311	145	569	213	356
%V	34.0%	34.4%	35.3%	34.2%	31.4%	36.1%	33.5%	37.9%
%H (All HH)		97.9%	91.0%	35.2%	16.4%	64.4%	24.1%	40.3%
%H (TV HH)			92.9%	36.0%	16.8%	65.8%	24.6%	41.2%
3	385	379	366	185	78	243	131	112
%V	14.8%	15.1%	16.1%	20.4%	16.9%	15.4%	20.6%	11.9%
%H (All HH)		98.4%	95.1%	48.1%	20.3%	63.1%	34.0%	29.1%
%H (TV HH)			96.6%	48.8%	20.6%	64.1%	34.6%	29.6%
4	327	323	316	154	84	212	130	82
%V	12.6%	12.8%	13.9%	16.9%	18.2%	13.5%	20.5%	8.7%
%H (All HH)		98.8%	96.6%	47.1%	25.7%	64.8%	39.8%	25.1%
%H (TV HH)			97.8%	47.7%	26.0%	65.6%	40.2%	25.4%
5+	177	174	171	101	42	103	69	34
%V	6.8%	6.9%	7.5%	11.1%	9.1%	6.5%	10.9%	3.6%
%H (All HH)		98.3%	96.6%	57.1%	23.7%	58.2%	39.0%	19.2%
%H (TV HH)			98.3%	58.0%	24.1%	59.2%	39.7%	19.5%
Average HH size	2.32	2.34	2.43	2.75	2.60	2.37	2.84	2.04

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2601	2516	2278	909	462	1574	635	939
%H (All HH)		96.7%	87.6%	34.9%	17.8%	60.5%	24.4%	36.1%
%H (TV HH)			90.5%	36.1%	18.4%	62.6%	25.2%	37.3%
Without	1929	1856	1633	579	317	1165	407	758
%V	74.2%	73.8%	71.7%	63.7%	68.6%	74.0%	64.1%	80.7%
%H (All HH)		96.2%	84.7%	30.0%	16.4%	60.4%	21.1%	39.3%
%H (TV HH)			88.0%	31.2%	17.1%	62.8%	21.9%	40.8%
With	672	661	646	330	146	410	228	182
%V	25.8%	26.3%	28.4%	36.3%	31.6%	26.0%	35.9%	19.4%
%H (All HH)		98.4%	96.1%	49.1%	21.7%	61.0%	33.9%	27.1%
%H (TV HH)			97.7%	49.9%	22.1%	62.0%	34.5%	27.5%
0 - 3	255	249	244	124	54	147	78	68
%V	9.8%	9.9%	10.7%	13.6%	11.7%	9.3%	12.3%	7.2%
%H (All HH)		97.6%	95.7%	48.6%	21.2%	57.6%	30.6%	26.7%
%H (TV HH)			98.0%	49.8%	21.7%	59.0%	31.3%	27.3%
4 - 9	319	313	306	164	69	191	113	78
%V	12.3%	12.4%	13.4%	18.0%	14.9%	12.1%	17.8%	8.3%
%H (All HH)		98.1%	95.9%	51.4%	21.6%	59.9%	35.4%	24.5%
%H (TV HH)			97.8%	52.4%	22.0%	61.0%	36.1%	24.9%
10 - 15	335	331	325	161	79	208	117	92
%V	12.9%	13.2%	14.3%	17.7%	17.1%	13.2%	18.4%	9.8%
%H (All HH)		98.8%	97.0%	48.1%	23.6%	62.1%	34.9%	27.5%
%H (TV HH)			98.2%	48.6%	23.9%	62.8%	35.3%	27.8%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2601	2516	2278	909	462	1574	635	939
%H (All HH)		96.7%	87.6%	34.9%	17.8%	60.5%	24.4%	36.1%
%H (TV HH)			90.5%	36.1%	18.4%	62.6%	25.2%	37.3%
1	973	973	808	267	151	489	97	392
%V	37.4%	38.7%	35.5%	29.4%	32.7%	31.1%	15.3%	41.7%
%H (All HH)		100.0%	83.0%	27.4%	15.5%	50.3%	10.0%	40.3%
%H (TV HH)			83.0%	27.4%	15.5%	50.3%	10.0%	40.3%
2	872	872	819	327	156	591	240	351
%V	33.5%	34.7%	36.0%	36.0%	33.8%	37.5%	37.8%	37.4%
%H (All HH)		100.0%	93.9%	37.5%	17.9%	67.8%	27.5%	40.3%
%H (TV HH)			93.9%	37.5%	17.9%	67.8%	27.5%	40.3%
3	416	416	401	185	93	296	164	133
%V	16.0%	16.5%	17.6%	20.4%	20.1%	18.8%	25.8%	14.2%
%H (All HH)		100.0%	96.4%	44.5%	22.4%	71.2%	39.4%	32.0%
%H (TV HH)			96.4%	44.5%	22.4%	71.2%	39.4%	32.0%
4	175	175	172	89	38	133	85	47
%V	6.7%	7.0%	7.6%	9.8%	8.2%	8.4%	13.4%	5.0%
%H (All HH)		100.0%	98.3%	50.9%	21.7%	76.0%	48.6%	26.9%
%H (TV HH)			98.3%	50.9%	21.7%	76.0%	48.6%	26.9%
5+	79	79	78	40	25	65	49	16
%V	3.0%	3.1%	3.4%	4.4%	5.4%	4.1%	7.7%	1.7%
%H (All HH)		100.0%	98.7%	50.6%	31.6%	82.3%	62.0%	20.3%
%H (TV HH)			98.7%	50.6%	31.6%	82.3%	62.0%	20.3%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2601	2516	2278	909	462	1574	635	939
%H (All HH)		96.7%	87.6%	34.9%	17.8%	60.5%	24.4%	36.1%
%H (TV HH)			90.5%	36.1%	18.4%	62.6%	25.2%	37.3%
Under 20"	1117	1117	1041	426	213	776	357	419
%V	42.9%	44.4%	45.7%	46.9%	46.1%	49.3%	56.2%	44.6%
%H (All HH)		100.0%	93.2%	38.1%	19.1%	69.5%	32.0%	37.5%
%H (TV HH)			93.2%	38.1%	19.1%	69.5%	32.0%	37.5%
20" - 29"	1413	1413	1245	452	252	882	325	557
%V	54.3%	56.2%	54.7%	49.7%	54.5%	56.0%	51.2%	59.3%
%H (All HH)		100.0%	88.1%	32.0%	17.8%	62.4%	23.0%	39.4%
%H (TV HH)			88.1%	32.0%	17.8%	62.4%	23.0%	39.4%
30" - 39"	1082	1082	1045	472	224	726	360	366
%V	41.6%	43.0%	45.9%	51.9%	48.5%	46.1%	56.7%	39.0%
%H (All HH)		100.0%	96.6%	43.6%	20.7%	67.1%	33.3%	33.8%
%H (TV HH)			96.6%	43.6%	20.7%	67.1%	33.3%	33.8%
40" and over	479	479	471	269	102	327	215	112
%V	18.4%	19.0%	20.7%	29.6%	22.1%	20.8%	33.9%	11.9%
%H (All HH)		100.0%	98.3%	56.2%	21.3%	68.3%	44.9%	23.4%
%H (TV HH)			98.3%	56.2%	21.3%	68.3%	44.9%	23.4%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2601	2516	2278	909	462	1574	635	939
%H (All HH)		96.7%	87.6%	34.9%	17.8%	60.5%	24.4%	36.1%
%H (TV HH)			90.5%	36.1%	18.4%	62.6%	25.2%	37.3%
Main living room	2488	2488	2255	900	459	1562	632	929
%V	95.7%	98.9%	99.0%	99.0%	99.4%	99.2%	99.5%	98.9%
%H (All HH)		100.0%	90.6%	36.2%	18.4%	62.8%	25.4%	37.3%
%H (TV HH)			90.6%	36.2%	18.4%	62.8%	25.4%	37.3%
Kitchen	361	361	342	148	72	259	134	125
%V	13.9%	14.3%	15.0%	16.3%	15.6%	16.5%	21.1%	13.3%
%H (All HH)		100.0%	94.7%	41.0%	19.9%	71.7%	37.1%	34.6%
%H (TV HH)			94.7%	41.0%	19.9%	71.7%	37.1%	34.6%
Adult's bedroom	1135	1135	1089	488	239	802	416	387
%V	43.6%	45.1%	47.8%	53.7%	51.7%	51.0%	65.5%	41.2%
%H (All HH)		100.0%	95.9%	43.0%	21.1%	70.7%	36.7%	34.1%
%H (TV HH)			95.9%	43.0%	21.1%	70.7%	36.7%	34.1%
Child's bedroom	267	267	262	131	67	201	132	69
%V	10.3%	10.6%	11.5%	14.4%	14.5%	12.8%	20.8%	7.3%
%H (All HH)		100.0%	98.1%	49.1%	25.1%	75.3%	49.4%	25.8%
%H (TV HH)			98.1%	49.1%	25.1%	75.3%	49.4%	25.8%
Other bedroom	63	63	60	29	10	47	24	23
%V	2.4%	2.5%	2.6%	3.2%	2.2%	3.0%	3.8%	2.4%
%H (All HH)		100.0%	95.2%	46.0%	15.9%	74.6%	38.1%	36.5%
%H (TV HH)			95.2%	46.0%	15.9%	74.6%	38.1%	36.5%
Second living/dining room	291	291	277	130	55	212	113	98
%V	11.2%	11.6%	12.2%	14.3%	11.9%	13.5%	17.8%	10.4%
%H (All HH)		100.0%	95.2%	44.7%	18.9%	72.9%	38.8%	33.7%
%H (TV HH)			95.2%	44.7%	18.9%	72.9%	38.8%	33.7%
Study/office	46	46	44	21	7	31	15	16
%V	1.8%	1.8%	1.9%	2.3%	1.5%	2.0%	2.4%	1.7%
%H (All HH)		100.0%	95.7%	45.7%	15.2%	67.4%	32.6%	34.8%
%H (TV HH)			95.7%	45.7%	15.2%	67.4%	32.6%	34.8%
TV room	9	9	9	5	3	7	5	2
%V	0.3%	0.4%	0.4%	0.6%	0.6%	0.4%	0.8%	0.2%
%H (All HH)		100.0%	100.0%	55.6%	33.3%	77.8%	55.6%	22.2%
%H (TV HH)			100.0%	55.6%	33.3%	77.8%	55.6%	22.2%
No specific location	5	5	4	1	2	3	2	1
%V	0.2%	0.2%	0.2%	0.1%	0.4%	0.2%	0.3%	0.1%
%H (All HH)		100.0%	80.0%	20.0%	40.0%	60.0%	40.0%	20.0%
%H (TV HH)			80.0%	20.0%	40.0%	60.0%	40.0%	20.0%
Other	11	11	10	5	0	6	1	5
%V	0.4%	0.4%	0.4%	0.6%	0.0%	0.4%	0.2%	0.5%
%H (All HH)		100.0%	90.9%	45.5%	0.0%	54.5%	9.1%	45.5%
%H (TV HH)			90.9%	45.5%	0.0%	54.5%	9.1%	45.5%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Household level data

