



BARB Establishment Survey Annual Data Report Volume 2: BBC Areas

July 2010 to June 2011

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2010 - June 2011

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See also

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

This reports contains the weighted data results from the Establishment survey for the period July 2010 - June 2011

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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BBC London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5060	4810	4387	1896	805	2811	1082	1730
%H (All HH)		95.1%	86.7%	37.5%	15.9%	55.6%	21.4%	34.2%
%H (TV HH)			91.2%	39.4%	16.7%	58.4%	22.5%	36.0%
AB	1407	1357	1286	563	248	821	331	489
%V	27.8%	28.2%	29.3%	29.7%	30.8%	29.2%	30.6%	28.3%
%H (All HH)		96.4%	91.4%	40.0%	17.6%	58.4%	23.5%	34.8%
%H (TV HH)			94.8%	41.5%	18.3%	60.5%	24.4%	36.0%
C1	1609	1521	1405	590	287	908	366	543
%V	31.8%	31.6%	32.0%	31.1%	35.7%	32.3%	33.8%	31.4%
%H (All HH)		94.5%	87.3%	36.7%	17.8%	56.4%	22.7%	33.7%
%H (TV HH)			92.4%	38.8%	18.9%	59.7%	24.1%	35.7%
C2	774	750	698	339	122	444	200	244
%V	15.3%	15.6%	15.9%	17.9%	15.2%	15.8%	18.5%	14.1%
%H (All HH)		96.9%	90.2%	43.8%	15.8%	57.4%	25.8%	31.5%
%H (TV HH)			93.1%	45.2%	16.3%	59.2%	26.7%	32.5%
D	649	607	539	237	86	333	113	220
%V	12.8%	12.6%	12.3%	12.5%	10.7%	11.8%	10.4%	12.7%
%H (All HH)		93.5%	83.1%	36.5%	13.3%	51.3%	17.4%	33.9%
%H (TV HH)			88.8%	39.0%	14.2%	54.9%	18.6%	36.2%
E	621	574	460	167	62	305	71	234
%V	12.3%	11.9%	10.5%	8.8%	7.7%	10.9%	6.6%	13.5%
%H (All HH)		92.4%	74.1%	26.9%	10.0%	49.1%	11.4%	37.7%
%H (TV HH)			80.1%	29.1%	10.8%	53.1%	12.4%	40.8%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	5060	4810	4387	1896	805	2811	1082	1730
%H (All HH)		95.1%	86.7%	37.5%	15.9%	55.6%	21.4%	34.2%
%H (TV HH)			91.2%	39.4%	16.7%	58.4%	22.5%	36.0%
Under 25	208	168	152	57	29	91	25	65
%V	4.1%	3.5%	3.5%	3.0%	3.6%	3.2%	2.3%	3.8%
%H (All HH)		80.8%	73.1%	27.4%	13.9%	43.8%	12.0%	31.3%
%H (TV HH)			90.5%	33.9%	17.3%	54.2%	14.9%	38.7%
25 - 34	999	902	849	419	167	456	182	274
%V	19.7%	18.8%	19.4%	22.1%	20.7%	16.2%	16.8%	15.8%
%H (All HH)		90.3%	85.0%	41.9%	16.7%	45.6%	18.2%	27.4%
%H (TV HH)			94.1%	46.5%	18.5%	50.6%	20.2%	30.4%
35 - 44	1083	1047	993	495	210	591	289	302
%V	21.4%	21.8%	22.6%	26.1%	26.1%	21.0%	26.7%	17.5%
%H (All HH)		96.7%	91.7%	45.7%	19.4%	54.6%	26.7%	27.9%
%H (TV HH)			94.8%	47.3%	20.1%	56.4%	27.6%	28.8%
45 - 54	994	956	895	417	184	585	282	303
%V	19.6%	19.9%	20.4%	22.0%	22.9%	20.8%	26.1%	17.5%
%H (All HH)		96.2%	90.0%	42.0%	18.5%	58.9%	28.4%	30.5%
%H (TV HH)			93.6%	43.6%	19.2%	61.2%	29.5%	31.7%
55 - 64	703	685	635	265	109	437	173	264
%V	13.9%	14.2%	14.5%	14.0%	13.5%	15.5%	16.0%	15.3%
%H (All HH)		97.4%	90.3%	37.7%	15.5%	62.2%	24.6%	37.6%
%H (TV HH)			92.7%	38.7%	15.9%	63.8%	25.3%	38.5%
65 +	1074	1051	863	242	106	652	131	521
%V	21.2%	21.9%	19.7%	12.8%	13.2%	23.2%	12.1%	30.1%
%H (All HH)		97.9%	80.4%	22.5%	9.9%	60.7%	12.2%	48.5%
%H (TV HH)			82.1%	23.0%	10.1%	62.0%	12.5%	49.6%

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 2010 - June 2011

BBC London

Household level data

Table 1.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5060	4810	4387	1896	805	2811	1082	1730
%H (All HH)		95.1%	86.7%	37.5%	15.9%	55.6%	21.4%	34.2%
%H (TV HH)			91.2%	39.4%	16.7%	58.4%	22.5%	36.0%
1	1890	1740	1458	414	214	1021	186	835
%V	37.4%	36.2%	33.2%	21.8%	26.6%	36.3%	17.2%	48.3%
%H (All HH)		92.1%	77.1%	21.9%	11.3%	54.0%	9.8%	44.2%
%H (TV HH)			83.8%	23.8%	12.3%	58.7%	10.7%	48.0%
2	1283	1238	1159	497	214	753	298	455
%V	25.4%	25.7%	26.4%	26.2%	26.6%	26.8%	27.5%	26.3%
%H (All HH)		96.5%	90.3%	38.7%	16.7%	58.7%	23.2%	35.5%
%H (TV HH)			93.6%	40.1%	17.3%	60.8%	24.1%	36.8%
3	769	747	713	363	148	417	206	211
%V	15.2%	15.5%	16.3%	19.1%	18.4%	14.8%	19.0%	12.2%
%H (All HH)		97.1%	92.7%	47.2%	19.2%	54.2%	26.8%	27.4%
%H (TV HH)			95.4%	48.6%	19.8%	55.8%	27.6%	28.2%
4	720	701	683	389	151	410	254	156
%V	14.2%	14.6%	15.6%	20.5%	18.8%	14.6%	23.5%	9.0%
%H (All HH)		97.4%	94.9%	54.0%	21.0%	56.9%	35.3%	21.7%
%H (TV HH)			97.4%	55.5%	21.5%	58.5%	36.2%	22.3%
5+	397	384	373	233	78	210	138	72
%V	7.8%	8.0%	8.5%	12.3%	9.7%	7.5%	12.8%	4.2%
%H (All HH)		96.7%	94.0%	58.7%	19.6%	52.9%	34.8%	18.1%
%H (TV HH)			97.1%	60.7%	20.3%	54.7%	35.9%	18.8%
Average HH size	2.34	2.36	2.44	2.81	2.62	2.34	2.93	1.97

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 2010 - June 2011

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	5060	4810	4387	1896	805	2811	1082	1730
%H (All HH)		95.1%	86.7%	37.5%	15.9%	55.6%	21.4%	34.2%
%H (TV HH)			91.2%	39.4%	16.7%	58.4%	22.5%	36.0%
Without	3756	3538	3156	1196	543	2127	690	1437
%V	74.2%	73.6%	71.9%	63.1%	67.5%	75.7%	63.8%	83.1%
%H (All HH)		94.2%	84.0%	31.8%	14.5%	56.6%	18.4%	38.3%
%H (TV HH)			89.2%	33.8%	15.3%	60.1%	19.5%	40.6%
With	1304	1272	1231	700	262	685	392	293
%V	25.8%	26.4%	28.1%	36.9%	32.5%	24.4%	36.2%	16.9%
%H (All HH)		97.5%	94.4%	53.7%	20.1%	52.5%	30.1%	22.5%
%H (TV HH)			96.8%	55.0%	20.6%	53.9%	30.8%	23.0%
0 - 3	551	531	512	295	106	267	143	124
%V	10.9%	11.0%	11.7%	15.6%	13.2%	9.5%	13.2%	7.2%
%H (All HH)		96.4%	92.9%	53.5%	19.2%	48.5%	26.0%	22.5%
%H (TV HH)			96.4%	55.6%	20.0%	50.3%	26.9%	23.4%
4 - 9	651	640	621	360	129	340	197	144
%V	12.9%	13.3%	14.2%	19.0%	16.0%	12.1%	18.2%	8.3%
%H (All HH)		98.3%	95.4%	55.3%	19.8%	52.2%	30.3%	22.1%
%H (TV HH)			97.0%	56.3%	20.2%	53.1%	30.8%	22.5%
10 - 15	566	558	544	321	121	319	204	115
%V	11.2%	11.6%	12.4%	16.9%	15.0%	11.3%	18.9%	6.6%
%H (All HH)		98.6%	96.1%	56.7%	21.4%	56.4%	36.0%	20.3%
%H (TV HH)			97.5%	57.5%	21.7%	57.2%	36.6%	20.6%

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

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July 2010 - June 2011
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	5060	4810	4387	1896	805	2811	1082	1730
%H (All HH)		95.1%	86.7%	37.5%	15.9%	55.6%	21.4%	34.2%
%H (TV HH)			91.2%	39.4%	16.7%	58.4%	22.5%	36.0%
1	2240	2240	1916	688	323	1088	185	904
%V	44.3%	46.6%	43.7%	36.3%	40.1%	38.7%	17.1%	52.3%
%H (All HH)		100.0%	85.5%	30.7%	14.4%	48.6%	8.3%	40.4%
%H (TV HH)			85.5%	30.7%	14.4%	48.6%	8.3%	40.4%
2	1493	1493	1411	642	254	924	389	535
%V	29.5%	31.0%	32.2%	33.9%	31.6%	32.9%	36.0%	30.9%
%H (All HH)		100.0%	94.5%	43.0%	17.0%	61.9%	26.1%	35.8%
%H (TV HH)			94.5%	43.0%	17.0%	61.9%	26.1%	35.8%
3	662	662	646	326	133	470	271	200
%V	13.1%	13.8%	14.7%	17.2%	16.5%	16.7%	25.0%	11.6%
%H (All HH)		100.0%	97.6%	49.2%	20.1%	71.0%	40.9%	30.2%
%H (TV HH)			97.6%	49.2%	20.1%	71.0%	40.9%	30.2%
4	279	279	278	156	68	220	159	62
%V	5.5%	5.8%	6.3%	8.2%	8.4%	7.8%	14.7%	3.6%
%H (All HH)		100.0%	99.6%	55.9%	24.4%	78.9%	57.0%	22.2%
%H (TV HH)			99.6%	55.9%	24.4%	78.9%	57.0%	22.2%
5+	136	136	135	83	27	109	79	29
%V	2.7%	2.8%	3.1%	4.4%	3.4%	3.9%	7.3%	1.7%
%H (All HH)		100.0%	99.3%	61.0%	19.9%	80.1%	58.1%	21.3%
%H (TV HH)			99.3%	61.0%	19.9%	80.1%	58.1%	21.3%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	5060	4810	4387	1896	805	2811	1082	1730
%H (All HH)		95.1%	86.7%	37.5%	15.9%	55.6%	21.4%	34.2%
%H (TV HH)			91.2%	39.4%	16.7%	58.4%	22.5%	36.0%
Under 20"	1700	1700	1553	644	292	1143	505	639
%V	33.6%	35.3%	35.4%	34.0%	36.3%	40.7%	46.7%	36.9%
%H (All HH)		100.0%	91.4%	37.9%	17.2%	67.2%	29.7%	37.6%
%H (TV HH)			91.4%	37.9%	17.2%	67.2%	29.7%	37.6%
20" - 29"	2076	2076	1859	750	350	1313	531	782
%V	41.0%	43.2%	42.4%	39.6%	43.5%	46.7%	49.1%	45.2%
%H (All HH)		100.0%	89.5%	36.1%	16.9%	63.2%	25.6%	37.7%
%H (TV HH)			89.5%	36.1%	16.9%	63.2%	25.6%	37.7%
30" - 39"	2170	2170	2098	965	408	1373	620	753
%V	42.9%	45.1%	47.8%	50.9%	50.7%	48.8%	57.3%	43.5%
%H (All HH)		100.0%	96.7%	44.5%	18.8%	63.3%	28.6%	34.7%
%H (TV HH)			96.7%	44.5%	18.8%	63.3%	28.6%	34.7%
40" and over	1333	1333	1313	767	257	784	471	313
%V	26.3%	27.7%	29.9%	40.5%	31.9%	27.9%	43.5%	18.1%
%H (All HH)		100.0%	98.5%	57.5%	19.3%	58.8%	35.3%	23.5%
%H (TV HH)			98.5%	57.5%	19.3%	58.8%	35.3%	23.5%

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 2010 - June 2011

BBC London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5060	4810	4387	1896	805	2811	1082	1730
%H (All HH)		95.1%	86.7%	37.5%	15.9%	55.6%	21.4%	34.2%
%H (TV HH)			91.2%	39.4%	16.7%	58.4%	22.5%	36.0%
Main living room	4711	4711	4310	1872	795	2761	1072	1688
%V	93.1%	97.9%	98.2%	98.7%	98.8%	98.2%	99.1%	97.6%
%H (All HH)		100.0%	91.5%	39.7%	16.9%	58.6%	22.8%	35.8%
%H (TV HH)			91.5%	39.7%	16.9%	58.6%	22.8%	35.8%
Kitchen	558	558	536	255	93	411	214	197
%V	11.0%	11.6%	12.2%	13.4%	11.6%	14.6%	19.8%	11.4%
%H (All HH)		100.0%	96.1%	45.7%	16.7%	73.7%	38.4%	35.3%
%H (TV HH)			96.1%	45.7%	16.7%	73.7%	38.4%	35.3%
Adult's bedroom	2041	2041	1969	976	398	1371	740	631
%V	40.3%	42.4%	44.9%	51.5%	49.4%	48.8%	68.4%	36.5%
%H (All HH)		100.0%	96.5%	47.8%	19.5%	67.2%	36.3%	30.9%
%H (TV HH)			96.5%	47.8%	19.5%	67.2%	36.3%	30.9%
Child's bedroom	340	340	336	200	78	248	177	71
%V	6.7%	7.1%	7.7%	10.5%	9.7%	8.8%	16.4%	4.1%
%H (All HH)		100.0%	98.8%	58.8%	22.9%	72.9%	52.1%	20.9%
%H (TV HH)			98.8%	58.8%	22.9%	72.9%	52.1%	20.9%
Other bedroom	192	192	183	96	30	137	78	60
%V	3.8%	4.0%	4.2%	5.1%	3.7%	4.9%	7.2%	3.5%
%H (All HH)		100.0%	95.3%	50.0%	15.6%	71.4%	40.6%	31.3%
%H (TV HH)			95.3%	50.0%	15.6%	71.4%	40.6%	31.3%
Second living/dining room	359	359	345	172	62	257	138	119
%V	7.1%	7.5%	7.9%	9.1%	7.7%	9.1%	12.8%	6.9%
%H (All HH)		100.0%	96.1%	47.9%	17.3%	71.6%	38.4%	33.1%
%H (TV HH)			96.1%	47.9%	17.3%	71.6%	38.4%	33.1%
Study/office	82	82	79	39	11	61	32	29
%V	1.6%	1.7%	1.8%	2.1%	1.4%	2.2%	3.0%	1.7%
%H (All HH)		100.0%	96.3%	47.6%	13.4%	74.4%	39.0%	35.4%
%H (TV HH)			96.3%	47.6%	13.4%	74.4%	39.0%	35.4%
TV room	52	52	50	35	10	29	23	6
%V	1.0%	1.1%	1.1%	1.8%	1.2%	1.0%	2.1%	0.3%
%H (All HH)		100.0%	96.2%	67.3%	19.2%	55.8%	44.2%	11.5%
%H (TV HH)			96.2%	67.3%	19.2%	55.8%	44.2%	11.5%
No specific location	13	13	13	5	4	9	4	5
%V	0.3%	0.3%	0.3%	0.3%	0.5%	0.3%	0.4%	0.3%
%H (All HH)		100.0%	100.0%	38.5%	30.8%	69.2%	30.8%	38.5%
%H (TV HH)			100.0%	38.5%	30.8%	69.2%	30.8%	38.5%
Other	45	45	43	26	6	32	20	12
%V	0.9%	0.9%	1.0%	1.4%	0.7%	1.1%	1.8%	0.7%
%H (All HH)		100.0%	95.6%	57.8%	13.3%	71.1%	44.4%	26.7%
%H (TV HH)			95.6%	57.8%	13.3%	71.1%	44.4%	26.7%

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 2010 - June 2011

BBC London

Household level data

Table 1.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5060	4810	4387	1896	805	2811	1082	1730
%H (All HH)		95.1%	86.7%	37.5%	15.9%	55.6%	21.4%	34.2%
%H (TV HH)			91.2%	39.4%	16.7%	58.4%	22.5%	36.0%
PVR	2151	2151	2147	1359	392	1193	761	432
%V	42.5%	44.7%	48.9%	71.7%	48.7%	42.4%	70.3%	25.0%
%H (All HH)		100.0%	99.8%	63.2%	18.2%	55.5%	35.4%	20.1%
%H (TV HH)			99.8%	63.2%	18.2%	55.5%	35.4%	20.1%
DVDR	747	747	720	317	122	503	213	290
%V	14.8%	15.5%	16.4%	16.7%	15.2%	17.9%	19.7%	16.8%
%H (All HH)		100.0%	96.4%	42.4%	16.3%	67.3%	28.5%	38.8%
%H (TV HH)			96.4%	42.4%	16.3%	67.3%	28.5%	38.8%
VCR	921	921	833	296	128	613	199	415
%V	18.2%	19.1%	19.0%	15.6%	15.9%	21.8%	18.4%	24.0%
%H (All HH)		100.0%	90.4%	32.1%	13.9%	66.6%	21.6%	45.1%
%H (TV HH)			90.4%	32.1%	13.9%	66.6%	21.6%	45.1%
Any recorder	2936	2936	2829	1501	504	1734	871	862
%V	58.0%	61.0%	64.5%	79.2%	62.6%	61.7%	80.5%	49.8%
%H (All HH)		100.0%	96.4%	51.1%	17.2%	59.1%	29.7%	29.4%
%H (TV HH)			96.4%	51.1%	17.2%	59.1%	29.7%	29.4%

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 2010 - June 2011
BBC London
Household level data
Table 1.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5060	4810	4387	1896	805	2811	1082	1730
%H (All HH)		95.1%	86.7%	37.5%	15.9%	55.6%	21.4%	34.2%
%H (TV HH)			91.2%	39.4%	16.7%	58.4%	22.5%	36.0%
Receives HDTV (via STB or built-in reception)	1552	1552	1552	805	450	908	578	331
%V	30.7%	32.3%	35.4%	42.5%	55.9%	32.3%	53.4%	19.1%
%H (All HH)		100.0%	100.0%	51.9%	29.0%	58.5%	37.2%	21.3%
%H (TV HH)			100.0%	51.9%	29.0%	58.5%	37.2%	21.3%
DVD/Blu-ray player or recorder	3754	3754	3568	1583	683	2307	964	1343
%V	74.2%	78.0%	81.3%	83.5%	84.8%	82.1%	89.1%	77.6%
%H (All HH)		100.0%	95.0%	42.2%	18.2%	61.5%	25.7%	35.8%
%H (TV HH)			95.0%	42.2%	18.2%	61.5%	25.7%	35.8%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC London
Household level data
Table 1.10: Computers and Internet
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5060	4810	4387	1896	805	2811	1082	1730
%H (All HH)		95.1%	86.7%	37.5%	15.9%	55.6%	21.4%	34.2%
%H (TV HH)			91.2%	39.4%	16.7%	58.4%	22.5%	36.0%
Has PC or Laptop	3946	3773	3593	1677	733	2221	994	1227
%V	78.0%	78.4%	81.9%	88.4%	91.1%	79.0%	91.9%	70.9%
%H (All HH)		95.6%	91.1%	42.5%	18.6%	56.3%	25.2%	31.1%
%H (TV HH)			95.2%	44.4%	19.4%	58.9%	26.3%	32.5%
Has broadband internet	3734	3574	3422	1626	726	2091	978	1113
%V	73.8%	74.3%	78.0%	85.8%	90.2%	74.4%	90.4%	64.3%
%H (All HH)		95.7%	91.6%	43.5%	19.4%	56.0%	26.2%	29.8%
%H (TV HH)			95.7%	45.5%	20.3%	58.5%	27.4%	31.1%

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC London
Set level data
Table 1.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	9067	8525	4033	1649	5821	2847	2974
%H		94.0%	44.5%	18.2%	64.2%	31.4%	32.8%
Under 20"	2287	2120	904	412	1589	753	836
%V	25.2%	24.9%	22.4%	25.0%	27.3%	26.4%	28.1%
%H		92.7%	39.5%	18.0%	69.5%	32.9%	36.6%
20" - 29"	2558	2321	980	438	1677	741	935
%V	28.2%	27.2%	24.3%	26.6%	28.8%	26.0%	31.4%
%H		90.7%	38.3%	17.1%	65.6%	29.0%	36.6%
30" - 39"	2468	2389	1142	480	1574	768	806
%V	27.2%	28.0%	28.3%	29.1%	27.0%	27.0%	27.1%
%H		96.8%	46.3%	19.4%	63.8%	31.1%	32.7%
40" and over	1467	1447	860	284	857	526	331
%V	16.2%	17.0%	21.3%	17.2%	14.7%	18.5%	11.1%
%H		98.6%	58.6%	19.4%	58.4%	35.9%	22.6%
Don't know	287	248	147	35	124	58	66
%V	3.2%	2.9%	3.6%	2.1%	2.1%	2.0%	2.2%
%H		86.4%	51.2%	12.2%	43.2%	20.2%	23.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9067	8525	4033	1649	5821	2847	2974
%H		94.0%	44.5%	18.2%	64.2%	31.4%	32.8%
Main living room	4750	4346	1887	803	2784	1083	1701
%V	52.4%	51.0%	46.8%	48.7%	47.8%	38.0%	57.2%
%H		91.5%	39.7%	16.9%	58.6%	22.8%	35.8%
Kitchen	563	540	257	94	412	214	198
%V	6.2%	6.3%	6.4%	5.7%	7.1%	7.5%	6.7%
%H		95.9%	45.6%	16.7%	73.2%	38.0%	35.2%
Adult's bedroom	2544	2466	1241	526	1752	1004	749
%V	28.1%	28.9%	30.8%	31.9%	30.1%	35.3%	25.2%
%H		96.9%	48.8%	20.7%	68.9%	39.5%	29.4%
Child's bedroom	427	422	250	99	320	233	87
%V	4.7%	5.0%	6.2%	6.0%	5.5%	8.2%	2.9%
%H		98.8%	58.5%	23.2%	74.9%	54.6%	20.4%
Other bedroom	222	212	116	33	159	93	66
%V	2.4%	2.5%	2.9%	2.0%	2.7%	3.3%	2.2%
%H		95.5%	52.3%	14.9%	71.6%	41.9%	29.7%
Second living/dining room	364	350	175	63	260	140	120
%V	4.0%	4.1%	4.3%	3.8%	4.5%	4.9%	4.0%
%H		96.2%	48.1%	17.3%	71.4%	38.5%	33.0%
Study/office	82	80	40	11	61	32	29
%V	0.9%	0.9%	1.0%	0.7%	1.0%	1.1%	1.0%
%H		97.6%	48.8%	13.4%	74.4%	39.0%	35.4%
TV room	53	50	35	10	29	23	6
%V	0.6%	0.6%	0.9%	0.6%	0.5%	0.8%	0.2%
%H		94.3%	66.0%	18.9%	54.7%	43.4%	11.3%
No specific location	14	14	5	4	10	5	5
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		100.0%	35.7%	28.6%	71.4%	35.7%	35.7%
Other	47	46	27	7	33	21	12
%V	0.5%	0.5%	0.7%	0.4%	0.6%	0.7%	0.4%
%H		97.9%	57.4%	14.9%	70.2%	44.7%	25.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC London
Set level data
Table 1.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	9067	8525	4033	1649	5821	2847	2974
%H		94.0%	44.5%	18.2%	64.2%	31.4%	32.8%
PVR	2715	2711	1819	481	1489	1021	467
%V	29.9%	31.8%	45.1%	29.2%	25.6%	35.9%	15.7%
%H		99.9%	67.0%	17.7%	54.8%	37.6%	17.2%
DVDR	867	840	382	138	593	263	331
%V	9.6%	9.9%	9.5%	8.4%	10.2%	9.2%	11.1%
%H		96.9%	44.1%	15.9%	68.4%	30.3%	38.2%
VCR	1063	966	351	154	708	240	468
%V	11.7%	11.3%	8.7%	9.3%	12.2%	8.4%	15.7%
%H		90.9%	33.0%	14.5%	66.6%	22.6%	44.0%
Any recorder	3831	3715	2100	649	2279	1252	1027
%V	42.3%	43.6%	52.1%	39.4%	39.2%	44.0%	34.5%
%H		97.0%	54.8%	16.9%	59.5%	32.7%	26.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 1.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	9067	8525	4033	1649	5821	2847	2974
%H		94.0%	44.5%	18.2%	64.2%	31.4%	32.8%
Receives HDTV (via STB or built-in reception)	1969	1969	1045	572	1172	771	401
%V	21.7%	23.1%	25.9%	34.7%	20.1%	27.1%	13.5%
%H		100.0%	53.1%	29.1%	59.5%	39.2%	20.4%
DVD/Blu-ray player or recorder	5358	5158	2449	1038	3464	1714	1750
%V	59.1%	60.5%	60.7%	62.9%	59.5%	60.2%	58.8%
%H		96.3%	45.7%	19.4%	64.7%	32.0%	32.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4807	4385	1895	805	2810	1082	1728
%H		91.2%	39.4%	16.7%	58.5%	22.5%	35.9%
Under 20"	283	187	34	25	142	12	130
%V	5.9%	4.3%	1.8%	3.1%	5.1%	1.1%	7.5%
%H		66.1%	12.0%	8.8%	50.2%	4.2%	45.9%
20" - 29"	1259	1052	304	179	729	156	573
%V	26.2%	24.0%	16.0%	22.2%	25.9%	14.4%	33.2%
%H		83.6%	24.1%	14.2%	57.9%	12.4%	45.5%
30" - 39"	1823	1755	742	342	1136	450	687
%V	37.9%	40.0%	39.2%	42.5%	40.4%	41.6%	39.8%
%H		96.3%	40.7%	18.8%	62.3%	24.7%	37.7%
40" and over	1277	1257	736	241	743	442	302
%V	26.6%	28.7%	38.8%	29.9%	26.4%	40.9%	17.5%
%H		98.4%	57.6%	18.9%	58.2%	34.6%	23.6%
Don't know	166	134	78	19	59	22	37
%V	3.5%	3.1%	4.1%	2.4%	2.1%	2.0%	2.1%
%H		80.7%	47.0%	11.4%	35.5%	13.3%	22.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC London
Set level data
Table 1.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4807	4385	1895	805	2810	1082	1728
%H		91.2%	39.4%	16.7%	58.5%	22.5%	35.9%
PVR	2084	2080	1325	379	1144	736	409
%V	43.4%	47.4%	69.9%	47.1%	40.7%	68.0%	23.7%
%H		99.8%	63.6%	18.2%	54.9%	35.3%	19.6%
DVDR	654	628	267	102	438	173	266
%V	13.6%	14.3%	14.1%	12.7%	15.6%	16.0%	15.4%
%H		96.0%	40.8%	15.6%	67.0%	26.5%	40.7%
VCR	768	685	230	102	502	146	357
%V	16.0%	15.6%	12.1%	12.7%	17.9%	13.5%	20.7%
%H		89.2%	29.9%	13.3%	65.4%	19.0%	46.5%
Any recorder	2823	2723	1463	478	1655	839	817
%V	58.7%	62.1%	77.2%	59.4%	58.9%	77.5%	47.3%
%H		96.5%	51.8%	16.9%	58.6%	29.7%	28.9%

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	4807	4385	1895	805	2810	1082	1728
%H		91.2%	39.4%	16.7%	58.5%	22.5%	35.9%
Receives HDTV (via STB or built-in reception)	1483	1483	767	432	856	543	313
%V	30.9%	33.8%	40.5%	53.7%	30.5%	50.2%	18.1%
%H		100.0%	51.7%	29.1%	57.7%	36.6%	21.1%
DVD/Blu-ray player or recorder	3597	3420	1514	652	2199	907	1291
%V	74.8%	78.0%	79.9%	81.0%	78.3%	83.8%	74.7%
%H		95.1%	42.1%	18.1%	61.1%	25.2%	35.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC London
Set level data
Table 1.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4260	4140	2138	844	3011	1765	1246
%H		97.2%	50.2%	19.8%	70.7%	41.4%	29.2%
Under 20"	2005	1932	870	387	1447	740	706
%V	47.1%	46.7%	40.7%	45.9%	48.1%	41.9%	56.7%
%H		96.4%	43.4%	19.3%	72.2%	36.9%	35.2%
20" - 29"	1299	1270	676	259	948	585	362
%V	30.5%	30.7%	31.6%	30.7%	31.5%	33.1%	29.1%
%H		97.8%	52.0%	19.9%	73.0%	45.0%	27.9%
30" - 39"	645	634	399	138	438	318	120
%V	15.1%	15.3%	18.7%	16.4%	14.5%	18.0%	9.6%
%H		98.3%	61.9%	21.4%	67.9%	49.3%	18.6%
40" and over	191	190	124	43	113	84	29
%V	4.5%	4.6%	5.8%	5.1%	3.8%	4.8%	2.3%
%H		99.5%	64.9%	22.5%	59.2%	44.0%	15.2%
Don't know	121	114	69	16	65	36	29
%V	2.8%	2.8%	3.2%	1.9%	2.2%	2.0%	2.3%
%H		94.2%	57.0%	13.2%	53.7%	29.8%	24.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC London
Set level data
Table 1.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4260	4140	2138	844	3011	1765	1246
%H		97.2%	50.2%	19.8%	70.7%	41.4%	29.2%
PVR	631	631	493	102	344	285	59
%V	14.8%	15.2%	23.1%	12.1%	11.4%	16.1%	4.7%
%H		100.0%	78.1%	16.2%	54.5%	45.2%	9.4%
DVDR	213	212	115	35	155	90	65
%V	5.0%	5.1%	5.4%	4.1%	5.1%	5.1%	5.2%
%H		99.5%	54.0%	16.4%	72.8%	42.3%	30.5%
VCR	295	281	120	52	206	95	111
%V	6.9%	6.8%	5.6%	6.2%	6.8%	5.4%	8.9%
%H		95.3%	40.7%	17.6%	69.8%	32.2%	37.6%
Any recorder	1008	992	637	171	624	414	211
%V	23.7%	24.0%	29.8%	20.3%	20.7%	23.5%	16.9%
%H		98.4%	63.2%	17.0%	61.9%	41.1%	20.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4260	4140	2138	844	3011	1765	1246
%H		97.2%	50.2%	19.8%	70.7%	41.4%	29.2%
Receives HDTV (via STB or built-in reception)	486	486	279	140	316	228	88
%V	11.4%	11.7%	13.0%	16.6%	10.5%	12.9%	7.1%
%H		100.0%	57.4%	28.8%	65.0%	46.9%	18.1%
DVD/Blu-ray player or recorder	1761	1738	935	386	1266	807	459
%V	41.3%	42.0%	43.7%	45.7%	42.0%	45.7%	36.8%
%H		98.7%	53.1%	21.9%	71.9%	45.8%	26.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC London
Individual level data
Table 1.21: Age of Children
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11815	11357	10689	5326	2111	6571	3168	3403
%H		96.1%	90.5%	45.1%	17.9%	55.6%	26.8%	28.8%
Total Children	2287	2229	2163	1245	463	1202	699	503
%V	19.4%	19.6%	20.2%	23.4%	21.9%	18.3%	22.1%	14.8%
%H		97.5%	94.6%	54.4%	20.2%	52.6%	30.6%	22.0%
0 - 3	665	636	614	350	128	322	170	152
%V	5.6%	5.6%	5.7%	6.6%	6.1%	4.9%	5.4%	4.5%
%H		95.6%	92.3%	52.6%	19.2%	48.4%	25.6%	22.9%
4 - 15	1622	1593	1549	895	335	880	529	351
%V	13.7%	14.0%	14.5%	16.8%	15.9%	13.4%	16.7%	10.3%
%H		98.2%	95.5%	55.2%	20.7%	54.3%	32.6%	21.6%
4 - 9	869	854	828	477	174	451	258	193
%V	7.4%	7.5%	7.7%	9.0%	8.2%	6.9%	8.1%	5.7%
%H		98.3%	95.3%	54.9%	20.0%	51.9%	29.7%	22.2%
10 - 15	753	739	721	418	161	429	271	158
%V	6.4%	6.5%	6.7%	7.8%	7.6%	6.5%	8.6%	4.6%
%H		98.1%	95.8%	55.5%	21.4%	57.0%	36.0%	21.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11815	11357	10689	5326	2111	6571	3168	3403
%H		96.1%	90.5%	45.1%	17.9%	55.6%	26.8%	28.8%
Total Adults (16+)	9528	9129	8527	4081	1648	5369	2469	2900
%V	80.6%	80.4%	79.8%	76.6%	78.1%	81.7%	77.9%	85.2%
%H		95.8%	89.5%	42.8%	17.3%	56.3%	25.9%	30.4%
16 - 19	538	525	506	286	104	324	202	122
%V	4.6%	4.6%	4.7%	5.4%	4.9%	4.9%	6.4%	3.6%
%H		97.6%	94.1%	53.2%	19.3%	60.2%	37.5%	22.7%
20 - 24	774	696	662	336	134	422	223	200
%V	6.6%	6.1%	6.2%	6.3%	6.3%	6.4%	7.0%	5.9%
%H		89.9%	85.5%	43.4%	17.3%	54.5%	28.8%	25.8%
25 - 34	2031	1867	1769	917	365	963	451	512
%V	17.2%	16.4%	16.5%	17.2%	17.3%	14.7%	14.2%	15.0%
%H		91.9%	87.1%	45.2%	18.0%	47.4%	22.2%	25.2%
35 - 44	1885	1833	1749	902	380	1019	521	497
%V	16.0%	16.1%	16.4%	16.9%	18.0%	15.5%	16.4%	14.6%
%H		97.2%	92.8%	47.9%	20.2%	54.1%	27.6%	26.4%
45 - 54	1615	1569	1490	740	308	966	507	458
%V	13.7%	13.8%	13.9%	13.9%	14.6%	14.7%	16.0%	13.5%
%H		97.2%	92.3%	45.8%	19.1%	59.8%	31.4%	28.4%
55 - 64	1152	1131	1065	479	192	727	323	404
%V	9.8%	10.0%	10.0%	9.0%	9.1%	11.1%	10.2%	11.9%
%H		98.2%	92.4%	41.6%	16.7%	63.1%	28.0%	35.1%
65+	1533	1507	1285	421	165	949	242	707
%V	13.0%	13.3%	12.0%	7.9%	7.8%	14.4%	7.6%	20.8%
%H		98.3%	83.8%	27.5%	10.8%	61.9%	15.8%	46.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9528	9129	8527	4081	1648	5369	2469	2900
%H		95.8%	89.5%	42.8%	17.3%	56.3%	25.9%	30.4%
AB	2855	2777	2662	1269	524	1686	781	905
%V	30.0%	30.4%	31.2%	31.1%	31.8%	31.4%	31.6%	31.2%
%H		97.3%	93.2%	44.4%	18.4%	59.1%	27.4%	31.7%
C1	3009	2858	2697	1267	582	1722	840	883
%V	31.6%	31.3%	31.6%	31.0%	35.3%	32.1%	34.0%	30.4%
%H		95.0%	89.6%	42.1%	19.3%	57.2%	27.9%	29.3%
C2	1605	1556	1471	775	272	923	481	442
%V	16.8%	17.0%	17.3%	19.0%	16.5%	17.2%	19.5%	15.2%
%H		96.9%	91.7%	48.3%	16.9%	57.5%	30.0%	27.5%
D	1229	1165	1056	516	179	627	257	369
%V	12.9%	12.8%	12.4%	12.6%	10.9%	11.7%	10.4%	12.7%
%H		94.8%	85.9%	42.0%	14.6%	51.0%	20.9%	30.0%
E	830	773	641	254	92	411	110	301
%V	8.7%	8.5%	7.5%	6.2%	5.6%	7.7%	4.5%	10.4%
%H		93.1%	77.2%	30.6%	11.1%	49.5%	13.3%	36.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9528	9129	8527	4081	1648	5369	2469	2900
%H		95.8%	89.5%	42.8%	17.3%	56.3%	25.9%	30.4%
Working full time	4627	4449	4260	2127	911	2598	1324	1274
%V	48.6%	48.7%	50.0%	52.1%	55.3%	48.4%	53.6%	43.9%
%H		96.2%	92.1%	46.0%	19.7%	56.1%	28.6%	27.5%
Working part time	968	937	890	432	187	572	285	286
%V	10.2%	10.3%	10.4%	10.6%	11.3%	10.7%	11.5%	9.9%
%H		96.8%	91.9%	44.6%	19.3%	59.1%	29.4%	29.5%
Not working	3933	3743	3376	1522	551	2199	860	1340
%V	41.3%	41.0%	39.6%	37.3%	33.4%	41.0%	34.8%	46.2%
%H		95.2%	85.8%	38.7%	14.0%	55.9%	21.9%	34.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4691	4454	4172	2054	822	2586	1239	1347
%H		94.9%	88.9%	43.8%	17.5%	55.1%	26.4%	28.7%
16 - 19	287	281	271	161	56	170	112	59
%V	6.1%	6.3%	6.5%	7.8%	6.8%	6.6%	9.0%	4.4%
%H		97.9%	94.4%	56.1%	19.5%	59.2%	39.0%	20.6%
20 - 24	379	334	322	170	67	201	111	90
%V	8.1%	7.5%	7.7%	8.3%	8.2%	7.8%	9.0%	6.7%
%H		88.1%	85.0%	44.9%	17.7%	53.0%	29.3%	23.7%
25 - 34	1016	923	872	455	182	471	225	246
%V	21.7%	20.7%	20.9%	22.2%	22.1%	18.2%	18.2%	18.3%
%H		90.8%	85.8%	44.8%	17.9%	46.4%	22.1%	24.2%
35 - 44	971	937	891	449	199	516	259	257
%V	20.7%	21.0%	21.4%	21.9%	24.2%	20.0%	20.9%	19.1%
%H		96.5%	91.8%	46.2%	20.5%	53.1%	26.7%	26.5%
45 - 54	797	766	725	369	145	463	246	218
%V	17.0%	17.2%	17.4%	18.0%	17.6%	17.9%	19.9%	16.2%
%H		96.1%	91.0%	46.3%	18.2%	58.1%	30.9%	27.4%
55 - 64	559	548	512	234	93	349	160	189
%V	11.9%	12.3%	12.3%	11.4%	11.3%	13.5%	12.9%	14.0%
%H		98.0%	91.6%	41.9%	16.6%	62.4%	28.6%	33.8%
65+	681	666	579	216	79	415	127	288
%V	14.5%	15.0%	13.9%	10.5%	9.6%	16.0%	10.3%	21.4%
%H		97.8%	85.0%	31.7%	11.6%	60.9%	18.6%	42.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4691	4454	4172	2054	822	2586	1239	1347
%H		94.9%	88.9%	43.8%	17.5%	55.1%	26.4%	28.7%
AB	1442	1396	1339	649	271	836	399	437
%V	30.7%	31.3%	32.1%	31.6%	33.0%	32.3%	32.2%	32.4%
%H		96.8%	92.9%	45.0%	18.8%	58.0%	27.7%	30.3%
C1	1406	1323	1258	629	279	778	412	366
%V	30.0%	29.7%	30.2%	30.6%	33.9%	30.1%	33.3%	27.2%
%H		94.1%	89.5%	44.7%	19.8%	55.3%	29.3%	26.0%
C2	888	855	807	419	146	510	259	251
%V	18.9%	19.2%	19.3%	20.4%	17.8%	19.7%	20.9%	18.6%
%H		96.3%	90.9%	47.2%	16.4%	57.4%	29.2%	28.3%
D	615	576	520	262	87	303	128	175
%V	13.1%	12.9%	12.5%	12.8%	10.6%	11.7%	10.3%	13.0%
%H		93.7%	84.6%	42.6%	14.1%	49.3%	20.8%	28.5%
E	340	304	248	94	40	158	41	117
%V	7.2%	6.8%	5.9%	4.6%	4.9%	6.1%	3.3%	8.7%
%H		89.4%	72.9%	27.6%	11.8%	46.5%	12.1%	34.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC London
Individual level data
Table 1.27: Working Status (Males 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4691	4454	4172	2054	822	2586	1239	1347
%H		94.9%	88.9%	43.8%	17.5%	55.1%	26.4%	28.7%
Working full time	2871	2753	2640	1352	564	1590	831	759
%V	61.2%	61.8%	63.3%	65.8%	68.6%	61.5%	67.1%	56.3%
%H		95.9%	92.0%	47.1%	19.6%	55.4%	28.9%	26.4%
Working part time	239	224	207	98	40	129	58	71
%V	5.1%	5.0%	5.0%	4.8%	4.9%	5.0%	4.7%	5.3%
%H		93.7%	86.6%	41.0%	16.7%	54.0%	24.3%	29.7%
Not working	1581	1477	1326	604	218	867	350	517
%V	33.7%	33.2%	31.8%	29.4%	26.5%	33.5%	28.2%	38.4%
%H		93.4%	83.9%	38.2%	13.8%	54.8%	22.1%	32.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4838	4675	4354	2027	826	2783	1230	1553
%H		96.6%	90.0%	41.9%	17.1%	57.5%	25.4%	32.1%
16 - 19	251	244	235	125	48	153	90	63
%V	5.2%	5.2%	5.4%	6.2%	5.8%	5.5%	7.3%	4.1%
%H		97.2%	93.6%	49.8%	19.1%	61.0%	35.9%	25.1%
20 - 24	395	362	340	166	67	221	112	110
%V	8.2%	7.7%	7.8%	8.2%	8.1%	7.9%	9.1%	7.1%
%H		91.6%	86.1%	42.0%	17.0%	55.9%	28.4%	27.8%
25 - 34	1016	945	897	463	183	491	226	265
%V	21.0%	20.2%	20.6%	22.8%	22.2%	17.6%	18.4%	17.1%
%H		93.0%	88.3%	45.6%	18.0%	48.3%	22.2%	26.1%
35 - 44	914	896	858	453	180	503	262	240
%V	18.9%	19.2%	19.7%	22.3%	21.8%	18.1%	21.3%	15.5%
%H		98.0%	93.9%	49.6%	19.7%	55.0%	28.7%	26.3%
45 - 54	818	804	765	370	163	502	262	241
%V	16.9%	17.2%	17.6%	18.3%	19.7%	18.0%	21.3%	15.5%
%H		98.3%	93.5%	45.2%	19.9%	61.4%	32.0%	29.5%
55 - 64	593	583	553	244	98	379	163	216
%V	12.3%	12.5%	12.7%	12.0%	11.9%	13.6%	13.3%	13.9%
%H		98.3%	93.3%	41.1%	16.5%	63.9%	27.5%	36.4%
65+	852	841	705	205	87	534	115	418
%V	17.6%	18.0%	16.2%	10.1%	10.5%	19.2%	9.3%	26.9%
%H		98.7%	82.7%	24.1%	10.2%	62.7%	13.5%	49.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4838	4675	4354	2027	826	2783	1230	1553
%H		96.6%	90.0%	41.9%	17.1%	57.5%	25.4%	32.1%
AB	1413	1381	1322	620	253	850	382	468
%V	29.2%	29.5%	30.4%	30.6%	30.6%	30.5%	31.1%	30.1%
%H		97.7%	93.6%	43.9%	17.9%	60.2%	27.0%	33.1%
C1	1603	1534	1439	638	303	944	427	517
%V	33.1%	32.8%	33.1%	31.5%	36.7%	33.9%	34.7%	33.3%
%H		95.7%	89.8%	39.8%	18.9%	58.9%	26.6%	32.3%
C2	717	701	664	356	126	413	222	191
%V	14.8%	15.0%	15.3%	17.6%	15.3%	14.8%	18.0%	12.3%
%H		97.8%	92.6%	49.7%	17.6%	57.6%	31.0%	26.6%
D	614	589	536	254	92	324	130	194
%V	12.7%	12.6%	12.3%	12.5%	11.1%	11.6%	10.6%	12.5%
%H		95.9%	87.3%	41.4%	15.0%	52.8%	21.2%	31.6%
E	490	469	393	160	52	252	69	183
%V	10.1%	10.0%	9.0%	7.9%	6.3%	9.1%	5.6%	11.8%
%H		95.7%	80.2%	32.7%	10.6%	51.4%	14.1%	37.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4838	4675	4354	2027	826	2783	1230	1553
%H		96.6%	90.0%	41.9%	17.1%	57.5%	25.4%	32.1%
Working full time	1756	1695	1620	775	347	1008	493	515
%V	36.3%	36.3%	37.2%	38.2%	42.0%	36.2%	40.1%	33.2%
%H		96.5%	92.3%	44.1%	19.8%	57.4%	28.1%	29.3%
Working part time	729	713	684	334	146	442	227	215
%V	15.1%	15.3%	15.7%	16.5%	17.7%	15.9%	18.5%	13.8%
%H		97.8%	93.8%	45.8%	20.0%	60.6%	31.1%	29.5%
Not working	2352	2266	2050	918	333	1333	510	823
%V	48.6%	48.5%	47.1%	45.3%	40.3%	47.9%	41.5%	53.0%
%H		96.3%	87.2%	39.0%	14.2%	56.7%	21.7%	35.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	922	891	826	444	75	505	194	311
%H (All HH)		96.6%	89.6%	48.2%	8.1%	54.8%	21.0%	33.7%
%H (TV HH)			92.7%	49.8%	8.4%	56.7%	21.8%	34.9%
AB	230	224	213	122	17	126	50	75
%V	24.9%	25.1%	25.8%	27.5%	22.7%	25.0%	25.8%	24.1%
%H (All HH)		97.4%	92.6%	53.0%	7.4%	54.8%	21.7%	32.6%
%H (TV HH)			95.1%	54.5%	7.6%	56.3%	22.3%	33.5%
C1	269	262	242	126	27	148	58	90
%V	29.2%	29.4%	29.3%	28.4%	36.0%	29.3%	29.9%	28.9%
%H (All HH)		97.4%	90.0%	46.8%	10.0%	55.0%	21.6%	33.5%
%H (TV HH)			92.4%	48.1%	10.3%	56.5%	22.1%	34.4%
C2	202	197	182	106	16	110	48	62
%V	21.9%	22.1%	22.0%	23.9%	21.3%	21.8%	24.7%	19.9%
%H (All HH)		97.5%	90.1%	52.5%	7.9%	54.5%	23.8%	30.7%
%H (TV HH)			92.4%	53.8%	8.1%	55.8%	24.4%	31.5%
D	116	111	102	53	9	68	27	40
%V	12.6%	12.5%	12.3%	11.9%	12.0%	13.5%	13.9%	12.9%
%H (All HH)		95.7%	87.9%	45.7%	7.8%	58.6%	23.3%	34.5%
%H (TV HH)			91.9%	47.7%	8.1%	61.3%	24.3%	36.0%
E	105	97	87	37	6	54	11	44
%V	11.4%	10.9%	10.5%	8.3%	8.0%	10.7%	5.7%	14.1%
%H (All HH)		92.4%	82.9%	35.2%	5.7%	51.4%	10.5%	41.9%
%H (TV HH)			89.7%	38.1%	6.2%	55.7%	11.3%	45.4%

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 2010 - June 2011

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	922	891	826	444	75	505	194	311
%H (All HH)		96.6%	89.6%	48.2%	8.1%	54.8%	21.0%	33.7%
%H (TV HH)			92.7%	49.8%	8.4%	56.7%	21.8%	34.9%
Under 25	33	26	23	12	0	12	2	10
%V	3.6%	2.9%	2.8%	2.7%	0.0%	2.4%	1.0%	3.2%
%H (All HH)		78.8%	69.7%	36.4%	0.0%	36.4%	6.1%	30.3%
%H (TV HH)			88.5%	46.2%	0.0%	46.2%	7.7%	38.5%
25 - 34	109	103	100	59	16	49	25	24
%V	11.8%	11.6%	12.1%	13.3%	21.3%	9.7%	12.9%	7.7%
%H (All HH)		94.5%	91.7%	54.1%	14.7%	45.0%	22.9%	22.0%
%H (TV HH)			97.1%	57.3%	15.5%	47.6%	24.3%	23.3%
35 - 44	142	136	134	86	22	71	45	26
%V	15.4%	15.3%	16.2%	19.4%	29.3%	14.1%	23.2%	8.4%
%H (All HH)		95.8%	94.4%	60.6%	15.5%	50.0%	31.7%	18.3%
%H (TV HH)			98.5%	63.2%	16.2%	52.2%	33.1%	19.1%
45 - 54	175	171	164	104	15	92	45	47
%V	19.0%	19.2%	19.9%	23.4%	20.0%	18.2%	23.2%	15.1%
%H (All HH)		97.7%	93.7%	59.4%	8.6%	52.6%	25.7%	26.9%
%H (TV HH)			95.9%	60.8%	8.8%	53.8%	26.3%	27.5%
55 - 64	173	168	160	84	11	104	40	65
%V	18.8%	18.9%	19.4%	18.9%	14.7%	20.6%	20.6%	20.9%
%H (All HH)		97.1%	92.5%	48.6%	6.4%	60.1%	23.1%	37.6%
%H (TV HH)			95.2%	50.0%	6.5%	61.9%	23.8%	38.7%
65 +	290	287	246	98	10	176	38	138
%V	31.5%	32.2%	29.8%	22.1%	13.3%	34.9%	19.6%	44.4%
%H (All HH)		99.0%	84.8%	33.8%	3.4%	60.7%	13.1%	47.6%
%H (TV HH)			85.7%	34.1%	3.5%	61.3%	13.2%	48.1%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC South East
Household level data
Table 2.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	922	891	826	444	75	505	194	311
%H (All HH)		96.6%	89.6%	48.2%	8.1%	54.8%	21.0%	33.7%
%H (TV HH)			92.7%	49.8%	8.4%	56.7%	21.8%	34.9%
1	310	296	252	98	16	167	28	138
%V	33.6%	33.2%	30.5%	22.1%	21.3%	33.1%	14.4%	44.4%
%H (All HH)		95.5%	81.3%	31.6%	5.2%	53.9%	9.0%	44.5%
%H (TV HH)			85.1%	33.1%	5.4%	56.4%	9.5%	46.6%
2	307	300	289	157	23	185	77	109
%V	33.3%	33.7%	35.0%	35.4%	30.7%	36.6%	39.7%	35.0%
%H (All HH)		97.7%	94.1%	51.1%	7.5%	60.3%	25.1%	35.5%
%H (TV HH)			96.3%	52.3%	7.7%	61.7%	25.7%	36.3%
3	129	127	123	81	12	67	37	30
%V	14.0%	14.3%	14.9%	18.2%	16.0%	13.3%	19.1%	9.6%
%H (All HH)		98.4%	95.3%	62.8%	9.3%	51.9%	28.7%	23.3%
%H (TV HH)			96.9%	63.8%	9.4%	52.8%	29.1%	23.6%
4	113	111	108	71	17	55	34	21
%V	12.3%	12.5%	13.1%	16.0%	22.7%	10.9%	17.5%	6.8%
%H (All HH)		98.2%	95.6%	62.8%	15.0%	48.7%	30.1%	18.6%
%H (TV HH)			97.3%	64.0%	15.3%	49.5%	30.6%	18.9%
5+	64	57	55	36	7	31	18	12
%V	6.9%	6.4%	6.7%	8.1%	9.3%	6.1%	9.3%	3.9%
%H (All HH)		89.1%	85.9%	56.3%	10.9%	48.4%	28.1%	18.8%
%H (TV HH)			96.5%	63.2%	12.3%	54.4%	31.6%	21.1%
Average HH size	2.28	2.27	2.32	2.55	2.73	2.23	2.72	1.92

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 2010 - June 2011

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	922	891	826	444	75	505	194	311
%H (All HH)		96.6%	89.6%	48.2%	8.1%	54.8%	21.0%	33.7%
%H (TV HH)			92.7%	49.8%	8.4%	56.7%	21.8%	34.9%
Without	706	678	620	311	45	400	134	266
%V	76.6%	76.1%	75.1%	70.0%	60.0%	79.2%	69.1%	85.5%
%H (All HH)		96.0%	87.8%	44.1%	6.4%	56.7%	19.0%	37.7%
%H (TV HH)			91.4%	45.9%	6.6%	59.0%	19.8%	39.2%
With	216	213	206	133	31	106	61	45
%V	23.4%	23.9%	24.9%	30.0%	41.3%	21.0%	31.4%	14.5%
%H (All HH)		98.6%	95.4%	61.6%	14.4%	49.1%	28.2%	20.8%
%H (TV HH)			96.7%	62.4%	14.6%	49.8%	28.6%	21.1%
0 - 3	78	77	75	47	14	36	21	15
%V	8.5%	8.6%	9.1%	10.6%	18.7%	7.1%	10.8%	4.8%
%H (All HH)		98.7%	96.2%	60.3%	17.9%	46.2%	26.9%	19.2%
%H (TV HH)			97.4%	61.0%	18.2%	46.8%	27.3%	19.5%
4 - 9	106	104	101	70	16	49	32	17
%V	11.5%	11.7%	12.2%	15.8%	21.3%	9.7%	16.5%	5.5%
%H (All HH)		98.1%	95.3%	66.0%	15.1%	46.2%	30.2%	16.0%
%H (TV HH)			97.1%	67.3%	15.4%	47.1%	30.8%	16.3%
10 - 15	115	115	111	75	16	60	38	22
%V	12.5%	12.9%	13.4%	16.9%	21.3%	11.9%	19.6%	7.1%
%H (All HH)		100.0%	96.5%	65.2%	13.9%	52.2%	33.0%	19.1%
%H (TV HH)			96.5%	65.2%	13.9%	52.2%	33.0%	19.1%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	922	891	826	444	75	505	194	311
%H (All HH)		96.6%	89.6%	48.2%	8.1%	54.8%	21.0%	33.7%
%H (TV HH)			92.7%	49.8%	8.4%	56.7%	21.8%	34.9%
1	346	346	301	138	26	164	27	137
%V	37.5%	38.8%	36.4%	31.1%	34.7%	32.5%	13.9%	44.1%
%H (All HH)		100.0%	87.0%	39.9%	7.5%	47.4%	7.8%	39.6%
%H (TV HH)			87.0%	39.9%	7.5%	47.4%	7.8%	39.6%
2	282	282	268	148	21	168	68	100
%V	30.6%	31.6%	32.4%	33.3%	28.0%	33.3%	35.1%	32.2%
%H (All HH)		100.0%	95.0%	52.5%	7.4%	59.6%	24.1%	35.5%
%H (TV HH)			95.0%	52.5%	7.4%	59.6%	24.1%	35.5%
3	161	161	156	95	20	102	57	45
%V	17.5%	18.1%	18.9%	21.4%	26.7%	20.2%	29.4%	14.5%
%H (All HH)		100.0%	96.9%	59.0%	12.4%	63.4%	35.4%	28.0%
%H (TV HH)			96.9%	59.0%	12.4%	63.4%	35.4%	28.0%
4	67	67	66	42	4	48	29	19
%V	7.3%	7.5%	8.0%	9.5%	5.3%	9.5%	14.9%	6.1%
%H (All HH)		100.0%	98.5%	62.7%	6.0%	71.6%	43.3%	28.4%
%H (TV HH)			98.5%	62.7%	6.0%	71.6%	43.3%	28.4%
5+	34	34	34	21	4	24	14	9
%V	3.7%	3.8%	4.1%	4.7%	5.3%	4.8%	7.2%	2.9%
%H (All HH)		100.0%	100.0%	61.8%	11.8%	70.6%	41.2%	26.5%
%H (TV HH)			100.0%	61.8%	11.8%	70.6%	41.2%	26.5%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	922	891	826	444	75	505	194	311
%H (All HH)		96.6%	89.6%	48.2%	8.1%	54.8%	21.0%	33.7%
%H (TV HH)			92.7%	49.8%	8.4%	56.7%	21.8%	34.9%
Under 20"	382	382	360	190	37	250	113	137
%V	41.4%	42.9%	43.6%	42.8%	49.3%	49.5%	58.2%	44.1%
%H (All HH)		100.0%	94.2%	49.7%	9.7%	65.4%	29.6%	35.9%
%H (TV HH)			94.2%	49.7%	9.7%	65.4%	29.6%	35.9%
20" - 29"	423	423	382	193	28	251	89	163
%V	45.9%	47.5%	46.2%	43.5%	37.3%	49.7%	45.9%	52.4%
%H (All HH)		100.0%	90.3%	45.6%	6.6%	59.3%	21.0%	38.5%
%H (TV HH)			90.3%	45.6%	6.6%	59.3%	21.0%	38.5%
30" - 39"	435	435	422	247	39	257	119	138
%V	47.2%	48.8%	51.1%	55.6%	52.0%	50.9%	61.3%	44.4%
%H (All HH)		100.0%	97.0%	56.8%	9.0%	59.1%	27.4%	31.7%
%H (TV HH)			97.0%	56.8%	9.0%	59.1%	27.4%	31.7%
40" and over	223	223	223	155	22	121	74	47
%V	24.2%	25.0%	27.0%	34.9%	29.3%	24.0%	38.1%	15.1%
%H (All HH)		100.0%	100.0%	69.5%	9.9%	54.3%	33.2%	21.1%
%H (TV HH)			100.0%	69.5%	9.9%	54.3%	33.2%	21.1%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	922	891	826	444	75	505	194	311
%H (All HH)		96.6%	89.6%	48.2%	8.1%	54.8%	21.0%	33.7%
%H (TV HH)			92.7%	49.8%	8.4%	56.7%	21.8%	34.9%
Main living room	882	882	821	443	74	500	192	308
%V	95.7%	99.0%	99.4%	99.8%	98.7%	99.0%	99.0%	99.0%
%H (All HH)		100.0%	93.1%	50.2%	8.4%	56.7%	21.8%	34.9%
%H (TV HH)			93.1%	50.2%	8.4%	56.7%	21.8%	34.9%
Kitchen	131	131	127	73	11	87	44	43
%V	14.2%	14.7%	15.4%	16.4%	14.7%	17.2%	22.7%	13.8%
%H (All HH)		100.0%	96.9%	55.7%	8.4%	66.4%	33.6%	32.8%
%H (TV HH)			96.9%	55.7%	8.4%	66.4%	33.6%	32.8%
Adult's bedroom	429	429	412	238	42	270	133	137
%V	46.5%	48.1%	49.9%	53.6%	56.0%	53.5%	68.6%	44.1%
%H (All HH)		100.0%	96.0%	55.5%	9.8%	62.9%	31.0%	31.9%
%H (TV HH)			96.0%	55.5%	9.8%	62.9%	31.0%	31.9%
Child's bedroom	84	84	83	53	9	58	37	21
%V	9.1%	9.4%	10.0%	11.9%	12.0%	11.5%	19.1%	6.8%
%H (All HH)		100.0%	98.8%	63.1%	10.7%	69.0%	44.0%	25.0%
%H (TV HH)			98.8%	63.1%	10.7%	69.0%	44.0%	25.0%
Other bedroom	27	27	26	18	0	14	6	8
%V	2.9%	3.0%	3.1%	4.1%	0.0%	2.8%	3.1%	2.6%
%H (All HH)		100.0%	96.3%	66.7%	0.0%	51.9%	22.2%	29.6%
%H (TV HH)			96.3%	66.7%	0.0%	51.9%	22.2%	29.6%
Second living/dining room	96	96	92	55	6	58	26	32
%V	10.4%	10.8%	11.1%	12.4%	8.0%	11.5%	13.4%	10.3%
%H (All HH)		100.0%	95.8%	57.3%	6.3%	60.4%	27.1%	33.3%
%H (TV HH)			95.8%	57.3%	6.3%	60.4%	27.1%	33.3%
Study/office	23	23	23	14	2	15	8	7
%V	2.5%	2.6%	2.8%	3.2%	2.7%	3.0%	4.1%	2.3%
%H (All HH)		100.0%	100.0%	60.9%	8.7%	65.2%	34.8%	30.4%
%H (TV HH)			100.0%	60.9%	8.7%	65.2%	34.8%	30.4%
TV room	6	6	6	4	0	4	3	1
%V	0.7%	0.7%	0.7%	0.9%	0.0%	0.8%	1.5%	0.3%
%H (All HH)		100.0%	100.0%	66.7%	0.0%	66.7%	50.0%	16.7%
%H (TV HH)			100.0%	66.7%	0.0%	66.7%	50.0%	16.7%
No specific location	2	2	2	1	0	2	1	1
%V	0.2%	0.2%	0.2%	0.2%	0.0%	0.4%	0.5%	0.3%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	4	4	4	3	0	3	2	1
%V	0.4%	0.4%	0.5%	0.7%	0.0%	0.6%	1.0%	0.3%
%H (All HH)		100.0%	100.0%	75.0%	0.0%	75.0%	50.0%	25.0%
%H (TV HH)			100.0%	75.0%	0.0%	75.0%	50.0%	25.0%

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 2010 - June 2011

BBC South East

Household level data

Table 2.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	922	891	826	444	75	505	194	311
%H (All HH)		96.6%	89.6%	48.2%	8.1%	54.8%	21.0%	33.7%
%H (TV HH)			92.7%	49.8%	8.4%	56.7%	21.8%	34.9%
PVR	429	429	429	303	41	231	143	88
%V	46.5%	48.1%	51.9%	68.2%	54.7%	45.7%	73.7%	28.3%
%H (All HH)		100.0%	100.0%	70.6%	9.6%	53.8%	33.3%	20.5%
%H (TV HH)			100.0%	70.6%	9.6%	53.8%	33.3%	20.5%
DVDR	149	149	143	79	12	94	40	54
%V	16.2%	16.7%	17.3%	17.8%	16.0%	18.6%	20.6%	17.4%
%H (All HH)		100.0%	96.0%	53.0%	8.1%	63.1%	26.8%	36.2%
%H (TV HH)			96.0%	53.0%	8.1%	63.1%	26.8%	36.2%
VCR	222	222	203	100	19	129	43	86
%V	24.1%	24.9%	24.6%	22.5%	25.3%	25.5%	22.2%	27.7%
%H (All HH)		100.0%	91.4%	45.0%	8.6%	58.1%	19.4%	38.7%
%H (TV HH)			91.4%	45.0%	8.6%	58.1%	19.4%	38.7%
Any recorder	601	601	580	355	54	338	163	175
%V	65.2%	67.5%	70.2%	80.0%	72.0%	66.9%	84.0%	56.3%
%H (All HH)		100.0%	96.5%	59.1%	9.0%	56.2%	27.1%	29.1%
%H (TV HH)			96.5%	59.1%	9.0%	56.2%	27.1%	29.1%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Household level data

Table 2.9: Other TV equipment

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	922	891	826	444	75	505	194	311
%H (All HH)		96.6%	89.6%	48.2%	8.1%	54.8%	21.0%	33.7%
%H (TV HH)			92.7%	49.8%	8.4%	56.7%	21.8%	34.9%
Receives HDTV (via STB or built-in reception)	264	264	264	173	43	149	98	51
%V	28.6%	29.6%	32.0%	39.0%	57.3%	29.5%	50.5%	16.4%
%H (All HH)		100.0%	100.0%	65.5%	16.3%	56.4%	37.1%	19.3%
%H (TV HH)			100.0%	65.5%	16.3%	56.4%	37.1%	19.3%
DVD/Blu-ray player or recorder	728	728	702	390	68	426	178	248
%V	79.0%	81.7%	85.0%	87.8%	90.7%	84.4%	91.8%	79.7%
%H (All HH)		100.0%	96.4%	53.6%	9.3%	58.5%	24.5%	34.1%
%H (TV HH)			96.4%	53.6%	9.3%	58.5%	24.5%	34.1%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	922	891	826	444	75	505	194	311
%H (All HH)		96.6%	89.6%	48.2%	8.1%	54.8%	21.0%	33.7%
%H (TV HH)			92.7%	49.8%	8.4%	56.7%	21.8%	34.9%
Has PC or Laptop	699	679	656	388	67	381	176	205
%V	75.8%	76.2%	79.4%	87.4%	89.3%	75.4%	90.7%	65.9%
%H (All HH)		97.1%	93.8%	55.5%	9.6%	54.5%	25.2%	29.3%
%H (TV HH)			96.6%	57.1%	9.9%	56.1%	25.9%	30.2%
Has broadband internet	650	633	614	370	66	349	166	183
%V	70.5%	71.0%	74.3%	83.3%	88.0%	69.1%	85.6%	58.8%
%H (All HH)		97.4%	94.5%	56.9%	10.2%	53.7%	25.5%	28.2%
%H (TV HH)			97.0%	58.5%	10.4%	55.1%	26.2%	28.9%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC South East
Set level data
Table 2.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1846	1753	999	166	1125	524	601
%H		95.0%	54.1%	9.0%	60.9%	28.4%	32.6%
Under 20"	588	559	293	64	401	193	208
%V	31.9%	31.9%	29.3%	38.6%	35.6%	36.8%	34.6%
%H		95.1%	49.8%	10.9%	68.2%	32.8%	35.4%
20" - 29"	508	462	237	35	301	108	193
%V	27.5%	26.4%	23.7%	21.1%	26.8%	20.6%	32.1%
%H		90.9%	46.7%	6.9%	59.3%	21.3%	38.0%
30" - 39"	486	472	287	42	283	137	146
%V	26.3%	26.9%	28.7%	25.3%	25.2%	26.1%	24.3%
%H		97.1%	59.1%	8.6%	58.2%	28.2%	30.0%
40" and over	250	249	177	24	135	84	51
%V	13.5%	14.2%	17.7%	14.5%	12.0%	16.0%	8.5%
%H		99.6%	70.8%	9.6%	54.0%	33.6%	20.4%
Don't know	14	11	6	2	5	2	3
%V	0.8%	0.6%	0.6%	1.2%	0.4%	0.4%	0.5%
%H		78.6%	42.9%	14.3%	35.7%	14.3%	21.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1846	1753	999	166	1125	524	601
%H		95.0%	54.1%	9.0%	60.9%	28.4%	32.6%
Main living room	888	825	445	75	503	194	309
%V	48.1%	47.1%	44.5%	45.2%	44.7%	37.0%	51.4%
%H		92.9%	50.1%	8.4%	56.6%	21.8%	34.8%
Kitchen	132	128	75	11	87	44	43
%V	7.2%	7.3%	7.5%	6.6%	7.7%	8.4%	7.2%
%H		97.0%	56.8%	8.3%	65.9%	33.3%	32.6%
Adult's bedroom	546	526	308	58	353	186	167
%V	29.6%	30.0%	30.8%	34.9%	31.4%	35.5%	27.8%
%H		96.3%	56.4%	10.6%	64.7%	34.1%	30.6%
Child's bedroom	116	114	72	13	81	52	29
%V	6.3%	6.5%	7.2%	7.8%	7.2%	9.9%	4.8%
%H		98.3%	62.1%	11.2%	69.8%	44.8%	25.0%
Other bedroom	31	29	19	1	17	8	9
%V	1.7%	1.7%	1.9%	0.6%	1.5%	1.5%	1.5%
%H		93.5%	61.3%	3.2%	54.8%	25.8%	29.0%
Second living/dining room	99	95	57	6	60	27	33
%V	5.4%	5.4%	5.7%	3.6%	5.3%	5.2%	5.5%
%H		96.0%	57.6%	6.1%	60.6%	27.3%	33.3%
Study/office	24	23	15	2	15	8	7
%V	1.3%	1.3%	1.5%	1.2%	1.3%	1.5%	1.2%
%H		95.8%	62.5%	8.3%	62.5%	33.3%	29.2%
TV room	6	6	4	0	4	3	1
%V	0.3%	0.3%	0.4%	0.0%	0.4%	0.6%	0.2%
%H		100.0%	66.7%	0.0%	66.7%	50.0%	16.7%
No specific location	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	4	4	3	0	3	2	1
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.2%
%H		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1846	1753	999	166	1125	524	601
%H		95.0%	54.1%	9.0%	60.9%	28.4%	32.6%
PVR	552	552	411	51	279	184	95
%V	29.9%	31.5%	41.1%	30.7%	24.8%	35.1%	15.8%
%H		100.0%	74.5%	9.2%	50.5%	33.3%	17.2%
DVDR	172	166	96	12	105	46	59
%V	9.3%	9.5%	9.6%	7.2%	9.3%	8.8%	9.8%
%H		96.5%	55.8%	7.0%	61.0%	26.7%	34.3%
VCR	255	234	116	23	150	53	98
%V	13.8%	13.3%	11.6%	13.9%	13.3%	10.1%	16.3%
%H		91.8%	45.5%	9.0%	58.8%	20.8%	38.4%
Any recorder	805	782	508	73	442	235	208
%V	43.6%	44.6%	50.9%	44.0%	39.3%	44.8%	34.6%
%H		97.1%	63.1%	9.1%	54.9%	29.2%	25.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1846	1753	999	166	1125	524	601
%H		95.0%	54.1%	9.0%	60.9%	28.4%	32.6%
Receives HDTV (via STB or built-in reception)	332	332	221	56	187	128	58
%V	18.0%	18.9%	22.1%	33.7%	16.6%	24.4%	9.7%
%H		100.0%	66.6%	16.9%	56.3%	38.6%	17.5%
DVD/Blu-ray player or recorder	1072	1040	616	102	659	327	332
%V	58.1%	59.3%	61.7%	61.4%	58.6%	62.4%	55.2%
%H		97.0%	57.5%	9.5%	61.5%	30.5%	31.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	890	826	444	75	505	194	311
%H		92.8%	49.9%	8.4%	56.7%	21.8%	34.9%
Under 20"	32	20	4	0	17	1	17
%V	3.6%	2.4%	0.9%	0.0%	3.4%	0.5%	5.5%
%H		62.5%	12.5%	0.0%	53.1%	3.1%	53.1%
20" - 29"	258	220	88	17	143	27	116
%V	29.0%	26.6%	19.8%	22.7%	28.3%	13.9%	37.3%
%H		85.3%	34.1%	6.6%	55.4%	10.5%	45.0%
30" - 39"	378	365	200	37	227	96	131
%V	42.5%	44.2%	45.0%	49.3%	45.0%	49.5%	42.1%
%H		96.6%	52.9%	9.8%	60.1%	25.4%	34.7%
40" and over	213	213	149	21	115	71	45
%V	23.9%	25.8%	33.6%	28.0%	22.8%	36.6%	14.5%
%H		100.0%	70.0%	9.9%	54.0%	33.3%	21.1%
Don't know	10	7	4	1	3	1	2
%V	1.1%	0.8%	0.9%	1.3%	0.6%	0.5%	0.6%
%H		70.0%	40.0%	10.0%	30.0%	10.0%	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 2010 - June 2011

BBC South East

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	890	826	444	75	505	194	311
%H		92.8%	49.9%	8.4%	56.7%	21.8%	34.9%
PVR	418	418	298	40	221	138	82
%V	47.0%	50.6%	67.1%	53.3%	43.8%	71.1%	26.4%
%H		100.0%	71.3%	9.6%	52.9%	33.0%	19.6%
DVDR	135	129	71	11	82	33	49
%V	15.2%	15.6%	16.0%	14.7%	16.2%	17.0%	15.8%
%H		95.6%	52.6%	8.1%	60.7%	24.4%	36.3%
VCR	182	162	77	15	103	31	72
%V	20.4%	19.6%	17.3%	20.0%	20.4%	16.0%	23.2%
%H		89.0%	42.3%	8.2%	56.6%	17.0%	39.6%
Any recorder	585	564	347	54	325	159	166
%V	65.7%	68.3%	78.2%	72.0%	64.4%	82.0%	53.4%
%H		96.4%	59.3%	9.2%	55.6%	27.2%	28.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: 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	890	826	444	75	505	194	311
%H		92.8%	49.9%	8.4%	56.7%	21.8%	34.9%
Receives HDTV (via STB or built-in reception)	255	255	166	42	144	96	48
%V	28.7%	30.9%	37.4%	56.0%	28.5%	49.5%	15.4%
%H		100.0%	65.1%	16.5%	56.5%	37.6%	18.8%
DVD/Blu-ray player or recorder	693	668	370	64	407	169	238
%V	77.9%	80.9%	83.3%	85.3%	80.6%	87.1%	76.5%
%H		96.4%	53.4%	9.2%	58.7%	24.4%	34.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC South East
Set level data
Table 2.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	955	927	555	91	620	330	290
%H		97.1%	58.1%	9.5%	64.9%	34.6%	30.4%
Under 20"	556	539	289	64	384	193	191
%V	58.2%	58.1%	52.1%	70.3%	61.9%	58.5%	65.9%
%H		96.9%	52.0%	11.5%	69.1%	34.7%	34.4%
20" - 29"	251	241	149	18	158	81	76
%V	26.3%	26.0%	26.8%	19.8%	25.5%	24.5%	26.2%
%H		96.0%	59.4%	7.2%	62.9%	32.3%	30.3%
30" - 39"	107	107	88	5	56	41	15
%V	11.2%	11.5%	15.9%	5.5%	9.0%	12.4%	5.2%
%H		100.0%	82.2%	4.7%	52.3%	38.3%	14.0%
40" and over	37	36	28	3	20	14	6
%V	3.9%	3.9%	5.0%	3.3%	3.2%	4.2%	2.1%
%H		97.3%	75.7%	8.1%	54.1%	37.8%	16.2%
Don't know	4	3	2	1	2	1	1
%V	0.4%	0.3%	0.4%	1.1%	0.3%	0.3%	0.3%
%H		75.0%	50.0%	25.0%	50.0%	25.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Set level data