Table 14.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2601	2516	2278	909	462	1574	635	939
%H (All HH)		96.7%	87.6%	34.9%	17.8%	60.5%	24.4%	36.1%
%H (TV HH)			90.5%	36.1%	18.4%	62.6%	25.2%	37.3%
PVR	823	823	823	559	157	500	373	127
%V	31.6%	32.7%	36.1%	61.5%	34.0%	31.8%	58.7%	13.5%
%H (All HH)		100.0%	100.0%	67.9%	19.1%	60.8%	45.3%	15.4%
%H (TV HH)			100.0%	67.9%	19.1%	60.8%	45.3%	15.4%
DVDR	364	364	352	156	77	248	119	129
%V	14.0%	14.5%	15.5%	17.2%	16.7%	15.8%	18.7%	13.7%
%H (All HH)		100.0%	96.7%	42.9%	21.2%	68.1%	32.7%	35.4%
%H (TV HH)			96.7%	42.9%	21.2%	68.1%	32.7%	35.4%
VCR	962	962	864	323	183	598	223	375
%V	37.0%	38.2%	37.9%	35.5%	39.6%	38.0%	35.1%	39.9%
%H (All HH)		100.0%	89.8%	33.6%	19.0%	62.2%	23.2%	39.0%
%H (TV HH)			89.8%	33.6%	19.0%	62.2%	23.2%	39.0%
Any recorder	1617	1617	1511	738	303	997	499	498
%V	62.2%	64.3%	66.3%	81.2%	65.6%	63.3%	78.6%	53.0%
%H (All HH)		100.0%	93.4%	45.6%	18.7%	61.7%	30.9%	30.8%
%H (TV HH)			93.4%	45.6%	18.7%	61.7%	30.9%	30.8%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Household level data

Table 14.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2601	2516	2278	909	462	1574	635	939
%H (All HH)		96.7%	87.6%	34.9%	17.8%	60.5%	24.4%	36.1%
%H (TV HH)			90.5%	36.1%	18.4%	62.6%	25.2%	37.3%
Receives HDTV (via STB or built-in reception)	355	355	355	230	137	206	206	0
%V	13.6%	14.1%	15.6%	25.3%	29.7%	13.1%	32.4%	0.0%
%H (All HH)		100.0%	100.0%	64.8%	38.6%	58.0%	58.0%	0.0%
%H (TV HH)			100.0%	64.8%	38.6%	58.0%	58.0%	0.0%
DVD/Blu-ray player or recorder	1972	1972	1857	774	388	1270	544	726
%V	75.8%	78.4%	81.5%	85.1%	84.0%	80.7%	85.7%	77.3%
%H (All HH)		100.0%	94.2%	39.2%	19.7%	64.4%	27.6%	36.8%
%H (TV HH)			94.2%	39.2%	19.7%	64.4%	27.6%	36.8%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2601	2516	2278	909	462	1574	635	939
%H (All HH)		96.7%	87.6%	34.9%	17.8%	60.5%	24.4%	36.1%
%H (TV HH)			90.5%	36.1%	18.4%	62.6%	25.2%	37.3%
Has PC or Laptop	1754	1709	1642	743	367	1102	540	561
%V	67.4%	67.9%	72.1%	81.7%	79.4%	70.0%	85.0%	59.7%
%H (All HH)		97.4%	93.6%	42.4%	20.9%	62.8%	30.8%	32.0%
%H (TV HH)			96.1%	43.5%	21.5%	64.5%	31.6%	32.8%
Has broadband internet	1465	1427	1381	647	326	901	467	434
%V	56.3%	56.7%	60.6%	71.2%	70.6%	57.2%	73.5%	46.2%
%H (All HH)		97.4%	94.3%	44.2%	22.3%	61.5%	31.9%	29.6%
%H (TV HH)			96.8%	45.3%	22.8%	63.1%	32.7%	30.4%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5096	4759	2058	1019	3444	1676	1767
%H		93.4%	40.4%	20.0%	67.6%	32.9%	34.7%
Under 20"	1590	1493	619	331	1128	557	571
%V	31.2%	31.4%	30.1%	32.5%	32.8%	33.2%	32.3%
%H		93.9%	38.9%	20.8%	70.9%	35.0%	35.9%
20" - 29"	1756	1568	593	323	1126	451	675
%V	34.5%	32.9%	28.8%	31.7%	32.7%	26.9%	38.2%
%H		89.3%	33.8%	18.4%	64.1%	25.7%	38.4%
30" - 39"	1195	1156	537	252	807	421	386
%V	23.4%	24.3%	26.1%	24.7%	23.4%	25.1%	21.8%
%H		96.7%	44.9%	21.1%	67.5%	35.2%	32.3%
40" and over	510	502	289	109	347	230	117
%V	10.0%	10.5%	14.0%	10.7%	10.1%	13.7%	6.6%
%H		98.4%	56.7%	21.4%	68.0%	45.1%	22.9%
Don't know	45	41	19	4	36	18	18
%V	0.9%	0.9%	0.9%	0.4%	1.0%	1.1%	1.0%
%H		91.1%	42.2%	8.9%	80.0%	40.0%	40.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5096	4759	2058	1019	3444	1676	1767
%H		93.4%	40.4%	20.0%	67.6%	32.9%	34.7%
Main living room	2535	2295	923	466	1587	647	941
%V	49.7%	48.2%	44.8%	45.7%	46.1%	38.6%	53.3%
%H		90.5%	36.4%	18.4%	62.6%	25.5%	37.1%
Kitchen	363	343	149	72	260	134	126
%V	7.1%	7.2%	7.2%	7.1%	7.5%	8.0%	7.1%
%H		94.5%	41.0%	19.8%	71.6%	36.9%	34.7%
Adult's bedroom	1393	1342	609	309	1001	545	456
%V	27.3%	28.2%	29.6%	30.3%	29.1%	32.5%	25.8%
%H		96.3%	43.7%	22.2%	71.9%	39.1%	32.7%
Child's bedroom	359	354	177	91	273	180	93
%V	7.0%	7.4%	8.6%	8.9%	7.9%	10.7%	5.3%
%H		98.6%	49.3%	25.3%	76.0%	50.1%	25.9%
Other bedroom	73	70	35	10	56	30	26
%V	1.4%	1.5%	1.7%	1.0%	1.6%	1.8%	1.5%
%H		95.9%	47.9%	13.7%	76.7%	41.1%	35.6%
Second living/dining room	298	284	133	57	217	116	101
%V	5.8%	6.0%	6.5%	5.6%	6.3%	6.9%	5.7%
%H		95.3%	44.6%	19.1%	72.8%	38.9%	33.9%
Study/office	46	45	21	8	31	16	16
%V	0.9%	0.9%	1.0%	0.8%	0.9%	1.0%	0.9%
%H		97.8%	45.7%	17.4%	67.4%	34.8%	34.8%
TV room	11	11	5	4	8	6	2
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.4%	0.1%
%H		100.0%	45.5%	36.4%	72.7%	54.5%	18.2%
No specific location	5	4	1	2	3	2	1
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.1%	0.1%
%H		80.0%	20.0%	40.0%	60.0%	40.0%	20.0%
Other	12	11	5	0	7	1	6
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.1%	0.3%
%H		91.7%	41.7%	0.0%	58.3%	8.3%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5096	4759	2058	1019	3444	1676	1767
%H		93.4%	40.4%	20.0%	67.6%	32.9%	34.7%
PVR	1020	1020	726	185	620	482	139
%V	20.0%	21.4%	35.3%	18.2%	18.0%	28.8%	7.9%
%H		100.0%	71.2%	18.1%	60.8%	47.3%	13.6%
DVDR	414	401	183	91	288	147	141
%V	8.1%	8.4%	8.9%	8.9%	8.4%	8.8%	8.0%
%H		96.9%	44.2%	22.0%	69.6%	35.5%	34.1%
VCR	1154	1049	400	232	730	290	440
%V	22.6%	22.0%	19.4%	22.8%	21.2%	17.3%	24.9%
%H		90.9%	34.7%	20.1%	63.3%	25.1%	38.1%
Any recorder	2095	1982	1030	407	1315	724	591
%V	41.1%	41.6%	50.0%	39.9%	38.2%	43.2%	33.4%
%H		94.6%	49.2%	19.4%	62.8%	34.6%	28.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5096	4759	2058	1019	3444	1676	1767
%H		93.4%	40.4%	20.0%	67.6%	32.9%	34.7%
Receives HDTV (via STB or built-in reception)	417	417	277	154	238	238	0
%V	8.2%	8.8%	13.5%	15.1%	6.9%	14.2%	0.0%
%H		100.0%	66.4%	36.9%	57.1%	57.1%	0.0%
DVD/Blu-ray player or recorder	2883	2751	1220	601	1956	970	987
%V	56.6%	57.8%	59.3%	59.0%	56.8%	57.9%	55.9%
%H		95.4%	42.3%	20.8%	67.8%	33.6%	34.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
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Set level data
Table 14.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2512	2277	907	462	1574	635	939
%H		90.6%	36.1%	18.4%	62.7%	25.3%	37.4%
Under 20"	103	74	23	9	50	7	42
%V	4.1%	3.2%	2.5%	1.9%	3.2%	1.1%	4.5%
%H		71.8%	22.3%	8.7%	48.5%	6.8%	40.8%
20" - 29"	993	834	237	161	573	132	442
%V	39.5%	36.6%	26.1%	34.8%	36.4%	20.8%	47.1%
%H		84.0%	23.9%	16.2%	57.7%	13.3%	44.5%
30" - 39"	938	903	383	193	628	287	341
%V	37.3%	39.7%	42.2%	41.8%	39.9%	45.2%	36.3%
%H		96.3%	40.8%	20.6%	67.0%	30.6%	36.4%
40" and over	462	455	261	99	313	207	106
%V	18.4%	20.0%	28.8%	21.4%	19.9%	32.6%	11.3%
%H		98.5%	56.5%	21.4%	67.7%	44.8%	22.9%
Don't know	15	12	3	0	10	2	9
%V	0.6%	0.5%	0.3%	0.0%	0.6%	0.3%	1.0%
%H		80.0%	20.0%	0.0%	66.7%	13.3%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2512	2277	907	462	1574	635	939
%H		90.6%	36.1%	18.4%	62.7%	25.3%	37.4%
PVR	794	794	544	146	478	356	122
%V	31.6%	34.9%	60.0%	31.6%	30.4%	56.1%	13.0%
%H		100.0%	68.5%	18.4%	60.2%	44.8%	15.4%
DVDR	342	329	145	69	230	106	123
%V	13.6%	14.4%	16.0%	14.9%	14.6%	16.7%	13.1%
%H		96.2%	42.4%	20.2%	67.3%	31.0%	36.0%
VCR	835	742	264	152	516	176	341
%V	33.2%	32.6%	29.1%	32.9%	32.8%	27.7%	36.3%
%H		88.9%	31.6%	18.2%	61.8%	21.1%	40.8%
Any recorder	1540	1440	714	282	945	476	468
%V	61.3%	63.2%	78.7%	61.0%	60.0%	75.0%	49.8%
%H		93.5%	46.4%	18.3%	61.4%	30.9%	30.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2512	2277	907	462	1574	635	939
%H		90.6%	36.1%	18.4%	62.7%	25.3%	37.4%
Receives HDTV (via STB or built-in reception)	338	338	218	129	194	194	0
%V	13.5%	14.8%	24.0%	27.9%	12.3%	30.6%	0.0%
%H		100.0%	64.5%	38.2%	57.4%	57.4%	0.0%
DVD/Blu-ray player or recorder	1865	1757	722	369	1196	501	695
%V	74.2%	77.2%	79.6%	79.9%	76.0%	78.9%	74.0%
%H		94.2%	38.7%	19.8%	64.1%	26.9%	37.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
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Set level data
Table 14.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2584	2483	1151	557	1870	1041	828
%H		96.1%	44.5%	21.6%	72.4%	40.3%	32.0%
Under 20"	1486	1419	596	321	1078	550	529
%V	57.5%	57.1%	51.8%	57.6%	57.6%	52.8%	63.9%
%H		95.5%	40.1%	21.6%	72.5%	37.0%	35.6%
20" - 29"	763	734	356	162	553	319	233
%V	29.5%	29.6%	30.9%	29.1%	29.6%	30.6%	28.1%
%H		96.2%	46.7%	21.2%	72.5%	41.8%	30.5%
30" - 39"	257	253	154	60	179	134	46
%V	9.9%	10.2%	13.4%	10.8%	9.6%	12.9%	5.6%
%H		98.4%	59.9%	23.3%	69.6%	52.1%	17.9%
40" and over	48	47	28	10	34	23	11
%V	1.9%	1.9%	2.4%	1.8%	1.8%	2.2%	1.3%
%H		97.9%	58.3%	20.8%	70.8%	47.9%	22.9%
Don't know	30	29	16	4	25	16	9
%V	1.2%	1.2%	1.4%	0.7%	1.3%	1.5%	1.1%
%H		96.7%	53.3%	13.3%	83.3%	53.3%	30.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2584	2483	1151	557	1870	1041	828
%H		96.1%	44.5%	21.6%	72.4%	40.3%	32.0%
PVR	226	226	181	39	142	126	17
%V	8.7%	9.1%	15.7%	7.0%	7.6%	12.1%	2.1%
%H		100.0%	80.1%	17.3%	62.8%	55.8%	7.5%
DVDR	72	72	38	22	58	41	17
%V	2.8%	2.9%	3.3%	3.9%	3.1%	3.9%	2.1%
%H		100.0%	52.8%	30.6%	80.6%	56.9%	23.6%
VCR	319	307	136	81	214	114	100
%V	12.3%	12.4%	11.8%	14.5%	11.4%	11.0%	12.1%
%H		96.2%	42.6%	25.4%	67.1%	35.7%	31.3%
Any recorder	554	542	316	124	370	247	123
%V	21.4%	21.8%	27.5%	22.3%	19.8%	23.7%	14.9%
%H		97.8%	57.0%	22.4%	66.8%	44.6%	22.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2584	2483	1151	557	1870	1041	828
%H		96.1%	44.5%	21.6%	72.4%	40.3%	32.0%
Receives HDTV (via STB or built-in reception)	79	79	60	25	44	44	0
%V	3.1%	3.2%	5.2%	4.5%	2.4%	4.2%	0.0%
%H		100.0%	75.9%	31.6%	55.7%	55.7%	0.0%
DVD/Blu-ray player or recorder	1018	994	498	232	760	469	292
%V	39.4%	40.0%	43.3%	41.7%	40.6%	45.1%	35.3%
%H		97.6%	48.9%	22.8%	74.7%	46.1%	28.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6030	5886	5528	2503	1202	3725	1805	1920
%H		97.6%	91.7%	41.5%	19.9%	61.8%	29.9%	31.8%
Total Children	1182	1160	1137	590	266	706	403	303
%V	19.6%	19.7%	20.6%	23.6%	22.1%	19.0%	22.3%	15.8%
%H		98.1%	96.2%	49.9%	22.5%	59.7%	34.1%	25.6%
0 - 3	306	299	291	149	67	171	91	80
%V	5.1%	5.1%	5.3%	6.0%	5.6%	4.6%	5.0%	4.2%
%H		97.7%	95.1%	48.7%	21.9%	55.9%	29.7%	26.1%
4 - 15	876	861	845	441	199	535	312	223
%V	14.5%	14.6%	15.3%	17.6%	16.6%	14.4%	17.3%	11.6%
%H		98.3%	96.5%	50.3%	22.7%	61.1%	35.6%	25.5%
4 - 9	427	417	409	222	90	259	154	104
%V	7.1%	7.1%	7.4%	8.9%	7.5%	7.0%	8.5%	5.4%
%H		97.7%	95.8%	52.0%	21.1%	60.7%	36.1%	24.4%
10 - 15	449	443	437	219	110	277	158	119
%V	7.4%	7.5%	7.9%	8.7%	9.2%	7.4%	8.8%	6.2%
%H		98.7%	97.3%	48.8%	24.5%	61.7%	35.2%	26.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6030	5886	5528	2503	1202	3725	1805	1920
%H		97.6%	91.7%	41.5%	19.9%	61.8%	29.9%	31.8%
Total Adults (16+)	4848	4726	4391	1914	936	3018	1402	1616
%V	80.4%	80.3%	79.4%	76.5%	77.9%	81.0%	77.7%	84.2%
%H		97.5%	90.6%	39.5%	19.3%	62.3%	28.9%	33.3%
16 - 19	306	303	292	139	80	203	123	79
%V	5.1%	5.1%	5.3%	5.6%	6.7%	5.4%	6.8%	4.1%
%H		99.0%	95.4%	45.4%	26.1%	66.3%	40.2%	25.8%
20 - 24	384	368	353	164	94	235	131	104
%V	6.4%	6.3%	6.4%	6.6%	7.8%	6.3%	7.3%	5.4%
%H		95.8%	91.9%	42.7%	24.5%	61.2%	34.1%	27.1%
25 - 34	737	696	663	329	155	391	201	190
%V	12.2%	11.8%	12.0%	13.1%	12.9%	10.5%	11.1%	9.9%
%H		94.4%	90.0%	44.6%	21.0%	53.1%	27.3%	25.8%
35 - 44	859	840	809	423	177	526	300	226
%V	14.2%	14.3%	14.6%	16.9%	14.7%	14.1%	16.6%	11.8%
%H		97.8%	94.2%	49.2%	20.6%	61.2%	34.9%	26.3%
45 - 54	829	819	784	354	185	552	294	258
%V	13.7%	13.9%	14.2%	14.1%	15.4%	14.8%	16.3%	13.4%
%H		98.8%	94.6%	42.7%	22.3%	66.6%	35.5%	31.1%
55 - 64	715	698	659	261	120	476	187	288
%V	11.9%	11.9%	11.9%	10.4%	10.0%	12.8%	10.4%	15.0%
%H		97.6%	92.2%	36.5%	16.8%	66.6%	26.2%	40.3%
65+	1018	1001	832	243	124	636	164	471
%V	16.9%	17.0%	15.1%	9.7%	10.3%	17.1%	9.1%	24.5%
%H		98.3%	81.7%	23.9%	12.2%	62.5%	16.1%	46.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT +	DTT only
		HH	HH	HH	HH	HH	HH	Cab/DSat	HH
Total Adults (16+)		4848	4726	4391	1914	936	3018	1402	1616
%H			97.5%	90.6%	39.5%	19.3%	62.3%	28.9%	33.3%
AB		1126	1106	1063	520	196	723	361	362
	%V	23.2%	23.4%	24.2%	27.2%	20.9%	24.0%	25.7%	22.4%
	%H		98.2%	94.4%	46.2%	17.4%	64.2%	32.1%	32.1%
C1		1274	1238	1162	523	255	801	398	403
	%V	26.3%	26.2%	26.5%	27.3%	27.2%	26.5%	28.4%	24.9%
	%H		97.2%	91.2%	41.1%	20.0%	62.9%	31.2%	31.6%
C2		1072	1060	1006	437	246	690	341	349
	%V	22.1%	22.4%	22.9%	22.8%	26.3%	22.9%	24.3%	21.6%
	%H		98.9%	93.8%	40.8%	22.9%	64.4%	31.8%	32.6%
D		812	784	722	303	159	488	222	266
	%V	16.7%	16.6%	16.4%	15.8%	17.0%	16.2%	15.8%	16.5%
	%H		96.6%	88.9%	37.3%	19.6%	60.1%	27.3%	32.8%
E		563	538	438	131	79	317	80	237
	%V	11.6%	11.4%	10.0%	6.8%	8.4%	10.5%	5.7%	14.7%
	%H		95.6%	77.8%	23.3%	14.0%	56.3%	14.2%	42.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4848	4726	4391	1914	936	3018	1402	1616
%H		97.5%	90.6%	39.5%	19.3%	62.3%	28.9%	33.3%
Working full time	2110	2055	1973	968	454	1310	718	591
%V	43.5%	43.5%	44.9%	50.6%	48.5%	43.4%	51.2%	36.6%
%H		97.4%	93.5%	45.9%	21.5%	62.1%	34.0%	28.0%
Working part time	506	501	477	219	87	326	151	175