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

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	955	927	555	91	620	330	290
%H		97.1%	58.1%	9.5%	64.9%	34.6%	30.4%
PVR	133	133	113	11	58	46	13
%V	13.9%	14.3%	20.4%	12.1%	9.4%	13.9%	4.5%
%H		100.0%	85.0%	8.3%	43.6%	34.6%	9.8%
DVDR	37	36	25	2	23	13	10
%V	3.9%	3.9%	4.5%	2.2%	3.7%	3.9%	3.4%
%H		97.3%	67.6%	5.4%	62.2%	35.1%	27.0%
VCR	73	71	39	8	47	22	25
%V	7.6%	7.7%	7.0%	8.8%	7.6%	6.7%	8.6%
%H		97.3%	53.4%	11.0%	64.4%	30.1%	34.2%
Any recorder	220	218	161	19	118	76	42
%V	23.0%	23.5%	29.0%	20.9%	19.0%	23.0%	14.5%
%H		99.1%	73.2%	8.6%	53.6%	34.5%	19.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	955	927	555	91	620	330	290
%H		97.1%	58.1%	9.5%	64.9%	34.6%	30.4%
Receives HDTV (via STB or built-in reception)	78	78	55	15	43	32	10
%V	8.2%	8.4%	9.9%	16.5%	6.9%	9.7%	3.4%
%H		100.0%	70.5%	19.2%	55.1%	41.0%	12.8%
DVD/Blu-ray player or recorder	379	371	246	38	252	158	94
%V	39.7%	40.0%	44.3%	41.8%	40.6%	47.9%	32.4%
%H		97.9%	64.9%	10.0%	66.5%	41.7%	24.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2101	2024	1920	1134	206	1125	529	596
%H		96.3%	91.4%	54.0%	9.8%	53.5%	25.2%	28.4%
Total Children	380	374	364	240	55	185	111	73
%V	18.1%	18.5%	19.0%	21.2%	26.7%	16.4%	21.0%	12.2%
%H		98.4%	95.8%	63.2%	14.5%	48.7%	29.2%	19.2%
0 - 3	93	92	90	53	20	42	23	18
%V	4.4%	4.5%	4.7%	4.7%	9.7%	3.7%	4.3%	3.0%
%H		98.9%	96.8%	57.0%	21.5%	45.2%	24.7%	19.4%
4 - 15	288	282	274	186	35	143	88	55
%V	13.7%	13.9%	14.3%	16.4%	17.0%	12.7%	16.6%	9.2%
%H		97.9%	95.1%	64.6%	12.2%	49.7%	30.6%	19.1%
4 - 9	138	134	131	90	17	66	41	25
%V	6.6%	6.6%	6.8%	7.9%	8.3%	5.9%	7.8%	4.2%
%H		97.1%	94.9%	65.2%	12.3%	47.8%	29.7%	18.1%
10 - 15	150	148	143	97	18	77	47	30
%V	7.1%	7.3%	7.4%	8.6%	8.7%	6.8%	8.9%	5.0%
%H		98.7%	95.3%	64.7%	12.0%	51.3%	31.3%	20.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2101	2024	1920	1134	206	1125	529	596
%H		96.3%	91.4%	54.0%	9.8%	53.5%	25.2%	28.4%
Total Adults (16+)	1721	1650	1556	894	151	940	418	522
%V	81.9%	81.5%	81.0%	78.8%	73.3%	83.6%	79.0%	87.6%
%H		95.9%	90.4%	51.9%	8.8%	54.6%	24.3%	30.3%
16 - 19	106	96	93	62	11	51	31	21
%V	5.0%	4.7%	4.8%	5.5%	5.3%	4.5%	5.9%	3.5%
%H		90.6%	87.7%	58.5%	10.4%	48.1%	29.2%	19.8%
20 - 24	125	102	94	60	9	53	27	26
%V	5.9%	5.0%	4.9%	5.3%	4.4%	4.7%	5.1%	4.4%
%H		81.6%	75.2%	48.0%	7.2%	42.4%	21.6%	20.8%
25 - 34	214	201	193	115	29	102	52	50
%V	10.2%	9.9%	10.1%	10.1%	14.1%	9.1%	9.8%	8.4%
%H		93.9%	90.2%	53.7%	13.6%	47.7%	24.3%	23.4%
35 - 44	267	258	254	166	41	135	85	50
%V	12.7%	12.7%	13.2%	14.6%	19.9%	12.0%	16.1%	8.4%
%H		96.6%	95.1%	62.2%	15.4%	50.6%	31.8%	18.7%
45 - 54	294	289	276	181	23	155	81	75
%V	14.0%	14.3%	14.4%	16.0%	11.2%	13.8%	15.3%	12.6%
%H		98.3%	93.9%	61.6%	7.8%	52.7%	27.6%	25.5%
55 - 64	292	286	275	156	23	176	77	100
%V	13.9%	14.1%	14.3%	13.8%	11.2%	15.6%	14.6%	16.8%
%H		97.9%	94.2%	53.4%	7.9%	60.3%	26.4%	34.2%
65+	422	419	370	155	16	267	66	201
%V	20.1%	20.7%	19.3%	13.7%	7.8%	23.7%	12.5%	33.7%
%H		99.3%	87.7%	36.7%	3.8%	63.3%	15.6%	47.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1721	1650	1556	894	151	940	418	522
%H		95.9%	90.4%	51.9%	8.8%	54.6%	24.3%	30.3%
AB	456	446	429	259	38	251	116	136
%V	26.5%	27.0%	27.6%	29.0%	25.2%	26.7%	27.8%	26.1%
%H		97.8%	94.1%	56.8%	8.3%	55.0%	25.4%	29.8%
C1	499	467	441	243	53	267	120	148
%V	29.0%	28.3%	28.3%	27.2%	35.1%	28.4%	28.7%	28.4%
%H		93.6%	88.4%	48.7%	10.6%	53.5%	24.0%	29.7%
C2	421	413	388	236	31	234	111	123
%V	24.5%	25.0%	24.9%	26.4%	20.5%	24.9%	26.6%	23.6%
%H		98.1%	92.2%	56.1%	7.4%	55.6%	26.4%	29.2%
D	203	193	177	101	20	115	56	58
%V	11.8%	11.7%	11.4%	11.3%	13.2%	12.2%	13.4%	11.1%
%H		95.1%	87.2%	49.8%	9.9%	56.7%	27.6%	28.6%
E	142	132	120	55	8	72	15	57
%V	8.3%	8.0%	7.7%	6.2%	5.3%	7.7%	3.6%	10.9%
%H		93.0%	84.5%	38.7%	5.6%	50.7%	10.6%	40.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC South East
Individual level data
Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1721	1650	1556	894	151	940	418	522
%H		95.9%	90.4%	51.9%	8.8%	54.6%	24.3%	30.3%
Working full time	709	695	672	426	77	377	203	174
%V	41.2%	42.1%	43.2%	47.7%	51.0%	40.1%	48.6%	33.3%
%H		98.0%	94.8%	60.1%	10.9%	53.2%	28.6%	24.5%
Working part time	197	193	185	111	15	105	47	58
%V	11.4%	11.7%	11.9%	12.4%	9.9%	11.2%	11.2%	11.1%
%H		98.0%	93.9%	56.3%	7.6%	53.3%	23.9%	29.4%
Not working	814	762	699	357	58	458	168	290
%V	47.3%	46.2%	44.9%	39.9%	38.4%	48.7%	40.2%	55.6%
%H		93.6%	85.9%	43.9%	7.1%	56.3%	20.6%	35.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	828	788	751	437	75	449	204	245
%H		95.2%	90.7%	52.8%	9.1%	54.2%	24.6%	29.6%
16 - 19	55	50	47	33	6	24	16	8
%V	6.6%	6.3%	6.3%	7.6%	8.0%	5.3%	7.8%	3.3%
%H		90.9%	85.5%	60.0%	10.9%	43.6%	29.1%	14.5%
20 - 24	60	52	50	31	5	29	16	14
%V	7.2%	6.6%	6.7%	7.1%	6.7%	6.5%	7.8%	5.7%
%H		86.7%	83.3%	51.7%	8.3%	48.3%	26.7%	23.3%
25 - 34	104	95	92	51	14	48	21	28
%V	12.6%	12.1%	12.3%	11.7%	18.7%	10.7%	10.3%	11.4%
%H		91.3%	88.5%	49.0%	13.5%	46.2%	20.2%	26.9%
35 - 44	128	124	123	78	21	65	40	25
%V	15.5%	15.7%	16.4%	17.8%	28.0%	14.5%	19.6%	10.2%
%H		96.9%	96.1%	60.9%	16.4%	50.8%	31.3%	19.5%
45 - 54	142	137	131	84	10	75	38	37
%V	17.1%	17.4%	17.4%	19.2%	13.3%	16.7%	18.6%	15.1%
%H		96.5%	92.3%	59.2%	7.0%	52.8%	26.8%	26.1%
55 - 64	145	140	135	79	11	87	40	47
%V	17.5%	17.8%	18.0%	18.1%	14.7%	19.4%	19.6%	19.2%
%H		96.6%	93.1%	54.5%	7.6%	60.0%	27.6%	32.4%
65+	194	192	174	81	7	120	33	86
%V	23.4%	24.4%	23.2%	18.5%	9.3%	26.7%	16.2%	35.1%
%H		99.0%	89.7%	41.8%	3.6%	61.9%	17.0%	44.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	828	788	751	437	75	449	204	245
%H		95.2%	90.7%	52.8%	9.1%	54.2%	24.6%	29.6%
AB	226	221	212	131	21	121	59	62
%V	27.3%	28.0%	28.2%	30.0%	28.0%	26.9%	28.9%	25.3%
%H		97.8%	93.8%	58.0%	9.3%	53.5%	26.1%	27.4%
C1	224	210	203	116	23	119	54	65
%V	27.1%	26.6%	27.0%	26.5%	30.7%	26.5%	26.5%	26.5%
%H		93.8%	90.6%	51.8%	10.3%	53.1%	24.1%	29.0%
C2	218	212	200	119	17	122	57	66
%V	26.3%	26.9%	26.6%	27.2%	22.7%	27.2%	27.9%	26.9%
%H		97.2%	91.7%	54.6%	7.8%	56.0%	26.1%	30.3%
D	97	90	85	47	11	55	27	28
%V	11.7%	11.4%	11.3%	10.8%	14.7%	12.2%	13.2%	11.4%
%H		92.8%	87.6%	48.5%	11.3%	56.7%	27.8%	28.9%
E	63	56	51	24	3	31	7	24
%V	7.6%	7.1%	6.8%	5.5%	4.0%	6.9%	3.4%	9.8%
%H		88.9%	81.0%	38.1%	4.8%	49.2%	11.1%	38.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	828	788	751	437	75	449	204	245
%H		95.2%	90.7%	52.8%	9.1%	54.2%	24.6%	29.6%
Working full time	450	438	425	267	53	237	127	109
%V	54.3%	55.6%	56.6%	61.1%	70.7%	52.8%	62.3%	44.5%
%H		97.3%	94.4%	59.3%	11.8%	52.7%	28.2%	24.2%
Working part time	39	36	33	17	1	24	8	16
%V	4.7%	4.6%	4.4%	3.9%	1.3%	5.3%	3.9%	6.5%
%H		92.3%	84.6%	43.6%	2.6%	61.5%	20.5%	41.0%
Not working	340	314	292	152	21	188	69	120
%V	41.1%	39.8%	38.9%	34.8%	28.0%	41.9%	33.8%	49.0%
%H		92.4%	85.9%	44.7%	6.2%	55.3%	20.3%	35.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	892	861	805	458	76	492	214	278
%H		96.5%	90.2%	51.3%	8.5%	55.2%	24.0%	31.2%
16 - 19	51	46	46	30	5	27	15	12
%V	5.7%	5.3%	5.7%	6.6%	6.6%	5.5%	7.0%	4.3%
%H		90.2%	90.2%	58.8%	9.8%	52.9%	29.4%	23.5%
20 - 24	65	50	44	29	3	23	11	13
%V	7.3%	5.8%	5.5%	6.3%	3.9%	4.7%	5.1%	4.7%
%H		76.9%	67.7%	44.6%	4.6%	35.4%	16.9%	20.0%
25 - 34	110	106	101	64	15	54	31	22
%V	12.3%	12.3%	12.5%	14.0%	19.7%	11.0%	14.5%	7.9%
%H		96.4%	91.8%	58.2%	13.6%	49.1%	28.2%	20.0%
35 - 44	139	135	132	88	20	70	45	25
%V	15.6%	15.7%	16.4%	19.2%	26.3%	14.2%	21.0%	9.0%
%H		97.1%	95.0%	63.3%	14.4%	50.4%	32.4%	18.0%
45 - 54	152	152	145	97	13	81	43	38
%V	17.0%	17.7%	18.0%	21.2%	17.1%	16.5%	20.1%	13.7%
%H		100.0%	95.4%	63.8%	8.6%	53.3%	28.3%	25.0%
55 - 64	148	146	141	77	11	89	36	53
%V	16.6%	17.0%	17.5%	16.8%	14.5%	18.1%	16.8%	19.1%
%H		98.6%	95.3%	52.0%	7.4%	60.1%	24.3%	35.8%
65+	228	227	196	73	9	147	33	115
%V	25.6%	26.4%	24.3%	15.9%	11.8%	29.9%	15.4%	41.4%
%H		99.6%	86.0%	32.0%	3.9%	64.5%	14.5%	50.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	892	861	805	458	76	492	214	278
%H		96.5%	90.2%	51.3%	8.5%	55.2%	24.0%	31.2%
AB	229	225	217	129	17	130	56	74
%V	25.7%	26.1%	27.0%	28.2%	22.4%	26.4%	26.2%	26.6%
%H		98.3%	94.8%	56.3%	7.4%	56.8%	24.5%	32.3%
C1	275	257	238	127	30	148	66	83
%V	30.8%	29.8%	29.6%	27.7%	39.5%	30.1%	30.8%	29.9%
%H		93.5%	86.5%	46.2%	10.9%	53.8%	24.0%	30.2%
C2	203	201	188	118	14	111	54	58
%V	22.8%	23.3%	23.4%	25.8%	18.4%	22.6%	25.2%	20.9%
%H		99.0%	92.6%	58.1%	6.9%	54.7%	26.6%	28.6%
D	106	103	93	54	10	60	30	30
%V	11.9%	12.0%	11.6%	11.8%	13.2%	12.2%	14.0%	10.8%
%H		97.2%	87.7%	50.9%	9.4%	56.6%	28.3%	28.3%
E	79	76	69	31	5	42	9	33
%V	8.9%	8.8%	8.6%	6.8%	6.6%	8.5%	4.2%	11.9%
%H		96.2%	87.3%	39.2%	6.3%	53.2%	11.4%	41.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	892	861	805	458	76	492	214	278
%H		96.5%	90.2%	51.3%	8.5%	55.2%	24.0%	31.2%
Working full time	259	256	247	159	24	140	76	65
%V	29.0%	29.7%	30.7%	34.7%	31.6%	28.5%	35.5%	23.4%
%H		98.8%	95.4%	61.4%	9.3%	54.1%	29.3%	25.1%
Working part time	159	157	151	94	15	81	39	43
%V	17.8%	18.2%	18.8%	20.5%	19.7%	16.5%	18.2%	15.5%
%H		98.7%	95.0%	59.1%	9.4%	50.9%	24.5%	27.0%
Not working	475	448	407	205	37	270	99	170
%V	53.3%	52.0%	50.6%	44.8%	48.7%	54.9%	46.3%	61.2%
%H		94.3%	85.7%	43.2%	7.8%	56.8%	20.8%	35.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3534	3427	3201	1271	647	2346	1025	1321
%H (All HH)		97.0%	90.6%	36.0%	18.3%	66.4%	29.0%	37.4%
%H (TV HH)			93.4%	37.1%	18.9%	68.5%	29.9%	38.5%
AB	728	715	678	302	117	495	229	266
%V	20.6%	20.9%	21.2%	23.8%	18.1%	21.1%	22.3%	20.1%
%H (All HH)		98.2%	93.1%	41.5%	16.1%	68.0%	31.5%	36.5%
%H (TV HH)			94.8%	42.2%	16.4%	69.2%	32.0%	37.2%
C1	916	879	830	348	175	610	290	320
%V	25.9%	25.6%	25.9%	27.4%	27.0%	26.0%	28.3%	24.2%
%H (All HH)		96.0%	90.6%	38.0%	19.1%	66.6%	31.7%	34.9%
%H (TV HH)			94.4%	39.6%	19.9%	69.4%	33.0%	36.4%
C2	737	722	694	286	153	519	256	263
%V	20.9%	21.1%	21.7%	22.5%	23.6%	22.1%	25.0%	19.9%
%H (All HH)		98.0%	94.2%	38.8%	20.8%	70.4%	34.7%	35.7%
%H (TV HH)			96.1%	39.6%	21.2%	71.9%	35.5%	36.4%
D	659	639	595	227	123	433	179	254
%V	18.6%	18.6%	18.6%	17.9%	19.0%	18.5%	17.5%	19.2%
%H (All HH)		97.0%	90.3%	34.4%	18.7%	65.7%	27.2%	38.5%
%H (TV HH)			93.1%	35.5%	19.2%	67.8%	28.0%	39.7%
E	494	473	403	108	79	290	71	219
%V	14.0%	13.8%	12.6%	8.5%	12.2%	12.4%	6.9%	16.6%
%H (All HH)		95.7%	81.6%	21.9%	16.0%	58.7%	14.4%	44.3%
%H (TV HH)			85.2%	22.8%	16.7%	61.3%	15.0%	46.3%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3534	3427	3201	1271	647	2346	1025	1321
%H (All HH)		97.0%	90.6%	36.0%	18.3%	66.4%	29.0%	37.4%
%H (TV HH)			93.4%	37.1%	18.9%	68.5%	29.9%	38.5%
Under 25	157	137	122	46	32	78	32	46
%V	4.4%	4.0%	3.8%	3.6%	4.9%	3.3%	3.1%	3.5%
%H (All HH)		87.3%	77.7%	29.3%	20.4%	49.7%	20.4%	29.3%
%H (TV HH)			89.1%	33.6%	23.4%	56.9%	23.4%	33.6%
25 - 34	507	479	461	229	108	301	170	131
%V	14.3%	14.0%	14.4%	18.0%	16.7%	12.8%	16.6%	9.9%
%H (All HH)		94.5%	90.9%	45.2%	21.3%	59.4%	33.5%	25.8%
%H (TV HH)			96.2%	47.8%	22.5%	62.8%	35.5%	27.3%
35 - 44	645	622	609	301	151	401	233	168
%V	18.3%	18.1%	19.0%	23.7%	23.3%	17.1%	22.7%	12.7%
%H (All HH)		96.4%	94.4%	46.7%	23.4%	62.2%	36.1%	26.0%
%H (TV HH)			97.9%	48.4%	24.3%	64.5%	37.5%	27.0%
45 - 54	689	675	647	288	144	484	263	221
%V	19.5%	19.7%	20.2%	22.7%	22.3%	20.6%	25.7%	16.7%
%H (All HH)		98.0%	93.9%	41.8%	20.9%	70.2%	38.2%	32.1%
%H (TV HH)			95.9%	42.7%	21.3%	71.7%	39.0%	32.7%
55 - 64	603	591	560	218	109	421	179	243
%V	17.1%	17.2%	17.5%	17.2%	16.8%	17.9%	17.5%	18.4%
%H (All HH)		98.0%	92.9%	36.2%	18.1%	69.8%	29.7%	40.3%
%H (TV HH)			94.8%	36.9%	18.4%	71.2%	30.3%	41.1%
65 +	934	924	802	189	104	661	148	513
%V	26.4%	27.0%	25.1%	14.9%	16.1%	28.2%	14.4%	38.8%
%H (All HH)		98.9%	85.9%	20.2%	11.1%	70.8%	15.8%	54.9%
%H (TV HH)			86.8%	20.5%	11.3%	71.5%	16.0%	55.5%

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 2010 - June 2011
BBC Midlands
Household level data
Table 3.3: Size of Household
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3534	3427	3201	1271	647	2346	1025	1321
%H (All HH)		97.0%	90.6%	36.0%	18.3%	66.4%	29.0%	37.4%
%H (TV HH)			93.4%	37.1%	18.9%	68.5%	29.9%	38.5%
1	1191	1132	979	245	161	749	174	576
%V	33.7%	33.0%	30.6%	19.3%	24.9%	31.9%	17.0%	43.6%
%H (All HH)		95.0%	82.2%	20.6%	13.5%	62.9%	14.6%	48.4%
%H (TV HH)			86.5%	21.6%	14.2%	66.2%	15.4%	50.9%
2	1071	1054	1010	396	180	755	311	443
%V	30.3%	30.8%	31.6%	31.2%	27.8%	32.2%	30.3%	33.5%
%H (All HH)		98.4%	94.3%	37.0%	16.8%	70.5%	29.0%	41.4%
%H (TV HH)			95.8%	37.6%	17.1%	71.6%	29.5%	42.0%
3	546	532	519	262	122	357	214	143
%V	15.4%	15.5%	16.2%	20.6%	18.9%	15.2%	20.9%	10.8%
%H (All HH)		97.4%	95.1%	48.0%	22.3%	65.4%	39.2%	26.2%
%H (TV HH)			97.6%	49.2%	22.9%	67.1%	40.2%	26.9%
4	464	455	446	225	115	327	215	113
%V	13.1%	13.3%	13.9%	17.7%	17.8%	13.9%	21.0%	8.6%
%H (All HH)		98.1%	96.1%	48.5%	24.8%	70.5%	46.3%	24.4%
%H (TV HH)			98.0%	49.5%	25.3%	71.9%	47.3%	24.8%
5+	261	253	247	143	69	157	111	46
%V	7.4%	7.4%	7.7%	11.3%	10.7%	6.7%	10.8%	3.5%
%H (All HH)		96.9%	94.6%	54.8%	26.4%	60.2%	42.5%	17.6%
%H (TV HH)			97.6%	56.5%	27.3%	62.1%	43.9%	18.2%
Average HH size	2.34	2.35	2.41	2.78	2.67	2.35	2.84	1.96

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 2010 - June 2011

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3534	3427	3201	1271	647	2346	1025	1321
%H (All HH)		97.0%	90.6%	36.0%	18.3%	66.4%	29.0%	37.4%
%H (TV HH)			93.4%	37.1%	18.9%	68.5%	29.9%	38.5%
Without	2627	2542	2339	816	442	1763	660	1103
%V	74.3%	74.2%	73.1%	64.2%	68.3%	75.1%	64.4%	83.5%
%H (All HH)		96.8%	89.0%	31.1%	16.8%	67.1%	25.1%	42.0%
%H (TV HH)			92.0%	32.1%	17.4%	69.4%	26.0%	43.4%
With	907	885	862	456	206	583	365	218
%V	25.7%	25.8%	26.9%	35.9%	31.8%	24.9%	35.6%	16.5%
%H (All HH)		97.6%	95.0%	50.3%	22.7%	64.3%	40.2%	24.0%
%H (TV HH)			97.4%	51.5%	23.3%	65.9%	41.2%	24.6%
0 - 3	352	342	329	183	72	207	124	82
%V	10.0%	10.0%	10.3%	14.4%	11.1%	8.8%	12.1%	6.2%
%H (All HH)		97.2%	93.5%	52.0%	20.5%	58.8%	35.2%	23.3%
%H (TV HH)			96.2%	53.5%	21.1%	60.5%	36.3%	24.0%
4 - 9	457	447	436	231	108	297	190	108
%V	12.9%	13.0%	13.6%	18.2%	16.7%	12.7%	18.5%	8.2%
%H (All HH)		97.8%	95.4%	50.5%	23.6%	65.0%	41.6%	23.6%
%H (TV HH)			97.5%	51.7%	24.2%	66.4%	42.5%	24.2%
10 - 15	448	439	433	228	109	307	202	106
%V	12.7%	12.8%	13.5%	17.9%	16.8%	13.1%	19.7%	8.0%
%H (All HH)		98.0%	96.7%	50.9%	24.3%	68.5%	45.1%	23.7%
%H (TV HH)			98.6%	51.9%	24.8%	69.9%	46.0%	24.1%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3534	3427	3201	1271	647	2346	1025	1321
%H (All HH)		97.0%	90.6%	36.0%	18.3%	66.4%	29.0%	37.4%
%H (TV HH)			93.4%	37.1%	18.9%	68.5%	29.9%	38.5%
1	1363	1363	1192	410	205	760	179	581
%V	38.6%	39.8%	37.2%	32.3%	31.7%	32.4%	17.5%	44.0%
%H (All HH)		100.0%	87.5%	30.1%	15.0%	55.8%	13.1%	42.6%
%H (TV HH)			87.5%	30.1%	15.0%	55.8%	13.1%	42.6%
2	1145	1145	1101	433	224	825	363	462
%V	32.4%	33.4%	34.4%	34.1%	34.6%	35.2%	35.4%	35.0%
%H (All HH)		100.0%	96.2%	37.8%	19.6%	72.1%	31.7%	40.3%
%H (TV HH)			96.2%	37.8%	19.6%	72.1%	31.7%	40.3%
3	565	565	554	245	124	456	261	195
%V	16.0%	16.5%	17.3%	19.3%	19.2%	19.4%	25.5%	14.8%
%H (All HH)		100.0%	98.1%	43.4%	21.9%	80.7%	46.2%	34.5%
%H (TV HH)			98.1%	43.4%	21.9%	80.7%	46.2%	34.5%
4	229	229	229	117	59	195	138	56
%V	6.5%	6.7%	7.2%	9.2%	9.1%	8.3%	13.5%	4.2%
%H (All HH)		100.0%	100.0%	51.1%	25.8%	85.2%	60.3%	24.5%
%H (TV HH)			100.0%	51.1%	25.8%	85.2%	60.3%	24.5%
5+	126	126	125	67	35	111	83	27
%V	3.6%	3.7%	3.9%	5.3%	5.4%	4.7%	8.1%	2.0%
%H (All HH)		100.0%	99.2%	53.2%	27.8%	88.1%	65.9%	21.4%
%H (TV HH)			99.2%	53.2%	27.8%	88.1%	65.9%	21.4%

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 2010 - June 2011

BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3534	3427	3201	1271	647	2346	1025	1321
%H (All HH)		97.0%	90.6%	36.0%	18.3%	66.4%	29.0%	37.4%
%H (TV HH)			93.4%	37.1%	18.9%	68.5%	29.9%	38.5%
Under 20"	1319	1319	1261	499	263	1015	502	513
%V	37.3%	38.5%	39.4%	39.3%	40.6%	43.3%	49.0%	38.8%
%H (All HH)		100.0%	95.6%	37.8%	19.9%	77.0%	38.1%	38.9%
%H (TV HH)			95.6%	37.8%	19.9%	77.0%	38.1%	38.9%
20" - 29"	1686	1686	1537	541	310	1192	485	708
%V	47.7%	49.2%	48.0%	42.6%	47.9%	50.8%	47.3%	53.6%
%H (All HH)		100.0%	91.2%	32.1%	18.4%	70.7%	28.8%	42.0%
%H (TV HH)			91.2%	32.1%	18.4%	70.7%	28.8%	42.0%
30" - 39"	1638	1638	1592	701	320	1181	589	592
%V	46.3%	47.8%	49.7%	55.2%	49.5%	50.3%	57.5%	44.8%
%H (All HH)		100.0%	97.2%	42.8%	19.5%	72.1%	36.0%	36.1%
%H (TV HH)			97.2%	42.8%	19.5%	72.1%	36.0%	36.1%
40" and over	920	920	911	492	235	640	434	206
%V	26.0%	26.8%	28.5%	38.7%	36.3%	27.3%	42.3%	15.6%
%H (All HH)		100.0%	99.0%	53.5%	25.5%	69.6%	47.2%	22.4%
%H (TV HH)			99.0%	53.5%	25.5%	69.6%	47.2%	22.4%

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 2010 - June 2011
BBC Midlands
Household level data
Table 3.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3534	3427	3201	1271	647	2346	1025	1321
%H (All HH)		97.0%	90.6%	36.0%	18.3%	66.4%	29.0%	37.4%
%H (TV HH)			93.4%	37.1%	18.9%	68.5%	29.9%	38.5%
Main living room	3398	3398	3177	1261	646	2329	1021	1308
%V	96.2%	99.2%	99.3%	99.2%	99.8%	99.3%	99.6%	99.0%
%H (All HH)		100.0%	93.5%	37.1%	19.0%	68.5%	30.0%	38.5%
%H (TV HH)			93.5%	37.1%	19.0%	68.5%	30.0%	38.5%
Kitchen	469	469	460	196	93	393	214	179
%V	13.3%	13.7%	14.4%	15.4%	14.4%	16.8%	20.9%	13.6%
%H (All HH)		100.0%	98.1%	41.8%	19.8%	83.8%	45.6%	38.2%
%H (TV HH)			98.1%	41.8%	19.8%	83.8%	45.6%	38.2%
Adult's bedroom	1539	1539	1501	665	339	1173	648	525
%V	43.5%	44.9%	46.9%	52.3%	52.4%	50.0%	63.2%	39.7%
%H (All HH)		100.0%	97.5%	43.2%	22.0%	76.2%	42.1%	34.1%
%H (TV HH)			97.5%	43.2%	22.0%	76.2%	42.1%	34.1%
Child's bedroom	337	337	335	161	98	277	194	83
%V	9.5%	9.8%	10.5%	12.7%	15.1%	11.8%	18.9%	6.3%
%H (All HH)		100.0%	99.4%	47.8%	29.1%	82.2%	57.6%	24.6%
%H (TV HH)			99.4%	47.8%	29.1%	82.2%	57.6%	24.6%
Other bedroom	159	159	156	70	33	135	78	57
%V	4.5%	4.6%	4.9%	5.5%	5.1%	5.8%	7.6%	4.3%
%H (All HH)		100.0%	98.1%	44.0%	20.8%	84.9%	49.1%	35.8%
%H (TV HH)			98.1%	44.0%	20.8%	84.9%	49.1%	35.8%
Second living/dining room	405	405	393	181	85	318	183	135
%V	11.5%	11.8%	12.3%	14.2%	13.1%	13.6%	17.9%	10.2%
%H (All HH)		100.0%	97.0%	44.7%	21.0%	78.5%	45.2%	33.3%
%H (TV HH)			97.0%	44.7%	21.0%	78.5%	45.2%	33.3%
Study/office	75	75	74	38	14	61	37	24
%V	2.1%	2.2%	2.3%	3.0%	2.2%	2.6%	3.6%	1.8%
%H (All HH)		100.0%	98.7%	50.7%	18.7%	81.3%	49.3%	32.0%
%H (TV HH)			98.7%	50.7%	18.7%	81.3%	49.3%	32.0%
TV room	31	31	31	16	6	26	16	10
%V	0.9%	0.9%	1.0%	1.3%	0.9%	1.1%	1.6%	0.8%
%H (All HH)		100.0%	100.0%	51.6%	19.4%	83.9%	51.6%	32.3%
%H (TV HH)			100.0%	51.6%	19.4%	83.9%	51.6%	32.3%
No specific location	8	8	8	5	2	6	4	2
%V	0.2%	0.2%	0.2%	0.4%	0.3%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	100.0%	62.5%	25.0%	75.0%	50.0%	25.0%
%H (TV HH)			100.0%	62.5%	25.0%	75.0%	50.0%	25.0%
Other	28	28	28	13	7	25	16	8
%V	0.8%	0.8%	0.9%	1.0%	1.1%	1.1%	1.6%	0.6%
%H (All HH)		100.0%	100.0%	46.4%	25.0%	89.3%	57.1%	28.6%
%H (TV HH)			100.0%	46.4%	25.0%	89.3%	57.1%	28.6%

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 2010 - June 2011

BBC Midlands

Household level data

Table 3.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3534	3427	3201	1271	647	2346	1025	1321
%H (All HH)		97.0%	90.6%	36.0%	18.3%	66.4%	29.0%	37.4%
%H (TV HH)			93.4%	37.1%	18.9%	68.5%	29.9%	38.5%
PVR	1496	1496	1494	918	299	1025	717	309
%V	42.3%	43.7%	46.7%	72.2%	46.2%	43.7%	70.0%	23.4%
%H (All HH)		100.0%	99.9%	61.4%	20.0%	68.5%	47.9%	20.7%
%H (TV HH)			99.9%	61.4%	20.0%	68.5%	47.9%	20.7%
DVDR	623	623	603	252	139	455	229	226
%V	17.6%	18.2%	18.8%	19.8%	21.5%	19.4%	22.3%	17.1%
%H (All HH)		100.0%	96.8%	40.4%	22.3%	73.0%	36.8%	36.3%
%H (TV HH)			96.8%	40.4%	22.3%	73.0%	36.8%	36.3%
VCR	753	753	693	234	134	539	204	335
%V	21.3%	22.0%	21.6%	18.4%	20.7%	23.0%	19.9%	25.4%
%H (All HH)		100.0%	92.0%	31.1%	17.8%	71.6%	27.1%	44.5%
%H (TV HH)			92.0%	31.1%	17.8%	71.6%	27.1%	44.5%
Any recorder	2177	2177	2106	1057	420	1511	845	666
%V	61.6%	63.5%	65.8%	83.2%	64.9%	64.4%	82.4%	50.4%
%H (All HH)		100.0%	96.7%	48.6%	19.3%	69.4%	38.8%	30.6%
%H (TV HH)			96.7%	48.6%	19.3%	69.4%	38.8%	30.6%

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 2010 - June 2011
BBC Midlands
Household level data
Table 3.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3534	3427	3201	1271	647	2346	1025	1321
%H (All HH)		97.0%	90.6%	36.0%	18.3%	66.4%	29.0%	37.4%
%H (TV HH)			93.4%	37.1%	18.9%	68.5%	29.9%	38.5%
Receives HDTV (via STB or built-in reception)	1103	1103	1103	578	334	780	563	217
%V	31.2%	32.2%	34.5%	45.5%	51.6%	33.2%	54.9%	16.4%
%H (All HH)		100.0%	100.0%	52.4%	30.3%	70.7%	51.0%	19.7%
%H (TV HH)			100.0%	52.4%	30.3%	70.7%	51.0%	19.7%
DVD/Blu-ray player or recorder	2593	2593	2493	1053	521	1830	876	954
%V	73.4%	75.7%	77.9%	82.8%	80.5%	78.0%	85.5%	72.2%
%H (All HH)		100.0%	96.1%	40.6%	20.1%	70.6%	33.8%	36.8%
%H (TV HH)			96.1%	40.6%	20.1%	70.6%	33.8%	36.8%

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Midlands
Household level data
Table 3.10: Computers and Internet
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3534	3427	3201	1271	647	2346	1025	1321
%H (All HH)		97.0%	90.6%	36.0%	18.3%	66.4%	29.0%	37.4%
%H (TV HH)			93.4%	37.1%	18.9%	68.5%	29.9%	38.5%
Has PC or Laptop	2539	2481	2406	1107	537	1710	914	796
%V	71.8%	72.4%	75.2%	87.1%	83.0%	72.9%	89.2%	60.3%
%H (All HH)		97.7%	94.8%	43.6%	21.2%	67.3%	36.0%	31.4%
%H (TV HH)			97.0%	44.6%	21.6%	68.9%	36.8%	32.1%
Has broadband internet	2303	2243	2186	1027	519	1535	860	675
%V	65.2%	65.5%	68.3%	80.8%	80.2%	65.4%	83.9%	51.1%
%H (All HH)		97.4%	94.9%	44.6%	22.5%	66.7%	37.3%	29.3%
%H (TV HH)			97.5%	45.8%	23.1%	68.4%	38.3%	30.1%

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6944	6648	2847	1451	5152	2695	2457
%H		95.7%	41.0%	20.9%	74.2%	38.8%	35.4%
Under 20"	1868	1793	733	400	1471	786	685
%V	26.9%	27.0%	25.7%	27.6%	28.6%	29.2%	27.9%
%H		96.0%	39.2%	21.4%	78.7%	42.1%	36.7%
20" - 29"	2145	1984	729	407	1576	701	875
%V	30.9%	29.8%	25.6%	28.0%	30.6%	26.0%	35.6%
%H		92.5%	34.0%	19.0%	73.5%	32.7%	40.8%
30" - 39"	1854	1807	819	374	1352	710	643
%V	26.7%	27.2%	28.8%	25.8%	26.2%	26.3%	26.2%
%H		97.5%	44.2%	20.2%	72.9%	38.3%	34.7%
40" and over	1002	994	544	253	701	479	223
%V	14.4%	15.0%	19.1%	17.4%	13.6%	17.8%	9.1%
%H		99.2%	54.3%	25.2%	70.0%	47.8%	22.3%
Don't know	74	70	23	16	51	20	31
%V	1.1%	1.1%	0.8%	1.1%	1.0%	0.7%	1.3%
%H		94.6%	31.1%	21.6%	68.9%	27.0%	41.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6944	6648	2847	1451	5152	2695	2457
%H		95.7%	41.0%	20.9%	74.2%	38.8%	35.4%
Main living room	3428	3205	1273	654	2353	1035	1317
%V	49.4%	48.2%	44.7%	45.1%	45.7%	38.4%	53.6%
%H		93.5%	37.1%	19.1%	68.6%	30.2%	38.4%
Kitchen	473	464	198	95	396	217	179
%V	6.8%	7.0%	7.0%	6.5%	7.7%	8.1%	7.3%
%H		98.1%	41.9%	20.1%	83.7%	45.9%	37.8%
Adult's bedroom	1845	1801	814	409	1421	808	613
%V	26.6%	27.1%	28.6%	28.2%	27.6%	30.0%	24.9%
%H		97.6%	44.1%	22.2%	77.0%	43.8%	33.2%
Child's bedroom	450	448	220	134	377	274	103
%V	6.5%	6.7%	7.7%	9.2%	7.3%	10.2%	4.2%
%H		99.6%	48.9%	29.8%	83.8%	60.9%	22.9%
Other bedroom	190	185	86	41	160	98	62
%V	2.7%	2.8%	3.0%	2.8%	3.1%	3.6%	2.5%
%H		97.4%	45.3%	21.6%	84.2%	51.6%	32.6%
Second living/dining room	413	401	183	87	325	187	138
%V	5.9%	6.0%	6.4%	6.0%	6.3%	6.9%	5.6%
%H		97.1%	44.3%	21.1%	78.7%	45.3%	33.4%
Study/office	76	75	38	15	61	38	24
%V	1.1%	1.1%	1.3%	1.0%	1.2%	1.4%	1.0%
%H		98.7%	50.0%	19.7%	80.3%	50.0%	31.6%
TV room	32	32	16	6	27	17	10
%V	0.5%	0.5%	0.6%	0.4%	0.5%	0.6%	0.4%
%H		100.0%	50.0%	18.8%	84.4%	53.1%	31.3%
No specific location	8	8	5	2	6	4	2
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	62.5%	25.0%	75.0%	50.0%	25.0%
Other	29	29	14	7	26	17	8
%V	0.4%	0.4%	0.5%	0.5%	0.5%	0.6%	0.3%
%H		100.0%	48.3%	24.1%	89.7%	58.6%	27.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Midlands
Set level data
Table 3.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6944	6648	2847	1451	5152	2695	2457
%H		95.7%	41.0%	20.9%	74.2%	38.8%	35.4%
PVR	1858	1856	1211	354	1263	928	335
%V	26.8%	27.9%	42.5%	24.4%	24.5%	34.4%	13.6%
%H		99.9%	65.2%	19.1%	68.0%	49.9%	18.0%
DVDR	746	724	303	183	554	295	258
%V	10.7%	10.9%	10.6%	12.6%	10.8%	10.9%	10.5%
%H		97.1%	40.6%	24.5%	74.3%	39.5%	34.6%
VCR	876	812	278	167	633	253	380
%V	12.6%	12.2%	9.8%	11.5%	12.3%	9.4%	15.5%
%H		92.7%	31.7%	19.1%	72.3%	28.9%	43.4%
Any recorder	2882	2805	1489	578	2023	1224	799
%V	41.5%	42.2%	52.3%	39.8%	39.3%	45.4%	32.5%
%H		97.3%	51.7%	20.1%	70.2%	42.5%	27.7%

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	6944	6648	2847	1451	5152	2695	2457
%H		95.7%	41.0%	20.9%	74.2%	38.8%	35.4%
Receives HDTV (via STB or built-in reception)	1408	1408	740	428	1023	746	277
%V	20.3%	21.2%	26.0%	29.5%	19.9%	27.7%	11.3%
%H		100.0%	52.6%	30.4%	72.7%	53.0%	19.7%
DVD/Blu-ray player or recorder	3846	3738	1678	826	2862	1565	1296
%V	55.4%	56.2%	58.9%	56.9%	55.6%	58.1%	52.7%
%H		97.2%	43.6%	21.5%	74.4%	40.7%	33.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Midlands
Set level data
Table 3.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3421	3197	1269	647	2344	1024	1320
%H		93.5%	37.1%	18.9%	68.5%	29.9%	38.6%
Under 20"	104	78	12	12	65	12	54
%V	3.0%	2.4%	0.9%	1.9%	2.8%	1.2%	4.1%
%H		75.0%	11.5%	11.5%	62.5%	11.5%	51.9%
20" - 29"	1030	889	223	151	672	154	517
%V	30.1%	27.8%	17.6%	23.3%	28.7%	15.0%	39.2%
%H		86.3%	21.7%	14.7%	65.2%	15.0%	50.2%
30" - 39"	1373	1327	547	256	977	437	540
%V	40.1%	41.5%	43.1%	39.6%	41.7%	42.7%	40.9%
%H		96.6%	39.8%	18.6%	71.2%	31.8%	39.3%
40" and over	884	877	477	223	613	416	197
%V	25.8%	27.4%	37.6%	34.5%	26.2%	40.6%	14.9%
%H		99.2%	54.0%	25.2%	69.3%	47.1%	22.3%
Don't know	31	26	9	5	16	5	12
%V	0.9%	0.8%	0.7%	0.8%	0.7%	0.5%	0.9%
%H		83.9%	29.0%	16.1%	51.6%	16.1%	38.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Midlands
Set level data
Table 3.16: Main Set Recorders
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3421	3197	1269	647	2344	1024	1320
%H		93.5%	37.1%	18.9%	68.5%	29.9%	38.6%
PVR	1446	1444	898	285	982	691	291
%V	42.3%	45.2%	70.8%	44.0%	41.9%	67.5%	22.0%
%H		99.9%	62.1%	19.7%	67.9%	47.8%	20.1%
DVDR	527	508	207	114	378	181	197
%V	15.4%	15.9%	16.3%	17.6%	16.1%	17.7%	14.9%
%H		96.4%	39.3%	21.6%	71.7%	34.3%	37.4%
VCR	621	564	178	102	437	145	292
%V	18.2%	17.6%	14.0%	15.8%	18.6%	14.2%	22.1%
%H		90.8%	28.7%	16.4%	70.4%	23.3%	47.0%
Any recorder	2086	2017	1032	396	1434	810	624
%V	61.0%	63.1%	81.3%	61.2%	61.2%	79.1%	47.3%
%H		96.7%	49.5%	19.0%	68.7%	38.8%	29.9%

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	3421	3197	1269	647	2344	1024	1320
%H		93.5%	37.1%	18.9%	68.5%	29.9%	38.6%
Receives HDTV (via STB or built-in reception)	1055	1055	554	318	740	534	206
%V	30.8%	33.0%	43.7%	49.1%	31.6%	52.1%	15.6%
%H		100.0%	52.5%	30.1%	70.1%	50.6%	19.5%
DVD/Blu-ray player or recorder	2439	2342	991	483	1704	805	900
%V	71.3%	73.3%	78.1%	74.7%	72.7%	78.6%	68.2%
%H		96.0%	40.6%	19.8%	69.9%	33.0%	36.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3523	3450	1577	803	2808	1671	1137
%H		97.9%	44.8%	22.8%	79.7%	47.4%	32.3%
Under 20"	1764	1715	721	388	1406	774	632
%V	50.1%	49.7%	45.7%	48.3%	50.1%	46.3%	55.6%
%H		97.2%	40.9%	22.0%	79.7%	43.9%	35.8%
20" - 29"	1115	1095	506	256	904	546	358
%V	31.6%	31.7%	32.1%	31.9%	32.2%	32.7%	31.5%
%H		98.2%	45.4%	23.0%	81.1%	49.0%	32.1%
30" - 39"	482	480	271	119	376	273	103
%V	13.7%	13.9%	17.2%	14.8%	13.4%	16.3%	9.1%
%H		99.6%	56.2%	24.7%	78.0%	56.6%	21.4%
40" and over	118	117	66	30	88	62	25
%V	3.3%	3.4%	4.2%	3.7%	3.1%	3.7%	2.2%
%H		99.2%	55.9%	25.4%	74.6%	52.5%	21.2%
Don't know	44	43	13	11	35	16	19
%V	1.2%	1.2%	0.8%	1.4%	1.2%	1.0%	1.7%
%H		97.7%	29.5%	25.0%	79.5%	36.4%	43.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3523	3450	1577	803	2808	1671	1137
%H		97.9%	44.8%	22.8%	79.7%	47.4%	32.3%
PVR	412	412	313	70	280	236	44
%V	11.7%	11.9%	19.8%	8.7%	10.0%	14.1%	3.9%
%H		100.0%	76.0%	17.0%	68.0%	57.3%	10.7%
DVDR	219	216	96	69	176	115	61
%V	6.2%	6.3%	6.1%	8.6%	6.3%	6.9%	5.4%
%H		98.6%	43.8%	31.5%	80.4%	52.5%	27.9%
VCR	254	248	100	65	197	108	88
%V	7.2%	7.2%	6.3%	8.1%	7.0%	6.5%	7.7%
%H		97.6%	39.4%	25.6%	77.6%	42.5%	34.6%
Any recorder	796	788	457	182	589	414	175
%V	22.6%	22.8%	29.0%	22.7%	21.0%	24.8%	15.4%
%H		99.0%	57.4%	22.9%	74.0%	52.0%	22.0%

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	3523	3450	1577	803	2808	1671	1137
%H		97.9%	44.8%	22.8%	79.7%	47.4%	32.3%
Receives HDTV (via STB or built-in reception)	353	353	186	110	283	211	72
%V	10.0%	10.2%	11.8%	13.7%	10.1%	12.6%	6.3%
%H		100.0%	52.7%	31.2%	80.2%	59.8%	20.4%
DVD/Blu-ray player or recorder	1408	1396	687	342	1157	761	397
%V	40.0%	40.5%	43.6%	42.6%	41.2%	45.5%	34.9%
%H		99.1%	48.8%	24.3%	82.2%	54.0%	28.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8285	8070	7715	3530	1726	5505	2909	2596
%H		97.4%	93.1%	42.6%	20.8%	66.4%	35.1%	31.3%
Total Children	1625	1584	1545	830	378	1034	659	375
%V	19.6%	19.6%	20.0%	23.5%	21.9%	18.8%	22.7%	14.4%
%H		97.5%	95.1%	51.1%	23.3%	63.6%	40.6%	23.1%
0 - 3	424	410	394	221	88	245	150	95
%V	5.1%	5.1%	5.1%	6.3%	5.1%	4.5%	5.2%	3.7%
%H		96.7%	92.9%	52.1%	20.8%	57.8%	35.4%	22.4%
4 - 15	1201	1174	1151	609	289	789	509	280
%V	14.5%	14.5%	14.9%	17.3%	16.7%	14.3%	17.5%	10.8%
%H		97.8%	95.8%	50.7%	24.1%	65.7%	42.4%	23.3%
4 - 9	608	595	582	308	143	389	245	144
%V	7.3%	7.4%	7.5%	8.7%	8.3%	7.1%	8.4%	5.5%
%H		97.9%	95.7%	50.7%	23.5%	64.0%	40.3%	23.7%
10 - 15	593	578	570	301	147	400	264	136
%V	7.2%	7.2%	7.4%	8.5%	8.5%	7.3%	9.1%	5.2%
%H		97.5%	96.1%	50.8%	24.8%	67.5%	44.5%	22.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8285	8070	7715	3530	1726	5505	2909	2596
%H		97.4%	93.1%	42.6%	20.8%	66.4%	35.1%	31.3%
Total Adults (16+)	6659	6486	6170	2700	1349	4471	2250	2220
%V	80.4%	80.4%	80.0%	76.5%	78.2%	81.2%	77.3%	85.5%
%H		97.4%	92.7%	40.5%	20.3%	67.1%	33.8%	33.3%
16 - 19	428	421	409	206	114	288	193	95
%V	5.2%	5.2%	5.3%	5.8%	6.6%	5.2%	6.6%	3.7%
%H		98.4%	95.6%	48.1%	26.6%	67.3%	45.1%	22.2%
20 - 24	524	486	460	214	119	313	176	137
%V	6.3%	6.0%	6.0%	6.1%	6.9%	5.7%	6.1%	5.3%
%H		92.7%	87.8%	40.8%	22.7%	59.7%	33.6%	26.1%
25 - 34	1045	999	968	497	241	631	383	248
%V	12.6%	12.4%	12.5%	14.1%	14.0%	11.5%	13.2%	9.6%
%H		95.6%	92.6%	47.6%	23.1%	60.4%	36.7%	23.7%
35 - 44	1127	1094	1071	546	268	719	443	277
%V	13.6%	13.6%	13.9%	15.5%	15.5%	13.1%	15.2%	10.7%
%H		97.1%	95.0%	48.4%	23.8%	63.8%	39.3%	24.6%
45 - 54	1153	1133	1092	508	244	807	453	354
%V	13.9%	14.0%	14.2%	14.4%	14.1%	14.7%	15.6%	13.6%
%H		98.3%	94.7%	44.1%	21.2%	70.0%	39.3%	30.7%
55 - 64	1009	992	949	397	192	712	334	378
%V	12.2%	12.3%	12.3%	11.2%	11.1%	12.9%	11.5%	14.6%
%H		98.3%	94.1%	39.3%	19.0%	70.6%	33.1%	37.5%
65+	1373	1362	1220	331	170	1001	270	731
%V	16.6%	16.9%	15.8%	9.4%	9.8%	18.2%	9.3%	28.2%
%H		99.2%	88.9%	24.1%	12.4%	72.9%	19.7%	53.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6659	6486	6170	2700	1349	4471	2250	2220
%H		97.4%	92.7%	40.5%	20.3%	67.1%	33.8%	33.3%
AB	1474	1447	1391	662	248	1000	499	500
%V	22.1%	22.3%	22.5%	24.5%	18.4%	22.4%	22.2%	22.5%
%H		98.2%	94.4%	44.9%	16.8%	67.8%	33.9%	33.9%
C1	1745	1677	1608	715	388	1177	641	537
%V	26.2%	25.9%	26.1%	26.5%	28.8%	26.3%	28.5%	24.2%
%H		96.1%	92.1%	41.0%	22.2%	67.4%	36.7%	30.8%
C2	1493	1467	1420	640	335	1050	587	463
%V	22.4%	22.6%	23.0%	23.7%	24.8%	23.5%	26.1%	20.9%
%H		98.3%	95.1%	42.9%	22.4%	70.3%	39.3%	31.0%
D	1265	1236	1172	507	262	833	405	428
%V	19.0%	19.1%	19.0%	18.8%	19.4%	18.6%	18.0%	19.3%
%H		97.7%	92.6%	40.1%	20.7%	65.8%	32.0%	33.8%
E	682	658	579	177	116	411	119	292
%V	10.2%	10.1%	9.4%	6.6%	8.6%	9.2%	5.3%	13.2%
%H		96.5%	84.9%	26.0%	17.0%	60.3%	17.4%	42.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Midlands
Individual level data
Table 3.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6659	6486	6170	2700	1349	4471	2250	2220
%H		97.4%	92.7%	40.5%	20.3%	67.1%	33.8%	33.3%
Working full time	2827	2760	2679	1329	638	1893	1139	754
%V	42.5%	42.6%	43.4%	49.2%	47.3%	42.3%	50.6%	34.0%
%H		97.6%	94.8%	47.0%	22.6%	67.0%	40.3%	26.7%
Working part time	735	727	708	345	160	503	286	217
%V	11.0%	11.2%	11.5%	12.8%	11.9%	11.3%	12.7%	9.8%
%H		98.9%	96.3%	46.9%	21.8%	68.4%	38.9%	29.5%
Not working	3097	2998	2783	1025	551	2076	826	1250
%V	46.5%	46.2%	45.1%	38.0%	40.8%	46.4%	36.7%	56.3%
%H		96.8%	89.9%	33.1%	17.8%	67.0%	26.7%	40.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3248	3148	3010	1369	663	2165	1138	1027
%H		96.9%	92.7%	42.1%	20.4%	66.7%	35.0%	31.6%
16 - 19	212	208	203	105	58	146	104	42
%V	6.5%	6.6%	6.7%	7.7%	8.7%	6.7%	9.1%	4.1%
%H		98.1%	95.8%	49.5%	27.4%	68.9%	49.1%	19.8%
20 - 24	269	249	236	112	64	157	90	67
%V	8.3%	7.9%	7.8%	8.2%	9.7%	7.3%	7.9%	6.5%
%H		92.6%	87.7%	41.6%	23.8%	58.4%	33.5%	24.9%
25 - 34	520	492	478	248	118	311	189	122
%V	16.0%	15.6%	15.9%	18.1%	17.8%	14.4%	16.6%	11.9%
%H		94.6%	91.9%	47.7%	22.7%	59.8%	36.3%	23.5%
35 - 44	559	540	526	269	129	354	218	136
%V	17.2%	17.2%	17.5%	19.6%	19.5%	16.4%	19.2%	13.2%
%H		96.6%	94.1%	48.1%	23.1%	63.3%	39.0%	24.3%
45 - 54	564	554	531	248	114	390	214	176
%V	17.4%	17.6%	17.6%	18.1%	17.2%	18.0%	18.8%	17.1%
%H		98.2%	94.1%	44.0%	20.2%	69.1%	37.9%	31.2%
55 - 64	503	492	473	208	94	355	176	178
%V	15.5%	15.6%	15.7%	15.2%	14.2%	16.4%	15.5%	17.3%
%H		97.8%	94.0%	41.4%	18.7%	70.6%	35.0%	35.4%
65+	620	614	563	178	87	452	147	305
%V	19.1%	19.5%	18.7%	13.0%	13.1%	20.9%	12.9%	29.7%
%H		99.0%	90.8%	28.7%	14.0%	72.9%	23.7%	49.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3248	3148	3010	1369	663	2165	1138	1027
%H		96.9%	92.7%	42.1%	20.4%	66.7%	35.0%	31.6%
AB	731	719	694	338	122	498	256	242
%V	22.5%	22.8%	23.1%	24.7%	18.4%	23.0%	22.5%	23.6%
%H		98.4%	94.9%	46.2%	16.7%	68.1%	35.0%	33.1%
C1	817	778	750	349	189	537	310	227
%V	25.2%	24.7%	24.9%	25.5%	28.5%	24.8%	27.2%	22.1%
%H		95.2%	91.8%	42.7%	23.1%	65.7%	37.9%	27.8%
C2	811	796	769	347	181	568	316	252
%V	25.0%	25.3%	25.5%	25.3%	27.3%	26.2%	27.8%	24.5%
%H		98.2%	94.8%	42.8%	22.3%	70.0%	39.0%	31.1%
D	604	587	557	252	125	390	199	191
%V	18.6%	18.6%	18.5%	18.4%	18.9%	18.0%	17.5%	18.6%
%H		97.2%	92.2%	41.7%	20.7%	64.6%	32.9%	31.6%
E	284	269	241	83	47	171	56	115
%V	8.7%	8.5%	8.0%	6.1%	7.1%	7.9%	4.9%	11.2%
%H		94.7%	84.9%	29.2%	16.5%	60.2%	19.7%	40.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Midlands
Individual level data
Table 3.27: Working Status (Males 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3248	3148	3010	1369	663	2165	1138	1027
%H		96.9%	92.7%	42.1%	20.4%	66.7%	35.0%	31.6%
Working full time	1799	1755	1702	859	395	1193	718	475
%V	55.4%	55.7%	56.5%	62.7%	59.6%	55.1%	63.1%	46.3%
%H		97.6%	94.6%	47.7%	22.0%	66.3%	39.9%	26.4%
Working part time	140	139	136	70	28	90	50	41
%V	4.3%	4.4%	4.5%	5.1%	4.2%	4.2%	4.4%	4.0%
%H		99.3%	97.1%	50.0%	20.0%	64.3%	35.7%	29.3%
Not working	1308	1255	1173	440	240	881	370	511
%V	40.3%	39.9%	39.0%	32.1%	36.2%	40.7%	32.5%	49.8%
%H		95.9%	89.7%	33.6%	18.3%	67.4%	28.3%	39.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3412	3338	3160	1331	685	2306	1113	1193
%H		97.8%	92.6%	39.0%	20.1%	67.6%	32.6%	35.0%
16 - 19	215	213	206	100	56	142	88	54
%V	6.3%	6.4%	6.5%	7.5%	8.2%	6.2%	7.9%	4.5%
%H		99.1%	95.8%	46.5%	26.0%	66.0%	40.9%	25.1%
20 - 24	256	237	225	102	55	155	86	70
%V	7.5%	7.1%	7.1%	7.7%	8.0%	6.7%	7.7%	5.9%
%H		92.6%	87.9%	39.8%	21.5%	60.5%	33.6%	27.3%
25 - 34	526	507	490	249	123	320	194	126
%V	15.4%	15.2%	15.5%	18.7%	18.0%	13.9%	17.4%	10.6%
%H		96.4%	93.2%	47.3%	23.4%	60.8%	36.9%	24.0%
35 - 44	568	554	544	277	139	365	225	141
%V	16.6%	16.6%	17.2%	20.8%	20.3%	15.8%	20.2%	11.8%
%H		97.5%	95.8%	48.8%	24.5%	64.3%	39.6%	24.8%
45 - 54	589	579	561	260	130	417	239	178
%V	17.3%	17.3%	17.8%	19.5%	19.0%	18.1%	21.5%	14.9%
%H		98.3%	95.2%	44.1%	22.1%	70.8%	40.6%	30.2%
55 - 64	506	500	477	189	98	357	157	200
%V	14.8%	15.0%	15.1%	14.2%	14.3%	15.5%	14.1%	16.8%
%H		98.8%	94.3%	37.4%	19.4%	70.6%	31.0%	39.5%
65+	753	748	657	153	83	549	123	426
%V	22.1%	22.4%	20.8%	11.5%	12.1%	23.8%	11.1%	35.7%
%H		99.3%	87.3%	20.3%	11.0%	72.9%	16.3%	56.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3412	3338	3160	1331	685	2306	1113	1193
%H		97.8%	92.6%	39.0%	20.1%	67.6%	32.6%	35.0%
AB	743	729	697	324	126	501	243	258
%V	21.8%	21.8%	22.1%	24.3%	18.4%	21.7%	21.8%	21.6%
%H		98.1%	93.8%	43.6%	17.0%	67.4%	32.7%	34.7%
C1	927	899	858	366	199	640	331	309
%V	27.2%	26.9%	27.2%	27.5%	29.1%	27.8%	29.7%	25.9%
%H		97.0%	92.6%	39.5%	21.5%	69.0%	35.7%	33.3%
C2	682	671	652	293	155	482	271	212
%V	20.0%	20.1%	20.6%	22.0%	22.6%	20.9%	24.3%	17.8%
%H		98.4%	95.6%	43.0%	22.7%	70.7%	39.7%	31.1%
D	662	649	615	255	137	443	205	237
%V	19.4%	19.4%	19.5%	19.2%	20.0%	19.2%	18.4%	19.9%
%H		98.0%	92.9%	38.5%	20.7%	66.9%	31.0%	35.8%
E	398	389	338	94	69	240	63	177
%V	11.7%	11.7%	10.7%	7.1%	10.1%	10.4%	5.7%	14.8%
%H		97.7%	84.9%	23.6%	17.3%	60.3%	15.8%	44.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3412	3338	3160	1331	685	2306	1113	1193
%H		97.8%	92.6%	39.0%	20.1%	67.6%	32.6%	35.0%
Working full time	1028	1006	977	471	243	699	421	279
%V	30.1%	30.1%	30.9%	35.4%	35.5%	30.3%	37.8%	23.4%
%H		97.9%	95.0%	45.8%	23.6%	68.0%	41.0%	27.1%
Working part time	595	589	572	275	132	413	236	176
%V	17.4%	17.6%	18.1%	20.7%	19.3%	17.9%	21.2%	14.8%
%H		99.0%	96.1%	46.2%	22.2%	69.4%	39.7%	29.6%
Not working	1789	1743	1610	585	310	1194	456	739
%V	52.4%	52.2%	50.9%	44.0%	45.3%	51.8%	41.0%	61.9%
%H		97.4%	90.0%	32.7%	17.3%	66.7%	25.5%	41.3%

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	1922	1866	1733	810	263	1163	475	688
%H (All HH)		97.1%	90.2%	42.1%	13.7%	60.5%	24.7%	35.8%
%H (TV HH)			92.9%	43.4%	14.1%	62.3%	25.5%	36.9%
AB	452	444	422	202	70	269	112	157
%V	23.5%	23.8%	24.4%	24.9%	26.6%	23.1%	23.6%	22.8%
%H (All HH)		98.2%	93.4%	44.7%	15.5%	59.5%	24.8%	34.7%
%H (TV HH)			95.0%	45.5%	15.8%	60.6%	25.2%	35.4%
C1	523	505	473	240	70	321	149	172
%V	27.2%	27.1%	27.3%	29.6%	26.6%	27.6%	31.4%	25.0%
%H (All HH)		96.6%	90.4%	45.9%	13.4%	61.4%	28.5%	32.9%
%H (TV HH)			93.7%	47.5%	13.9%	63.6%	29.5%	34.1%
C2	416	411	388	197	52	262	116	146
%V	21.6%	22.0%	22.4%	24.3%	19.8%	22.5%	24.4%	21.2%
%H (All HH)		98.8%	93.3%	47.4%	12.5%	63.0%	27.9%	35.1%
%H (TV HH)			94.4%	47.9%	12.7%	63.7%	28.2%	35.5%
D	310	293	271	122	42	181	70	111
%V	16.1%	15.7%	15.6%	15.1%	16.0%	15.6%	14.7%	16.1%
%H (All HH)		94.5%	87.4%	39.4%	13.5%	58.4%	22.6%	35.8%
%H (TV HH)			92.5%	41.6%	14.3%	61.8%	23.9%	37.9%
E	221	213	178	49	29	131	29	102
%V	11.5%	11.4%	10.3%	6.0%	11.0%	11.3%	6.1%	14.8%
%H (All HH)		96.4%	80.5%	22.2%	13.1%	59.3%	13.1%	46.2%
%H (TV HH)			83.6%	23.0%	13.6%	61.5%	13.6%	47.9%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1922	1866	1733	810	263	1163	475	688
%V (All HH)		97.1%	90.2%	42.1%	13.7%	60.5%	24.7%	35.8%
%H (TV HH)			92.9%	43.4%	14.1%	62.3%	25.5%	36.9%
Under 25	87	82	72	32	13	42	15	27
%V	4.5%	4.4%	4.2%	4.0%	4.9%	3.6%	3.2%	3.9%
%H (All HH)		94.3%	82.8%	36.8%	14.9%	48.3%	17.2%	31.0%
%H (TV HH)			87.8%	39.0%	15.9%	51.2%	18.3%	32.9%
25 - 34	271	248	230	108	48	129	53	76
%V	14.1%	13.3%	13.3%	13.3%	18.3%	11.1%	11.2%	11.0%
%H (All HH)		91.5%	84.9%	39.9%	17.7%	47.6%	19.6%	28.0%
%H (TV HH)			92.7%	43.5%	19.4%	52.0%	21.4%	30.6%
35 - 44	356	345	335	195	54	205	113	92
%V	18.5%	18.5%	19.3%	24.1%	20.5%	17.6%	23.8%	13.4%
%H (All HH)		96.9%	94.1%	54.8%	15.2%	57.6%	31.7%	25.8%
%H (TV HH)			97.1%	56.5%	15.7%	59.4%	32.8%	26.7%
45 - 54	367	357	347	183	61	224	113	112
%V	19.1%	19.1%	20.0%	22.6%	23.2%	19.3%	23.8%	16.3%
%H (All HH)		97.3%	94.6%	49.9%	16.6%	61.0%	30.8%	30.5%
%H (TV HH)			97.2%	51.3%	17.1%	62.7%	31.7%	31.4%
55 - 64	342	340	323	150	52	225	96	129
%V	17.8%	18.2%	18.6%	18.5%	19.8%	19.3%	20.2%	18.8%
%H (All HH)		99.4%	94.4%	43.9%	15.2%	65.8%	28.1%	37.7%
%H (TV HH)			95.0%	44.1%	15.3%	66.2%	28.2%	37.9%
65 +	499	494	427	142	35	338	86	252
%V	26.0%	26.5%	24.6%	17.5%	13.3%	29.1%	18.1%	36.6%
%H (All HH)		99.0%	85.6%	28.5%	7.0%	67.7%	17.2%	50.5%
%H (TV HH)			86.4%	28.7%	7.1%	68.4%	17.4%	51.0%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC East

Household level data

Table 4.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1922	1866	1733	810	263	1163	475	688
%H (All HH)		97.1%	90.2%	42.1%	13.7%	60.5%	24.7%	35.8%
%H (TV HH)			92.9%	43.4%	14.1%	62.3%	25.5%	36.9%
1	625	594	504	161	70	347	73	274
%V	32.5%	31.8%	29.1%	19.9%	26.6%	29.8%	15.4%	39.8%
%H (All HH)		95.0%	80.6%	25.8%	11.2%	55.5%	11.7%	43.8%
%H (TV HH)			84.8%	27.1%	11.8%	58.4%	12.3%	46.1%
2	634	626	596	282	84	408	169	240
%V	33.0%	33.5%	34.4%	34.8%	31.9%	35.1%	35.6%	34.9%
%H (All HH)		98.7%	94.0%	44.5%	13.2%	64.4%	26.7%	37.9%
%H (TV HH)			95.2%	45.0%	13.4%	65.2%	27.0%	38.3%
3	279	270	262	142	55	166	94	72
%V	14.5%	14.5%	15.1%	17.5%	20.9%	14.3%	19.8%	10.5%
%H (All HH)		96.8%	93.9%	50.9%	19.7%	59.5%	33.7%	25.8%
%H (TV HH)			97.0%	52.6%	20.4%	61.5%	34.8%	26.7%
4	250	248	246	143	37	166	93	72
%V	13.0%	13.3%	14.2%	17.7%	14.1%	14.3%	19.6%	10.5%
%H (All HH)		99.2%	98.4%	57.2%	14.8%	66.4%	37.2%	28.8%
%H (TV HH)			99.2%	57.7%	14.9%	66.9%	37.5%	29.0%
5+	133	128	125	81	18	76	46	29
%V	6.9%	6.9%	7.2%	10.0%	6.8%	6.5%	9.7%	4.2%
%H (All HH)		96.2%	94.0%	60.9%	13.5%	57.1%	34.6%	21.8%
%H (TV HH)			97.7%	63.3%	14.1%	59.4%	35.9%	22.7%
Average HH size	2.31	2.32	2.38	2.67	2.43	2.34	2.75	2.06

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 2010 - June 2011

BBC East

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1922	1866	1733	810	263	1163	475	688
%H (All HH)		97.1%	90.2%	42.1%	13.7%	60.5%	24.7%	35.8%
%H (TV HH)			92.9%	43.4%	14.1%	62.3%	25.5%	36.9%
Without	1437	1392	1271	543	191	879	324	555
%V	74.8%	74.6%	73.3%	67.0%	72.6%	75.6%	68.2%	80.7%
%H (All HH)		96.9%	88.4%	37.8%	13.3%	61.2%	22.5%	38.6%
%H (TV HH)			91.3%	39.0%	13.7%	63.1%	23.3%	39.9%
With	485	475	462	266	72	284	151	133
%V	25.2%	25.5%	26.7%	32.8%	27.4%	24.4%	31.8%	19.3%
%H (All HH)		97.9%	95.3%	54.8%	14.8%	58.6%	31.1%	27.4%
%H (TV HH)			97.3%	56.0%	15.2%	59.8%	31.8%	28.0%
0 - 3	192	186	180	93	29	106	45	61
%V	10.0%	10.0%	10.4%	11.5%	11.0%	9.1%	9.5%	8.9%
%H (All HH)		96.9%	93.8%	48.4%	15.1%	55.2%	23.4%	31.8%
%H (TV HH)			96.8%	50.0%	15.6%	57.0%	24.2%	32.8%
4 - 9	244	240	233	132	37	149	81	68
%V	12.7%	12.9%	13.4%	16.3%	14.1%	12.8%	17.1%	9.9%
%H (All HH)		98.4%	95.5%	54.1%	15.2%	61.1%	33.2%	27.9%
%H (TV HH)			97.1%	55.0%	15.4%	62.1%	33.8%	28.3%
10 - 15	234	233	230	144	36	146	90	56
%V	12.2%	12.5%	13.3%	17.8%	13.7%	12.6%	18.9%	8.1%
%H (All HH)		99.6%	98.3%	61.5%	15.4%	62.4%	38.5%	23.9%
%H (TV HH)			98.7%	61.8%	15.5%	62.7%	38.6%	24.0%

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 2010 - June 2011

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1922	1866	1733	810	263	1163	475	688
%H (All HH)		97.1%	90.2%	42.1%	13.7%	60.5%	24.7%	35.8%
%H (TV HH)			92.9%	43.4%	14.1%	62.3%	25.5%	36.9%
1	718	718	626	232	108	363	76	287
%V	37.4%	38.5%	36.1%	28.6%	41.1%	31.2%	16.0%	41.7%
%H (All HH)		100.0%	87.2%	32.3%	15.0%	50.6%	10.6%	40.0%
%H (TV HH)			87.2%	32.3%	15.0%	50.6%	10.6%	40.0%
2	651	651	620	294	75	434	176	258
%V	33.9%	34.9%	35.8%	36.3%	28.5%	37.3%	37.1%	37.5%
%H (All HH)		100.0%	95.2%	45.2%	11.5%	66.7%	27.0%	39.6%
%H (TV HH)			95.2%	45.2%	11.5%	66.7%	27.0%	39.6%
3	297	297	287	157	49	209	118	92
%V	15.5%	15.9%	16.6%	19.4%	18.6%	18.0%	24.8%	13.4%
%H (All HH)		100.0%	96.6%	52.9%	16.5%	70.4%	39.7%	31.0%
%H (TV HH)			96.6%	52.9%	16.5%	70.4%	39.7%	31.0%
4	127	127	125	76	21	96	63	33
%V	6.6%	6.8%	7.2%	9.4%	8.0%	8.3%	13.3%	4.8%
%H (All HH)		100.0%	98.4%	59.8%	16.5%	75.6%	49.6%	26.0%
%H (TV HH)			98.4%	59.8%	16.5%	75.6%	49.6%	26.0%
5+	74	74	74	50	9	61	43	18
%V	3.9%	4.0%	4.3%	6.2%	3.4%	5.2%	9.1%	2.6%
%H (All HH)		100.0%	100.0%	67.6%	12.2%	82.4%	58.1%	24.3%
%H (TV HH)			100.0%	67.6%	12.2%	82.4%	58.1%	24.3%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC East

Household level data

Table 4.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1922	1866	1733	810	263	1163	475	688
%H (All HH)		97.1%	90.2%	42.1%	13.7%	60.5%	24.7%	35.8%
%H (TV HH)			92.9%	43.4%	14.1%	62.3%	25.5%	36.9%
Under 20"	840	840	791	377	113	582	264	318
%V	43.7%	45.0%	45.6%	46.5%	43.0%	50.0%	55.6%	46.2%
%H (All HH)		100.0%	94.2%	44.9%	13.5%	69.3%	31.4%	37.9%
%H (TV HH)			94.2%	44.9%	13.5%	69.3%	31.4%	37.9%
20" - 29"	895	895	814	346	130	591	233	358
%V	46.6%	48.0%	47.0%	42.7%	49.4%	50.8%	49.1%	52.0%
%H (All HH)		100.0%	90.9%	38.7%	14.5%	66.0%	26.0%	40.0%
%H (TV HH)			90.9%	38.7%	14.5%	66.0%	26.0%	40.0%
30" - 39"	853	853	825	437	122	551	269	282
%V	44.4%	45.7%	47.6%	54.0%	46.4%	47.4%	56.6%	41.0%
%H (All HH)		100.0%	96.7%	51.2%	14.3%	64.6%	31.5%	33.1%
%H (TV HH)			96.7%	51.2%	14.3%	64.6%	31.5%	33.1%
40" and over	469	469	465	290	73	294	185	110
%V	24.4%	25.1%	26.8%	35.8%	27.8%	25.3%	38.9%	16.0%
%H (All HH)		100.0%	99.1%	61.8%	15.6%	62.7%	39.4%	23.5%
%H (TV HH)			99.1%	61.8%	15.6%	62.7%	39.4%	23.5%

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 2010 - June 2011

BBC East

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1922	1866	1733	810	263	1163	475	688
%H (All HH)		97.1%	90.2%	42.1%	13.7%	60.5%	24.7%	35.8%
%H (TV HH)			92.9%	43.4%	14.1%	62.3%	25.5%	36.9%
Main living room	1840	1840	1711	800	262	1146	470	676
%V	95.7%	98.6%	98.7%	98.8%	99.6%	98.5%	98.9%	98.3%
%H (All HH)		100.0%	93.0%	43.5%	14.2%	62.3%	25.5%	36.7%
%H (TV HH)			93.0%	43.5%	14.2%	62.3%	25.5%	36.7%
Kitchen	306	306	299	161	33	233	120	113
%V	15.9%	16.4%	17.3%	19.9%	12.5%	20.0%	25.3%	16.4%
%H (All HH)		100.0%	97.7%	52.6%	10.8%	76.1%	39.2%	36.9%
%H (TV HH)			97.7%	52.6%	10.8%	76.1%	39.2%	36.9%
Adult's bedroom	860	860	828	438	128	599	316	283
%V	44.7%	46.1%	47.8%	54.1%	48.7%	51.5%	66.5%	41.1%
%H (All HH)		100.0%	96.3%	50.9%	14.9%	69.7%	36.7%	32.9%
%H (TV HH)			96.3%	50.9%	14.9%	69.7%	36.7%	32.9%
Child's bedroom	165	165	163	98	28	121	78	44
%V	8.6%	8.8%	9.4%	12.1%	10.6%	10.4%	16.4%	6.4%
%H (All HH)		100.0%	98.8%	59.4%	17.0%	73.3%	47.3%	26.7%
%H (TV HH)			98.8%	59.4%	17.0%	73.3%	47.3%	26.7%
Other bedroom	93	93	91	60	12	58	35	23
%V	4.8%	5.0%	5.3%	7.4%	4.6%	5.0%	7.4%	3.3%
%H (All HH)		100.0%	97.8%	64.5%	12.9%	62.4%	37.6%	24.7%
%H (TV HH)			97.8%	64.5%	12.9%	62.4%	37.6%	24.7%
Second living/dining room	188	188	179	90	21	140	66	74
%V	9.8%	10.1%	10.3%	11.1%	8.0%	12.0%	13.9%	10.8%
%H (All HH)		100.0%	95.2%	47.9%	11.2%	74.5%	35.1%	39.4%
%H (TV HH)			95.2%	47.9%	11.2%	74.5%	35.1%	39.4%
Study/office	44	44	43	30	5	30	19	10
%V	2.3%	2.4%	2.5%	3.7%	1.9%	2.6%	4.0%	1.5%
%H (All HH)		100.0%	97.7%	68.2%	11.4%	68.2%	43.2%	22.7%
%H (TV HH)			97.7%	68.2%	11.4%	68.2%	43.2%	22.7%
TV room	17	17	17	12	1	11	6	5
%V	0.9%	0.9%	1.0%	1.5%	0.4%	0.9%	1.3%	0.7%
%H (All HH)		100.0%	100.0%	70.6%	5.9%	64.7%	35.3%	29.4%
%H (TV HH)			100.0%	70.6%	5.9%	64.7%	35.3%	29.4%
No specific location	5	5	4	3	0	2	1	1
%V	0.3%	0.3%	0.2%	0.4%	0.0%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	80.0%	60.0%	0.0%	40.0%	20.0%	20.0%
%H (TV HH)			80.0%	60.0%	0.0%	40.0%	20.0%	20.0%
Other	24	24	24	17	1	20	14	6
%V	1.2%	1.3%	1.4%	2.1%	0.4%	1.7%	2.9%	0.9%
%H (All HH)		100.0%	100.0%	70.8%	4.2%	83.3%	58.3%	25.0%
%H (TV HH)			100.0%	70.8%	4.2%	83.3%	58.3%	25.0%

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 2010 - June 2011

BBC East

Household level data

Table 4.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1922	1866	1733	810	263	1163	475	688
%H (All HH)		97.1%	90.2%	42.1%	13.7%	60.5%	24.7%	35.8%
%H (TV HH)			92.9%	43.4%	14.1%	62.3%	25.5%	36.9%
PVR	831	831	831	567	126	498	341	158
%V	43.2%	44.5%	48.0%	70.0%	47.9%	42.8%	71.8%	23.0%
%H (All HH)		100.0%	100.0%	68.2%	15.2%	59.9%	41.0%	19.0%
%H (TV HH)			100.0%	68.2%	15.2%	59.9%	41.0%	19.0%
DVDR	365	365	350	184	41	243	114	130
%V	19.0%	19.6%	20.2%	22.7%	15.6%	20.9%	24.0%	18.9%
%H (All HH)		100.0%	95.9%	50.4%	11.2%	66.6%	31.2%	35.6%
%H (TV HH)			95.9%	50.4%	11.2%	66.6%	31.2%	35.6%
VCR	334	334	310	130	52	217	85	132
%V	17.4%	17.9%	17.9%	16.0%	19.8%	18.7%	17.9%	19.2%
%H (All HH)		100.0%	92.8%	38.9%	15.6%	65.0%	25.4%	39.5%
%H (TV HH)			92.8%	38.9%	15.6%	65.0%	25.4%	39.5%
Any recorder	1130	1130	1098	640	162	699	380	319
%V	58.8%	60.6%	63.4%	79.0%	61.6%	60.1%	80.0%	46.4%
%H (All HH)		100.0%	97.2%	56.6%	14.3%	61.9%	33.6%	28.2%
%H (TV HH)			97.2%	56.6%	14.3%	61.9%	33.6%	28.2%

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 2010 - June 2011
BBC East
Household level data
Table 4.9: Other TV equipment
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1922	1866	1733	810	263	1163	475	688
%H (All HH)		97.1%	90.2%	42.1%	13.7%	60.5%	24.7%	35.8%
%H (TV HH)			92.9%	43.4%	14.1%	62.3%	25.5%	36.9%
Receives HDTV (via STB or built-in reception)	605	605	605	357	128	372	239	133
%V	31.5%	32.4%	34.9%	44.1%	48.7%	32.0%	50.3%	19.3%
%H (All HH)		100.0%	100.0%	59.0%	21.2%	61.5%	39.5%	22.0%
%H (TV HH)			100.0%	59.0%	21.2%	61.5%	39.5%	22.0%
DVD/Blu-ray player or recorder	1314	1314	1263	646	201	835	393	442
%V	68.4%	70.4%	72.9%	79.8%	76.4%	71.8%	82.7%	64.2%
%H (All HH)		100.0%	96.1%	49.2%	15.3%	63.5%	29.9%	33.6%
%H (TV HH)			96.1%	49.2%	15.3%	63.5%	29.9%	33.6%

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 2010 - June 2011

BBC East

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1922	1866	1733	810	263	1163	475	688
%H (All HH)		97.1%	90.2%	42.1%	13.7%	60.5%	24.7%	35.8%
%H (TV HH)			92.9%	43.4%	14.1%	62.3%	25.5%	36.9%
Has PC or Laptop	1451	1410	1363	703	228	877	419	458
%V	75.5%	75.6%	78.6%	86.8%	86.7%	75.4%	88.2%	66.6%
%H (All HH)		97.2%	93.9%	48.4%	15.7%	60.4%	28.9%	31.6%
%H (TV HH)			96.7%	49.9%	16.2%	62.2%	29.7%	32.5%
Has broadband internet	1330	1295	1258	666	217	799	399	401
%V	69.2%	69.4%	72.6%	82.2%	82.5%	68.7%	84.0%	58.3%
%H (All HH)		97.4%	94.6%	50.1%	16.3%	60.1%	30.0%	30.2%
%H (TV HH)			97.1%	51.4%	16.8%	61.7%	30.8%	31.0%

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 2010 - June 2011
BBC East
Set level data
Table 4.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3813	3625	1867	538	2566	1259	1307
%H		95.1%	49.0%	14.1%	67.3%	33.0%	34.3%
Under 20"	1178	1114	560	149	838	407	431
%V	30.9%	30.7%	30.0%	27.7%	32.7%	32.3%	33.0%
%H		94.6%	47.5%	12.6%	71.1%	34.6%	36.6%
20" - 29"	1115	1029	460	173	748	319	429
%V	29.2%	28.4%	24.6%	32.2%	29.2%	25.3%	32.8%
%H		92.3%	41.3%	15.5%	67.1%	28.6%	38.5%
30" - 39"	962	932	505	135	622	313	309
%V	25.2%	25.7%	27.0%	25.1%	24.2%	24.9%	23.6%
%H		96.9%	52.5%	14.0%	64.7%	32.5%	32.1%
40" and over	509	505	322	77	320	203	117
%V	13.3%	13.9%	17.2%	14.3%	12.5%	16.1%	9.0%
%H		99.2%	63.3%	15.1%	62.9%	39.9%	23.0%
Don't know	49	45	20	4	38	17	21
%V	1.3%	1.2%	1.1%	0.7%	1.5%	1.4%	1.6%
%H		91.8%	40.8%	8.2%	77.6%	34.7%	42.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC East

Set level data

Table 4.12: 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	3813	3625	1867	538	2566	1259	1307
%H		95.1%	49.0%	14.1%	67.3%	33.0%	34.3%
Main living room	1859	1731	810	262	1159	473	686
%V	48.8%	47.8%	43.4%	48.7%	45.2%	37.6%	52.5%
%H		93.1%	43.6%	14.1%	62.3%	25.4%	36.9%
Kitchen	308	301	163	33	234	121	113
%V	8.1%	8.3%	8.7%	6.1%	9.1%	9.6%	8.6%
%H		97.7%	52.9%	10.7%	76.0%	39.3%	36.7%
Adult's bedroom	1036	1003	535	164	737	404	332
%V	27.2%	27.7%	28.7%	30.5%	28.7%	32.1%	25.4%
%H		96.8%	51.6%	15.8%	71.1%	39.0%	32.0%
Child's bedroom	216	213	130	37	161	106	56
%V	5.7%	5.9%	7.0%	6.9%	6.3%	8.4%	4.3%
%H		98.6%	60.2%	17.1%	74.5%	49.1%	25.9%
Other bedroom	110	108	74	15	72	47	25
%V	2.9%	3.0%	4.0%	2.8%	2.8%	3.7%	1.9%
%H		98.2%	67.3%	13.6%	65.5%	42.7%	22.7%
Second living/dining room	191	179	90	21	141	66	75
%V	5.0%	4.9%	4.8%	3.9%	5.5%	5.2%	5.7%
%H		93.7%	47.1%	11.0%	73.8%	34.6%	39.3%
Study/office	46	45	31	5	30	19	10
%V	1.2%	1.2%	1.7%	0.9%	1.2%	1.5%	0.8%
%H		97.8%	67.4%	10.9%	65.2%	41.3%	21.7%
TV room	17	17	12	1	11	6	5
%V	0.4%	0.5%	0.6%	0.2%	0.4%	0.5%	0.4%
%H		100.0%	70.6%	5.9%	64.7%	35.3%	29.4%
No specific location	5	4	3	0	2	1	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.1%	0.1%
%H		80.0%	60.0%	0.0%	40.0%	20.0%	20.0%
Other	25	24	18	1	20	14	6
%V	0.7%	0.7%	1.0%	0.2%	0.8%	1.1%	0.5%
%H		96.0%	72.0%	4.0%	80.0%	56.0%	24.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3813	3625	1867	538	2566	1259	1307
%H		95.1%	49.0%	14.1%	67.3%	33.0%	34.3%
PVR	1068	1068	779	143	620	448	172
%V	28.0%	29.5%	41.7%	26.6%	24.2%	35.6%	13.2%
%H		100.0%	72.9%	13.4%	58.1%	41.9%	16.1%
DVDR	425	409	223	48	286	142	145
%V	11.1%	11.3%	11.9%	8.9%	11.1%	11.3%	11.1%
%H		96.2%	52.5%	11.3%	67.3%	33.4%	34.1%
VCR	383	355	153	57	252	102	150
%V	10.0%	9.8%	8.2%	10.6%	9.8%	8.1%	11.5%
%H		92.7%	39.9%	14.9%	65.8%	26.6%	39.2%
Any recorder	1528	1490	932	203	946	557	388
%V	40.1%	41.1%	49.9%	37.7%	36.9%	44.2%	29.7%
%H		97.5%	61.0%	13.3%	61.9%	36.5%	25.4%