%V	10.4%	10.6%	10.9%	11.4%	9.3%	10.8%	10.8%	10.8%
%H		99.0%	94.3%	43.3%	17.2%	64.4%	29.8%	34.6%
Not working	2232	2170	1942	727	395	1383	532	850
%V	46.0%	45.9%	44.2%	38.0%	42.2%	45.8%	37.9%	52.6%
%H		97.2%	87.0%	32.6%	17.7%	62.0%	23.8%	38.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2362	2288	2140	970	464	1466	717	750
%H		96.9%	90.6%	41.1%	19.6%	62.1%	30.4%	31.8%
16 - 19	158	156	149	73	41	106	68	38
%V	6.7%	6.8%	7.0%	7.5%	8.8%	7.2%	9.5%	5.1%
%H		98.7%	94.3%	46.2%	25.9%	67.1%	43.0%	24.1%
20 - 24	186	176	168	82	45	117	69	48
%V	7.9%	7.7%	7.9%	8.5%	9.7%	8.0%	9.6%	6.4%
%H		94.6%	90.3%	44.1%	24.2%	62.9%	37.1%	25.8%
25 - 34	367	339	322	158	80	188	98	90
%V	15.5%	14.8%	15.0%	16.3%	17.2%	12.8%	13.7%	12.0%
%H		92.4%	87.7%	43.1%	21.8%	51.2%	26.7%	24.5%
35 - 44	423	414	401	214	81	263	148	115
%V	17.9%	18.1%	18.7%	22.1%	17.5%	17.9%	20.6%	15.3%
%H		97.9%	94.8%	50.6%	19.1%	62.2%	35.0%	27.2%
45 - 54	416	409	387	182	95	272	154	117
%V	17.6%	17.9%	18.1%	18.8%	20.5%	18.6%	21.5%	15.6%
%H		98.3%	93.0%	43.8%	22.8%	65.4%	37.0%	28.1%
55 - 64	354	343	326	130	59	236	95	141
%V	15.0%	15.0%	15.2%	13.4%	12.7%	16.1%	13.2%	18.8%
%H		96.9%	92.1%	36.7%	16.7%	66.7%	26.8%	39.8%
65+	457	450	386	130	61	285	85	201
%V	19.3%	19.7%	18.0%	13.4%	13.1%	19.4%	11.9%	26.8%
%H		98.5%	84.5%	28.4%	13.3%	62.4%	18.6%	44.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2362	2288	2140	970	464	1466	717	750
%H		96.9%	90.6%	41.1%	19.6%	62.1%	30.4%	31.8%
AB	573	560	538	261	105	369	187	182
%V	24.3%	24.5%	25.1%	26.9%	22.6%	25.2%	26.1%	24.3%
%H		97.7%	93.9%	45.5%	18.3%	64.4%	32.6%	31.8%
C1	588	567	538	259	116	373	199	174
%V	24.9%	24.8%	25.1%	26.7%	25.0%	25.4%	27.8%	23.2%
%H		96.4%	91.5%	44.0%	19.7%	63.4%	33.8%	29.6%
C2	579	570	541	239	129	374	185	189
%V	24.5%	24.9%	25.3%	24.6%	27.8%	25.5%	25.8%	25.2%
%H		98.4%	93.4%	41.3%	22.3%	64.6%	32.0%	32.6%
D	380	364	337	148	78	225	110	115
%V	16.1%	15.9%	15.7%	15.3%	16.8%	15.3%	15.3%	15.3%
%H		95.8%	88.7%	38.9%	20.5%	59.2%	28.9%	30.3%
E	242	227	185	63	36	126	35	91
%V	10.2%	9.9%	8.6%	6.5%	7.8%	8.6%	4.9%	12.1%
%H		93.8%	76.4%	26.0%	14.9%	52.1%	14.5%	37.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2362	2288	2140	970	464	1466	717	750
%H		96.9%	90.6%	41.1%	19.6%	62.1%	30.4%	31.8%
Working full time	1315	1276	1231	611	279	822	453	370
%V	55.7%	55.8%	57.5%	63.0%	60.1%	56.1%	63.2%	49.3%
%H		97.0%	93.6%	46.5%	21.2%	62.5%	34.4%	28.1%
Working part time	94	91	84	38	13	62	28	34
%V	4.0%	4.0%	3.9%	3.9%	2.8%	4.2%	3.9%	4.5%
%H		96.8%	89.4%	40.4%	13.8%	66.0%	29.8%	36.2%
Not working	953	921	825	321	172	582	236	346
%V	40.3%	40.3%	38.6%	33.1%	37.1%	39.7%	32.9%	46.1%
%H		96.6%	86.6%	33.7%	18.0%	61.1%	24.8%	36.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2486	2438	2251	944	472	1552	685	867
%H		98.1%	90.5%	38.0%	19.0%	62.4%	27.6%	34.9%
16 - 19	148	147	143	65	39	97	55	42
%V	6.0%	6.0%	6.4%	6.9%	8.3%	6.3%	8.0%	4.8%
%H		99.3%	96.6%	43.9%	26.4%	65.5%	37.2%	28.4%
20 - 24	198	192	184	82	49	118	62	55
%V	8.0%	7.9%	8.2%	8.7%	10.4%	7.6%	9.1%	6.3%
%H		97.0%	92.9%	41.4%	24.7%	59.6%	31.3%	27.8%
25 - 34	369	357	340	171	75	203	103	100
%V	14.8%	14.6%	15.1%	18.1%	15.9%	13.1%	15.0%	11.5%
%H		96.7%	92.1%	46.3%	20.3%	55.0%	27.9%	27.1%
35 - 44	436	426	408	209	96	263	152	111
%V	17.5%	17.5%	18.1%	22.1%	20.3%	16.9%	22.2%	12.8%
%H		97.7%	93.6%	47.9%	22.0%	60.3%	34.9%	25.5%
45 - 54	413	410	397	172	90	280	140	140
%V	16.6%	16.8%	17.6%	18.2%	19.1%	18.0%	20.4%	16.1%
%H		99.3%	96.1%	41.6%	21.8%	67.8%	33.9%	33.9%
55 - 64	361	355	333	131	61	240	92	148
%V	14.5%	14.6%	14.8%	13.9%	12.9%	15.5%	13.4%	17.1%
%H		98.3%	92.2%	36.3%	16.9%	66.5%	25.5%	41.0%
65+	561	552	446	114	63	351	80	271
%V	22.6%	22.6%	19.8%	12.1%	13.3%	22.6%	11.7%	31.3%
%H		98.4%	79.5%	20.3%	11.2%	62.6%	14.3%	48.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2486	2438	2251	944	472	1552	685	867
%H		98.1%	90.5%	38.0%	19.0%	62.4%	27.6%	34.9%
AB	553	546	524	259	91	354	174	180
%V	22.2%	22.4%	23.3%	27.4%	19.3%	22.8%	25.4%	20.8%
%H		98.7%	94.8%	46.8%	16.5%	64.0%	31.5%	32.5%
C1	687	671	624	264	139	428	199	229
%V	27.6%	27.5%	27.7%	28.0%	29.4%	27.6%	29.1%	26.4%
%H		97.7%	90.8%	38.4%	20.2%	62.3%	29.0%	33.3%
C2	493	490	465	198	117	316	155	160
%V	19.8%	20.1%	20.7%	21.0%	24.8%	20.4%	22.6%	18.5%
%H		99.4%	94.3%	40.2%	23.7%	64.1%	31.4%	32.5%
D	431	420	385	155	82	263	113	151
%V	17.3%	17.2%	17.1%	16.4%	17.4%	16.9%	16.5%	17.4%
%H		97.4%	89.3%	36.0%	19.0%	61.0%	26.2%	35.0%
E	321	311	253	68	42	191	45	146
%V	12.9%	12.8%	11.2%	7.2%	8.9%	12.3%	6.6%	16.8%
%H		96.9%	78.8%	21.2%	13.1%	59.5%	14.0%	45.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2486	2438	2251	944	472	1552	685	867
%H		98.1%	90.5%	38.0%	19.0%	62.4%	27.6%	34.9%
Working full time	795	779	742	357	175	487	266	222
%V	32.0%	32.0%	33.0%	37.8%	37.1%	31.4%	38.8%	25.6%
%H		98.0%	93.3%	44.9%	22.0%	61.3%	33.5%	27.9%
Working part time	412	409	392	181	74	263	123	141
%V	16.6%	16.8%	17.4%	19.2%	15.7%	16.9%	18.0%	16.3%
%H		99.3%	95.1%	43.9%	18.0%	63.8%	29.9%	34.2%
Not working	1279	1250	1117	406	223	801	297	504
%V	51.4%	51.3%	49.6%	43.0%	47.2%	51.6%	43.4%	58.1%
%H		97.7%	87.3%	31.7%	17.4%	62.6%	23.2%	39.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	959	927	823	307	200	557	232	325
%H (All HH)		96.7%	85.8%	32.0%	20.9%	58.1%	24.2%	33.9%
%H (TV HH)			88.8%	33.1%	21.6%	60.1%	25.0%	35.1%
AB	198	195	181	73	42	127	58	69
%V	20.6%	21.0%	22.0%	23.8%	21.0%	22.8%	25.0%	21.2%
%H (All HH)		98.5%	91.4%	36.9%	21.2%	64.1%	29.3%	34.8%
%H (TV HH)			92.8%	37.4%	21.5%	65.1%	29.7%	35.4%
C1	257	249	229	89	48	156	62	94
%V	26.8%	26.9%	27.8%	29.0%	24.0%	28.0%	26.7%	28.9%
%H (All HH)		96.9%	89.1%	34.6%	18.7%	60.7%	24.1%	36.6%
%H (TV HH)			92.0%	35.7%	19.3%	62.7%	24.9%	37.8%
C2	212	209	189	74	48	129	60	69
%V	22.1%	22.5%	23.0%	24.1%	24.0%	23.2%	25.9%	21.2%
%H (All HH)		98.6%	89.2%	34.9%	22.6%	60.8%	28.3%	32.5%
%H (TV HH)			90.4%	35.4%	23.0%	61.7%	28.7%	33.0%
D	168	158	137	47	37	92	37	55
%V	17.5%	17.0%	16.6%	15.3%	18.5%	16.5%	15.9%	16.9%
%H (All HH)		94.0%	81.5%	28.0%	22.0%	54.8%	22.0%	32.7%
%H (TV HH)			86.7%	29.7%	23.4%	58.2%	23.4%	34.8%
E	123	116	87	25	26	54	16	38
%V	12.8%	12.5%	10.6%	8.1%	13.0%	9.7%	6.9%	11.7%
%H (All HH)		94.3%	70.7%	20.3%	21.1%	43.9%	13.0%	30.9%
%H (TV HH)			75.0%	21.6%	22.4%	46.6%	13.8%	32.8%

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	959	927	823	307	200	557	232	325
%H (All HH)		96.7%	85.8%	32.0%	20.9%	58.1%	24.2%	33.9%
%H (TV HH)			88.8%	33.1%	21.6%	60.1%	25.0%	35.1%
Under 25	70	62	54	12	16	37	9	27
%V	7.3%	6.7%	6.6%	3.9%	8.0%	6.6%	3.9%	8.3%
%H (All HH)		88.6%	77.1%	17.1%	22.9%	52.9%	12.9%	38.6%
%H (TV HH)			87.1%	19.4%	25.8%	59.7%	14.5%	43.5%
25 - 34	153	143	134	67	34	76	42	34
%V	16.0%	15.4%	16.3%	21.8%	17.0%	13.6%	18.1%	10.5%
%H (All HH)		93.5%	87.6%	43.8%	22.2%	49.7%	27.5%	22.2%
%H (TV HH)			93.7%	46.9%	23.8%	53.1%	29.4%	23.8%
35 - 44	180	173	161	70	46	105	57	48
%V	18.8%	18.7%	19.6%	22.8%	23.0%	18.9%	24.6%	14.8%
%H (All HH)		96.1%	89.4%	38.9%	25.6%	58.3%	31.7%	26.7%
%H (TV HH)			93.1%	40.5%	26.6%	60.7%	32.9%	27.7%
45 - 54	185	180	168	71	50	112	62	50
%V	19.3%	19.4%	20.4%	23.1%	25.0%	20.1%	26.7%	15.4%
%H (All HH)		97.3%	90.8%	38.4%	27.0%	60.5%	33.5%	27.0%
%H (TV HH)			93.3%	39.4%	27.8%	62.2%	34.4%	27.8%
55 - 64	146	145	132	46	26	93	31	61
%V	15.2%	15.6%	16.0%	15.0%	13.0%	16.7%	13.4%	18.8%
%H (All HH)		99.3%	90.4%	31.5%	17.8%	63.7%	21.2%	41.8%
%H (TV HH)			91.0%	31.7%	17.9%	64.1%	21.4%	42.1%
65 +	227	224	174	41	29	134	29	105
%V	23.7%	24.2%	21.1%	13.4%	14.5%	24.1%	12.5%	32.3%
%H (All HH)		98.7%	76.7%	18.1%	12.8%	59.0%	12.8%	46.3%
%H (TV HH)			77.7%	18.3%	12.9%	59.8%	12.9%	46.9%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	959	927	823	307	200	557	232	325
%H (All HH)		96.7%	85.8%	32.0%	20.9%	58.1%	24.2%	33.9%
%H (TV HH)			88.8%	33.1%	21.6%	60.1%	25.0%	35.1%
1	311	289	226	56	48	155	33	122
%V	32.4%	31.2%	27.5%	18.2%	24.0%	27.8%	14.2%	37.5%
%H (All HH)		92.9%	72.7%	18.0%	15.4%	49.8%	10.6%	39.2%
%H (TV HH)			78.2%	19.4%	16.6%	53.6%	11.4%	42.2%
2	330	323	298	108	67	204	78	126
%V	34.4%	34.8%	36.2%	35.2%	33.5%	36.6%	33.6%	38.8%
%H (All HH)		97.9%	90.3%	32.7%	20.3%	61.8%	23.6%	38.2%
%H (TV HH)			92.3%	33.4%	20.7%	63.2%	24.1%	39.0%
3	152	151	142	60	40	94	51	43
%V	15.8%	16.3%	17.3%	19.5%	20.0%	16.9%	22.0%	13.2%
%H (All HH)		99.3%	93.4%	39.5%	26.3%	61.8%	33.6%	28.3%
%H (TV HH)			94.0%	39.7%	26.5%	62.3%	33.8%	28.5%
4	110	109	106	58	29	71	49	22
%V	11.5%	11.8%	12.9%	18.9%	14.5%	12.7%	21.1%	6.8%
%H (All HH)		99.1%	96.4%	52.7%	26.4%	64.5%	44.5%	20.0%
%H (TV HH)			97.2%	53.2%	26.6%	65.1%	45.0%	20.2%
5+	56	54	51	25	16	33	21	12
%V	5.8%	5.8%	6.2%	8.1%	8.0%	5.9%	9.1%	3.7%
%H (All HH)		96.4%	91.1%	44.6%	28.6%	58.9%	37.5%	21.4%
%H (TV HH)			94.4%	46.3%	29.6%	61.1%	38.9%	22.2%
Average HH size	2.27	2.29	2.37	2.68	2.53	2.35	2.81	2.02

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	959	927	823	307	200	557	232	325
%H (All HH)		96.7%	85.8%	32.0%	20.9%	58.1%	24.2%	33.9%
%H (TV HH)			88.8%	33.1%	21.6%	60.1%	25.0%	35.1%
Without	713	684	594	200	137	409	147	261
%V	74.3%	73.8%	72.2%	65.1%	68.5%	73.4%	63.4%	80.3%
%H (All HH)		95.9%	83.3%	28.1%	19.2%	57.4%	20.6%	36.6%
%H (TV HH)			86.8%	29.2%	20.0%	59.8%	21.5%	38.2%
With	246	243	230	108	63	148	85	64
%V	25.7%	26.2%	27.9%	35.2%	31.5%	26.6%	36.6%	19.7%
%H (All HH)		98.8%	93.5%	43.9%	25.6%	60.2%	34.6%	26.0%
%H (TV HH)			94.7%	44.4%	25.9%	60.9%	35.0%	26.3%
0 - 3	89	87	82	38	20	53	28	25
%V	9.3%	9.4%	10.0%	12.4%	10.0%	9.5%	12.1%	7.7%
%H (All HH)		97.8%	92.1%	42.7%	22.5%	59.6%	31.5%	28.1%
%H (TV HH)			94.3%	43.7%	23.0%	60.9%	32.2%	28.7%
4 - 9	110	109	102	49	28	64	38	26
%V	11.5%	11.8%	12.4%	16.0%	14.0%	11.5%	16.4%	8.0%
%H (All HH)		99.1%	92.7%	44.5%	25.5%	58.2%	34.5%	23.6%
%H (TV HH)			93.6%	45.0%	25.7%	58.7%	34.9%	23.9%
10 - 15	123	122	117	54	36	75	45	30
%V	12.8%	13.2%	14.2%	17.6%	18.0%	13.5%	19.4%	9.2%
%H (All HH)		99.2%	95.1%	43.9%	29.3%	61.0%	36.6%	24.4%
%H (TV HH)			95.9%	44.3%	29.5%	61.5%	36.9%	24.6%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	959	927	823	307	200	557	232	325
%H (All HH)		96.7%	85.8%	32.0%	20.9%	58.1%	24.2%	33.9%
%H (TV HH)			88.8%	33.1%	21.6%	60.1%	25.0%	35.1%
1	366	366	295	92	67	173	37	136
%V	38.2%	39.5%	35.8%	30.0%	33.5%	31.1%	15.9%	41.8%
%H (All HH)		100.0%	80.6%	25.1%	18.3%	47.3%	10.1%	37.2%
%H (TV HH)			80.6%	25.1%	18.3%	47.3%	10.1%	37.2%
2	331	331	305	111	80	213	95	118
%V	34.5%	35.7%	37.1%	36.2%	40.0%	38.2%	40.9%	36.3%
%H (All HH)		100.0%	92.1%	33.5%	24.2%	64.4%	28.7%	35.6%
%H (TV HH)			92.1%	33.5%	24.2%	64.4%	28.7%	35.6%
3	137	137	133	59	32	97	53	44
%V	14.3%	14.8%	16.2%	19.2%	16.0%	17.4%	22.8%	13.5%
%H (All HH)		100.0%	97.1%	43.1%	23.4%	70.8%	38.7%	32.1%
%H (TV HH)			97.1%	43.1%	23.4%	70.8%	38.7%	32.1%
4	59	59	57	27	13	46	27	19
%V	6.2%	6.4%	6.9%	8.8%	6.5%	8.3%	11.6%	5.8%
%H (All HH)		100.0%	96.6%	45.8%	22.0%	78.0%	45.8%	32.2%
%H (TV HH)			96.6%	45.8%	22.0%	78.0%	45.8%	32.2%
5+	33	33	33	19	8	28	20	8
%V	3.4%	3.6%	4.0%	6.2%	4.0%	5.0%	8.6%	2.5%
%H (All HH)		100.0%	100.0%	57.6%	24.2%	84.8%	60.6%	24.2%
%H (TV HH)			100.0%	57.6%	24.2%	84.8%	60.6%	24.2%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	959	927	823	307	200	557	232	325
%H (All HH)		96.7%	85.8%	32.0%	20.9%	58.1%	24.2%	33.9%
%H (TV HH)			88.8%	33.1%	21.6%	60.1%	25.0%	35.1%
Under 20"	411	411	368	137	87	274	124	149
%V	42.9%	44.3%	44.7%	44.6%	43.5%	49.2%	53.4%	45.8%
%H (All HH)		100.0%	89.5%	33.3%	21.2%	66.7%	30.2%	36.3%
%H (TV HH)			89.5%	33.3%	21.2%	66.7%	30.2%	36.3%
20" - 29"	504	504	435	155	101	297	113	184
%V	52.6%	54.4%	52.9%	50.5%	50.5%	53.3%	48.7%	56.6%
%H (All HH)		100.0%	86.3%	30.8%	20.0%	58.9%	22.4%	36.5%
%H (TV HH)			86.3%	30.8%	20.0%	58.9%	22.4%	36.5%
30" - 39"	402	402	388	162	95	276	140	137
%V	41.9%	43.4%	47.1%	52.8%	47.5%	49.6%	60.3%	42.2%
%H (All HH)		100.0%	96.5%	40.3%	23.6%	68.7%	34.8%	34.1%
%H (TV HH)			96.5%	40.3%	23.6%	68.7%	34.8%	34.1%
40" and over	169	169	166	85	45	109	69	40
%V	17.6%	18.2%	20.2%	27.7%	22.5%	19.6%	29.7%	12.3%
%H (All HH)		100.0%	98.2%	50.3%	26.6%	64.5%	40.8%	23.7%
%H (TV HH)			98.2%	50.3%	26.6%	64.5%	40.8%	23.7%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	959	927	823	307	200	557	232	325
%H (All HH)		96.7%	85.8%	32.0%	20.9%	58.1%	24.2%	33.9%
%H (TV HH)			88.8%	33.1%	21.6%	60.1%	25.0%	35.1%
Main living room	916	916	813	304	198	551	230	321
%V	95.5%	98.8%	98.8%	99.0%	99.0%	98.9%	99.1%	98.8%
%H (All HH)		100.0%	88.8%	33.2%	21.6%	60.2%	25.1%	35.0%
%H (TV HH)			88.8%	33.2%	21.6%	60.2%	25.1%	35.0%
Kitchen	111	111	106	49	19	83	43	39
%V	11.6%	12.0%	12.9%	16.0%	9.5%	14.9%	18.5%	12.0%
%H (All HH)		100.0%	95.5%	44.1%	17.1%	74.8%	38.7%	35.1%