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	3813	3625	1867	538	2566	1259	1307
%H		95.1%	49.0%	14.1%	67.3%	33.0%	34.3%
Receives HDTV (via STB or built-in reception)	772	772	475	154	481	321	161
%V	20.2%	21.3%	25.4%	28.6%	18.7%	25.5%	12.3%
%H		100.0%	61.5%	19.9%	62.3%	41.6%	20.9%
DVD/Blu-ray player or recorder	1887	1828	990	289	1258	666	593
%V	49.5%	50.4%	53.0%	53.7%	49.0%	52.9%	45.4%
%H		96.9%	52.5%	15.3%	66.7%	35.3%	31.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC East
Set level data
Table 4.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1865	1732	810	263	1162	475	687
%H		92.9%	43.4%	14.1%	62.3%	25.5%	36.8%
Under 20"	92	72	17	15	52	11	40
%V	4.9%	4.2%	2.1%	5.7%	4.5%	2.3%	5.8%
%H		78.3%	18.5%	16.3%	56.5%	12.0%	43.5%
20" - 29"	569	491	157	69	346	72	274
%V	30.5%	28.3%	19.4%	26.2%	29.8%	15.2%	39.9%
%H		86.3%	27.6%	12.1%	60.8%	12.7%	48.2%
30" - 39"	724	698	346	107	462	207	255
%V	38.8%	40.3%	42.7%	40.7%	39.8%	43.6%	37.1%
%H		96.4%	47.8%	14.8%	63.8%	28.6%	35.2%
40" and over	455	452	283	72	284	179	105
%V	24.4%	26.1%	34.9%	27.4%	24.4%	37.7%	15.3%
%H		99.3%	62.2%	15.8%	62.4%	39.3%	23.1%
Don't know	24	20	7	1	18	7	12
%V	1.3%	1.2%	0.9%	0.4%	1.5%	1.5%	1.7%
%H		83.3%	29.2%	4.2%	75.0%	29.2%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1865	1732	810	263	1162	475	687
%H		92.9%	43.4%	14.1%	62.3%	25.5%	36.8%
PVR	798	798	550	119	472	326	147
%V	42.8%	46.1%	67.9%	45.2%	40.6%	68.6%	21.4%
%H		100.0%	68.9%	14.9%	59.1%	40.9%	18.4%
DVDR	311	299	155	31	204	87	117
%V	16.7%	17.3%	19.1%	11.8%	17.6%	18.3%	17.0%
%H		96.1%	49.8%	10.0%	65.6%	28.0%	37.6%
VCR	271	250	101	44	174	66	109
%V	14.5%	14.4%	12.5%	16.7%	15.0%	13.9%	15.9%
%H		92.3%	37.3%	16.2%	64.2%	24.4%	40.2%
Any recorder	1084	1054	620	154	667	365	302
%V	58.1%	60.9%	76.5%	58.6%	57.4%	76.8%	44.0%
%H		97.2%	57.2%	14.2%	61.5%	33.7%	27.9%

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	1865	1732	810	263	1162	475	687
%H		92.9%	43.4%	14.1%	62.3%	25.5%	36.8%
Receives HDTV (via STB or built-in reception)	571	571	338	124	347	224	123
%V	30.6%	33.0%	41.7%	47.1%	29.9%	47.2%	17.9%
%H		100.0%	59.2%	21.7%	60.8%	39.2%	21.5%
DVD/Blu-ray player or recorder	1222	1175	599	188	771	361	410
%V	65.5%	67.8%	74.0%	71.5%	66.4%	76.0%	59.7%
%H		96.2%	49.0%	15.4%	63.1%	29.5%	33.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1948	1893	1058	275	1404	784	621
%H		97.2%	54.3%	14.1%	72.1%	40.2%	31.9%
Under 20"	1086	1042	543	135	786	396	390
%V	55.7%	55.0%	51.3%	49.1%	56.0%	50.5%	62.8%
%H		95.9%	50.0%	12.4%	72.4%	36.5%	35.9%
20" - 29"	546	538	303	104	402	246	155
%V	28.0%	28.4%	28.6%	37.8%	28.6%	31.4%	25.0%
%H		98.5%	55.5%	19.0%	73.6%	45.1%	28.4%
30" - 39"	237	233	159	28	160	107	54
%V	12.2%	12.3%	15.0%	10.2%	11.4%	13.6%	8.7%
%H		98.3%	67.1%	11.8%	67.5%	45.1%	22.8%
40" and over	54	54	39	5	36	25	12
%V	2.8%	2.9%	3.7%	1.8%	2.6%	3.2%	1.9%
%H		100.0%	72.2%	9.3%	66.7%	46.3%	22.2%
Don't know	25	25	13	3	20	10	10
%V	1.3%	1.3%	1.2%	1.1%	1.4%	1.3%	1.6%
%H		100.0%	52.0%	12.0%	80.0%	40.0%	40.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1948	1893	1058	275	1404	784	621
%H		97.2%	54.3%	14.1%	72.1%	40.2%	31.9%
PVR	270	270	229	23	148	123	25
%V	13.9%	14.3%	21.6%	8.4%	10.5%	15.7%	4.0%
%H		100.0%	84.8%	8.5%	54.8%	45.6%	9.3%
DVDR	113	110	68	17	83	55	28
%V	5.8%	5.8%	6.4%	6.2%	5.9%	7.0%	4.5%
%H		97.3%	60.2%	15.0%	73.5%	48.7%	24.8%
VCR	113	105	53	13	78	36	41
%V	5.8%	5.5%	5.0%	4.7%	5.6%	4.6%	6.6%
%H		92.9%	46.9%	11.5%	69.0%	31.9%	36.3%
Any recorder	445	436	312	48	279	192	87
%V	22.8%	23.0%	29.5%	17.5%	19.9%	24.5%	14.0%
%H		98.0%	70.1%	10.8%	62.7%	43.1%	19.6%

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	1948	1893	1058	275	1404	784	621
%H		97.2%	54.3%	14.1%	72.1%	40.2%	31.9%
Receives HDTV (via STB or built-in reception)	201	201	136	31	135	97	38
%V	10.3%	10.6%	12.9%	11.3%	9.6%	12.4%	6.1%
%H		100.0%	67.7%	15.4%	67.2%	48.3%	18.9%
DVD/Blu-ray player or recorder	665	654	391	101	488	305	183
%V	34.1%	34.5%	37.0%	36.7%	34.8%	38.9%	29.5%
%H		98.3%	58.8%	15.2%	73.4%	45.9%	27.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC East
Individual level data
Table 4.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4445	4331	4132	2158	638	2725	1307	1418
%H		97.4%	93.0%	48.5%	14.4%	61.3%	29.4%	31.9%
Total Children	850	835	817	473	126	508	274	234
%V	19.1%	19.3%	19.8%	21.9%	19.7%	18.6%	21.0%	16.5%
%H		98.2%	96.1%	55.6%	14.8%	59.8%	32.2%	27.5%
0 - 3	225	217	211	105	34	127	52	75
%V	5.1%	5.0%	5.1%	4.9%	5.3%	4.7%	4.0%	5.3%
%H		96.4%	93.8%	46.7%	15.1%	56.4%	23.1%	33.3%
4 - 15	625	618	606	368	92	381	222	159
%V	14.1%	14.3%	14.7%	17.1%	14.4%	14.0%	17.0%	11.2%
%H		98.9%	97.0%	58.9%	14.7%	61.0%	35.5%	25.4%
4 - 9	325	320	312	183	45	197	108	89
%V	7.3%	7.4%	7.6%	8.5%	7.1%	7.2%	8.3%	6.3%
%H		98.5%	96.0%	56.3%	13.8%	60.6%	33.2%	27.4%
10 - 15	299	298	294	186	47	184	114	70
%V	6.7%	6.9%	7.1%	8.6%	7.4%	6.8%	8.7%	4.9%
%H		99.7%	98.3%	62.2%	15.7%	61.5%	38.1%	23.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4445	4331	4132	2158	638	2725	1307	1418
%H		97.4%	93.0%	48.5%	14.4%	61.3%	29.4%	31.9%
Total Adults (16+)	3596	3496	3315	1684	513	2217	1033	1184
%V	80.9%	80.7%	80.2%	78.0%	80.4%	81.4%	79.0%	83.5%
%H		97.2%	92.2%	46.8%	14.3%	61.7%	28.7%	32.9%
16 - 19	220	215	212	130	30	142	86	57
%V	4.9%	5.0%	5.1%	6.0%	4.7%	5.2%	6.6%	4.0%
%H		97.7%	96.4%	59.1%	13.6%	64.5%	39.1%	25.9%
20 - 24	254	240	223	116	39	140	68	72
%V	5.7%	5.5%	5.4%	5.4%	6.1%	5.1%	5.2%	5.1%
%H		94.5%	87.8%	45.7%	15.4%	55.1%	26.8%	28.3%
25 - 34	546	504	473	229	108	271	126	145
%V	12.3%	11.6%	11.4%	10.6%	16.9%	9.9%	9.6%	10.2%
%H		92.3%	86.6%	41.9%	19.8%	49.6%	23.1%	26.6%
35 - 44	620	602	588	356	91	365	212	153
%V	13.9%	13.9%	14.2%	16.5%	14.3%	13.4%	16.2%	10.8%
%H		97.1%	94.8%	57.4%	14.7%	58.9%	34.2%	24.7%
45 - 54	637	626	612	336	98	404	213	191
%V	14.3%	14.5%	14.8%	15.6%	15.4%	14.8%	16.3%	13.5%
%H		98.3%	96.1%	52.7%	15.4%	63.4%	33.4%	30.0%
55 - 64	563	561	539	258	88	374	166	207
%V	12.7%	13.0%	13.0%	12.0%	13.8%	13.7%	12.7%	14.6%
%H		99.6%	95.7%	45.8%	15.6%	66.4%	29.5%	36.8%
65+	755	749	669	259	58	521	162	359
%V	17.0%	17.3%	16.2%	12.0%	9.1%	19.1%	12.4%	25.3%
%H		99.2%	88.6%	34.3%	7.7%	69.0%	21.5%	47.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC East
Individual level data
Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3596	3496	3315	1684	513	2217	1033	1184
%H		97.2%	92.2%	46.8%	14.3%	61.7%	28.7%	32.9%
AB	902	888	857	438	134	553	254	300
%V	25.1%	25.4%	25.9%	26.0%	26.1%	24.9%	24.6%	25.3%
%H		98.4%	95.0%	48.6%	14.9%	61.3%	28.2%	33.3%
C1	1012	966	922	501	142	619	315	304
%V	28.1%	27.6%	27.8%	29.8%	27.7%	27.9%	30.5%	25.7%
%H		95.5%	91.1%	49.5%	14.0%	61.2%	31.1%	30.0%
C2	822	817	785	422	108	532	265	267
%V	22.9%	23.4%	23.7%	25.1%	21.1%	24.0%	25.7%	22.6%
%H		99.4%	95.5%	51.3%	13.1%	64.7%	32.2%	32.5%
D	576	553	518	257	88	344	159	184
%V	16.0%	15.8%	15.6%	15.3%	17.2%	15.5%	15.4%	15.5%
%H		96.0%	89.9%	44.6%	15.3%	59.7%	27.6%	31.9%
E	284	272	233	67	41	169	40	129
%V	7.9%	7.8%	7.0%	4.0%	8.0%	7.6%	3.9%	10.9%
%H		95.8%	82.0%	23.6%	14.4%	59.5%	14.1%	45.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC East

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3596	3496	3315	1684	513	2217	1033	1184
%H		97.2%	92.2%	46.8%	14.3%	61.7%	28.7%	32.9%
Working full time	1646	1598	1544	833	283	977	509	467
%V	45.8%	45.7%	46.6%	49.5%	55.2%	44.1%	49.3%	39.4%
%H		97.1%	93.8%	50.6%	17.2%	59.4%	30.9%	28.4%
Working part time	452	444	431	241	74	285	159	127
%V	12.6%	12.7%	13.0%	14.3%	14.4%	12.9%	15.4%	10.7%
%H		98.2%	95.4%	53.3%	16.4%	63.1%	35.2%	28.1%
Not working	1497	1454	1340	611	156	955	365	590
%V	41.6%	41.6%	40.4%	36.3%	30.4%	43.1%	35.3%	49.8%
%H		97.1%	89.5%	40.8%	10.4%	63.8%	24.4%	39.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	1759	1706	1623	853	257	1065	519	546
%H		97.0%	92.3%	48.5%	14.6%	60.5%	29.5%	31.0%
16 - 19	109	109	107	68	18	68	43	25
%V	6.2%	6.4%	6.6%	8.0%	7.0%	6.4%	8.3%	4.6%
%H		100.0%	98.2%	62.4%	16.5%	62.4%	39.4%	22.9%
20 - 24	122	116	109	62	16	65	31	33
%V	6.9%	6.8%	6.7%	7.3%	6.2%	6.1%	6.0%	6.0%
%H		95.1%	89.3%	50.8%	13.1%	53.3%	25.4%	27.0%
25 - 34	281	256	238	116	59	134	65	69
%V	16.0%	15.0%	14.7%	13.6%	23.0%	12.6%	12.5%	12.6%
%H		91.1%	84.7%	41.3%	21.0%	47.7%	23.1%	24.6%
35 - 44	306	296	288	172	46	182	107	75
%V	17.4%	17.4%	17.7%	20.2%	17.9%	17.1%	20.6%	13.7%
%H		96.7%	94.1%	56.2%	15.0%	59.5%	35.0%	24.5%
45 - 54	317	310	303	167	48	198	104	94
%V	18.0%	18.2%	18.7%	19.6%	18.7%	18.6%	20.0%	17.2%
%H		97.8%	95.6%	52.7%	15.1%	62.5%	32.8%	29.7%
55 - 64	277	275	264	127	43	180	81	100
%V	15.7%	16.1%	16.3%	14.9%	16.7%	16.9%	15.6%	18.3%
%H		99.3%	95.3%	45.8%	15.5%	65.0%	29.2%	36.1%
65+	348	345	315	142	26	238	87	151
%V	19.8%	20.2%	19.4%	16.6%	10.1%	22.3%	16.8%	27.7%
%H		99.1%	90.5%	40.8%	7.5%	68.4%	25.0%	43.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1759	1706	1623	853	257	1065	519	546
%H		97.0%	92.3%	48.5%	14.6%	60.5%	29.5%	31.0%
AB	450	443	426	224	63	274	129	145
%V	25.6%	26.0%	26.2%	26.3%	24.5%	25.7%	24.9%	26.6%
%H		98.4%	94.7%	49.8%	14.0%	60.9%	28.7%	32.2%
C1	470	447	430	242	72	280	152	128
%V	26.7%	26.2%	26.5%	28.4%	28.0%	26.3%	29.3%	23.4%
%H		95.1%	91.5%	51.5%	15.3%	59.6%	32.3%	27.2%
C2	443	440	420	232	58	280	141	139
%V	25.2%	25.8%	25.9%	27.2%	22.6%	26.3%	27.2%	25.5%
%H		99.3%	94.8%	52.4%	13.1%	63.2%	31.8%	31.4%
D	288	276	259	130	46	171	81	89
%V	16.4%	16.2%	16.0%	15.2%	17.9%	16.1%	15.6%	16.3%
%H		95.8%	89.9%	45.1%	16.0%	59.4%	28.1%	30.9%
E	108	101	88	26	18	61	16	45
%V	6.1%	5.9%	5.4%	3.0%	7.0%	5.7%	3.1%	8.2%
%H		93.5%	81.5%	24.1%	16.7%	56.5%	14.8%	41.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1759	1706	1623	853	257	1065	519	546
%H		97.0%	92.3%	48.5%	14.6%	60.5%	29.5%	31.0%
Working full time	1071	1037	1006	550	178	641	339	303
%V	60.9%	60.8%	62.0%	64.5%	69.3%	60.2%	65.3%	55.5%
%H		96.8%	93.9%	51.4%	16.6%	59.9%	31.7%	28.3%
Working part time	81	79	71	47	12	45	30	15
%V	4.6%	4.6%	4.4%	5.5%	4.7%	4.2%	5.8%	2.7%
%H		97.5%	87.7%	58.0%	14.8%	55.6%	37.0%	18.5%
Not working	607	590	546	257	67	379	151	228
%V	34.5%	34.6%	33.6%	30.1%	26.1%	35.6%	29.1%	41.8%
%H		97.2%	90.0%	42.3%	11.0%	62.4%	24.9%	37.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1837	1790	1692	831	255	1152	514	638
%H		97.4%	92.1%	45.2%	13.9%	62.7%	28.0%	34.7%
16 - 19	111	107	104	62	12	74	42	32
%V	6.0%	6.0%	6.1%	7.5%	4.7%	6.4%	8.2%	5.0%
%H		96.4%	93.7%	55.9%	10.8%	66.7%	37.8%	28.8%
20 - 24	133	124	114	54	24	75	37	39
%V	7.2%	6.9%	6.7%	6.5%	9.4%	6.5%	7.2%	6.1%
%H		93.2%	85.7%	40.6%	18.0%	56.4%	27.8%	29.3%
25 - 34	265	248	235	113	48	137	61	76
%V	14.4%	13.9%	13.9%	13.6%	18.8%	11.9%	11.9%	11.9%
%H		93.6%	88.7%	42.6%	18.1%	51.7%	23.0%	28.7%
35 - 44	314	306	301	184	45	183	105	78
%V	17.1%	17.1%	17.8%	22.1%	17.6%	15.9%	20.4%	12.2%
%H		97.5%	95.9%	58.6%	14.3%	58.3%	33.4%	24.8%
45 - 54	320	316	309	169	50	206	109	97
%V	17.4%	17.7%	18.3%	20.3%	19.6%	17.9%	21.2%	15.2%
%H		98.8%	96.6%	52.8%	15.6%	64.4%	34.1%	30.3%
55 - 64	287	286	275	132	44	193	85	108
%V	15.6%	16.0%	16.3%	15.9%	17.3%	16.8%	16.5%	16.9%
%H		99.7%	95.8%	46.0%	15.3%	67.2%	29.6%	37.6%
65+	407	404	354	117	32	283	75	208
%V	22.2%	22.6%	20.9%	14.1%	12.5%	24.6%	14.6%	32.6%
%H		99.3%	87.0%	28.7%	7.9%	69.5%	18.4%	51.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1837	1790	1692	831	255	1152	514	638
%H		97.4%	92.1%	45.2%	13.9%	62.7%	28.0%	34.7%
AB	452	445	431	214	70	280	125	154
%V	24.6%	24.9%	25.5%	25.8%	27.5%	24.3%	24.3%	24.1%
%H		98.5%	95.4%	47.3%	15.5%	61.9%	27.7%	34.1%
C1	542	519	492	259	71	340	163	176
%V	29.5%	29.0%	29.1%	31.2%	27.8%	29.5%	31.7%	27.6%
%H		95.8%	90.8%	47.8%	13.1%	62.7%	30.1%	32.5%
C2	379	377	365	191	50	252	123	128
%V	20.6%	21.1%	21.6%	23.0%	19.6%	21.9%	23.9%	20.1%
%H		99.5%	96.3%	50.4%	13.2%	66.5%	32.5%	33.8%
D	288	277	259	127	41	173	78	95
%V	15.7%	15.5%	15.3%	15.3%	16.1%	15.0%	15.2%	14.9%
%H		96.2%	89.9%	44.1%	14.2%	60.1%	27.1%	33.0%
E	176	171	145	41	23	108	24	84
%V	9.6%	9.6%	8.6%	4.9%	9.0%	9.4%	4.7%	13.2%
%H		97.2%	82.4%	23.3%	13.1%	61.4%	13.6%	47.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1837	1790	1692	831	255	1152	514	638
%H		97.4%	92.1%	45.2%	13.9%	62.7%	28.0%	34.7%
Working full time	576	561	539	283	105	335	171	165
%V	31.4%	31.3%	31.9%	34.1%	41.2%	29.1%	33.3%	25.9%
%H		97.4%	93.6%	49.1%	18.2%	58.2%	29.7%	28.6%
Working part time	371	365	359	194	62	241	129	111
%V	20.2%	20.4%	21.2%	23.3%	24.3%	20.9%	25.1%	17.4%
%H		98.4%	96.8%	52.3%	16.7%	65.0%	34.8%	29.9%
Not working	890	864	794	354	89	576	214	362
%V	48.4%	48.3%	46.9%	42.6%	34.9%	50.0%	41.6%	56.7%
%H		97.1%	89.2%	39.8%	10.0%	64.7%	24.0%	40.7%

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	1021	982	977	378	148	796	339	457
%H (All HH)		96.2%	95.7%	37.0%	14.5%	78.0%	33.2%	44.8%
%H (TV HH)			99.5%	38.5%	15.1%	81.1%	34.5%	46.5%
AB	245	241	239	100	38	189	87	102
%V	24.0%	24.5%	24.5%	26.5%	25.7%	23.7%	25.7%	22.3%
%H (All HH)		98.4%	97.6%	40.8%	15.5%	77.1%	35.5%	41.6%
%H (TV HH)			99.2%	41.5%	15.8%	78.4%	36.1%	42.3%
C1	301	284	282	110	45	230	99	131
%V	29.5%	28.9%	28.9%	29.1%	30.4%	28.9%	29.2%	28.7%
%H (All HH)		94.4%	93.7%	36.5%	15.0%	76.4%	32.9%	43.5%
%H (TV HH)			99.3%	38.7%	15.8%	81.0%	34.9%	46.1%
C2	233	227	226	95	36	187	90	97
%V	22.8%	23.1%	23.1%	25.1%	24.3%	23.5%	26.5%	21.2%
%H (All HH)		97.4%	97.0%	40.8%	15.5%	80.3%	38.6%	41.6%
%H (TV HH)			99.6%	41.9%	15.9%	82.4%	39.6%	42.7%
D	147	141	141	52	25	113	47	65
%V	14.4%	14.4%	14.4%	13.8%	16.9%	14.2%	13.9%	14.2%
%H (All HH)		95.9%	95.9%	35.4%	17.0%	76.9%	32.0%	44.2%
%H (TV HH)			100.0%	36.9%	17.7%	80.1%	33.3%	46.1%
E	95	89	88	21	5	78	16	63
%V	9.3%	9.1%	9.0%	5.6%	3.4%	9.8%	4.7%	13.8%
%H (All HH)		93.7%	92.6%	22.1%	5.3%	82.1%	16.8%	66.3%
%H (TV HH)			98.9%	23.6%	5.6%	87.6%	18.0%	70.8%

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 2010 - June 2011

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1021	982	977	378	148	796	339	457
%H (All HH)		96.2%	95.7%	37.0%	14.5%	78.0%	33.2%	44.8%
%H (TV HH)			99.5%	38.5%	15.1%	81.1%	34.5%	46.5%
Under 25	50	44	44	11	9	33	8	25
%V	4.9%	4.5%	4.5%	2.9%	6.1%	4.1%	2.4%	5.5%
%H (All HH)		88.0%	88.0%	22.0%	18.0%	66.0%	16.0%	50.0%
%H (TV HH)			100.0%	25.0%	20.5%	75.0%	18.2%	56.8%
25 - 34	138	126	126	54	28	94	49	45
%V	13.5%	12.8%	12.9%	14.3%	18.9%	11.8%	14.5%	9.8%
%H (All HH)		91.3%	91.3%	39.1%	20.3%	68.1%	35.5%	32.6%
%H (TV HH)			100.0%	42.9%	22.2%	74.6%	38.9%	35.7%
35 - 44	175	170	169	82	27	134	72	62
%V	17.1%	17.3%	17.3%	21.7%	18.2%	16.8%	21.2%	13.6%
%H (All HH)		97.1%	96.6%	46.9%	15.4%	76.6%	41.1%	35.4%
%H (TV HH)			99.4%	48.2%	15.9%	78.8%	42.4%	36.5%
45 - 54	202	193	192	81	37	153	78	75
%V	19.8%	19.7%	19.7%	21.4%	25.0%	19.2%	23.0%	16.4%
%H (All HH)		95.5%	95.0%	40.1%	18.3%	75.7%	38.6%	37.1%
%H (TV HH)			99.5%	42.0%	19.2%	79.3%	40.4%	38.9%
55 - 64	185	180	180	80	26	149	74	75
%V	18.1%	18.3%	18.4%	21.2%	17.6%	18.7%	21.8%	16.4%
%H (All HH)		97.3%	97.3%	43.2%	14.1%	80.5%	40.0%	40.5%
%H (TV HH)			100.0%	44.4%	14.4%	82.8%	41.1%	41.7%
65 +	272	269	266	70	22	233	58	175
%V	26.6%	27.4%	27.2%	18.5%	14.9%	29.3%	17.1%	38.3%
%H (All HH)		98.9%	97.8%	25.7%	8.1%	85.7%	21.3%	64.3%
%H (TV HH)			98.9%	26.0%	8.2%	86.6%	21.6%	65.1%

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 2010 - June 2011

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1021	982	977	378	148	796	339	457
%H (All HH)		96.2%	95.7%	37.0%	14.5%	78.0%	33.2%	44.8%
%H (TV HH)			99.5%	38.5%	15.1%	81.1%	34.5%	46.5%
1	343	318	313	85	34	256	61	195
%V	33.6%	32.4%	32.0%	22.5%	23.0%	32.2%	18.0%	42.7%
%H (All HH)		92.7%	91.3%	24.8%	9.9%	74.6%	17.8%	56.9%
%H (TV HH)			98.4%	26.7%	10.7%	80.5%	19.2%	61.3%
2	341	334	334	126	50	276	117	159
%V	33.4%	34.0%	34.2%	33.3%	33.8%	34.7%	34.5%	34.8%
%H (All HH)		97.9%	97.9%	37.0%	14.7%	80.9%	34.3%	46.6%
%H (TV HH)			100.0%	37.7%	15.0%	82.6%	35.0%	47.6%
3	152	149	149	73	30	119	70	49
%V	14.9%	15.2%	15.3%	19.3%	20.3%	14.9%	20.6%	10.7%
%H (All HH)		98.0%	98.0%	48.0%	19.7%	78.3%	46.1%	32.2%
%H (TV HH)			100.0%	49.0%	20.1%	79.9%	47.0%	32.9%
4	130	129	129	60	26	104	62	42
%V	12.7%	13.1%	13.2%	15.9%	17.6%	13.1%	18.3%	9.2%
%H (All HH)		99.2%	99.2%	46.2%	20.0%	80.0%	47.7%	32.3%
%H (TV HH)			100.0%	46.5%	20.2%	80.6%	48.1%	32.6%
5+	55	52	52	33	8	41	28	12
%V	5.4%	5.3%	5.3%	8.7%	5.4%	5.2%	8.3%	2.6%
%H (All HH)		94.5%	94.5%	60.0%	14.5%	74.5%	50.9%	21.8%
%H (TV HH)			100.0%	63.5%	15.4%	78.8%	53.8%	23.1%
Average HH size	2.25	2.27	2.27	2.58	2.51	2.26	2.68	1.95

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 2010 - June 2011

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1021	982	977	378	148	796	339	457
%H (All HH)		96.2%	95.7%	37.0%	14.5%	78.0%	33.2%	44.8%
%H (TV HH)			99.5%	38.5%	15.1%	81.1%	34.5%	46.5%
Without	787	753	749	267	106	617	236	381
%V	77.1%	76.7%	76.7%	70.6%	71.6%	77.5%	69.6%	83.4%
%H (All HH)		95.7%	95.2%	33.9%	13.5%	78.4%	30.0%	48.4%
%H (TV HH)			99.5%	35.5%	14.1%	81.9%	31.3%	50.6%
With	233	228	228	111	42	179	103	76
%V	22.8%	23.2%	23.3%	29.4%	28.4%	22.5%	30.4%	16.6%
%H (All HH)		97.9%	97.9%	47.6%	18.0%	76.8%	44.2%	32.6%
%H (TV HH)			100.0%	48.7%	18.4%	78.5%	45.2%	33.3%
0 - 3	89	85	85	39	18	63	34	29
%V	8.7%	8.7%	8.7%	10.3%	12.2%	7.9%	10.0%	6.3%
%H (All HH)		95.5%	95.5%	43.8%	20.2%	70.8%	38.2%	32.6%
%H (TV HH)			100.0%	45.9%	21.2%	74.1%	40.0%	34.1%
4 - 9	111	109	109	57	15	85	47	38
%V	10.9%	11.1%	11.2%	15.1%	10.1%	10.7%	13.9%	8.3%
%H (All HH)		98.2%	98.2%	51.4%	13.5%	76.6%	42.3%	34.2%
%H (TV HH)			100.0%	52.3%	13.8%	78.0%	43.1%	34.9%
10 - 15	115	114	114	57	23	92	57	35
%V	11.3%	11.6%	11.7%	15.1%	15.5%	11.6%	16.8%	7.7%
%H (All HH)		99.1%	99.1%	49.6%	20.0%	80.0%	49.6%	30.4%
%H (TV HH)			100.0%	50.0%	20.2%	80.7%	50.0%	30.7%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1021	982	977	378	148	796	339	457
%H (All HH)		96.2%	95.7%	37.0%	14.5%	78.0%	33.2%	44.8%
%H (TV HH)			99.5%	38.5%	15.1%	81.1%	34.5%	46.5%
1	396	396	392	111	58	289	66	223
%V	38.8%	40.3%	40.1%	29.4%	39.2%	36.3%	19.5%	48.8%
%H (All HH)		100.0%	99.0%	28.0%	14.6%	73.0%	16.7%	56.3%
%H (TV HH)			99.0%	28.0%	14.6%	73.0%	16.7%	56.3%
2	349	349	348	143	53	295	140	156
%V	34.2%	35.5%	35.6%	37.8%	35.8%	37.1%	41.3%	34.1%
%H (All HH)		100.0%	99.7%	41.0%	15.2%	84.5%	40.1%	44.7%
%H (TV HH)			99.7%	41.0%	15.2%	84.5%	40.1%	44.7%
3	160	160	160	74	28	142	81	61
%V	15.7%	16.3%	16.4%	19.6%	18.9%	17.8%	23.9%	13.3%
%H (All HH)		100.0%	100.0%	46.3%	17.5%	88.8%	50.6%	38.1%
%H (TV HH)			100.0%	46.3%	17.5%	88.8%	50.6%	38.1%
4	54	54	54	33	9	49	37	12
%V	5.3%	5.5%	5.5%	8.7%	6.1%	6.2%	10.9%	2.6%
%H (All HH)		100.0%	100.0%	61.1%	16.7%	90.7%	68.5%	22.2%
%H (TV HH)			100.0%	61.1%	16.7%	90.7%	68.5%	22.2%
5+	24	24	24	17	1	21	16	6
%V	2.4%	2.4%	2.5%	4.5%	0.7%	2.6%	4.7%	1.3%
%H (All HH)		100.0%	100.0%	70.8%	4.2%	87.5%	66.7%	25.0%
%H (TV HH)			100.0%	70.8%	4.2%	87.5%	66.7%	25.0%

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 2010 - June 2011

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1021	982	977	378	148	796	339	457
%H (All HH)		96.2%	95.7%	37.0%	14.5%	78.0%	33.2%	44.8%
%H (TV HH)			99.5%	38.5%	15.1%	81.1%	34.5%	46.5%
Under 20"	390	390	387	160	53	340	164	176
%V	38.2%	39.7%	39.6%	42.3%	35.8%	42.7%	48.4%	38.5%
%H (All HH)		100.0%	99.2%	41.0%	13.6%	87.2%	42.1%	45.1%
%H (TV HH)			99.2%	41.0%	13.6%	87.2%	42.1%	45.1%
20" - 29"	481	481	479	174	64	407	162	245
%V	47.1%	49.0%	49.0%	46.0%	43.2%	51.1%	47.8%	53.6%
%H (All HH)		100.0%	99.6%	36.2%	13.3%	84.6%	33.7%	50.9%
%H (TV HH)			99.6%	36.2%	13.3%	84.6%	33.7%	50.9%
30" - 39"	490	490	489	215	85	395	202	194
%V	48.0%	49.9%	50.1%	56.9%	57.4%	49.6%	59.6%	42.5%
%H (All HH)		100.0%	99.8%	43.9%	17.3%	80.6%	41.2%	39.6%
%H (TV HH)			99.8%	43.9%	17.3%	80.6%	41.2%	39.6%
40" and over	243	243	243	140	39	192	125	67
%V	23.8%	24.7%	24.9%	37.0%	26.4%	24.1%	36.9%	14.7%
%H (All HH)		100.0%	100.0%	57.6%	16.0%	79.0%	51.4%	27.6%
%H (TV HH)			100.0%	57.6%	16.0%	79.0%	51.4%	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 2010 - June 2011

BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1021	982	977	378	148	796	339	457
%H (All HH)		96.2%	95.7%	37.0%	14.5%	78.0%	33.2%	44.8%
%H (TV HH)			99.5%	38.5%	15.1%	81.1%	34.5%	46.5%
Main living room	966	966	962	373	146	783	335	448
%V	94.6%	98.4%	98.5%	98.7%	98.6%	98.4%	98.8%	98.0%
%H (All HH)		100.0%	99.6%	38.6%	15.1%	81.1%	34.7%	46.4%
%H (TV HH)			99.6%	38.6%	15.1%	81.1%	34.7%	46.4%
Kitchen	138	138	138	68	10	123	63	60
%V	13.5%	14.1%	14.1%	18.0%	6.8%	15.5%	18.6%	13.1%
%H (All HH)		100.0%	100.0%	49.3%	7.2%	89.1%	45.7%	43.5%
%H (TV HH)			100.0%	49.3%	7.2%	89.1%	45.7%	43.5%
Adult's bedroom	418	418	418	193	66	367	204	163
%V	40.9%	42.6%	42.8%	51.1%	44.6%	46.1%	60.2%	35.7%
%H (All HH)		100.0%	100.0%	46.2%	15.8%	87.8%	48.8%	39.0%
%H (TV HH)			100.0%	46.2%	15.8%	87.8%	48.8%	39.0%
Child's bedroom	100	100	100	56	20	85	58	26
%V	9.8%	10.2%	10.2%	14.8%	13.5%	10.7%	17.1%	5.7%
%H (All HH)		100.0%	100.0%	56.0%	20.0%	85.0%	58.0%	26.0%
%H (TV HH)			100.0%	56.0%	20.0%	85.0%	58.0%	26.0%
Other bedroom	59	59	59	33	6	50	30	20
%V	5.8%	6.0%	6.0%	8.7%	4.1%	6.3%	8.8%	4.4%
%H (All HH)		100.0%	100.0%	55.9%	10.2%	84.7%	50.8%	33.9%
%H (TV HH)			100.0%	55.9%	10.2%	84.7%	50.8%	33.9%
Second living/dining room	106	106	106	48	16	89	47	42
%V	10.4%	10.8%	10.8%	12.7%	10.8%	11.2%	13.9%	9.2%
%H (All HH)		100.0%	100.0%	45.3%	15.1%	84.0%	44.3%	39.6%
%H (TV HH)			100.0%	45.3%	15.1%	84.0%	44.3%	39.6%
Study/office	26	26	26	13	4	24	14	10
%V	2.5%	2.6%	2.7%	3.4%	2.7%	3.0%	4.1%	2.2%
%H (All HH)		100.0%	100.0%	50.0%	15.4%	92.3%	53.8%	38.5%
%H (TV HH)			100.0%	50.0%	15.4%	92.3%	53.8%	38.5%
TV room	7	7	7	4	0	7	4	3
%V	0.7%	0.7%	0.7%	1.1%	0.0%	0.9%	1.2%	0.7%
%H (All HH)		100.0%	100.0%	57.1%	0.0%	100.0%	57.1%	42.9%
%H (TV HH)			100.0%	57.1%	0.0%	100.0%	57.1%	42.9%
No specific location	3	3	3	2	1	2	2	0
%V	0.3%	0.3%	0.3%	0.5%	0.7%	0.3%	0.6%	0.0%
%H (All HH)		100.0%	100.0%	66.7%	33.3%	66.7%	66.7%	0.0%
%H (TV HH)			100.0%	66.7%	33.3%	66.7%	66.7%	0.0%
Other	2	2	2	1	0	2	1	1
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC West

Household level data

Table 5.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1021	982	977	378	148	796	339	457
%H (All HH)		96.2%	95.7%	37.0%	14.5%	78.0%	33.2%	44.8%
%H (TV HH)			99.5%	38.5%	15.1%	81.1%	34.5%	46.5%
PVR	476	476	476	273	78	363	234	128
%V	46.6%	48.5%	48.7%	72.2%	52.7%	45.6%	69.0%	28.0%
%H (All HH)		100.0%	100.0%	57.4%	16.4%	76.3%	49.2%	26.9%
%H (TV HH)			100.0%	57.4%	16.4%	76.3%	49.2%	26.9%
DVDR	131	131	131	52	20	108	48	60
%V	12.8%	13.3%	13.4%	13.8%	13.5%	13.6%	14.2%	13.1%
%H (All HH)		100.0%	100.0%	39.7%	15.3%	82.4%	36.6%	45.8%
%H (TV HH)			100.0%	39.7%	15.3%	82.4%	36.6%	45.8%
VCR	136	136	136	41	28	110	43	68
%V	13.3%	13.8%	13.9%	10.8%	18.9%	13.8%	12.7%	14.9%
%H (All HH)		100.0%	100.0%	30.1%	20.6%	80.9%	31.6%	50.0%
%H (TV HH)			100.0%	30.1%	20.6%	80.9%	31.6%	50.0%
Any recorder	586	586	586	299	98	454	260	194
%V	57.4%	59.7%	60.0%	79.1%	66.2%	57.0%	76.7%	42.5%
%H (All HH)		100.0%	100.0%	51.0%	16.7%	77.5%	44.4%	33.1%
%H (TV HH)			100.0%	51.0%	16.7%	77.5%	44.4%	33.1%

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 2010 - June 2011
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	1021	982	977	378	148	796	339	457
%H (All HH)		96.2%	95.7%	37.0%	14.5%	78.0%	33.2%	44.8%
%H (TV HH)			99.5%	38.5%	15.1%	81.1%	34.5%	46.5%
Receives HDTV (via STB or built-in reception)	306	306	306	162	81	231	166	65
%V	30.0%	31.2%	31.3%	42.9%	54.7%	29.0%	49.0%	14.2%
%H (All HH)		100.0%	100.0%	52.9%	26.5%	75.5%	54.2%	21.2%
%H (TV HH)			100.0%	52.9%	26.5%	75.5%	54.2%	21.2%
DVD/Blu-ray player or recorder	798	798	796	325	129	651	303	348
%V	78.2%	81.3%	81.5%	86.0%	87.2%	81.8%	89.4%	76.1%
%H (All HH)		100.0%	99.7%	40.7%	16.2%	81.6%	38.0%	43.6%
%H (TV HH)			99.7%	40.7%	16.2%	81.6%	38.0%	43.6%

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 2010 - June 2011

BBC West

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1021	982	977	378	148	796	339	457
%H (All HH)		96.2%	95.7%	37.0%	14.5%	78.0%	33.2%	44.8%
%H (TV HH)			99.5%	38.5%	15.1%	81.1%	34.5%	46.5%
Has PC or Laptop	775	747	747	328	133	594	303	291
%V	75.9%	76.1%	76.5%	86.8%	89.9%	74.6%	89.4%	63.7%
%H (All HH)		96.4%	96.4%	42.3%	17.2%	76.6%	39.1%	37.5%
%H (TV HH)			100.0%	43.9%	17.8%	79.5%	40.6%	39.0%
Has broadband internet	731	705	704	315	129	556	292	264
%V	71.6%	71.8%	72.1%	83.3%	87.2%	69.8%	86.1%	57.8%
%H (All HH)		96.4%	96.3%	43.1%	17.6%	76.1%	39.9%	36.1%
%H (TV HH)			99.9%	44.7%	18.3%	78.9%	41.4%	37.4%

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 2010 - June 2011

BBC West

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1915	1910	840	288	1615	820	795
%H		99.7%	43.9%	15.0%	84.3%	42.8%	41.5%
Under 20"	514	512	217	66	457	226	231
%V	26.8%	26.8%	25.8%	22.9%	28.3%	27.6%	29.1%
%H		99.6%	42.2%	12.8%	88.9%	44.0%	44.9%
20" - 29"	581	579	217	83	501	217	284
%V	30.3%	30.3%	25.8%	28.8%	31.0%	26.5%	35.7%
%H		99.7%	37.3%	14.3%	86.2%	37.3%	48.9%
30" - 39"	552	551	251	97	446	240	207
%V	28.8%	28.8%	29.9%	33.7%	27.6%	29.3%	26.0%
%H		99.8%	45.5%	17.6%	80.8%	43.5%	37.5%
40" and over	262	262	154	42	207	137	70
%V	13.7%	13.7%	18.3%	14.6%	12.8%	16.7%	8.8%
%H		100.0%	58.8%	16.0%	79.0%	52.3%	26.7%
Don't know	6	6	1	1	4	0	4
%V	0.3%	0.3%	0.1%	0.3%	0.2%	0.0%	0.5%
%H		100.0%	16.7%	16.7%	66.7%	0.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC West

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1915	1910	840	288	1615	820	795
%H		99.7%	43.9%	15.0%	84.3%	42.8%	41.5%
Main living room	969	965	374	147	786	336	449
%V	50.6%	50.5%	44.5%	51.0%	48.7%	41.0%	56.5%
%H		99.6%	38.6%	15.2%	81.1%	34.7%	46.3%
Kitchen	138	138	68	10	123	63	60
%V	7.2%	7.2%	8.1%	3.5%	7.6%	7.7%	7.5%
%H		100.0%	49.3%	7.2%	89.1%	45.7%	43.5%
Adult's bedroom	465	465	217	76	411	235	176
%V	24.3%	24.3%	25.8%	26.4%	25.4%	28.7%	22.1%
%H		100.0%	46.7%	16.3%	88.4%	50.5%	37.8%
Child's bedroom	132	132	74	27	114	82	32
%V	6.9%	6.9%	8.8%	9.4%	7.1%	10.0%	4.0%
%H		100.0%	56.1%	20.5%	86.4%	62.1%	24.2%
Other bedroom	64	64	37	6	55	34	21
%V	3.3%	3.4%	4.4%	2.1%	3.4%	4.1%	2.6%
%H		100.0%	57.8%	9.4%	85.9%	53.1%	32.8%
Second living/dining room	108	107	50	16	91	48	42
%V	5.6%	5.6%	6.0%	5.6%	5.6%	5.9%	5.3%
%H		99.1%	46.3%	14.8%	84.3%	44.4%	38.9%
Study/office	26	26	13	4	24	14	10
%V	1.4%	1.4%	1.5%	1.4%	1.5%	1.7%	1.3%
%H		100.0%	50.0%	15.4%	92.3%	53.8%	38.5%
TV room	7	7	4	0	7	4	3
%V	0.4%	0.4%	0.5%	0.0%	0.4%	0.5%	0.4%
%H		100.0%	57.1%	0.0%	100.0%	57.1%	42.9%
No specific location	3	3	2	1	2	2	0
%V	0.2%	0.2%	0.2%	0.3%	0.1%	0.2%	0.0%
%H		100.0%	66.7%	33.3%	66.7%	66.7%	0.0%
Other	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1915	1910	840	288	1615	820	795
%H		99.7%	43.9%	15.0%	84.3%	42.8%	41.5%
PVR	576	576	349	86	436	290	146
%V	30.1%	30.2%	41.5%	29.9%	27.0%	35.4%	18.4%
%H		100.0%	60.6%	14.9%	75.7%	50.3%	25.3%
DVDR	145	145	58	23	121	55	65
%V	7.6%	7.6%	6.9%	8.0%	7.5%	6.7%	8.2%
%H		100.0%	40.0%	15.9%	83.4%	37.9%	44.8%
VCR	153	152	46	32	124	50	74
%V	8.0%	8.0%	5.5%	11.1%	7.7%	6.1%	9.3%
%H		99.3%	30.1%	20.9%	81.0%	32.7%	48.4%
Any recorder	730	729	393	114	565	337	228
%V	38.1%	38.2%	46.8%	39.6%	35.0%	41.1%	28.7%
%H		99.9%	53.8%	15.6%	77.4%	46.2%	31.2%

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	1915	1910	840	288	1615	820	795
%H		99.7%	43.9%	15.0%	84.3%	42.8%	41.5%
Receives HDTV (via STB or built-in reception)	369	369	196	95	279	198	82
%V	19.3%	19.3%	23.3%	33.0%	17.3%	24.1%	10.3%
%H		100.0%	53.1%	25.7%	75.6%	53.7%	22.2%
DVD/Blu-ray player or recorder	1170	1168	524	194	977	516	461
%V	61.1%	61.2%	62.4%	67.4%	60.5%	62.9%	58.0%
%H		99.8%	44.8%	16.6%	83.5%	44.1%	39.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	982	977	378	148	796	339	457
%H		99.5%	38.5%	15.1%	81.1%	34.5%	46.5%
Under 20"	44	42	6	5	35	4	31
%V	4.5%	4.3%	1.6%	3.4%	4.4%	1.2%	6.8%
%H		95.5%	13.6%	11.4%	79.5%	9.1%	70.5%
20" - 29"	295	293	72	34	246	59	187
%V	30.0%	30.0%	19.0%	23.0%	30.9%	17.4%	40.9%
%H		99.3%	24.4%	11.5%	83.4%	20.0%	63.4%
30" - 39"	412	411	167	73	332	158	173
%V	42.0%	42.1%	44.2%	49.3%	41.7%	46.6%	37.9%
%H		99.8%	40.5%	17.7%	80.6%	38.3%	42.0%
40" and over	229	229	132	36	182	118	64
%V	23.3%	23.4%	34.9%	24.3%	22.9%	34.8%	14.0%
%H		100.0%	57.6%	15.7%	79.5%	51.5%	27.9%
Don't know	2	2	0	0	2	0	2
%V	0.2%	0.2%	0.0%	0.0%	0.3%	0.0%	0.4%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	982	977	378	148	796	339	457
%H		99.5%	38.5%	15.1%	81.1%	34.5%	46.5%
PVR	464	464	268	76	352	228	124
%V	47.3%	47.5%	70.9%	51.4%	44.2%	67.3%	27.1%
%H		100.0%	57.8%	16.4%	75.9%	49.1%	26.7%
DVDR	117	117	45	18	95	41	53
%V	11.9%	12.0%	11.9%	12.2%	11.9%	12.1%	11.6%
%H		100.0%	38.5%	15.4%	81.2%	35.0%	45.3%
VCR	116	115	33	24	93	34	59
%V	11.8%	11.8%	8.7%	16.2%	11.7%	10.0%	12.9%
%H		99.1%	28.4%	20.7%	80.2%	29.3%	50.9%
Any recorder	571	570	292	95	440	253	187
%V	58.1%	58.3%	77.2%	64.2%	55.3%	74.6%	40.9%
%H		99.8%	51.1%	16.6%	77.1%	44.3%	32.7%

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	982	977	378	148	796	339	457
%H		99.5%	38.5%	15.1%	81.1%	34.5%	46.5%
Receives HDTV (via STB or built-in reception)	291	291	154	80	218	157	61
%V	29.6%	29.8%	40.7%	54.1%	27.4%	46.3%	13.3%
%H		100.0%	52.9%	27.5%	74.9%	54.0%	21.0%
DVD/Blu-ray player or recorder	753	751	305	121	611	280	332
%V	76.7%	76.9%	80.7%	81.8%	76.8%	82.6%	72.6%
%H		99.7%	40.5%	16.1%	81.1%	37.2%	44.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	933	933	463	140	819	481	338
%H		100.0%	49.6%	15.0%	87.8%	51.6%	36.2%
Under 20"	471	470	211	60	422	222	200
%V	50.5%	50.4%	45.6%	42.9%	51.5%	46.2%	59.2%
%H		99.8%	44.8%	12.7%	89.6%	47.1%	42.5%
20" - 29"	286	286	145	49	255	158	97
%V	30.7%	30.7%	31.3%	35.0%	31.1%	32.8%	28.7%
%H		100.0%	50.7%	17.1%	89.2%	55.2%	33.9%
30" - 39"	140	140	84	24	115	82	33
%V	15.0%	15.0%	18.1%	17.1%	14.0%	17.0%	9.8%
%H		100.0%	60.0%	17.1%	82.1%	58.6%	23.6%
40" and over	33	33	22	6	25	19	6
%V	3.5%	3.5%	4.8%	4.3%	3.1%	4.0%	1.8%
%H		100.0%	66.7%	18.2%	75.8%	57.6%	18.2%
Don't know	4	4	0	1	3	0	3
%V	0.4%	0.4%	0.0%	0.7%	0.4%	0.0%	0.9%
%H		100.0%	0.0%	25.0%	75.0%	0.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	933	933	463	140	819	481	338
%H		100.0%	49.6%	15.0%	87.8%	51.6%	36.2%
PVR	112	112	81	10	84	62	22
%V	12.0%	12.0%	17.5%	7.1%	10.3%	12.9%	6.5%
%H		100.0%	72.3%	8.9%	75.0%	55.4%	19.6%
DVDR	29	29	13	4	26	14	12
%V	3.1%	3.1%	2.8%	2.9%	3.2%	2.9%	3.6%
%H		100.0%	44.8%	13.8%	89.7%	48.3%	41.4%
VCR	37	37	13	8	31	15	16
%V	4.0%	4.0%	2.8%	5.7%	3.8%	3.1%	4.7%
%H		100.0%	35.1%	21.6%	83.8%	40.5%	43.2%
Any recorder	158	158	101	19	125	84	41
%V	16.9%	16.9%	21.8%	13.6%	15.3%	17.5%	12.1%
%H		100.0%	63.9%	12.0%	79.1%	53.2%	25.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	933	933	463	140	819	481	338
%H		100.0%	49.6%	15.0%	87.8%	51.6%	36.2%
Receives HDTV (via STB or built-in reception)	78	78	42	16	62	41	21
%V	8.4%	8.4%	9.1%	11.4%	7.6%	8.5%	6.2%
%H		100.0%	53.8%	20.5%	79.5%	52.6%	26.9%
DVD/Blu-ray player or recorder	417	417	219	73	366	236	129
%V	44.7%	44.7%	47.3%	52.1%	44.7%	49.1%	38.2%
%H		100.0%	52.5%	17.5%	87.8%	56.6%	30.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	2293	2226	2222	975	372	1799	908	892
%H		97.1%	96.9%	42.5%	16.2%	78.5%	39.6%	38.9%
Total Children	399	390	390	198	70	304	180	125
%V	17.4%	17.5%	17.6%	20.3%	18.8%	16.9%	19.8%	14.0%
%H		97.7%	97.7%	49.6%	17.5%	76.2%	45.1%	31.3%
0 - 3	105	101	101	44	24	76	42	34
%V	4.6%	4.5%	4.5%	4.5%	6.5%	4.2%	4.6%	3.8%
%H		96.2%	96.2%	41.9%	22.9%	72.4%	40.0%	32.4%
4 - 15	293	289	289	154	46	228	138	90
%V	12.8%	13.0%	13.0%	15.8%	12.4%	12.7%	15.2%	10.1%
%H		98.6%	98.6%	52.6%	15.7%	77.8%	47.1%	30.7%
4 - 9	142	138	138	77	16	106	61	45
%V	6.2%	6.2%	6.2%	7.9%	4.3%	5.9%	6.7%	5.0%
%H		97.2%	97.2%	54.2%	11.3%	74.6%	43.0%	31.7%
10 - 15	152	151	151	78	29	123	77	45
%V	6.6%	6.8%	6.8%	8.0%	7.8%	6.8%	8.5%	5.0%
%H		99.3%	99.3%	51.3%	19.1%	80.9%	50.7%	29.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2293	2226	2222	975	372	1799	908	892
%H		97.1%	96.9%	42.5%	16.2%	78.5%	39.6%	38.9%
Total Adults (16+)	1894	1836	1832	777	302	1495	728	767
%V	82.6%	82.5%	82.4%	79.7%	81.2%	83.1%	80.2%	86.0%
%H		96.9%	96.7%	41.0%	15.9%	78.9%	38.4%	40.5%
16 - 19	121	119	119	64	19	95	57	38
%V	5.3%	5.3%	5.4%	6.6%	5.1%	5.3%	6.3%	4.3%
%H		98.3%	98.3%	52.9%	15.7%	78.5%	47.1%	31.4%
20 - 24	151	139	139	54	30	111	55	56
%V	6.6%	6.2%	6.3%	5.5%	8.1%	6.2%	6.1%	6.3%
%H		92.1%	92.1%	35.8%	19.9%	73.5%	36.4%	37.1%
25 - 34	276	262	262	116	65	202	118	85
%V	12.0%	11.8%	11.8%	11.9%	17.5%	11.2%	13.0%	9.5%
%H		94.9%	94.9%	42.0%	23.6%	73.2%	42.8%	30.8%
35 - 44	305	296	295	148	46	230	126	104
%V	13.3%	13.3%	13.3%	15.2%	12.4%	12.8%	13.9%	11.7%
%H		97.0%	96.7%	48.5%	15.1%	75.4%	41.3%	34.1%
45 - 54	339	328	328	152	58	263	142	121
%V	14.8%	14.7%	14.8%	15.6%	15.6%	14.6%	15.6%	13.6%
%H		96.8%	96.8%	44.8%	17.1%	77.6%	41.9%	35.7%
55 - 64	297	291	291	128	49	244	128	116
%V	13.0%	13.1%	13.1%	13.1%	13.2%	13.6%	14.1%	13.0%
%H		98.0%	98.0%	43.1%	16.5%	82.2%	43.1%	39.1%
65+	404	401	397	115	35	350	102	248
%V	17.6%	18.0%	17.9%	11.8%	9.4%	19.5%	11.2%	27.8%
%H		99.3%	98.3%	28.5%	8.7%	86.6%	25.2%	61.4%

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 5.23: 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+)	1894	1836	1832	777	302	1495	728	767
%H		96.9%	96.7%	41.0%	15.9%	78.9%	38.4%	40.5%
AB	481	474	472	206	76	375	185	190
%V	25.4%	25.8%	25.8%	26.5%	25.2%	25.1%	25.4%	24.8%
%H		98.5%	98.1%	42.8%	15.8%	78.0%	38.5%	39.5%
C1	559	533	532	227	94	434	215	219
%V	29.5%	29.0%	29.0%	29.2%	31.1%	29.0%	29.5%	28.6%
%H		95.3%	95.2%	40.6%	16.8%	77.6%	38.5%	39.2%
C2	469	459	458	206	81	376	200	176
%V	24.8%	25.0%	25.0%	26.5%	26.8%	25.2%	27.5%	22.9%
%H		97.9%	97.7%	43.9%	17.3%	80.2%	42.6%	37.5%
D	267	260	260	107	45	215	106	109
%V	14.1%	14.2%	14.2%	13.8%	14.9%	14.4%	14.6%	14.2%
%H		97.4%	97.4%	40.1%	16.9%	80.5%	39.7%	40.8%
E	118	111	110	31	6	95	22	73
%V	6.2%	6.0%	6.0%	4.0%	2.0%	6.4%	3.0%	9.5%
%H		94.1%	93.2%	26.3%	5.1%	80.5%	18.6%	61.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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+)	1894	1836	1832	777	302	1495	728	767
%H		96.9%	96.7%	41.0%	15.9%	78.9%	38.4%	40.5%
Working full time	876	855	853	407	166	667	380	287
%V	46.3%	46.6%	46.6%	52.4%	55.0%	44.6%	52.2%	37.4%
%H		97.6%	97.4%	46.5%	18.9%	76.1%	43.4%	32.8%
Working part time	218	212	212	92	35	177	89	87
%V	11.5%	11.5%	11.6%	11.8%	11.6%	11.8%	12.2%	11.3%
%H		97.2%	97.2%	42.2%	16.1%	81.2%	40.8%	39.9%
Not working	800	770	767	278	101	651	259	392
%V	42.2%	41.9%	41.9%	35.8%	33.4%	43.5%	35.6%	51.1%
%H		96.3%	95.9%	34.8%	12.6%	81.4%	32.4%	49.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	939	902	900	407	151	725	377	348
%H		96.1%	95.8%	43.3%	16.1%	77.2%	40.1%	37.1%
16 - 19	61	60	60	33	10	49	31	18
%V	6.5%	6.7%	6.7%	8.1%	6.6%	6.8%	8.2%	5.2%
%H		98.4%	98.4%	54.1%	16.4%	80.3%	50.8%	29.5%
20 - 24	84	74	74	36	17	58	36	22
%V	8.9%	8.2%	8.2%	8.8%	11.3%	8.0%	9.5%	6.3%
%H		88.1%	88.1%	42.9%	20.2%	69.0%	42.9%	26.2%
25 - 34	145	136	136	60	34	107	63	43
%V	15.4%	15.1%	15.1%	14.7%	22.5%	14.8%	16.7%	12.4%
%H		93.8%	93.8%	41.4%	23.4%	73.8%	43.4%	29.7%
35 - 44	147	141	141	74	19	108	58	49
%V	15.7%	15.6%	15.7%	18.2%	12.6%	14.9%	15.4%	14.1%
%H		95.9%	95.9%	50.3%	12.9%	73.5%	39.5%	33.3%
45 - 54	170	166	166	79	27	133	73	60
%V	18.1%	18.4%	18.4%	19.4%	17.9%	18.3%	19.4%	17.2%
%H		97.6%	97.6%	46.5%	15.9%	78.2%	42.9%	35.3%
55 - 64	140	133	133	60	26	108	59	49
%V	14.9%	14.7%	14.8%	14.7%	17.2%	14.9%	15.6%	14.1%
%H		95.0%	95.0%	42.9%	18.6%	77.1%	42.1%	35.0%
65+	193	191	190	65	18	164	57	107
%V	20.6%	21.2%	21.1%	16.0%	11.9%	22.6%	15.1%	30.7%
%H		99.0%	98.4%	33.7%	9.3%	85.0%	29.5%	55.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	939	902	900	407	151	725	377	348
%H		96.1%	95.8%	43.3%	16.1%	77.2%	40.1%	37.1%
AB	249	245	245	111	39	193	98	94
%V	26.5%	27.2%	27.2%	27.3%	25.8%	26.6%	26.0%	27.0%
%H		98.4%	98.4%	44.6%	15.7%	77.5%	39.4%	37.8%
C1	258	241	241	112	47	190	105	85
%V	27.5%	26.7%	26.8%	27.5%	31.1%	26.2%	27.9%	24.4%
%H		93.4%	93.4%	43.4%	18.2%	73.6%	40.7%	32.9%
C2	260	252	251	116	42	205	110	96
%V	27.7%	27.9%	27.9%	28.5%	27.8%	28.3%	29.2%	27.6%
%H		96.9%	96.5%	44.6%	16.2%	78.8%	42.3%	36.9%
D	125	121	121	55	21	100	55	45
%V	13.3%	13.4%	13.4%	13.5%	13.9%	13.8%	14.6%	12.9%
%H		96.8%	96.8%	44.0%	16.8%	80.0%	44.0%	36.0%
E	47	43	43	13	2	36	8	28
%V	5.0%	4.8%	4.8%	3.2%	1.3%	5.0%	2.1%	8.0%
%H		91.5%	91.5%	27.7%	4.3%	76.6%	17.0%	59.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC West
Individual level data
Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	939	902	900	407	151	725	377	348
%H		96.1%	95.8%	43.3%	16.1%	77.2%	40.1%	37.1%
Working full time	546	530	528	262	98	417	243	174
%V	58.1%	58.8%	58.7%	64.4%	64.9%	57.5%	64.5%	50.0%
%H		97.1%	96.7%	48.0%	17.9%	76.4%	44.5%	31.9%
Working part time	40	37	37	16	6	30	14	16
%V	4.3%	4.1%	4.1%	3.9%	4.0%	4.1%	3.7%	4.6%
%H		92.5%	92.5%	40.0%	15.0%	75.0%	35.0%	40.0%
Not working	354	335	334	129	47	279	120	158
%V	37.7%	37.1%	37.1%	31.7%	31.1%	38.5%	31.8%	45.4%
%H		94.6%	94.4%	36.4%	13.3%	78.8%	33.9%	44.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	955	934	932	370	151	770	351	419
%H		97.8%	97.6%	38.7%	15.8%	80.6%	36.8%	43.9%
16 - 19	61	59	59	32	9	46	26	20
%V	6.4%	6.3%	6.3%	8.6%	6.0%	6.0%	7.4%	4.8%
%H		96.7%	96.7%	52.5%	14.8%	75.4%	42.6%	32.8%
20 - 24	67	65	65	18	14	53	19	34
%V	7.0%	7.0%	7.0%	4.9%	9.3%	6.9%	5.4%	8.1%
%H		97.0%	97.0%	26.9%	20.9%	79.1%	28.4%	50.7%
25 - 34	132	127	127	56	31	96	55	41
%V	13.8%	13.6%	13.6%	15.1%	20.5%	12.5%	15.7%	9.8%
%H		96.2%	96.2%	42.4%	23.5%	72.7%	41.7%	31.1%
35 - 44	158	155	155	74	27	122	68	54
%V	16.5%	16.6%	16.6%	20.0%	17.9%	15.8%	19.4%	12.9%
%H		98.1%	98.1%	46.8%	17.1%	77.2%	43.0%	34.2%
45 - 54	169	162	162	72	30	130	69	61
%V	17.7%	17.3%	17.4%	19.5%	19.9%	16.9%	19.7%	14.6%
%H		95.9%	95.9%	42.6%	17.8%	76.9%	40.8%	36.1%
55 - 64	157	157	157	68	23	136	69	67
%V	16.4%	16.8%	16.8%	18.4%	15.2%	17.7%	19.7%	16.0%
%H		100.0%	100.0%	43.3%	14.6%	86.6%	43.9%	42.7%
65+	211	210	207	50	17	186	45	141
%V	22.1%	22.5%	22.2%	13.5%	11.3%	24.2%	12.8%	33.7%
%H		99.5%	98.1%	23.7%	8.1%	88.2%	21.3%	66.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	955	934	932	370	151	770	351	419
%H		97.8%	97.6%	38.7%	15.8%	80.6%	36.8%	43.9%
AB	232	228	228	95	37	183	87	96
%V	24.3%	24.4%	24.5%	25.7%	24.5%	23.8%	24.8%	22.9%
%H		98.3%	98.3%	40.9%	15.9%	78.9%	37.5%	41.4%
C1	301	292	291	115	47	243	110	134
%V	31.5%	31.3%	31.2%	31.1%	31.1%	31.6%	31.3%	32.0%
%H		97.0%	96.7%	38.2%	15.6%	80.7%	36.5%	44.5%
C2	209	207	207	90	39	171	90	80
%V	21.9%	22.2%	22.2%	24.3%	25.8%	22.2%	25.6%	19.1%
%H		99.0%	99.0%	43.1%	18.7%	81.8%	43.1%	38.3%
D	142	139	139	52	24	114	50	64
%V	14.9%	14.9%	14.9%	14.1%	15.9%	14.8%	14.2%	15.3%
%H		97.9%	97.9%	36.6%	16.9%	80.3%	35.2%	45.1%
E	71	68	68	18	5	59	13	45
%V	7.4%	7.3%	7.3%	4.9%	3.3%	7.7%	3.7%	10.7%
%H		95.8%	95.8%	25.4%	7.0%	83.1%	18.3%	63.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC West
Individual level data
Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	955	934	932	370	151	770	351	419
%H		97.8%	97.6%	38.7%	15.8%	80.6%	36.8%	43.9%
Working full time	330	325	325	145	68	250	137	114
%V	34.6%	34.8%	34.9%	39.2%	45.0%	32.5%	39.0%	27.2%
%H		98.5%	98.5%	43.9%	20.6%	75.8%	41.5%	34.5%
Working part time	179	175	175	76	29	147	75	71
%V	18.7%	18.7%	18.8%	20.5%	19.2%	19.1%	21.4%	16.9%
%H		97.8%	97.8%	42.5%	16.2%	82.1%	41.9%	39.7%
Not working	446	435	432	149	54	373	139	234
%V	46.7%	46.6%	46.4%	40.3%	35.8%	48.4%	39.6%	55.8%
%H		97.5%	96.9%	33.4%	12.1%	83.6%	31.2%	52.5%

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	863	837	829	371	72	655	264	391
%H (All HH)		97.0%	96.1%	43.0%	8.3%	75.9%	30.6%	45.3%
%H (TV HH)			99.0%	44.3%	8.6%	78.3%	31.5%	46.7%
AB	214	209	206	101	18	157	69	88
%V	24.8%	25.0%	24.8%	27.2%	25.0%	24.0%	26.1%	22.5%
%H (All HH)		97.7%	96.3%	47.2%	8.4%	73.4%	32.2%	41.1%
%H (TV HH)			98.6%	48.3%	8.6%	75.1%	33.0%	42.1%
C1	275	268	267	120	26	208	85	122
%V	31.9%	32.0%	32.2%	32.3%	36.1%	31.8%	32.2%	31.2%
%H (All HH)		97.5%	97.1%	43.6%	9.5%	75.6%	30.9%	44.4%
%H (TV HH)			99.6%	44.8%	9.7%	77.6%	31.7%	45.5%
C2	188	183	182	87	16	148	68	80
%V	21.8%	21.9%	22.0%	23.5%	22.2%	22.6%	25.8%	20.5%
%H (All HH)		97.3%	96.8%	46.3%	8.5%	78.7%	36.2%	42.6%
%H (TV HH)			99.5%	47.5%	8.7%	80.9%	37.2%	43.7%
D	111	106	104	43	9	83	30	53
%V	12.9%	12.7%	12.5%	11.6%	12.5%	12.7%	11.4%	13.6%
%H (All HH)		95.5%	93.7%	38.7%	8.1%	74.8%	27.0%	47.7%
%H (TV HH)			98.1%	40.6%	8.5%	78.3%	28.3%	50.0%
E	75	71	70	19	3	60	12	47
%V	8.7%	8.5%	8.4%	5.1%	4.2%	9.2%	4.5%	12.0%
%H (All HH)		94.7%	93.3%	25.3%	4.0%	80.0%	16.0%	62.7%
%H (TV HH)			98.6%	26.8%	4.2%	84.5%	16.9%	66.2%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	863	837	829	371	72	655	264	391
%H (All HH)		97.0%	96.1%	43.0%	8.3%	75.9%	30.6%	45.3%
%H (TV HH)			99.0%	44.3%	8.6%	78.3%	31.5%	46.7%
Under 25	35	33	33	11	4	24	7	18
%V	4.1%	3.9%	4.0%	3.0%	5.6%	3.7%	2.7%	4.6%
%H (All HH)		94.3%	94.3%	31.4%	11.4%	68.6%	20.0%	51.4%
%H (TV HH)			100.0%	33.3%	12.1%	72.7%	21.2%	54.5%
25 - 34	107	102	101	53	14	67	32	35
%V	12.4%	12.2%	12.2%	14.3%	19.4%	10.2%	12.1%	9.0%
%H (All HH)		95.3%	94.4%	49.5%	13.1%	62.6%	29.9%	32.7%
%H (TV HH)			99.0%	52.0%	13.7%	65.7%	31.4%	34.3%
35 - 44	138	133	133	81	12	94	53	42
%V	16.0%	15.9%	16.0%	21.8%	16.7%	14.4%	20.1%	10.7%
%H (All HH)		96.4%	96.4%	58.7%	8.7%	68.1%	38.4%	30.4%
%H (TV HH)			100.0%	60.9%	9.0%	70.7%	39.8%	31.6%
45 - 54	156	151	149	72	23	117	62	56
%V	18.1%	18.0%	18.0%	19.4%	31.9%	17.9%	23.5%	14.3%
%H (All HH)		96.8%	95.5%	46.2%	14.7%	75.0%	39.7%	35.9%
%H (TV HH)			98.7%	47.7%	15.2%	77.5%	41.1%	37.1%
55 - 64	165	161	159	70	10	136	55	80
%V	19.1%	19.2%	19.2%	18.9%	13.9%	20.8%	20.8%	20.5%
%H (All HH)		97.6%	96.4%	42.4%	6.1%	82.4%	33.3%	48.5%
%H (TV HH)			98.8%	43.5%	6.2%	84.5%	34.2%	49.7%
65 +	261	257	254	84	10	216	56	160
%V	30.2%	30.7%	30.6%	22.6%	13.9%	33.0%	21.2%	40.9%
%H (All HH)		98.5%	97.3%	32.2%	3.8%	82.8%	21.5%	61.3%
%H (TV HH)			98.8%	32.7%	3.9%	84.0%	21.8%	62.3%

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 2010 - June 2011

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	863	837	829	371	72	655	264	391
%H (All HH)		97.0%	96.1%	43.0%	8.3%	75.9%	30.6%	45.3%
%H (TV HH)			99.0%	44.3%	8.6%	78.3%	31.5%	46.7%
1	294	281	277	82	14	228	46	182
%V	34.1%	33.6%	33.4%	22.1%	19.4%	34.8%	17.4%	46.5%
%H (All HH)		95.6%	94.2%	27.9%	4.8%	77.6%	15.6%	61.9%
%H (TV HH)			98.6%	29.2%	5.0%	81.1%	16.4%	64.8%
2	295	288	286	135	24	224	96	128
%V	34.2%	34.4%	34.5%	36.4%	33.3%	34.2%	36.4%	32.7%
%H (All HH)		97.6%	96.9%	45.8%	8.1%	75.9%	32.5%	43.4%
%H (TV HH)			99.3%	46.9%	8.3%	77.8%	33.3%	44.4%
3	125	124	124	74	16	91	55	36
%V	14.5%	14.8%	15.0%	19.9%	22.2%	13.9%	20.8%	9.2%
%H (All HH)		99.2%	99.2%	59.2%	12.8%	72.8%	44.0%	28.8%
%H (TV HH)			100.0%	59.7%	12.9%	73.4%	44.4%	29.0%
4	100	98	98	57	12	76	47	30
%V	11.6%	11.7%	11.8%	15.4%	16.7%	11.6%	17.8%	7.7%
%H (All HH)		98.0%	98.0%	57.0%	12.0%	76.0%	47.0%	30.0%
%H (TV HH)			100.0%	58.2%	12.2%	77.6%	48.0%	30.6%
5+	49	46	45	23	7	35	20	15
%V	5.7%	5.5%	5.4%	6.2%	9.7%	5.3%	7.6%	3.8%
%H (All HH)		93.9%	91.8%	46.9%	14.3%	71.4%	40.8%	30.6%
%H (TV HH)			97.8%	50.0%	15.2%	76.1%	43.5%	32.6%
Average HH size	2.23	2.23	2.24	2.49	2.72	2.21	2.64	1.92

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 2010 - June 2011

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	863	837	829	371	72	655	264	391
%H (All HH)		97.0%	96.1%	43.0%	8.3%	75.9%	30.6%	45.3%
%H (TV HH)			99.0%	44.3%	8.6%	78.3%	31.5%	46.7%
Without	667	648	641	263	50	519	189	330
%V	77.3%	77.4%	77.3%	70.9%	69.4%	79.2%	71.6%	84.4%
%H (All HH)		97.2%	96.1%	39.4%	7.5%	77.8%	28.3%	49.5%
%H (TV HH)			98.9%	40.6%	7.7%	80.1%	29.2%	50.9%
With	196	190	188	107	22	136	76	60
%V	22.7%	22.7%	22.7%	28.8%	30.6%	20.8%	28.8%	15.3%
%H (All HH)		96.9%	95.9%	54.6%	11.2%	69.4%	38.8%	30.6%
%H (TV HH)			98.9%	56.3%	11.6%	71.6%	40.0%	31.6%
0 - 3	70	68	68	36	8	44	21	24
%V	8.1%	8.1%	8.2%	9.7%	11.1%	6.7%	8.0%	6.1%
%H (All HH)		97.1%	97.1%	51.4%	11.4%	62.9%	30.0%	34.3%
%H (TV HH)			100.0%	52.9%	11.8%	64.7%	30.9%	35.3%
4 - 9	90	85	84	50	8	58	32	26
%V	10.4%	10.2%	10.1%	13.5%	11.1%	8.9%	12.1%	6.6%
%H (All HH)		94.4%	93.3%	55.6%	8.9%	64.4%	35.6%	28.9%
%H (TV HH)			98.8%	58.8%	9.4%	68.2%	37.6%	30.6%
10 - 15	99	97	96	57	13	78	50	28
%V	11.5%	11.6%	11.6%	15.4%	18.1%	11.9%	18.9%	7.2%
%H (All HH)		98.0%	97.0%	57.6%	13.1%	78.8%	50.5%	28.3%
%H (TV HH)			99.0%	58.8%	13.4%	80.4%	51.5%	28.9%

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 2010 - June 2011

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	863	837	829	371	72	655	264	391
%H (All HH)		97.0%	96.1%	43.0%	8.3%	75.9%	30.6%	45.3%
%H (TV HH)			99.0%	44.3%	8.6%	78.3%	31.5%	46.7%
1	351	351	347	124	26	243	45	198
%V	40.7%	41.9%	41.9%	33.4%	36.1%	37.1%	17.0%	50.6%
%H (All HH)		100.0%	98.9%	35.3%	7.4%	69.2%	12.8%	56.4%
%H (TV HH)			98.9%	35.3%	7.4%	69.2%	12.8%	56.4%
2	269	269	267	118	21	221	93	128
%V	31.2%	32.1%	32.2%	31.8%	29.2%	33.7%	35.2%	32.7%
%H (All HH)		100.0%	99.3%	43.9%	7.8%	82.2%	34.6%	47.6%
%H (TV HH)			99.3%	43.9%	7.8%	82.2%	34.6%	47.6%
3	131	131	130	73	14	115	69	45
%V	15.2%	15.7%	15.7%	19.7%	19.4%	17.6%	26.1%	11.5%
%H (All HH)		100.0%	99.2%	55.7%	10.7%	87.8%	52.7%	34.4%
%H (TV HH)			99.2%	55.7%	10.7%	87.8%	52.7%	34.4%
4	60	60	59	39	8	52	40	12
%V	7.0%	7.2%	7.1%	10.5%	11.1%	7.9%	15.2%	3.1%
%H (All HH)		100.0%	98.3%	65.0%	13.3%	86.7%	66.7%	20.0%
%H (TV HH)			98.3%	65.0%	13.3%	86.7%	66.7%	20.0%
5+	26	26	26	16	3	24	17	7
%V	3.0%	3.1%	3.1%	4.3%	4.2%	3.7%	6.4%	1.8%
%H (All HH)		100.0%	100.0%	61.5%	11.5%	92.3%	65.4%	26.9%
%H (TV HH)			100.0%	61.5%	11.5%	92.3%	65.4%	26.9%

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 2010 - June 2011

BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	863	837	829	371	72	655	264	391
%H (All HH)		97.0%	96.1%	43.0%	8.3%	75.9%	30.6%	45.3%
%H (TV HH)			99.0%	44.3%	8.6%	78.3%	31.5%	46.7%
Under 20"	361	361	356	163	32	312	149	164
%V	41.8%	43.1%	42.9%	43.9%	44.4%	47.6%	56.4%	41.9%
%H (All HH)		100.0%	98.6%	45.2%	8.9%	86.4%	41.3%	45.4%
%H (TV HH)			98.6%	45.2%	8.9%	86.4%	41.3%	45.4%
20" - 29"	419	419	414	169	33	345	130	215
%V	48.6%	50.1%	49.9%	45.6%	45.8%	52.7%	49.2%	55.0%
%H (All HH)		100.0%	98.8%	40.3%	7.9%	82.3%	31.0%	51.3%
%H (TV HH)			98.8%	40.3%	7.9%	82.3%	31.0%	51.3%
30" - 39"	398	398	396	200	38	313	153	160
%V	46.1%	47.6%	47.8%	53.9%	52.8%	47.8%	58.0%	40.9%
%H (All HH)		100.0%	99.5%	50.3%	9.5%	78.6%	38.4%	40.2%
%H (TV HH)			99.5%	50.3%	9.5%	78.6%	38.4%	40.2%
40" and over	182	182	181	121	23	129	91	38
%V	21.1%	21.7%	21.8%	32.6%	31.9%	19.7%	34.5%	9.7%
%H (All HH)		100.0%	99.5%	66.5%	12.6%	70.9%	50.0%	20.9%
%H (TV HH)			99.5%	66.5%	12.6%	70.9%	50.0%	20.9%