%H (TV HH)			95.5%	44.1%	17.1%	74.8%	38.7%	35.1%
Adult's bedroom	426	426	403	164	100	295	149	146
%V	44.4%	46.0%	49.0%	53.4%	50.0%	53.0%	64.2%	44.9%
%H (All HH)		100.0%	94.6%	38.5%	23.5%	69.2%	35.0%	34.3%
%H (TV HH)			94.6%	38.5%	23.5%	69.2%	35.0%	34.3%
Child's bedroom	95	95	90	45	30	64	46	18
%V	9.9%	10.2%	10.9%	14.7%	15.0%	11.5%	19.8%	5.5%
%H (All HH)		100.0%	94.7%	47.4%	31.6%	67.4%	48.4%	18.9%
%H (TV HH)			94.7%	47.4%	31.6%	67.4%	48.4%	18.9%
Other bedroom	25	25	25	10	6	18	8	10
%V	2.6%	2.7%	3.0%	3.3%	3.0%	3.2%	3.4%	3.1%
%H (All HH)		100.0%	100.0%	40.0%	24.0%	72.0%	32.0%	40.0%
%H (TV HH)			100.0%	40.0%	24.0%	72.0%	32.0%	40.0%
Second living/dining room	102	102	95	45	26	73	45	27
%V	10.6%	11.0%	11.5%	14.7%	13.0%	13.1%	19.4%	8.3%
%H (All HH)		100.0%	93.1%	44.1%	25.5%	71.6%	44.1%	26.5%
%H (TV HH)			93.1%	44.1%	25.5%	71.6%	44.1%	26.5%
Study/office	24	24	24	11	5	17	8	9
%V	2.5%	2.6%	2.9%	3.6%	2.5%	3.1%	3.4%	2.8%
%H (All HH)		100.0%	100.0%	45.8%	20.8%	70.8%	33.3%	37.5%
%H (TV HH)			100.0%	45.8%	20.8%	70.8%	33.3%	37.5%
TV room	4	4	4	2	1	4	3	2
%V	0.4%	0.4%	0.5%	0.7%	0.5%	0.7%	1.3%	0.6%
%H (All HH)		100.0%	100.0%	50.0%	25.0%	100.0%	75.0%	50.0%
%H (TV HH)			100.0%	50.0%	25.0%	100.0%	75.0%	50.0%
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	15	15	15	8	4	10	7	4
%V	1.6%	1.6%	1.8%	2.6%	2.0%	1.8%	3.0%	1.2%
%H (All HH)		100.0%	100.0%	53.3%	26.7%	66.7%	46.7%	26.7%
%H (TV HH)			100.0%	53.3%	26.7%	66.7%	46.7%	26.7%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Household level data

Table 15.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	959	927	823	307	200	557	232	325
%H (All HH)		96.7%	85.8%	32.0%	20.9%	58.1%	24.2%	33.9%
%H (TV HH)			88.8%	33.1%	21.6%	60.1%	25.0%	35.1%
PVR	285	285	285	186	58	179	131	47
%V	29.7%	30.7%	34.6%	60.6%	29.0%	32.1%	56.5%	14.5%
%H (All HH)		100.0%	100.0%	65.3%	20.4%	62.8%	46.0%	16.5%
%H (TV HH)			100.0%	65.3%	20.4%	62.8%	46.0%	16.5%
DVDR	107	107	104	41	29	79	43	36
%V	11.2%	11.5%	12.6%	13.4%	14.5%	14.2%	18.5%	11.1%
%H (All HH)		100.0%	97.2%	38.3%	27.1%	73.8%	40.2%	33.6%
%H (TV HH)			97.2%	38.3%	27.1%	73.8%	40.2%	33.6%
VCR	369	369	326	108	77	233	86	147
%V	38.5%	39.8%	39.6%	35.2%	38.5%	41.8%	37.1%	45.2%
%H (All HH)		100.0%	88.3%	29.3%	20.9%	63.1%	23.3%	39.8%
%H (TV HH)			88.3%	29.3%	20.9%	63.1%	23.3%	39.8%
Any recorder	597	597	552	243	124	377	184	194
%V	62.3%	64.4%	67.1%	79.2%	62.0%	67.7%	79.3%	59.7%
%H (All HH)		100.0%	92.5%	40.7%	20.8%	63.1%	30.8%	32.5%
%H (TV HH)			92.5%	40.7%	20.8%	63.1%	30.8%	32.5%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Household level data

Table 15.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	959	927	823	307	200	557	232	325
%H (All HH)		96.7%	85.8%	32.0%	20.9%	58.1%	24.2%	33.9%
%H (TV HH)			88.8%	33.1%	21.6%	60.1%	25.0%	35.1%
Receives HDTV (via STB or built-in reception)	120	120	120	72	52	69	69	0
%V	12.5%	12.9%	14.6%	23.5%	26.0%	12.4%	29.7%	0.0%
%H (All HH)		100.0%	100.0%	60.0%	43.3%	57.5%	57.5%	0.0%
%H (TV HH)			100.0%	60.0%	43.3%	57.5%	57.5%	0.0%
DVD/Blu-ray player or recorder	713	713	658	257	159	455	202	253
%V	74.3%	76.9%	80.0%	83.7%	79.5%	81.7%	87.1%	77.8%
%H (All HH)		100.0%	92.3%	36.0%	22.3%	63.8%	28.3%	35.5%
%H (TV HH)			92.3%	36.0%	22.3%	63.8%	28.3%	35.5%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	959	927	823	307	200	557	232	325
%H (All HH)		96.7%	85.8%	32.0%	20.9%	58.1%	24.2%	33.9%
%H (TV HH)			88.8%	33.1%	21.6%	60.1%	25.0%	35.1%
Has PC or Laptop	675	656	616	255	170	405	206	200
%V	70.4%	70.8%	74.8%	83.1%	85.0%	72.7%	88.8%	61.5%
%H (All HH)		97.2%	91.3%	37.8%	25.2%	60.0%	30.5%	29.6%
%H (TV HH)			93.9%	38.9%	25.9%	61.7%	31.4%	30.5%
Has broadband internet	590	572	541	227	154	357	187	170
%V	61.5%	61.7%	65.7%	73.9%	77.0%	64.1%	80.6%	52.3%
%H (All HH)		96.9%	91.7%	38.5%	26.1%	60.5%	31.7%	28.8%
%H (TV HH)			94.6%	39.7%	26.9%	62.4%	32.7%	29.7%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1865	1719	707	418	1232	608	624
%H		92.2%	37.9%	22.4%	66.1%	32.6%	33.5%
Under 20"	590	540	220	128	408	204	204
%V	31.6%	31.4%	31.1%	30.6%	33.1%	33.6%	32.7%
%H		91.5%	37.3%	21.7%	69.2%	34.6%	34.6%
20" - 29"	619	543	204	127	380	157	223
%V	33.2%	31.6%	28.9%	30.4%	30.8%	25.8%	35.7%
%H		87.7%	33.0%	20.5%	61.4%	25.4%	36.0%
30" - 39"	447	432	184	109	309	164	146
%V	24.0%	25.1%	26.0%	26.1%	25.1%	27.0%	23.4%
%H		96.6%	41.2%	24.4%	69.1%	36.7%	32.7%
40" and over	182	180	92	50	119	76	42
%V	9.8%	10.5%	13.0%	12.0%	9.7%	12.5%	6.7%
%H		98.9%	50.5%	27.5%	65.4%	41.8%	23.1%
Don't know	27	23	8	6	17	7	9
%V	1.4%	1.3%	1.1%	1.4%	1.4%	1.2%	1.4%
%H		85.2%	29.6%	22.2%	63.0%	25.9%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Midlands East
Set level data
Table 15.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1865	1719	707	418	1232	608	624
%H		92.2%	37.9%	22.4%	66.1%	32.6%	33.5%
Main living room	926	822	308	199	558	234	325
%V	49.7%	47.8%	43.6%	47.6%	45.3%	38.5%	52.1%
%H		88.8%	33.3%	21.5%	60.3%	25.3%	35.1%
Kitchen	111	106	49	19	83	43	39
%V	6.0%	6.2%	6.9%	4.5%	6.7%	7.1%	6.3%
%H		95.5%	44.1%	17.1%	74.8%	38.7%	35.1%
Adult's bedroom	526	500	204	121	377	192	185
%V	28.2%	29.1%	28.9%	28.9%	30.6%	31.6%	29.6%
%H		95.1%	38.8%	23.0%	71.7%	36.5%	35.2%
Child's bedroom	126	121	67	35	87	64	23
%V	6.8%	7.0%	9.5%	8.4%	7.1%	10.5%	3.7%
%H		96.0%	53.2%	27.8%	69.0%	50.8%	18.3%
Other bedroom	27	27	11	7	20	9	10
%V	1.4%	1.6%	1.6%	1.7%	1.6%	1.5%	1.6%
%H		100.0%	40.7%	25.9%	74.1%	33.3%	37.0%
Second living/dining room	103	97	46	26	73	46	27
%V	5.5%	5.6%	6.5%	6.2%	5.9%	7.6%	4.3%
%H		94.2%	44.7%	25.2%	70.9%	44.7%	26.2%
Study/office	24	24	11	5	17	8	9
%V	1.3%	1.4%	1.6%	1.2%	1.4%	1.3%	1.4%
%H		100.0%	45.8%	20.8%	70.8%	33.3%	37.5%
TV room	4	4	2	1	4	3	2
%V	0.2%	0.2%	0.3%	0.2%	0.3%	0.5%	0.3%
%H		100.0%	50.0%	25.0%	100.0%	75.0%	50.0%
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	16	16	9	4	12	8	4
%V	0.9%	0.9%	1.3%	1.0%	1.0%	1.3%	0.6%
%H		100.0%	56.3%	25.0%	75.0%	50.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1865	1719	707	418	1232	608	624
%H		92.2%	37.9%	22.4%	66.1%	32.6%	33.5%
PVR	358	358	241	68	227	170	57
%V	19.2%	20.8%	34.1%	16.3%	18.4%	28.0%	9.1%
%H		100.0%	67.3%	19.0%	63.4%	47.5%	15.9%
DVDR	121	117	48	33	90	53	38
%V	6.5%	6.8%	6.8%	7.9%	7.3%	8.7%	6.1%
%H		96.7%	39.7%	27.3%	74.4%	43.8%	31.4%
VCR	437	390	136	94	280	111	169
%V	23.4%	22.7%	19.2%	22.5%	22.7%	18.3%	27.1%
%H		89.2%	31.1%	21.5%	64.1%	25.4%	38.7%
Any recorder	780	730	348	164	505	271	234
%V	41.8%	42.5%	49.2%	39.2%	41.0%	44.6%	37.5%
%H		93.6%	44.6%	21.0%	64.7%	34.7%	30.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1865	1719	707	418	1232	608	624
%H		92.2%	37.9%	22.4%	66.1%	32.6%	33.5%
Receives HDTV (via STB or built-in reception)	142	142	88	58	82	82	0
%V	7.6%	8.3%	12.4%	13.9%	6.7%	13.5%	0.0%
%H		100.0%	62.0%	40.8%	57.7%	57.7%	0.0%
DVD/Blu-ray player or recorder	1059	995	414	249	712	356	355
%V	56.8%	57.9%	58.6%	59.6%	57.8%	58.6%	56.9%
%H		94.0%	39.1%	23.5%	67.2%	33.6%	33.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Midlands East
Set level data
Table 15.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	927	823	307	200	557	232	325
%H		88.8%	33.1%	21.6%	60.1%	25.0%	35.1%
Under 20"	43	24	4	5	19	4	15
%V	4.6%	2.9%	1.3%	2.5%	3.4%	1.7%	4.6%
%H		55.8%	9.3%	11.6%	44.2%	9.3%	34.9%
20" - 29"	365	298	85	70	194	49	145
%V	39.4%	36.2%	27.7%	35.0%	34.8%	21.1%	44.6%
%H		81.6%	23.3%	19.2%	53.2%	13.4%	39.7%
30" - 39"	349	336	136	80	238	114	124
%V	37.6%	40.8%	44.3%	40.0%	42.7%	49.1%	38.2%
%H		96.3%	39.0%	22.9%	68.2%	32.7%	35.5%
40" and over	161	159	81	43	103	65	38
%V	17.4%	19.3%	26.4%	21.5%	18.5%	28.0%	11.7%
%H		98.8%	50.3%	26.7%	64.0%	40.4%	23.6%
Don't know	9	8	2	2	3	1	3
%V	1.0%	1.0%	0.7%	1.0%	0.5%	0.4%	0.9%
%H		88.9%	22.2%	22.2%	33.3%	11.1%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	927	823	307	200	557	232	325
%H		88.8%	33.1%	21.6%	60.1%	25.0%	35.1%
PVR	274	274	182	54	169	126	44
%V	29.6%	33.3%	59.3%	27.0%	30.3%	54.3%	13.5%
%H		100.0%	66.4%	19.7%	61.7%	46.0%	16.1%
DVDR	97	94	36	25	71	36	35
%V	10.5%	11.4%	11.7%	12.5%	12.7%	15.5%	10.8%
%H		96.9%	37.1%	25.8%	73.2%	37.1%	36.1%
VCR	313	272	88	59	194	64	130
%V	33.8%	33.0%	28.7%	29.5%	34.8%	27.6%	40.0%
%H		86.9%	28.1%	18.8%	62.0%	20.4%	41.5%
Any recorder	564	521	236	113	352	172	180
%V	60.8%	63.3%	76.9%	56.5%	63.2%	74.1%	55.4%
%H		92.4%	41.8%	20.0%	62.4%	30.5%	31.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	927	823	307	200	557	232	325
%H		88.8%	33.1%	21.6%	60.1%	25.0%	35.1%
Receives HDTV (via STB or built-in reception)	116	116	69	49	66	66	0
%V	12.5%	14.1%	22.5%	24.5%	11.8%	28.4%	0.0%
%H		100.0%	59.5%	42.2%	56.9%	56.9%	0.0%
DVD/Blu-ray player or recorder	683	630	242	150	434	188	247
%V	73.7%	76.5%	78.8%	75.0%	77.9%	81.0%	76.0%
%H		92.2%	35.4%	22.0%	63.5%	27.5%	36.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Midlands East
Set level data
Table 15.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	938	895	400	218	675	376	299
%H		95.4%	42.6%	23.2%	72.0%	40.1%	31.9%
Under 20"	547	516	216	123	389	200	190
%V	58.3%	57.7%	54.0%	56.4%	57.6%	53.2%	63.5%
%H		94.3%	39.5%	22.5%	71.1%	36.6%	34.7%
20" - 29"	254	246	119	56	186	109	78
%V	27.1%	27.5%	29.8%	25.7%	27.6%	29.0%	26.1%
%H		96.9%	46.9%	22.0%	73.2%	42.9%	30.7%
30" - 39"	98	96	48	29	71	50	21
%V	10.4%	10.7%	12.0%	13.3%	10.5%	13.3%	7.0%
%H		98.0%	49.0%	29.6%	72.4%	51.0%	21.4%
40" and over	21	21	11	7	15	11	4
%V	2.2%	2.3%	2.8%	3.2%	2.2%	2.9%	1.3%
%H		100.0%	52.4%	33.3%	71.4%	52.4%	19.0%
Don't know	18	16	6	3	13	7	7
%V	1.9%	1.8%	1.5%	1.4%	1.9%	1.9%	2.3%
%H		88.9%	33.3%	16.7%	72.2%	38.9%	38.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Set level data

Table 15.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	938	895	400	218	675	376	299
%H		95.4%	42.6%	23.2%	72.0%	40.1%	31.9%
PVR	84	84	59	14	58	44	14
%V	9.0%	9.4%	14.8%	6.4%	8.6%	11.7%	4.7%
%H		100.0%	70.2%	16.7%	69.0%	52.4%	16.7%
DVDR	23	23	12	8	19	16	3
%V	2.5%	2.6%	3.0%	3.7%	2.8%	4.3%	1.0%
%H		100.0%	52.2%	34.8%	82.6%	69.6%	13.0%
VCR	124	118	48	35	86	47	39
%V	13.2%	13.2%	12.0%	16.1%	12.7%	12.5%	13.0%
%H		95.2%	38.7%	28.2%	69.4%	37.9%	31.5%
Any recorder	216	209	112	51	152	99	54
%V	23.0%	23.4%	28.0%	23.4%	22.5%	26.3%	18.1%
%H		96.8%	51.9%	23.6%	70.4%	45.8%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	938	895	400	218	675	376	299
%H		95.4%	42.6%	23.2%	72.0%	40.1%	31.9%
Receives HDTV (via STB or built-in reception)	27	27	19	9	16	16	0
%V	2.9%	3.0%	4.8%	4.1%	2.4%	4.3%	0.0%
%H		100.0%	70.4%	33.3%	59.3%	59.3%	0.0%
DVD/Blu-ray player or recorder	375	365	171	98	277	169	109
%V	40.0%	40.8%	42.8%	45.0%	41.0%	44.9%	36.5%
%H		97.3%	45.6%	26.1%	73.9%	45.1%	29.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2173	2122	1953	825	507	1310	653	657
%H		97.7%	89.9%	38.0%	23.3%	60.3%	30.1%	30.2%
Total Children	409	402	380	183	109	243	145	97
%V	18.8%	18.9%	19.5%	22.2%	21.5%	18.5%	22.2%	14.8%
%H		98.3%	92.9%	44.7%	26.7%	59.4%	35.5%	23.7%
0 - 3	107	104	97	45	25	64	36	29
%V	4.9%	4.9%	5.0%	5.5%	4.9%	4.9%	5.5%	4.4%
%H		97.2%	90.7%	42.1%	23.4%	59.8%	33.6%	27.1%
4 - 15	302	297	282	137	84	178	110	69
%V	13.9%	14.0%	14.4%	16.6%	16.6%	13.6%	16.8%	10.5%
%H		98.3%	93.4%	45.4%	27.8%	58.9%	36.4%	22.8%
4 - 9	143	140	131	65	35	82	49	33
%V	6.6%	6.6%	6.7%	7.9%	6.9%	6.3%	7.5%	5.0%
%H		97.9%	91.6%	45.5%	24.5%	57.3%	34.3%	23.1%
10 - 15	159	157	151	72	49	96	61	36
%V	7.3%	7.4%	7.7%	8.7%	9.7%	7.3%	9.3%	5.5%
%H		98.7%	95.0%	45.3%	30.8%	60.4%	38.4%	22.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2173	2122	1953	825	507	1310	653	657
%H		97.7%	89.9%	38.0%	23.3%	60.3%	30.1%	30.2%
Total Adults (16+)	1764	1721	1573	642	398	1068	508	560
%V	81.2%	81.1%	80.5%	77.8%	78.5%	81.5%	77.8%	85.2%
%H		97.6%	89.2%	36.4%	22.6%	60.5%	28.8%	31.7%
16 - 19	110	107	101	45	30	71	41	30
%V	5.1%	5.0%	5.2%	5.5%	5.9%	5.4%	6.3%	4.6%
%H		97.3%	91.8%	40.9%	27.3%	64.5%	37.3%	27.3%
20 - 24	149	141	133	46	41	90	40	51
%V	6.9%	6.6%	6.8%	5.6%	8.1%	6.9%	6.1%	7.8%
%H		94.6%	89.3%	30.9%	27.5%	60.4%	26.8%	34.2%
25 - 34	286	274	259	127	65	158	87	71
%V	13.2%	12.9%	13.3%	15.4%	12.8%	12.1%	13.3%	10.8%
%H		95.8%	90.6%	44.4%	22.7%	55.2%	30.4%	24.8%
35 - 44	311	302	283	136	78	174	102	72
%V	14.3%	14.2%	14.5%	16.5%	15.4%	13.3%	15.6%	11.0%
%H		97.1%	91.0%	43.7%	25.1%	55.9%	32.8%	23.2%
45 - 54	315	310	292	130	86	199	116	83
%V	14.5%	14.6%	15.0%	15.8%	17.0%	15.2%	17.8%	12.6%
%H		98.4%	92.7%	41.3%	27.3%	63.2%	36.8%	26.3%
55 - 64	257	256	237	90	51	170	70	99
%V	11.8%	12.1%	12.1%	10.9%	10.1%	13.0%	10.7%	15.1%
%H		99.6%	92.2%	35.0%	19.8%	66.1%	27.2%	38.5%
65+	335	331	269	69	47	206	52	154
%V	15.4%	15.6%	13.8%	8.4%	9.3%	15.7%	8.0%	23.4%
%H		98.8%	80.3%	20.6%	14.0%	61.5%	15.5%	46.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1764	1721	1573	642	398	1068	508	560