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 2010 - June 2011
BBC South West
Household level data
Table 6.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	863	837	829	371	72	655	264	391
%H (All HH)		97.0%	96.1%	43.0%	8.3%	75.9%	30.6%	45.3%
%H (TV HH)			99.0%	44.3%	8.6%	78.3%	31.5%	46.7%
Main living room	830	830	822	368	72	649	263	386
%V	96.2%	99.2%	99.2%	99.2%	100.0%	99.1%	99.6%	98.7%
%H (All HH)		100.0%	99.0%	44.3%	8.7%	78.2%	31.7%	46.5%
%H (TV HH)			99.0%	44.3%	8.7%	78.2%	31.7%	46.5%
Kitchen	110	110	109	57	5	96	49	47
%V	12.7%	13.1%	13.1%	15.4%	6.9%	14.7%	18.6%	12.0%
%H (All HH)		100.0%	99.1%	51.8%	4.5%	87.3%	44.5%	42.7%
%H (TV HH)			99.1%	51.8%	4.5%	87.3%	44.5%	42.7%
Adult's bedroom	366	366	362	190	39	308	172	136
%V	42.4%	43.7%	43.7%	51.2%	54.2%	47.0%	65.2%	34.8%
%H (All HH)		100.0%	98.9%	51.9%	10.7%	84.2%	47.0%	37.2%
%H (TV HH)			98.9%	51.9%	10.7%	84.2%	47.0%	37.2%
Child's bedroom	75	75	75	48	8	66	46	20
%V	8.7%	9.0%	9.0%	12.9%	11.1%	10.1%	17.4%	5.1%
%H (All HH)		100.0%	100.0%	64.0%	10.7%	88.0%	61.3%	26.7%
%H (TV HH)			100.0%	64.0%	10.7%	88.0%	61.3%	26.7%
Other bedroom	34	34	34	18	5	31	19	12
%V	3.9%	4.1%	4.1%	4.9%	6.9%	4.7%	7.2%	3.1%
%H (All HH)		100.0%	100.0%	52.9%	14.7%	91.2%	55.9%	35.3%
%H (TV HH)			100.0%	52.9%	14.7%	91.2%	55.9%	35.3%
Second living/dining room	92	92	90	52	4	76	42	34
%V	10.7%	11.0%	10.9%	14.0%	5.6%	11.6%	15.9%	8.7%
%H (All HH)		100.0%	97.8%	56.5%	4.3%	82.6%	45.7%	37.0%
%H (TV HH)			97.8%	56.5%	4.3%	82.6%	45.7%	37.0%
Study/office	16	16	16	11	1	16	11	5
%V	1.9%	1.9%	1.9%	3.0%	1.4%	2.4%	4.2%	1.3%
%H (All HH)		100.0%	100.0%	68.8%	6.3%	100.0%	68.8%	31.3%
%H (TV HH)			100.0%	68.8%	6.3%	100.0%	68.8%	31.3%
TV room	3	3	3	1	1	3	2	1
%V	0.3%	0.4%	0.4%	0.3%	1.4%	0.5%	0.8%	0.3%
%H (All HH)		100.0%	100.0%	33.3%	33.3%	100.0%	66.7%	33.3%
%H (TV HH)			100.0%	33.3%	33.3%	100.0%	66.7%	33.3%
No specific location	3	3	3	1	0	3	1	2
%V	0.3%	0.4%	0.4%	0.3%	0.0%	0.5%	0.4%	0.5%
%H (All HH)		100.0%	100.0%	33.3%	0.0%	100.0%	33.3%	66.7%
%H (TV HH)			100.0%	33.3%	0.0%	100.0%	33.3%	66.7%
Other	8	8	8	3	2	7	5	3
%V	0.9%	1.0%	1.0%	0.8%	2.8%	1.1%	1.9%	0.8%
%H (All HH)		100.0%	100.0%	37.5%	25.0%	87.5%	62.5%	37.5%
%H (TV HH)			100.0%	37.5%	25.0%	87.5%	62.5%	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 2010 - June 2011

BBC South West

Household level data

Table 6.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	863	837	829	371	72	655	264	391
%H (All HH)		97.0%	96.1%	43.0%	8.3%	75.9%	30.6%	45.3%
%H (TV HH)			99.0%	44.3%	8.6%	78.3%	31.5%	46.7%
PVR	428	428	428	265	33	320	188	132
%V	49.6%	51.1%	51.6%	71.4%	45.8%	48.9%	71.2%	33.8%
%H (All HH)		100.0%	100.0%	61.9%	7.7%	74.8%	43.9%	30.8%
%H (TV HH)			100.0%	61.9%	7.7%	74.8%	43.9%	30.8%
DVDR	96	96	96	42	11	77	34	44
%V	11.1%	11.5%	11.6%	11.3%	15.3%	11.8%	12.9%	11.3%
%H (All HH)		100.0%	100.0%	43.8%	11.5%	80.2%	35.4%	45.8%
%H (TV HH)			100.0%	43.8%	11.5%	80.2%	35.4%	45.8%
VCR	99	99	94	46	12	76	39	38
%V	11.5%	11.8%	11.3%	12.4%	16.7%	11.6%	14.8%	9.7%
%H (All HH)		100.0%	94.9%	46.5%	12.1%	76.8%	39.4%	38.4%
%H (TV HH)			94.9%	46.5%	12.1%	76.8%	39.4%	38.4%
Any recorder	510	510	505	291	41	383	207	176
%V	59.1%	60.9%	60.9%	78.4%	56.9%	58.5%	78.4%	45.0%
%H (All HH)		100.0%	99.0%	57.1%	8.0%	75.1%	40.6%	34.5%
%H (TV HH)			99.0%	57.1%	8.0%	75.1%	40.6%	34.5%

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 2010 - June 2011
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	863	837	829	371	72	655	264	391
%H (All HH)		97.0%	96.1%	43.0%	8.3%	75.9%	30.6%	45.3%
%H (TV HH)			99.0%	44.3%	8.6%	78.3%	31.5%	46.7%
Receives HDTV (via STB or built-in reception)	207	207	207	128	37	150	106	45
%V	24.0%	24.7%	25.0%	34.5%	51.4%	22.9%	40.2%	11.5%
%H (All HH)		100.0%	100.0%	61.8%	17.9%	72.5%	51.2%	21.7%
%H (TV HH)			100.0%	61.8%	17.9%	72.5%	51.2%	21.7%
DVD/Blu-ray player or recorder	690	690	684	325	66	536	238	297
%V	80.0%	82.4%	82.5%	87.6%	91.7%	81.8%	90.2%	76.0%
%H (All HH)		100.0%	99.1%	47.1%	9.6%	77.7%	34.5%	43.0%
%H (TV HH)			99.1%	47.1%	9.6%	77.7%	34.5%	43.0%

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 2010 - June 2011

BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	863	837	829	371	72	655	264	391
%H (All HH)		97.0%	96.1%	43.0%	8.3%	75.9%	30.6%	45.3%
%H (TV HH)			99.0%	44.3%	8.6%	78.3%	31.5%	46.7%
Has PC or Laptop	659	641	635	322	67	487	236	251
%V	76.4%	76.6%	76.6%	86.8%	93.1%	74.4%	89.4%	64.2%
%H (All HH)		97.3%	96.4%	48.9%	10.2%	73.9%	35.8%	38.1%
%H (TV HH)			99.1%	50.2%	10.5%	76.0%	36.8%	39.2%
Has broadband internet	614	598	593	307	65	450	226	224
%V	71.1%	71.4%	71.5%	82.7%	90.3%	68.7%	85.6%	57.3%
%H (All HH)		97.4%	96.6%	50.0%	10.6%	73.3%	36.8%	36.5%
%H (TV HH)			99.2%	51.3%	10.9%	75.3%	37.8%	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 2010 - June 2011

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1664	1648	821	161	1368	690	678
%H		99.0%	49.3%	9.7%	82.2%	41.5%	40.7%
Under 20"	501	494	241	50	438	231	207
%V	30.1%	30.0%	29.4%	31.1%	32.0%	33.5%	30.5%
%H		98.6%	48.1%	10.0%	87.4%	46.1%	41.3%
20" - 29"	511	506	216	41	427	174	253
%V	30.7%	30.7%	26.3%	25.5%	31.2%	25.2%	37.3%
%H		99.0%	42.3%	8.0%	83.6%	34.1%	49.5%
30" - 39"	446	443	225	45	355	181	175
%V	26.8%	26.9%	27.4%	28.0%	26.0%	26.2%	25.8%
%H		99.3%	50.4%	10.1%	79.6%	40.6%	39.2%
40" and over	200	199	136	25	143	102	41
%V	12.0%	12.1%	16.6%	15.5%	10.5%	14.8%	6.0%
%H		99.5%	68.0%	12.5%	71.5%	51.0%	20.5%
Don't know	7	7	4	1	5	3	2
%V	0.4%	0.4%	0.5%	0.6%	0.4%	0.4%	0.3%
%H		100.0%	57.1%	14.3%	71.4%	42.9%	28.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC South West
Set level data
Table 6.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1664	1648	821	161	1368	690	678
%H		99.0%	49.3%	9.7%	82.2%	41.5%	40.7%
Main living room	835	827	371	73	654	267	387
%V	50.2%	50.2%	45.2%	45.3%	47.8%	38.7%	57.1%
%H		99.0%	44.4%	8.7%	78.3%	32.0%	46.3%
Kitchen	110	109	57	5	96	49	47
%V	6.6%	6.6%	6.9%	3.1%	7.0%	7.1%	6.9%
%H		99.1%	51.8%	4.5%	87.3%	44.5%	42.7%
Adult's bedroom	463	458	245	60	395	236	159
%V	27.8%	27.8%	29.8%	37.3%	28.9%	34.2%	23.5%
%H		98.9%	52.9%	13.0%	85.3%	51.0%	34.3%
Child's bedroom	93	93	59	9	82	56	25
%V	5.6%	5.6%	7.2%	5.6%	6.0%	8.1%	3.7%
%H		100.0%	63.4%	9.7%	88.2%	60.2%	26.9%
Other bedroom	38	38	21	5	35	22	13
%V	2.3%	2.3%	2.6%	3.1%	2.6%	3.2%	1.9%
%H		100.0%	55.3%	13.2%	92.1%	57.9%	34.2%
Second living/dining room	93	91	53	4	77	43	35
%V	5.6%	5.5%	6.5%	2.5%	5.6%	6.2%	5.2%
%H		97.8%	57.0%	4.3%	82.8%	46.2%	37.6%
Study/office	16	16	11	1	16	11	5
%V	1.0%	1.0%	1.3%	0.6%	1.2%	1.6%	0.7%
%H		100.0%	68.8%	6.3%	100.0%	68.8%	31.3%
TV room	3	3	1	1	3	2	1
%V	0.2%	0.2%	0.1%	0.6%	0.2%	0.3%	0.1%
%H		100.0%	33.3%	33.3%	100.0%	66.7%	33.3%
No specific location	3	3	1	0	3	1	2
%V	0.2%	0.2%	0.1%	0.0%	0.2%	0.1%	0.3%
%H		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%
Other	8	8	3	3	8	5	3
%V	0.5%	0.5%	0.4%	1.9%	0.6%	0.7%	0.4%
%H		100.0%	37.5%	37.5%	100.0%	62.5%	37.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1664	1648	821	161	1368	690	678
%H		99.0%	49.3%	9.7%	82.2%	41.5%	40.7%
PVR	503	503	321	39	376	230	146
%V	30.2%	30.5%	39.1%	24.2%	27.5%	33.3%	21.5%
%H		100.0%	63.8%	7.8%	74.8%	45.7%	29.0%
DVDR	107	107	49	11	87	40	47
%V	6.4%	6.5%	6.0%	6.8%	6.4%	5.8%	6.9%
%H		100.0%	45.8%	10.3%	81.3%	37.4%	43.9%
VCR	111	105	51	13	85	43	42
%V	6.7%	6.4%	6.2%	8.1%	6.2%	6.2%	6.2%
%H		94.6%	45.9%	11.7%	76.6%	38.7%	37.8%
Any recorder	617	611	364	51	465	266	199
%V	37.1%	37.1%	44.3%	31.7%	34.0%	38.6%	29.4%
%H		99.0%	59.0%	8.3%	75.4%	43.1%	32.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: 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	1664	1648	821	161	1368	690	678
%H		99.0%	49.3%	9.7%	82.2%	41.5%	40.7%
Receives HDTV (via STB or built-in reception)	243	243	149	44	176	124	52
%V	14.6%	14.7%	18.1%	27.3%	12.9%	18.0%	7.7%
%H		100.0%	61.3%	18.1%	72.4%	51.0%	21.4%
DVD/Blu-ray player or recorder	1012	1005	509	113	817	425	392
%V	60.8%	61.0%	62.0%	70.2%	59.7%	61.6%	57.8%
%H		99.3%	50.3%	11.2%	80.7%	42.0%	38.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC South West
Set level data
Table 6.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	837	829	371	72	655	264	391
%H		99.0%	44.3%	8.6%	78.3%	31.5%	46.7%
Under 20"	54	52	10	1	47	5	41
%V	6.5%	6.3%	2.7%	1.4%	7.2%	1.9%	10.5%
%H		96.3%	18.5%	1.9%	87.0%	9.3%	75.9%
20" - 29"	267	263	80	16	217	48	169
%V	31.9%	31.7%	21.6%	22.2%	33.1%	18.2%	43.2%
%H		98.5%	30.0%	6.0%	81.3%	18.0%	63.3%
30" - 39"	343	341	166	33	269	125	144
%V	41.0%	41.1%	44.7%	45.8%	41.1%	47.3%	36.8%
%H		99.4%	48.4%	9.6%	78.4%	36.4%	42.0%
40" and over	171	170	114	23	120	85	36
%V	20.4%	20.5%	30.7%	31.9%	18.3%	32.2%	9.2%
%H		99.4%	66.7%	13.5%	70.2%	49.7%	21.1%
Don't know	2	2	1	0	2	1	1
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.3%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	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 2010 - June 2011

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	837	829	371	72	655	264	391
%H		99.0%	44.3%	8.6%	78.3%	31.5%	46.7%
PVR	414	414	259	33	308	183	125
%V	49.5%	49.9%	69.8%	45.8%	47.0%	69.3%	32.0%
%H		100.0%	62.6%	8.0%	74.4%	44.2%	30.2%
DVDR	86	86	38	10	70	31	39
%V	10.3%	10.4%	10.2%	13.9%	10.7%	11.7%	10.0%
%H		100.0%	44.2%	11.6%	81.4%	36.0%	45.3%
VCR	81	77	36	8	63	29	34
%V	9.7%	9.3%	9.7%	11.1%	9.6%	11.0%	8.7%
%H		95.1%	44.4%	9.9%	77.8%	35.8%	42.0%
Any recorder	491	486	284	39	367	200	166
%V	58.7%	58.6%	76.5%	54.2%	56.0%	75.8%	42.5%
%H		99.0%	57.8%	7.9%	74.7%	40.7%	33.8%

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	837	829	371	72	655	264	391
%H		99.0%	44.3%	8.6%	78.3%	31.5%	46.7%
Receives HDTV (via STB or built-in reception)	201	201	126	37	145	104	42
%V	24.0%	24.2%	34.0%	51.4%	22.1%	39.4%	10.7%
%H		100.0%	62.7%	18.4%	72.1%	51.7%	20.9%
DVD/Blu-ray player or recorder	657	650	309	64	507	225	282
%V	78.5%	78.4%	83.3%	88.9%	77.4%	85.2%	72.1%
%H		98.9%	47.0%	9.7%	77.2%	34.2%	42.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	826	819	451	88	713	426	287
%H		99.2%	54.6%	10.7%	86.3%	51.6%	34.7%
Under 20"	447	443	231	49	392	226	166
%V	54.1%	54.1%	51.2%	55.7%	55.0%	53.1%	57.8%
%H		99.1%	51.7%	11.0%	87.7%	50.6%	37.1%
20" - 29"	244	242	136	25	210	126	84
%V	29.5%	29.5%	30.2%	28.4%	29.5%	29.6%	29.3%
%H		99.2%	55.7%	10.2%	86.1%	51.6%	34.4%
30" - 39"	103	101	59	12	86	55	31
%V	12.5%	12.3%	13.1%	13.6%	12.1%	12.9%	10.8%
%H		98.1%	57.3%	11.7%	83.5%	53.4%	30.1%
40" and over	28	28	22	2	22	17	5
%V	3.4%	3.4%	4.9%	2.3%	3.1%	4.0%	1.7%
%H		100.0%	78.6%	7.1%	78.6%	60.7%	17.9%
Don't know	4	4	2	1	3	2	1
%V	0.5%	0.5%	0.4%	1.1%	0.4%	0.5%	0.3%
%H		100.0%	50.0%	25.0%	75.0%	50.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	826	819	451	88	713	426	287
%H		99.2%	54.6%	10.7%	86.3%	51.6%	34.7%
PVR	89	89	61	7	68	47	21
%V	10.8%	10.9%	13.5%	8.0%	9.5%	11.0%	7.3%
%H		100.0%	68.5%	7.9%	76.4%	52.8%	23.6%
DVDR	21	21	11	2	18	10	8
%V	2.5%	2.6%	2.4%	2.3%	2.5%	2.3%	2.8%
%H		100.0%	52.4%	9.5%	85.7%	47.6%	38.1%
VCR	30	28	15	5	22	14	8
%V	3.6%	3.4%	3.3%	5.7%	3.1%	3.3%	2.8%
%H		93.3%	50.0%	16.7%	73.3%	46.7%	26.7%
Any recorder	127	125	81	12	98	66	33
%V	15.4%	15.3%	18.0%	13.6%	13.7%	15.5%	11.5%
%H		98.4%	63.8%	9.4%	77.2%	52.0%	26.0%

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	826	819	451	88	713	426	287
%H		99.2%	54.6%	10.7%	86.3%	51.6%	34.7%
Receives HDTV (via STB or built-in reception)	41	41	24	7	31	20	11
%V	5.0%	5.0%	5.3%	8.0%	4.3%	4.7%	3.8%
%H		100.0%	58.5%	17.1%	75.6%	48.8%	26.8%
DVD/Blu-ray player or recorder	355	355	200	49	310	200	110
%V	43.0%	43.3%	44.3%	55.7%	43.5%	46.9%	38.3%
%H		100.0%	56.3%	13.8%	87.3%	56.3%	31.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	1925	1870	1855	921	197	1446	698	748
%H		97.1%	96.4%	47.8%	10.2%	75.1%	36.3%	38.9%
Total Children	330	316	313	180	34	227	126	101
%V	17.1%	16.9%	16.9%	19.5%	17.3%	15.7%	18.1%	13.5%
%H		95.8%	94.8%	54.5%	10.3%	68.8%	38.2%	30.6%
0 - 3	81	78	78	40	9	52	23	29
%V	4.2%	4.2%	4.2%	4.3%	4.6%	3.6%	3.3%	3.9%
%H		96.3%	96.3%	49.4%	11.1%	64.2%	28.4%	35.8%
4 - 15	249	238	236	139	25	175	103	73
%V	12.9%	12.7%	12.7%	15.1%	12.7%	12.1%	14.8%	9.8%
%H		95.6%	94.8%	55.8%	10.0%	70.3%	41.4%	29.3%
4 - 9	121	113	113	65	11	77	40	37
%V	6.3%	6.0%	6.1%	7.1%	5.6%	5.3%	5.7%	4.9%
%H		93.4%	93.4%	53.7%	9.1%	63.6%	33.1%	30.6%
10 - 15	128	125	123	74	15	98	62	36
%V	6.6%	6.7%	6.6%	8.0%	7.6%	6.8%	8.9%	4.8%
%H		97.7%	96.1%	57.8%	11.7%	76.6%	48.4%	28.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	1925	1870	1855	921	197	1446	698	748
%H		97.1%	96.4%	47.8%	10.2%	75.1%	36.3%	38.9%
Total Adults (16+)	1595	1554	1542	741	163	1219	572	647
%V	82.9%	83.1%	83.1%	80.5%	82.7%	84.3%	81.9%	86.5%
%H		97.4%	96.7%	46.5%	10.2%	76.4%	35.9%	40.6%
16 - 19	94	92	91	46	16	78	46	32
%V	4.9%	4.9%	4.9%	5.0%	8.1%	5.4%	6.6%	4.3%
%H		97.9%	96.8%	48.9%	17.0%	83.0%	48.9%	34.0%
20 - 24	111	106	106	44	24	80	41	38
%V	5.8%	5.7%	5.7%	4.8%	12.2%	5.5%	5.9%	5.1%
%H		95.5%	95.5%	39.6%	21.6%	72.1%	36.9%	34.2%
25 - 34	208	200	198	107	28	133	67	66
%V	10.8%	10.7%	10.7%	11.6%	14.2%	9.2%	9.6%	8.8%
%H		96.2%	95.2%	51.4%	13.5%	63.9%	32.2%	31.7%
35 - 44	253	245	244	147	23	175	100	75
%V	13.1%	13.1%	13.2%	16.0%	11.7%	12.1%	14.3%	10.0%
%H		96.8%	96.4%	58.1%	9.1%	69.2%	39.5%	29.6%
45 - 54	266	259	255	131	36	206	115	91
%V	13.8%	13.9%	13.7%	14.2%	18.3%	14.2%	16.5%	12.2%
%H		97.4%	95.9%	49.2%	13.5%	77.4%	43.2%	34.2%
55 - 64	269	263	262	122	20	222	100	122
%V	14.0%	14.1%	14.1%	13.2%	10.2%	15.4%	14.3%	16.3%
%H		97.8%	97.4%	45.4%	7.4%	82.5%	37.2%	45.4%
65+	394	389	385	145	17	326	103	223
%V	20.5%	20.8%	20.8%	15.7%	8.6%	22.5%	14.8%	29.8%
%H		98.7%	97.7%	36.8%	4.3%	82.7%	26.1%	56.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.23: 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+)	1595	1554	1542	741	163	1219	572	647
%H		97.4%	96.7%	46.5%	10.2%	76.4%	35.9%	40.6%
AB	406	396	393	205	40	298	149	149
%V	25.5%	25.5%	25.5%	27.7%	24.5%	24.4%	26.0%	23.0%
%H		97.5%	96.8%	50.5%	9.9%	73.4%	36.7%	36.7%
C1	505	496	494	236	58	382	180	202
%V	31.7%	31.9%	32.0%	31.8%	35.6%	31.3%	31.5%	31.2%
%H		98.2%	97.8%	46.7%	11.5%	75.6%	35.6%	40.0%
C2	382	374	371	187	39	307	157	150
%V	23.9%	24.1%	24.1%	25.2%	23.9%	25.2%	27.4%	23.2%
%H		97.9%	97.1%	49.0%	10.2%	80.4%	41.1%	39.3%
D	206	197	194	85	21	157	68	89
%V	12.9%	12.7%	12.6%	11.5%	12.9%	12.9%	11.9%	13.8%
%H		95.6%	94.2%	41.3%	10.2%	76.2%	33.0%	43.2%
E	96	90	89	28	5	76	19	56
%V	6.0%	5.8%	5.8%	3.8%	3.1%	6.2%	3.3%	8.7%
%H		93.8%	92.7%	29.2%	5.2%	79.2%	19.8%	58.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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+)	1595	1554	1542	741	163	1219	572	647
%H		97.4%	96.7%	46.5%	10.2%	76.4%	35.9%	40.6%
Working full time	687	669	664	367	77	500	274	226
%V	43.1%	43.1%	43.1%	49.5%	47.2%	41.0%	47.9%	34.9%
%H		97.4%	96.7%	53.4%	11.2%	72.8%	39.9%	32.9%
Working part time	183	181	180	85	21	146	72	74
%V	11.5%	11.6%	11.7%	11.5%	12.9%	12.0%	12.6%	11.4%
%H		98.9%	98.4%	46.4%	11.5%	79.8%	39.3%	40.4%
Not working	725	704	698	290	65	572	226	347
%V	45.5%	45.3%	45.3%	39.1%	39.9%	46.9%	39.5%	53.6%
%H		97.1%	96.3%	40.0%	9.0%	78.9%	31.2%	47.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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+)	774	752	748	373	79	589	289	300
%H		97.2%	96.6%	48.2%	10.2%	76.1%	37.3%	38.8%
16 - 19	49	48	48	24	6	43	25	18
%V	6.3%	6.4%	6.4%	6.4%	7.6%	7.3%	8.7%	6.0%
%H		98.0%	98.0%	49.0%	12.2%	87.8%	51.0%	36.7%
20 - 24	57	54	54	22	13	42	23	19
%V	7.4%	7.2%	7.2%	5.9%	16.5%	7.1%	8.0%	6.3%
%H		94.7%	94.7%	38.6%	22.8%	73.7%	40.4%	33.3%
25 - 34	105	101	100	54	14	67	34	33
%V	13.6%	13.4%	13.4%	14.5%	17.7%	11.4%	11.8%	11.0%
%H		96.2%	95.2%	51.4%	13.3%	63.8%	32.4%	31.4%
35 - 44	124	120	120	72	11	83	46	37
%V	16.0%	16.0%	16.0%	19.3%	13.9%	14.1%	15.9%	12.3%
%H		96.8%	96.8%	58.1%	8.9%	66.9%	37.1%	29.8%
45 - 54	127	124	122	64	16	99	56	43
%V	16.4%	16.5%	16.3%	17.2%	20.3%	16.8%	19.4%	14.3%
%H		97.6%	96.1%	50.4%	12.6%	78.0%	44.1%	33.9%
55 - 64	132	130	130	60	11	110	51	59
%V	17.1%	17.3%	17.4%	16.1%	13.9%	18.7%	17.6%	19.7%
%H		98.5%	98.5%	45.5%	8.3%	83.3%	38.6%	44.7%
65+	179	176	175	76	8	144	53	91
%V	23.1%	23.4%	23.4%	20.4%	10.1%	24.4%	18.3%	30.3%
%H		98.3%	97.8%	42.5%	4.5%	80.4%	29.6%	50.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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+)	774	752	748	373	79	589	289	300
%H		97.2%	96.6%	48.2%	10.2%	76.1%	37.3%	38.8%
AB	200	196	196	105	20	149	77	72
%V	25.8%	26.1%	26.2%	28.2%	25.3%	25.3%	26.6%	24.0%
%H		98.0%	98.0%	52.5%	10.0%	74.5%	38.5%	36.0%
C1	232	228	228	113	28	173	85	88
%V	30.0%	30.3%	30.5%	30.3%	35.4%	29.4%	29.4%	29.3%
%H		98.3%	98.3%	48.7%	12.1%	74.6%	36.6%	37.9%
C2	205	200	198	98	19	165	82	84
%V	26.5%	26.6%	26.5%	26.3%	24.1%	28.0%	28.4%	28.0%
%H		97.6%	96.6%	47.8%	9.3%	80.5%	40.0%	41.0%
D	97	92	90	43	10	74	37	38
%V	12.5%	12.2%	12.0%	11.5%	12.7%	12.6%	12.8%	12.7%
%H		94.8%	92.8%	44.3%	10.3%	76.3%	38.1%	39.2%
E	39	36	35	14	2	28	9	19
%V	5.0%	4.8%	4.7%	3.8%	2.5%	4.8%	3.1%	6.3%
%H		92.3%	89.7%	35.9%	5.1%	71.8%	23.1%	48.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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+)	774	752	748	373	79	589	289	300
%H		97.2%	96.6%	48.2%	10.2%	76.1%	37.3%	38.8%
Working full time	433	421	418	231	49	318	175	143
%V	55.9%	56.0%	55.9%	61.9%	62.0%	54.0%	60.6%	47.7%
%H		97.2%	96.5%	53.3%	11.3%	73.4%	40.4%	33.0%
Working part time	35	35	35	14	4	30	13	17
%V	4.5%	4.7%	4.7%	3.8%	5.1%	5.1%	4.5%	5.7%
%H		100.0%	100.0%	40.0%	11.4%	85.7%	37.1%	48.6%
Not working	306	296	295	128	27	241	101	140
%V	39.5%	39.4%	39.4%	34.3%	34.2%	40.9%	34.9%	46.7%
%H		96.7%	96.4%	41.8%	8.8%	78.8%	33.0%	45.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	822	802	794	369	84	630	283	346
%H		97.6%	96.6%	44.9%	10.2%	76.6%	34.4%	42.1%
16 - 19	45	43	43	21	10	35	21	13
%V	5.5%	5.4%	5.4%	5.7%	11.9%	5.6%	7.4%	3.8%
%H		95.6%	95.6%	46.7%	22.2%	77.8%	46.7%	28.9%
20 - 24	54	53	52	22	11	37	18	19
%V	6.6%	6.6%	6.5%	6.0%	13.1%	5.9%	6.4%	5.5%
%H		98.1%	96.3%	40.7%	20.4%	68.5%	33.3%	35.2%
25 - 34	103	99	98	52	14	66	33	33
%V	12.5%	12.3%	12.3%	14.1%	16.7%	10.5%	11.7%	9.5%
%H		96.1%	95.1%	50.5%	13.6%	64.1%	32.0%	32.0%
35 - 44	129	125	124	75	12	92	54	38
%V	15.7%	15.6%	15.6%	20.3%	14.3%	14.6%	19.1%	11.0%
%H		96.9%	96.1%	58.1%	9.3%	71.3%	41.9%	29.5%
45 - 54	139	135	133	67	20	107	59	48
%V	16.9%	16.8%	16.8%	18.2%	23.8%	17.0%	20.8%	13.9%
%H		97.1%	95.7%	48.2%	14.4%	77.0%	42.4%	34.5%
55 - 64	137	133	132	61	8	112	49	63
%V	16.7%	16.6%	16.6%	16.5%	9.5%	17.8%	17.3%	18.2%
%H		97.1%	96.4%	44.5%	5.8%	81.8%	35.8%	46.0%
65+	215	213	210	70	9	182	49	132
%V	26.2%	26.6%	26.4%	19.0%	10.7%	28.9%	17.3%	38.2%
%H		99.1%	97.7%	32.6%	4.2%	84.7%	22.8%	61.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	822	802	794	369	84	630	283	346
%H		97.6%	96.6%	44.9%	10.2%	76.6%	34.4%	42.1%
AB	205	200	197	101	20	149	72	77
%V	24.9%	24.9%	24.8%	27.4%	23.8%	23.7%	25.4%	22.3%
%H		97.6%	96.1%	49.3%	9.8%	72.7%	35.1%	37.6%
C1	273	268	266	123	31	209	95	114
%V	33.2%	33.4%	33.5%	33.3%	36.9%	33.2%	33.6%	32.9%
%H		98.2%	97.4%	45.1%	11.4%	76.6%	34.8%	41.8%
C2	177	174	173	90	19	142	76	66
%V	21.5%	21.7%	21.8%	24.4%	22.6%	22.5%	26.9%	19.1%
%H		98.3%	97.7%	50.8%	10.7%	80.2%	42.9%	37.3%
D	109	105	104	42	11	83	31	52
%V	13.3%	13.1%	13.1%	11.4%	13.1%	13.2%	11.0%	15.0%
%H		96.3%	95.4%	38.5%	10.1%	76.1%	28.4%	47.7%
E	57	55	54	14	3	48	10	38
%V	6.9%	6.9%	6.8%	3.8%	3.6%	7.6%	3.5%	11.0%
%H		96.5%	94.7%	24.6%	5.3%	84.2%	17.5%	66.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC South West
Individual level data
Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	822	802	794	369	84	630	283	346
%H		97.6%	96.6%	44.9%	10.2%	76.6%	34.4%	42.1%
Working full time	254	247	245	136	28	182	100	83
%V	30.9%	30.8%	30.9%	36.9%	33.3%	28.9%	35.3%	24.0%
%H		97.2%	96.5%	53.5%	11.0%	71.7%	39.4%	32.7%
Working part time	149	146	145	71	17	116	59	57
%V	18.1%	18.2%	18.3%	19.2%	20.2%	18.4%	20.8%	16.5%
%H		98.0%	97.3%	47.7%	11.4%	77.9%	39.6%	38.3%
Not working	419	408	403	161	38	331	125	206
%V	51.0%	50.9%	50.8%	43.6%	45.2%	52.5%	44.2%	59.5%
%H		97.4%	96.2%	38.4%	9.1%	79.0%	29.8%	49.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2168	2101	1982	859	286	1336	487	849
%H (All HH)		96.9%	91.4%	39.6%	13.2%	61.6%	22.5%	39.2%
%H (TV HH)			94.3%	40.9%	13.6%	63.6%	23.2%	40.4%
AB	677	662	633	286	87	412	150	263
%V	31.2%	31.5%	31.9%	33.3%	30.4%	30.8%	30.8%	31.0%
%H (All HH)		97.8%	93.5%	42.2%	12.9%	60.9%	22.2%	38.8%
%H (TV HH)			95.6%	43.2%	13.1%	62.2%	22.7%	39.7%
C1	622	598	568	255	86	378	145	233
%V	28.7%	28.5%	28.7%	29.7%	30.1%	28.3%	29.8%	27.4%
%H (All HH)		96.1%	91.3%	41.0%	13.8%	60.8%	23.3%	37.5%
%H (TV HH)			95.0%	42.6%	14.4%	63.2%	24.2%	39.0%
C2	444	430	415	188	68	290	127	164
%V	20.5%	20.5%	20.9%	21.9%	23.8%	21.7%	26.1%	19.3%
%H (All HH)		96.8%	93.5%	42.3%	15.3%	65.3%	28.6%	36.9%
%H (TV HH)			96.5%	43.7%	15.8%	67.4%	29.5%	38.1%
D	221	216	202	87	25	133	43	90
%V	10.2%	10.3%	10.2%	10.1%	8.7%	10.0%	8.8%	10.6%
%H (All HH)		97.7%	91.4%	39.4%	11.3%	60.2%	19.5%	40.7%
%H (TV HH)			93.5%	40.3%	11.6%	61.6%	19.9%	41.7%
E	204	194	163	44	19	122	22	100
%V	9.4%	9.2%	8.2%	5.1%	6.6%	9.1%	4.5%	11.8%
%H (All HH)		95.1%	79.9%	21.6%	9.3%	59.8%	10.8%	49.0%
%H (TV HH)			84.0%	22.7%	9.8%	62.9%	11.3%	51.5%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South

Household level data

Table 7.2: Housewife 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 HH	2168	2101	1982	859	286	1336	487	849
%H (All HH)		96.9%	91.4%	39.6%	13.2%	61.6%	22.5%	39.2%
%H (TV HH)			94.3%	40.9%	13.6%	63.6%	23.2%	40.4%
Under 25	85	73	66	27	5	45	12	33
%V	3.9%	3.5%	3.3%	3.1%	1.7%	3.4%	2.5%	3.9%
%H (All HH)		85.9%	77.6%	31.8%	5.9%	52.9%	14.1%	38.8%
%H (TV HH)			90.4%	37.0%	6.8%	61.6%	16.4%	45.2%
25 - 34	324	305	299	155	52	160	67	94
%V	14.9%	14.5%	15.1%	18.0%	18.2%	12.0%	13.8%	11.1%
%H (All HH)		94.1%	92.3%	47.8%	16.0%	49.4%	20.7%	29.0%
%H (TV HH)			98.0%	50.8%	17.0%	52.5%	22.0%	30.8%
35 - 44	415	402	392	197	74	246	121	125
%V	19.1%	19.1%	19.8%	22.9%	25.9%	18.4%	24.8%	14.7%
%H (All HH)		96.9%	94.5%	47.5%	17.8%	59.3%	29.2%	30.1%
%H (TV HH)			97.5%	49.0%	18.4%	61.2%	30.1%	31.1%
45 - 54	420	412	399	191	60	273	121	152
%V	19.4%	19.6%	20.1%	22.2%	21.0%	20.4%	24.8%	17.9%
%H (All HH)		98.1%	95.0%	45.5%	14.3%	65.0%	28.8%	36.2%
%H (TV HH)			96.8%	46.4%	14.6%	66.3%	29.4%	36.9%
55 - 64	339	334	319	141	51	213	84	129
%V	15.6%	15.9%	16.1%	16.4%	17.8%	15.9%	17.2%	15.2%
%H (All HH)		98.5%	94.1%	41.6%	15.0%	62.8%	24.8%	38.1%
%H (TV HH)			95.5%	42.2%	15.3%	63.8%	25.1%	38.6%
65 +	585	575	506	148	44	398	82	316
%V	27.0%	27.4%	25.5%	17.2%	15.4%	29.8%	16.8%	37.2%
%H (All HH)		98.3%	86.5%	25.3%	7.5%	68.0%	14.0%	54.0%
%H (TV HH)			88.0%	25.7%	7.7%	69.2%	14.3%	55.0%

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 2010 - June 2011

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2168	2101	1982	859	286	1336	487	849
%H (All HH)		96.9%	91.4%	39.6%	13.2%	61.6%	22.5%	39.2%
%H (TV HH)			94.3%	40.9%	13.6%	63.6%	23.2%	40.4%
1	717	678	598	178	64	430	76	354
%V	33.1%	32.3%	30.2%	20.7%	22.4%	32.2%	15.6%	41.7%
%H (All HH)		94.6%	83.4%	24.8%	8.9%	60.0%	10.6%	49.4%
%H (TV HH)			88.2%	26.3%	9.4%	63.4%	11.2%	52.2%
2	697	682	656	286	100	446	172	274
%V	32.1%	32.5%	33.1%	33.3%	35.0%	33.4%	35.3%	32.3%
%H (All HH)		97.8%	94.1%	41.0%	14.3%	64.0%	24.7%	39.3%
%H (TV HH)			96.2%	41.9%	14.7%	65.4%	25.2%	40.2%
3	324	318	310	163	53	190	93	97
%V	14.9%	15.1%	15.6%	19.0%	18.5%	14.2%	19.1%	11.4%
%H (All HH)		98.1%	95.7%	50.3%	16.4%	58.6%	28.7%	29.9%
%H (TV HH)			97.5%	51.3%	16.7%	59.7%	29.2%	30.5%
4	303	300	296	159	43	191	94	97
%V	14.0%	14.3%	14.9%	18.5%	15.0%	14.3%	19.3%	11.4%
%H (All HH)		99.0%	97.7%	52.5%	14.2%	63.0%	31.0%	32.0%
%H (TV HH)			98.7%	53.0%	14.3%	63.7%	31.3%	32.3%
5+	128	123	122	72	25	78	51	27
%V	5.9%	5.9%	6.2%	8.4%	8.7%	5.8%	10.5%	3.2%
%H (All HH)		96.1%	95.3%	56.3%	19.5%	60.9%	39.8%	21.1%
%H (TV HH)			99.2%	58.5%	20.3%	63.4%	41.5%	22.0%
Average HH size	2.30	2.31	2.36	2.64	2.56	2.30	2.78	2.03

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 2010 - June 2011

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2168	2101	1982	859	286	1336	487	849
%H (All HH)		96.9%	91.4%	39.6%	13.2%	61.6%	22.5%	39.2%
%H (TV HH)			94.3%	40.9%	13.6%	63.6%	23.2%	40.4%
Without	1626	1567	1458	577	198	1010	323	687
%V	75.0%	74.6%	73.6%	67.2%	69.2%	75.6%	66.3%	80.9%
%H (All HH)		96.4%	89.7%	35.5%	12.2%	62.1%	19.9%	42.3%
%H (TV HH)			93.0%	36.8%	12.6%	64.5%	20.6%	43.8%
With	542	534	524	282	87	326	164	162
%V	25.0%	25.4%	26.4%	32.8%	30.4%	24.4%	33.7%	19.1%
%H (All HH)		98.5%	96.7%	52.0%	16.1%	60.1%	30.3%	29.9%
%H (TV HH)			98.1%	52.8%	16.3%	61.0%	30.7%	30.3%
0 - 3	207	204	201	98	31	119	45	75
%V	9.5%	9.7%	10.1%	11.4%	10.8%	8.9%	9.2%	8.8%
%H (All HH)		98.6%	97.1%	47.3%	15.0%	57.5%	21.7%	36.2%
%H (TV HH)			98.5%	48.0%	15.2%	58.3%	22.1%	36.8%
4 - 9	260	255	252	143	43	146	75	71
%V	12.0%	12.1%	12.7%	16.6%	15.0%	10.9%	15.4%	8.4%
%H (All HH)		98.1%	96.9%	55.0%	16.5%	56.2%	28.8%	27.3%
%H (TV HH)			98.8%	56.1%	16.9%	57.3%	29.4%	27.8%
10 - 15	256	254	249	140	45	165	99	66
%V	11.8%	12.1%	12.6%	16.3%	15.7%	12.4%	20.3%	7.8%
%H (All HH)		99.2%	97.3%	54.7%	17.6%	64.5%	38.7%	25.8%
%H (TV HH)			98.0%	55.1%	17.7%	65.0%	39.0%	26.0%

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 2010 - June 2011

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2168	2101	1982	859	286	1336	487	849
%H (All HH)		96.9%	91.4%	39.6%	13.2%	61.6%	22.5%	39.2%
%H (TV HH)			94.3%	40.9%	13.6%	63.6%	23.2%	40.4%
1	848	848	760	244	111	468	64	403
%V	39.1%	40.4%	38.3%	28.4%	38.8%	35.0%	13.1%	47.5%
%H (All HH)		100.0%	89.6%	28.8%	13.1%	55.2%	7.5%	47.5%
%H (TV HH)			89.6%	28.8%	13.1%	55.2%	7.5%	47.5%
2	733	733	709	318	92	491	187	303
%V	33.8%	34.9%	35.8%	37.0%	32.2%	36.8%	38.4%	35.7%
%H (All HH)		100.0%	96.7%	43.4%	12.6%	67.0%	25.5%	41.3%
%H (TV HH)			96.7%	43.4%	12.6%	67.0%	25.5%	41.3%
3	311	311	307	169	49	227	132	95
%V	14.3%	14.8%	15.5%	19.7%	17.1%	17.0%	27.1%	11.2%
%H (All HH)		100.0%	98.7%	54.3%	15.8%	73.0%	42.4%	30.5%
%H (TV HH)			98.7%	54.3%	15.8%	73.0%	42.4%	30.5%
4	127	127	126	73	23	91	60	31
%V	5.9%	6.0%	6.4%	8.5%	8.0%	6.8%	12.3%	3.7%
%H (All HH)		100.0%	99.2%	57.5%	18.1%	71.7%	47.2%	24.4%
%H (TV HH)			99.2%	57.5%	18.1%	71.7%	47.2%	24.4%
5+	81	81	81	55	11	60	43	17
%V	3.7%	3.9%	4.1%	6.4%	3.8%	4.5%	8.8%	2.0%
%H (All HH)		100.0%	100.0%	67.9%	13.6%	74.1%	53.1%	21.0%
%H (TV HH)			100.0%	67.9%	13.6%	74.1%	53.1%	21.0%

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 2010 - June 2011

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2168	2101	1982	859	286	1336	487	849
%H (All HH)		96.9%	91.4%	39.6%	13.2%	61.6%	22.5%	39.2%
%H (TV HH)			94.3%	40.9%	13.6%	63.6%	23.2%	40.4%
Under 20"	889	889	843	365	120	630	266	364
%V	41.0%	42.3%	42.5%	42.5%	42.0%	47.2%	54.6%	42.9%
%H (All HH)		100.0%	94.8%	41.1%	13.5%	70.9%	29.9%	40.9%
%H (TV HH)			94.8%	41.1%	13.5%	70.9%	29.9%	40.9%
20" - 29"	1028	1028	959	399	135	678	244	435
%V	47.4%	48.9%	48.4%	46.4%	47.2%	50.7%	50.1%	51.2%
%H (All HH)		100.0%	93.3%	38.8%	13.1%	66.0%	23.7%	42.3%
%H (TV HH)			93.3%	38.8%	13.1%	66.0%	23.7%	42.3%
30" - 39"	987	987	960	459	149	644	284	360
%V	45.5%	47.0%	48.4%	53.4%	52.1%	48.2%	58.3%	42.4%
%H (All HH)		100.0%	97.3%	46.5%	15.1%	65.2%	28.8%	36.5%
%H (TV HH)			97.3%	46.5%	15.1%	65.2%	28.8%	36.5%
40" and over	530	530	528	337	79	322	205	117
%V	24.4%	25.2%	26.6%	39.2%	27.6%	24.1%	42.1%	13.8%
%H (All HH)		100.0%	99.6%	63.6%	14.9%	60.8%	38.7%	22.1%
%H (TV HH)			99.6%	63.6%	14.9%	60.8%	38.7%	22.1%

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 2010 - June 2011

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2168	2101	1982	859	286	1336	487	849
%H (All HH)		96.9%	91.4%	39.6%	13.2%	61.6%	22.5%	39.2%
%H (TV HH)			94.3%	40.9%	13.6%	63.6%	23.2%	40.4%
Main living room	2074	2074	1958	850	284	1319	484	835
%V	95.7%	98.7%	98.8%	99.0%	99.3%	98.7%	99.4%	98.4%
%H (All HH)		100.0%	94.4%	41.0%	13.7%	63.6%	23.3%	40.3%
%H (TV HH)			94.4%	41.0%	13.7%	63.6%	23.3%	40.3%
Kitchen	278	278	270	140	29	202	99	103
%V	12.8%	13.2%	13.6%	16.3%	10.1%	15.1%	20.3%	12.1%
%H (All HH)		100.0%	97.1%	50.4%	10.4%	72.7%	35.6%	37.1%
%H (TV HH)			97.1%	50.4%	10.4%	72.7%	35.6%	37.1%
Adult's bedroom	972	972	949	491	140	671	341	330
%V	44.8%	46.3%	47.9%	57.2%	49.0%	50.2%	70.0%	38.9%
%H (All HH)		100.0%	97.6%	50.5%	14.4%	69.0%	35.1%	34.0%
%H (TV HH)			97.6%	50.5%	14.4%	69.0%	35.1%	34.0%
Child's bedroom	166	166	165	98	32	116	78	39
%V	7.7%	7.9%	8.3%	11.4%	11.2%	8.7%	16.0%	4.6%
%H (All HH)		100.0%	99.4%	59.0%	19.3%	69.9%	47.0%	23.5%
%H (TV HH)			99.4%	59.0%	19.3%	69.9%	47.0%	23.5%
Other bedroom	91	91	90	52	9	65	35	30
%V	4.2%	4.3%	4.5%	6.1%	3.1%	4.9%	7.2%	3.5%
%H (All HH)		100.0%	98.9%	57.1%	9.9%	71.4%	38.5%	33.0%
%H (TV HH)			98.9%	57.1%	9.9%	71.4%	38.5%	33.0%
Second living/dining room	214	214	208	111	30	152	84	68
%V	9.9%	10.2%	10.5%	12.9%	10.5%	11.4%	17.2%	8.0%
%H (All HH)		100.0%	97.2%	51.9%	14.0%	71.0%	39.3%	31.8%
%H (TV HH)			97.2%	51.9%	14.0%	71.0%	39.3%	31.8%
Study/office	59	59	58	34	8	39	22	18
%V	2.7%	2.8%	2.9%	4.0%	2.8%	2.9%	4.5%	2.1%
%H (All HH)		100.0%	98.3%	57.6%	13.6%	66.1%	37.3%	30.5%
%H (TV HH)			98.3%	57.6%	13.6%	66.1%	37.3%	30.5%
TV room	19	19	19	10	3	14	7	7
%V	0.9%	0.9%	1.0%	1.2%	1.0%	1.0%	1.4%	0.8%
%H (All HH)		100.0%	100.0%	52.6%	15.8%	73.7%	36.8%	36.8%
%H (TV HH)			100.0%	52.6%	15.8%	73.7%	36.8%	36.8%
No specific location	4	4	4	2	0	4	2	2
%V	0.2%	0.2%	0.2%	0.2%	0.0%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	13	13	13	7	2	9	5	5
%V	0.6%	0.6%	0.7%	0.8%	0.7%	0.7%	1.0%	0.6%
%H (All HH)		100.0%	100.0%	53.8%	15.4%	69.2%	38.5%	38.5%
%H (TV HH)			100.0%	53.8%	15.4%	69.2%	38.5%	38.5%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 7.8: 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	2168	2101	1982	859	286	1336	487	849
%H (All HH)		96.9%	91.4%	39.6%	13.2%	61.6%	22.5%	39.2%
%H (TV HH)			94.3%	40.9%	13.6%	63.6%	23.2%	40.4%
PVR	996	996	995	651	136	571	349	222
%V	45.9%	47.4%	50.2%	75.8%	47.6%	42.7%	71.7%	26.1%
%H (All HH)		100.0%	99.9%	65.4%	13.7%	57.3%	35.0%	22.3%
%H (TV HH)			99.9%	65.4%	13.7%	57.3%	35.0%	22.3%
DVDR	356	356	344	160	51	227	88	139
%V	16.4%	16.9%	17.4%	18.6%	17.8%	17.0%	18.1%	16.4%
%H (All HH)		100.0%	96.6%	44.9%	14.3%	63.8%	24.7%	39.0%
%H (TV HH)			96.6%	44.9%	14.3%	63.8%	24.7%	39.0%
VCR	433	433	402	128	62	302	87	215
%V	20.0%	20.6%	20.3%	14.9%	21.7%	22.6%	17.9%	25.3%
%H (All HH)		100.0%	92.8%	29.6%	14.3%	69.7%	20.1%	49.7%
%H (TV HH)			92.8%	29.6%	14.3%	69.7%	20.1%	49.7%
Any recorder	1426	1426	1387	733	198	881	410	471
%V	65.8%	67.9%	70.0%	85.3%	69.2%	65.9%	84.2%	55.5%
%H (All HH)		100.0%	97.3%	51.4%	13.9%	61.8%	28.8%	33.0%
%H (TV HH)			97.3%	51.4%	13.9%	61.8%	28.8%	33.0%

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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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	2168	2101	1982	859	286	1336	487	849
%H (All HH)		96.9%	91.4%	39.6%	13.2%	61.6%	22.5%	39.2%
%H (TV HH)			94.3%	40.9%	13.6%	63.6%	23.2%	40.4%
Receives HDTV (via STB or built-in reception)	655	655	655	413	155	347	248	100
%V	30.2%	31.2%	33.0%	48.1%	54.2%	26.0%	50.9%	11.8%
%H (All HH)		100.0%	100.0%	63.1%	23.7%	53.0%	37.9%	15.3%
%H (TV HH)			100.0%	63.1%	23.7%	53.0%	37.9%	15.3%
DVD/Blu-ray player or recorder	1699	1699	1645	750	253	1095	440	655
%V	78.4%	80.9%	83.0%	87.3%	88.5%	82.0%	90.3%	77.1%
%H (All HH)		100.0%	96.8%	44.1%	14.9%	64.4%	25.9%	38.6%
%H (TV HH)			96.8%	44.1%	14.9%	64.4%	25.9%	38.6%

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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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	2168	2101	1982	859	286	1336	487	849
%H (All HH)		96.9%	91.4%	39.6%	13.2%	61.6%	22.5%	39.2%
%H (TV HH)			94.3%	40.9%	13.6%	63.6%	23.2%	40.4%
Has PC or Laptop	1709	1657	1611	765	257	1042	440	601
%V	78.8%	78.9%	81.3%	89.1%	89.9%	78.0%	90.3%	70.8%
%H (All HH)		97.0%	94.3%	44.8%	15.0%	61.0%	25.7%	35.2%
%H (TV HH)			97.2%	46.2%	15.5%	62.9%	26.6%	36.3%
Has broadband internet	1611	1563	1522	738	251	977	431	545
%V	74.3%	74.4%	76.8%	85.9%	87.8%	73.1%	88.5%	64.2%
%H (All HH)		97.0%	94.5%	45.8%	15.6%	60.6%	26.8%	33.8%
%H (TV HH)			97.4%	47.2%	16.1%	62.5%	27.6%	34.9%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	4203	4047	1991	593	2822	1317	1505
%H		96.3%	47.4%	14.1%	67.1%	31.3%	35.8%
Under 20"	1220	1167	527	167	873	392	482
%V	29.0%	28.8%	26.5%	28.2%	30.9%	29.8%	32.0%
%H		95.7%	43.2%	13.7%	71.6%	32.1%	39.5%
20" - 29"	1258	1186	533	168	840	341	499
%V	29.9%	29.3%	26.8%	28.3%	29.8%	25.9%	33.2%
%H		94.3%	42.4%	13.4%	66.8%	27.1%	39.7%
30" - 39"	1131	1102	552	168	742	348	394
%V	26.9%	27.2%	27.7%	28.3%	26.3%	26.4%	26.2%
%H		97.4%	48.8%	14.9%	65.6%	30.8%	34.8%
40" and over	583	581	374	89	357	232	125
%V	13.9%	14.4%	18.8%	15.0%	12.7%	17.6%	8.3%
%H		99.7%	64.2%	15.3%	61.2%	39.8%	21.4%
Don't know	11	11	5	2	9	5	4
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%
%H		100.0%	45.5%	18.2%	81.8%	45.5%	36.4%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4203	4047	1991	593	2822	1317	1505
%H		96.3%	47.4%	14.1%	67.1%	31.3%	35.8%
Main living room	2094	1978	861	285	1334	492	842
%V	49.8%	48.9%	43.2%	48.1%	47.3%	37.4%	55.9%
%H		94.5%	41.1%	13.6%	63.7%	23.5%	40.2%
Kitchen	280	272	141	29	203	99	104
%V	6.7%	6.7%	7.1%	4.9%	7.2%	7.5%	6.9%
%H		97.1%	50.4%	10.4%	72.5%	35.4%	37.1%
Adult's bedroom	1184	1160	620	181	828	454	374
%V	28.2%	28.7%	31.1%	30.5%	29.3%	34.5%	24.9%
%H		98.0%	52.4%	15.3%	69.9%	38.3%	31.6%
Child's bedroom	224	223	135	45	158	109	50
%V	5.3%	5.5%	6.8%	7.6%	5.6%	8.3%	3.3%
%H		99.6%	60.3%	20.1%	70.5%	48.7%	22.3%
Other bedroom	110	109	68	10	77	44	33
%V	2.6%	2.7%	3.4%	1.7%	2.7%	3.3%	2.2%
%H		99.1%	61.8%	9.1%	70.0%	40.0%	30.0%
Second living/dining room	215	210	112	30	153	84	69
%V	5.1%	5.2%	5.6%	5.1%	5.4%	6.4%	4.6%
%H		97.7%	52.1%	14.0%	71.2%	39.1%	32.1%
Study/office	59	59	34	8	40	22	18
%V	1.4%	1.5%	1.7%	1.3%	1.4%	1.7%	1.2%
%H		100.0%	57.6%	13.6%	67.8%	37.3%	30.5%
TV room	19	19	10	3	14	7	7
%V	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
%H		100.0%	52.6%	15.8%	73.7%	36.8%	36.8%
No specific location	4	4	2	0	4	2	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	14	14	7	2	10	5	5
%V	0.3%	0.3%	0.4%	0.3%	0.4%	0.4%	0.3%
%H		100.0%	50.0%	14.3%	71.4%	35.7%	35.7%

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 7.13: 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	4203	4047	1991	593	2822	1317	1505
%H		96.3%	47.4%	14.1%	67.1%	31.3%	35.8%
PVR	1280	1278	890	163	710	468	242
%V	30.5%	31.6%	44.7%	27.5%	25.2%	35.5%	16.1%
%H		99.8%	69.5%	12.7%	55.5%	36.6%	18.9%
DVDR	422	408	196	65	266	110	156
%V	10.0%	10.1%	9.8%	11.0%	9.4%	8.4%	10.4%
%H		96.7%	46.4%	15.4%	63.0%	26.1%	37.0%
VCR	483	448	144	69	340	100	241
%V	11.5%	11.1%	7.2%	11.6%	12.0%	7.6%	16.0%
%H		92.8%	29.8%	14.3%	70.4%	20.7%	49.9%
Any recorder	1866	1822	1048	250	1129	582	547
%V	44.4%	45.0%	52.6%	42.2%	40.0%	44.2%	36.3%
%H		97.6%	56.2%	13.4%	60.5%	31.2%	29.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4203	4047	1991	593	2822	1317	1505
%H		96.3%	47.4%	14.1%	67.1%	31.3%	35.8%
Receives HDTV (via STB or built-in reception)	864	864	569	189	455	333	122
%V	20.6%	21.3%	28.6%	31.9%	16.1%	25.3%	8.1%
%H		100.0%	65.9%	21.9%	52.7%	38.5%	14.1%
DVD/Blu-ray player or recorder	2462	2402	1177	390	1653	791	862
%V	58.6%	59.4%	59.1%	65.8%	58.6%	60.1%	57.3%
%H		97.6%	47.8%	15.8%	67.1%	32.1%	35.0%

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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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	2098	1980	858	286	1335	487	848
%H		94.4%	40.9%	13.6%	63.6%	23.2%	40.4%
Under 20"	106	83	8	9	69	3	66
%V	5.1%	4.2%	0.9%	3.1%	5.2%	0.6%	7.8%
%H		78.3%	7.5%	8.5%	65.1%	2.8%	62.3%
20" - 29"	648	582	168	77	425	85	340
%V	30.9%	29.4%	19.6%	26.9%	31.8%	17.5%	40.1%
%H		89.8%	25.9%	11.9%	65.6%	13.1%	52.5%
30" - 39"	828	800	354	122	529	200	329
%V	39.5%	40.4%	41.3%	42.7%	39.6%	41.1%	38.8%
%H		96.6%	42.8%	14.7%	63.9%	24.2%	39.7%
40" and over	513	512	327	77	310	197	113
%V	24.5%	25.9%	38.1%	26.9%	23.2%	40.5%	13.3%
%H		99.8%	63.7%	15.0%	60.4%	38.4%	22.0%
Don't know	3	3	2	0	2	1	1
%V	0.1%	0.2%	0.2%	0.0%	0.1%	0.2%	0.1%
%H		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%

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	2098	1980	858	286	1335	487	848
%H		94.4%	40.9%	13.6%	63.6%	23.2%	40.4%
PVR	971	971	636	133	552	338	214
%V	46.3%	49.0%	74.1%	46.5%	41.3%	69.4%	25.2%
%H		100.0%	65.5%	13.7%	56.8%	34.8%	22.0%
DVDR	299	287	125	44	190	68	122
%V	14.3%	14.5%	14.6%	15.4%	14.2%	14.0%	14.4%
%H		96.0%	41.8%	14.7%	63.5%	22.7%	40.8%
VCR	371	340	101	52	258	68	189
%V	17.7%	17.2%	11.8%	18.2%	19.3%	14.0%	22.3%
%H		91.6%	27.2%	14.0%	69.5%	18.3%	50.9%
Any recorder	1377	1339	716	191	842	397	446
%V	65.6%	67.6%	83.4%	66.8%	63.1%	81.5%	52.6%
%H		97.2%	52.0%	13.9%	61.1%	28.8%	32.4%

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	2098	1980	858	286	1335	487	848
%H		94.4%	40.9%	13.6%	63.6%	23.2%	40.4%
Receives HDTV (via STB or built-in reception)	624	624	390	152	324	231	92
%V	29.7%	31.5%	45.5%	53.1%	24.3%	47.4%	10.8%
%H		100.0%	62.5%	24.4%	51.9%	37.0%	14.7%
DVD/Blu-ray player or recorder	1626	1574	708	242	1047	410	636
%V	77.5%	79.5%	82.5%	84.6%	78.4%	84.2%	75.0%
%H		96.8%	43.5%	14.9%	64.4%	25.2%	39.1%

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 7.18: 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	2105	2067	1133	308	1487	830	656
%H		98.2%	53.8%	14.6%	70.6%	39.4%	31.2%
Under 20"	1114	1084	519	158	804	388	416
%V	52.9%	52.4%	45.8%	51.3%	54.1%	46.7%	63.4%
%H		97.3%	46.6%	14.2%	72.2%	34.8%	37.3%
20" - 29"	610	604	365	91	415	255	160
%V	29.0%	29.2%	32.2%	29.5%	27.9%	30.7%	24.4%
%H		99.0%	59.8%	14.9%	68.0%	41.8%	26.2%
30" - 39"	303	302	198	46	213	148	65
%V	14.4%	14.6%	17.5%	14.9%	14.3%	17.8%	9.9%
%H		99.7%	65.3%	15.2%	70.3%	48.8%	21.5%
40" and over	69	69	47	12	47	35	13
%V	3.3%	3.3%	4.1%	3.9%	3.2%	4.2%	2.0%
%H		100.0%	68.1%	17.4%	68.1%	50.7%	18.8%
Don't know	8	8	4	2	7	4	3
%V	0.4%	0.4%	0.4%	0.6%	0.5%	0.5%	0.5%
%H		100.0%	50.0%	25.0%	87.5%	50.0%	37.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2105	2067	1133	308	1487	830	656
%H		98.2%	53.8%	14.6%	70.6%	39.4%	31.2%
PVR	308	307	253	31	158	130	29
%V	14.6%	14.9%	22.3%	10.1%	10.6%	15.7%	4.4%
%H		99.7%	82.1%	10.1%	51.3%	42.2%	9.4%
DVDR	124	121	71	21	76	42	34
%V	5.9%	5.9%	6.3%	6.8%	5.1%	5.1%	5.2%
%H		97.6%	57.3%	16.9%	61.3%	33.9%	27.4%
VCR	112	108	43	16	83	31	51
%V	5.3%	5.2%	3.8%	5.2%	5.6%	3.7%	7.8%
%H		96.4%	38.4%	14.3%	74.1%	27.7%	45.5%
Any recorder	489	483	332	59	287	185	102
%V	23.2%	23.4%	29.3%	19.2%	19.3%	22.3%	15.5%
%H		98.8%	67.9%	12.1%	58.7%	37.8%	20.9%

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	2105	2067	1133	308	1487	830	656
%H		98.2%	53.8%	14.6%	70.6%	39.4%	31.2%
Receives HDTV (via STB or built-in reception)	240	240	179	38	131	102	29
%V	11.4%	11.6%	15.8%	12.3%	8.8%	12.3%	4.4%
%H		100.0%	74.6%	15.8%	54.6%	42.5%	12.1%
DVD/Blu-ray player or recorder	836	828	469	149	607	381	226
%V	39.7%	40.1%	41.4%	48.4%	40.8%	45.9%	34.5%
%H		99.0%	56.1%	17.8%	72.6%	45.6%	27.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4978	4857	4680	2269	732	3076	1353	1723
%H		97.6%	94.0%	45.6%	14.7%	61.8%	27.2%	34.6%
Total Children	942	927	914	493	153	573	292	282
%V	18.9%	19.1%	19.5%	21.7%	20.9%	18.6%	21.6%	16.4%
%H		98.4%	97.0%	52.3%	16.2%	60.8%	31.0%	29.9%
0 - 3	254	251	248	119	36	150	54	95
%V	5.1%	5.2%	5.3%	5.2%	4.9%	4.9%	4.0%	5.5%
%H		98.8%	97.6%	46.9%	14.2%	59.1%	21.3%	37.4%
4 - 15	688	675	665	374	116	424	238	186
%V	13.8%	13.9%	14.2%	16.5%	15.8%	13.8%	17.6%	10.8%
%H		98.1%	96.7%	54.4%	16.9%	61.6%	34.6%	27.0%
4 - 9	347	338	334	186	59	201	104	97
%V	7.0%	7.0%	7.1%	8.2%	8.1%	6.5%	7.7%	5.6%
%H		97.4%	96.3%	53.6%	17.0%	57.9%	30.0%	28.0%
10 - 15	341	337	332	188	57	223	134	89
%V	6.9%	6.9%	7.1%	8.3%	7.8%	7.2%	9.9%	5.2%
%H		98.8%	97.4%	55.1%	16.7%	65.4%	39.3%	26.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4978	4857	4680	2269	732	3076	1353	1723
%H		97.6%	94.0%	45.6%	14.7%	61.8%	27.2%	34.6%
Total Adults (16+)	4037	3930	3766	1776	580	2502	1061	1441
%V	81.1%	80.9%	80.5%	78.3%	79.2%	81.3%	78.4%	83.6%
%H		97.3%	93.3%	44.0%	14.4%	62.0%	26.3%	35.7%
16 - 19	244	234	228	110	48	150	78	72
%V	4.9%	4.8%	4.9%	4.8%	6.6%	4.9%	5.8%	4.2%
%H		95.9%	93.4%	45.1%	19.7%	61.5%	32.0%	29.5%
20 - 24	266	253	242	126	37	163	83	80
%V	5.3%	5.2%	5.2%	5.6%	5.1%	5.3%	6.1%	4.6%
%H		95.1%	91.0%	47.4%	13.9%	61.3%	31.2%	30.1%
25 - 34	646	610	599	323	105	330	152	177
%V	13.0%	12.6%	12.8%	14.2%	14.3%	10.7%	11.2%	10.3%
%H		94.4%	92.7%	50.0%	16.3%	51.1%	23.5%	27.4%
35 - 44	738	720	705	370	128	434	217	216
%V	14.8%	14.8%	15.1%	16.3%	17.5%	14.1%	16.0%	12.5%
%H		97.6%	95.5%	50.1%	17.3%	58.8%	29.4%	29.3%
45 - 54	722	712	693	346	102	474	224	250
%V	14.5%	14.7%	14.8%	15.2%	13.9%	15.4%	16.6%	14.5%
%H		98.6%	96.0%	47.9%	14.1%	65.7%	31.0%	34.6%
55 - 64	562	555	536	249	89	357	156	201
%V	11.3%	11.4%	11.5%	11.0%	12.2%	11.6%	11.5%	11.7%
%H		98.8%	95.4%	44.3%	15.8%	63.5%	27.8%	35.8%
65+	859	847	764	252	72	594	150	444
%V	17.3%	17.4%	16.3%	11.1%	9.8%	19.3%	11.1%	25.8%
%H		98.6%	88.9%	29.3%	8.4%	69.2%	17.5%	51.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4037	3930	3766	1776	580	2502	1061	1441
%H		97.3%	93.3%	44.0%	14.4%	62.0%	26.3%	35.7%
AB	1348	1324	1280	618	178	825	337	488
%V	33.4%	33.7%	34.0%	34.8%	30.7%	33.0%	31.8%	33.9%
%H		98.2%	95.0%	45.8%	13.2%	61.2%	25.0%	36.2%
C1	1149	1110	1063	520	170	692	307	385
%V	28.5%	28.2%	28.2%	29.3%	29.3%	27.7%	28.9%	26.7%
%H		96.6%	92.5%	45.3%	14.8%	60.2%	26.7%	33.5%
C2	881	859	837	405	149	586	291	295
%V	21.8%	21.9%	22.2%	22.8%	25.7%	23.4%	27.4%	20.5%
%H		97.5%	95.0%	46.0%	16.9%	66.5%	33.0%	33.5%
D	398	390	373	167	55	246	94	152
%V	9.9%	9.9%	9.9%	9.4%	9.5%	9.8%	8.9%	10.5%
%H		98.0%	93.7%	42.0%	13.8%	61.8%	23.6%	38.2%
E	261	247	214	66	28	154	32	121
%V	6.5%	6.3%	5.7%	3.7%	4.8%	6.2%	3.0%	8.4%
%H		94.6%	82.0%	25.3%	10.7%	59.0%	12.3%	46.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC South
Individual level data
Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4037	3930	3766	1776	580	2502	1061	1441
%H		97.3%	93.3%	44.0%	14.4%	62.0%	26.3%	35.7%
Working full time	1916	1870	1829	972	305	1151	582	569
%V	47.5%	47.6%	48.6%	54.7%	52.6%	46.0%	54.9%	39.5%
%H		97.6%	95.5%	50.7%	15.9%	60.1%	30.4%	29.7%
Working part time	470	457	443	202	78	292	128	164
%V	11.6%	11.6%	11.8%	11.4%	13.4%	11.7%	12.1%	11.4%
%H		97.2%	94.3%	43.0%	16.6%	62.1%	27.2%	34.9%
Not working	1651	1604	1495	601	197	1059	351	709
%V	40.9%	40.8%	39.7%	33.8%	34.0%	42.3%	33.1%	49.2%
%H		97.2%	90.6%	36.4%	11.9%	64.1%	21.3%	42.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1948	1888	1823	905	279	1188	533	655
%H		96.9%	93.6%	46.5%	14.3%	61.0%	27.4%	33.6%
16 - 19	128	122	118	61	23	78	44	34
%V	6.6%	6.5%	6.5%	6.7%	8.2%	6.6%	8.3%	5.2%
%H		95.3%	92.2%	47.7%	18.0%	60.9%	34.4%	26.6%
20 - 24	129	124	120	67	18	80	42	38
%V	6.6%	6.6%	6.6%	7.4%	6.5%	6.7%	7.9%	5.8%
%H		96.1%	93.0%	51.9%	14.0%	62.0%	32.6%	29.5%
25 - 34	330	310	305	167	51	170	78	92
%V	16.9%	16.4%	16.7%	18.5%	18.3%	14.3%	14.6%	14.0%
%H		93.9%	92.4%	50.6%	15.5%	51.5%	23.6%	27.9%
35 - 44	356	349	345	188	58	207	105	102
%V	18.3%	18.5%	18.9%	20.8%	20.8%	17.4%	19.7%	15.6%
%H		98.0%	96.9%	52.8%	16.3%	58.1%	29.5%	28.7%
45 - 54	361	353	343	167	50	235	107	128
%V	18.5%	18.7%	18.8%	18.5%	17.9%	19.8%	20.1%	19.5%
%H		97.8%	95.0%	46.3%	13.9%	65.1%	29.6%	35.5%
55 - 64	269	265	257	123	42	172	79	93
%V	13.8%	14.0%	14.1%	13.6%	15.1%	14.5%	14.8%	14.2%
%H		98.5%	95.5%	45.7%	15.6%	63.9%	29.4%	34.6%
65+	375	366	336	132	37	246	77	168
%V	19.3%	19.4%	18.4%	14.6%	13.3%	20.7%	14.4%	25.6%
%H		97.6%	89.6%	35.2%	9.9%	65.6%	20.5%	44.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1948	1888	1823	905	279	1188	533	655
%H		96.9%	93.6%	46.5%	14.3%	61.0%	27.4%	33.6%
AB	674	660	643	324	89	404	171	233
%V	34.6%	35.0%	35.3%	35.8%	31.9%	34.0%	32.1%	35.6%
%H		97.9%	95.4%	48.1%	13.2%	59.9%	25.4%	34.6%
C1	530	512	493	259	82	313	153	161
%V	27.2%	27.1%	27.0%	28.6%	29.4%	26.3%	28.7%	24.6%
%H		96.6%	93.0%	48.9%	15.5%	59.1%	28.9%	30.4%
C2	464	452	440	215	71	311	152	159
%V	23.8%	23.9%	24.1%	23.8%	25.4%	26.2%	28.5%	24.3%
%H		97.4%	94.8%	46.3%	15.3%	67.0%	32.8%	34.3%
D	186	180	172	80	26	108	42	66
%V	9.5%	9.5%	9.4%	8.8%	9.3%	9.1%	7.9%	10.1%
%H		96.8%	92.5%	43.0%	14.0%	58.1%	22.6%	35.5%
E	94	84	74	27	10	52	15	37
%V	4.8%	4.4%	4.1%	3.0%	3.6%	4.4%	2.8%	5.6%
%H		89.4%	78.7%	28.7%	10.6%	55.3%	16.0%	39.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1948	1888	1823	905	279	1188	533	655
%H		96.9%	93.6%	46.5%	14.3%	61.0%	27.4%	33.6%
Working full time	1192	1163	1141	609	181	723	362	360
%V	61.2%	61.6%	62.6%	67.3%	64.9%	60.9%	67.9%	55.0%
%H		97.6%	95.7%	51.1%	15.2%	60.7%	30.4%	30.2%
Working part time	94	87	82	31	12	57	19	38
%V	4.8%	4.6%	4.5%	3.4%	4.3%	4.8%	3.6%	5.8%
%H		92.6%	87.2%	33.0%	12.8%	60.6%	20.2%	40.4%
Not working	662	637	600	264	86	409	152	257
%V	34.0%	33.7%	32.9%	29.2%	30.8%	34.4%	28.5%	39.2%
%H		96.2%	90.6%	39.9%	13.0%	61.8%	23.0%	38.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2089	2042	1943	871	300	1314	528	786
%H		97.8%	93.0%	41.7%	14.4%	62.9%	25.3%	37.6%
16 - 19	116	112	110	49	24	72	34	39
%V	5.6%	5.5%	5.7%	5.6%	8.0%	5.5%	6.4%	5.0%
%H		96.6%	94.8%	42.2%	20.7%	62.1%	29.3%	33.6%
20 - 24	137	130	122	60	19	83	41	43
%V	6.6%	6.4%	6.3%	6.9%	6.3%	6.3%	7.8%	5.5%
%H		94.9%	89.1%	43.8%	13.9%	60.6%	29.9%	31.4%
25 - 34	316	300	293	156	53	160	75	86
%V	15.1%	14.7%	15.1%	17.9%	17.7%	12.2%	14.2%	10.9%
%H		94.9%	92.7%	49.4%	16.8%	50.6%	23.7%	27.2%
35 - 44	382	371	361	181	69	226	112	114
%V	18.3%	18.2%	18.6%	20.8%	23.0%	17.2%	21.2%	14.5%
%H		97.1%	94.5%	47.4%	18.1%	59.2%	29.3%	29.8%
45 - 54	361	359	349	179	52	239	117	122
%V	17.3%	17.6%	18.0%	20.6%	17.3%	18.2%	22.2%	15.5%
%H		99.4%	96.7%	49.6%	14.4%	66.2%	32.4%	33.8%
55 - 64	293	289	279	126	47	185	77	108
%V	14.0%	14.2%	14.4%	14.5%	15.7%	14.1%	14.6%	13.7%
%H		98.6%	95.2%	43.0%	16.0%	63.1%	26.3%	36.9%
65+	484	481	428	120	35	348	73	275
%V	23.2%	23.6%	22.0%	13.8%	11.7%	26.5%	13.8%	35.0%
%H		99.4%	88.4%	24.8%	7.2%	71.9%	15.1%	56.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2089	2042	1943	871	300	1314	528	786
%H		97.8%	93.0%	41.7%	14.4%	62.9%	25.3%	37.6%
AB	674	664	636	295	88	421	166	255
%V	32.3%	32.5%	32.7%	33.9%	29.3%	32.0%	31.4%	32.4%
%H		98.5%	94.4%	43.8%	13.1%	62.5%	24.6%	37.8%
C1	619	598	570	261	88	379	154	225
%V	29.6%	29.3%	29.3%	30.0%	29.3%	28.8%	29.2%	28.6%
%H		96.6%	92.1%	42.2%	14.2%	61.2%	24.9%	36.3%
C2	416	407	397	190	78	274	139	135
%V	19.9%	19.9%	20.4%	21.8%	26.0%	20.9%	26.3%	17.2%
%H		97.8%	95.4%	45.7%	18.8%	65.9%	33.4%	32.5%
D	213	210	201	87	29	138	52	86
%V	10.2%	10.3%	10.3%	10.0%	9.7%	10.5%	9.8%	10.9%
%H		98.6%	94.4%	40.8%	13.6%	64.8%	24.4%	40.4%
E	167	163	140	39	17	102	17	85
%V	8.0%	8.0%	7.2%	4.5%	5.7%	7.8%	3.2%	10.8%
%H		97.6%	83.8%	23.4%	10.2%	61.1%	10.2%	50.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC South
Individual level data
Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2089	2042	1943	871	300	1314	528	786
%H		97.8%	93.0%	41.7%	14.4%	62.9%	25.3%	37.6%
Working full time	723	706	688	363	124	429	220	208
%V	34.6%	34.6%	35.4%	41.7%	41.3%	32.6%	41.7%	26.5%
%H		97.6%	95.2%	50.2%	17.2%	59.3%	30.4%	28.8%
Working part time	377	370	361	171	66	235	109	126
%V	18.0%	18.1%	18.6%	19.6%	22.0%	17.9%	20.6%	16.0%
%H		98.1%	95.8%	45.4%	17.5%	62.3%	28.9%	33.4%
Not working	989	966	895	337	111	650	199	452
%V	47.3%	47.3%	46.1%	38.7%	37.0%	49.5%	37.7%	57.5%
%H		97.7%	90.5%	34.1%	11.2%	65.7%	20.1%	45.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

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	2591	2513	2370	1059	339	1777	784	993
%H (All HH)		97.0%	91.5%	40.9%	13.1%	68.6%	30.3%	38.3%
%H (TV HH)			94.3%	42.1%	13.5%	70.7%	31.2%	39.5%
AB	510	496	472	234	69	334	159	175
%V	19.7%	19.7%	19.9%	22.1%	20.4%	18.8%	20.3%	17.6%
%H (All HH)		97.3%	92.5%	45.9%	13.5%	65.5%	31.2%	34.3%
%H (TV HH)			95.2%	47.2%	13.9%	67.3%	32.1%	35.3%
C1	691	658	629	293	104	466	224	242
%V	26.7%	26.2%	26.5%	27.7%	30.7%	26.2%	28.6%	24.4%
%H (All HH)		95.2%	91.0%	42.4%	15.1%	67.4%	32.4%	35.0%
%H (TV HH)			95.6%	44.5%	15.8%	70.8%	34.0%	36.8%
C2	511	505	485	241	67	373	193	180
%V	19.7%	20.1%	20.5%	22.8%	19.8%	21.0%	24.6%	18.1%
%H (All HH)		98.8%	94.9%	47.2%	13.1%	73.0%	37.8%	35.2%
%H (TV HH)			96.0%	47.7%	13.3%	73.9%	38.2%	35.6%
D	457	446	420	186	56	317	136	181
%V	17.6%	17.7%	17.7%	17.6%	16.5%	17.8%	17.3%	18.2%
%H (All HH)		97.6%	91.9%	40.7%	12.3%	69.4%	29.8%	39.6%
%H (TV HH)			94.2%	41.7%	12.6%	71.1%	30.5%	40.6%
E	422	408	363	106	43	288	72	216
%V	16.3%	16.2%	15.3%	10.0%	12.7%	16.2%	9.2%	21.8%
%H (All HH)		96.7%	86.0%	25.1%	10.2%	68.2%	17.1%	51.2%
%H (TV HH)			89.0%	26.0%	10.5%	70.6%	17.6%	52.9%

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 2010 - June 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2591	2513	2370	1059	339	1777	784	993
%H (All HH)		97.0%	91.5%	40.9%	13.1%	68.6%	30.3%	38.3%
%H (TV HH)			94.3%	42.1%	13.5%	70.7%	31.2%	39.5%
Under 25	136	115	112	47	18	77	27	50
%V	5.2%	4.6%	4.7%	4.4%	5.3%	4.3%	3.4%	5.0%
%H (All HH)		84.6%	82.4%	34.6%	13.2%	56.6%	19.9%	36.8%
%H (TV HH)			97.4%	40.9%	15.7%	67.0%	23.5%	43.5%
25 - 34	405	379	370	208	57	245	136	109
%V	15.6%	15.1%	15.6%	19.6%	16.8%	13.8%	17.3%	11.0%
%H (All HH)		93.6%	91.4%	51.4%	14.1%	60.5%	33.6%	26.9%
%H (TV HH)			97.6%	54.9%	15.0%	64.6%	35.9%	28.8%
35 - 44	465	456	439	236	84	299	174	125
%V	17.9%	18.1%	18.5%	22.3%	24.8%	16.8%	22.2%	12.6%
%H (All HH)		98.1%	94.4%	50.8%	18.1%	64.3%	37.4%	26.9%
%H (TV HH)			96.3%	51.8%	18.4%	65.6%	38.2%	27.4%
45 - 54	477	470	457	217	76	358	186	171
%V	18.4%	18.7%	19.3%	20.5%	22.4%	20.1%	23.7%	17.2%
%H (All HH)		98.5%	95.8%	45.5%	15.9%	75.1%	39.0%	35.8%
%H (TV HH)			97.2%	46.2%	16.2%	76.2%	39.6%	36.4%
55 - 64	435	428	409	187	52	313	141	172
%V	16.8%	17.0%	17.3%	17.7%	15.3%	17.6%	18.0%	17.3%
%H (All HH)		98.4%	94.0%	43.0%	12.0%	72.0%	32.4%	39.5%
%H (TV HH)			95.6%	43.7%	12.1%	73.1%	32.9%	40.2%
65 +	673	665	583	164	52	486	119	366
%V	26.0%	26.5%	24.6%	15.5%	15.3%	27.3%	15.2%	36.9%
%H (All HH)		98.8%	86.6%	24.4%	7.7%	72.2%	17.7%	54.4%
%H (TV HH)			87.7%	24.7%	7.8%	73.1%	17.9%	55.0%

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 2010 - June 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All	TV	Multi-	DSat	Cable	DTT	DTT +	DTT only
	HH	HH	channel	HH	HH	HH	Cab/DSat	HH
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2591	2513	2370	1059	339	1777	784	993
%H (All HH)		97.0%	91.5%	40.9%	13.1%	68.6%	30.3%	38.3%
%H (TV HH)			94.3%	42.1%	13.5%	70.7%	31.2%	39.5%
1	870	821	724	195	77	573	119	454
%V	33.6%	32.7%	30.5%	18.4%	22.7%	32.2%	15.2%	45.7%
%H (All HH)		94.4%	83.2%	22.4%	8.9%	65.9%	13.7%	52.2%
%H (TV HH)			88.2%	23.8%	9.4%	69.8%	14.5%	55.3%
2	830	815	787	354	109	598	268	330
%V	32.0%	32.4%	33.2%	33.4%	32.2%	33.7%	34.2%	33.2%
%H (All HH)		98.2%	94.8%	42.7%	13.1%	72.0%	32.3%	39.8%
%H (TV HH)			96.6%	43.4%	13.4%	73.4%	32.9%	40.5%
3	392	383	373	212	64	266	164	102
%V	15.1%	15.2%	15.7%	20.0%	18.9%	15.0%	20.9%	10.3%
%H (All HH)		97.7%	95.2%	54.1%	16.3%	67.9%	41.8%	26.0%
%H (TV HH)			97.4%	55.4%	16.7%	69.5%	42.8%	26.6%
4	332	329	324	189	62	238	162	76
%V	12.8%	13.1%	13.7%	17.8%	18.3%	13.4%	20.7%	7.7%
%H (All HH)		99.1%	97.6%	56.9%	18.7%	71.7%	48.8%	22.9%
%H (TV HH)			98.5%	57.4%	18.8%	72.3%	49.2%	23.1%
5+	167	165	162	109	27	102	71	31
%V	6.4%	6.6%	6.8%	10.3%	8.0%	5.7%	9.1%	3.1%
%H (All HH)		98.8%	97.0%	65.3%	16.2%	61.1%	42.5%	18.6%
%H (TV HH)			98.2%	66.1%	16.4%	61.8%	43.0%	18.8%
Average HH size	2.30	2.32	2.37	2.74	2.60	2.29	2.78	1.91

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2591	2513	2370	1059	339	1777	784	993
%H (All HH)		97.0%	91.5%	40.9%	13.1%	68.6%	30.3%	38.3%
%H (TV HH)			94.3%	42.1%	13.5%	70.7%	31.2%	39.5%
Without	1951	1882	1751	703	226	1358	524	834
%V	75.3%	74.9%	73.9%	66.4%	66.7%	76.4%	66.8%	84.0%
%H (All HH)		96.5%	89.7%	36.0%	11.6%	69.6%	26.9%	42.7%
%H (TV HH)			93.0%	37.4%	12.0%	72.2%	27.8%	44.3%
With	641	631	619	356	113	419	260	159
%V	24.7%	25.1%	26.1%	33.6%	33.3%	23.6%	33.2%	16.0%
%H (All HH)		98.4%	96.6%	55.5%	17.6%	65.4%	40.6%	24.8%
%H (TV HH)			98.1%	56.4%	17.9%	66.4%	41.2%	25.2%
0 - 3	258	250	246	146	44	152	93	60
%V	10.0%	9.9%	10.4%	13.8%	13.0%	8.6%	11.9%	6.0%
%H (All HH)		96.9%	95.3%	56.6%	17.1%	58.9%	36.0%	23.3%
%H (TV HH)			98.4%	58.4%	17.6%	60.8%	37.2%	24.0%
4 - 9	297	294	290	177	48	184	115	69
%V	11.5%	11.7%	12.2%	16.7%	14.2%	10.4%	14.7%	6.9%
%H (All HH)		99.0%	97.6%	59.6%	16.2%	62.0%	38.7%	23.2%
%H (TV HH)			98.6%	60.2%	16.3%	62.6%	39.1%	23.5%
10 - 15	304	303	296	164	62	217	142	76
%V	11.7%	12.1%	12.5%	15.5%	18.3%	12.2%	18.1%	7.7%
%H (All HH)		99.7%	97.4%	53.9%	20.4%	71.4%	46.7%	25.0%
%H (TV HH)			97.7%	54.1%	20.5%	71.6%	46.9%	25.1%

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 2010 - June 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2591	2513	2370	1059	339	1777	784	993
%H (All HH)		97.0%	91.5%	40.9%	13.1%	68.6%	30.3%	38.3%
%H (TV HH)			94.3%	42.1%	13.5%	70.7%	31.2%	39.5%
1	883	883	790	286	98	521	113	408
%V	34.1%	35.1%	33.3%	27.0%	28.9%	29.3%	14.4%	41.1%
%H (All HH)		100.0%	89.5%	32.4%	11.1%	59.0%	12.8%	46.2%
%H (TV HH)			89.5%	32.4%	11.1%	59.0%	12.8%	46.2%
2	857	857	818	360	104	621	259	362
%V	33.1%	34.1%	34.5%	34.0%	30.7%	34.9%	33.0%	36.5%
%H (All HH)		100.0%	95.4%	42.0%	12.1%	72.5%	30.2%	42.2%
%H (TV HH)			95.4%	42.0%	12.1%	72.5%	30.2%	42.2%
3	448	448	438	214	76	363	212	151
%V	17.3%	17.8%	18.5%	20.2%	22.4%	20.4%	27.0%	15.2%
%H (All HH)		100.0%	97.8%	47.8%	17.0%	81.0%	47.3%	33.7%
%H (TV HH)			97.8%	47.8%	17.0%	81.0%	47.3%	33.7%
4	204	204	202	114	43	170	121	49
%V	7.9%	8.1%	8.5%	10.8%	12.7%	9.6%	15.4%	4.9%
%H (All HH)		100.0%	99.0%	55.9%	21.1%	83.3%	59.3%	24.0%
%H (TV HH)			99.0%	55.9%	21.1%	83.3%	59.3%	24.0%
5+	122	122	122	85	18	101	78	23
%V	4.7%	4.9%	5.1%	8.0%	5.3%	5.7%	9.9%	2.3%
%H (All HH)		100.0%	100.0%	69.7%	14.8%	82.8%	63.9%	18.9%
%H (TV HH)			100.0%	69.7%	14.8%	82.8%	63.9%	18.9%

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 2010 - June 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2591	2513	2370	1059	339	1777	784	993
%H (All HH)		97.0%	91.5%	40.9%	13.1%	68.6%	30.3%	38.3%
%H (TV HH)			94.3%	42.1%	13.5%	70.7%	31.2%	39.5%
Under 20"	1094	1094	1044	471	163	836	414	422
%V	42.2%	43.5%	44.1%	44.5%	48.1%	47.0%	52.8%	42.5%
%H (All HH)		100.0%	95.4%	43.1%	14.9%	76.4%	37.8%	38.6%
%H (TV HH)			95.4%	43.1%	14.9%	76.4%	37.8%	38.6%
20" - 29"	1261	1261	1164	481	169	903	376	527
%V	48.7%	50.2%	49.1%	45.4%	49.9%	50.8%	48.0%	53.1%
%H (All HH)		100.0%	92.3%	38.1%	13.4%	71.6%	29.8%	41.8%
%H (TV HH)			92.3%	38.1%	13.4%	71.6%	29.8%	41.8%
30" - 39"	1221	1221	1192	573	174	926	467	459
%V	47.1%	48.6%	50.3%	54.1%	51.3%	52.1%	59.6%	46.2%
%H (All HH)		100.0%	97.6%	46.9%	14.3%	75.8%	38.2%	37.6%
%H (TV HH)			97.6%	46.9%	14.3%	75.8%	38.2%	37.6%
40" and over	722	722	718	459	105	527	365	162
%V	27.9%	28.7%	30.3%	43.3%	31.0%	29.7%	46.6%	16.3%
%H (All HH)		100.0%	99.4%	63.6%	14.5%	73.0%	50.6%	22.4%
%H (TV HH)			99.4%	63.6%	14.5%	73.0%	50.6%	22.4%

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 2010 - June 2011
BBC Yorkshire and Lincolnshire
Household level data
Table 8.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2591	2513	2370	1059	339	1777	784	993
%H (All HH)		97.0%	91.5%	40.9%	13.1%	68.6%	30.3%	38.3%
%H (TV HH)			94.3%	42.1%	13.5%	70.7%	31.2%	39.5%
Main living room	2489	2489	2349	1049	336	1763	778	985
%V	96.1%	99.0%	99.1%	99.1%	99.1%	99.2%	99.2%	99.2%
%H (All HH)		100.0%	94.4%	42.1%	13.5%	70.8%	31.3%	39.6%
%H (TV HH)			94.4%	42.1%	13.5%	70.8%	31.3%	39.6%
Kitchen	362	362	349	173	55	286	159	127
%V	14.0%	14.4%	14.7%	16.3%	16.2%	16.1%	20.3%	12.8%
%H (All HH)		100.0%	96.4%	47.8%	15.2%	79.0%	43.9%	35.1%
%H (TV HH)			96.4%	47.8%	15.2%	79.0%	43.9%	35.1%
Adult's bedroom	1222	1222	1187	597	185	957	536	422
%V	47.2%	48.6%	50.1%	56.4%	54.6%	53.9%	68.4%	42.5%
%H (All HH)		100.0%	97.1%	48.9%	15.1%	78.3%	43.9%	34.5%
%H (TV HH)			97.1%	48.9%	15.1%	78.3%	43.9%	34.5%
Child's bedroom	283	283	281	165	52	227	160	67
%V	10.9%	11.3%	11.9%	15.6%	15.3%	12.8%	20.4%	6.7%
%H (All HH)		100.0%	99.3%	58.3%	18.4%	80.2%	56.5%	23.7%
%H (TV HH)			99.3%	58.3%	18.4%	80.2%	56.5%	23.7%
Other bedroom	166	166	164	87	30	142	91	52
%V	6.4%	6.6%	6.9%	8.2%	8.8%	8.0%	11.6%	5.2%
%H (All HH)		100.0%	98.8%	52.4%	18.1%	85.5%	54.8%	31.3%
%H (TV HH)			98.8%	52.4%	18.1%	85.5%	54.8%	31.3%
Second living/dining room	328	328	321	173	49	254	150	104
%V	12.7%	13.1%	13.5%	16.3%	14.5%	14.3%	19.1%	10.5%
%H (All HH)		100.0%	97.9%	52.7%	14.9%	77.4%	45.7%	31.7%
%H (TV HH)			97.9%	52.7%	14.9%	77.4%	45.7%	31.7%
Study/office	41	41	41	18	10	32	18	14
%V	1.6%	1.6%	1.7%	1.7%	2.9%	1.8%	2.3%	1.4%
%H (All HH)		100.0%	100.0%	43.9%	24.4%	78.0%	43.9%	34.1%
%H (TV HH)			100.0%	43.9%	24.4%	78.0%	43.9%	34.1%
TV room	16	16	15	5	3	12	5	7
%V	0.6%	0.6%	0.6%	0.5%	0.9%	0.7%	0.6%	0.7%
%H (All HH)		100.0%	93.8%	31.3%	18.8%	75.0%	31.3%	43.8%
%H (TV HH)			93.8%	31.3%	18.8%	75.0%	31.3%	43.8%
No specific location	10	10	10	4	1	7	3	4
%V	0.4%	0.4%	0.4%	0.4%	0.3%	0.4%	0.4%	0.4%
%H (All HH)		100.0%	100.0%	40.0%	10.0%	70.0%	30.0%	40.0%
%H (TV HH)			100.0%	40.0%	10.0%	70.0%	30.0%	40.0%
Other	67	67	66	40	10	57	39	17
%V	2.6%	2.7%	2.8%	3.8%	2.9%	3.2%	5.0%	1.7%
%H (All HH)		100.0%	98.5%	59.7%	14.9%	85.1%	58.2%	25.4%
%H (TV HH)			98.5%	59.7%	14.9%	85.1%	58.2%	25.4%

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 2010 - June 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2591	2513	2370	1059	339	1777	784	993
%H (All HH)		97.0%	91.5%	40.9%	13.1%	68.6%	30.3%	38.3%
%H (TV HH)			94.3%	42.1%	13.5%	70.7%	31.2%	39.5%
PVR	1097	1097	1095	748	149	773	559	213
%V	42.3%	43.7%	46.2%	70.6%	44.0%	43.5%	71.3%	21.5%
%H (All HH)		100.0%	99.8%	68.2%	13.6%	70.5%	51.0%	19.4%
%H (TV HH)			99.8%	68.2%	13.6%	70.5%	51.0%	19.4%
DVDR	428	428	416	201	66	318	164	154
%V	16.5%	17.0%	17.6%	19.0%	19.5%	17.9%	20.9%	15.5%
%H (All HH)		100.0%	97.2%	47.0%	15.4%	74.3%	38.3%	36.0%
%H (TV HH)			97.2%	47.0%	15.4%	74.3%	38.3%	36.0%
VCR	649	649	601	232	85	464	174	289
%V	25.0%	25.8%	25.4%	21.9%	25.1%	26.1%	22.2%	29.1%
%H (All HH)		100.0%	92.6%	35.7%	13.1%	71.5%	26.8%	44.5%
%H (TV HH)			92.6%	35.7%	13.1%	71.5%	26.8%	44.5%
Any recorder	1645	1645	1591	878	219	1171	658	513
%V	63.5%	65.5%	67.1%	82.9%	64.6%	65.9%	83.9%	51.7%
%H (All HH)		100.0%	96.7%	53.4%	13.3%	71.2%	40.0%	31.2%
%H (TV HH)			96.7%	53.4%	13.3%	71.2%	40.0%	31.2%

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 2010 - June 2011
BBC Yorkshire and Lincolnshire
Household level data
Table 8.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2591	2513	2370	1059	339	1777	784	993
%H (All HH)		97.0%	91.5%	40.9%	13.1%	68.6%	30.3%	38.3%
%H (TV HH)			94.3%	42.1%	13.5%	70.7%	31.2%	39.5%
Receives HDTV (via STB or built-in reception)	742	742	742	453	158	541	394	147
%V	28.6%	29.5%	31.3%	42.8%	46.6%	30.4%	50.3%	14.8%
%H (All HH)		100.0%	100.0%	61.1%	21.3%	72.9%	53.1%	19.8%
%H (TV HH)			100.0%	61.1%	21.3%	72.9%	53.1%	19.8%
DVD/Blu-ray player or recorder	2012	2012	1953	912	293	1473	704	768
%V	77.7%	80.1%	82.4%	86.1%	86.4%	82.9%	89.8%	77.3%
%H (All HH)		100.0%	97.1%	45.3%	14.6%	73.2%	35.0%	38.2%
%H (TV HH)			97.1%	45.3%	14.6%	73.2%	35.0%	38.2%

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 2010 - June 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2591	2513	2370	1059	339	1777	784	993
%H (All HH)		97.0%	91.5%	40.9%	13.1%	68.6%	30.3%	38.3%
%H (TV HH)			94.3%	42.1%	13.5%	70.7%	31.2%	39.5%
Has PC or Laptop	1824	1770	1726	881	287	1257	678	579
%V	70.4%	70.4%	72.8%	83.2%	84.7%	70.7%	86.5%	58.3%
%H (All HH)		97.0%	94.6%	48.3%	15.7%	68.9%	37.2%	31.7%
%H (TV HH)			97.5%	49.8%	16.2%	71.0%	38.3%	32.7%
Has broadband internet	1679	1637	1600	840	277	1158	655	503
%V	64.8%	65.1%	67.5%	79.3%	81.7%	65.2%	83.5%	50.7%
%H (All HH)		97.5%	95.3%	50.0%	16.5%	69.0%	39.0%	30.0%
%H (TV HH)			97.7%	51.3%	16.9%	70.7%	40.0%	30.7%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Yorkshire and Lincolnshire
Set level data
Table 8.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5417	5210	2577	802	4082	2184	1898
%H		96.2%	47.6%	14.8%	75.4%	40.3%	35.0%
Under 20"	1594	1529	725	249	1236	662	574
%V	29.4%	29.3%	28.1%	31.0%	30.3%	30.3%	30.2%
%H		95.9%	45.5%	15.6%	77.5%	41.5%	36.0%
20" - 29"	1569	1463	631	215	1145	512	634
%V	29.0%	28.1%	24.5%	26.8%	28.0%	23.4%	33.4%
%H		93.2%	40.2%	13.7%	73.0%	32.6%	40.4%
30" - 39"	1414	1384	687	212	1087	584	503
%V	26.1%	26.6%	26.7%	26.4%	26.6%	26.7%	26.5%
%H		97.9%	48.6%	15.0%	76.9%	41.3%	35.6%
40" and over	810	806	523	120	593	418	175
%V	15.0%	15.5%	20.3%	15.0%	14.5%	19.1%	9.2%
%H		99.5%	64.6%	14.8%	73.2%	51.6%	21.6%
Don't know	31	28	10	6	20	9	12
%V	0.6%	0.5%	0.4%	0.7%	0.5%	0.4%	0.6%
%H		90.3%	32.3%	19.4%	64.5%	29.0%	38.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5417	5210	2577	802	4082	2184	1898
%H		96.2%	47.6%	14.8%	75.4%	40.3%	35.0%
Main living room	2509	2369	1058	341	1780	790	990
%V	46.3%	45.5%	41.1%	42.5%	43.6%	36.2%	52.2%
%H		94.4%	42.2%	13.6%	70.9%	31.5%	39.5%
Kitchen	363	350	174	55	287	160	127
%V	6.7%	6.7%	6.8%	6.9%	7.0%	7.3%	6.7%
%H		96.4%	47.9%	15.2%	79.1%	44.1%	35.0%
Adult's bedroom	1500	1461	770	219	1180	689	490
%V	27.7%	28.0%	29.9%	27.3%	28.9%	31.5%	25.8%
%H		97.4%	51.3%	14.6%	78.7%	45.9%	32.7%
Child's bedroom	372	370	221	72	296	213	83
%V	6.9%	7.1%	8.6%	9.0%	7.3%	9.8%	4.4%
%H		99.5%	59.4%	19.4%	79.6%	57.3%	22.3%
Other bedroom	194	192	103	38	168	109	58
%V	3.6%	3.7%	4.0%	4.7%	4.1%	5.0%	3.1%
%H		99.0%	53.1%	19.6%	86.6%	56.2%	29.9%
Second living/dining room	338	330	179	52	261	155	106
%V	6.2%	6.3%	6.9%	6.5%	6.4%	7.1%	5.6%
%H		97.6%	53.0%	15.4%	77.2%	45.9%	31.4%
Study/office	41	41	18	10	32	18	14
%V	0.8%	0.8%	0.7%	1.2%	0.8%	0.8%	0.7%
%H		100.0%	43.9%	24.4%	78.0%	43.9%	34.1%
TV room	16	16	6	3	12	5	7
%V	0.3%	0.3%	0.2%	0.4%	0.3%	0.2%	0.4%
%H		100.0%	37.5%	18.8%	75.0%	31.3%	43.8%
No specific location	10	10	5	1	7	3	4
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%
%H		100.0%	50.0%	10.0%	70.0%	30.0%	40.0%
Other	72	71	45	10	60	43	17
%V	1.3%	1.4%	1.7%	1.2%	1.5%	2.0%	0.9%
%H		98.6%	62.5%	13.9%	83.3%	59.7%	23.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5417	5210	2577	802	4082	2184	1898
%H		96.2%	47.6%	14.8%	75.4%	40.3%	35.0%
PVR	1406	1404	1012	184	980	746	234
%V	26.0%	26.9%	39.3%	22.9%	24.0%	34.2%	12.3%
%H		99.9%	72.0%	13.1%	69.7%	53.1%	16.6%
DVDR	504	491	246	82	375	206	169
%V	9.3%	9.4%	9.5%	10.2%	9.2%	9.4%	8.9%
%H		97.4%	48.8%	16.3%	74.4%	40.9%	33.5%
VCR	760	708	283	107	545	221	324
%V	14.0%	13.6%	11.0%	13.3%	13.4%	10.1%	17.1%
%H		93.2%	37.2%	14.1%	71.7%	29.1%	42.6%
Any recorder	2219	2160	1273	311	1581	973	608
%V	41.0%	41.5%	49.4%	38.8%	38.7%	44.6%	32.0%
%H		97.3%	57.4%	14.0%	71.2%	43.8%	27.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5417	5210	2577	802	4082	2184	1898
%H		96.2%	47.6%	14.8%	75.4%	40.3%	35.0%
Receives HDTV (via STB or built-in reception)	947	947	573	214	691	509	182
%V	17.5%	18.2%	22.2%	26.7%	16.9%	23.3%	9.6%
%H		100.0%	60.5%	22.6%	73.0%	53.7%	19.2%
DVD/Blu-ray player or recorder	3001	2937	1499	465	2263	1253	1010
%V	55.4%	56.4%	58.2%	58.0%	55.4%	57.4%	53.2%
%H		97.9%	50.0%	15.5%	75.4%	41.8%	33.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Yorkshire and Lincolnshire

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2509	2367	1059	339	1774	784	990
%H		94.3%	42.2%	13.5%	70.7%	31.2%	39.5%
Under 20"	78	61	15	9	47	10	37
%V	3.1%	2.6%	1.4%	2.7%	2.6%	1.3%	3.7%
%H		78.2%	19.2%	11.5%	60.3%	12.8%	47.4%
20" - 29"	736	644	190	86	476	102	374
%V	29.3%	27.2%	17.9%	25.4%	26.8%	13.0%	37.8%
%H		87.5%	25.8%	11.7%	64.7%	13.9%	50.8%
30" - 39"	999	970	416	143	745	326	419
%V	39.8%	41.0%	39.3%	42.2%	42.0%	41.6%	42.3%
%H		97.1%	41.6%	14.3%	74.6%	32.6%	41.9%
40" and over	678	675	432	98	495	342	153
%V	27.0%	28.5%	40.8%	28.9%	27.9%	43.6%	15.5%
%H		99.6%	63.7%	14.5%	73.0%	50.4%	22.6%
Don't know	19	17	6	3	11	4	7
%V	0.8%	0.7%	0.6%	0.9%	0.6%	0.5%	0.7%
%H		89.5%	31.6%	15.8%	57.9%	21.1%	36.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	2509	2367	1059	339	1774	784	990
%H		94.3%	42.2%	13.5%	70.7%	31.2%	39.5%
PVR	1054	1052	727	141	736	538	198
%V	42.0%	44.4%	68.6%	41.6%	41.5%	68.6%	20.0%
%H		99.8%	69.0%	13.4%	69.8%	51.0%	18.8%
DVDR	356	345	162	52	263	127	135
%V	14.2%	14.6%	15.3%	15.3%	14.8%	16.2%	13.6%
%H		96.9%	45.5%	14.6%	73.9%	35.7%	37.9%
VCR	530	484	170	66	374	121	253
%V	21.1%	20.4%	16.1%	19.5%	21.1%	15.4%	25.6%
%H		91.3%	32.1%	12.5%	70.6%	22.8%	47.7%
Any recorder	1572	1520	849	207	1110	630	481
%V	62.7%	64.2%	80.2%	61.1%	62.6%	80.4%	48.6%
%H		96.7%	54.0%	13.2%	70.6%	40.1%	30.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 8.17: 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	2509	2367	1059	339	1774	784	990
%H		94.3%	42.2%	13.5%	70.7%	31.2%	39.5%
Receives HDTV (via STB or built-in reception)	700	700	428	150	503	368	134
%V	27.9%	29.6%	40.4%	44.2%	28.4%	46.9%	13.5%
%H		100.0%	61.1%	21.4%	71.9%	52.6%	19.1%
DVD/Blu-ray player or recorder	1879	1824	841	278	1368	645	723
%V	74.9%	77.1%	79.4%	82.0%	77.1%	82.3%	73.0%
%H		97.1%	44.8%	14.8%	72.8%	34.3%	38.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2907	2843	1517	463	2308	1400	908
%H		97.8%	52.2%	15.9%	79.4%	48.2%	31.2%
Under 20"	1516	1468	710	240	1189	652	537
%V	52.1%	51.6%	46.8%	51.8%	51.5%	46.6%	59.1%
%H		96.8%	46.8%	15.8%	78.4%	43.0%	35.4%
20" - 29"	833	819	442	129	670	410	259
%V	28.7%	28.8%	29.1%	27.9%	29.0%	29.3%	28.5%
%H		98.3%	53.1%	15.5%	80.4%	49.2%	31.1%
30" - 39"	415	414	271	69	342	258	84
%V	14.3%	14.6%	17.9%	14.9%	14.8%	18.4%	9.3%
%H		99.8%	65.3%	16.6%	82.4%	62.2%	20.2%
40" and over	132	131	91	22	98	76	22
%V	4.5%	4.6%	6.0%	4.8%	4.2%	5.4%	2.4%
%H		99.2%	68.9%	16.7%	74.2%	57.6%	16.7%
Don't know	12	11	3	3	9	4	5
%V	0.4%	0.4%	0.2%	0.6%	0.4%	0.3%	0.6%
%H		91.7%	25.0%	25.0%	75.0%	33.3%	41.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2907	2843	1517	463	2308	1400	908
%H		97.8%	52.2%	15.9%	79.4%	48.2%	31.2%
PVR	352	352	286	44	245	208	37
%V	12.1%	12.4%	18.9%	9.5%	10.6%	14.9%	4.1%
%H		100.0%	81.3%	12.5%	69.6%	59.1%	10.5%
DVDR	148	146	84	30	112	78	34
%V	5.1%	5.1%	5.5%	6.5%	4.9%	5.6%	3.7%
%H		98.6%	56.8%	20.3%	75.7%	52.7%	23.0%
VCR	230	223	113	41	171	100	71
%V	7.9%	7.8%	7.4%	8.9%	7.4%	7.1%	7.8%
%H		97.0%	49.1%	17.8%	74.3%	43.5%	30.9%
Any recorder	647	640	424	105	470	343	127
%V	22.3%	22.5%	27.9%	22.7%	20.4%	24.5%	14.0%
%H		98.9%	65.5%	16.2%	72.6%	53.0%	19.6%

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	2907	2843	1517	463	2308	1400	908
%H		97.8%	52.2%	15.9%	79.4%	48.2%	31.2%
Receives HDTV (via STB or built-in reception)	247	247	145	64	188	140	48
%V	8.5%	8.7%	9.6%	13.8%	8.1%	10.0%	5.3%
%H		100.0%	58.7%	25.9%	76.1%	56.7%	19.4%
DVD/Blu-ray player or recorder	1122	1114	659	188	895	608	287
%V	38.6%	39.2%	43.4%	40.6%	38.8%	43.4%	31.6%
%H		99.3%	58.7%	16.8%	79.8%	54.2%	25.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5960	5825	5605	2901	883	4072	2178	1894
%H		97.7%	94.0%	48.7%	14.8%	68.3%	36.5%	31.8%
Total Children	1104	1091	1072	632	195	714	453	260
%V	18.5%	18.7%	19.1%	21.8%	22.1%	17.5%	20.8%	13.7%
%H		98.8%	97.1%	57.2%	17.7%	64.7%	41.0%	23.6%
0 - 3	304	296	292	178	50	178	110	68
%V	5.1%	5.1%	5.2%	6.1%	5.7%	4.4%	5.1%	3.6%
%H		97.4%	96.1%	58.6%	16.4%	58.6%	36.2%	22.4%
4 - 15	800	795	780	454	146	536	344	192
%V	13.4%	13.6%	13.9%	15.6%	16.5%	13.2%	15.8%	10.1%
%H		99.4%	97.5%	56.8%	18.3%	67.0%	43.0%	24.0%
4 - 9	392	388	381	237	61	241	152	89
%V	6.6%	6.7%	6.8%	8.2%	6.9%	5.9%	7.0%	4.7%
%H		99.0%	97.2%	60.5%	15.6%	61.5%	38.8%	22.7%
10 - 15	408	407	399	217	85	295	192	103
%V	6.8%	7.0%	7.1%	7.5%	9.6%	7.2%	8.8%	5.4%
%H		99.8%	97.8%	53.2%	20.8%	72.3%	47.1%	25.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5960	5825	5605	2901	883	4072	2178	1894
%H		97.7%	94.0%	48.7%	14.8%	68.3%	36.5%	31.8%
Total Adults (16+)	4856	4734	4533	2269	687	3359	1725	1634
%V	81.5%	81.3%	80.9%	78.2%	77.8%	82.5%	79.2%	86.3%
%H		97.5%	93.3%	46.7%	14.1%	69.2%	35.5%	33.6%
16 - 19	342	331	324	191	51	244	158	85
%V	5.7%	5.7%	5.8%	6.6%	5.8%	6.0%	7.3%	4.5%
%H		96.8%	94.7%	55.8%	14.9%	71.3%	46.2%	24.9%
20 - 24	400	368	359	191	59	251	132	119
%V	6.7%	6.3%	6.4%	6.6%	6.7%	6.2%	6.1%	6.3%
%H		92.0%	89.8%	47.8%	14.8%	62.8%	33.0%	29.8%
25 - 34	792	755	740	435	124	487	293	194
%V	13.3%	13.0%	13.2%	15.0%	14.0%	12.0%	13.5%	10.2%
%H		95.3%	93.4%	54.9%	15.7%	61.5%	37.0%	24.5%
35 - 44	793	780	753	424	132	523	317	205
%V	13.3%	13.4%	13.4%	14.6%	14.9%	12.8%	14.6%	10.8%
%H		98.4%	95.0%	53.5%	16.6%	66.0%	40.0%	25.9%
45 - 54	822	813	793	405	139	602	340	262
%V	13.8%	14.0%	14.1%	14.0%	15.7%	14.8%	15.6%	13.8%
%H		98.9%	96.5%	49.3%	16.9%	73.2%	41.4%	31.9%
55 - 64	715	705	680	328	94	523	261	263
%V	12.0%	12.1%	12.1%	11.3%	10.6%	12.8%	12.0%	13.9%
%H		98.6%	95.1%	45.9%	13.1%	73.1%	36.5%	36.8%
65+	992	983	885	295	88	729	224	505
%V	16.6%	16.9%	15.8%	10.2%	10.0%	17.9%	10.3%	26.7%
%H		99.1%	89.2%	29.7%	8.9%	73.5%	22.6%	50.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4856	4734	4533	2269	687	3359	1725	1634
%H		97.5%	93.3%	46.7%	14.1%	69.2%	35.5%	33.6%
AB	1013	993	954	510	139	673	352	321
%V	20.9%	21.0%	21.0%	22.5%	20.2%	20.0%	20.4%	19.6%
%H		98.0%	94.2%	50.3%	13.7%	66.4%	34.7%	31.7%
C1	1337	1276	1236	632	210	913	500	413
%V	27.5%	27.0%	27.3%	27.9%	30.6%	27.2%	29.0%	25.3%
%H		95.4%	92.4%	47.3%	15.7%	68.3%	37.4%	30.9%
C2	1053	1043	1010	541	146	782	452	330
%V	21.7%	22.0%	22.3%	23.8%	21.3%	23.3%	26.2%	20.2%
%H		99.1%	95.9%	51.4%	13.9%	74.3%	42.9%	31.3%
D	872	857	821	411	124	594	297	297
%V	18.0%	18.1%	18.1%	18.1%	18.0%	17.7%	17.2%	18.2%
%H		98.3%	94.2%	47.1%	14.2%	68.1%	34.1%	34.1%
E	580	565	512	175	68	396	124	272
%V	11.9%	11.9%	11.3%	7.7%	9.9%	11.8%	7.2%	16.6%
%H		97.4%	88.3%	30.2%	11.7%	68.3%	21.4%	46.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4856	4734	4533	2269	687	3359	1725	1634
%H		97.5%	93.3%	46.7%	14.1%	69.2%	35.5%	33.6%
Working full time	2059	2022	1971	1121	328	1412	856	555
%V	42.4%	42.7%	43.5%	49.4%	47.7%	42.0%	49.6%	34.0%
%H		98.2%	95.7%	54.4%	15.9%	68.6%	41.6%	27.0%
Working part time	532	525	511	259	91	372	206	166
%V	11.0%	11.1%	11.3%	11.4%	13.2%	11.1%	11.9%	10.2%
%H		98.7%	96.1%	48.7%	17.1%	69.9%	38.7%	31.2%
Not working	2266	2188	2052	889	268	1575	663	912
%V	46.7%	46.2%	45.3%	39.2%	39.0%	46.9%	38.4%	55.8%
%H		96.6%	90.6%	39.2%	11.8%	69.5%	29.3%	40.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2406	2328	2229	1161	341	1633	879	755
%H		96.8%	92.6%	48.3%	14.2%	67.9%	36.5%	31.4%
16 - 19	168	161	159	98	24	118	80	38
%V	7.0%	6.9%	7.1%	8.4%	7.0%	7.2%	9.1%	5.0%
%H		95.8%	94.6%	58.3%	14.3%	70.2%	47.6%	22.6%
20 - 24	214	195	189	98	28	136	69	67
%V	8.9%	8.4%	8.5%	8.4%	8.2%	8.3%	7.8%	8.9%
%H		91.1%	88.3%	45.8%	13.1%	63.6%	32.2%	31.3%
25 - 34	405	378	368	220	63	242	151	91
%V	16.8%	16.2%	16.5%	18.9%	18.5%	14.8%	17.2%	12.1%
%H		93.3%	90.9%	54.3%	15.6%	59.8%	37.3%	22.5%
35 - 44	400	390	376	218	62	263	162	101
%V	16.6%	16.8%	16.9%	18.8%	18.2%	16.1%	18.4%	13.4%
%H		97.5%	94.0%	54.5%	15.5%	65.8%	40.5%	25.3%
45 - 54	413	407	394	205	72	290	167	123
%V	17.2%	17.5%	17.7%	17.7%	21.1%	17.8%	19.0%	16.3%
%H		98.5%	95.4%	49.6%	17.4%	70.2%	40.4%	29.8%
55 - 64	348	342	329	159	49	254	131	123
%V	14.5%	14.7%	14.8%	13.7%	14.4%	15.6%	14.9%	16.3%
%H		98.3%	94.5%	45.7%	14.1%	73.0%	37.6%	35.3%
65+	459	455	414	162	43	331	120	211
%V	19.1%	19.5%	18.6%	14.0%	12.6%	20.3%	13.7%	27.9%
%H		99.1%	90.2%	35.3%	9.4%	72.1%	26.1%	46.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2406	2328	2229	1161	341	1633	879	755
%H		96.8%	92.6%	48.3%	14.2%	67.9%	36.5%	31.4%
AB	513	499	478	254	70	338	177	161
%V	21.3%	21.4%	21.4%	21.9%	20.5%	20.7%	20.1%	21.3%
%H		97.3%	93.2%	49.5%	13.6%	65.9%	34.5%	31.4%
C1	638	600	584	315	102	431	252	179
%V	26.5%	25.8%	26.2%	27.1%	29.9%	26.4%	28.7%	23.7%
%H		94.0%	91.5%	49.4%	16.0%	67.6%	39.5%	28.1%
C2	574	568	547	299	76	420	244	176
%V	23.9%	24.4%	24.5%	25.8%	22.3%	25.7%	27.8%	23.3%
%H		99.0%	95.3%	52.1%	13.2%	73.2%	42.5%	30.7%
D	436	426	407	214	60	287	150	138
%V	18.1%	18.3%	18.3%	18.4%	17.6%	17.6%	17.1%	18.3%
%H		97.7%	93.3%	49.1%	13.8%	65.8%	34.4%	31.7%
E	246	236	214	80	33	157	56	101
%V	10.2%	10.1%	9.6%	6.9%	9.7%	9.6%	6.4%	13.4%
%H		95.9%	87.0%	32.5%	13.4%	63.8%	22.8%	41.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.27: Working Status (Males 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2406	2328	2229	1161	341	1633	879	755
%H		96.8%	92.6%	48.3%	14.2%	67.9%	36.5%	31.4%
Working full time	1299	1269	1235	709	205	883	541	342
%V	54.0%	54.5%	55.4%	61.1%	60.1%	54.1%	61.5%	45.3%
%H		97.7%	95.1%	54.6%	15.8%	68.0%	41.6%	26.3%
Working part time	116	111	106	53	16	69	29	40
%V	4.8%	4.8%	4.8%	4.6%	4.7%	4.2%	3.3%	5.3%
%H		95.7%	91.4%	45.7%	13.8%	59.5%	25.0%	34.5%
Not working	991	947	887	399	120	682	309	373
%V	41.2%	40.7%	39.8%	34.4%	35.2%	41.8%	35.2%	49.4%
%H		95.6%	89.5%	40.3%	12.1%	68.8%	31.2%	37.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2449	2406	2305	1107	346	1725	846	879
%H		98.2%	94.1%	45.2%	14.1%	70.4%	34.5%	35.9%
16 - 19	174	170	165	92	27	126	79	47
%V	7.1%	7.1%	7.2%	8.3%	7.8%	7.3%	9.3%	5.3%
%H		97.7%	94.8%	52.9%	15.5%	72.4%	45.4%	27.0%
20 - 24	186	173	170	92	31	115	63	52
%V	7.6%	7.2%	7.4%	8.3%	9.0%	6.7%	7.4%	5.9%
%H		93.0%	91.4%	49.5%	16.7%	61.8%	33.9%	28.0%
25 - 34	388	378	372	215	61	245	142	102
%V	15.8%	15.7%	16.1%	19.4%	17.6%	14.2%	16.8%	11.6%
%H		97.4%	95.9%	55.4%	15.7%	63.1%	36.6%	26.3%
35 - 44	393	389	376	206	70	259	155	104
%V	16.0%	16.2%	16.3%	18.6%	20.2%	15.0%	18.3%	11.8%
%H		99.0%	95.7%	52.4%	17.8%	65.9%	39.4%	26.5%
45 - 54	409	406	399	200	67	312	173	139
%V	16.7%	16.9%	17.3%	18.1%	19.4%	18.1%	20.4%	15.8%
%H		99.3%	97.6%	48.9%	16.4%	76.3%	42.3%	34.0%
55 - 64	367	363	351	169	44	269	130	139
%V	15.0%	15.1%	15.2%	15.3%	12.7%	15.6%	15.4%	15.8%
%H		98.9%	95.6%	46.0%	12.0%	73.3%	35.4%	37.9%
65+	533	528	471	133	45	398	104	294
%V	21.8%	21.9%	20.4%	12.0%	13.0%	23.1%	12.3%	33.4%
%H		99.1%	88.4%	25.0%	8.4%	74.7%	19.5%	55.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2449	2406	2305	1107	346	1725	846	879
%H		98.2%	94.1%	45.2%	14.1%	70.4%	34.5%	35.9%
AB	500	493	477	255	69	335	175	160
%V	20.4%	20.5%	20.7%	23.0%	19.9%	19.4%	20.7%	18.2%
%H		98.6%	95.4%	51.0%	13.8%	67.0%	35.0%	32.0%
C1	700	677	653	317	109	482	248	234
%V	28.6%	28.1%	28.3%	28.6%	31.5%	27.9%	29.3%	26.6%
%H		96.7%	93.3%	45.3%	15.6%	68.9%	35.4%	33.4%
C2	479	475	463	243	70	363	208	154
%V	19.6%	19.7%	20.1%	22.0%	20.2%	21.0%	24.6%	17.5%
%H		99.2%	96.7%	50.7%	14.6%	75.8%	43.4%	32.2%
D	436	431	414	197	64	307	148	159
%V	17.8%	17.9%	18.0%	17.8%	18.5%	17.8%	17.5%	18.1%
%H		98.9%	95.0%	45.2%	14.7%	70.4%	33.9%	36.5%
E	335	330	299	95	34	239	67	172
%V	13.7%	13.7%	13.0%	8.6%	9.8%	13.9%	7.9%	19.6%
%H		98.5%	89.3%	28.4%	10.1%	71.3%	20.0%	51.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2449	2406	2305	1107	346	1725	846	879
%H		98.2%	94.1%	45.2%	14.1%	70.4%	34.5%	35.9%
Working full time	759	752	736	412	123	529	315	214
%V	31.0%	31.3%	31.9%	37.2%	35.5%	30.7%	37.2%	24.3%
%H		99.1%	97.0%	54.3%	16.2%	69.7%	41.5%	28.2%
Working part time	416	414	405	206	75	303	177	126
%V	17.0%	17.2%	17.6%	18.6%	21.7%	17.6%	20.9%	14.3%
%H		99.5%	97.4%	49.5%	18.0%	72.8%	42.5%	30.3%
Not working	1274	1240	1164	489	148	893	354	539
%V	52.0%	51.5%	50.5%	44.2%	42.8%	51.8%	41.8%	61.3%
%H		97.3%	91.4%	38.4%	11.6%	70.1%	27.8%	42.3%

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 2010 - June 2011

BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1499	1468	1382	575	199	1057	436	620
%H (All HH)		97.9%	92.2%	38.4%	13.3%	70.5%	29.1%	41.4%
%H (TV HH)			94.1%	39.2%	13.6%	72.0%	29.7%	42.2%
AB	301	297	285	132	41	219	104	115
%V	20.1%	20.2%	20.6%	23.0%	20.6%	20.7%	23.9%	18.5%
%H (All HH)		98.7%	94.7%	43.9%	13.6%	72.8%	34.6%	38.2%
%H (TV HH)			96.0%	44.4%	13.8%	73.7%	35.0%	38.7%
C1	368	358	340	154	59	255	124	131
%V	24.5%	24.4%	24.6%	26.8%	29.6%	24.1%	28.4%	21.1%
%H (All HH)		97.3%	92.4%	41.8%	16.0%	69.3%	33.7%	35.6%
%H (TV HH)			95.0%	43.0%	16.5%	71.2%	34.6%	36.6%
C2	304	300	289	135	42	209	94	115
%V	20.3%	20.4%	20.9%	23.5%	21.1%	19.8%	21.6%	18.5%
%H (All HH)		98.7%	95.1%	44.4%	13.8%	68.8%	30.9%	37.8%
%H (TV HH)			96.3%	45.0%	14.0%	69.7%	31.3%	38.3%
D	252	250	240	104	28	187	77	110
%V	16.8%	17.0%	17.4%	18.1%	14.1%	17.7%	17.7%	17.7%
%H (All HH)		99.2%	95.2%	41.3%	11.1%	74.2%	30.6%	43.7%
%H (TV HH)			96.0%	41.6%	11.2%	74.8%	30.8%	44.0%
E	274	263	228	51	29	187	38	149
%V	18.3%	17.9%	16.5%	8.9%	14.6%	17.7%	8.7%	24.0%
%H (All HH)		96.0%	83.2%	18.6%	10.6%	68.2%	13.9%	54.4%
%H (TV HH)			86.7%	19.4%	11.0%	71.1%	14.4%	56.7%

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 2010 - June 2011

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1499	1468	1382	575	199	1057	436	620
%H (All HH)		97.9%	92.2%	38.4%	13.3%	70.5%	29.1%	41.4%
%H (TV HH)			94.1%	39.2%	13.6%	72.0%	29.7%	42.2%
Under 25	64	58	55	19	8	43	16	28
%V	4.3%	4.0%	4.0%	3.3%	4.0%	4.1%	3.7%	4.5%
%H (All HH)		90.6%	85.9%	29.7%	12.5%	67.2%	25.0%	43.8%
%H (TV HH)			94.8%	32.8%	13.8%	74.1%	27.6%	48.3%
25 - 34	219	212	208	114	38	137	77	60
%V	14.6%	14.4%	15.1%	19.8%	19.1%	13.0%	17.7%	9.7%
%H (All HH)		96.8%	95.0%	52.1%	17.4%	62.6%	35.2%	27.4%
%H (TV HH)			98.1%	53.8%	17.9%	64.6%	36.3%	28.3%
35 - 44	254	252	244	129	38	181	101	80
%V	16.9%	17.2%	17.7%	22.4%	19.1%	17.1%	23.2%	12.9%
%H (All HH)		99.2%	96.1%	50.8%	15.0%	71.3%	39.8%	31.5%
%H (TV HH)			96.8%	51.2%	15.1%	71.8%	40.1%	31.7%
45 - 54	289	284	277	131	41	213	106	107
%V	19.3%	19.3%	20.0%	22.8%	20.6%	20.2%	24.3%	17.3%
%H (All HH)		98.3%	95.8%	45.3%	14.2%	73.7%	36.7%	37.0%
%H (TV HH)			97.5%	46.1%	14.4%	75.0%	37.3%	37.7%
55 - 64	264	260	250	94	35	193	70	123
%V	17.6%	17.7%	18.1%	16.3%	17.6%	18.3%	16.1%	19.8%
%H (All HH)		98.5%	94.7%	35.6%	13.3%	73.1%	26.5%	46.6%
%H (TV HH)			96.2%	36.2%	13.5%	74.2%	26.9%	47.3%
65 +	409	402	347	87	39	289	67	221
%V	27.3%	27.4%	25.1%	15.1%	19.6%	27.3%	15.4%	35.6%
%H (All HH)		98.3%	84.8%	21.3%	9.5%	70.7%	16.4%	54.0%
%H (TV HH)			86.3%	21.6%	9.7%	71.9%	16.7%	55.0%

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 2010 - June 2011

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1499	1468	1382	575	199	1057	436	620
%H (All HH)		97.9%	92.2%	38.4%	13.3%	70.5%	29.1%	41.4%
%H (TV HH)			94.1%	39.2%	13.6%	72.0%	29.7%	42.2%
1	520	501	438	115	51	356	83	274
%V	34.7%	34.1%	31.7%	20.0%	25.6%	33.7%	19.0%	44.2%
%H (All HH)		96.3%	84.2%	22.1%	9.8%	68.5%	16.0%	52.7%
%H (TV HH)			87.4%	23.0%	10.2%	71.1%	16.6%	54.7%
2	478	471	457	187	62	344	135	209
%V	31.9%	32.1%	33.1%	32.5%	31.2%	32.5%	31.0%	33.7%
%H (All HH)		98.5%	95.6%	39.1%	13.0%	72.0%	28.2%	43.7%
%H (TV HH)			97.0%	39.7%	13.2%	73.0%	28.7%	44.4%
3	238	238	234	129	44	166	98	67
%V	15.9%	16.2%	16.9%	22.4%	22.1%	15.7%	22.5%	10.8%
%H (All HH)		100.0%	98.3%	54.2%	18.5%	69.7%	41.2%	28.2%
%H (TV HH)			98.3%	54.2%	18.5%	69.7%	41.2%	28.2%
4	187	184	181	102	32	138	90	48
%V	12.5%	12.5%	13.1%	17.7%	16.1%	13.1%	20.6%	7.7%
%H (All HH)		98.4%	96.8%	54.5%	17.1%	73.8%	48.1%	25.7%
%H (TV HH)			98.4%	55.4%	17.4%	75.0%	48.9%	26.1%
5+	76	73	72	43	11	52	31	22
%V	5.1%	5.0%	5.2%	7.5%	5.5%	4.9%	7.1%	3.5%
%H (All HH)		96.1%	94.7%	56.6%	14.5%	68.4%	40.8%	28.9%
%H (TV HH)			98.6%	58.9%	15.1%	71.2%	42.5%	30.1%
Average HH size	2.23	2.24	2.28	2.63	2.47	2.25	2.69	1.94

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 2010 - June 2011

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1499	1468	1382	575	199	1057	436	620
%H (All HH)		97.9%	92.2%	38.4%	13.3%	70.5%	29.1%	41.4%
%H (TV HH)			94.1%	39.2%	13.6%	72.0%	29.7%	42.2%
Without	1140	1109	1030	377	146	811	295	515
%V	76.1%	75.5%	74.5%	65.6%	73.4%	76.7%	67.7%	83.1%
%H (All HH)		97.3%	90.4%	33.1%	12.8%	71.1%	25.9%	45.2%
%H (TV HH)			92.9%	34.0%	13.2%	73.1%	26.6%	46.4%
With	360	359	352	199	54	246	141	105
%V	24.0%	24.5%	25.5%	34.6%	27.1%	23.3%	32.3%	16.9%
%H (All HH)		99.7%	97.8%	55.3%	15.0%	68.3%	39.2%	29.2%
%H (TV HH)			98.1%	55.4%	15.0%	68.5%	39.3%	29.2%
0 - 3	127	126	125	68	18	90	49	41
%V	8.5%	8.6%	9.0%	11.8%	9.0%	8.5%	11.2%	6.6%
%H (All HH)		99.2%	98.4%	53.5%	14.2%	70.9%	38.6%	32.3%
%H (TV HH)			99.2%	54.0%	14.3%	71.4%	38.9%	32.5%
4 - 9	170	170	167	98	31	114	70	43
%V	11.3%	11.6%	12.1%	17.0%	15.6%	10.8%	16.1%	6.9%
%H (All HH)		100.0%	98.2%	57.6%	18.2%	67.1%	41.2%	25.3%
%H (TV HH)			98.2%	57.6%	18.2%	67.1%	41.2%	25.3%
10 - 15	180	179	176	103	24	126	74	53
%V	12.0%	12.2%	12.7%	17.9%	12.1%	11.9%	17.0%	8.5%
%H (All HH)		99.4%	97.8%	57.2%	13.3%	70.0%	41.1%	29.4%
%H (TV HH)			98.3%	57.5%	13.4%	70.4%	41.3%	29.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1499	1468	1382	575	199	1057	436	620
%H (All HH)		97.9%	92.2%	38.4%	13.3%	70.5%	29.1%	41.4%
%H (TV HH)			94.1%	39.2%	13.6%	72.0%	29.7%	42.2%
1	528	528	472	169	46	326	69	257
%V	35.2%	36.0%	34.2%	29.4%	23.1%	30.8%	15.8%	41.5%
%H (All HH)		100.0%	89.4%	32.0%	8.7%	61.7%	13.1%	48.7%
%H (TV HH)			89.4%	32.0%	8.7%	61.7%	13.1%	48.7%
2	517	517	492	182	82	387	155	232
%V	34.5%	35.2%	35.6%	31.7%	41.2%	36.6%	35.6%	37.4%
%H (All HH)		100.0%	95.2%	35.2%	15.9%	74.9%	30.0%	44.9%
%H (TV HH)			95.2%	35.2%	15.9%	74.9%	30.0%	44.9%
3	247	247	243	119	43	194	108	86
%V	16.5%	16.8%	17.6%	20.7%	21.6%	18.4%	24.8%	13.9%
%H (All HH)		100.0%	98.4%	48.2%	17.4%	78.5%	43.7%	34.8%
%H (TV HH)			98.4%	48.2%	17.4%	78.5%	43.7%	34.8%
4	112	112	112	60	20	94	60	34
%V	7.5%	7.6%	8.1%	10.4%	10.1%	8.9%	13.8%	5.5%
%H (All HH)		100.0%	100.0%	53.6%	17.9%	83.9%	53.6%	30.4%
%H (TV HH)			100.0%	53.6%	17.9%	83.9%	53.6%	30.4%
5+	63	63	63	45	9	55	44	12
%V	4.2%	4.3%	4.6%	7.8%	4.5%	5.2%	10.1%	1.9%
%H (All HH)		100.0%	100.0%	71.4%	14.3%	87.3%	69.8%	19.0%
%H (TV HH)			100.0%	71.4%	14.3%	87.3%	69.8%	19.0%

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 2010 - June 2011

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1499	1468	1382	575	199	1057	436	620
%H (All HH)		97.9%	92.2%	38.4%	13.3%	70.5%	29.1%	41.4%
%H (TV HH)			94.1%	39.2%	13.6%	72.0%	29.7%	42.2%
Under 20"	591	591	561	238	85	452	208	243
%V	39.4%	40.3%	40.6%	41.4%	42.7%	42.8%	47.7%	39.2%
%H (All HH)		100.0%	94.9%	40.3%	14.4%	76.5%	35.2%	41.1%
%H (TV HH)			94.9%	40.3%	14.4%	76.5%	35.2%	41.1%
20" - 29"	709	709	648	251	91	517	203	314
%V	47.3%	48.3%	46.9%	43.7%	45.7%	48.9%	46.6%	50.6%
%H (All HH)		100.0%	91.4%	35.4%	12.8%	72.9%	28.6%	44.3%
%H (TV HH)			91.4%	35.4%	12.8%	72.9%	28.6%	44.3%
30" - 39"	732	732	716	319	107	558	259	299
%V	48.8%	49.9%	51.8%	55.5%	53.8%	52.8%	59.4%	48.2%
%H (All HH)		100.0%	97.8%	43.6%	14.6%	76.2%	35.4%	40.8%
%H (TV HH)			97.8%	43.6%	14.6%	76.2%	35.4%	40.8%
40" and over	458	458	457	251	83	337	208	129
%V	30.6%	31.2%	33.1%	43.7%	41.7%	31.9%	47.7%	20.8%
%H (All HH)		100.0%	99.8%	54.8%	18.1%	73.6%	45.4%	28.2%
%H (TV HH)			99.8%	54.8%	18.1%	73.6%	45.4%	28.2%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1499	1468	1382	575	199	1057	436	620
%H (All HH)		97.9%	92.2%	38.4%	13.3%	70.5%	29.1%	41.4%
%H (TV HH)			94.1%	39.2%	13.6%	72.0%	29.7%	42.2%
Main living room	1458	1458	1373	573	198	1049	434	615
%V	97.3%	99.3%	99.3%	99.7%	99.5%	99.2%	99.5%	99.2%
%H (All HH)		100.0%	94.2%	39.3%	13.6%	71.9%	29.8%	42.2%
%H (TV HH)			94.2%	39.3%	13.6%	71.9%	29.8%	42.2%
Kitchen	199	199	192	93	22	159	80	79
%V	13.3%	13.6%	13.9%	16.2%	11.1%	15.0%	18.3%	12.7%
%H (All HH)		100.0%	96.5%	46.7%	11.1%	79.9%	40.2%	39.7%
%H (TV HH)			96.5%	46.7%	11.1%	79.9%	40.2%	39.7%
Adult's bedroom	723	723	707	333	123	566	304	262
%V	48.2%	49.3%	51.2%	57.9%	61.8%	53.5%	69.7%	42.3%
%H (All HH)		100.0%	97.8%	46.1%	17.0%	78.3%	42.0%	36.2%
%H (TV HH)			97.8%	46.1%	17.0%	78.3%	42.0%	36.2%
Child's bedroom	160	160	160	94	25	124	80	44
%V	10.7%	10.9%	11.6%	16.3%	12.6%	11.7%	18.3%	7.1%
%H (All HH)		100.0%	100.0%	58.8%	15.6%	77.5%	50.0%	27.5%
%H (TV HH)			100.0%	58.8%	15.6%	77.5%	50.0%	27.5%
Other bedroom	95	95	95	45	20	81	50	32
%V	6.3%	6.5%	6.9%	7.8%	10.1%	7.7%	11.5%	5.2%
%H (All HH)		100.0%	100.0%	47.4%	21.1%	85.3%	52.6%	33.7%
%H (TV HH)			100.0%	47.4%	21.1%	85.3%	52.6%	33.7%
Second living/dining room	156	156	148	71	29	121	69	51
%V	10.4%	10.6%	10.7%	12.3%	14.6%	11.4%	15.8%	8.2%
%H (All HH)		100.0%	94.9%	45.5%	18.6%	77.6%	44.2%	32.7%
%H (TV HH)			94.9%	45.5%	18.6%	77.6%	44.2%	32.7%
Study/office	32	32	31	16	6	25	15	10
%V	2.1%	2.2%	2.2%	2.8%	3.0%	2.4%	3.4%	1.6%
%H (All HH)		100.0%	96.9%	50.0%	18.8%	78.1%	46.9%	31.3%
%H (TV HH)			96.9%	50.0%	18.8%	78.1%	46.9%	31.3%
TV room	12	12	12	7	0	11	6	5
%V	0.8%	0.8%	0.9%	1.2%	0.0%	1.0%	1.4%	0.8%
%H (All HH)		100.0%	100.0%	58.3%	0.0%	91.7%	50.0%	41.7%
%H (TV HH)			100.0%	58.3%	0.0%	91.7%	50.0%	41.7%
No specific location	3	3	3	2	0	2	1	1
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.2%	0.2%	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%
Other	26	26	25	11	4	21	12	9
%V	1.7%	1.8%	1.8%	1.9%	2.0%	2.0%	2.8%	1.5%
%H (All HH)		100.0%	96.2%	42.3%	15.4%	80.8%	46.2%	34.6%
%H (TV HH)			96.2%	42.3%	15.4%	80.8%	46.2%	34.6%

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 2010 - June 2011

BBC North East & Cumbria

Household level data

Table 9.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1499	1468	1382	575	199	1057	436	620
%H (All HH)		97.9%	92.2%	38.4%	13.3%	70.5%	29.1%	41.4%
%H (TV HH)			94.1%	39.2%	13.6%	72.0%	29.7%	42.2%
PVR	688	688	687	441	104	483	330	153
%V	45.9%	46.9%	49.7%	76.7%	52.3%	45.7%	75.7%	24.7%
%H (All HH)		100.0%	99.9%	64.1%	15.1%	70.2%	48.0%	22.2%
%H (TV HH)			99.9%	64.1%	15.1%	70.2%	48.0%	22.2%
DVDR	239	239	231	105	32	179	82	97
%V	15.9%	16.3%	16.7%	18.3%	16.1%	16.9%	18.8%	15.6%
%H (All HH)		100.0%	96.7%	43.9%	13.4%	74.9%	34.3%	40.6%
%H (TV HH)			96.7%	43.9%	13.4%	74.9%	34.3%	40.6%
VCR	307	307	281	93	34	229	73	156
%V	20.5%	20.9%	20.3%	16.2%	17.1%	21.7%	16.7%	25.2%
%H (All HH)		100.0%	91.5%	30.3%	11.1%	74.6%	23.8%	50.8%
%H (TV HH)			91.5%	30.3%	11.1%	74.6%	23.8%	50.8%
Any recorder	961	961	929	489	132	687	367	319
%V	64.1%	65.5%	67.2%	85.0%	66.3%	65.0%	84.2%	51.5%
%H (All HH)		100.0%	96.7%	50.9%	13.7%	71.5%	38.2%	33.2%
%H (TV HH)			96.7%	50.9%	13.7%	71.5%	38.2%	33.2%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC North East & Cumbria
Household level data
Table 9.9: Other TV equipment
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1499	1468	1382	575	199	1057	436	620
%H (All HH)		97.9%	92.2%	38.4%	13.3%	70.5%	29.1%	41.4%
%H (TV HH)			94.1%	39.2%	13.6%	72.0%	29.7%	42.2%
Receives HDTV (via STB or built-in reception)	462	462	462	262	112	331	235	96
%V	30.8%	31.5%	33.4%	45.6%	56.3%	31.3%	53.9%	15.5%
%H (All HH)		100.0%	100.0%	56.7%	24.2%	71.6%	50.9%	20.8%
%H (TV HH)			100.0%	56.7%	24.2%	71.6%	50.9%	20.8%
DVD/Blu-ray player or recorder	1159	1159	1122	489	173	853	381	472
%V	77.3%	79.0%	81.2%	85.0%	86.9%	80.7%	87.4%	76.1%
%H (All HH)		100.0%	96.8%	42.2%	14.9%	73.6%	32.9%	40.7%
%H (TV HH)			96.8%	42.2%	14.9%	73.6%	32.9%	40.7%

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

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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	1499	1468	1382	575	199	1057	436	620
%H (All HH)		97.9%	92.2%	38.4%	13.3%	70.5%	29.1%	41.4%
%H (TV HH)			94.1%	39.2%	13.6%	72.0%	29.7%	42.2%
Has PC or Laptop	1024	1005	986	477	165	733	377	356
%V	68.3%	68.5%	71.3%	83.0%	82.9%	69.3%	86.5%	57.4%
%H (All HH)		98.1%	96.3%	46.6%	16.1%	71.6%	36.8%	34.8%
%H (TV HH)			98.1%	47.5%	16.4%	72.9%	37.5%	35.4%
Has broadband internet	915	900	887	447	157	651	358	294
%V	61.0%	61.3%	64.2%	77.7%	78.9%	61.6%	82.1%	47.4%
%H (All HH)		98.4%	96.9%	48.9%	17.2%	71.1%	39.1%	32.1%
%H (TV HH)			98.6%	49.7%	17.4%	72.3%	39.8%	32.7%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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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	3098	2977	1380	465	2358	1183	1175
%H		96.1%	44.5%	15.0%	76.1%	38.2%	37.9%
Under 20"	803	769	359	117	628	325	303
%V	25.9%	25.8%	26.0%	25.2%	26.6%	27.5%	25.8%
%H		95.8%	44.7%	14.6%	78.2%	40.5%	37.7%
20" - 29"	904	835	336	120	673	280	394
%V	29.2%	28.0%	24.3%	25.8%	28.5%	23.7%	33.5%
%H		92.4%	37.2%	13.3%	74.4%	31.0%	43.6%
30" - 39"	854	838	384	130	658	323	335
%V	27.6%	28.1%	27.8%	28.0%	27.9%	27.3%	28.5%
%H		98.1%	45.0%	15.2%	77.0%	37.8%	39.2%
40" and over	516	515	291	96	384	248	136
%V	16.7%	17.3%	21.1%	20.6%	16.3%	21.0%	11.6%
%H		99.8%	56.4%	18.6%	74.4%	48.1%	26.4%
Don't know	21	20	10	2	16	7	8
%V	0.7%	0.7%	0.7%	0.4%	0.7%	0.6%	0.7%
%H		95.2%	47.6%	9.5%	76.2%	33.3%	38.1%

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 9.12: 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	3098	2977	1380	465	2358	1183	1175
%H		96.1%	44.5%	15.0%	76.1%	38.2%	37.9%
Main living room	1470	1385	578	200	1058	438	620
%V	47.4%	46.5%	41.9%	43.0%	44.9%	37.0%	52.8%
%H		94.2%	39.3%	13.6%	72.0%	29.8%	42.2%
Kitchen	200	194	93	23	160	80	79
%V	6.5%	6.5%	6.7%	4.9%	6.8%	6.8%	6.7%
%H		97.0%	46.5%	11.5%	80.0%	40.0%	39.5%
Adult's bedroom	869	851	414	151	692	388	304
%V	28.1%	28.6%	30.0%	32.5%	29.3%	32.8%	25.9%
%H		97.9%	47.6%	17.4%	79.6%	44.6%	35.0%
Child's bedroom	212	212	129	30	166	109	57
%V	6.8%	7.1%	9.3%	6.5%	7.0%	9.2%	4.9%
%H		100.0%	60.8%	14.2%	78.3%	51.4%	26.9%
Other bedroom	110	109	55	20	95	60	35
%V	3.6%	3.7%	4.0%	4.3%	4.0%	5.1%	3.0%
%H		99.1%	50.0%	18.2%	86.4%	54.5%	31.8%
Second living/dining room	163	154	75	30	126	74	53
%V	5.3%	5.2%	5.4%	6.5%	5.3%	6.3%	4.5%
%H		94.5%	46.0%	18.4%	77.3%	45.4%	32.5%
Study/office	33	31	16	6	26	15	11
%V	1.1%	1.0%	1.2%	1.3%	1.1%	1.3%	0.9%
%H		93.9%	48.5%	18.2%	78.8%	45.5%	33.3%
TV room	12	12	7	0	11	6	5
%V	0.4%	0.4%	0.5%	0.0%	0.5%	0.5%	0.4%
%H		100.0%	58.3%	0.0%	91.7%	50.0%	41.7%
No specific location	3	3	2	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%
Other	26	26	12	4	21	12	9
%V	0.8%	0.9%	0.9%	0.9%	0.9%	1.0%	0.8%
%H		100.0%	46.2%	15.4%	80.8%	46.2%	34.6%

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 9.13: 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	3098	2977	1380	465	2358	1183	1175
%H		96.1%	44.5%	15.0%	76.1%	38.2%	37.9%
PVR	855	854	580	119	582	411	171
%V	27.6%	28.7%	42.0%	25.6%	24.7%	34.7%	14.6%
%H		99.9%	67.8%	13.9%	68.1%	48.1%	20.0%
DVDR	281	273	128	40	215	105	110
%V	9.1%	9.2%	9.3%	8.6%	9.1%	8.9%	9.4%
%H		97.2%	45.6%	14.2%	76.5%	37.4%	39.1%
VCR	347	319	112	37	260	89	171
%V	11.2%	10.7%	8.1%	8.0%	11.0%	7.5%	14.6%
%H		91.9%	32.3%	10.7%	74.9%	25.6%	49.3%
Any recorder	1254	1219	691	165	889	507	381
%V	40.5%	40.9%	50.1%	35.5%	37.7%	42.9%	32.4%
%H		97.2%	55.1%	13.2%	70.9%	40.4%	30.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: 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	3098	2977	1380	465	2358	1183	1175
%H		96.1%	44.5%	15.0%	76.1%	38.2%	37.9%
Receives HDTV (via STB or built-in reception)	588	588	343	140	415	300	115
%V	19.0%	19.8%	24.9%	30.1%	17.6%	25.4%	9.8%
%H		100.0%	58.3%	23.8%	70.6%	51.0%	19.6%
DVD/Blu-ray player or recorder	1791	1749	825	281	1370	702	669
%V	57.8%	58.8%	59.8%	60.4%	58.1%	59.3%	56.9%
%H		97.7%	46.1%	15.7%	76.5%	39.2%	37.4%

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 9.15: 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	1467	1381	575	199	1057	436	620
%H		94.1%	39.2%	13.6%	72.1%	29.7%	42.3%
Under 20"	47	35	5	2	30	2	28
%V	3.2%	2.5%	0.9%	1.0%	2.8%	0.5%	4.5%
%H		74.5%	10.6%	4.3%	63.8%	4.3%	59.6%
20" - 29"	404	348	96	38	274	58	217
%V	27.5%	25.2%	16.7%	19.1%	25.9%	13.3%	35.0%
%H		86.1%	23.8%	9.4%	67.8%	14.4%	53.7%
30" - 39"	572	556	230	78	428	176	252
%V	39.0%	40.3%	40.0%	39.2%	40.5%	40.4%	40.6%
%H		97.2%	40.2%	13.6%	74.8%	30.8%	44.1%
40" and over	438	437	241	81	321	199	122
%V	29.9%	31.6%	41.9%	40.7%	30.4%	45.6%	19.7%
%H		99.8%	55.0%	18.5%	73.3%	45.4%	27.9%
Don't know	6	6	3	1	3	2	2
%V	0.4%	0.4%	0.5%	0.5%	0.3%	0.5%	0.3%
%H		100.0%	50.0%	16.7%	50.0%	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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1467	1381	575	199	1057	436	620
%H		94.1%	39.2%	13.6%	72.1%	29.7%	42.3%
PVR	664	663	435	96	461	318	143
%V	45.3%	48.0%	75.7%	48.2%	43.6%	72.9%	23.1%
%H		99.8%	65.5%	14.5%	69.4%	47.9%	21.5%
DVDR	199	192	88	24	147	65	82
%V	13.6%	13.9%	15.3%	12.1%	13.9%	14.9%	13.2%
%H		96.5%	44.2%	12.1%	73.9%	32.7%	41.2%
VCR	253	228	65	28	189	55	134
%V	17.2%	16.5%	11.3%	14.1%	17.9%	12.6%	21.6%
%H		90.1%	25.7%	11.1%	74.7%	21.7%	53.0%
Any recorder	919	887	478	123	651	355	297
%V	62.6%	64.2%	83.1%	61.8%	61.6%	81.4%	47.9%
%H		96.5%	52.0%	13.4%	70.8%	38.6%	32.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1467	1381	575	199	1057	436	620
%H		94.1%	39.2%	13.6%	72.1%	29.7%	42.3%
Receives HDTV (via STB or built-in reception)	439	439	252	105	311	220	90
%V	29.9%	31.8%	43.8%	52.8%	29.4%	50.5%	14.5%
%H		100.0%	57.4%	23.9%	70.8%	50.1%	20.5%
DVD/Blu-ray player or recorder	1085	1049	454	161	790	345	445
%V	74.0%	76.0%	79.0%	80.9%	74.7%	79.1%	71.8%
%H		96.7%	41.8%	14.8%	72.8%	31.8%	41.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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Set level data
Table 9.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1631	1596	805	267	1302	747	555
%H		97.9%	49.4%	16.4%	79.8%	45.8%	34.0%
Under 20"	756	734	354	115	598	323	274
%V	46.4%	46.0%	44.0%	43.1%	45.9%	43.2%	49.4%
%H		97.1%	46.8%	15.2%	79.1%	42.7%	36.2%
20" - 29"	500	487	240	83	399	222	177
%V	30.7%	30.5%	29.8%	31.1%	30.6%	29.7%	31.9%
%H		97.4%	48.0%	16.6%	79.8%	44.4%	35.4%
30" - 39"	282	282	154	52	230	147	83
%V	17.3%	17.7%	19.1%	19.5%	17.7%	19.7%	15.0%
%H		100.0%	54.6%	18.4%	81.6%	52.1%	29.4%
40" and over	78	78	50	16	63	49	14
%V	4.8%	4.9%	6.2%	6.0%	4.8%	6.6%	2.5%
%H		100.0%	64.1%	20.5%	80.8%	62.8%	17.9%
Don't know	15	15	7	1	12	6	6
%V	0.9%	0.9%	0.9%	0.4%	0.9%	0.8%	1.1%
%H		100.0%	46.7%	6.7%	80.0%	40.0%	40.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	1631	1596	805	267	1302	747	555
%H		97.9%	49.4%	16.4%	79.8%	45.8%	34.0%
PVR	191	191	145	23	121	93	28
%V	11.7%	12.0%	18.0%	8.6%	9.3%	12.4%	5.0%
%H		100.0%	75.9%	12.0%	63.4%	48.7%	14.7%
DVDR	81	81	39	16	69	40	29
%V	5.0%	5.1%	4.8%	6.0%	5.3%	5.4%	5.2%
%H		100.0%	48.1%	19.8%	85.2%	49.4%	35.8%
VCR	94	91	47	8	71	34	36
%V	5.8%	5.7%	5.8%	3.0%	5.5%	4.6%	6.5%
%H		96.8%	50.0%	8.5%	75.5%	36.2%	38.3%
Any recorder	336	332	213	42	237	153	85
%V	20.6%	20.8%	26.5%	15.7%	18.2%	20.5%	15.3%
%H		98.8%	63.4%	12.5%	70.5%	45.5%	25.3%

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	1631	1596	805	267	1302	747	555
%H		97.9%	49.4%	16.4%	79.8%	45.8%	34.0%
Receives HDTV (via STB or built-in reception)	150	150	92	36	104	80	24
%V	9.2%	9.4%	11.4%	13.5%	8.0%	10.7%	4.3%
%H		100.0%	61.3%	24.0%	69.3%	53.3%	16.0%
DVD/Blu-ray player or recorder	706	700	371	120	580	357	224
%V	43.3%	43.9%	46.1%	44.9%	44.5%	47.8%	40.4%
%H		99.2%	52.5%	17.0%	82.2%	50.6%	31.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	3342	3283	3157	1511	492	2373	1172	1200
%H		98.2%	94.5%	45.2%	14.7%	71.0%	35.1%	35.9%
Total Children	602	600	589	340	88	404	232	173
%V	18.0%	18.3%	18.7%	22.5%	17.9%	17.0%	19.8%	14.4%
%H		99.7%	97.8%	56.5%	14.6%	67.1%	38.5%	28.7%
0 - 3	155	154	152	82	21	109	57	52
%V	4.6%	4.7%	4.8%	5.4%	4.3%	4.6%	4.9%	4.3%
%H		99.4%	98.1%	52.9%	13.5%	70.3%	36.8%	33.5%
4 - 15	447	446	437	258	68	295	175	120
%V	13.4%	13.6%	13.8%	17.1%	13.8%	12.4%	14.9%	10.0%
%H		99.8%	97.8%	57.7%	15.2%	66.0%	39.1%	26.8%
4 - 9	221	221	216	127	38	141	85	56
%V	6.6%	6.7%	6.8%	8.4%	7.7%	5.9%	7.3%	4.7%
%H		100.0%	97.7%	57.5%	17.2%	63.8%	38.5%	25.3%
10 - 15	226	225	221	131	29	154	90	64
%V	6.8%	6.9%	7.0%	8.7%	5.9%	6.5%	7.7%	5.3%
%H		99.6%	97.8%	58.0%	12.8%	68.1%	39.8%	28.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3342	3283	3157	1511	492	2373	1172	1200
%H		98.2%	94.5%	45.2%	14.7%	71.0%	35.1%	35.9%
Total Adults (16+)	2740	2683	2568	1171	404	1969	941	1028
%V	82.0%	81.7%	81.3%	77.5%	82.1%	83.0%	80.3%	85.7%
%H		97.9%	93.7%	42.7%	14.7%	71.9%	34.3%	37.5%
16 - 19	184	171	168	90	25	140	86	54
%V	5.5%	5.2%	5.3%	6.0%	5.1%	5.9%	7.3%	4.5%
%H		92.9%	91.3%	48.9%	13.6%	76.1%	46.7%	29.3%
20 - 24	199	188	182	83	38	143	80	63
%V	6.0%	5.7%	5.8%	5.5%	7.7%	6.0%	6.8%	5.3%
%H		94.5%	91.5%	41.7%	19.1%	71.9%	40.2%	31.7%
25 - 34	423	413	406	233	73	274	164	110
%V	12.7%	12.6%	12.9%	15.4%	14.8%	11.5%	14.0%	9.2%
%H		97.6%	96.0%	55.1%	17.3%	64.8%	38.8%	26.0%
35 - 44	440	436	427	235	69	312	182	130
%V	13.2%	13.3%	13.5%	15.6%	14.0%	13.1%	15.5%	10.8%
%H		99.1%	97.0%	53.4%	15.7%	70.9%	41.4%	29.5%
45 - 54	486	480	468	226	74	365	193	172
%V	14.5%	14.6%	14.8%	15.0%	15.0%	15.4%	16.5%	14.3%
%H		98.8%	96.3%	46.5%	15.2%	75.1%	39.7%	35.4%
55 - 64	429	424	410	165	65	311	124	187
%V	12.8%	12.9%	13.0%	10.9%	13.2%	13.1%	10.6%	15.6%
%H		98.8%	95.6%	38.5%	15.2%	72.5%	28.9%	43.6%
65+	579	571	507	138	60	423	112	311
%V	17.3%	17.4%	16.1%	9.1%	12.2%	17.8%	9.6%	25.9%
%H		98.6%	87.6%	23.8%	10.4%	73.1%	19.3%	53.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North East & Cumbria