%H		97.6%	89.2%	36.4%	22.6%	60.5%	28.8%	31.7%
AB	395	390	368	160	91	259	133	126
%V	22.4%	22.7%	23.4%	24.9%	22.9%	24.3%	26.2%	22.5%
%H		98.7%	93.2%	40.5%	23.0%	65.6%	33.7%	31.9%
C1	469	459	432	184	90	288	128	161
%V	26.6%	26.7%	27.5%	28.7%	22.6%	27.0%	25.2%	28.8%
%H		97.9%	92.1%	39.2%	19.2%	61.4%	27.3%	34.3%
C2	424	419	387	158	96	270	133	136
%V	24.0%	24.3%	24.6%	24.6%	24.1%	25.3%	26.2%	24.3%
%H		98.8%	91.3%	37.3%	22.6%	63.7%	31.4%	32.1%
D	305	291	260	98	79	173	86	87
%V	17.3%	16.9%	16.5%	15.3%	19.8%	16.2%	16.9%	15.5%
%H		95.4%	85.2%	32.1%	25.9%	56.7%	28.2%	28.5%
E	171	161	127	42	43	78	29	49
%V	9.7%	9.4%	8.1%	6.5%	10.8%	7.3%	5.7%	8.8%
%H		94.2%	74.3%	24.6%	25.1%	45.6%	17.0%	28.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010
BBC Midlands East
Individual level data
Table 15.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1764	1721	1573	642	398	1068	508	560
%H		97.6%	89.2%	36.4%	22.6%	60.5%	28.8%	31.7%
Working full time	785	768	734	331	185	492	264	229
%V	44.5%	44.6%	46.7%	51.6%	46.5%	46.1%	52.0%	40.9%
%H		97.8%	93.5%	42.2%	23.6%	62.7%	33.6%	29.2%
Working part time	184	182	166	71	48	111	62	48
%V	10.4%	10.6%	10.6%	11.1%	12.1%	10.4%	12.2%	8.6%
%H		98.9%	90.2%	38.6%	26.1%	60.3%	33.7%	26.1%
Not working	795	771	673	240	165	465	182	282
%V	45.1%	44.8%	42.8%	37.4%	41.5%	43.5%	35.8%	50.4%
%H		97.0%	84.7%	30.2%	20.8%	58.5%	22.9%	35.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	870	844	776	322	200	529	261	268
%H		97.0%	89.2%	37.0%	23.0%	60.8%	30.0%	30.8%
16 - 19	56	55	54	22	17	38	23	15
%V	6.4%	6.5%	7.0%	6.8%	8.5%	7.2%	8.8%	5.6%
%H		98.2%	96.4%	39.3%	30.4%	67.9%	41.1%	26.8%
20 - 24	75	72	68	24	23	47	24	23
%V	8.6%	8.5%	8.8%	7.5%	11.5%	8.9%	9.2%	8.6%
%H		96.0%	90.7%	32.0%	30.7%	62.7%	32.0%	30.7%
25 - 34	141	132	123	57	29	79	39	40
%V	16.2%	15.6%	15.9%	17.7%	14.5%	14.9%	14.9%	14.9%
%H		93.6%	87.2%	40.4%	20.6%	56.0%	27.7%	28.4%
35 - 44	157	150	140	70	37	83	49	34
%V	18.0%	17.8%	18.0%	21.7%	18.5%	15.7%	18.8%	12.7%
%H		95.5%	89.2%	44.6%	23.6%	52.9%	31.2%	21.7%
45 - 54	151	147	140	63	41	95	56	39
%V	17.4%	17.4%	18.0%	19.6%	20.5%	18.0%	21.5%	14.6%
%H		97.4%	92.7%	41.7%	27.2%	62.9%	37.1%	25.8%
55 - 64	138	138	125	49	29	90	40	50
%V	15.9%	16.4%	16.1%	15.2%	14.5%	17.0%	15.3%	18.7%
%H		100.0%	90.6%	35.5%	21.0%	65.2%	29.0%	36.2%
65+	152	150	126	36	23	96	28	68
%V	17.5%	17.8%	16.2%	11.2%	11.5%	18.1%	10.7%	25.4%
%H		98.7%	82.9%	23.7%	15.1%	63.2%	18.4%	44.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		870	844	776	322	200	529	261	268
	%H		97.0%	89.2%	37.0%	23.0%	60.8%	30.0%	30.8%
AB		203	200	190	84	49	135	72	63
	%V	23.3%	23.7%	24.5%	26.1%	24.5%	25.5%	27.6%	23.5%
	%H		98.5%	93.6%	41.4%	24.1%	66.5%	35.5%	31.0%
C1		222	217	204	87	42	138	62	76
	%V	25.5%	25.7%	26.3%	27.0%	21.0%	26.1%	23.8%	28.4%
	%H		97.7%	91.9%	39.2%	18.9%	62.2%	27.9%	34.2%
C2		228	225	207	82	52	147	71	76
	%V	26.2%	26.7%	26.7%	25.5%	26.0%	27.8%	27.2%	28.4%
	%H		98.7%	90.8%	36.0%	22.8%	64.5%	31.1%	33.3%
D		146	137	123	51	39	80	44	36
	%V	16.8%	16.2%	15.9%	15.8%	19.5%	15.1%	16.9%	13.4%
	%H		93.8%	84.2%	34.9%	26.7%	54.8%	30.1%	24.7%
E		70	64	52	19	19	30	13	18
	%V	8.0%	7.6%	6.7%	5.9%	9.5%	5.7%	5.0%	6.7%
	%H		91.4%	74.3%	27.1%	27.1%	42.9%	18.6%	25.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	870	844	776	322	200	529	261	268
%H		97.0%	89.2%	37.0%	23.0%	60.8%	30.0%	30.8%
Working full time	492	480	456	206	114	310	169	141
%V	56.6%	56.9%	58.8%	64.0%	57.0%	58.6%	64.8%	52.6%
%H		97.6%	92.7%	41.9%	23.2%	63.0%	34.3%	28.7%
Working part time	34	33	29	11	8	16	6	10
%V	3.9%	3.9%	3.7%	3.4%	4.0%	3.0%	2.3%	3.7%
%H		97.1%	85.3%	32.4%	23.5%	47.1%	17.6%	29.4%
Not working	343	331	291	104	78	203	85	118
%V	39.4%	39.2%	37.5%	32.3%	39.0%	38.4%	32.6%	44.0%
%H		96.5%	84.8%	30.3%	22.7%	59.2%	24.8%	34.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	894	877	797	321	198	539	247	292
%H		98.1%	89.1%	35.9%	22.1%	60.3%	27.6%	32.7%
16 - 19	54	52	48	22	12	32	18	15
%V	6.0%	5.9%	6.0%	6.9%	6.1%	5.9%	7.3%	5.1%
%H		96.3%	88.9%	40.7%	22.2%	59.3%	33.3%	27.8%
20 - 24	74	70	65	21	18	43	16	28
%V	8.3%	8.0%	8.2%	6.5%	9.1%	8.0%	6.5%	9.6%
%H		94.6%	87.8%	28.4%	24.3%	58.1%	21.6%	37.8%
25 - 34	146	142	135	70	36	79	47	32
%V	16.3%	16.2%	16.9%	21.8%	18.2%	14.7%	19.0%	11.0%
%H		97.3%	92.5%	47.9%	24.7%	54.1%	32.2%	21.9%
35 - 44	155	152	143	65	41	91	53	38
%V	17.3%	17.3%	17.9%	20.2%	20.7%	16.9%	21.5%	13.0%
%H		98.1%	92.3%	41.9%	26.5%	58.7%	34.2%	24.5%
45 - 54	164	164	152	67	45	103	59	44
%V	18.3%	18.7%	19.1%	20.9%	22.7%	19.1%	23.9%	15.1%
%H		100.0%	92.7%	40.9%	27.4%	62.8%	36.0%	26.8%
55 - 64	119	118	111	41	22	80	30	50
%V	13.3%	13.5%	13.9%	12.8%	11.1%	14.8%	12.1%	17.1%
%H		99.2%	93.3%	34.5%	18.5%	67.2%	25.2%	42.0%
65+	183	180	143	33	24	111	25	86
%V	20.5%	20.5%	17.9%	10.3%	12.1%	20.6%	10.1%	29.5%
%H		98.4%	78.1%	18.0%	13.1%	60.7%	13.7%	47.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	894	877	797	321	198	539	247	292
%H		98.1%	89.1%	35.9%	22.1%	60.3%	27.6%	32.7%
AB	192	190	178	76	42	125	61	63
%V	21.5%	21.7%	22.3%	23.7%	21.2%	23.2%	24.7%	21.6%
%H		99.0%	92.7%	39.6%	21.9%	65.1%	31.8%	32.8%
C1	247	242	228	97	48	151	66	85
%V	27.6%	27.6%	28.6%	30.2%	24.2%	28.0%	26.7%	29.1%
%H		98.0%	92.3%	39.3%	19.4%	61.1%	26.7%	34.4%
C2	196	195	180	76	44	123	63	61
%V	21.9%	22.2%	22.6%	23.7%	22.2%	22.8%	25.5%	20.9%
%H		99.5%	91.8%	38.8%	22.4%	62.8%	32.1%	31.1%
D	159	154	137	48	40	93	42	51
%V	17.8%	17.6%	17.2%	15.0%	20.2%	17.3%	17.0%	17.5%
%H		96.9%	86.2%	30.2%	25.2%	58.5%	26.4%	32.1%
E	101	97	75	24	24	47	16	31
%V	11.3%	11.1%	9.4%	7.5%	12.1%	8.7%	6.5%	10.6%
%H		96.0%	74.3%	23.8%	23.8%	46.5%	15.8%	30.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2009 - June 2010

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	894	877	797	321	198	539	247	292
%H		98.1%	89.1%	35.9%	22.1%	60.3%	27.6%	32.7%
Working full time	293	288	278	125	71	182	94	88
%V	32.8%	32.8%	34.9%	38.9%	35.9%	33.8%	38.1%	30.1%
%H		98.3%	94.9%	42.7%	24.2%	62.1%	32.1%	30.0%
Working part time	150	149	137	60	40	95	56	39
%V	16.8%	17.0%	17.2%	18.7%	20.2%	17.6%	22.7%	13.4%
%H		99.3%	91.3%	40.0%	26.7%	63.3%	37.3%	26.0%
Not working	452	440	382	136	87	262	97	165
%V	50.6%	50.2%	47.9%	42.4%	43.9%	48.6%	39.3%	56.5%
%H		97.3%	84.5%	30.1%	19.2%	58.0%	21.5%	36.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total