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2740	2683	2568	1171	404	1969	941	1028
%H		97.9%	93.7%	42.7%	14.7%	71.9%	34.3%	37.5%
AB	599	592	572	288	87	439	233	207
%V	21.9%	22.1%	22.3%	24.6%	21.5%	22.3%	24.8%	20.1%
%H		98.8%	95.5%	48.1%	14.5%	73.3%	38.9%	34.6%
C1	702	672	648	309	132	492	273	219
%V	25.6%	25.0%	25.2%	26.4%	32.7%	25.0%	29.0%	21.3%
%H		95.7%	92.3%	44.0%	18.8%	70.1%	38.9%	31.2%
C2	615	611	594	294	93	435	220	215
%V	22.4%	22.8%	23.1%	25.1%	23.0%	22.1%	23.4%	20.9%
%H		99.3%	96.6%	47.8%	15.1%	70.7%	35.8%	35.0%
D	454	451	436	199	52	342	153	189
%V	16.6%	16.8%	17.0%	17.0%	12.9%	17.4%	16.3%	18.4%
%H		99.3%	96.0%	43.8%	11.5%	75.3%	33.7%	41.6%
E	369	358	318	81	40	260	62	198
%V	13.5%	13.3%	12.4%	6.9%	9.9%	13.2%	6.6%	19.3%
%H		97.0%	86.2%	22.0%	10.8%	70.5%	16.8%	53.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC North East & Cumbria
Individual level data
Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2740	2683	2568	1171	404	1969	941	1028
%H		97.9%	93.7%	42.7%	14.7%	71.9%	34.3%	37.5%
Working full time	1116	1104	1086	603	184	800	483	316
%V	40.7%	41.1%	42.3%	51.5%	45.5%	40.6%	51.3%	30.7%
%H		98.9%	97.3%	54.0%	16.5%	71.7%	43.3%	28.3%
Working part time	301	298	291	144	42	213	104	109
%V	11.0%	11.1%	11.3%	12.3%	10.4%	10.8%	11.1%	10.6%
%H		99.0%	96.7%	47.8%	14.0%	70.8%	34.6%	36.2%
Not working	1323	1281	1192	425	178	956	353	603
%V	48.3%	47.7%	46.4%	36.3%	44.1%	48.6%	37.5%	58.7%
%H		96.8%	90.1%	32.1%	13.5%	72.3%	26.7%	45.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1326	1291	1240	592	206	939	478	461
%H		97.4%	93.5%	44.6%	15.5%	70.8%	36.0%	34.8%
16 - 19	90	83	81	46	15	64	42	22
%V	6.8%	6.4%	6.5%	7.8%	7.3%	6.8%	8.8%	4.8%
%H		92.2%	90.0%	51.1%	16.7%	71.1%	46.7%	24.4%
20 - 24	102	95	90	48	16	68	42	26
%V	7.7%	7.4%	7.3%	8.1%	7.8%	7.2%	8.8%	5.6%
%H		93.1%	88.2%	47.1%	15.7%	66.7%	41.2%	25.5%
25 - 34	217	210	205	119	40	141	88	52
%V	16.4%	16.3%	16.5%	20.1%	19.4%	15.0%	18.4%	11.3%
%H		96.8%	94.5%	54.8%	18.4%	65.0%	40.6%	24.0%
35 - 44	209	206	203	111	36	148	87	60
%V	15.8%	16.0%	16.4%	18.8%	17.5%	15.8%	18.2%	13.0%
%H		98.6%	97.1%	53.1%	17.2%	70.8%	41.6%	28.7%
45 - 54	237	234	228	112	35	179	97	82
%V	17.9%	18.1%	18.4%	18.9%	17.0%	19.1%	20.3%	17.8%
%H		98.7%	96.2%	47.3%	14.8%	75.5%	40.9%	34.6%
55 - 64	214	211	202	86	31	148	60	88
%V	16.1%	16.3%	16.3%	14.5%	15.0%	15.8%	12.6%	19.1%
%H		98.6%	94.4%	40.2%	14.5%	69.2%	28.0%	41.1%
65+	256	252	231	70	33	191	61	130
%V	19.3%	19.5%	18.6%	11.8%	16.0%	20.3%	12.8%	28.2%
%H		98.4%	90.2%	27.3%	12.9%	74.6%	23.8%	50.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1326	1291	1240	592	206	939	478	461
%H		97.4%	93.5%	44.6%	15.5%	70.8%	36.0%	34.8%
AB	296	292	283	144	47	213	117	97
%V	22.3%	22.6%	22.8%	24.3%	22.8%	22.7%	24.5%	21.0%
%H		98.6%	95.6%	48.6%	15.9%	72.0%	39.5%	32.8%
C1	325	308	297	152	64	225	137	89
%V	24.5%	23.9%	24.0%	25.7%	31.1%	24.0%	28.7%	19.3%
%H		94.8%	91.4%	46.8%	19.7%	69.2%	42.2%	27.4%
C2	336	332	321	160	51	231	117	114
%V	25.3%	25.7%	25.9%	27.0%	24.8%	24.6%	24.5%	24.7%
%H		98.8%	95.5%	47.6%	15.2%	68.8%	34.8%	33.9%
D	220	218	213	102	27	164	79	85
%V	16.6%	16.9%	17.2%	17.2%	13.1%	17.5%	16.5%	18.4%
%H		99.1%	96.8%	46.4%	12.3%	74.5%	35.9%	38.6%
E	149	141	127	34	17	105	28	76
%V	11.2%	10.9%	10.2%	5.7%	8.3%	11.2%	5.9%	16.5%
%H		94.6%	85.2%	22.8%	11.4%	70.5%	18.8%	51.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC North East & Cumbria
Individual level data
Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1326	1291	1240	592	206	939	478	461
%H		97.4%	93.5%	44.6%	15.5%	70.8%	36.0%	34.8%
Working full time	700	690	675	376	117	496	304	192
%V	52.8%	53.4%	54.4%	63.5%	56.8%	52.8%	63.6%	41.6%
%H		98.6%	96.4%	53.7%	16.7%	70.9%	43.4%	27.4%
Working part time	57	55	54	27	9	33	16	17
%V	4.3%	4.3%	4.4%	4.6%	4.4%	3.5%	3.3%	3.7%
%H		96.5%	94.7%	47.4%	15.8%	57.9%	28.1%	29.8%
Not working	569	546	512	189	80	409	158	251
%V	42.9%	42.3%	41.3%	31.9%	38.8%	43.6%	33.1%	54.4%
%H		96.0%	90.0%	33.2%	14.1%	71.9%	27.8%	44.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1414	1393	1328	579	198	1030	463	567
%H		98.5%	93.9%	40.9%	14.0%	72.8%	32.7%	40.1%
16 - 19	94	87	87	44	10	76	43	32
%V	6.6%	6.2%	6.6%	7.6%	5.1%	7.4%	9.3%	5.6%
%H		92.6%	92.6%	46.8%	10.6%	80.9%	45.7%	34.0%
20 - 24	97	93	92	35	22	75	38	37
%V	6.9%	6.7%	6.9%	6.0%	11.1%	7.3%	8.2%	6.5%
%H		95.9%	94.8%	36.1%	22.7%	77.3%	39.2%	38.1%
25 - 34	205	203	201	114	33	133	75	58
%V	14.5%	14.6%	15.1%	19.7%	16.7%	12.9%	16.2%	10.2%
%H		99.0%	98.0%	55.6%	16.1%	64.9%	36.6%	28.3%
35 - 44	232	231	224	124	33	165	95	70
%V	16.4%	16.6%	16.9%	21.4%	16.7%	16.0%	20.5%	12.3%
%H		99.6%	96.6%	53.4%	14.2%	71.1%	40.9%	30.2%
45 - 54	249	246	240	114	38	186	96	90
%V	17.6%	17.7%	18.1%	19.7%	19.2%	18.1%	20.7%	15.9%
%H		98.8%	96.4%	45.8%	15.3%	74.7%	38.6%	36.1%
55 - 64	215	213	208	78	34	163	65	99
%V	15.2%	15.3%	15.7%	13.5%	17.2%	15.8%	14.0%	17.5%
%H		99.1%	96.7%	36.3%	15.8%	75.8%	30.2%	46.0%
65+	322	319	276	68	27	232	51	181
%V	22.8%	22.9%	20.8%	11.7%	13.6%	22.5%	11.0%	31.9%
%H		99.1%	85.7%	21.1%	8.4%	72.0%	15.8%	56.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1414	1393	1328	579	198	1030	463	567
%H		98.5%	93.9%	40.9%	14.0%	72.8%	32.7%	40.1%
AB	304	301	289	144	40	226	116	110
%V	21.5%	21.6%	21.8%	24.9%	20.2%	21.9%	25.1%	19.4%
%H		99.0%	95.1%	47.4%	13.2%	74.3%	38.2%	36.2%
C1	377	364	351	157	67	267	136	131
%V	26.7%	26.1%	26.4%	27.1%	33.8%	25.9%	29.4%	23.1%
%H		96.6%	93.1%	41.6%	17.8%	70.8%	36.1%	34.7%
C2	279	278	274	135	41	204	102	101
%V	19.7%	20.0%	20.6%	23.3%	20.7%	19.8%	22.0%	17.8%
%H		99.6%	98.2%	48.4%	14.7%	73.1%	36.6%	36.2%
D	234	233	223	97	25	178	75	104
%V	16.5%	16.7%	16.8%	16.8%	12.6%	17.3%	16.2%	18.3%
%H		99.6%	95.3%	41.5%	10.7%	76.1%	32.1%	44.4%
E	220	216	191	47	24	155	34	121
%V	15.6%	15.5%	14.4%	8.1%	12.1%	15.0%	7.3%	21.3%
%H		98.2%	86.8%	21.4%	10.9%	70.5%	15.5%	55.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1414	1393	1328	579	198	1030	463	567
%H		98.5%	93.9%	40.9%	14.0%	72.8%	32.7%	40.1%
Working full time	416	415	411	227	67	303	179	124
%V	29.4%	29.8%	30.9%	39.2%	33.8%	29.4%	38.7%	21.9%
%H		99.8%	98.8%	54.6%	16.1%	72.8%	43.0%	29.8%
Working part time	244	243	237	116	33	180	88	91
%V	17.3%	17.4%	17.8%	20.0%	16.7%	17.5%	19.0%	16.0%
%H		99.6%	97.1%	47.5%	13.5%	73.8%	36.1%	37.3%
Not working	754	735	680	236	98	547	195	352
%V	53.3%	52.8%	51.2%	40.8%	49.5%	53.1%	42.1%	62.1%
%H		97.5%	90.2%	31.3%	13.0%	72.5%	25.9%	46.7%

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	2915	2836	2823	1111	479	2450	1194	1255
%H (All HH)		97.3%	96.8%	38.1%	16.4%	84.0%	41.0%	43.1%
%H (TV HH)			99.5%	39.2%	16.9%	86.4%	42.1%	44.3%
AB	577	568	565	266	96	478	267	211
%V	19.8%	20.0%	20.0%	23.9%	20.0%	19.5%	22.4%	16.8%
%H (All HH)		98.4%	97.9%	46.1%	16.6%	82.8%	46.3%	36.6%
%H (TV HH)			99.5%	46.8%	16.9%	84.2%	47.0%	37.1%
C1	797	770	767	323	145	656	351	305
%V	27.3%	27.2%	27.2%	29.1%	30.3%	26.8%	29.4%	24.3%
%H (All HH)		96.6%	96.2%	40.5%	18.2%	82.3%	44.0%	38.3%
%H (TV HH)			99.6%	41.9%	18.8%	85.2%	45.6%	39.6%
C2	566	553	552	233	105	486	267	219
%V	19.4%	19.5%	19.6%	21.0%	21.9%	19.8%	22.4%	17.5%
%H (All HH)		97.7%	97.5%	41.2%	18.6%	85.9%	47.2%	38.7%
%H (TV HH)			99.8%	42.1%	19.0%	87.9%	48.3%	39.6%
D	458	442	439	163	73	388	183	205
%V	15.7%	15.6%	15.6%	14.7%	15.2%	15.8%	15.3%	16.3%
%H (All HH)		96.5%	95.9%	35.6%	15.9%	84.7%	40.0%	44.8%
%H (TV HH)			99.3%	36.9%	16.5%	87.8%	41.4%	46.4%
E	517	503	500	126	60	442	127	315
%V	17.7%	17.7%	17.7%	11.3%	12.5%	18.0%	10.6%	25.1%
%H (All HH)		97.3%	96.7%	24.4%	11.6%	85.5%	24.6%	60.9%
%H (TV HH)			99.4%	25.0%	11.9%	87.9%	25.2%	62.6%

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 2010 - June 2011

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2915	2836	2823	1111	479	2450	1194	1255
%H (All HH)		97.3%	96.8%	38.1%	16.4%	84.0%	41.0%	43.1%
%H (TV HH)			99.5%	39.2%	16.9%	86.4%	42.1%	44.3%
Under 25	140	128	128	41	21	114	47	68
%V	4.8%	4.5%	4.5%	3.7%	4.4%	4.7%	3.9%	5.4%
%H (All HH)		91.4%	91.4%	29.3%	15.0%	81.4%	33.6%	48.6%
%H (TV HH)			100.0%	32.0%	16.4%	89.1%	36.7%	53.1%
25 - 34	434	413	410	201	78	325	190	136
%V	14.9%	14.6%	14.5%	18.1%	16.3%	13.3%	15.9%	10.8%
%H (All HH)		95.2%	94.5%	46.3%	18.0%	74.9%	43.8%	31.3%
%H (TV HH)			99.3%	48.7%	18.9%	78.7%	46.0%	32.9%
35 - 44	518	502	500	237	97	429	258	172
%V	17.8%	17.7%	17.7%	21.3%	20.3%	17.5%	21.6%	13.7%
%H (All HH)		96.9%	96.5%	45.8%	18.7%	82.8%	49.8%	33.2%
%H (TV HH)			99.6%	47.2%	19.3%	85.5%	51.4%	34.3%
45 - 54	563	551	551	246	112	478	280	199
%V	19.3%	19.4%	19.5%	22.1%	23.4%	19.5%	23.5%	15.9%
%H (All HH)		97.9%	97.9%	43.7%	19.9%	84.9%	49.7%	35.3%
%H (TV HH)			100.0%	44.6%	20.3%	86.8%	50.8%	36.1%
55 - 64	500	496	493	198	89	441	231	210
%V	17.2%	17.5%	17.5%	17.8%	18.6%	18.0%	19.3%	16.7%
%H (All HH)		99.2%	98.6%	39.6%	17.8%	88.2%	46.2%	42.0%
%H (TV HH)			99.4%	39.9%	17.9%	88.9%	46.6%	42.3%
65 +	759	747	741	188	84	661	190	472
%V	26.0%	26.3%	26.2%	16.9%	17.5%	27.0%	15.9%	37.6%
%H (All HH)		98.4%	97.6%	24.8%	11.1%	87.1%	25.0%	62.2%
%H (TV HH)			99.2%	25.2%	11.2%	88.5%	25.4%	63.2%

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 2010 - June 2011

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2915	2836	2823	1111	479	2450	1194	1255
%H (All HH)		97.3%	96.8%	38.1%	16.4%	84.0%	41.0%	43.1%
%H (TV HH)			99.5%	39.2%	16.9%	86.4%	42.1%	44.3%
1	1044	1002	992	250	113	873	242	630
%V	35.8%	35.3%	35.1%	22.5%	23.6%	35.6%	20.3%	50.2%
%H (All HH)		96.0%	95.0%	23.9%	10.8%	83.6%	23.2%	60.3%
%H (TV HH)			99.0%	25.0%	11.3%	87.1%	24.2%	62.9%
2	877	861	859	353	154	738	380	358
%V	30.1%	30.4%	30.4%	31.8%	32.2%	30.1%	31.8%	28.5%
%H (All HH)		98.2%	97.9%	40.3%	17.6%	84.2%	43.3%	40.8%
%H (TV HH)			99.8%	41.0%	17.9%	85.7%	44.1%	41.6%
3	434	428	428	224	90	375	256	118
%V	14.9%	15.1%	15.2%	20.2%	18.8%	15.3%	21.4%	9.4%
%H (All HH)		98.6%	98.6%	51.6%	20.7%	86.4%	59.0%	27.2%
%H (TV HH)			100.0%	52.3%	21.0%	87.6%	59.8%	27.6%
4	358	350	349	173	78	301	197	104
%V	12.3%	12.3%	12.4%	15.6%	16.3%	12.3%	16.5%	8.3%
%H (All HH)		97.8%	97.5%	48.3%	21.8%	84.1%	55.0%	29.1%
%H (TV HH)			99.7%	49.4%	22.3%	86.0%	56.3%	29.7%
5+	201	196	195	111	44	163	118	45
%V	6.9%	6.9%	6.9%	10.0%	9.2%	6.7%	9.9%	3.6%
%H (All HH)		97.5%	97.0%	55.2%	21.9%	81.1%	58.7%	22.4%
%H (TV HH)			99.5%	56.6%	22.4%	83.2%	60.2%	23.0%
Average HH size	2.28	2.28	2.28	2.63	2.59	2.27	2.68	1.88

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 2010 - June 2011

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2915	2836	2823	1111	479	2450	1194	1255
%H (All HH)		97.3%	96.8%	38.1%	16.4%	84.0%	41.0%	43.1%
%H (TV HH)			99.5%	39.2%	16.9%	86.4%	42.1%	44.3%
Without	2199	2134	2122	753	323	1857	798	1059
%V	75.4%	75.2%	75.2%	67.8%	67.4%	75.8%	66.8%	84.4%
%H (All HH)		97.0%	96.5%	34.2%	14.7%	84.4%	36.3%	48.2%
%H (TV HH)			99.4%	35.3%	15.1%	87.0%	37.4%	49.6%
With	716	703	701	358	156	593	396	196
%V	24.6%	24.8%	24.8%	32.2%	32.6%	24.2%	33.2%	15.6%
%H (All HH)		98.2%	97.9%	50.0%	21.8%	82.8%	55.3%	27.4%
%H (TV HH)			99.7%	50.9%	22.2%	84.4%	56.3%	27.9%
0 - 3	273	267	266	135	54	219	138	81
%V	9.4%	9.4%	9.4%	12.2%	11.3%	8.9%	11.6%	6.5%
%H (All HH)		97.8%	97.4%	49.5%	19.8%	80.2%	50.5%	29.7%
%H (TV HH)			99.6%	50.6%	20.2%	82.0%	51.7%	30.3%
4 - 9	356	350	349	177	77	297	199	98
%V	12.2%	12.3%	12.4%	15.9%	16.1%	12.1%	16.7%	7.8%
%H (All HH)		98.3%	98.0%	49.7%	21.6%	83.4%	55.9%	27.5%
%H (TV HH)			99.7%	50.6%	22.0%	84.9%	56.9%	28.0%
10 - 15	357	350	349	185	78	303	210	92
%V	12.2%	12.3%	12.4%	16.7%	16.3%	12.4%	17.6%	7.3%
%H (All HH)		98.0%	97.8%	51.8%	21.8%	84.9%	58.8%	25.8%
%H (TV HH)			99.7%	52.9%	22.3%	86.6%	60.0%	26.3%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2915	2836	2823	1111	479	2450	1194	1255
%H (All HH)		97.3%	96.8%	38.1%	16.4%	84.0%	41.0%	43.1%
%H (TV HH)			99.5%	39.2%	16.9%	86.4%	42.1%	44.3%
1	1108	1108	1096	311	156	874	242	632
%V	38.0%	39.1%	38.8%	28.0%	32.6%	35.7%	20.3%	50.4%
%H (All HH)		100.0%	98.9%	28.1%	14.1%	78.9%	21.8%	57.0%
%H (TV HH)			98.9%	28.1%	14.1%	78.9%	21.8%	57.0%
2	976	976	973	394	169	874	455	419
%V	33.5%	34.4%	34.5%	35.5%	35.3%	35.7%	38.1%	33.4%
%H (All HH)		100.0%	99.7%	40.4%	17.3%	89.5%	46.6%	42.9%
%H (TV HH)			99.7%	40.4%	17.3%	89.5%	46.6%	42.9%
3	445	445	445	218	93	412	273	140
%V	15.3%	15.7%	15.8%	19.6%	19.4%	16.8%	22.9%	11.2%
%H (All HH)		100.0%	100.0%	49.0%	20.9%	92.6%	61.3%	31.5%
%H (TV HH)			100.0%	49.0%	20.9%	92.6%	61.3%	31.5%
4	203	203	203	118	40	192	144	47
%V	7.0%	7.2%	7.2%	10.6%	8.4%	7.8%	12.1%	3.7%
%H (All HH)		100.0%	100.0%	58.1%	19.7%	94.6%	70.9%	23.2%
%H (TV HH)			100.0%	58.1%	19.7%	94.6%	70.9%	23.2%
5+	105	105	105	69	22	97	80	17
%V	3.6%	3.7%	3.7%	6.2%	4.6%	4.0%	6.7%	1.4%
%H (All HH)		100.0%	100.0%	65.7%	21.0%	92.4%	76.2%	16.2%
%H (TV HH)			100.0%	65.7%	21.0%	92.4%	76.2%	16.2%

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 2010 - June 2011

BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2915	2836	2823	1111	479	2450	1194	1255
%H (All HH)		97.3%	96.8%	38.1%	16.4%	84.0%	41.0%	43.1%
%H (TV HH)			99.5%	39.2%	16.9%	86.4%	42.1%	44.3%
Under 20"	965	965	963	416	166	898	508	390
%V	33.1%	34.0%	34.1%	37.4%	34.7%	36.7%	42.5%	31.1%
%H (All HH)		100.0%	99.8%	43.1%	17.2%	93.1%	52.6%	40.4%
%H (TV HH)			99.8%	43.1%	17.2%	93.1%	52.6%	40.4%
20" - 29"	1333	1333	1322	489	212	1193	563	630
%V	45.7%	47.0%	46.8%	44.0%	44.3%	48.7%	47.2%	50.2%
%H (All HH)		100.0%	99.2%	36.7%	15.9%	89.5%	42.2%	47.3%
%H (TV HH)			99.2%	36.7%	15.9%	89.5%	42.2%	47.3%
30" - 39"	1533	1533	1531	654	277	1334	720	615
%V	52.6%	54.1%	54.2%	58.9%	57.8%	54.4%	60.3%	49.0%
%H (All HH)		100.0%	99.9%	42.7%	18.1%	87.0%	47.0%	40.1%
%H (TV HH)			99.9%	42.7%	18.1%	87.0%	47.0%	40.1%
40" and over	800	800	800	444	166	675	475	200
%V	27.4%	28.2%	28.3%	40.0%	34.7%	27.6%	39.8%	15.9%
%H (All HH)		100.0%	100.0%	55.5%	20.8%	84.4%	59.4%	25.0%
%H (TV HH)			100.0%	55.5%	20.8%	84.4%	59.4%	25.0%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2915	2836	2823	1111	479	2450	1194	1255
%H (All HH)		97.3%	96.8%	38.1%	16.4%	84.0%	41.0%	43.1%
%H (TV HH)			99.5%	39.2%	16.9%	86.4%	42.1%	44.3%
Main living room	2815	2815	2803	1105	477	2432	1188	1244
%V	96.6%	99.3%	99.3%	99.5%	99.6%	99.3%	99.5%	99.1%
%H (All HH)		100.0%	99.6%	39.3%	16.9%	86.4%	42.2%	44.2%
%H (TV HH)			99.6%	39.3%	16.9%	86.4%	42.2%	44.2%
Kitchen	286	286	286	149	39	264	161	103
%V	9.8%	10.1%	10.1%	13.4%	8.1%	10.8%	13.5%	8.2%
%H (All HH)		100.0%	100.0%	52.1%	13.6%	92.3%	56.3%	36.0%
%H (TV HH)			100.0%	52.1%	13.6%	92.3%	56.3%	36.0%
Adult's bedroom	1343	1343	1341	626	260	1227	758	468
%V	46.1%	47.4%	47.5%	56.3%	54.3%	50.1%	63.5%	37.3%
%H (All HH)		100.0%	99.9%	46.6%	19.4%	91.4%	56.4%	34.8%
%H (TV HH)			99.9%	46.6%	19.4%	91.4%	56.4%	34.8%
Child's bedroom	313	313	312	184	70	292	230	62
%V	10.7%	11.0%	11.1%	16.6%	14.6%	11.9%	19.3%	4.9%
%H (All HH)		100.0%	99.7%	58.8%	22.4%	93.3%	73.5%	19.8%
%H (TV HH)			99.7%	58.8%	22.4%	93.3%	73.5%	19.8%
Other bedroom	97	97	97	54	19	89	63	26
%V	3.3%	3.4%	3.4%	4.9%	4.0%	3.6%	5.3%	2.1%
%H (All HH)		100.0%	100.0%	55.7%	19.6%	91.8%	64.9%	26.8%
%H (TV HH)			100.0%	55.7%	19.6%	91.8%	64.9%	26.8%
Second living/dining room	398	398	397	187	82	362	225	137
%V	13.7%	14.0%	14.1%	16.8%	17.1%	14.8%	18.8%	10.9%
%H (All HH)		100.0%	99.7%	47.0%	20.6%	91.0%	56.5%	34.4%
%H (TV HH)			99.7%	47.0%	20.6%	91.0%	56.5%	34.4%
Study/office	46	46	46	27	7	43	30	14
%V	1.6%	1.6%	1.6%	2.4%	1.5%	1.8%	2.5%	1.1%
%H (All HH)		100.0%	100.0%	58.7%	15.2%	93.5%	65.2%	30.4%
%H (TV HH)			100.0%	58.7%	15.2%	93.5%	65.2%	30.4%
TV room	13	13	13	9	4	11	9	2
%V	0.4%	0.5%	0.5%	0.8%	0.8%	0.4%	0.8%	0.2%
%H (All HH)		100.0%	100.0%	69.2%	30.8%	84.6%	69.2%	15.4%
%H (TV HH)			100.0%	69.2%	30.8%	84.6%	69.2%	15.4%
No specific location	5	5	5	2	2	5	3	2
%V	0.2%	0.2%	0.2%	0.2%	0.4%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	100.0%	40.0%	40.0%	100.0%	60.0%	40.0%
%H (TV HH)			100.0%	40.0%	40.0%	100.0%	60.0%	40.0%
Other	17	17	17	11	1	14	9	5
%V	0.6%	0.6%	0.6%	1.0%	0.2%	0.6%	0.8%	0.4%
%H (All HH)		100.0%	100.0%	64.7%	5.9%	82.4%	52.9%	29.4%
%H (TV HH)			100.0%	64.7%	5.9%	82.4%	52.9%	29.4%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2915	2836	2823	1111	479	2450	1194	1255
%H (All HH)		97.3%	96.8%	38.1%	16.4%	84.0%	41.0%	43.1%
%H (TV HH)			99.5%	39.2%	16.9%	86.4%	42.1%	44.3%
PVR	1415	1415	1415	875	242	1172	859	313
%V	48.5%	49.9%	50.1%	78.8%	50.5%	47.8%	71.9%	24.9%
%H (All HH)		100.0%	100.0%	61.8%	17.1%	82.8%	60.7%	22.1%
%H (TV HH)			100.0%	61.8%	17.1%	82.8%	60.7%	22.1%
DVDR	286	286	286	129	51	255	146	109
%V	9.8%	10.1%	10.1%	11.6%	10.6%	10.4%	12.2%	8.7%
%H (All HH)		100.0%	100.0%	45.1%	17.8%	89.2%	51.0%	38.1%
%H (TV HH)			100.0%	45.1%	17.8%	89.2%	51.0%	38.1%
VCR	245	245	244	98	46	213	109	104
%V	8.4%	8.6%	8.6%	8.8%	9.6%	8.7%	9.1%	8.3%
%H (All HH)		100.0%	99.6%	40.0%	18.8%	86.9%	44.5%	42.4%
%H (TV HH)			99.6%	40.0%	18.8%	86.9%	44.5%	42.4%
Any recorder	1638	1638	1638	922	289	1373	928	444
%V	56.2%	57.8%	58.0%	83.0%	60.3%	56.0%	77.7%	35.4%
%H (All HH)		100.0%	100.0%	56.3%	17.6%	83.8%	56.7%	27.1%
%H (TV HH)			100.0%	56.3%	17.6%	83.8%	56.7%	27.1%

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 2010 - June 2011
BBC North West
Household level data
Table 10.9: Other TV equipment
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2915	2836	2823	1111	479	2450	1194	1255
%H (All HH)		97.3%	96.8%	38.1%	16.4%	84.0%	41.0%	43.1%
%H (TV HH)			99.5%	39.2%	16.9%	86.4%	42.1%	44.3%
Receives HDTV (via STB or built-in reception)	912	912	912	482	256	758	571	187
%V	31.3%	32.2%	32.3%	43.4%	53.4%	30.9%	47.8%	14.9%
%H (All HH)		100.0%	100.0%	52.9%	28.1%	83.1%	62.6%	20.5%
%H (TV HH)			100.0%	52.9%	28.1%	83.1%	62.6%	20.5%
DVD/Blu-ray player or recorder	2062	2062	2059	878	357	1781	940	841
%V	70.7%	72.7%	72.9%	79.0%	74.5%	72.7%	78.7%	67.0%
%H (All HH)		100.0%	99.9%	42.6%	17.3%	86.4%	45.6%	40.8%
%H (TV HH)			99.9%	42.6%	17.3%	86.4%	45.6%	40.8%

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 2010 - June 2011

BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2915	2836	2823	1111	479	2450	1194	1255
%H (All HH)		97.3%	96.8%	38.1%	16.4%	84.0%	41.0%	43.1%
%H (TV HH)			99.5%	39.2%	16.9%	86.4%	42.1%	44.3%
Has PC or Laptop	2066	2029	2026	936	409	1731	1030	701
%V	70.9%	71.5%	71.8%	84.2%	85.4%	70.7%	86.3%	55.9%
%H (All HH)		98.2%	98.1%	45.3%	19.8%	83.8%	49.9%	33.9%
%H (TV HH)			99.9%	46.1%	20.2%	85.3%	50.8%	34.5%
Has broadband internet	1926	1895	1891	898	395	1610	992	619
%V	66.1%	66.8%	67.0%	80.8%	82.5%	65.7%	83.1%	49.3%
%H (All HH)		98.4%	98.2%	46.6%	20.5%	83.6%	51.5%	32.1%
%H (TV HH)			99.8%	47.4%	20.8%	85.0%	52.3%	32.7%

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 2010 - June 2011

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5763	5747	2599	1047	5143	2974	2169
%H		99.7%	45.1%	18.2%	89.2%	51.6%	37.6%
Under 20"	1330	1327	603	236	1242	738	504
%V	23.1%	23.1%	23.2%	22.5%	24.1%	24.8%	23.2%
%H		99.8%	45.3%	17.7%	93.4%	55.5%	37.9%
20" - 29"	1686	1675	661	280	1521	773	748
%V	29.3%	29.1%	25.4%	26.7%	29.6%	26.0%	34.5%
%H		99.3%	39.2%	16.6%	90.2%	45.8%	44.4%
30" - 39"	1791	1789	799	337	1566	891	676
%V	31.1%	31.1%	30.7%	32.2%	30.4%	30.0%	31.2%
%H		99.9%	44.6%	18.8%	87.4%	49.7%	37.7%
40" and over	902	901	516	187	762	551	211
%V	15.7%	15.7%	19.9%	17.9%	14.8%	18.5%	9.7%
%H		99.9%	57.2%	20.7%	84.5%	61.1%	23.4%
Don't know	55	55	20	8	51	22	29
%V	1.0%	1.0%	0.8%	0.8%	1.0%	0.7%	1.3%
%H		100.0%	36.4%	14.5%	92.7%	40.0%	52.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5763	5747	2599	1047	5143	2974	2169
%H		99.7%	45.1%	18.2%	89.2%	51.6%	37.6%
Main living room	2835	2823	1114	478	2449	1196	1253
%V	49.2%	49.1%	42.9%	45.7%	47.6%	40.2%	57.8%
%H		99.6%	39.3%	16.9%	86.4%	42.2%	44.2%
Kitchen	286	286	149	39	264	161	103
%V	5.0%	5.0%	5.7%	3.7%	5.1%	5.4%	4.7%
%H		100.0%	52.1%	13.6%	92.3%	56.3%	36.0%
Adult's bedroom	1629	1627	782	318	1496	950	545
%V	28.3%	28.3%	30.1%	30.4%	29.1%	31.9%	25.1%
%H		99.9%	48.0%	19.5%	91.8%	58.3%	33.5%
Child's bedroom	415	414	245	95	391	312	79
%V	7.2%	7.2%	9.4%	9.1%	7.6%	10.5%	3.6%
%H		99.8%	59.0%	22.9%	94.2%	75.2%	19.0%
Other bedroom	108	108	63	22	100	72	27
%V	1.9%	1.9%	2.4%	2.1%	1.9%	2.4%	1.2%
%H		100.0%	58.3%	20.4%	92.6%	66.7%	25.0%
Second living/dining room	408	407	196	82	369	232	138
%V	7.1%	7.1%	7.5%	7.8%	7.2%	7.8%	6.4%
%H		99.8%	48.0%	20.1%	90.4%	56.9%	33.8%
Study/office	47	47	27	7	44	30	14
%V	0.8%	0.8%	1.0%	0.7%	0.9%	1.0%	0.6%
%H		100.0%	57.4%	14.9%	93.6%	63.8%	29.8%
TV room	13	13	9	4	11	9	2
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.3%	0.1%
%H		100.0%	69.2%	30.8%	84.6%	69.2%	15.4%
No specific location	6	6	3	2	6	4	2
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%
%H		100.0%	50.0%	33.3%	100.0%	66.7%	33.3%
Other	18	18	12	1	14	9	5
%V	0.3%	0.3%	0.5%	0.1%	0.3%	0.3%	0.2%
%H		100.0%	66.7%	5.6%	77.8%	50.0%	27.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5763	5747	2599	1047	5143	2974	2169
%H		99.7%	45.1%	18.2%	89.2%	51.6%	37.6%
PVR	1857	1857	1225	309	1521	1173	348
%V	32.2%	32.3%	47.1%	29.5%	29.6%	39.4%	16.0%
%H		100.0%	66.0%	16.6%	81.9%	63.2%	18.7%
DVDR	328	328	154	63	293	178	115
%V	5.7%	5.7%	5.9%	6.0%	5.7%	6.0%	5.3%
%H		100.0%	47.0%	19.2%	89.3%	54.3%	35.1%
VCR	273	272	111	53	238	126	112
%V	4.7%	4.7%	4.3%	5.1%	4.6%	4.2%	5.2%
%H		99.6%	40.7%	19.4%	87.2%	46.2%	41.0%
Any recorder	2190	2189	1328	383	1822	1315	507
%V	38.0%	38.1%	51.1%	36.6%	35.4%	44.2%	23.4%
%H		100.0%	60.6%	17.5%	83.2%	60.0%	23.2%

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	5763	5747	2599	1047	5143	2974	2169
%H		99.7%	45.1%	18.2%	89.2%	51.6%	37.6%
Receives HDTV (via STB or built-in reception)	1203	1203	644	343	1009	771	238
%V	20.9%	20.9%	24.8%	32.8%	19.6%	25.9%	11.0%
%H		100.0%	53.5%	28.5%	83.9%	64.1%	19.8%
DVD/Blu-ray player or recorder	3206	3203	1493	592	2830	1676	1154
%V	55.6%	55.7%	57.4%	56.5%	55.0%	56.4%	53.2%
%H		99.9%	46.6%	18.5%	88.3%	52.3%	36.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC North West
Set level data
Table 10.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2836	2822	1110	479	2449	1194	1255
%H		99.5%	39.1%	16.9%	86.4%	42.1%	44.3%
Under 20"	83	83	15	10	76	16	59
%V	2.9%	2.9%	1.4%	2.1%	3.1%	1.3%	4.7%
%H		100.0%	18.1%	12.0%	91.6%	19.3%	71.1%
20" - 29"	707	697	169	93	617	180	438
%V	24.9%	24.7%	15.2%	19.4%	25.2%	15.1%	34.9%
%H		98.6%	23.9%	13.2%	87.3%	25.5%	62.0%
30" - 39"	1250	1248	493	212	1084	532	552
%V	44.1%	44.2%	44.4%	44.3%	44.3%	44.6%	44.0%
%H		99.8%	39.4%	17.0%	86.7%	42.6%	44.2%
40" and over	774	774	429	160	654	460	194
%V	27.3%	27.4%	38.6%	33.4%	26.7%	38.5%	15.5%
%H		100.0%	55.4%	20.7%	84.5%	59.4%	25.1%
Don't know	21	21	5	4	18	6	12
%V	0.7%	0.7%	0.5%	0.8%	0.7%	0.5%	1.0%
%H		100.0%	23.8%	19.0%	85.7%	28.6%	57.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2836	2822	1110	479	2449	1194	1255
%H		99.5%	39.1%	16.9%	86.4%	42.1%	44.3%
PVR	1369	1369	858	232	1129	837	292
%V	48.3%	48.5%	77.3%	48.4%	46.1%	70.1%	23.3%
%H		100.0%	62.7%	16.9%	82.5%	61.1%	21.3%
DVDR	232	232	97	41	206	109	97
%V	8.2%	8.2%	8.7%	8.6%	8.4%	9.1%	7.7%
%H		100.0%	41.8%	17.7%	88.8%	47.0%	41.8%
VCR	192	191	69	35	163	74	89
%V	6.8%	6.8%	6.2%	7.3%	6.7%	6.2%	7.1%
%H		99.5%	35.9%	18.2%	84.9%	38.5%	46.4%
Any recorder	1576	1575	901	273	1312	896	416
%V	55.6%	55.8%	81.2%	57.0%	53.6%	75.0%	33.1%
%H		99.9%	57.2%	17.3%	83.2%	56.9%	26.4%

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	2836	2822	1110	479	2449	1194	1255
%H		99.5%	39.1%	16.9%	86.4%	42.1%	44.3%
Receives HDTV (via STB or built-in reception)	875	875	463	246	725	548	177
%V	30.9%	31.0%	41.7%	51.4%	29.6%	45.9%	14.1%
%H		100.0%	52.9%	28.1%	82.9%	62.6%	20.2%
DVD/Blu-ray player or recorder	1922	1919	818	326	1651	861	790
%V	67.8%	68.0%	73.7%	68.1%	67.4%	72.1%	62.9%
%H		99.8%	42.6%	17.0%	85.9%	44.8%	41.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC North West
Set level data
Table 10.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2927	2925	1489	567	2694	1780	913
%H		99.9%	50.9%	19.4%	92.0%	60.8%	31.2%
Under 20"	1246	1244	588	227	1167	722	445
%V	42.6%	42.5%	39.5%	40.0%	43.3%	40.6%	48.7%
%H		99.8%	47.2%	18.2%	93.7%	57.9%	35.7%
20" - 29"	979	978	493	187	904	593	311
%V	33.4%	33.4%	33.1%	33.0%	33.6%	33.3%	34.1%
%H		99.9%	50.4%	19.1%	92.3%	60.6%	31.8%
30" - 39"	541	541	306	124	482	359	124
%V	18.5%	18.5%	20.6%	21.9%	17.9%	20.2%	13.6%
%H		100.0%	56.6%	22.9%	89.1%	66.4%	22.9%
40" and over	128	128	87	27	108	91	17
%V	4.4%	4.4%	5.8%	4.8%	4.0%	5.1%	1.9%
%H		100.0%	68.0%	21.1%	84.4%	71.1%	13.3%
Don't know	34	34	15	3	33	16	17
%V	1.2%	1.2%	1.0%	0.5%	1.2%	0.9%	1.9%
%H		100.0%	44.1%	8.8%	97.1%	47.1%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2927	2925	1489	567	2694	1780	913
%H		99.9%	50.9%	19.4%	92.0%	60.8%	31.2%
PVR	488	488	367	77	392	336	56
%V	16.7%	16.7%	24.6%	13.6%	14.6%	18.9%	6.1%
%H		100.0%	75.2%	15.8%	80.3%	68.9%	11.5%
DVDR	96	96	57	22	87	68	18
%V	3.3%	3.3%	3.8%	3.9%	3.2%	3.8%	2.0%
%H		100.0%	59.4%	22.9%	90.6%	70.8%	18.8%
VCR	81	81	41	19	75	51	23
%V	2.8%	2.8%	2.8%	3.4%	2.8%	2.9%	2.5%
%H		100.0%	50.6%	23.5%	92.6%	63.0%	28.4%
Any recorder	614	614	427	110	510	419	91
%V	21.0%	21.0%	28.7%	19.4%	18.9%	23.5%	10.0%
%H		100.0%	69.5%	17.9%	83.1%	68.2%	14.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.20: 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	2927	2925	1489	567	2694	1780	913
%H		99.9%	50.9%	19.4%	92.0%	60.8%	31.2%
Receives HDTV (via STB or built-in reception)	328	328	181	97	283	223	60
%V	11.2%	11.2%	12.2%	17.1%	10.5%	12.5%	6.6%
%H		100.0%	55.2%	29.6%	86.3%	68.0%	18.3%
DVD/Blu-ray player or recorder	1284	1284	676	265	1179	815	364
%V	43.9%	43.9%	45.4%	46.7%	43.8%	45.8%	39.9%
%H		100.0%	52.6%	20.6%	91.8%	63.5%	28.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6631	6468	6446	2920	1239	5563	3197	2366
%H		97.5%	97.2%	44.0%	18.7%	83.9%	48.2%	35.7%
Total Children	1270	1238	1234	636	266	1044	692	351
%V	19.2%	19.1%	19.1%	21.8%	21.5%	18.8%	21.6%	14.8%
%H		97.5%	97.2%	50.1%	20.9%	82.2%	54.5%	27.6%
0 - 3	330	321	321	163	62	261	161	100
%V	5.0%	5.0%	5.0%	5.6%	5.0%	4.7%	5.0%	4.2%
%H		97.3%	97.3%	49.4%	18.8%	79.1%	48.8%	30.3%
4 - 15	940	917	914	473	203	783	532	251
%V	14.2%	14.2%	14.2%	16.2%	16.4%	14.1%	16.6%	10.6%
%H		97.6%	97.2%	50.3%	21.6%	83.3%	56.6%	26.7%
4 - 9	471	458	458	228	104	390	258	132
%V	7.1%	7.1%	7.1%	7.8%	8.4%	7.0%	8.1%	5.6%
%H		97.2%	97.2%	48.4%	22.1%	82.8%	54.8%	28.0%
10 - 15	469	458	456	246	100	393	274	119
%V	7.1%	7.1%	7.1%	8.4%	8.1%	7.1%	8.6%	5.0%
%H		97.7%	97.2%	52.5%	21.3%	83.8%	58.4%	25.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	6631	6468	6446	2920	1239	5563	3197	2366
%H		97.5%	97.2%	44.0%	18.7%	83.9%	48.2%	35.7%
Total Adults (16+)	5361	5230	5212	2284	974	4519	2504	2015
%V	80.8%	80.9%	80.9%	78.2%	78.6%	81.2%	78.3%	85.2%
%H		97.6%	97.2%	42.6%	18.2%	84.3%	46.7%	37.6%
16 - 19	353	345	345	173	77	304	200	104
%V	5.3%	5.3%	5.4%	5.9%	6.2%	5.5%	6.3%	4.4%
%H		97.7%	97.7%	49.0%	21.8%	86.1%	56.7%	29.5%
20 - 24	446	417	417	173	91	368	207	161
%V	6.7%	6.4%	6.5%	5.9%	7.3%	6.6%	6.5%	6.8%
%H		93.5%	93.5%	38.8%	20.4%	82.5%	46.4%	36.1%
25 - 34	839	807	804	422	161	646	416	230
%V	12.7%	12.5%	12.5%	14.5%	13.0%	11.6%	13.0%	9.7%
%H		96.2%	95.8%	50.3%	19.2%	77.0%	49.6%	27.4%
35 - 44	896	871	867	431	173	741	466	276
%V	13.5%	13.5%	13.5%	14.8%	14.0%	13.3%	14.6%	11.7%
%H		97.2%	96.8%	48.1%	19.3%	82.7%	52.0%	30.8%
45 - 54	939	920	920	437	194	795	496	300
%V	14.2%	14.2%	14.3%	15.0%	15.7%	14.3%	15.5%	12.7%
%H		98.0%	98.0%	46.5%	20.7%	84.7%	52.8%	31.9%
55 - 64	808	803	800	340	153	716	400	317
%V	12.2%	12.4%	12.4%	11.6%	12.3%	12.9%	12.5%	13.4%
%H		99.4%	99.0%	42.1%	18.9%	88.6%	49.5%	39.2%
65+	1079	1066	1058	309	125	948	320	628
%V	16.3%	16.5%	16.4%	10.6%	10.1%	17.0%	10.0%	26.5%
%H		98.8%	98.1%	28.6%	11.6%	87.9%	29.7%	58.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5361	5230	5212	2284	974	4519	2504	2015
%H		97.6%	97.2%	42.6%	18.2%	84.3%	46.7%	37.6%
AB	1143	1129	1126	572	189	957	573	384
%V	21.3%	21.6%	21.6%	25.0%	19.4%	21.2%	22.9%	19.1%
%H		98.8%	98.5%	50.0%	16.5%	83.7%	50.1%	33.6%
C1	1542	1488	1483	672	298	1266	740	526
%V	28.8%	28.5%	28.5%	29.4%	30.6%	28.0%	29.6%	26.1%
%H		96.5%	96.2%	43.6%	19.3%	82.1%	48.0%	34.1%
C2	1129	1109	1106	492	236	982	590	392
%V	21.1%	21.2%	21.2%	21.5%	24.2%	21.7%	23.6%	19.5%
%H		98.2%	98.0%	43.6%	20.9%	87.0%	52.3%	34.7%
D	833	809	805	349	148	711	392	319
%V	15.5%	15.5%	15.4%	15.3%	15.2%	15.7%	15.7%	15.8%
%H		97.1%	96.6%	41.9%	17.8%	85.4%	47.1%	38.3%
E	714	695	691	200	103	603	210	393
%V	13.3%	13.3%	13.3%	8.8%	10.6%	13.3%	8.4%	19.5%
%H		97.3%	96.8%	28.0%	14.4%	84.5%	29.4%	55.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC North West
Individual level data
Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5361	5230	5212	2284	974	4519	2504	2015
%H		97.6%	97.2%	42.6%	18.2%	84.3%	46.7%	37.6%
Working full time	2320	2273	2269	1137	475	1933	1247	686
%V	43.3%	43.5%	43.5%	49.8%	48.8%	42.8%	49.8%	34.0%
%H		98.0%	97.8%	49.0%	20.5%	83.3%	53.8%	29.6%
Working part time	525	514	512	242	106	441	271	171
%V	9.8%	9.8%	9.8%	10.6%	10.9%	9.8%	10.8%	8.5%
%H		97.9%	97.5%	46.1%	20.2%	84.0%	51.6%	32.6%
Not working	2516	2443	2430	906	392	2145	986	1159
%V	46.9%	46.7%	46.6%	39.7%	40.2%	47.5%	39.4%	57.5%
%H		97.1%	96.6%	36.0%	15.6%	85.3%	39.2%	46.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2631	2554	2543	1153	474	2202	1253	948
%H		97.1%	96.7%	43.8%	18.0%	83.7%	47.6%	36.0%
16 - 19	190	186	186	93	45	166	114	52
%V	7.2%	7.3%	7.3%	8.1%	9.5%	7.5%	9.1%	5.5%
%H		97.9%	97.9%	48.9%	23.7%	87.4%	60.0%	27.4%
20 - 24	223	206	206	88	40	184	103	82
%V	8.5%	8.1%	8.1%	7.6%	8.4%	8.4%	8.2%	8.6%
%H		92.4%	92.4%	39.5%	17.9%	82.5%	46.2%	36.8%
25 - 34	430	410	409	213	79	329	207	122
%V	16.3%	16.1%	16.1%	18.5%	16.7%	14.9%	16.5%	12.9%
%H		95.3%	95.1%	49.5%	18.4%	76.5%	48.1%	28.4%
35 - 44	444	429	426	214	82	363	227	135
%V	16.9%	16.8%	16.8%	18.6%	17.3%	16.5%	18.1%	14.2%
%H		96.6%	95.9%	48.2%	18.5%	81.8%	51.1%	30.4%
45 - 54	461	450	450	211	96	386	237	150
%V	17.5%	17.6%	17.7%	18.3%	20.3%	17.5%	18.9%	15.8%
%H		97.6%	97.6%	45.8%	20.8%	83.7%	51.4%	32.5%
55 - 64	396	395	393	169	71	354	196	158
%V	15.1%	15.5%	15.5%	14.7%	15.0%	16.1%	15.6%	16.7%
%H		99.7%	99.2%	42.7%	17.9%	89.4%	49.5%	39.9%
65+	487	479	474	165	61	420	170	250
%V	18.5%	18.8%	18.6%	14.3%	12.9%	19.1%	13.6%	26.4%
%H		98.4%	97.3%	33.9%	12.5%	86.2%	34.9%	51.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2631	2554	2543	1153	474	2202	1253	948
%H		97.1%	96.7%	43.8%	18.0%	83.7%	47.6%	36.0%
AB	573	565	563	290	91	481	289	192
%V	21.8%	22.1%	22.1%	25.2%	19.2%	21.8%	23.1%	20.3%
%H		98.6%	98.3%	50.6%	15.9%	83.9%	50.4%	33.5%
C1	736	707	706	328	147	601	363	238
%V	28.0%	27.7%	27.8%	28.4%	31.0%	27.3%	29.0%	25.1%
%H		96.1%	95.9%	44.6%	20.0%	81.7%	49.3%	32.3%
C2	600	586	584	265	116	517	307	210
%V	22.8%	22.9%	23.0%	23.0%	24.5%	23.5%	24.5%	22.2%
%H		97.7%	97.3%	44.2%	19.3%	86.2%	51.2%	35.0%
D	414	398	395	180	74	344	196	148
%V	15.7%	15.6%	15.5%	15.6%	15.6%	15.6%	15.6%	15.6%
%H		96.1%	95.4%	43.5%	17.9%	83.1%	47.3%	35.7%
E	309	298	295	90	46	259	98	161
%V	11.7%	11.7%	11.6%	7.8%	9.7%	11.8%	7.8%	17.0%
%H		96.4%	95.5%	29.1%	14.9%	83.8%	31.7%	52.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC North West
Individual level data
Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2631	2554	2543	1153	474	2202	1253	948
%H		97.1%	96.7%	43.8%	18.0%	83.7%	47.6%	36.0%
Working full time	1420	1383	1380	704	281	1168	755	413
%V	54.0%	54.2%	54.3%	61.1%	59.3%	53.0%	60.3%	43.6%
%H		97.4%	97.2%	49.6%	19.8%	82.3%	53.2%	29.1%
Working part time	116	113	112	50	21	97	55	42
%V	4.4%	4.4%	4.4%	4.3%	4.4%	4.4%	4.4%	4.4%
%H		97.4%	96.6%	43.1%	18.1%	83.6%	47.4%	36.2%
Not working	1095	1058	1051	399	172	936	443	493
%V	41.6%	41.4%	41.3%	34.6%	36.3%	42.5%	35.4%	52.0%
%H		96.6%	96.0%	36.4%	15.7%	85.5%	40.5%	45.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2730	2676	2668	1131	500	2317	1251	1066
%H		98.0%	97.7%	41.4%	18.3%	84.9%	45.8%	39.0%
16 - 19	163	160	159	80	32	138	86	52
%V	6.0%	6.0%	6.0%	7.1%	6.4%	6.0%	6.9%	4.9%
%H		98.2%	97.5%	49.1%	19.6%	84.7%	52.8%	31.9%
20 - 24	223	211	211	84	51	183	104	79
%V	8.2%	7.9%	7.9%	7.4%	10.2%	7.9%	8.3%	7.4%
%H		94.6%	94.6%	37.7%	22.9%	82.1%	46.6%	35.4%
25 - 34	409	397	396	209	82	317	210	108
%V	15.0%	14.8%	14.8%	18.5%	16.4%	13.7%	16.8%	10.1%
%H		97.1%	96.8%	51.1%	20.0%	77.5%	51.3%	26.4%
35 - 44	452	442	441	216	90	379	238	140
%V	16.6%	16.5%	16.5%	19.1%	18.0%	16.4%	19.0%	13.1%
%H		97.8%	97.6%	47.8%	19.9%	83.8%	52.7%	31.0%
45 - 54	478	470	470	226	99	409	259	150
%V	17.5%	17.6%	17.6%	20.0%	19.8%	17.7%	20.7%	14.1%
%H		98.3%	98.3%	47.3%	20.7%	85.6%	54.2%	31.4%
55 - 64	411	408	407	171	81	362	203	159
%V	15.1%	15.2%	15.3%	15.1%	16.2%	15.6%	16.2%	14.9%
%H		99.3%	99.0%	41.6%	19.7%	88.1%	49.4%	38.7%
65+	592	587	584	144	64	529	151	378
%V	21.7%	21.9%	21.9%	12.7%	12.8%	22.8%	12.1%	35.5%
%H		99.2%	98.6%	24.3%	10.8%	89.4%	25.5%	63.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2730	2676	2668	1131	500	2317	1251	1066
%H		98.0%	97.7%	41.4%	18.3%	84.9%	45.8%	39.0%
AB	571	564	563	282	98	476	284	192
%V	20.9%	21.1%	21.1%	24.9%	19.6%	20.5%	22.7%	18.0%
%H		98.8%	98.6%	49.4%	17.2%	83.4%	49.7%	33.6%
C1	806	781	777	345	150	665	376	289
%V	29.5%	29.2%	29.1%	30.5%	30.0%	28.7%	30.1%	27.1%
%H		96.9%	96.4%	42.8%	18.6%	82.5%	46.7%	35.9%
C2	529	523	522	227	120	465	283	182
%V	19.4%	19.5%	19.6%	20.1%	24.0%	20.1%	22.6%	17.1%
%H		98.9%	98.7%	42.9%	22.7%	87.9%	53.5%	34.4%
D	419	411	410	168	75	367	196	171
%V	15.3%	15.4%	15.4%	14.9%	15.0%	15.8%	15.7%	16.0%
%H		98.1%	97.9%	40.1%	17.9%	87.6%	46.8%	40.8%
E	405	397	397	110	57	344	112	232
%V	14.8%	14.8%	14.9%	9.7%	11.4%	14.8%	9.0%	21.8%
%H		98.0%	98.0%	27.2%	14.1%	84.9%	27.7%	57.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC North West
Individual level data
Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2730	2676	2668	1131	500	2317	1251	1066
%H		98.0%	97.7%	41.4%	18.3%	84.9%	45.8%	39.0%
Working full time	900	890	890	433	194	765	492	272
%V	33.0%	33.3%	33.4%	38.3%	38.8%	33.0%	39.3%	25.5%
%H		98.9%	98.9%	48.1%	21.6%	85.0%	54.7%	30.2%
Working part time	409	400	400	192	86	344	216	129
%V	15.0%	14.9%	15.0%	17.0%	17.2%	14.8%	17.3%	12.1%
%H		97.8%	97.8%	46.9%	21.0%	84.1%	52.8%	31.5%
Not working	1422	1385	1378	507	220	1208	543	665
%V	52.1%	51.8%	51.6%	44.8%	44.0%	52.1%	43.4%	62.4%
%H		97.4%	96.9%	35.7%	15.5%	85.0%	38.2%	46.8%

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	2390	2320	2226	963	373	1642	745	897
%H (All HH)		97.1%	93.1%	40.3%	15.6%	68.7%	31.2%	37.5%
%H (TV HH)			95.9%	41.5%	16.1%	70.8%	32.1%	38.7%
AB	474	464	450	201	81	317	148	169
%V	19.8%	20.0%	20.2%	20.9%	21.7%	19.3%	19.9%	18.8%
%H (All HH)		97.9%	94.9%	42.4%	17.1%	66.9%	31.2%	35.7%
%H (TV HH)			97.0%	43.3%	17.5%	68.3%	31.9%	36.4%
C1	652	625	605	285	96	445	217	227
%V	27.3%	26.9%	27.2%	29.6%	25.7%	27.1%	29.1%	25.3%
%H (All HH)		95.9%	92.8%	43.7%	14.7%	68.3%	33.3%	34.8%
%H (TV HH)			96.8%	45.6%	15.4%	71.2%	34.7%	36.3%
C2	437	430	421	213	77	307	173	134
%V	18.3%	18.5%	18.9%	22.1%	20.6%	18.7%	23.2%	14.9%
%H (All HH)		98.4%	96.3%	48.7%	17.6%	70.3%	39.6%	30.7%
%H (TV HH)			97.9%	49.5%	17.9%	71.4%	40.2%	31.2%
D	429	417	396	157	73	294	128	166
%V	17.9%	18.0%	17.8%	16.3%	19.6%	17.9%	17.2%	18.5%
%H (All HH)		97.2%	92.3%	36.6%	17.0%	68.5%	29.8%	38.7%
%H (TV HH)			95.0%	37.6%	17.5%	70.5%	30.7%	39.8%
E	397	384	353	107	47	280	79	200
%V	16.6%	16.6%	15.9%	11.1%	12.6%	17.1%	10.6%	22.3%
%H (All HH)		96.7%	88.9%	27.0%	11.8%	70.5%	19.9%	50.4%
%H (TV HH)			91.9%	27.9%	12.2%	72.9%	20.6%	52.1%

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 2010 - June 2011

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2390	2320	2226	963	373	1642	745	897
%H (All HH)		97.1%	93.1%	40.3%	15.6%	68.7%	31.2%	37.5%
%H (TV HH)			95.9%	41.5%	16.1%	70.8%	32.1%	38.7%
Under 25	115	100	92	40	14	62	23	39
%V	4.8%	4.3%	4.1%	4.2%	3.8%	3.8%	3.1%	4.3%
%H (All HH)		87.0%	80.0%	34.8%	12.2%	53.9%	20.0%	33.9%
%H (TV HH)			92.0%	40.0%	14.0%	62.0%	23.0%	39.0%
25 - 34	366	344	333	172	62	223	123	100
%V	15.3%	14.8%	15.0%	17.9%	16.6%	13.6%	16.5%	11.1%
%H (All HH)		94.0%	91.0%	47.0%	16.9%	60.9%	33.6%	27.3%
%H (TV HH)			96.8%	50.0%	18.0%	64.8%	35.8%	29.1%
35 - 44	415	402	396	209	73	287	168	119
%V	17.4%	17.3%	17.8%	21.7%	19.6%	17.5%	22.6%	13.3%
%H (All HH)		96.9%	95.4%	50.4%	17.6%	69.2%	40.5%	28.7%
%H (TV HH)			98.5%	52.0%	18.2%	71.4%	41.8%	29.6%
45 - 54	471	460	447	210	86	329	176	153
%V	19.7%	19.8%	20.1%	21.8%	23.1%	20.0%	23.6%	17.1%
%H (All HH)		97.7%	94.9%	44.6%	18.3%	69.9%	37.4%	32.5%
%H (TV HH)			97.2%	45.7%	18.7%	71.5%	38.3%	33.3%
55 - 64	411	404	391	166	69	295	138	157
%V	17.2%	17.4%	17.6%	17.2%	18.5%	18.0%	18.5%	17.5%
%H (All HH)		98.3%	95.1%	40.4%	16.8%	71.8%	33.6%	38.2%
%H (TV HH)			96.8%	41.1%	17.1%	73.0%	34.2%	38.9%
65 +	613	610	567	166	70	447	117	330
%V	25.6%	26.3%	25.5%	17.2%	18.8%	27.2%	15.7%	36.8%
%H (All HH)		99.5%	92.5%	27.1%	11.4%	72.9%	19.1%	53.8%
%H (TV HH)			93.0%	27.2%	11.5%	73.3%	19.2%	54.1%

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 2010 - June 2011

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2390	2320	2226	963	373	1642	745	897
%H (All HH)		97.1%	93.1%	40.3%	15.6%	68.7%	31.2%	37.5%
%H (TV HH)			95.9%	41.5%	16.1%	70.8%	32.1%	38.7%
1	891	852	785	239	112	591	157	434
%V	37.3%	36.7%	35.3%	24.8%	30.0%	36.0%	21.1%	48.4%
%H (All HH)		95.6%	88.1%	26.8%	12.6%	66.3%	17.6%	48.7%
%H (TV HH)			92.1%	28.1%	13.1%	69.4%	18.4%	50.9%
2	772	758	743	342	116	549	261	288
%V	32.3%	32.7%	33.4%	35.5%	31.1%	33.4%	35.0%	32.1%
%H (All HH)		98.2%	96.2%	44.3%	15.0%	71.1%	33.8%	37.3%
%H (TV HH)			98.0%	45.1%	15.3%	72.4%	34.4%	38.0%
3	338	332	324	158	71	236	140	96
%V	14.1%	14.3%	14.6%	16.4%	19.0%	14.4%	18.8%	10.7%
%H (All HH)		98.2%	95.9%	46.7%	21.0%	69.8%	41.4%	28.4%
%H (TV HH)			97.6%	47.6%	21.4%	71.1%	42.2%	28.9%
4	285	279	276	168	55	192	136	56
%V	11.9%	12.0%	12.4%	17.4%	14.7%	11.7%	18.3%	6.2%
%H (All HH)		97.9%	96.8%	58.9%	19.3%	67.4%	47.7%	19.6%
%H (TV HH)			98.9%	60.2%	19.7%	68.8%	48.7%	20.1%
5+	104	100	99	57	19	74	51	23
%V	4.4%	4.3%	4.4%	5.9%	5.1%	4.5%	6.8%	2.6%
%H (All HH)		96.2%	95.2%	54.8%	18.3%	71.2%	49.0%	22.1%
%H (TV HH)			99.0%	57.0%	19.0%	74.0%	51.0%	23.0%
Average HH size	2.15	2.16	2.19	2.46	2.35	2.17	2.56	1.84

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 2010 - June 2011

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2390	2320	2226	963	373	1642	745	897
%H (All HH)		97.1%	93.1%	40.3%	15.6%	68.7%	31.2%	37.5%
%H (TV HH)			95.9%	41.5%	16.1%	70.8%	32.1%	38.7%
Without	1837	1775	1689	659	273	1265	504	761
%V	76.9%	76.5%	75.9%	68.4%	73.2%	77.0%	67.7%	84.8%
%H (All HH)		96.6%	91.9%	35.9%	14.9%	68.9%	27.4%	41.4%
%H (TV HH)			95.2%	37.1%	15.4%	71.3%	28.4%	42.9%
With	553	545	537	304	100	377	241	137
%V	23.1%	23.5%	24.1%	31.6%	26.8%	23.0%	32.3%	15.3%
%H (All HH)		98.6%	97.1%	55.0%	18.1%	68.2%	43.6%	24.8%
%H (TV HH)			98.5%	55.8%	18.3%	69.2%	44.2%	25.1%
0 - 3	199	194	189	106	36	127	79	48
%V	8.3%	8.4%	8.5%	11.0%	9.7%	7.7%	10.6%	5.4%
%H (All HH)		97.5%	95.0%	53.3%	18.1%	63.8%	39.7%	24.1%
%H (TV HH)			97.4%	54.6%	18.6%	65.5%	40.7%	24.7%
4 - 9	254	249	245	139	46	171	109	62
%V	10.6%	10.7%	11.0%	14.4%	12.3%	10.4%	14.6%	6.9%
%H (All HH)		98.0%	96.5%	54.7%	18.1%	67.3%	42.9%	24.4%
%H (TV HH)			98.4%	55.8%	18.5%	68.7%	43.8%	24.9%
10 - 15	269	267	264	154	48	200	136	63
%V	11.3%	11.5%	11.9%	16.0%	12.9%	12.2%	18.3%	7.0%
%H (All HH)		99.3%	98.1%	57.2%	17.8%	74.3%	50.6%	23.4%
%H (TV HH)			98.9%	57.7%	18.0%	74.9%	50.9%	23.6%

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 2010 - June 2011

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2390	2320	2226	963	373	1642	745	897
%H (All HH)		97.1%	93.1%	40.3%	15.6%	68.7%	31.2%	37.5%
%H (TV HH)			95.9%	41.5%	16.1%	70.8%	32.1%	38.7%
1	893	893	815	284	119	537	127	411
%V	37.4%	38.5%	36.6%	29.5%	31.9%	32.7%	17.0%	45.8%
%H (All HH)		100.0%	91.3%	31.8%	13.3%	60.1%	14.2%	46.0%
%H (TV HH)			91.3%	31.8%	13.3%	60.1%	14.2%	46.0%
2	789	789	775	336	130	580	266	314
%V	33.0%	34.0%	34.8%	34.9%	34.9%	35.3%	35.7%	35.0%
%H (All HH)		100.0%	98.2%	42.6%	16.5%	73.5%	33.7%	39.8%
%H (TV HH)			98.2%	42.6%	16.5%	73.5%	33.7%	39.8%
3	393	393	390	192	80	320	199	121
%V	16.4%	16.9%	17.5%	19.9%	21.4%	19.5%	26.7%	13.5%
%H (All HH)		100.0%	99.2%	48.9%	20.4%	81.4%	50.6%	30.8%
%H (TV HH)			99.2%	48.9%	20.4%	81.4%	50.6%	30.8%
4	165	165	165	97	32	135	98	36
%V	6.9%	7.1%	7.4%	10.1%	8.6%	8.2%	13.2%	4.0%
%H (All HH)		100.0%	100.0%	58.8%	19.4%	81.8%	59.4%	21.8%
%H (TV HH)			100.0%	58.8%	19.4%	81.8%	59.4%	21.8%
5+	81	81	81	54	12	70	55	15
%V	3.4%	3.5%	3.6%	5.6%	3.2%	4.3%	7.4%	1.7%
%H (All HH)		100.0%	100.0%	66.7%	14.8%	86.4%	67.9%	18.5%
%H (TV HH)			100.0%	66.7%	14.8%	86.4%	67.9%	18.5%

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 2010 - June 2011

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2390	2320	2226	963	373	1642	745	897
%H (All HH)		97.1%	93.1%	40.3%	15.6%	68.7%	31.2%	37.5%
%H (TV HH)			95.9%	41.5%	16.1%	70.8%	32.1%	38.7%
Under 20"	905	905	876	391	142	707	359	347
%V	37.9%	39.0%	39.4%	40.6%	38.1%	43.1%	48.2%	38.7%
%H (All HH)		100.0%	96.8%	43.2%	15.7%	78.1%	39.7%	38.3%
%H (TV HH)			96.8%	43.2%	15.7%	78.1%	39.7%	38.3%
20" - 29"	1073	1073	1018	408	166	788	340	448
%V	44.9%	46.3%	45.7%	42.4%	44.5%	48.0%	45.6%	49.9%
%H (All HH)		100.0%	94.9%	38.0%	15.5%	73.4%	31.7%	41.8%
%H (TV HH)			94.9%	38.0%	15.5%	73.4%	31.7%	41.8%
30" - 39"	1155	1155	1137	536	193	848	434	414
%V	48.3%	49.8%	51.1%	55.7%	51.7%	51.6%	58.3%	46.2%
%H (All HH)		100.0%	98.4%	46.4%	16.7%	73.4%	37.6%	35.8%
%H (TV HH)			98.4%	46.4%	16.7%	73.4%	37.6%	35.8%
40" and over	714	714	712	404	142	508	337	171
%V	29.9%	30.8%	32.0%	42.0%	38.1%	30.9%	45.2%	19.1%
%H (All HH)		100.0%	99.7%	56.6%	19.9%	71.1%	47.2%	23.9%
%H (TV HH)			99.7%	56.6%	19.9%	71.1%	47.2%	23.9%

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 2010 - June 2011

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2390	2320	2226	963	373	1642	745	897
%H (All HH)		97.1%	93.1%	40.3%	15.6%	68.7%	31.2%	37.5%
%H (TV HH)			95.9%	41.5%	16.1%	70.8%	32.1%	38.7%
Main living room	2296	2296	2204	953	370	1626	737	888
%V	96.1%	99.0%	99.0%	99.0%	99.2%	99.0%	98.9%	99.0%
%H (All HH)		100.0%	96.0%	41.5%	16.1%	70.8%	32.1%	38.7%
%H (TV HH)			96.0%	41.5%	16.1%	70.8%	32.1%	38.7%
Kitchen	319	319	316	151	49	261	143	118
%V	13.3%	13.8%	14.2%	15.7%	13.1%	15.9%	19.2%	13.2%
%H (All HH)		100.0%	99.1%	47.3%	15.4%	81.8%	44.8%	37.0%
%H (TV HH)			99.1%	47.3%	15.4%	81.8%	44.8%	37.0%
Adult's bedroom	1116	1116	1105	545	206	871	508	362
%V	46.7%	48.1%	49.6%	56.6%	55.2%	53.0%	68.2%	40.4%
%H (All HH)		100.0%	99.0%	48.8%	18.5%	78.0%	45.5%	32.4%
%H (TV HH)			99.0%	48.8%	18.5%	78.0%	45.5%	32.4%
Child's bedroom	249	249	248	147	50	201	148	53
%V	10.4%	10.7%	11.1%	15.3%	13.4%	12.2%	19.9%	5.9%
%H (All HH)		100.0%	99.6%	59.0%	20.1%	80.7%	59.4%	21.3%
%H (TV HH)			99.6%	59.0%	20.1%	80.7%	59.4%	21.3%
Other bedroom	78	78	77	40	16	61	40	21
%V	3.3%	3.4%	3.5%	4.2%	4.3%	3.7%	5.4%	2.3%
%H (All HH)		100.0%	98.7%	51.3%	20.5%	78.2%	51.3%	26.9%
%H (TV HH)			98.7%	51.3%	20.5%	78.2%	51.3%	26.9%
Second living/dining room	182	182	180	101	26	140	87	53
%V	7.6%	7.8%	8.1%	10.5%	7.0%	8.5%	11.7%	5.9%
%H (All HH)		100.0%	98.9%	55.5%	14.3%	76.9%	47.8%	29.1%
%H (TV HH)			98.9%	55.5%	14.3%	76.9%	47.8%	29.1%
Study/office	52	52	51	26	8	39	21	18
%V	2.2%	2.2%	2.3%	2.7%	2.1%	2.4%	2.8%	2.0%
%H (All HH)		100.0%	98.1%	50.0%	15.4%	75.0%	40.4%	34.6%
%H (TV HH)			98.1%	50.0%	15.4%	75.0%	40.4%	34.6%
TV room	24	24	24	15	4	19	13	6
%V	1.0%	1.0%	1.1%	1.6%	1.1%	1.2%	1.7%	0.7%
%H (All HH)		100.0%	100.0%	62.5%	16.7%	79.2%	54.2%	25.0%
%H (TV HH)			100.0%	62.5%	16.7%	79.2%	54.2%	25.0%
No specific location	8	8	7	3	2	5	3	2
%V	0.3%	0.3%	0.3%	0.3%	0.5%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	87.5%	37.5%	25.0%	62.5%	37.5%	25.0%
%H (TV HH)			87.5%	37.5%	25.0%	62.5%	37.5%	25.0%
Other	10	10	10	6	0	8	4	4
%V	0.4%	0.4%	0.4%	0.6%	0.0%	0.5%	0.5%	0.4%
%H (All HH)		100.0%	100.0%	60.0%	0.0%	80.0%	40.0%	40.0%
%H (TV HH)			100.0%	60.0%	0.0%	80.0%	40.0%	40.0%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Scotland

Household level data

Table 11.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2390	2320	2226	963	373	1642	745	897
%H (All HH)		97.1%	93.1%	40.3%	15.6%	68.7%	31.2%	37.5%
%H (TV HH)			95.9%	41.5%	16.1%	70.8%	32.1%	38.7%
PVR	1064	1064	1063	711	176	720	536	184
%V	44.5%	45.9%	47.8%	73.8%	47.2%	43.8%	71.9%	20.5%
%H (All HH)		100.0%	99.9%	66.8%	16.5%	67.7%	50.4%	17.3%
%H (TV HH)			99.9%	66.8%	16.5%	67.7%	50.4%	17.3%
DVDR	434	434	426	205	69	318	166	152
%V	18.2%	18.7%	19.1%	21.3%	18.5%	19.4%	22.3%	16.9%
%H (All HH)		100.0%	98.2%	47.2%	15.9%	73.3%	38.2%	35.0%
%H (TV HH)			98.2%	47.2%	15.9%	73.3%	38.2%	35.0%
VCR	414	414	385	135	78	295	122	173
%V	17.3%	17.8%	17.3%	14.0%	20.9%	18.0%	16.4%	19.3%
%H (All HH)		100.0%	93.0%	32.6%	18.8%	71.3%	29.5%	41.8%
%H (TV HH)			93.0%	32.6%	18.8%	71.3%	29.5%	41.8%
Any recorder	1502	1502	1468	804	254	1042	624	418
%V	62.8%	64.7%	65.9%	83.5%	68.1%	63.5%	83.8%	46.6%
%H (All HH)		100.0%	97.7%	53.5%	16.9%	69.4%	41.5%	27.8%
%H (TV HH)			97.7%	53.5%	16.9%	69.4%	41.5%	27.8%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Scotland
Household level data
Table 11.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2390	2320	2226	963	373	1642	745	897
%H (All HH)		97.1%	93.1%	40.3%	15.6%	68.7%	31.2%	37.5%
%H (TV HH)			95.9%	41.5%	16.1%	70.8%	32.1%	38.7%
Receives HDTV (via STB or built-in reception)	745	745	745	438	188	506	380	126
%V	31.2%	32.1%	33.5%	45.5%	50.4%	30.8%	51.0%	14.0%
%H (All HH)		100.0%	100.0%	58.8%	25.2%	67.9%	51.0%	16.9%
%H (TV HH)			100.0%	58.8%	25.2%	67.9%	51.0%	16.9%
DVD/Blu-ray player or recorder	1882	1882	1841	837	326	1354	669	685
%V	78.7%	81.1%	82.7%	86.9%	87.4%	82.5%	89.8%	76.4%
%H (All HH)		100.0%	97.8%	44.5%	17.3%	71.9%	35.5%	36.4%
%H (TV HH)			97.8%	44.5%	17.3%	71.9%	35.5%	36.4%

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 2010 - June 2011

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2390	2320	2226	963	373	1642	745	897
%H (All HH)		97.1%	93.1%	40.3%	15.6%	68.7%	31.2%	37.5%
%H (TV HH)			95.9%	41.5%	16.1%	70.8%	32.1%	38.7%
Has PC or Laptop	1680	1626	1598	799	304	1140	637	503
%V	70.3%	70.1%	71.8%	83.0%	81.5%	69.4%	85.5%	56.1%
%H (All HH)		96.8%	95.1%	47.6%	18.1%	67.9%	37.9%	29.9%
%H (TV HH)			98.3%	49.1%	18.7%	70.1%	39.2%	30.9%
Has broadband internet	1559	1513	1489	762	291	1057	612	445
%V	65.2%	65.2%	66.9%	79.1%	78.0%	64.4%	82.1%	49.6%
%H (All HH)		97.0%	95.5%	48.9%	18.7%	67.8%	39.3%	28.5%
%H (TV HH)			98.4%	50.4%	19.2%	69.9%	40.4%	29.4%

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 2010 - June 2011

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4734	4620	2211	810	3566	1941	1625
%H		97.6%	46.7%	17.1%	75.3%	41.0%	34.3%
Under 20"	1247	1213	572	208	987	548	439
%V	26.3%	26.3%	25.9%	25.7%	27.7%	28.2%	27.0%
%H		97.3%	45.9%	16.7%	79.1%	43.9%	35.2%
20" - 29"	1324	1268	526	209	1001	462	539
%V	28.0%	27.4%	23.8%	25.8%	28.1%	23.8%	33.2%
%H		95.8%	39.7%	15.8%	75.6%	34.9%	40.7%
30" - 39"	1343	1325	643	229	997	536	461
%V	28.4%	28.7%	29.1%	28.3%	28.0%	27.6%	28.4%
%H		98.7%	47.9%	17.1%	74.2%	39.9%	34.3%
40" and over	791	789	459	157	564	385	179
%V	16.7%	17.1%	20.8%	19.4%	15.8%	19.8%	11.0%
%H		99.7%	58.0%	19.8%	71.3%	48.7%	22.6%
Don't know	29	25	11	7	16	8	8
%V	0.6%	0.5%	0.5%	0.9%	0.4%	0.4%	0.5%
%H		86.2%	37.9%	24.1%	55.2%	27.6%	27.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4734	4620	2211	810	3566	1941	1625
%H		97.6%	46.7%	17.1%	75.3%	41.0%	34.3%
Main living room	2318	2225	963	374	1642	746	895
%V	49.0%	48.2%	43.6%	46.2%	46.0%	38.4%	55.1%
%H		96.0%	41.5%	16.1%	70.8%	32.2%	38.6%
Kitchen	321	318	152	50	263	144	118
%V	6.8%	6.9%	6.9%	6.2%	7.4%	7.4%	7.3%
%H		99.1%	47.4%	15.6%	81.9%	44.9%	36.8%
Adult's bedroom	1398	1385	695	263	1113	673	440
%V	29.5%	30.0%	31.4%	32.5%	31.2%	34.7%	27.1%
%H		99.1%	49.7%	18.8%	79.6%	48.1%	31.5%
Child's bedroom	329	328	200	66	266	201	65
%V	6.9%	7.1%	9.0%	8.1%	7.5%	10.4%	4.0%
%H		99.7%	60.8%	20.1%	80.9%	61.1%	19.8%
Other bedroom	87	86	45	17	68	45	23
%V	1.8%	1.9%	2.0%	2.1%	1.9%	2.3%	1.4%
%H		98.9%	51.7%	19.5%	78.2%	51.7%	26.4%
Second living/dining room	187	185	105	27	144	90	54
%V	4.0%	4.0%	4.7%	3.3%	4.0%	4.6%	3.3%
%H		98.9%	56.1%	14.4%	77.0%	48.1%	28.9%
Study/office	52	51	26	8	39	21	18
%V	1.1%	1.1%	1.2%	1.0%	1.1%	1.1%	1.1%
%H		98.1%	50.0%	15.4%	75.0%	40.4%	34.6%
TV room	25	25	15	4	19	13	6
%V	0.5%	0.5%	0.7%	0.5%	0.5%	0.7%	0.4%
%H		100.0%	60.0%	16.0%	76.0%	52.0%	24.0%
No specific location	8	7	3	2	5	3	2
%V	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%	0.1%
%H		87.5%	37.5%	25.0%	62.5%	37.5%	25.0%
Other	10	10	6	0	8	4	4
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.2%	0.2%
%H		100.0%	60.0%	0.0%	80.0%	40.0%	40.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4734	4620	2211	810	3566	1941	1625
%H		97.6%	46.7%	17.1%	75.3%	41.0%	34.3%
PVR	1367	1366	965	209	917	714	202
%V	28.9%	29.6%	43.6%	25.8%	25.7%	36.8%	12.4%
%H		99.9%	70.6%	15.3%	67.1%	52.2%	14.8%
DVDR	538	529	263	88	405	225	179
%V	11.4%	11.5%	11.9%	10.9%	11.4%	11.6%	11.0%
%H		98.3%	48.9%	16.4%	75.3%	41.8%	33.3%
VCR	475	445	154	94	346	149	197
%V	10.0%	9.6%	7.0%	11.6%	9.7%	7.7%	12.1%
%H		93.7%	32.4%	19.8%	72.8%	31.4%	41.5%
Any recorder	2024	1988	1163	336	1417	916	501
%V	42.8%	43.0%	52.6%	41.5%	39.7%	47.2%	30.8%
%H		98.2%	57.5%	16.6%	70.0%	45.3%	24.8%

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	4734	4620	2211	810	3566	1941	1625
%H		97.6%	46.7%	17.1%	75.3%	41.0%	34.3%
Receives HDTV (via STB or built-in reception)	942	942	564	235	649	498	151
%V	19.9%	20.4%	25.5%	29.0%	18.2%	25.7%	9.3%
%H		100.0%	59.9%	24.9%	68.9%	52.9%	16.0%
DVD/Blu-ray player or recorder	2866	2822	1376	529	2140	1208	932
%V	60.5%	61.1%	62.2%	65.3%	60.0%	62.2%	57.4%
%H		98.5%	48.0%	18.5%	74.7%	42.1%	32.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Scotland
Set level data
Table 11.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2318	2225	963	372	1641	744	897
%H		96.0%	41.5%	16.0%	70.8%	32.1%	38.7%
Under 20"	87	70	13	4	56	3	53
%V	3.8%	3.1%	1.3%	1.1%	3.4%	0.4%	5.9%
%H		80.5%	14.9%	4.6%	64.4%	3.4%	60.9%
20" - 29"	602	549	162	80	415	108	307
%V	26.0%	24.7%	16.8%	21.5%	25.3%	14.5%	34.2%
%H		91.2%	26.9%	13.3%	68.9%	17.9%	51.0%
30" - 39"	922	905	391	149	672	304	367
%V	39.8%	40.7%	40.6%	40.1%	41.0%	40.9%	40.9%
%H		98.2%	42.4%	16.2%	72.9%	33.0%	39.8%
40" and over	693	691	393	138	492	326	166
%V	29.9%	31.1%	40.8%	37.1%	30.0%	43.8%	18.5%
%H		99.7%	56.7%	19.9%	71.0%	47.0%	24.0%
Don't know	14	10	5	2	7	2	4
%V	0.6%	0.4%	0.5%	0.5%	0.4%	0.3%	0.4%
%H		71.4%	35.7%	14.3%	50.0%	14.3%	28.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2318	2225	963	372	1641	744	897
%H		96.0%	41.5%	16.0%	70.8%	32.1%	38.7%
PVR	1031	1030	696	166	692	519	173
%V	44.5%	46.3%	72.3%	44.6%	42.2%	69.8%	19.3%
%H		99.9%	67.5%	16.1%	67.1%	50.3%	16.8%
DVDR	370	362	166	57	269	130	139
%V	16.0%	16.3%	17.2%	15.3%	16.4%	17.5%	15.5%
%H		97.8%	44.9%	15.4%	72.7%	35.1%	37.6%
VCR	341	313	99	64	235	84	151
%V	14.7%	14.1%	10.3%	17.2%	14.3%	11.3%	16.8%
%H		91.8%	29.0%	18.8%	68.9%	24.6%	44.3%
Any recorder	1438	1405	781	236	986	593	393
%V	62.0%	63.1%	81.1%	63.4%	60.1%	79.7%	43.8%
%H		97.7%	54.3%	16.4%	68.6%	41.2%	27.3%

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	2318	2225	963	372	1641	744	897
%H		96.0%	41.5%	16.0%	70.8%	32.1%	38.7%
Receives HDTV (via STB or built-in reception)	715	715	418	181	483	362	121
%V	30.8%	32.1%	43.4%	48.7%	29.4%	48.7%	13.5%
%H		100.0%	58.5%	25.3%	67.6%	50.6%	16.9%
DVD/Blu-ray player or recorder	1753	1714	772	302	1256	610	646
%V	75.6%	77.0%	80.2%	81.2%	76.5%	82.0%	72.0%
%H		97.8%	44.0%	17.2%	71.6%	34.8%	36.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Scotland

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2416	2396	1248	438	1925	1197	728
%H		99.2%	51.7%	18.1%	79.7%	49.5%	30.1%
Under 20"	1160	1144	559	205	931	545	386
%V	48.0%	47.7%	44.8%	46.8%	48.4%	45.5%	53.0%
%H		98.6%	48.2%	17.7%	80.3%	47.0%	33.3%
20" - 29"	723	720	364	129	587	354	232
%V	29.9%	30.1%	29.2%	29.5%	30.5%	29.6%	31.9%
%H		99.6%	50.3%	17.8%	81.2%	49.0%	32.1%
30" - 39"	421	420	252	80	325	232	93
%V	17.4%	17.5%	20.2%	18.3%	16.9%	19.4%	12.8%
%H		99.8%	59.9%	19.0%	77.2%	55.1%	22.1%
40" and over	98	98	66	19	72	59	13
%V	4.1%	4.1%	5.3%	4.3%	3.7%	4.9%	1.8%
%H		100.0%	67.3%	19.4%	73.5%	60.2%	13.3%
Don't know	15	15	6	5	9	6	3
%V	0.6%	0.6%	0.5%	1.1%	0.5%	0.5%	0.4%
%H		100.0%	40.0%	33.3%	60.0%	40.0%	20.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Scotland

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2416	2396	1248	438	1925	1197	728
%H		99.2%	51.7%	18.1%	79.7%	49.5%	30.1%
PVR	336	336	270	43	225	196	29
%V	13.9%	14.0%	21.6%	9.8%	11.7%	16.4%	4.0%
%H		100.0%	80.4%	12.8%	67.0%	58.3%	8.6%
DVDR	168	167	96	31	136	95	41
%V	7.0%	7.0%	7.7%	7.1%	7.1%	7.9%	5.6%
%H		99.4%	57.1%	18.5%	81.0%	56.5%	24.4%
VCR	134	132	55	31	111	65	46
%V	5.5%	5.5%	4.4%	7.1%	5.8%	5.4%	6.3%
%H		98.5%	41.0%	23.1%	82.8%	48.5%	34.3%
Any recorder	586	583	382	100	430	323	107
%V	24.3%	24.3%	30.6%	22.8%	22.3%	27.0%	14.7%
%H		99.5%	65.2%	17.1%	73.4%	55.1%	18.3%

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	2416	2396	1248	438	1925	1197	728
%H		99.2%	51.7%	18.1%	79.7%	49.5%	30.1%
Receives HDTV (via STB or built-in reception)	227	227	146	54	165	135	30
%V	9.4%	9.5%	11.7%	12.3%	8.6%	11.3%	4.1%
%H		100.0%	64.3%	23.8%	72.7%	59.5%	13.2%
DVD/Blu-ray player or recorder	1113	1108	603	227	884	598	286
%V	46.1%	46.2%	48.3%	51.8%	45.9%	50.0%	39.3%
%H		99.6%	54.2%	20.4%	79.4%	53.7%	25.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5143	5010	4870	2371	877	3558	1910	1648
%H		97.4%	94.7%	46.1%	17.1%	69.2%	37.1%	32.0%
Total Children	908	891	877	505	162	615	399	216
%V	17.7%	17.8%	18.0%	21.3%	18.5%	17.3%	20.9%	13.1%
%H		98.1%	96.6%	55.6%	17.8%	67.7%	43.9%	23.8%
0 - 3	236	231	224	125	43	149	92	57
%V	4.6%	4.6%	4.6%	5.3%	4.9%	4.2%	4.8%	3.5%
%H		97.9%	94.9%	53.0%	18.2%	63.1%	39.0%	24.2%
4 - 15	672	661	652	380	118	466	307	159
%V	13.1%	13.2%	13.4%	16.0%	13.5%	13.1%	16.1%	9.6%
%H		98.4%	97.0%	56.5%	17.6%	69.3%	45.7%	23.7%
4 - 9	330	322	317	181	60	216	136	80
%V	6.4%	6.4%	6.5%	7.6%	6.8%	6.1%	7.1%	4.9%
%H		97.6%	96.1%	54.8%	18.2%	65.5%	41.2%	24.2%
10 - 15	341	338	335	199	58	250	170	80
%V	6.6%	6.7%	6.9%	8.4%	6.6%	7.0%	8.9%	4.9%
%H		99.1%	98.2%	58.4%	17.0%	73.3%	49.9%	23.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5143	5010	4870	2371	877	3558	1910	1648
%H		97.4%	94.7%	46.1%	17.1%	69.2%	37.1%	32.0%
Total Adults (16+)	4235	4119	3994	1866	716	2942	1511	1432
%V	82.3%	82.2%	82.0%	78.7%	81.6%	82.7%	79.1%	86.9%
%H		97.3%	94.3%	44.1%	16.9%	69.5%	35.7%	33.8%
16 - 19	250	240	234	129	41	178	112	65
%V	4.9%	4.8%	4.8%	5.4%	4.7%	5.0%	5.9%	3.9%
%H		96.0%	93.6%	51.6%	16.4%	71.2%	44.8%	26.0%
20 - 24	338	305	293	140	58	214	117	97
%V	6.6%	6.1%	6.0%	5.9%	6.6%	6.0%	6.1%	5.9%
%H		90.2%	86.7%	41.4%	17.2%	63.3%	34.6%	28.7%
25 - 34	666	634	618	317	131	416	243	173
%V	12.9%	12.7%	12.7%	13.4%	14.9%	11.7%	12.7%	10.5%
%H		95.2%	92.8%	47.6%	19.7%	62.5%	36.5%	26.0%
35 - 44	703	687	677	368	128	484	296	188
%V	13.7%	13.7%	13.9%	15.5%	14.6%	13.6%	15.5%	11.4%
%H		97.7%	96.3%	52.3%	18.2%	68.8%	42.1%	26.7%
45 - 54	773	760	744	370	140	548	311	237
%V	15.0%	15.2%	15.3%	15.6%	16.0%	15.4%	16.3%	14.4%
%H		98.3%	96.2%	47.9%	18.1%	70.9%	40.2%	30.7%
55 - 64	656	648	631	288	115	473	242	231
%V	12.8%	12.9%	13.0%	12.1%	13.1%	13.3%	12.7%	14.0%
%H		98.8%	96.2%	43.9%	17.5%	72.1%	36.9%	35.2%
65+	848	845	796	253	103	629	189	440
%V	16.5%	16.9%	16.3%	10.7%	11.7%	17.7%	9.9%	26.7%
%H		99.6%	93.9%	29.8%	12.1%	74.2%	22.3%	51.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4235	4119	3994	1866	716	2942	1511	1432
%H		97.3%	94.3%	44.1%	16.9%	69.5%	35.7%	33.8%
AB	903	886	867	412	157	610	311	299
%V	21.3%	21.5%	21.7%	22.1%	21.9%	20.7%	20.6%	20.9%
%H		98.1%	96.0%	45.6%	17.4%	67.6%	34.4%	33.1%
C1	1195	1143	1112	565	195	818	458	360
%V	28.2%	27.7%	27.8%	30.3%	27.2%	27.8%	30.3%	25.1%
%H		95.6%	93.1%	47.3%	16.3%	68.5%	38.3%	30.1%
C2	861	849	836	434	159	616	367	250
%V	20.3%	20.6%	20.9%	23.3%	22.2%	20.9%	24.3%	17.5%
%H		98.6%	97.1%	50.4%	18.5%	71.5%	42.6%	29.0%
D	752	732	705	303	137	519	253	266
%V	17.8%	17.8%	17.7%	16.2%	19.1%	17.6%	16.7%	18.6%
%H		97.3%	93.8%	40.3%	18.2%	69.0%	33.6%	35.4%
E	524	509	473	152	68	378	122	257
%V	12.4%	12.4%	11.8%	8.1%	9.5%	12.8%	8.1%	17.9%
%H		97.1%	90.3%	29.0%	13.0%	72.1%	23.3%	49.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4235	4119	3994	1866	716	2942	1511	1432
%H		97.3%	94.3%	44.1%	16.9%	69.5%	35.7%	33.8%
Working full time	1878	1840	1813	989	334	1283	784	499
%V	44.3%	44.7%	45.4%	53.0%	46.6%	43.6%	51.9%	34.8%
%H		98.0%	96.5%	52.7%	17.8%	68.3%	41.7%	26.6%
Working part time	409	402	395	202	80	290	174	116
%V	9.7%	9.8%	9.9%	10.8%	11.2%	9.9%	11.5%	8.1%
%H		98.3%	96.6%	49.4%	19.6%	70.9%	42.5%	28.4%
Not working	1949	1877	1785	675	302	1369	553	816
%V	46.0%	45.6%	44.7%	36.2%	42.2%	46.5%	36.6%	57.0%
%H		96.3%	91.6%	34.6%	15.5%	70.2%	28.4%	41.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2030	1965	1909	925	343	1390	741	649
%H		96.8%	94.0%	45.6%	16.9%	68.5%	36.5%	32.0%
16 - 19	128	122	120	72	20	88	58	29
%V	6.3%	6.2%	6.3%	7.8%	5.8%	6.3%	7.8%	4.5%
%H		95.3%	93.8%	56.3%	15.6%	68.8%	45.3%	22.7%
20 - 24	169	155	149	74	26	110	61	50
%V	8.3%	7.9%	7.8%	8.0%	7.6%	7.9%	8.2%	7.7%
%H		91.7%	88.2%	43.8%	15.4%	65.1%	36.1%	29.6%
25 - 34	335	317	309	159	68	207	122	84
%V	16.5%	16.1%	16.2%	17.2%	19.8%	14.9%	16.5%	12.9%
%H		94.6%	92.2%	47.5%	20.3%	61.8%	36.4%	25.1%
35 - 44	337	327	321	171	65	227	139	88
%V	16.6%	16.6%	16.8%	18.5%	19.0%	16.3%	18.8%	13.6%
%H		97.0%	95.3%	50.7%	19.3%	67.4%	41.2%	26.1%
45 - 54	371	362	354	183	62	261	149	111
%V	18.3%	18.4%	18.5%	19.8%	18.1%	18.8%	20.1%	17.1%
%H		97.6%	95.4%	49.3%	16.7%	70.4%	40.2%	29.9%
55 - 64	319	313	304	142	53	226	118	109
%V	15.7%	15.9%	15.9%	15.4%	15.5%	16.3%	15.9%	16.8%
%H		98.1%	95.3%	44.5%	16.6%	70.8%	37.0%	34.2%
65+	371	369	352	124	50	271	93	177
%V	18.3%	18.8%	18.4%	13.4%	14.6%	19.5%	12.6%	27.3%
%H		99.5%	94.9%	33.4%	13.5%	73.0%	25.1%	47.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2030	1965	1909	925	343	1390	741	649
%H		96.8%	94.0%	45.6%	16.9%	68.5%	36.5%	32.0%
AB	453	443	434	211	81	299	157	142
%V	22.3%	22.5%	22.7%	22.8%	23.6%	21.5%	21.2%	21.9%
%H		97.8%	95.8%	46.6%	17.9%	66.0%	34.7%	31.3%
C1	523	498	487	268	82	356	216	140
%V	25.8%	25.3%	25.5%	29.0%	23.9%	25.6%	29.1%	21.6%
%H		95.2%	93.1%	51.2%	15.7%	68.1%	41.3%	26.8%
C2	478	470	462	239	88	340	201	139
%V	23.5%	23.9%	24.2%	25.8%	25.7%	24.5%	27.1%	21.4%
%H		98.3%	96.7%	50.0%	18.4%	71.1%	42.1%	29.1%
D	362	349	333	149	61	242	118	124
%V	17.8%	17.8%	17.4%	16.1%	17.8%	17.4%	15.9%	19.1%
%H		96.4%	92.0%	41.2%	16.9%	66.9%	32.6%	34.3%
E	213	205	191	59	31	154	49	104
%V	10.5%	10.4%	10.0%	6.4%	9.0%	11.1%	6.6%	16.0%
%H		96.2%	89.7%	27.7%	14.6%	72.3%	23.0%	48.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2030	1965	1909	925	343	1390	741	649
%H		96.8%	94.0%	45.6%	16.9%	68.5%	36.5%	32.0%
Working full time	1135	1110	1091	608	197	766	476	290
%V	55.9%	56.5%	57.2%	65.7%	57.4%	55.1%	64.2%	44.7%
%H		97.8%	96.1%	53.6%	17.4%	67.5%	41.9%	25.6%
Working part time	68	65	62	28	13	48	25	23
%V	3.3%	3.3%	3.2%	3.0%	3.8%	3.5%	3.4%	3.5%
%H		95.6%	91.2%	41.2%	19.1%	70.6%	36.8%	33.8%
Not working	826	790	755	290	133	576	240	336
%V	40.7%	40.2%	39.5%	31.4%	38.8%	41.4%	32.4%	51.8%
%H		95.6%	91.4%	35.1%	16.1%	69.7%	29.1%	40.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2206	2154	2085	941	372	1553	770	783
%H		97.6%	94.5%	42.7%	16.9%	70.4%	34.9%	35.5%
16 - 19	122	118	114	57	21	90	54	36
%V	5.5%	5.5%	5.5%	6.1%	5.6%	5.8%	7.0%	4.6%
%H		96.7%	93.4%	46.7%	17.2%	73.8%	44.3%	29.5%
20 - 24	169	150	144	66	32	103	56	47
%V	7.7%	7.0%	6.9%	7.0%	8.6%	6.6%	7.3%	6.0%
%H		88.8%	85.2%	39.1%	18.9%	60.9%	33.1%	27.8%
25 - 34	331	317	309	159	63	209	120	89
%V	15.0%	14.7%	14.8%	16.9%	16.9%	13.5%	15.6%	11.4%
%H		95.8%	93.4%	48.0%	19.0%	63.1%	36.3%	26.9%
35 - 44	366	359	356	197	63	257	157	100
%V	16.6%	16.7%	17.1%	20.9%	16.9%	16.5%	20.4%	12.8%
%H		98.1%	97.3%	53.8%	17.2%	70.2%	42.9%	27.3%
45 - 54	402	397	390	186	78	288	162	126
%V	18.2%	18.4%	18.7%	19.8%	21.0%	18.5%	21.0%	16.1%
%H		98.8%	97.0%	46.3%	19.4%	71.6%	40.3%	31.3%
55 - 64	337	336	328	145	62	246	124	123
%V	15.3%	15.6%	15.7%	15.4%	16.7%	15.8%	16.1%	15.7%
%H		99.7%	97.3%	43.0%	18.4%	73.0%	36.8%	36.5%
65+	478	476	444	129	53	358	96	262
%V	21.7%	22.1%	21.3%	13.7%	14.2%	23.1%	12.5%	33.5%
%H		99.6%	92.9%	27.0%	11.1%	74.9%	20.1%	54.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2206	2154	2085	941	372	1553	770	783
%H		97.6%	94.5%	42.7%	16.9%	70.4%	34.9%	35.5%
AB	450	443	432	201	75	312	154	157
%V	20.4%	20.6%	20.7%	21.4%	20.2%	20.1%	20.0%	20.1%
%H		98.4%	96.0%	44.7%	16.7%	69.3%	34.2%	34.9%
C1	672	645	625	297	113	462	243	220
%V	30.5%	29.9%	30.0%	31.6%	30.4%	29.7%	31.6%	28.1%
%H		96.0%	93.0%	44.2%	16.8%	68.8%	36.2%	32.7%
C2	383	379	374	195	71	276	166	111
%V	17.4%	17.6%	17.9%	20.7%	19.1%	17.8%	21.6%	14.2%
%H		99.0%	97.7%	50.9%	18.5%	72.1%	43.3%	29.0%
D	390	383	372	155	76	278	135	142
%V	17.7%	17.8%	17.8%	16.5%	20.4%	17.9%	17.5%	18.1%
%H		98.2%	95.4%	39.7%	19.5%	71.3%	34.6%	36.4%
E	310	304	282	94	37	225	72	153
%V	14.1%	14.1%	13.5%	10.0%	9.9%	14.5%	9.4%	19.5%
%H		98.1%	91.0%	30.3%	11.9%	72.6%	23.2%	49.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2206	2154	2085	941	372	1553	770	783
%H		97.6%	94.5%	42.7%	16.9%	70.4%	34.9%	35.5%
Working full time	742	730	722	381	136	517	308	209
%V	33.6%	33.9%	34.6%	40.5%	36.6%	33.3%	40.0%	26.7%
%H		98.4%	97.3%	51.3%	18.3%	69.7%	41.5%	28.2%
Working part time	341	338	333	174	67	242	149	94
%V	15.5%	15.7%	16.0%	18.5%	18.0%	15.6%	19.4%	12.0%
%H		99.1%	97.7%	51.0%	19.6%	71.0%	43.7%	27.6%
Not working	1123	1087	1030	386	169	793	313	480
%V	50.9%	50.5%	49.4%	41.0%	45.4%	51.1%	40.6%	61.3%
%H		96.8%	91.7%	34.4%	15.0%	70.6%	27.9%	42.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
AB	133	132	121	64	13	76	32	44
%V	18.6%	18.9%	20.2%	19.8%	21.3%	21.5%	22.5%	20.7%
%H (All HH)		99.2%	91.0%	48.1%	9.8%	57.1%	24.1%	33.1%
%H (TV HH)			91.7%	48.5%	9.8%	57.6%	24.2%	33.3%
C1	175	171	153	88	16	92	42	49
%V	24.5%	24.5%	25.6%	27.2%	26.2%	26.0%	29.6%	23.0%
%H (All HH)		97.7%	87.4%	50.3%	9.1%	52.6%	24.0%	28.0%
%H (TV HH)			89.5%	51.5%	9.4%	53.8%	24.6%	28.7%
C2	150	146	128	74	9	76	31	46
%V	21.0%	20.9%	21.4%	22.8%	14.8%	21.5%	21.8%	21.6%
%H (All HH)		97.3%	85.3%	49.3%	6.0%	50.7%	20.7%	30.7%
%H (TV HH)			87.7%	50.7%	6.2%	52.1%	21.2%	31.5%
D	126	122	105	55	10	62	24	37
%V	17.6%	17.5%	17.6%	17.0%	16.4%	17.5%	16.9%	17.4%
%H (All HH)		96.8%	83.3%	43.7%	7.9%	49.2%	19.0%	29.4%
%H (TV HH)			86.1%	45.1%	8.2%	50.8%	19.7%	30.3%
E	132	128	92	43	12	49	13	37
%V	18.5%	18.3%	15.4%	13.3%	19.7%	13.8%	9.2%	17.4%
%H (All HH)		97.0%	69.7%	32.6%	9.1%	37.1%	9.8%	28.0%
%H (TV HH)			71.9%	33.6%	9.4%	38.3%	10.2%	28.9%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
Under 25	31	28	25	12	4	14	5	9
%V	4.3%	4.0%	4.2%	3.7%	6.6%	4.0%	3.5%	4.2%
%H (All HH)		90.3%	80.6%	38.7%	12.9%	45.2%	16.1%	29.0%
%H (TV HH)			89.3%	42.9%	14.3%	50.0%	17.9%	32.1%
25 - 34	114	111	104	61	14	54	25	29
%V	15.9%	15.9%	17.4%	18.8%	23.0%	15.3%	17.6%	13.6%
%H (All HH)		97.4%	91.2%	53.5%	12.3%	47.4%	21.9%	25.4%
%H (TV HH)			93.7%	55.0%	12.6%	48.6%	22.5%	26.1%
35 - 44	144	141	130	79	12	74	35	39
%V	20.1%	20.2%	21.7%	24.4%	19.7%	20.9%	24.6%	18.3%
%H (All HH)		97.9%	90.3%	54.9%	8.3%	51.4%	24.3%	27.1%
%H (TV HH)			92.2%	56.0%	8.5%	52.5%	24.8%	27.7%
45 - 54	147	144	130	73	12	79	34	45
%V	20.6%	20.6%	21.7%	22.5%	19.7%	22.3%	23.9%	21.1%
%H (All HH)		98.0%	88.4%	49.7%	8.2%	53.7%	23.1%	30.6%
%H (TV HH)			90.3%	50.7%	8.3%	54.9%	23.6%	31.3%
55 - 64	116	114	97	51	11	61	24	36
%V	16.2%	16.3%	16.2%	15.7%	18.0%	17.2%	16.9%	16.9%
%H (All HH)		98.3%	83.6%	44.0%	9.5%	52.6%	20.7%	31.0%
%H (TV HH)			85.1%	44.7%	9.6%	53.5%	21.1%	31.6%
65 +	164	161	113	49	8	73	18	55
%V	22.9%	23.0%	18.9%	15.1%	13.1%	20.6%	12.7%	25.8%
%H (All HH)		98.2%	68.9%	29.9%	4.9%	44.5%	11.0%	33.5%
%H (TV HH)			70.2%	30.4%	5.0%	45.3%	11.2%	34.2%

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 2010 - June 2011

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
1	218	208	150	59	16	91	17	74
%V	30.5%	29.8%	25.1%	18.2%	26.2%	25.7%	12.0%	34.7%
%H (All HH)		95.4%	68.8%	27.1%	7.3%	41.7%	7.8%	33.9%
%H (TV HH)			72.1%	28.4%	7.7%	43.8%	8.2%	35.6%
2	208	205	179	95	17	106	40	66
%V	29.1%	29.3%	29.9%	29.3%	27.9%	29.9%	28.2%	31.0%
%H (All HH)		98.6%	86.1%	45.7%	8.2%	51.0%	19.2%	31.7%
%H (TV HH)			87.3%	46.3%	8.3%	51.7%	19.5%	32.2%
3	110	109	101	59	12	58	28	30
%V	15.4%	15.6%	16.9%	18.2%	19.7%	16.4%	19.7%	14.1%
%H (All HH)		99.1%	91.8%	53.6%	10.9%	52.7%	25.5%	27.3%
%H (TV HH)			92.7%	54.1%	11.0%	53.2%	25.7%	27.5%
4	109	108	102	68	10	62	36	25
%V	15.2%	15.5%	17.1%	21.0%	16.4%	17.5%	25.4%	11.7%
%H (All HH)		99.1%	93.6%	62.4%	9.2%	56.9%	33.0%	22.9%
%H (TV HH)			94.4%	63.0%	9.3%	57.4%	33.3%	23.1%
5+	72	70	65	43	6	37	20	17
%V	10.1%	10.0%	10.9%	13.3%	9.8%	10.5%	14.1%	8.0%
%H (All HH)		97.2%	90.3%	59.7%	8.3%	51.4%	27.8%	23.6%
%H (TV HH)			92.9%	61.4%	8.6%	52.9%	28.6%	24.3%
Average HH size	2.50	2.51	2.64	2.88	2.57	2.61	3.07	2.30

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 2010 - June 2011

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
Without	507	493	405	200	41	246	84	162
%V	70.9%	70.5%	67.7%	61.7%	67.2%	69.5%	59.2%	76.1%
%H (All HH)		97.2%	79.9%	39.4%	8.1%	48.5%	16.6%	32.0%
%H (TV HH)			82.2%	40.6%	8.3%	49.9%	17.0%	32.9%
With	209	207	194	124	20	108	58	50
%V	29.2%	29.6%	32.4%	38.3%	32.8%	30.5%	40.8%	23.5%
%H (All HH)		99.0%	92.8%	59.3%	9.6%	51.7%	27.8%	23.9%
%H (TV HH)			93.7%	59.9%	9.7%	52.2%	28.0%	24.2%
0 - 3	84	83	77	49	8	42	21	20
%V	11.7%	11.9%	12.9%	15.1%	13.1%	11.9%	14.8%	9.4%
%H (All HH)		98.8%	91.7%	58.3%	9.5%	50.0%	25.0%	23.8%
%H (TV HH)			92.8%	59.0%	9.6%	50.6%	25.3%	24.1%
4 - 9	103	102	98	65	10	52	29	23
%V	14.4%	14.6%	16.4%	20.1%	16.4%	14.7%	20.4%	10.8%
%H (All HH)		99.0%	95.1%	63.1%	9.7%	50.5%	28.2%	22.3%
%H (TV HH)			96.1%	63.7%	9.8%	51.0%	28.4%	22.5%
10 - 15	108	107	99	64	9	57	31	26
%V	15.1%	15.3%	16.6%	19.8%	14.8%	16.1%	21.8%	12.2%
%H (All HH)		99.1%	91.7%	59.3%	8.3%	52.8%	28.7%	24.1%
%H (TV HH)			92.5%	59.8%	8.4%	53.3%	29.0%	24.3%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
1	234	234	173	80	21	83	14	69
%V	32.7%	33.5%	28.9%	24.7%	34.4%	23.4%	9.9%	32.4%
%H (All HH)		100.0%	73.9%	34.2%	9.0%	35.5%	6.0%	29.5%
%H (TV HH)			73.9%	34.2%	9.0%	35.5%	6.0%	29.5%
2	252	252	220	114	21	135	49	87
%V	35.2%	36.1%	36.8%	35.2%	34.4%	38.1%	34.5%	40.8%
%H (All HH)		100.0%	87.3%	45.2%	8.3%	53.6%	19.4%	34.5%
%H (TV HH)			87.3%	45.2%	8.3%	53.6%	19.4%	34.5%
3	117	117	110	65	12	71	37	33
%V	16.4%	16.7%	18.4%	20.1%	19.7%	20.1%	26.1%	15.5%
%H (All HH)		100.0%	94.0%	55.6%	10.3%	60.7%	31.6%	28.2%
%H (TV HH)			94.0%	55.6%	10.3%	60.7%	31.6%	28.2%
4	59	59	58	37	6	40	24	16
%V	8.3%	8.4%	9.7%	11.4%	9.8%	11.3%	16.9%	7.5%
%H (All HH)		100.0%	98.3%	62.7%	10.2%	67.8%	40.7%	27.1%
%H (TV HH)			98.3%	62.7%	10.2%	67.8%	40.7%	27.1%
5+	37	37	36	28	1	25	18	8
%V	5.2%	5.3%	6.0%	8.6%	1.6%	7.1%	12.7%	3.8%
%H (All HH)		100.0%	97.3%	75.7%	2.7%	67.6%	48.6%	21.6%
%H (TV HH)			97.3%	75.7%	2.7%	67.6%	48.6%	21.6%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Ulster
Household level data
Table 12.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
Under 20"	264	264	230	125	22	151	68	83
%V	36.9%	37.8%	38.5%	38.6%	36.1%	42.7%	47.9%	39.0%
%H (All HH)		100.0%	87.1%	47.3%	8.3%	57.2%	25.8%	31.4%
%H (TV HH)			87.1%	47.3%	8.3%	57.2%	25.8%	31.4%
20" - 29"	380	380	309	159	31	195	76	119
%V	53.1%	54.4%	51.7%	49.1%	50.8%	55.1%	53.5%	55.9%
%H (All HH)		100.0%	81.3%	41.8%	8.2%	51.3%	20.0%	31.3%
%H (TV HH)			81.3%	41.8%	8.2%	51.3%	20.0%	31.3%
30" - 39"	342	342	320	181	32	195	87	108
%V	47.8%	48.9%	53.5%	55.9%	52.5%	55.1%	61.3%	50.7%
%H (All HH)		100.0%	93.6%	52.9%	9.4%	57.0%	25.4%	31.6%
%H (TV HH)			93.6%	52.9%	9.4%	57.0%	25.4%	31.6%
40" and over	210	210	206	140	20	114	67	47
%V	29.4%	30.0%	34.4%	43.2%	32.8%	32.2%	47.2%	22.1%
%H (All HH)		100.0%	98.1%	66.7%	9.5%	54.3%	31.9%	22.4%
%H (TV HH)			98.1%	66.7%	9.5%	54.3%	31.9%	22.4%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
Main living room	689	689	590	320	61	349	140	209
%V	96.4%	98.6%	98.7%	98.8%	100.0%	98.6%	98.6%	98.1%
%H (All HH)		100.0%	85.6%	46.4%	8.9%	50.7%	20.3%	30.3%
%H (TV HH)			85.6%	46.4%	8.9%	50.7%	20.3%	30.3%
Kitchen	192	192	172	103	10	114	54	60
%V	26.9%	27.5%	28.8%	31.8%	16.4%	32.2%	38.0%	28.2%
%H (All HH)		100.0%	89.6%	53.6%	5.2%	59.4%	28.1%	31.3%
%H (TV HH)			89.6%	53.6%	5.2%	59.4%	28.1%	31.3%
Adult's bedroom	299	299	279	162	31	176	89	87
%V	41.8%	42.8%	46.7%	50.0%	50.8%	49.7%	62.7%	40.8%
%H (All HH)		100.0%	93.3%	54.2%	10.4%	58.9%	29.8%	29.1%
%H (TV HH)			93.3%	54.2%	10.4%	58.9%	29.8%	29.1%
Child's bedroom	63	63	62	41	6	41	26	15
%V	8.8%	9.0%	10.4%	12.7%	9.8%	11.6%	18.3%	7.0%
%H (All HH)		100.0%	98.4%	65.1%	9.5%	65.1%	41.3%	23.8%
%H (TV HH)			98.4%	65.1%	9.5%	65.1%	41.3%	23.8%
Other bedroom	16	16	16	9	2	11	6	5
%V	2.2%	2.3%	2.7%	2.8%	3.3%	3.1%	4.2%	2.3%
%H (All HH)		100.0%	100.0%	56.3%	12.5%	68.8%	37.5%	31.3%
%H (TV HH)			100.0%	56.3%	12.5%	68.8%	37.5%	31.3%
Second living/dining room	132	132	124	79	8	83	45	38
%V	18.5%	18.9%	20.7%	24.4%	13.1%	23.4%	31.7%	17.8%
%H (All HH)		100.0%	93.9%	59.8%	6.1%	62.9%	34.1%	28.8%
%H (TV HH)			93.9%	59.8%	6.1%	62.9%	34.1%	28.8%
Study/office	13	13	12	8	1	8	5	3
%V	1.8%	1.9%	2.0%	2.5%	1.6%	2.3%	3.5%	1.4%
%H (All HH)		100.0%	92.3%	61.5%	7.7%	61.5%	38.5%	23.1%
%H (TV HH)			92.3%	61.5%	7.7%	61.5%	38.5%	23.1%
TV room	11	11	10	7	0	6	3	3
%V	1.5%	1.6%	1.7%	2.2%	0.0%	1.7%	2.1%	1.4%
%H (All HH)		100.0%	90.9%	63.6%	0.0%	54.5%	27.3%	27.3%
%H (TV HH)			90.9%	63.6%	0.0%	54.5%	27.3%	27.3%
No specific location	1	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.2%	0.3%	0.0%	0.3%	0.7%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	2	2	2	1	0	1	0	1
%V	0.3%	0.3%	0.3%	0.3%	0.0%	0.3%	0.0%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	50.0%	0.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	50.0%	0.0%	50.0%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Ulster

Household level data

Table 12.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
PVR	266	266	266	217	21	126	97	29
%V	37.2%	38.1%	44.5%	67.0%	34.4%	35.6%	68.3%	13.6%
%H (All HH)		100.0%	100.0%	81.6%	7.9%	47.4%	36.5%	10.9%
%H (TV HH)			100.0%	81.6%	7.9%	47.4%	36.5%	10.9%
DVDR	112	112	101	61	9	66	34	32
%V	15.7%	16.0%	16.9%	18.8%	14.8%	18.6%	23.9%	15.0%
%H (All HH)		100.0%	90.2%	54.5%	8.0%	58.9%	30.4%	28.6%
%H (TV HH)			90.2%	54.5%	8.0%	58.9%	30.4%	28.6%
VCR	114	114	91	44	10	59	22	37
%V	15.9%	16.3%	15.2%	13.6%	16.4%	16.7%	15.5%	17.4%
%H (All HH)		100.0%	79.8%	38.6%	8.8%	51.8%	19.3%	32.5%
%H (TV HH)			79.8%	38.6%	8.8%	51.8%	19.3%	32.5%
Any recorder	388	388	358	250	32	189	112	77
%V	54.3%	55.5%	59.9%	77.2%	52.5%	53.4%	78.9%	36.2%
%H (All HH)		100.0%	92.3%	64.4%	8.2%	48.7%	28.9%	19.8%
%H (TV HH)			92.3%	64.4%	8.2%	48.7%	28.9%	19.8%

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 2010 - June 2011
BBC Ulster
Household level data
Table 12.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
Receives HDTV (via STB or built-in reception)	140	140	140	101	23	70	53	17
%V	19.6%	20.0%	23.4%	31.2%	37.7%	19.8%	37.3%	8.0%
%H (All HH)		100.0%	100.0%	72.1%	16.4%	50.0%	37.9%	12.1%
%H (TV HH)			100.0%	72.1%	16.4%	50.0%	37.9%	12.1%
DVD/Blu-ray player or recorder	548	548	496	279	50	297	129	168
%V	76.6%	78.4%	82.9%	86.1%	82.0%	83.9%	90.8%	78.9%
%H (All HH)		100.0%	90.5%	50.9%	9.1%	54.2%	23.5%	30.7%
%H (TV HH)			90.5%	50.9%	9.1%	54.2%	23.5%	30.7%

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 2010 - June 2011
BBC Ulster
Household level data
Table 12.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
Has PC or Laptop	482	475	444	261	49	256	122	135
%V	67.4%	68.0%	74.2%	80.6%	80.3%	72.3%	85.9%	63.4%
%H (All HH)		98.5%	92.1%	54.1%	10.2%	53.1%	25.3%	28.0%
%H (TV HH)			93.5%	54.9%	10.3%	53.9%	25.7%	28.4%
Has broadband internet	448	442	417	251	47	238	118	120
%V	62.7%	63.2%	69.7%	77.5%	77.0%	67.2%	83.1%	56.3%
%H (All HH)		98.7%	93.1%	56.0%	10.5%	53.1%	26.3%	26.8%
%H (TV HH)			94.3%	56.8%	10.6%	53.8%	26.7%	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 2010 - June 2011
BBC Ulster
Set level data
Table 12.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1528	1375	801	128	863	415	449
%H		90.0%	52.4%	8.4%	56.5%	27.2%	29.4%
Under 20"	366	328	185	31	216	104	112
%V	24.0%	23.9%	23.1%	24.2%	25.0%	25.1%	24.9%
%H		89.6%	50.5%	8.5%	59.0%	28.4%	30.6%
20" - 29"	523	438	234	39	288	122	166
%V	34.2%	31.9%	29.2%	30.5%	33.4%	29.4%	37.0%
%H		83.7%	44.7%	7.5%	55.1%	23.3%	31.7%
30" - 39"	403	379	223	37	232	112	121
%V	26.4%	27.6%	27.8%	28.9%	26.9%	27.0%	26.9%
%H		94.0%	55.3%	9.2%	57.6%	27.8%	30.0%
40" and over	232	228	157	22	127	78	49
%V	15.2%	16.6%	19.6%	17.2%	14.7%	18.8%	10.9%
%H		98.3%	67.7%	9.5%	54.7%	33.6%	21.1%
Don't know	3	2	2	0	1	0	1
%V	0.2%	0.1%	0.2%	0.0%	0.1%	0.0%	0.2%
%H		66.7%	66.7%	0.0%	33.3%	0.0%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	1528	1375	801	128	863	415	449
%H		90.0%	52.4%	8.4%	56.5%	27.2%	29.4%
Main living room	693	594	321	61	352	141	211
%V	45.4%	43.2%	40.1%	47.7%	40.8%	34.0%	47.0%
%H		85.7%	46.3%	8.8%	50.8%	20.3%	30.4%
Kitchen	192	173	103	10	115	54	60
%V	12.6%	12.6%	12.9%	7.8%	13.3%	13.0%	13.4%
%H		90.1%	53.6%	5.2%	59.9%	28.1%	31.3%
Adult's bedroom	380	358	214	38	231	123	108
%V	24.9%	26.0%	26.7%	29.7%	26.8%	29.6%	24.1%
%H		94.2%	56.3%	10.0%	60.8%	32.4%	28.4%
Child's bedroom	84	81	55	7	54	35	19
%V	5.5%	5.9%	6.9%	5.5%	6.3%	8.4%	4.2%
%H		96.4%	65.5%	8.3%	64.3%	41.7%	22.6%
Other bedroom	18	18	10	2	12	6	5
%V	1.2%	1.3%	1.2%	1.6%	1.4%	1.4%	1.1%
%H		100.0%	55.6%	11.1%	66.7%	33.3%	27.8%
Second living/dining room	134	126	80	8	84	45	38
%V	8.8%	9.2%	10.0%	6.3%	9.7%	10.8%	8.5%
%H		94.0%	59.7%	6.0%	62.7%	33.6%	28.4%
Study/office	13	12	8	1	8	5	3
%V	0.9%	0.9%	1.0%	0.8%	0.9%	1.2%	0.7%
%H		92.3%	61.5%	7.7%	61.5%	38.5%	23.1%
TV room	11	10	7	0	6	3	3
%V	0.7%	0.7%	0.9%	0.0%	0.7%	0.7%	0.7%
%H		90.9%	63.6%	0.0%	54.5%	27.3%	27.3%
No specific location	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	2	2	1	0	1	0	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%
%H		100.0%	50.0%	0.0%	50.0%	0.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1528	1375	801	128	863	415	449
%H		90.0%	52.4%	8.4%	56.5%	27.2%	29.4%
PVR	351	351	294	24	157	123	34
%V	23.0%	25.5%	36.7%	18.8%	18.2%	29.6%	7.6%
%H		100.0%	83.8%	6.8%	44.7%	35.0%	9.7%
DVDR	142	130	82	10	87	49	38
%V	9.3%	9.5%	10.2%	7.8%	10.1%	11.8%	8.5%
%H		91.5%	57.7%	7.0%	61.3%	34.5%	26.8%
VCR	129	104	51	12	67	26	42
%V	8.4%	7.6%	6.4%	9.4%	7.8%	6.3%	9.4%
%H		80.6%	39.5%	9.3%	51.9%	20.2%	32.6%
Any recorder	529	495	362	40	258	162	96
%V	34.6%	36.0%	45.2%	31.3%	29.9%	39.0%	21.4%
%H		93.6%	68.4%	7.6%	48.8%	30.6%	18.1%

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	1528	1375	801	128	863	415	449
%H		90.0%	52.4%	8.4%	56.5%	27.2%	29.4%
Receives HDTV (via STB or built-in reception)	180	180	133	27	88	66	22
%V	11.8%	13.1%	16.6%	21.1%	10.2%	15.9%	4.9%
%H		100.0%	73.9%	15.0%	48.9%	36.7%	12.2%
DVD/Blu-ray player or recorder	827	769	459	75	478	240	238
%V	54.1%	55.9%	57.3%	58.6%	55.4%	57.8%	53.0%
%H		93.0%	55.5%	9.1%	57.8%	29.0%	28.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	698	598	324	61	354	141	212
%H		85.7%	46.4%	8.7%	50.7%	20.2%	30.4%
Under 20"	23	13	3	1	9	1	8
%V	3.3%	2.2%	0.9%	1.6%	2.5%	0.7%	3.8%
%H		56.5%	13.0%	4.3%	39.1%	4.3%	34.8%
20" - 29"	204	139	56	15	83	16	67
%V	29.2%	23.2%	17.3%	24.6%	23.4%	11.3%	31.6%
%H		68.1%	27.5%	7.4%	40.7%	7.8%	32.8%
30" - 39"	271	249	131	26	154	61	93
%V	38.8%	41.6%	40.4%	42.6%	43.5%	43.3%	43.9%
%H		91.9%	48.3%	9.6%	56.8%	22.5%	34.3%
40" and over	199	196	133	20	106	63	44
%V	28.5%	32.8%	41.0%	32.8%	29.9%	44.7%	20.8%
%H		98.5%	66.8%	10.1%	53.3%	31.7%	22.1%
Don't know	2	1	1	0	1	0	1
%V	0.3%	0.2%	0.3%	0.0%	0.3%	0.0%	0.5%
%H		50.0%	50.0%	0.0%	50.0%	0.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Ulster
Set level data
Table 12.16: Main Set Recorders
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	698	598	324	61	354	141	212
%H		85.7%	46.4%	8.7%	50.7%	20.2%	30.4%
PVR	258	257	212	21	120	93	26
%V	37.0%	43.0%	65.4%	34.4%	33.9%	66.0%	12.3%
%H		99.6%	82.2%	8.1%	46.5%	36.0%	10.1%
DVDR	91	81	49	7	52	27	25
%V	13.0%	13.5%	15.1%	11.5%	14.7%	19.1%	11.8%
%H		89.0%	53.8%	7.7%	57.1%	29.7%	27.5%
VCR	93	71	32	8	46	15	31
%V	13.3%	11.9%	9.9%	13.1%	13.0%	10.6%	14.6%
%H		76.3%	34.4%	8.6%	49.5%	16.1%	33.3%
Any recorder	368	339	243	30	175	107	67
%V	52.7%	56.7%	75.0%	49.2%	49.4%	75.9%	31.6%
%H		92.1%	66.0%	8.2%	47.6%	29.1%	18.2%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	698	598	324	61	354	141	212
%H		85.7%	46.4%	8.7%	50.7%	20.2%	30.4%
Receives HDTV (via STB or built-in reception)	136	136	98	23	67	51	16
%V	19.5%	22.7%	30.2%	37.7%	18.9%	36.2%	7.5%
%H		100.0%	72.1%	16.9%	49.3%	37.5%	11.8%
DVD/Blu-ray player or recorder	513	465	262	47	275	118	157
%V	73.5%	77.8%	80.9%	77.0%	77.7%	83.7%	74.1%
%H		90.6%	51.1%	9.2%	53.6%	23.0%	30.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	829	777	478	67	510	273	236
%H		93.7%	57.7%	8.1%	61.5%	32.9%	28.5%
Under 20"	344	315	183	30	206	103	104
%V	41.5%	40.5%	38.3%	44.8%	40.4%	37.7%	44.1%
%H		91.6%	53.2%	8.7%	59.9%	29.9%	30.2%
20" - 29"	319	299	178	24	205	106	99
%V	38.5%	38.5%	37.2%	35.8%	40.2%	38.8%	41.9%
%H		93.7%	55.8%	7.5%	64.3%	33.2%	31.0%
30" - 39"	133	130	92	12	78	50	28
%V	16.0%	16.7%	19.2%	17.9%	15.3%	18.3%	11.9%
%H		97.7%	69.2%	9.0%	58.6%	37.6%	21.1%
40" and over	33	32	25	2	20	15	5
%V	4.0%	4.1%	5.2%	3.0%	3.9%	5.5%	2.1%
%H		97.0%	75.8%	6.1%	60.6%	45.5%	15.2%
Don't know	1	1	1	0	0	0	0
%V	0.1%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	100.0%	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 2010 - June 2011

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	829	777	478	67	510	273	236
%H		93.7%	57.7%	8.1%	61.5%	32.9%	28.5%
PVR	93	93	82	4	38	30	7
%V	11.2%	12.0%	17.2%	6.0%	7.5%	11.0%	3.0%
%H		100.0%	88.2%	4.3%	40.9%	32.3%	7.5%
DVDR	51	49	33	3	35	22	13
%V	6.2%	6.3%	6.9%	4.5%	6.9%	8.1%	5.5%
%H		96.1%	64.7%	5.9%	68.6%	43.1%	25.5%
VCR	36	33	18	4	21	10	11
%V	4.3%	4.2%	3.8%	6.0%	4.1%	3.7%	4.7%
%H		91.7%	50.0%	11.1%	58.3%	27.8%	30.6%
Any recorder	162	156	118	10	83	54	29
%V	19.5%	20.1%	24.7%	14.9%	16.3%	19.8%	12.3%
%H		96.3%	72.8%	6.2%	51.2%	33.3%	17.9%

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	829	777	478	67	510	273	236
%H		93.7%	57.7%	8.1%	61.5%	32.9%	28.5%
Receives HDTV (via STB or built-in reception)	44	44	35	5	21	16	5
%V	5.3%	5.7%	7.3%	7.5%	4.1%	5.9%	2.1%
%H		100.0%	79.5%	11.4%	47.7%	36.4%	11.4%
DVD/Blu-ray player or recorder	314	304	197	29	202	122	81
%V	37.9%	39.1%	41.2%	43.3%	39.6%	44.7%	34.3%
%H		96.8%	62.7%	9.2%	64.3%	38.9%	25.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	1785	1756	1577	932	157	924	434	490
%H		98.4%	88.3%	52.2%	8.8%	51.8%	24.3%	27.5%
Total Children	383	379	358	234	35	197	107	90
%V	21.5%	21.6%	22.7%	25.1%	22.3%	21.3%	24.7%	18.4%
%H		99.0%	93.5%	61.1%	9.1%	51.4%	27.9%	23.5%
0 - 3	101	100	94	61	9	51	26	25
%V	5.7%	5.7%	6.0%	6.5%	5.7%	5.5%	6.0%	5.1%
%H		99.0%	93.1%	60.4%	8.9%	50.5%	25.7%	24.8%
4 - 15	282	279	264	173	25	145	81	65
%V	15.8%	15.9%	16.7%	18.6%	15.9%	15.7%	18.7%	13.3%
%H		98.9%	93.6%	61.3%	8.9%	51.4%	28.7%	23.0%
4 - 9	139	138	132	87	13	71	39	32
%V	7.8%	7.9%	8.4%	9.3%	8.3%	7.7%	9.0%	6.5%
%H		99.3%	95.0%	62.6%	9.4%	51.1%	28.1%	23.0%
10 - 15	143	141	131	86	12	74	41	33
%V	8.0%	8.0%	8.3%	9.2%	7.6%	8.0%	9.4%	6.7%
%H		98.6%	91.6%	60.1%	8.4%	51.7%	28.7%	23.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	1785	1756	1577	932	157	924	434	490
%H		98.4%	88.3%	52.2%	8.8%	51.8%	24.3%	27.5%
Total Adults (16+)	1402	1377	1219	698	122	728	327	400
%V	78.5%	78.4%	77.3%	74.9%	77.7%	78.8%	75.3%	81.6%
%H		98.2%	86.9%	49.8%	8.7%	51.9%	23.3%	28.5%
16 - 19	101	100	93	59	8	56	30	27
%V	5.7%	5.7%	5.9%	6.3%	5.1%	6.1%	6.9%	5.5%
%H		99.0%	92.1%	58.4%	7.9%	55.4%	29.7%	26.7%
20 - 24	119	116	106	60	14	63	31	32
%V	6.7%	6.6%	6.7%	6.4%	8.9%	6.8%	7.1%	6.5%
%H		97.5%	89.1%	50.4%	11.8%	52.9%	26.1%	26.9%
25 - 34	248	242	225	133	30	122	61	61
%V	13.9%	13.8%	14.3%	14.3%	19.1%	13.2%	14.1%	12.4%
%H		97.6%	90.7%	53.6%	12.1%	49.2%	24.6%	24.6%
35 - 44	246	243	225	141	18	130	64	67
%V	13.8%	13.8%	14.3%	15.1%	11.5%	14.1%	14.7%	13.7%
%H		98.8%	91.5%	57.3%	7.3%	52.8%	26.0%	27.2%
45 - 54	244	240	219	129	21	131	61	70
%V	13.7%	13.7%	13.9%	13.8%	13.4%	14.2%	14.1%	14.3%
%H		98.4%	89.8%	52.9%	8.6%	53.7%	25.0%	28.7%
55 - 64	193	190	167	92	18	107	48	59
%V	10.8%	10.8%	10.6%	9.9%	11.5%	11.6%	11.1%	12.0%
%H		98.4%	86.5%	47.7%	9.3%	55.4%	24.9%	30.6%
65+	251	247	183	83	13	118	32	86
%V	14.1%	14.1%	11.6%	8.9%	8.3%	12.8%	7.4%	17.6%
%H		98.4%	72.9%	33.1%	5.2%	47.0%	12.7%	34.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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+)	1402	1377	1219	698	122	728	327	400
%H		98.2%	86.9%	49.8%	8.7%	51.9%	23.3%	28.5%
AB	285	282	264	148	32	162	74	88
%V	20.3%	20.5%	21.7%	21.2%	26.2%	22.3%	22.6%	22.0%
%H		98.9%	92.6%	51.9%	11.2%	56.8%	26.0%	30.9%
C1	360	354	326	194	33	201	103	98
%V	25.7%	25.7%	26.7%	27.8%	27.0%	27.6%	31.5%	24.5%
%H		98.3%	90.6%	53.9%	9.2%	55.8%	28.6%	27.2%
C2	318	312	275	166	18	168	74	93
%V	22.7%	22.7%	22.6%	23.8%	14.8%	23.1%	22.6%	23.3%
%H		98.1%	86.5%	52.2%	5.7%	52.8%	23.3%	29.2%
D	250	244	215	118	22	125	53	72
%V	17.8%	17.7%	17.6%	16.9%	18.0%	17.2%	16.2%	18.0%
%H		97.6%	86.0%	47.2%	8.8%	50.0%	21.2%	28.8%
E	189	185	139	71	18	72	22	50
%V	13.5%	13.4%	11.4%	10.2%	14.8%	9.9%	6.7%	12.5%
%H		97.9%	73.5%	37.6%	9.5%	38.1%	11.6%	26.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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+)	1402	1377	1219	698	122	728	327	400
%H		98.2%	86.9%	49.8%	8.7%	51.9%	23.3%	28.5%
Working full time	623	611	565	338	58	330	160	170
%V	44.4%	44.4%	46.3%	48.4%	47.5%	45.3%	48.9%	42.5%
%H		98.1%	90.7%	54.3%	9.3%	53.0%	25.7%	27.3%
Working part time	143	140	131	80	13	78	40	38
%V	10.2%	10.2%	10.7%	11.5%	10.7%	10.7%	12.2%	9.5%
%H		97.9%	91.6%	55.9%	9.1%	54.5%	28.0%	26.6%
Not working	636	626	523	279	52	320	127	193
%V	45.4%	45.5%	42.9%	40.0%	42.6%	44.0%	38.8%	48.3%
%H		98.4%	82.2%	43.9%	8.2%	50.3%	20.0%	30.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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+)	681	665	597	348	59	352	162	191
%H		97.7%	87.7%	51.1%	8.7%	51.7%	23.8%	28.0%
16 - 19	49	48	45	29	4	27	15	12
%V	7.2%	7.2%	7.5%	8.3%	6.8%	7.7%	9.3%	6.3%
%H		98.0%	91.8%	59.2%	8.2%	55.1%	30.6%	24.5%
20 - 24	63	61	58	34	8	33	17	16
%V	9.3%	9.2%	9.7%	9.8%	13.6%	9.4%	10.5%	8.4%
%H		96.8%	92.1%	54.0%	12.7%	52.4%	27.0%	25.4%
25 - 34	123	119	110	65	15	60	31	29
%V	18.1%	17.9%	18.4%	18.7%	25.4%	17.0%	19.1%	15.2%
%H		96.7%	89.4%	52.8%	12.2%	48.8%	25.2%	23.6%
35 - 44	121	119	110	67	8	64	30	35
%V	17.8%	17.9%	18.4%	19.3%	13.6%	18.2%	18.5%	18.3%
%H		98.3%	90.9%	55.4%	6.6%	52.9%	24.8%	28.9%
45 - 54	119	116	107	63	11	63	29	34
%V	17.5%	17.4%	17.9%	18.1%	18.6%	17.9%	17.9%	17.8%
%H		97.5%	89.9%	52.9%	9.2%	52.9%	24.4%	28.6%
55 - 64	95	93	83	47	9	51	24	28
%V	14.0%	14.0%	13.9%	13.5%	15.3%	14.5%	14.8%	14.7%
%H		97.9%	87.4%	49.5%	9.5%	53.7%	25.3%	29.5%
65+	111	109	85	42	6	53	17	36
%V	16.3%	16.4%	14.2%	12.1%	10.2%	15.1%	10.5%	18.8%
%H		98.2%	76.6%	37.8%	5.4%	47.7%	15.3%	32.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	681	665	597	348	59	352	162	191
%H		97.7%	87.7%	51.1%	8.7%	51.7%	23.8%	28.0%
AB	140	138	129	74	16	78	38	41
%V	20.6%	20.8%	21.6%	21.3%	27.1%	22.2%	23.5%	21.5%
%H		98.6%	92.1%	52.9%	11.4%	55.7%	27.1%	29.3%
C1	169	165	155	94	16	95	50	45
%V	24.8%	24.8%	26.0%	27.0%	27.1%	27.0%	30.9%	23.6%
%H		97.6%	91.7%	55.6%	9.5%	56.2%	29.6%	26.6%
C2	172	168	149	89	10	90	39	50
%V	25.3%	25.3%	25.0%	25.6%	16.9%	25.6%	24.1%	26.2%
%H		97.7%	86.6%	51.7%	5.8%	52.3%	22.7%	29.1%
D	122	118	105	59	10	59	26	34
%V	17.9%	17.7%	17.6%	17.0%	16.9%	16.8%	16.0%	17.8%
%H		96.7%	86.1%	48.4%	8.2%	48.4%	21.3%	27.9%
E	79	76	58	30	7	30	9	20
%V	11.6%	11.4%	9.7%	8.6%	11.9%	8.5%	5.6%	10.5%
%H		96.2%	73.4%	38.0%	8.9%	38.0%	11.4%	25.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	681	665	597	348	59	352	162	191
%H		97.7%	87.7%	51.1%	8.7%	51.7%	23.8%	28.0%
Working full time	387	377	349	211	34	204	99	105
%V	56.8%	56.7%	58.5%	60.6%	57.6%	58.0%	61.1%	55.0%
%H		97.4%	90.2%	54.5%	8.8%	52.7%	25.6%	27.1%
Working part time	29	28	26	15	3	16	8	8
%V	4.3%	4.2%	4.4%	4.3%	5.1%	4.5%	4.9%	4.2%
%H		96.6%	89.7%	51.7%	10.3%	55.2%	27.6%	27.6%
Not working	266	260	222	122	22	132	54	78
%V	39.1%	39.1%	37.2%	35.1%	37.3%	37.5%	33.3%	40.8%
%H		97.7%	83.5%	45.9%	8.3%	49.6%	20.3%	29.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	720	711	622	350	63	376	166	210
%H		98.8%	86.4%	48.6%	8.8%	52.2%	23.1%	29.2%
16 - 19	52	52	48	30	4	29	15	14
%V	7.2%	7.3%	7.7%	8.6%	6.3%	7.7%	9.0%	6.7%
%H		100.0%	92.3%	57.7%	7.7%	55.8%	28.8%	26.9%
20 - 24	56	55	48	26	6	30	15	16
%V	7.8%	7.7%	7.7%	7.4%	9.5%	8.0%	9.0%	7.6%
%H		98.2%	85.7%	46.4%	10.7%	53.6%	26.8%	28.6%
25 - 34	124	122	116	68	16	62	30	32
%V	17.2%	17.2%	18.6%	19.4%	25.4%	16.5%	18.1%	15.2%
%H		98.4%	93.5%	54.8%	12.9%	50.0%	24.2%	25.8%
35 - 44	125	124	115	74	10	66	34	32
%V	17.4%	17.4%	18.5%	21.1%	15.9%	17.6%	20.5%	15.2%
%H		99.2%	92.0%	59.2%	8.0%	52.8%	27.2%	25.6%
45 - 54	125	123	112	66	10	68	32	36
%V	17.4%	17.3%	18.0%	18.9%	15.9%	18.1%	19.3%	17.1%
%H		98.4%	89.6%	52.8%	8.0%	54.4%	25.6%	28.8%
55 - 64	98	97	85	45	9	55	24	31
%V	13.6%	13.6%	13.7%	12.9%	14.3%	14.6%	14.5%	14.8%
%H		99.0%	86.7%	45.9%	9.2%	56.1%	24.5%	31.6%
65+	140	138	98	41	7	65	15	50
%V	19.4%	19.4%	15.8%	11.7%	11.1%	17.3%	9.0%	23.8%
%H		98.6%	70.0%	29.3%	5.0%	46.4%	10.7%	35.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	720	711	622	350	63	376	166	210
%H		98.8%	86.4%	48.6%	8.8%	52.2%	23.1%	29.2%
AB	145	144	135	73	16	84	37	47
%V	20.1%	20.3%	21.7%	20.9%	25.4%	22.3%	22.3%	22.4%
%H		99.3%	93.1%	50.3%	11.0%	57.9%	25.5%	32.4%
C1	191	189	170	100	17	106	54	53
%V	26.5%	26.6%	27.3%	28.6%	27.0%	28.2%	32.5%	25.2%
%H		99.0%	89.0%	52.4%	8.9%	55.5%	28.3%	27.7%
C2	146	144	126	77	8	78	35	43
%V	20.3%	20.3%	20.3%	22.0%	12.7%	20.7%	21.1%	20.5%
%H		98.6%	86.3%	52.7%	5.5%	53.4%	24.0%	29.5%
D	129	127	110	59	11	66	27	38
%V	17.9%	17.9%	17.7%	16.9%	17.5%	17.6%	16.3%	18.1%
%H		98.4%	85.3%	45.7%	8.5%	51.2%	20.9%	29.5%
E	110	108	81	41	11	42	13	29
%V	15.3%	15.2%	13.0%	11.7%	17.5%	11.2%	7.8%	13.8%
%H		98.2%	73.6%	37.3%	10.0%	38.2%	11.8%	26.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Ulster
Individual level data
Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	720	711	622	350	63	376	166	210
%H		98.8%	86.4%	48.6%	8.8%	52.2%	23.1%	29.2%
Working full time	237	234	216	127	23	125	61	65
%V	32.9%	32.9%	34.7%	36.3%	36.5%	33.2%	36.7%	31.0%
%H		98.7%	91.1%	53.6%	9.7%	52.7%	25.7%	27.4%
Working part time	114	112	105	65	10	62	32	30
%V	15.8%	15.8%	16.9%	18.6%	15.9%	16.5%	19.3%	14.3%
%H		98.2%	92.1%	57.0%	8.8%	54.4%	28.1%	26.3%
Not working	370	365	301	157	29	188	73	115
%V	51.4%	51.3%	48.4%	44.9%	46.0%	50.0%	44.0%	54.8%
%H		98.6%	81.4%	42.4%	7.8%	50.8%	19.7%	31.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
AB	259	254	254	148	21	195	110	86
%V	19.4%	19.6%	19.6%	20.3%	18.4%	19.0%	19.3%	18.9%
%H (All HH)		98.1%	98.1%	57.1%	8.1%	75.3%	42.5%	33.2%
%H (TV HH)			100.0%	58.3%	8.3%	76.8%	43.3%	33.9%
C1	355	338	338	188	33	267	150	118
%V	26.6%	26.1%	26.1%	25.8%	28.9%	26.0%	26.4%	25.9%
%H (All HH)		95.2%	95.2%	53.0%	9.3%	75.2%	42.3%	33.2%
%H (TV HH)			100.0%	55.6%	9.8%	79.0%	44.4%	34.9%
C2	304	298	298	179	29	238	147	91
%V	22.8%	23.0%	23.0%	24.6%	25.4%	23.2%	25.8%	20.0%
%H (All HH)		98.0%	98.0%	58.9%	9.5%	78.3%	48.4%	29.9%
%H (TV HH)			100.0%	60.1%	9.7%	79.9%	49.3%	30.5%
D	233	228	227	129	19	183	103	80
%V	17.5%	17.6%	17.6%	17.7%	16.7%	17.9%	18.1%	17.5%
%H (All HH)		97.9%	97.4%	55.4%	8.2%	78.5%	44.2%	34.3%
%H (TV HH)			99.6%	56.6%	8.3%	80.3%	45.2%	35.1%
E	183	177	176	83	12	141	59	82
%V	13.7%	13.7%	13.6%	11.4%	10.5%	13.8%	10.4%	18.0%
%H (All HH)		96.7%	96.2%	45.4%	6.6%	77.0%	32.2%	44.8%
%H (TV HH)			99.4%	46.9%	6.8%	79.7%	33.3%	46.3%

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 2010 - June 2011

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Under 25	81	71	71	34	7	55	26	30
%V	6.1%	5.5%	5.5%	4.7%	6.1%	5.4%	4.6%	6.6%
%H (All HH)		87.7%	87.7%	42.0%	8.6%	67.9%	32.1%	37.0%
%H (TV HH)			100.0%	47.9%	9.9%	77.5%	36.6%	42.3%
25 - 34	182	172	172	109	19	120	76	44
%V	13.6%	13.3%	13.3%	15.0%	16.7%	11.7%	13.4%	9.6%
%H (All HH)		94.5%	94.5%	59.9%	10.4%	65.9%	41.8%	24.2%
%H (TV HH)			100.0%	63.4%	11.0%	69.8%	44.2%	25.6%
35 - 44	224	218	218	142	23	169	115	54
%V	16.8%	16.8%	16.9%	19.5%	20.2%	16.5%	20.2%	11.8%
%H (All HH)		97.3%	97.3%	63.4%	10.3%	75.4%	51.3%	24.1%
%H (TV HH)			100.0%	65.1%	10.6%	77.5%	52.8%	24.8%
45 - 54	247	242	242	151	24	194	126	69
%V	18.5%	18.7%	18.7%	20.7%	21.1%	18.9%	22.1%	15.1%
%H (All HH)		98.0%	98.0%	61.1%	9.7%	78.5%	51.0%	27.9%
%H (TV HH)			100.0%	62.4%	9.9%	80.2%	52.1%	28.5%
55 - 64	233	229	228	133	17	183	104	80
%V	17.5%	17.7%	17.6%	18.3%	14.9%	17.9%	18.3%	17.5%
%H (All HH)		98.3%	97.9%	57.1%	7.3%	78.5%	44.6%	34.3%
%H (TV HH)			99.6%	58.1%	7.4%	79.9%	45.4%	34.9%
65 +	368	363	362	159	25	303	123	180
%V	27.6%	28.0%	28.0%	21.8%	21.9%	29.6%	21.6%	39.5%
%H (All HH)		98.6%	98.4%	43.2%	6.8%	82.3%	33.4%	48.9%
%H (TV HH)			99.7%	43.8%	6.9%	83.5%	33.9%	49.6%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
1	428	405	404	164	31	325	114	211
%V	32.1%	31.3%	31.2%	22.5%	27.2%	31.7%	20.0%	46.3%
%H (All HH)		94.6%	94.4%	38.3%	7.2%	75.9%	26.6%	49.3%
%H (TV HH)			99.8%	40.5%	7.7%	80.2%	28.1%	52.1%
2	485	476	475	278	44	377	222	156
%V	36.4%	36.8%	36.7%	38.2%	38.6%	36.8%	39.0%	34.2%
%H (All HH)		98.1%	97.9%	57.3%	9.1%	77.7%	45.8%	32.2%
%H (TV HH)			99.8%	58.4%	9.2%	79.2%	46.6%	32.8%
3	199	195	195	131	18	152	106	46
%V	14.9%	15.1%	15.1%	18.0%	15.8%	14.8%	18.6%	10.1%
%H (All HH)		98.0%	98.0%	65.8%	9.0%	76.4%	53.3%	23.1%
%H (TV HH)			100.0%	67.2%	9.2%	77.9%	54.4%	23.6%
4	155	153	153	109	14	121	89	31
%V	11.6%	11.8%	11.8%	15.0%	12.3%	11.8%	15.6%	6.8%
%H (All HH)		98.7%	98.7%	70.3%	9.0%	78.1%	57.4%	20.0%
%H (TV HH)			100.0%	71.2%	9.2%	79.1%	58.2%	20.3%
5+	67	65	65	46	8	50	37	12
%V	5.0%	5.0%	5.0%	6.3%	7.0%	4.9%	6.5%	2.6%
%H (All HH)		97.0%	97.0%	68.7%	11.9%	74.6%	55.2%	17.9%
%H (TV HH)			100.0%	70.8%	12.3%	76.9%	56.9%	18.5%
Average HH size	2.23	2.24	2.24	2.47	2.36	2.23	2.52	1.87

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Without	1014	979	977	510	87	786	402	384
%V	76.0%	75.6%	75.6%	70.1%	76.3%	76.7%	70.7%	84.2%
%H (All HH)		96.5%	96.4%	50.3%	8.6%	77.5%	39.6%	37.9%
%H (TV HH)			99.8%	52.1%	8.9%	80.3%	41.1%	39.2%
With	320	316	316	217	28	239	167	72
%V	24.0%	24.4%	24.4%	29.8%	24.6%	23.3%	29.3%	15.8%
%H (All HH)		98.8%	98.8%	67.8%	8.8%	74.7%	52.2%	22.5%
%H (TV HH)			100.0%	68.7%	8.9%	75.6%	52.8%	22.8%
0 - 3	119	118	117	80	9	85	56	29
%V	8.9%	9.1%	9.0%	11.0%	7.9%	8.3%	9.8%	6.4%
%H (All HH)		99.2%	98.3%	67.2%	7.6%	71.4%	47.1%	24.4%
%H (TV HH)			99.2%	67.8%	7.6%	72.0%	47.5%	24.6%
4 - 9	152	150	150	105	13	111	79	32
%V	11.4%	11.6%	11.6%	14.4%	11.4%	10.8%	13.9%	7.0%
%H (All HH)		98.7%	98.7%	69.1%	8.6%	73.0%	52.0%	21.1%
%H (TV HH)			100.0%	70.0%	8.7%	74.0%	52.7%	21.3%
10 - 15	157	155	155	109	15	123	91	33
%V	11.8%	12.0%	12.0%	15.0%	13.2%	12.0%	16.0%	7.2%
%H (All HH)		98.7%	98.7%	69.4%	9.6%	78.3%	58.0%	21.0%
%H (TV HH)			100.0%	70.3%	9.7%	79.4%	58.7%	21.3%

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 2010 - June 2011

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
1	504	504	502	229	46	349	122	227
%V	37.8%	38.9%	38.8%	31.5%	40.4%	34.0%	21.4%	49.8%
%H (All HH)		100.0%	99.6%	45.4%	9.1%	69.2%	24.2%	45.0%
%H (TV HH)			99.6%	45.4%	9.1%	69.2%	24.2%	45.0%
2	466	466	466	275	38	384	229	155
%V	34.9%	36.0%	36.0%	37.8%	33.3%	37.5%	40.2%	34.0%
%H (All HH)		100.0%	100.0%	59.0%	8.2%	82.4%	49.1%	33.3%
%H (TV HH)			100.0%	59.0%	8.2%	82.4%	49.1%	33.3%
3	207	207	207	137	18	186	133	53
%V	15.5%	16.0%	16.0%	18.8%	15.8%	18.1%	23.4%	11.6%
%H (All HH)		100.0%	100.0%	66.2%	8.7%	89.9%	64.3%	25.6%
%H (TV HH)			100.0%	66.2%	8.7%	89.9%	64.3%	25.6%
4	81	81	81	59	9	72	57	14
%V	6.1%	6.3%	6.3%	8.1%	7.9%	7.0%	10.0%	3.1%
%H (All HH)		100.0%	100.0%	72.8%	11.1%	88.9%	70.4%	17.3%
%H (TV HH)			100.0%	72.8%	11.1%	88.9%	70.4%	17.3%
5+	37	37	37	27	3	34	27	7
%V	2.8%	2.9%	2.9%	3.7%	2.6%	3.3%	4.7%	1.5%
%H (All HH)		100.0%	100.0%	73.0%	8.1%	91.9%	73.0%	18.9%
%H (TV HH)			100.0%	73.0%	8.1%	91.9%	73.0%	18.9%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Under 20"	466	466	466	276	36	408	253	156
%V	34.9%	36.0%	36.0%	37.9%	31.6%	39.8%	44.5%	34.2%
%H (All HH)		100.0%	100.0%	59.2%	7.7%	87.6%	54.3%	33.5%
%H (TV HH)			100.0%	59.2%	7.7%	87.6%	54.3%	33.5%
20" - 29"	664	664	663	351	54	549	290	260
%V	49.8%	51.3%	51.3%	48.2%	47.4%	53.6%	51.0%	57.0%
%H (All HH)		100.0%	99.8%	52.9%	8.1%	82.7%	43.7%	39.2%
%H (TV HH)			99.8%	52.9%	8.1%	82.7%	43.7%	39.2%
30" - 39"	636	636	636	393	62	507	322	185
%V	47.7%	49.1%	49.2%	54.0%	54.4%	49.5%	56.6%	40.6%
%H (All HH)		100.0%	100.0%	61.8%	9.7%	79.7%	50.6%	29.1%
%H (TV HH)			100.0%	61.8%	9.7%	79.7%	50.6%	29.1%
40" and over	340	340	340	248	32	265	203	62
%V	25.5%	26.3%	26.3%	34.1%	28.1%	25.9%	35.7%	13.6%
%H (All HH)		100.0%	100.0%	72.9%	9.4%	77.9%	59.7%	18.2%
%H (TV HH)			100.0%	72.9%	9.4%	77.9%	59.7%	18.2%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Main living room	1282	1282	1280	724	114	1014	567	448
%V	96.1%	99.0%	99.0%	99.5%	100.0%	98.9%	99.6%	98.2%
%H (All HH)		100.0%	99.8%	56.5%	8.9%	79.1%	44.2%	34.9%
%H (TV HH)			99.8%	56.5%	8.9%	79.1%	44.2%	34.9%
Kitchen	181	181	181	117	9	160	104	56
%V	13.6%	14.0%	14.0%	16.1%	7.9%	15.6%	18.3%	12.3%
%H (All HH)		100.0%	100.0%	64.6%	5.0%	88.4%	57.5%	30.9%
%H (TV HH)			100.0%	64.6%	5.0%	88.4%	57.5%	30.9%
Adult's bedroom	568	568	568	363	54	490	335	155
%V	42.6%	43.9%	43.9%	49.9%	47.4%	47.8%	58.9%	34.0%
%H (All HH)		100.0%	100.0%	63.9%	9.5%	86.3%	59.0%	27.3%
%H (TV HH)			100.0%	63.9%	9.5%	86.3%	59.0%	27.3%
Child's bedroom	128	128	128	90	12	114	87	26
%V	9.6%	9.9%	9.9%	12.4%	10.5%	11.1%	15.3%	5.7%
%H (All HH)		100.0%	100.0%	70.3%	9.4%	89.1%	68.0%	20.3%
%H (TV HH)			100.0%	70.3%	9.4%	89.1%	68.0%	20.3%
Other bedroom	34	34	34	23	4	29	21	8
%V	2.5%	2.6%	2.6%	3.2%	3.5%	2.8%	3.7%	1.8%
%H (All HH)		100.0%	100.0%	67.6%	11.8%	85.3%	61.8%	23.5%
%H (TV HH)			100.0%	67.6%	11.8%	85.3%	61.8%	23.5%
Second living/dining room	198	198	198	130	17	169	118	51
%V	14.8%	15.3%	15.3%	17.9%	14.9%	16.5%	20.7%	11.2%
%H (All HH)		100.0%	100.0%	65.7%	8.6%	85.4%	59.6%	25.8%
%H (TV HH)			100.0%	65.7%	8.6%	85.4%	59.6%	25.8%
Study/office	19	19	19	12	0	16	10	6
%V	1.4%	1.5%	1.5%	1.6%	0.0%	1.6%	1.8%	1.3%
%H (All HH)		100.0%	100.0%	63.2%	0.0%	84.2%	52.6%	31.6%
%H (TV HH)			100.0%	63.2%	0.0%	84.2%	52.6%	31.6%
TV room	5	5	5	4	1	4	4	1
%V	0.4%	0.4%	0.4%	0.5%	0.9%	0.4%	0.7%	0.2%
%H (All HH)		100.0%	100.0%	80.0%	20.0%	80.0%	80.0%	20.0%
%H (TV HH)			100.0%	80.0%	20.0%	80.0%	80.0%	20.0%
No specific location	2	2	2	1	0	2	1	1
%V	0.1%	0.2%	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	3	3	3	3	0	3	3	0
%V	0.2%	0.2%	0.2%	0.4%	0.0%	0.3%	0.5%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	0.0%

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 2010 - June 2011

BBC Wales

Household level data

Table 13.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
PVR	643	643	643	491	48	488	381	108
%V	48.2%	49.7%	49.7%	67.4%	42.1%	47.6%	67.0%	23.7%
%H (All HH)		100.0%	100.0%	76.4%	7.5%	75.9%	59.3%	16.8%
%H (TV HH)			100.0%	76.4%	7.5%	75.9%	59.3%	16.8%
DVDR	175	175	175	111	11	142	87	55
%V	13.1%	13.5%	13.5%	15.2%	9.6%	13.9%	15.3%	12.1%
%H (All HH)		100.0%	100.0%	63.4%	6.3%	81.1%	49.7%	31.4%
%H (TV HH)			100.0%	63.4%	6.3%	81.1%	49.7%	31.4%
VCR	123	123	123	71	9	99	55	43
%V	9.2%	9.5%	9.5%	9.8%	7.9%	9.7%	9.7%	9.4%
%H (All HH)		100.0%	100.0%	57.7%	7.3%	80.5%	44.7%	35.0%
%H (TV HH)			100.0%	57.7%	7.3%	80.5%	44.7%	35.0%
Any recorder	773	773	773	545	59	596	423	173
%V	57.9%	59.7%	59.8%	74.9%	51.8%	58.1%	74.3%	37.9%
%H (All HH)		100.0%	100.0%	70.5%	7.6%	77.1%	54.7%	22.4%
%H (TV HH)			100.0%	70.5%	7.6%	77.1%	54.7%	22.4%

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 2010 - June 2011

BBC Wales

Household level data

Table 13.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Receives HDTV (via STB or built-in reception)	333	333	333	235	55	252	205	47
%V	25.0%	25.7%	25.8%	32.3%	48.2%	24.6%	36.0%	10.3%
%H (All HH)		100.0%	100.0%	70.6%	16.5%	75.7%	61.6%	14.1%
%H (TV HH)			100.0%	70.6%	16.5%	75.7%	61.6%	14.1%
DVD/Blu-ray player or recorder	984	984	983	589	97	775	472	303
%V	73.8%	76.0%	76.0%	80.9%	85.1%	75.6%	83.0%	66.4%
%H (All HH)		100.0%	99.9%	59.9%	9.9%	78.8%	48.0%	30.8%
%H (TV HH)			99.9%	59.9%	9.9%	78.8%	48.0%	30.8%

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 2010 - June 2011

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Has PC or Laptop	928	903	902	568	94	699	453	246
%V	69.6%	69.7%	69.8%	78.0%	82.5%	68.2%	79.6%	53.9%
%H (All HH)		97.3%	97.2%	61.2%	10.1%	75.3%	48.8%	26.5%
%H (TV HH)			99.9%	62.9%	10.4%	77.4%	50.2%	27.2%
Has broadband internet	859	837	836	533	90	645	427	217
%V	64.4%	64.6%	64.7%	73.2%	78.9%	62.9%	75.0%	47.6%
%H (All HH)		97.4%	97.3%	62.0%	10.5%	75.1%	49.7%	25.3%
%H (TV HH)			99.9%	63.7%	10.8%	77.1%	51.0%	25.9%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2579	2577	1575	228	2147	1358	789
%H		99.9%	61.1%	8.8%	83.2%	52.7%	30.6%
Under 20"	627	627	382	49	556	357	199
%V	24.3%	24.3%	24.3%	21.5%	25.9%	26.3%	25.2%
%H		100.0%	60.9%	7.8%	88.7%	56.9%	31.7%
20" - 29"	832	831	452	71	701	388	313
%V	32.3%	32.2%	28.7%	31.1%	32.7%	28.6%	39.7%
%H		99.9%	54.3%	8.5%	84.3%	46.6%	37.6%
30" - 39"	730	730	458	72	586	382	204
%V	28.3%	28.3%	29.1%	31.6%	27.3%	28.1%	25.9%
%H		100.0%	62.7%	9.9%	80.3%	52.3%	27.9%
40" and over	374	374	277	34	292	228	65
%V	14.5%	14.5%	17.6%	14.9%	13.6%	16.8%	8.2%
%H		100.0%	74.1%	9.1%	78.1%	61.0%	17.4%
Don't know	16	16	5	2	12	4	8
%V	0.6%	0.6%	0.3%	0.9%	0.6%	0.3%	1.0%
%H		100.0%	31.3%	12.5%	75.0%	25.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2579	2577	1575	228	2147	1358	789
%H		99.9%	61.1%	8.8%	83.2%	52.7%	30.6%
Main living room	1294	1292	731	115	1024	573	451
%V	50.2%	50.1%	46.4%	50.4%	47.7%	42.2%	57.2%
%H		99.8%	56.5%	8.9%	79.1%	44.3%	34.9%
Kitchen	182	182	118	9	161	105	56
%V	7.1%	7.1%	7.5%	3.9%	7.5%	7.7%	7.1%
%H		100.0%	64.8%	4.9%	88.5%	57.7%	30.8%
Adult's bedroom	668	668	430	67	581	404	177
%V	25.9%	25.9%	27.3%	29.4%	27.1%	29.7%	22.4%
%H		100.0%	64.4%	10.0%	87.0%	60.5%	26.5%
Child's bedroom	168	168	118	15	151	116	35
%V	6.5%	6.5%	7.5%	6.6%	7.0%	8.5%	4.4%
%H		100.0%	70.2%	8.9%	89.9%	69.0%	20.8%
Other bedroom	37	37	25	4	32	23	9
%V	1.4%	1.4%	1.6%	1.8%	1.5%	1.7%	1.1%
%H		100.0%	67.6%	10.8%	86.5%	62.2%	24.3%
Second living/dining room	202	202	133	17	173	120	52
%V	7.8%	7.8%	8.4%	7.5%	8.1%	8.8%	6.6%
%H		100.0%	65.8%	8.4%	85.6%	59.4%	25.7%
Study/office	19	19	12	0	16	10	6
%V	0.7%	0.7%	0.8%	0.0%	0.7%	0.7%	0.8%
%H		100.0%	63.2%	0.0%	84.2%	52.6%	31.6%
TV room	5	5	4	1	4	4	1
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.3%	0.1%
%H		100.0%	80.0%	20.0%	80.0%	80.0%	20.0%
No specific location	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	4	4	3	0	3	3	0
%V	0.2%	0.2%	0.2%	0.0%	0.1%	0.2%	0.0%
%H		100.0%	75.0%	0.0%	75.0%	75.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2579	2577	1575	228	2147	1358	789
%H		99.9%	61.1%	8.8%	83.2%	52.7%	30.6%
PVR	802	802	631	54	597	475	122
%V	31.1%	31.1%	40.1%	23.7%	27.8%	35.0%	15.5%
%H		100.0%	78.7%	6.7%	74.4%	59.2%	15.2%
DVDR	210	210	139	12	171	111	60
%V	8.1%	8.1%	8.8%	5.3%	8.0%	8.2%	7.6%
%H		100.0%	66.2%	5.7%	81.4%	52.9%	28.6%
VCR	139	139	81	11	113	65	48
%V	5.4%	5.4%	5.1%	4.8%	5.3%	4.8%	6.1%
%H		100.0%	58.3%	7.9%	81.3%	46.8%	34.5%
Any recorder	999	999	732	69	765	561	204
%V	38.7%	38.8%	46.5%	30.3%	35.6%	41.3%	25.9%
%H		100.0%	73.3%	6.9%	76.6%	56.2%	20.4%

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	2579	2577	1575	228	2147	1358	789
%H		99.9%	61.1%	8.8%	83.2%	52.7%	30.6%
Receives HDTV (via STB or built-in reception)	407	407	286	66	308	249	59
%V	15.8%	15.8%	18.2%	28.9%	14.3%	18.3%	7.5%
%H		100.0%	70.3%	16.2%	75.7%	61.2%	14.5%
DVD/Blu-ray player or recorder	1503	1502	948	153	1226	815	411
%V	58.3%	58.3%	60.2%	67.1%	57.1%	60.0%	52.1%
%H		99.9%	63.1%	10.2%	81.6%	54.2%	27.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Wales
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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	1294	1292	728	114	1024	568	455
%H		99.8%	56.3%	8.8%	79.1%	43.9%	35.2%
Under 20"	42	42	12	2	35	8	27
%V	3.2%	3.3%	1.6%	1.8%	3.4%	1.4%	5.9%
%H		100.0%	28.6%	4.8%	83.3%	19.0%	64.3%
20" - 29"	393	392	168	29	316	120	196
%V	30.4%	30.3%	23.1%	25.4%	30.9%	21.1%	43.1%
%H		99.7%	42.7%	7.4%	80.4%	30.5%	49.9%
30" - 39"	521	521	307	51	410	244	166
%V	40.3%	40.3%	42.2%	44.7%	40.0%	43.0%	36.5%
%H		100.0%	58.9%	9.8%	78.7%	46.8%	31.9%
40" and over	328	328	239	32	256	196	60
%V	25.3%	25.4%	32.8%	28.1%	25.0%	34.5%	13.2%
%H		100.0%	72.9%	9.8%	78.0%	59.8%	18.3%
Don't know	9	9	2	1	7	1	6
%V	0.7%	0.7%	0.3%	0.9%	0.7%	0.2%	1.3%
%H		100.0%	22.2%	11.1%	77.8%	11.1%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1294	1292	728	114	1024	568	455
%H		99.8%	56.3%	8.8%	79.1%	43.9%	35.2%
PVR	614	614	474	45	462	364	98
%V	47.4%	47.5%	65.1%	39.5%	45.1%	64.1%	21.5%
%H		100.0%	77.2%	7.3%	75.2%	59.3%	16.0%
DVDR	148	148	93	9	117	71	46
%V	11.4%	11.5%	12.8%	7.9%	11.4%	12.5%	10.1%
%H		100.0%	62.8%	6.1%	79.1%	48.0%	31.1%
VCR	98	98	54	8	77	40	37
%V	7.6%	7.6%	7.4%	7.0%	7.5%	7.0%	8.1%
%H		100.0%	55.1%	8.2%	78.6%	40.8%	37.8%
Any recorder	738	738	527	56	565	405	160
%V	57.0%	57.1%	72.4%	49.1%	55.2%	71.3%	35.2%
%H		100.0%	71.4%	7.6%	76.6%	54.9%	21.7%

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	1294	1292	728	114	1024	568	455
%H		99.8%	56.3%	8.8%	79.1%	43.9%	35.2%
Receives HDTV (via STB or built-in reception)	317	317	224	52	238	195	42
%V	24.5%	24.5%	30.8%	45.6%	23.2%	34.3%	9.2%
%H		100.0%	70.7%	16.4%	75.1%	61.5%	13.2%
DVD/Blu-ray player or recorder	919	918	547	92	719	434	284
%V	71.0%	71.1%	75.1%	80.7%	70.2%	76.4%	62.4%
%H		99.9%	59.5%	10.0%	78.2%	47.2%	30.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Set level data

Table 13.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1286	1286	848	114	1123	790	333
%H		100.0%	65.9%	8.9%	87.3%	61.4%	25.9%
Under 20"	586	586	370	47	521	349	172
%V	45.6%	45.6%	43.6%	41.2%	46.4%	44.2%	51.7%
%H		100.0%	63.1%	8.0%	88.9%	59.6%	29.4%
20" - 29"	439	439	285	42	385	268	116
%V	34.1%	34.1%	33.6%	36.8%	34.3%	33.9%	34.8%
%H		100.0%	64.9%	9.6%	87.7%	61.0%	26.4%
30" - 39"	209	209	152	22	176	139	38
%V	16.3%	16.3%	17.9%	19.3%	15.7%	17.6%	11.4%
%H		100.0%	72.7%	10.5%	84.2%	66.5%	18.2%
40" and over	46	46	39	3	36	32	5
%V	3.6%	3.6%	4.6%	2.6%	3.2%	4.1%	1.5%
%H		100.0%	84.8%	6.5%	78.3%	69.6%	10.9%
Don't know	7	7	3	1	5	3	3
%V	0.5%	0.5%	0.4%	0.9%	0.4%	0.4%	0.9%
%H		100.0%	42.9%	14.3%	71.4%	42.9%	42.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1286	1286	848	114	1123	790	333
%H		100.0%	65.9%	8.9%	87.3%	61.4%	25.9%
PVR	188	188	157	9	135	112	24
%V	14.6%	14.6%	18.5%	7.9%	12.0%	14.2%	7.2%
%H		100.0%	83.5%	4.8%	71.8%	59.6%	12.8%
DVDR	63	63	46	3	54	40	15
%V	4.9%	4.9%	5.4%	2.6%	4.8%	5.1%	4.5%
%H		100.0%	73.0%	4.8%	85.7%	63.5%	23.8%
VCR	41	41	28	3	36	25	11
%V	3.2%	3.2%	3.3%	2.6%	3.2%	3.2%	3.3%
%H		100.0%	68.3%	7.3%	87.8%	61.0%	26.8%
Any recorder	261	261	205	14	200	156	44
%V	20.3%	20.3%	24.2%	12.3%	17.8%	19.7%	13.2%
%H		100.0%	78.5%	5.4%	76.6%	59.8%	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	1286	1286	848	114	1123	790	333
%H		100.0%	65.9%	8.9%	87.3%	61.4%	25.9%
Receives HDTV (via STB or built-in reception)	91	91	62	14	70	54	16
%V	7.1%	7.1%	7.3%	12.3%	6.2%	6.8%	4.8%
%H		100.0%	68.1%	15.4%	76.9%	59.3%	17.6%
DVD/Blu-ray player or recorder	584	584	401	61	507	380	127
%V	45.4%	45.4%	47.3%	53.5%	45.1%	48.1%	38.1%
%H		100.0%	68.7%	10.4%	86.8%	65.1%	21.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2977	2906	2902	1795	270	2286	1434	852
%H		97.6%	97.5%	60.3%	9.1%	76.8%	48.2%	28.6%
Total Children	545	536	536	374	47	405	287	118
%V	18.3%	18.4%	18.5%	20.8%	17.4%	17.7%	20.0%	13.8%
%H		98.3%	98.3%	68.6%	8.6%	74.3%	52.7%	21.7%
0 - 3	141	139	139	95	10	101	67	34
%V	4.7%	4.8%	4.8%	5.3%	3.7%	4.4%	4.7%	4.0%
%H		98.6%	98.6%	67.4%	7.1%	71.6%	47.5%	24.1%
4 - 15	403	397	397	278	37	304	220	84
%V	13.5%	13.7%	13.7%	15.5%	13.7%	13.3%	15.3%	9.9%
%H		98.5%	98.5%	69.0%	9.2%	75.4%	54.6%	20.8%
4 - 9	198	194	194	135	18	143	101	42
%V	6.7%	6.7%	6.7%	7.5%	6.7%	6.3%	7.0%	4.9%
%H		98.0%	98.0%	68.2%	9.1%	72.2%	51.0%	21.2%
10 - 15	205	203	203	143	19	161	119	42
%V	6.9%	7.0%	7.0%	8.0%	7.0%	7.0%	8.3%	4.9%
%H		99.0%	99.0%	69.8%	9.3%	78.5%	58.0%	20.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2977	2906	2902	1795	270	2286	1434	852
%H		97.6%	97.5%	60.3%	9.1%	76.8%	48.2%	28.6%
Total Adults (16+)	2432	2370	2366	1421	223	1881	1147	734
%V	81.7%	81.6%	81.5%	79.2%	82.6%	82.3%	80.0%	86.2%
%H		97.5%	97.3%	58.4%	9.2%	77.3%	47.2%	30.2%
16 - 19	143	140	140	91	14	116	78	38
%V	4.8%	4.8%	4.8%	5.1%	5.2%	5.1%	5.4%	4.5%
%H		97.9%	97.9%	63.6%	9.8%	81.1%	54.5%	26.6%
20 - 24	215	197	196	113	27	154	97	57
%V	7.2%	6.8%	6.8%	6.3%	10.0%	6.7%	6.8%	6.7%
%H		91.6%	91.2%	52.6%	12.6%	71.6%	45.1%	26.5%
25 - 34	351	337	336	217	39	238	159	80
%V	11.8%	11.6%	11.6%	12.1%	14.4%	10.4%	11.1%	9.4%
%H		96.0%	95.7%	61.8%	11.1%	67.8%	45.3%	22.8%
35 - 44	378	370	370	250	37	288	202	86
%V	12.7%	12.7%	12.7%	13.9%	13.7%	12.6%	14.1%	10.1%
%H		97.9%	97.9%	66.1%	9.8%	76.2%	53.4%	22.8%
45 - 54	414	408	408	266	38	330	225	105
%V	13.9%	14.0%	14.1%	14.8%	14.1%	14.4%	15.7%	12.3%
%H		98.6%	98.6%	64.3%	9.2%	79.7%	54.3%	25.4%
55 - 64	387	381	381	231	31	306	184	122
%V	13.0%	13.1%	13.1%	12.9%	11.5%	13.4%	12.8%	14.3%
%H		98.4%	98.4%	59.7%	8.0%	79.1%	47.5%	31.5%
65+	543	536	536	253	37	450	202	247
%V	18.2%	18.4%	18.5%	14.1%	13.7%	19.7%	14.1%	29.0%
%H		98.7%	98.7%	46.6%	6.8%	82.9%	37.2%	45.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2432	2370	2366	1421	223	1881	1147	734
%H		97.5%	97.3%	58.4%	9.2%	77.3%	47.2%	30.2%
AB	496	487	487	295	44	377	225	152
%V	20.4%	20.5%	20.6%	20.8%	19.7%	20.0%	19.6%	20.7%
%H		98.2%	98.2%	59.5%	8.9%	76.0%	45.4%	30.6%
C1	671	641	640	376	68	507	308	199
%V	27.6%	27.0%	27.0%	26.5%	30.5%	27.0%	26.9%	27.1%
%H		95.5%	95.4%	56.0%	10.1%	75.6%	45.9%	29.7%
C2	601	593	592	377	60	477	318	158
%V	24.7%	25.0%	25.0%	26.5%	26.9%	25.4%	27.7%	21.5%
%H		98.7%	98.5%	62.7%	10.0%	79.4%	52.9%	26.3%
D	412	405	404	251	34	326	205	121
%V	16.9%	17.1%	17.1%	17.7%	15.2%	17.3%	17.9%	16.5%
%H		98.3%	98.1%	60.9%	8.3%	79.1%	49.8%	29.4%
E	252	244	243	123	18	195	91	104
%V	10.4%	10.3%	10.3%	8.7%	8.1%	10.4%	7.9%	14.2%
%H		96.8%	96.4%	48.8%	7.1%	77.4%	36.1%	41.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Wales
Individual level data
Table 13.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2432	2370	2366	1421	223	1881	1147	734
%H		97.5%	97.3%	58.4%	9.2%	77.3%	47.2%	30.2%
Working full time	1053	1032	1032	674	105	803	546	257
%V	43.3%	43.5%	43.6%	47.4%	47.1%	42.7%	47.6%	35.0%
%H		98.0%	98.0%	64.0%	10.0%	76.3%	51.9%	24.4%
Working part time	214	211	211	141	18	164	112	52
%V	8.8%	8.9%	8.9%	9.9%	8.1%	8.7%	9.8%	7.1%
%H		98.6%	98.6%	65.9%	8.4%	76.6%	52.3%	24.3%
Not working	1165	1127	1124	606	100	914	489	425
%V	47.9%	47.6%	47.5%	42.6%	44.8%	48.6%	42.6%	57.9%
%H		96.7%	96.5%	52.0%	8.6%	78.5%	42.0%	36.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1182	1145	1143	702	110	903	565	338
%H		96.9%	96.7%	59.4%	9.3%	76.4%	47.8%	28.6%
16 - 19	77	75	75	49	7	61	41	20
%V	6.5%	6.6%	6.6%	7.0%	6.4%	6.8%	7.3%	5.9%
%H		97.4%	97.4%	63.6%	9.1%	79.2%	53.2%	26.0%
20 - 24	107	99	97	59	12	76	49	27
%V	9.1%	8.6%	8.5%	8.4%	10.9%	8.4%	8.7%	8.0%
%H		92.5%	90.7%	55.1%	11.2%	71.0%	45.8%	25.2%
25 - 34	176	167	167	108	20	117	79	39
%V	14.9%	14.6%	14.6%	15.4%	18.2%	13.0%	14.0%	11.5%
%H		94.9%	94.9%	61.4%	11.4%	66.5%	44.9%	22.2%
35 - 44	183	179	179	124	18	139	100	40
%V	15.5%	15.6%	15.7%	17.7%	16.4%	15.4%	17.7%	11.8%
%H		97.8%	97.8%	67.8%	9.8%	76.0%	54.6%	21.9%
45 - 54	202	197	197	127	18	162	109	53
%V	17.1%	17.2%	17.2%	18.1%	16.4%	17.9%	19.3%	15.7%
%H		97.5%	97.5%	62.9%	8.9%	80.2%	54.0%	26.2%
55 - 64	190	186	185	113	17	147	90	57
%V	16.1%	16.2%	16.2%	16.1%	15.5%	16.3%	15.9%	16.9%
%H		97.9%	97.4%	59.5%	8.9%	77.4%	47.4%	30.0%
65+	247	242	242	122	18	201	98	103
%V	20.9%	21.1%	21.2%	17.4%	16.4%	22.3%	17.3%	30.5%
%H		98.0%	98.0%	49.4%	7.3%	81.4%	39.7%	41.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1182	1145	1143	702	110	903	565	338
%H		96.9%	96.7%	59.4%	9.3%	76.4%	47.8%	28.6%
AB	247	243	243	149	21	188	114	74
%V	20.9%	21.2%	21.3%	21.2%	19.1%	20.8%	20.2%	21.9%
%H		98.4%	98.4%	60.3%	8.5%	76.1%	46.2%	30.0%
C1	312	297	296	181	33	230	147	83
%V	26.4%	25.9%	25.9%	25.8%	30.0%	25.5%	26.0%	24.6%
%H		95.2%	94.9%	58.0%	10.6%	73.7%	47.1%	26.6%
C2	327	321	321	200	34	258	169	89
%V	27.7%	28.0%	28.1%	28.5%	30.9%	28.6%	29.9%	26.3%
%H		98.2%	98.2%	61.2%	10.4%	78.9%	51.7%	27.2%
D	200	195	194	124	16	156	100	56
%V	16.9%	17.0%	17.0%	17.7%	14.5%	17.3%	17.7%	16.6%
%H		97.5%	97.0%	62.0%	8.0%	78.0%	50.0%	28.0%
E	95	90	90	48	6	71	35	36
%V	8.0%	7.9%	7.9%	6.8%	5.5%	7.9%	6.2%	10.7%
%H		94.7%	94.7%	50.5%	6.3%	74.7%	36.8%	37.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1182	1145	1143	702	110	903	565	338
%H		96.9%	96.7%	59.4%	9.3%	76.4%	47.8%	28.6%
Working full time	635	621	620	407	63	483	330	154
%V	53.7%	54.2%	54.2%	58.0%	57.3%	53.5%	58.4%	45.6%
%H		97.8%	97.6%	64.1%	9.9%	76.1%	52.0%	24.3%
Working part time	44	42	42	28	2	33	22	11
%V	3.7%	3.7%	3.7%	4.0%	1.8%	3.7%	3.9%	3.3%
%H		95.5%	95.5%	63.6%	4.5%	75.0%	50.0%	25.0%
Not working	503	482	480	266	45	387	214	173
%V	42.6%	42.1%	42.0%	37.9%	40.9%	42.9%	37.9%	51.2%
%H		95.8%	95.4%	52.9%	8.9%	76.9%	42.5%	34.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1250	1225	1224	720	113	978	582	396
%H		98.0%	97.9%	57.6%	9.0%	78.2%	46.6%	31.7%
16 - 19	67	65	65	41	7	55	37	18
%V	5.4%	5.3%	5.3%	5.7%	6.2%	5.6%	6.4%	4.5%
%H		97.0%	97.0%	61.2%	10.4%	82.1%	55.2%	26.9%
20 - 24	108	99	98	54	15	78	48	30
%V	8.6%	8.1%	8.0%	7.5%	13.3%	8.0%	8.2%	7.6%
%H		91.7%	90.7%	50.0%	13.9%	72.2%	44.4%	27.8%
25 - 34	175	170	169	109	19	121	80	41
%V	14.0%	13.9%	13.8%	15.1%	16.8%	12.4%	13.7%	10.4%
%H		97.1%	96.6%	62.3%	10.9%	69.1%	45.7%	23.4%
35 - 44	194	191	191	127	19	149	103	46
%V	15.5%	15.6%	15.6%	17.6%	16.8%	15.2%	17.7%	11.6%
%H		98.5%	98.5%	65.5%	9.8%	76.8%	53.1%	23.7%
45 - 54	213	211	211	139	20	168	115	53
%V	17.0%	17.2%	17.2%	19.3%	17.7%	17.2%	19.8%	13.4%
%H		99.1%	99.1%	65.3%	9.4%	78.9%	54.0%	24.9%
55 - 64	198	196	195	118	14	159	95	64
%V	15.8%	16.0%	15.9%	16.4%	12.4%	16.3%	16.3%	16.2%
%H		99.0%	98.5%	59.6%	7.1%	80.3%	48.0%	32.3%
65+	296	294	293	131	19	249	104	144
%V	23.7%	24.0%	23.9%	18.2%	16.8%	25.5%	17.9%	36.4%
%H		99.3%	99.0%	44.3%	6.4%	84.1%	35.1%	48.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1250	1225	1224	720	113	978	582	396
%H		98.0%	97.9%	57.6%	9.0%	78.2%	46.6%	31.7%
AB	249	244	244	146	22	189	111	78
%V	19.9%	19.9%	19.9%	20.3%	19.5%	19.3%	19.1%	19.7%
%H		98.0%	98.0%	58.6%	8.8%	75.9%	44.6%	31.3%
C1	359	344	344	195	34	277	161	116
%V	28.7%	28.1%	28.1%	27.1%	30.1%	28.3%	27.7%	29.3%
%H		95.8%	95.8%	54.3%	9.5%	77.2%	44.8%	32.3%
C2	275	272	272	177	27	219	149	69
%V	22.0%	22.2%	22.2%	24.6%	23.9%	22.4%	25.6%	17.4%
%H		98.9%	98.9%	64.4%	9.8%	79.6%	54.2%	25.1%
D	212	210	210	127	18	170	104	65
%V	17.0%	17.1%	17.2%	17.6%	15.9%	17.4%	17.9%	16.4%
%H		99.1%	99.1%	59.9%	8.5%	80.2%	49.1%	30.7%
E	156	154	153	75	12	124	55	68
%V	12.5%	12.6%	12.5%	10.4%	10.6%	12.7%	9.5%	17.2%
%H		98.7%	98.1%	48.1%	7.7%	79.5%	35.3%	43.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1250	1225	1224	720	113	978	582	396
%H		98.0%	97.9%	57.6%	9.0%	78.2%	46.6%	31.7%
Working full time	418	411	411	267	42	320	217	103
%V	33.4%	33.6%	33.6%	37.1%	37.2%	32.7%	37.3%	26.0%
%H		98.3%	98.3%	63.9%	10.0%	76.6%	51.9%	24.6%
Working part time	171	169	169	113	16	131	90	41
%V	13.7%	13.8%	13.8%	15.7%	14.2%	13.4%	15.5%	10.4%
%H		98.8%	98.8%	66.1%	9.4%	76.6%	52.6%	24.0%
Not working	662	645	644	340	55	527	276	252
%V	53.0%	52.7%	52.6%	47.2%	48.7%	53.9%	47.4%	63.6%
%H		97.4%	97.3%	51.4%	8.3%	79.6%	41.7%	38.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

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	2579	2497	2336	948	427	1731	746	985
%H (All HH)		96.8%	90.6%	36.8%	16.6%	67.1%	28.9%	38.2%
%H (TV HH)			93.6%	38.0%	17.1%	69.3%	29.9%	39.4%
AB	500	491	466	214	67	342	153	189
%V	19.4%	19.7%	19.9%	22.6%	15.7%	19.8%	20.5%	19.2%
%H (All HH)		98.2%	93.2%	42.8%	13.4%	68.4%	30.6%	37.8%
%H (TV HH)			94.9%	43.6%	13.6%	69.7%	31.2%	38.5%
C1	668	639	602	260	113	445	206	238
%V	25.9%	25.6%	25.8%	27.4%	26.5%	25.7%	27.6%	24.2%
%H (All HH)		95.7%	90.1%	38.9%	16.9%	66.6%	30.8%	35.6%
%H (TV HH)			94.2%	40.7%	17.7%	69.6%	32.2%	37.2%
C2	546	535	517	218	107	390	194	195
%V	21.2%	21.4%	22.1%	23.0%	25.1%	22.5%	26.0%	19.8%
%H (All HH)		98.0%	94.7%	39.9%	19.6%	71.4%	35.5%	35.7%
%H (TV HH)			96.6%	40.7%	20.0%	72.9%	36.3%	36.4%
D	501	484	453	175	84	341	141	200
%V	19.4%	19.4%	19.4%	18.5%	19.7%	19.7%	18.9%	20.3%
%H (All HH)		96.6%	90.4%	34.9%	16.8%	68.1%	28.1%	39.9%
%H (TV HH)			93.6%	36.2%	17.4%	70.5%	29.1%	41.3%
E	364	348	297	80	55	214	52	163
%V	14.1%	13.9%	12.7%	8.4%	12.9%	12.4%	7.0%	16.5%
%H (All HH)		95.6%	81.6%	22.0%	15.1%	58.8%	14.3%	44.8%
%H (TV HH)			85.3%	23.0%	15.8%	61.5%	14.9%	46.8%

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 2010 - June 2011

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2579	2497	2336	948	427	1731	746	985
%H (All HH)		96.8%	90.6%	36.8%	16.6%	67.1%	28.9%	38.2%
%H (TV HH)			93.6%	38.0%	17.1%	69.3%	29.9%	39.4%
Under 25	109	93	83	34	20	52	22	30
%V	4.2%	3.7%	3.6%	3.6%	4.7%	3.0%	2.9%	3.0%
%H (All HH)		85.3%	76.1%	31.2%	18.3%	47.7%	20.2%	27.5%
%H (TV HH)			89.2%	36.6%	21.5%	55.9%	23.7%	32.3%
25 - 34	367	346	332	171	69	228	131	97
%V	14.2%	13.9%	14.2%	18.0%	16.2%	13.2%	17.6%	9.8%
%H (All HH)		94.3%	90.5%	46.6%	18.8%	62.1%	35.7%	26.4%
%H (TV HH)			96.0%	49.4%	19.9%	65.9%	37.9%	28.0%
35 - 44	468	450	443	223	101	295	170	125
%V	18.1%	18.0%	19.0%	23.5%	23.7%	17.0%	22.8%	12.7%
%H (All HH)		96.2%	94.7%	47.6%	21.6%	63.0%	36.3%	26.7%
%H (TV HH)			98.4%	49.6%	22.4%	65.6%	37.8%	27.8%
45 - 54	501	491	470	218	96	351	192	160
%V	19.4%	19.7%	20.1%	23.0%	22.5%	20.3%	25.7%	16.2%
%H (All HH)		98.0%	93.8%	43.5%	19.2%	70.1%	38.3%	31.9%
%H (TV HH)			95.7%	44.4%	19.6%	71.5%	39.1%	32.6%
55 - 64	440	431	407	159	71	313	130	183
%V	17.1%	17.3%	17.4%	16.8%	16.6%	18.1%	17.4%	18.6%
%H (All HH)		98.0%	92.5%	36.1%	16.1%	71.1%	29.5%	41.6%
%H (TV HH)			94.4%	36.9%	16.5%	72.6%	30.2%	42.5%
65 +	694	686	600	144	69	492	102	390
%V	26.9%	27.5%	25.7%	15.2%	16.2%	28.4%	13.7%	39.6%
%H (All HH)		98.8%	86.5%	20.7%	9.9%	70.9%	14.7%	56.2%
%H (TV HH)			87.5%	21.0%	10.1%	71.7%	14.9%	56.9%

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 2010 - June 2011

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2579	2497	2336	948	427	1731	746	985
%H (All HH)		96.8%	90.6%	36.8%	16.6%	67.1%	28.9%	38.2%
%H (TV HH)			93.6%	38.0%	17.1%	69.3%	29.9%	39.4%
1	864	820	705	175	108	540	116	425
%V	33.5%	32.8%	30.2%	18.5%	25.3%	31.2%	15.5%	43.1%
%H (All HH)		94.9%	81.6%	20.3%	12.5%	62.5%	13.4%	49.2%
%H (TV HH)			86.0%	21.3%	13.2%	65.9%	14.1%	51.8%
2	784	771	743	295	118	562	226	336
%V	30.4%	30.9%	31.8%	31.1%	27.6%	32.5%	30.3%	34.1%
%H (All HH)		98.3%	94.8%	37.6%	15.1%	71.7%	28.8%	42.9%
%H (TV HH)			96.4%	38.3%	15.3%	72.9%	29.3%	43.6%
3	401	390	380	203	77	268	162	106
%V	15.5%	15.6%	16.3%	21.4%	18.0%	15.5%	21.7%	10.8%
%H (All HH)		97.3%	94.8%	50.6%	19.2%	66.8%	40.4%	26.4%
%H (TV HH)			97.4%	52.1%	19.7%	68.7%	41.5%	27.2%
4	337	330	326	168	76	243	157	86
%V	13.1%	13.2%	14.0%	17.7%	17.8%	14.0%	21.0%	8.7%
%H (All HH)		97.9%	96.7%	49.9%	22.6%	72.1%	46.6%	25.5%
%H (TV HH)			98.8%	50.9%	23.0%	73.6%	47.6%	26.1%
5+	193	186	182	107	48	117	85	33
%V	7.5%	7.4%	7.8%	11.3%	11.2%	6.8%	11.4%	3.4%
%H (All HH)		96.4%	94.3%	55.4%	24.9%	60.6%	44.0%	17.1%
%H (TV HH)			97.8%	57.5%	25.8%	62.9%	45.7%	17.7%
Average HH size	2.35	2.36	2.42	2.80	2.68	2.36	2.89	1.97

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 2010 - June 2011

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2579	2497	2336	948	427	1731	746	985
%H (All HH)		96.8%	90.6%	36.8%	16.6%	67.1%	28.9%	38.2%
%H (TV HH)			93.6%	38.0%	17.1%	69.3%	29.9%	39.4%
Without	1909	1846	1699	599	292	1291	468	822
%V	74.0%	73.9%	72.7%	63.2%	68.4%	74.6%	62.7%	83.5%
%H (All HH)		96.7%	89.0%	31.4%	15.3%	67.6%	24.5%	43.1%
%H (TV HH)			92.0%	32.4%	15.8%	69.9%	25.4%	44.5%
With	670	651	636	348	135	441	278	163
%V	26.0%	26.1%	27.2%	36.7%	31.6%	25.5%	37.3%	16.5%
%H (All HH)		97.2%	94.9%	51.9%	20.1%	65.8%	41.5%	24.3%
%H (TV HH)			97.7%	53.5%	20.7%	67.7%	42.7%	25.0%
0 - 3	258	249	240	140	42	159	96	63
%V	10.0%	10.0%	10.3%	14.8%	9.8%	9.2%	12.9%	6.4%
%H (All HH)		96.5%	93.0%	54.3%	16.3%	61.6%	37.2%	24.4%
%H (TV HH)			96.4%	56.2%	16.9%	63.9%	38.6%	25.3%
4 - 9	338	330	323	178	72	227	148	80
%V	13.1%	13.2%	13.8%	18.8%	16.9%	13.1%	19.8%	8.1%
%H (All HH)		97.6%	95.6%	52.7%	21.3%	67.2%	43.8%	23.7%
%H (TV HH)			97.9%	53.9%	21.8%	68.8%	44.8%	24.2%
10 - 15	334	326	323	172	78	232	154	78
%V	13.0%	13.1%	13.8%	18.1%	18.3%	13.4%	20.6%	7.9%
%H (All HH)		97.6%	96.7%	51.5%	23.4%	69.5%	46.1%	23.4%
%H (TV HH)			99.1%	52.8%	23.9%	71.2%	47.2%	23.9%

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 2010 - June 2011

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2579	2497	2336	948	427	1731	746	985
%H (All HH)		96.8%	90.6%	36.8%	16.6%	67.1%	28.9%	38.2%
%H (TV HH)			93.6%	38.0%	17.1%	69.3%	29.9%	39.4%
1	1005	1005	883	312	143	568	136	432
%V	39.0%	40.2%	37.8%	32.9%	33.5%	32.8%	18.2%	43.9%
%H (All HH)		100.0%	87.9%	31.0%	14.2%	56.5%	13.5%	43.0%
%H (TV HH)			87.9%	31.0%	14.2%	56.5%	13.5%	43.0%
2	827	827	797	325	139	610	264	346
%V	32.1%	33.1%	34.1%	34.3%	32.6%	35.2%	35.4%	35.1%
%H (All HH)		100.0%	96.4%	39.3%	16.8%	73.8%	31.9%	41.8%
%H (TV HH)			96.4%	39.3%	16.8%	73.8%	31.9%	41.8%
3	402	402	393	177	79	327	186	141
%V	15.6%	16.1%	16.8%	18.7%	18.5%	18.9%	24.9%	14.3%
%H (All HH)		100.0%	97.8%	44.0%	19.7%	81.3%	46.3%	35.1%
%H (TV HH)			97.8%	44.0%	19.7%	81.3%	46.3%	35.1%
4	175	175	175	89	41	148	101	46
%V	6.8%	7.0%	7.5%	9.4%	9.6%	8.5%	13.5%	4.7%
%H (All HH)		100.0%	100.0%	50.9%	23.4%	84.6%	57.7%	26.3%
%H (TV HH)			100.0%	50.9%	23.4%	84.6%	57.7%	26.3%
5+	89	89	88	45	25	79	58	21
%V	3.5%	3.6%	3.8%	4.7%	5.9%	4.6%	7.8%	2.1%
%H (All HH)		100.0%	98.9%	50.6%	28.1%	88.8%	65.2%	23.6%
%H (TV HH)			98.9%	50.6%	28.1%	88.8%	65.2%	23.6%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2579	2497	2336	948	427	1731	746	985
%H (All HH)		96.8%	90.6%	36.8%	16.6%	67.1%	28.9%	38.2%
%H (TV HH)			93.6%	38.0%	17.1%	69.3%	29.9%	39.4%
Under 20"	959	959	919	370	171	750	363	387
%V	37.2%	38.4%	39.3%	39.0%	40.0%	43.3%	48.7%	39.3%
%H (All HH)		100.0%	95.8%	38.6%	17.8%	78.2%	37.9%	40.4%
%H (TV HH)			95.8%	38.6%	17.8%	78.2%	37.9%	40.4%
20" - 29"	1223	1223	1116	396	199	885	352	532
%V	47.4%	49.0%	47.8%	41.8%	46.6%	51.1%	47.2%	54.0%
%H (All HH)		100.0%	91.3%	32.4%	16.3%	72.4%	28.8%	43.5%
%H (TV HH)			91.3%	32.4%	16.3%	72.4%	28.8%	43.5%
30" - 39"	1196	1196	1161	523	216	859	425	435
%V	46.4%	47.9%	49.7%	55.2%	50.6%	49.6%	57.0%	44.2%
%H (All HH)		100.0%	97.1%	43.7%	18.1%	71.8%	35.5%	36.4%
%H (TV HH)			97.1%	43.7%	18.1%	71.8%	35.5%	36.4%
40" and over	670	670	665	365	158	474	318	156
%V	26.0%	26.8%	28.5%	38.5%	37.0%	27.4%	42.6%	15.8%
%H (All HH)		100.0%	99.3%	54.5%	23.6%	70.7%	47.5%	23.3%
%H (TV HH)			99.3%	54.5%	23.6%	70.7%	47.5%	23.3%

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 2010 - June 2011

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2579	2497	2336	948	427	1731	746	985
%H (All HH)		96.8%	90.6%	36.8%	16.6%	67.1%	28.9%	38.2%
%H (TV HH)			93.6%	38.0%	17.1%	69.3%	29.9%	39.4%
Main living room	2478	2478	2320	942	426	1719	744	976
%V	96.1%	99.2%	99.3%	99.4%	99.8%	99.3%	99.7%	99.1%
%H (All HH)		100.0%	93.6%	38.0%	17.2%	69.4%	30.0%	39.4%
%H (TV HH)			93.6%	38.0%	17.2%	69.4%	30.0%	39.4%
Kitchen	359	359	352	148	65	305	160	145
%V	13.9%	14.4%	15.1%	15.6%	15.2%	17.6%	21.4%	14.7%
%H (All HH)		100.0%	98.1%	41.2%	18.1%	85.0%	44.6%	40.4%
%H (TV HH)			98.1%	41.2%	18.1%	85.0%	44.6%	40.4%
Adult's bedroom	1103	1103	1078	489	217	853	465	388
%V	42.8%	44.2%	46.1%	51.6%	50.8%	49.3%	62.3%	39.4%
%H (All HH)		100.0%	97.7%	44.3%	19.7%	77.3%	42.2%	35.2%
%H (TV HH)			97.7%	44.3%	19.7%	77.3%	42.2%	35.2%
Child's bedroom	243	243	241	120	65	204	144	59
%V	9.4%	9.7%	10.3%	12.7%	15.2%	11.8%	19.3%	6.0%
%H (All HH)		100.0%	99.2%	49.4%	26.7%	84.0%	59.3%	24.3%
%H (TV HH)			99.2%	49.4%	26.7%	84.0%	59.3%	24.3%
Other bedroom	94	94	92	38	17	79	40	38
%V	3.6%	3.8%	3.9%	4.0%	4.0%	4.6%	5.4%	3.9%
%H (All HH)		100.0%	97.9%	40.4%	18.1%	84.0%	42.6%	40.4%
%H (TV HH)			97.9%	40.4%	18.1%	84.0%	42.6%	40.4%
Second living/dining room	298	298	288	131	61	235	133	102
%V	11.6%	11.9%	12.3%	13.8%	14.3%	13.6%	17.8%	10.4%
%H (All HH)		100.0%	96.6%	44.0%	20.5%	78.9%	44.6%	34.2%
%H (TV HH)			96.6%	44.0%	20.5%	78.9%	44.6%	34.2%
Study/office	52	52	51	25	8	43	24	19
%V	2.0%	2.1%	2.2%	2.6%	1.9%	2.5%	3.2%	1.9%
%H (All HH)		100.0%	98.1%	48.1%	15.4%	82.7%	46.2%	36.5%
%H (TV HH)			98.1%	48.1%	15.4%	82.7%	46.2%	36.5%
TV room	24	24	24	14	4	19	13	7
%V	0.9%	1.0%	1.0%	1.5%	0.9%	1.1%	1.7%	0.7%
%H (All HH)		100.0%	100.0%	58.3%	16.7%	79.2%	54.2%	29.2%
%H (TV HH)			100.0%	58.3%	16.7%	79.2%	54.2%	29.2%
No specific location	7	7	7	4	2	6	4	2
%V	0.3%	0.3%	0.3%	0.4%	0.5%	0.3%	0.5%	0.2%
%H (All HH)		100.0%	100.0%	57.1%	28.6%	85.7%	57.1%	28.6%
%H (TV HH)			100.0%	57.1%	28.6%	85.7%	57.1%	28.6%
Other	14	14	14	7	2	13	9	5
%V	0.5%	0.6%	0.6%	0.7%	0.5%	0.8%	1.2%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	14.3%	92.9%	64.3%	35.7%
%H (TV HH)			100.0%	50.0%	14.3%	92.9%	64.3%	35.7%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands West

Household level data

Table 14.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2579	2497	2336	948	427	1731	746	985
%H (All HH)		96.8%	90.6%	36.8%	16.6%	67.1%	28.9%	38.2%
%H (TV HH)			93.6%	38.0%	17.1%	69.3%	29.9%	39.4%
PVR	1068	1068	1067	683	186	739	521	219
%V	41.4%	42.8%	45.7%	72.0%	43.6%	42.7%	69.8%	22.2%
%H (All HH)		100.0%	99.9%	64.0%	17.4%	69.2%	48.8%	20.5%
%H (TV HH)			99.9%	64.0%	17.4%	69.2%	48.8%	20.5%
DVDR	363	363	351	153	62	275	132	143
%V	14.1%	14.5%	15.0%	16.1%	14.5%	15.9%	17.7%	14.5%
%H (All HH)		100.0%	96.7%	42.1%	17.1%	75.8%	36.4%	39.4%
%H (TV HH)			96.7%	42.1%	17.1%	75.8%	36.4%	39.4%
VCR	524	524	485	170	80	382	140	242
%V	20.3%	21.0%	20.8%	17.9%	18.7%	22.1%	18.8%	24.6%
%H (All HH)		100.0%	92.6%	32.4%	15.3%	72.9%	26.7%	46.2%
%H (TV HH)			92.6%	32.4%	15.3%	72.9%	26.7%	46.2%
Any recorder	1525	1525	1480	779	254	1072	602	470
%V	59.1%	61.1%	63.4%	82.2%	59.5%	61.9%	80.7%	47.7%
%H (All HH)		100.0%	97.0%	51.1%	16.7%	70.3%	39.5%	30.8%
%H (TV HH)			97.0%	51.1%	16.7%	70.3%	39.5%	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 2010 - June 2011

BBC Midlands West

Household level data

Table 14.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2579	2497	2336	948	427	1731	746	985
%H (All HH)		96.8%	90.6%	36.8%	16.6%	67.1%	28.9%	38.2%
%H (TV HH)			93.6%	38.0%	17.1%	69.3%	29.9%	39.4%
Receives HDTV (via STB or built-in reception)	751	751	751	419	209	533	394	139
%V	29.1%	30.1%	32.1%	44.2%	48.9%	30.8%	52.8%	14.1%
%H (All HH)		100.0%	100.0%	55.8%	27.8%	71.0%	52.5%	18.5%
%H (TV HH)			100.0%	55.8%	27.8%	71.0%	52.5%	18.5%
DVD/Blu-ray player or recorder	1852	1852	1780	772	328	1314	614	700
%V	71.8%	74.2%	76.2%	81.4%	76.8%	75.9%	82.3%	71.1%
%H (All HH)		100.0%	96.1%	41.7%	17.7%	71.0%	33.2%	37.8%
%H (TV HH)			96.1%	41.7%	17.7%	71.0%	33.2%	37.8%

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

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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	2579	2497	2336	948	427	1731	746	985
%H (All HH)		96.8%	90.6%	36.8%	16.6%	67.1%	28.9%	38.2%
%H (TV HH)			93.6%	38.0%	17.1%	69.3%	29.9%	39.4%
Has PC or Laptop	1825	1784	1730	820	346	1247	663	584
%V	70.8%	71.4%	74.1%	86.5%	81.0%	72.0%	88.9%	59.3%
%H (All HH)		97.8%	94.8%	44.9%	19.0%	68.3%	36.3%	32.0%
%H (TV HH)			97.0%	46.0%	19.4%	69.9%	37.2%	32.7%
Has broadband internet	1642	1597	1557	760	333	1102	618	484
%V	63.7%	64.0%	66.7%	80.2%	78.0%	63.7%	82.8%	49.1%
%H (All HH)		97.3%	94.8%	46.3%	20.3%	67.1%	37.6%	29.5%
%H (TV HH)			97.5%	47.6%	20.9%	69.0%	38.7%	30.3%

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 2010 - June 2011
BBC Midlands West
Set level data
Table 14.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5044	4831	2098	955	3786	1947	1839
%H		95.8%	41.6%	18.9%	75.1%	38.6%	36.5%
Under 20"	1359	1306	542	267	1084	571	513
%V	26.9%	27.0%	25.8%	28.0%	28.6%	29.3%	27.9%
%H		96.1%	39.9%	19.6%	79.8%	42.0%	37.7%
20" - 29"	1566	1449	536	262	1176	510	666
%V	31.0%	30.0%	25.5%	27.4%	31.1%	26.2%	36.2%
%H		92.5%	34.2%	16.7%	75.1%	32.6%	42.5%
30" - 39"	1350	1314	611	250	979	509	470
%V	26.8%	27.2%	29.1%	26.2%	25.9%	26.1%	25.6%
%H		97.3%	45.3%	18.5%	72.5%	37.7%	34.8%
40" and over	725	720	398	168	517	347	169
%V	14.4%	14.9%	19.0%	17.6%	13.7%	17.8%	9.2%
%H		99.3%	54.9%	23.2%	71.3%	47.9%	23.3%
Don't know	45	41	12	8	31	9	22
%V	0.9%	0.8%	0.6%	0.8%	0.8%	0.5%	1.2%
%H		91.1%	26.7%	17.8%	68.9%	20.0%	48.9%

Base: BBC Midlands West - 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 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	5044	4831	2098	955	3786	1947	1839
%H		95.8%	41.6%	18.9%	75.1%	38.6%	36.5%
Main living room	2504	2344	952	433	1740	757	983
%V	49.6%	48.5%	45.4%	45.3%	46.0%	38.9%	53.5%
%H		93.6%	38.0%	17.3%	69.5%	30.2%	39.3%
Kitchen	362	355	149	66	307	162	145
%V	7.2%	7.3%	7.1%	6.9%	8.1%	8.3%	7.9%
%H		98.1%	41.2%	18.2%	84.8%	44.8%	40.1%
Adult's bedroom	1340	1310	605	265	1045	587	458
%V	26.6%	27.1%	28.8%	27.7%	27.6%	30.1%	24.9%
%H		97.8%	45.1%	19.8%	78.0%	43.8%	34.2%
Child's bedroom	327	325	165	92	277	204	73
%V	6.5%	6.7%	7.9%	9.6%	7.3%	10.5%	4.0%
%H		99.4%	50.5%	28.1%	84.7%	62.4%	22.3%
Other bedroom	112	108	44	22	94	51	43
%V	2.2%	2.2%	2.1%	2.3%	2.5%	2.6%	2.3%
%H		96.4%	39.3%	19.6%	83.9%	45.5%	38.4%
Second living/dining room	303	293	132	62	240	135	104
%V	6.0%	6.1%	6.3%	6.5%	6.3%	6.9%	5.7%
%H		96.7%	43.6%	20.5%	79.2%	44.6%	34.3%
Study/office	52	51	25	8	43	24	19
%V	1.0%	1.1%	1.2%	0.8%	1.1%	1.2%	1.0%
%H		98.1%	48.1%	15.4%	82.7%	46.2%	36.5%
TV room	24	24	14	4	20	13	7
%V	0.5%	0.5%	0.7%	0.4%	0.5%	0.7%	0.4%
%H		100.0%	58.3%	16.7%	83.3%	54.2%	29.2%
No specific location	7	7	4	2	6	4	2
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%
%H		100.0%	57.1%	28.6%	85.7%	57.1%	28.6%
Other	14	14	8	2	14	9	5
%V	0.3%	0.3%	0.4%	0.2%	0.4%	0.5%	0.3%
%H		100.0%	57.1%	14.3%	100.0%	64.3%	35.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5044	4831	2098	955	3786	1947	1839
%H		95.8%	41.6%	18.9%	75.1%	38.6%	36.5%
PVR	1306	1305	883	218	895	663	232
%V	25.9%	27.0%	42.1%	22.8%	23.6%	34.1%	12.6%
%H		99.9%	67.6%	16.7%	68.5%	50.8%	17.8%
DVDR	419	406	178	75	319	157	162
%V	8.3%	8.4%	8.5%	7.9%	8.4%	8.1%	8.8%
%H		96.9%	42.5%	17.9%	76.1%	37.5%	38.7%
VCR	603	561	199	98	443	172	271
%V	12.0%	11.6%	9.5%	10.3%	11.7%	8.8%	14.7%
%H		93.0%	33.0%	16.3%	73.5%	28.5%	44.9%
Any recorder	1969	1920	1067	336	1394	841	553
%V	39.0%	39.7%	50.9%	35.2%	36.8%	43.2%	30.1%
%H		97.5%	54.2%	17.1%	70.8%	42.7%	28.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5044	4831	2098	955	3786	1947	1839
%H		95.8%	41.6%	18.9%	75.1%	38.6%	36.5%
Receives HDTV (via STB or built-in reception)	929	929	517	260	675	501	174
%V	18.4%	19.2%	24.6%	27.2%	17.8%	25.7%	9.5%
%H		100.0%	55.7%	28.0%	72.7%	53.9%	18.7%
DVD/Blu-ray player or recorder	2724	2648	1217	517	2039	1094	945
%V	54.0%	54.8%	58.0%	54.1%	53.9%	56.2%	51.4%
%H		97.2%	44.7%	19.0%	74.9%	40.2%	34.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands West

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2493	2332	946	427	1729	745	984
%H		93.5%	37.9%	17.1%	69.4%	29.9%	39.5%
Under 20"	76	58	10	8	50	11	40
%V	3.0%	2.5%	1.1%	1.9%	2.9%	1.5%	4.1%
%H		76.3%	13.2%	10.5%	65.8%	14.5%	52.6%
20" - 29"	752	651	164	95	506	113	393
%V	30.2%	27.9%	17.3%	22.2%	29.3%	15.2%	39.9%
%H		86.6%	21.8%	12.6%	67.3%	15.0%	52.3%
30" - 39"	1002	968	412	172	709	315	394
%V	40.2%	41.5%	43.6%	40.3%	41.0%	42.3%	40.0%
%H		96.6%	41.1%	17.2%	70.8%	31.4%	39.3%
40" and over	643	638	355	148	453	304	149
%V	25.8%	27.4%	37.5%	34.7%	26.2%	40.8%	15.1%
%H		99.2%	55.2%	23.0%	70.5%	47.3%	23.2%
Don't know	21	17	5	4	11	2	9
%V	0.8%	0.7%	0.5%	0.9%	0.6%	0.3%	0.9%
%H		81.0%	23.8%	19.0%	52.4%	9.5%	42.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands West

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2493	2332	946	427	1729	745	984
%H		93.5%	37.9%	17.1%	69.4%	29.9%	39.5%
PVR	1035	1034	669	179	709	504	205
%V	41.5%	44.3%	70.7%	41.9%	41.0%	67.7%	20.8%
%H		99.9%	64.6%	17.3%	68.5%	48.7%	19.8%
DVDR	301	290	123	50	224	101	123
%V	12.1%	12.4%	13.0%	11.7%	13.0%	13.6%	12.5%
%H		96.3%	40.9%	16.6%	74.4%	33.6%	40.9%
VCR	427	390	128	58	307	98	209
%V	17.1%	16.7%	13.5%	13.6%	17.8%	13.2%	21.2%
%H		91.3%	30.0%	13.6%	71.9%	23.0%	48.9%
Any recorder	1460	1415	760	242	1015	579	436
%V	58.6%	60.7%	80.3%	56.7%	58.7%	77.7%	44.3%
%H		96.9%	52.1%	16.6%	69.5%	39.7%	29.9%

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	2493	2332	946	427	1729	745	984
%H		93.5%	37.9%	17.1%	69.4%	29.9%	39.5%
Receives HDTV (via STB or built-in reception)	720	720	403	201	506	373	133
%V	28.9%	30.9%	42.6%	47.1%	29.3%	50.1%	13.5%
%H		100.0%	56.0%	27.9%	70.3%	51.8%	18.5%
DVD/Blu-ray player or recorder	1740	1671	726	304	1220	561	659
%V	69.8%	71.7%	76.7%	71.2%	70.6%	75.3%	67.0%
%H		96.0%	41.7%	17.5%	70.1%	32.2%	37.9%

Base: BBC Midlands West - 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 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	2552	2498	1152	529	2057	1202	855
%H		97.9%	45.1%	20.7%	80.6%	47.1%	33.5%
Under 20"	1284	1248	532	259	1034	561	473
%V	50.3%	50.0%	46.2%	49.0%	50.3%	46.7%	55.3%
%H		97.2%	41.4%	20.2%	80.5%	43.7%	36.8%
20" - 29"	814	798	372	167	669	397	273
%V	31.9%	31.9%	32.3%	31.6%	32.5%	33.0%	31.9%
%H		98.0%	45.7%	20.5%	82.2%	48.8%	33.5%
30" - 39"	348	346	199	78	270	194	76
%V	13.6%	13.9%	17.3%	14.7%	13.1%	16.1%	8.9%
%H		99.4%	57.2%	22.4%	77.6%	55.7%	21.8%
40" and over	82	81	43	20	64	43	21
%V	3.2%	3.2%	3.7%	3.8%	3.1%	3.6%	2.5%
%H		98.8%	52.4%	24.4%	78.0%	52.4%	25.6%
Don't know	24	24	7	5	20	7	13
%V	0.9%	1.0%	0.6%	0.9%	1.0%	0.6%	1.5%
%H		100.0%	29.2%	20.8%	83.3%	29.2%	54.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2552	2498	1152	529	2057	1202	855
%H		97.9%	45.1%	20.7%	80.6%	47.1%	33.5%
PVR	271	271	214	39	186	159	27
%V	10.6%	10.8%	18.6%	7.4%	9.0%	13.2%	3.2%
%H		100.0%	79.0%	14.4%	68.6%	58.7%	10.0%
DVDR	118	116	55	25	96	57	39
%V	4.6%	4.6%	4.8%	4.7%	4.7%	4.7%	4.6%
%H		98.3%	46.6%	21.2%	81.4%	48.3%	33.1%
VCR	176	171	71	40	137	74	63
%V	6.9%	6.8%	6.2%	7.6%	6.7%	6.2%	7.4%
%H		97.2%	40.3%	22.7%	77.8%	42.0%	35.8%
Any recorder	510	504	306	94	379	262	117
%V	20.0%	20.2%	26.6%	17.8%	18.4%	21.8%	13.7%
%H		98.8%	60.0%	18.4%	74.3%	51.4%	22.9%

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	2552	2498	1152	529	2057	1202	855
%H		97.9%	45.1%	20.7%	80.6%	47.1%	33.5%
Receives HDTV (via STB or built-in reception)	208	208	114	60	169	128	41
%V	8.2%	8.3%	9.9%	11.3%	8.2%	10.6%	4.8%
%H		100.0%	54.8%	28.8%	81.3%	61.5%	19.7%
DVD/Blu-ray player or recorder	984	977	491	213	820	533	286
%V	38.6%	39.1%	42.6%	40.3%	39.9%	44.3%	33.5%
%H		99.3%	49.9%	21.6%	83.3%	54.2%	29.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6059	5889	5648	2650	1141	4090	2153	1937
%H		97.2%	93.2%	43.7%	18.8%	67.5%	35.5%	32.0%
Total Children	1207	1171	1146	633	255	789	509	280
%V	19.9%	19.9%	20.3%	23.9%	22.3%	19.3%	23.6%	14.5%
%H		97.0%	94.9%	52.4%	21.1%	65.4%	42.2%	23.2%
0 - 3	313	300	288	170	54	186	114	72
%V	5.2%	5.1%	5.1%	6.4%	4.7%	4.5%	5.3%	3.7%
%H		95.8%	92.0%	54.3%	17.3%	59.4%	36.4%	23.0%
4 - 15	894	871	857	463	201	603	394	208
%V	14.8%	14.8%	15.2%	17.5%	17.6%	14.7%	18.3%	10.7%
%H		97.4%	95.9%	51.8%	22.5%	67.4%	44.1%	23.3%
4 - 9	453	443	434	240	96	301	194	107
%V	7.5%	7.5%	7.7%	9.1%	8.4%	7.4%	9.0%	5.5%
%H		97.8%	95.8%	53.0%	21.2%	66.4%	42.8%	23.6%
10 - 15	441	428	423	223	105	302	201	101
%V	7.3%	7.3%	7.5%	8.4%	9.2%	7.4%	9.3%	5.2%
%H		97.1%	95.9%	50.6%	23.8%	68.5%	45.6%	22.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6059	5889	5648	2650	1141	4090	2153	1937
%H		97.2%	93.2%	43.7%	18.8%	67.5%	35.5%	32.0%
Total Adults (16+)	4852	4718	4502	2017	886	3301	1644	1657
%V	80.1%	80.1%	79.7%	76.1%	77.7%	80.7%	76.4%	85.5%
%H		97.2%	92.8%	41.6%	18.3%	68.0%	33.9%	34.2%
16 - 19	307	301	294	154	78	205	139	66
%V	5.1%	5.1%	5.2%	5.8%	6.8%	5.0%	6.5%	3.4%
%H		98.0%	95.8%	50.2%	25.4%	66.8%	45.3%	21.5%
20 - 24	372	345	329	161	75	226	130	95
%V	6.1%	5.9%	5.8%	6.1%	6.6%	5.5%	6.0%	4.9%
%H		92.7%	88.4%	43.3%	20.2%	60.8%	34.9%	25.5%
25 - 34	755	720	699	371	154	473	288	186
%V	12.5%	12.2%	12.4%	14.0%	13.5%	11.6%	13.4%	9.6%
%H		95.4%	92.6%	49.1%	20.4%	62.6%	38.1%	24.6%
35 - 44	829	802	788	409	181	536	325	211
%V	13.7%	13.6%	14.0%	15.4%	15.9%	13.1%	15.1%	10.9%
%H		96.7%	95.1%	49.3%	21.8%	64.7%	39.2%	25.5%
45 - 54	832	816	789	377	161	585	326	259
%V	13.7%	13.9%	14.0%	14.2%	14.1%	14.3%	15.1%	13.4%
%H		98.1%	94.8%	45.3%	19.4%	70.3%	39.2%	31.1%
55 - 64	734	722	689	296	124	525	245	280
%V	12.1%	12.3%	12.2%	11.2%	10.9%	12.8%	11.4%	14.5%
%H		98.4%	93.9%	40.3%	16.9%	71.5%	33.4%	38.1%
65+	1023	1013	914	251	112	751	191	560
%V	16.9%	17.2%	16.2%	9.5%	9.8%	18.4%	8.9%	28.9%
%H		99.0%	89.3%	24.5%	10.9%	73.4%	18.7%	54.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4852	4718	4502	2017	886	3301	1644	1657
%H		97.2%	92.8%	41.6%	18.3%	68.0%	33.9%	34.2%
AB	1022	1002	965	471	143	697	338	360
%V	21.1%	21.2%	21.4%	23.4%	16.1%	21.1%	20.6%	21.7%
%H		98.0%	94.4%	46.1%	14.0%	68.2%	33.1%	35.2%
C1	1261	1209	1160	538	249	851	456	395
%V	26.0%	25.6%	25.8%	26.7%	28.1%	25.8%	27.7%	23.8%
%H		95.9%	92.0%	42.7%	19.7%	67.5%	36.2%	31.3%
C2	1104	1085	1055	489	233	784	442	342
%V	22.8%	23.0%	23.4%	24.2%	26.3%	23.8%	26.9%	20.6%
%H		98.3%	95.6%	44.3%	21.1%	71.0%	40.0%	31.0%
D	958	933	889	390	179	654	317	338
%V	19.7%	19.8%	19.7%	19.3%	20.2%	19.8%	19.3%	20.4%
%H		97.4%	92.8%	40.7%	18.7%	68.3%	33.1%	35.3%
E	506	489	432	129	83	314	92	222
%V	10.4%	10.4%	9.6%	6.4%	9.4%	9.5%	5.6%	13.4%
%H		96.6%	85.4%	25.5%	16.4%	62.1%	18.2%	43.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4852	4718	4502	2017	886	3301	1644	1657
%H		97.2%	92.8%	41.6%	18.3%	68.0%	33.9%	34.2%
Working full time	2066	2011	1956	996	420	1398	835	563
%V	42.6%	42.6%	43.4%	49.4%	47.4%	42.4%	50.8%	34.0%
%H		97.3%	94.7%	48.2%	20.3%	67.7%	40.4%	27.3%
Working part time	535	529	516	258	101	378	213	166
%V	11.0%	11.2%	11.5%	12.8%	11.4%	11.5%	13.0%	10.0%
%H		98.9%	96.4%	48.2%	18.9%	70.7%	39.8%	31.0%
Not working	2251	2178	2030	764	364	1524	596	928
%V	46.4%	46.2%	45.1%	37.9%	41.1%	46.2%	36.3%	56.0%
%H		96.8%	90.2%	33.9%	16.2%	67.7%	26.5%	41.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2370	2296	2200	1022	439	1599	832	767
%H		96.9%	92.8%	43.1%	18.5%	67.5%	35.1%	32.4%
16 - 19	154	151	148	79	40	106	77	29
%V	6.5%	6.6%	6.7%	7.7%	9.1%	6.6%	9.3%	3.8%
%H		98.1%	96.1%	51.3%	26.0%	68.8%	50.0%	18.8%
20 - 24	188	176	168	84	39	114	67	47
%V	7.9%	7.7%	7.6%	8.2%	8.9%	7.1%	8.1%	6.1%
%H		93.6%	89.4%	44.7%	20.7%	60.6%	35.6%	25.0%
25 - 34	378	358	349	186	78	233	142	91
%V	15.9%	15.6%	15.9%	18.2%	17.8%	14.6%	17.1%	11.9%
%H		94.7%	92.3%	49.2%	20.6%	61.6%	37.6%	24.1%
35 - 44	415	398	388	204	87	263	161	102
%V	17.5%	17.3%	17.6%	20.0%	19.8%	16.4%	19.4%	13.3%
%H		95.9%	93.5%	49.2%	21.0%	63.4%	38.8%	24.6%
45 - 54	410	402	386	180	78	284	152	133
%V	17.3%	17.5%	17.5%	17.6%	17.8%	17.8%	18.3%	17.3%
%H		98.0%	94.1%	43.9%	19.0%	69.3%	37.1%	32.4%
55 - 64	364	355	342	156	59	259	128	131
%V	15.4%	15.5%	15.5%	15.3%	13.4%	16.2%	15.4%	17.1%
%H		97.5%	94.0%	42.9%	16.2%	71.2%	35.2%	36.0%
65+	462	457	420	133	58	339	106	234
%V	19.5%	19.9%	19.1%	13.0%	13.2%	21.2%	12.7%	30.5%
%H		98.9%	90.9%	28.8%	12.6%	73.4%	22.9%	50.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2370	2296	2200	1022	439	1599	832	767
%H		96.9%	92.8%	43.1%	18.5%	67.5%	35.1%	32.4%
AB	508	498	481	241	71	346	174	172
%V	21.4%	21.7%	21.9%	23.6%	16.2%	21.6%	20.9%	22.4%
%H		98.0%	94.7%	47.4%	14.0%	68.1%	34.3%	33.9%
C1	588	560	539	262	120	386	219	166
%V	24.8%	24.4%	24.5%	25.6%	27.3%	24.1%	26.3%	21.6%
%H		95.2%	91.7%	44.6%	20.4%	65.6%	37.2%	28.2%
C2	607	596	578	267	127	429	240	189
%V	25.6%	26.0%	26.3%	26.1%	28.9%	26.8%	28.8%	24.6%
%H		98.2%	95.2%	44.0%	20.9%	70.7%	39.5%	31.1%
D	463	449	428	193	87	311	156	155
%V	19.5%	19.6%	19.5%	18.9%	19.8%	19.4%	18.8%	20.2%
%H		97.0%	92.4%	41.7%	18.8%	67.2%	33.7%	33.5%
E	205	194	175	59	35	127	43	84
%V	8.6%	8.4%	8.0%	5.8%	8.0%	7.9%	5.2%	11.0%
%H		94.6%	85.4%	28.8%	17.1%	62.0%	21.0%	41.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2370	2296	2200	1022	439	1599	832	767
%H		96.9%	92.8%	43.1%	18.5%	67.5%	35.1%	32.4%
Working full time	1315	1278	1242	642	264	878	526	351
%V	55.5%	55.7%	56.5%	62.8%	60.1%	54.9%	63.2%	45.8%
%H		97.2%	94.4%	48.8%	20.1%	66.8%	40.0%	26.7%
Working part time	100	99	98	51	17	69	37	32
%V	4.2%	4.3%	4.5%	5.0%	3.9%	4.3%	4.4%	4.2%
%H		99.0%	98.0%	51.0%	17.0%	69.0%	37.0%	32.0%
Not working	954	919	860	329	158	653	269	383
%V	40.3%	40.0%	39.1%	32.2%	36.0%	40.8%	32.3%	49.9%
%H		96.3%	90.1%	34.5%	16.6%	68.4%	28.2%	40.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2482	2422	2302	995	447	1702	812	890
%H		97.6%	92.7%	40.1%	18.0%	68.6%	32.7%	35.9%
16 - 19	153	150	146	75	38	98	62	36
%V	6.2%	6.2%	6.3%	7.5%	8.5%	5.8%	7.6%	4.0%
%H		98.0%	95.4%	49.0%	24.8%	64.1%	40.5%	23.5%
20 - 24	184	169	161	77	37	112	63	48
%V	7.4%	7.0%	7.0%	7.7%	8.3%	6.6%	7.8%	5.4%
%H		91.8%	87.5%	41.8%	20.1%	60.9%	34.2%	26.1%
25 - 34	377	362	350	185	76	241	146	95
%V	15.2%	14.9%	15.2%	18.6%	17.0%	14.2%	18.0%	10.7%
%H		96.0%	92.8%	49.1%	20.2%	63.9%	38.7%	25.2%
35 - 44	415	404	400	204	95	273	165	109
%V	16.7%	16.7%	17.4%	20.5%	21.3%	16.0%	20.3%	12.2%
%H		97.3%	96.4%	49.2%	22.9%	65.8%	39.8%	26.3%
45 - 54	422	414	403	197	83	300	174	126
%V	17.0%	17.1%	17.5%	19.8%	18.6%	17.6%	21.4%	14.2%
%H		98.1%	95.5%	46.7%	19.7%	71.1%	41.2%	29.9%
55 - 64	371	367	348	140	66	266	117	149
%V	14.9%	15.2%	15.1%	14.1%	14.8%	15.6%	14.4%	16.7%
%H		98.9%	93.8%	37.7%	17.8%	71.7%	31.5%	40.2%
65+	561	556	494	118	54	412	85	327
%V	22.6%	23.0%	21.5%	11.9%	12.1%	24.2%	10.5%	36.7%
%H		99.1%	88.1%	21.0%	9.6%	73.4%	15.2%	58.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2482	2422	2302	995	447	1702	812	890
%H		97.6%	92.7%	40.1%	18.0%	68.6%	32.7%	35.9%
AB	514	504	484	230	71	351	164	188
%V	20.7%	20.8%	21.0%	23.1%	15.9%	20.6%	20.2%	21.1%
%H		98.1%	94.2%	44.7%	13.8%	68.3%	31.9%	36.6%
C1	674	650	621	276	129	465	236	229
%V	27.2%	26.8%	27.0%	27.7%	28.9%	27.3%	29.1%	25.7%
%H		96.4%	92.1%	40.9%	19.1%	69.0%	35.0%	34.0%
C2	498	489	478	222	106	355	202	153
%V	20.1%	20.2%	20.8%	22.3%	23.7%	20.9%	24.9%	17.2%
%H		98.2%	96.0%	44.6%	21.3%	71.3%	40.6%	30.7%
D	495	484	462	197	92	344	160	183
%V	19.9%	20.0%	20.1%	19.8%	20.6%	20.2%	19.7%	20.6%
%H		97.8%	93.3%	39.8%	18.6%	69.5%	32.3%	37.0%
E	302	295	257	71	49	187	49	137
%V	12.2%	12.2%	11.2%	7.1%	11.0%	11.0%	6.0%	15.4%
%H		97.7%	85.1%	23.5%	16.2%	61.9%	16.2%	45.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2482	2422	2302	995	447	1702	812	890
%H		97.6%	92.7%	40.1%	18.0%	68.6%	32.7%	35.9%
Working full time	751	732	714	354	156	521	309	212
%V	30.3%	30.2%	31.0%	35.6%	34.9%	30.6%	38.1%	23.8%
%H		97.5%	95.1%	47.1%	20.8%	69.4%	41.1%	28.2%
Working part time	435	429	417	206	84	310	176	134
%V	17.5%	17.7%	18.1%	20.7%	18.8%	18.2%	21.7%	15.1%
%H		98.6%	95.9%	47.4%	19.3%	71.3%	40.5%	30.8%
Not working	1296	1260	1170	435	206	872	327	545
%V	52.2%	52.0%	50.8%	43.7%	46.1%	51.2%	40.3%	61.2%
%H		97.2%	90.3%	33.6%	15.9%	67.3%	25.2%	42.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

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	955	930	866	323	221	614	279	336
%H (All HH)		97.4%	90.7%	33.8%	23.1%	64.3%	29.2%	35.2%
%H (TV HH)			93.1%	34.7%	23.8%	66.0%	30.0%	36.1%
AB	228	224	212	88	50	153	76	77
%V	23.9%	24.1%	24.5%	27.2%	22.6%	24.9%	27.2%	22.9%
%H (All HH)		98.2%	93.0%	38.6%	21.9%	67.1%	33.3%	33.8%
%H (TV HH)			94.6%	39.3%	22.3%	68.3%	33.9%	34.4%
C1	248	240	228	88	62	165	84	81
%V	26.0%	25.8%	26.3%	27.2%	28.1%	26.9%	30.1%	24.1%
%H (All HH)		96.8%	91.9%	35.5%	25.0%	66.5%	33.9%	32.7%
%H (TV HH)			95.0%	36.7%	25.8%	68.8%	35.0%	33.8%
C2	191	187	177	68	46	129	62	67
%V	20.0%	20.1%	20.4%	21.1%	20.8%	21.0%	22.2%	19.9%
%H (All HH)		97.9%	92.7%	35.6%	24.1%	67.5%	32.5%	35.1%
%H (TV HH)			94.7%	36.4%	24.6%	69.0%	33.2%	35.8%
D	158	155	142	52	39	92	38	54
%V	16.5%	16.7%	16.4%	16.1%	17.6%	15.0%	13.6%	16.1%
%H (All HH)		98.1%	89.9%	32.9%	24.7%	58.2%	24.1%	34.2%
%H (TV HH)			91.6%	33.5%	25.2%	59.4%	24.5%	34.8%
E	130	125	107	28	24	75	19	56
%V	13.6%	13.4%	12.4%	8.7%	10.9%	12.2%	6.8%	16.7%
%H (All HH)		96.2%	82.3%	21.5%	18.5%	57.7%	14.6%	43.1%
%H (TV HH)			85.6%	22.4%	19.2%	60.0%	15.2%	44.8%

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 2010 - June 2011

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	955	930	866	323	221	614	279	336
%H (All HH)		97.4%	90.7%	33.8%	23.1%	64.3%	29.2%	35.2%
%H (TV HH)			93.1%	34.7%	23.8%	66.0%	30.0%	36.1%
Under 25	48	43	39	13	13	26	10	15
%V	5.0%	4.6%	4.5%	4.0%	5.9%	4.2%	3.6%	4.5%
%H (All HH)		89.6%	81.3%	27.1%	27.1%	54.2%	20.8%	31.3%
%H (TV HH)			90.7%	30.2%	30.2%	60.5%	23.3%	34.9%
25 - 34	140	133	129	58	38	73	39	34
%V	14.7%	14.3%	14.9%	18.0%	17.2%	11.9%	14.0%	10.1%
%H (All HH)		95.0%	92.1%	41.4%	27.1%	52.1%	27.9%	24.3%
%H (TV HH)			97.0%	43.6%	28.6%	54.9%	29.3%	25.6%
35 - 44	176	172	166	79	49	106	63	43
%V	18.4%	18.5%	19.2%	24.5%	22.2%	17.3%	22.6%	12.8%
%H (All HH)		97.7%	94.3%	44.9%	27.8%	60.2%	35.8%	24.4%
%H (TV HH)			96.5%	45.9%	28.5%	61.6%	36.6%	25.0%
45 - 54	188	184	177	70	49	133	71	61
%V	19.7%	19.8%	20.4%	21.7%	22.2%	21.7%	25.4%	18.2%
%H (All HH)		97.9%	94.1%	37.2%	26.1%	70.7%	37.8%	32.4%
%H (TV HH)			96.2%	38.0%	26.6%	72.3%	38.6%	33.2%
55 - 64	163	160	153	59	38	108	49	60
%V	17.1%	17.2%	17.7%	18.3%	17.2%	17.6%	17.6%	17.9%
%H (All HH)		98.2%	93.9%	36.2%	23.3%	66.3%	30.1%	36.8%
%H (TV HH)			95.6%	36.9%	23.8%	67.5%	30.6%	37.5%
65 +	239	238	202	45	35	168	45	123
%V	25.0%	25.6%	23.3%	13.9%	15.8%	27.4%	16.1%	36.6%
%H (All HH)		99.6%	84.5%	18.8%	14.6%	70.3%	18.8%	51.5%
%H (TV HH)			84.9%	18.9%	14.7%	70.6%	18.9%	51.7%

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 2010 - June 2011

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	955	930	866	323	221	614	279	336
%H (All HH)		97.4%	90.7%	33.8%	23.1%	64.3%	29.2%	35.2%
%H (TV HH)			93.1%	34.7%	23.8%	66.0%	30.0%	36.1%
1	327	312	274	70	53	209	58	151
%V	34.2%	33.5%	31.6%	21.7%	24.0%	34.0%	20.8%	44.9%
%H (All HH)		95.4%	83.8%	21.4%	16.2%	63.9%	17.7%	46.2%
%H (TV HH)			87.8%	22.4%	17.0%	67.0%	18.6%	48.4%
2	287	283	267	101	63	192	85	107
%V	30.1%	30.4%	30.8%	31.3%	28.5%	31.3%	30.5%	31.8%
%H (All HH)		98.6%	93.0%	35.2%	22.0%	66.9%	29.6%	37.3%
%H (TV HH)			94.3%	35.7%	22.3%	67.8%	30.0%	37.8%
3	145	143	139	59	45	90	52	38
%V	15.2%	15.4%	16.1%	18.3%	20.4%	14.7%	18.6%	11.3%
%H (All HH)		98.6%	95.9%	40.7%	31.0%	62.1%	35.9%	26.2%
%H (TV HH)			97.2%	41.3%	31.5%	62.9%	36.4%	26.6%
4	128	126	121	58	39	84	57	26
%V	13.4%	13.5%	14.0%	18.0%	17.6%	13.7%	20.4%	7.7%
%H (All HH)		98.4%	94.5%	45.3%	30.5%	65.6%	44.5%	20.3%
%H (TV HH)			96.0%	46.0%	31.0%	66.7%	45.2%	20.6%
5+	68	67	65	36	21	39	26	13
%V	7.1%	7.2%	7.5%	11.1%	9.5%	6.4%	9.3%	3.9%
%H (All HH)		98.5%	95.6%	52.9%	30.9%	57.4%	38.2%	19.1%
%H (TV HH)			97.0%	53.7%	31.3%	58.2%	38.8%	19.4%
Average HH size	2.33	2.34	2.39	2.72	2.65	2.30	2.71	1.96

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 2010 - June 2011

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	955	930	866	323	221	614	279	336
%H (All HH)		97.4%	90.7%	33.8%	23.1%	64.3%	29.2%	35.2%
%H (TV HH)			93.1%	34.7%	23.8%	66.0%	30.0%	36.1%
Without	718	696	640	216	150	472	192	281
%V	75.2%	74.8%	73.9%	66.9%	67.9%	76.9%	68.8%	83.6%
%H (All HH)		96.9%	89.1%	30.1%	20.9%	65.7%	26.7%	39.1%
%H (TV HH)			92.0%	31.0%	21.6%	67.8%	27.6%	40.4%
With	237	234	226	107	71	142	87	55
%V	24.8%	25.2%	26.1%	33.1%	32.1%	23.1%	31.2%	16.4%
%H (All HH)		98.7%	95.4%	45.1%	30.0%	59.9%	36.7%	23.2%
%H (TV HH)			96.6%	45.7%	30.3%	60.7%	37.2%	23.5%
0 - 3	94	93	89	43	29	48	28	19
%V	9.8%	10.0%	10.3%	13.3%	13.1%	7.8%	10.0%	5.7%
%H (All HH)		98.9%	94.7%	45.7%	30.9%	51.1%	29.8%	20.2%
%H (TV HH)			95.7%	46.2%	31.2%	51.6%	30.1%	20.4%
4 - 9	119	117	113	53	36	70	42	28
%V	12.5%	12.6%	13.0%	16.4%	16.3%	11.4%	15.1%	8.3%
%H (All HH)		98.3%	95.0%	44.5%	30.3%	58.8%	35.3%	23.5%
%H (TV HH)			96.6%	45.3%	30.8%	59.8%	35.9%	23.9%
10 - 15	114	113	110	56	31	75	48	28
%V	11.9%	12.2%	12.7%	17.3%	14.0%	12.2%	17.2%	8.3%
%H (All HH)		99.1%	96.5%	49.1%	27.2%	65.8%	42.1%	24.6%
%H (TV HH)			97.3%	49.6%	27.4%	66.4%	42.5%	24.8%

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 2010 - June 2011

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	955	930	866	323	221	614	279	336
%H (All HH)		97.4%	90.7%	33.8%	23.1%	64.3%	29.2%	35.2%
%H (TV HH)			93.1%	34.7%	23.8%	66.0%	30.0%	36.1%
1	358	358	309	99	62	192	43	149
%V	37.5%	38.5%	35.7%	30.7%	28.1%	31.3%	15.4%	44.3%
%H (All HH)		100.0%	86.3%	27.7%	17.3%	53.6%	12.0%	41.6%
%H (TV HH)			86.3%	27.7%	17.3%	53.6%	12.0%	41.6%
2	318	318	304	108	85	215	99	117
%V	33.3%	34.2%	35.1%	33.4%	38.5%	35.0%	35.5%	34.8%
%H (All HH)		100.0%	95.6%	34.0%	26.7%	67.6%	31.1%	36.8%
%H (TV HH)			95.6%	34.0%	26.7%	67.6%	31.1%	36.8%
3	163	163	161	68	45	129	75	54
%V	17.1%	17.5%	18.6%	21.1%	20.4%	21.0%	26.9%	16.1%
%H (All HH)		100.0%	98.8%	41.7%	27.6%	79.1%	46.0%	33.1%
%H (TV HH)			98.8%	41.7%	27.6%	79.1%	46.0%	33.1%
4	54	54	54	28	18	47	37	10
%V	5.7%	5.8%	6.2%	8.7%	8.1%	7.7%	13.3%	3.0%
%H (All HH)		100.0%	100.0%	51.9%	33.3%	87.0%	68.5%	18.5%
%H (TV HH)			100.0%	51.9%	33.3%	87.0%	68.5%	18.5%
5+	37	37	37	21	10	32	25	6
%V	3.9%	4.0%	4.3%	6.5%	4.5%	5.2%	9.0%	1.8%
%H (All HH)		100.0%	100.0%	56.8%	27.0%	86.5%	67.6%	16.2%
%H (TV HH)			100.0%	56.8%	27.0%	86.5%	67.6%	16.2%

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 2010 - June 2011

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	955	930	866	323	221	614	279	336
%H (All HH)		97.4%	90.7%	33.8%	23.1%	64.3%	29.2%	35.2%
%H (TV HH)			93.1%	34.7%	23.8%	66.0%	30.0%	36.1%
Under 20"	359	359	342	129	92	265	139	127
%V	37.6%	38.6%	39.5%	39.9%	41.6%	43.2%	49.8%	37.8%
%H (All HH)		100.0%	95.3%	35.9%	25.6%	73.8%	38.7%	35.4%
%H (TV HH)			95.3%	35.9%	25.6%	73.8%	38.7%	35.4%
20" - 29"	463	463	421	144	111	308	132	176
%V	48.5%	49.8%	48.6%	44.6%	50.2%	50.2%	47.3%	52.4%
%H (All HH)		100.0%	90.9%	31.1%	24.0%	66.5%	28.5%	38.0%
%H (TV HH)			90.9%	31.1%	24.0%	66.5%	28.5%	38.0%
30" - 39"	442	442	431	178	105	322	165	157
%V	46.3%	47.5%	49.8%	55.1%	47.5%	52.4%	59.1%	46.7%
%H (All HH)		100.0%	97.5%	40.3%	23.8%	72.9%	37.3%	35.5%
%H (TV HH)			97.5%	40.3%	23.8%	72.9%	37.3%	35.5%
40" and over	250	250	246	127	76	166	116	50
%V	26.2%	26.9%	28.4%	39.3%	34.4%	27.0%	41.6%	14.9%
%H (All HH)		100.0%	98.4%	50.8%	30.4%	66.4%	46.4%	20.0%
%H (TV HH)			98.4%	50.8%	30.4%	66.4%	46.4%	20.0%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	955	930	866	323	221	614	279	336
%H (All HH)		97.4%	90.7%	33.8%	23.1%	64.3%	29.2%	35.2%
%H (TV HH)			93.1%	34.7%	23.8%	66.0%	30.0%	36.1%
Main living room	920	920	858	319	220	610	278	332
%V	96.3%	98.9%	99.1%	98.8%	99.5%	99.3%	99.6%	98.8%
%H (All HH)		100.0%	93.3%	34.7%	23.9%	66.3%	30.2%	36.1%
%H (TV HH)			93.3%	34.7%	23.9%	66.3%	30.2%	36.1%
Kitchen	110	110	108	48	28	88	54	34
%V	11.5%	11.8%	12.5%	14.9%	12.7%	14.3%	19.4%	10.1%
%H (All HH)		100.0%	98.2%	43.6%	25.5%	80.0%	49.1%	30.9%
%H (TV HH)			98.2%	43.6%	25.5%	80.0%	49.1%	30.9%
Adult's bedroom	436	436	423	176	122	320	183	137
%V	45.7%	46.9%	48.8%	54.5%	55.2%	52.1%	65.6%	40.8%
%H (All HH)		100.0%	97.0%	40.4%	28.0%	73.4%	42.0%	31.4%
%H (TV HH)			97.0%	40.4%	28.0%	73.4%	42.0%	31.4%
Child's bedroom	94	94	94	42	33	73	50	23
%V	9.8%	10.1%	10.9%	13.0%	14.9%	11.9%	17.9%	6.8%
%H (All HH)		100.0%	100.0%	44.7%	35.1%	77.7%	53.2%	24.5%
%H (TV HH)			100.0%	44.7%	35.1%	77.7%	53.2%	24.5%
Other bedroom	65	65	64	32	16	56	38	18
%V	6.8%	7.0%	7.4%	9.9%	7.2%	9.1%	13.6%	5.4%
%H (All HH)		100.0%	98.5%	49.2%	24.6%	86.2%	58.5%	27.7%
%H (TV HH)			98.5%	49.2%	24.6%	86.2%	58.5%	27.7%
Second living/dining room	107	107	105	50	24	83	50	33
%V	11.2%	11.5%	12.1%	15.5%	10.9%	13.5%	17.9%	9.8%
%H (All HH)		100.0%	98.1%	46.7%	22.4%	77.6%	46.7%	30.8%
%H (TV HH)			98.1%	46.7%	22.4%	77.6%	46.7%	30.8%
Study/office	23	23	23	13	6	17	13	4
%V	2.4%	2.5%	2.7%	4.0%	2.7%	2.8%	4.7%	1.2%
%H (All HH)		100.0%	100.0%	56.5%	26.1%	73.9%	56.5%	17.4%
%H (TV HH)			100.0%	56.5%	26.1%	73.9%	56.5%	17.4%
TV room	8	8	8	2	2	7	4	3
%V	0.8%	0.9%	0.9%	0.6%	0.9%	1.1%	1.4%	0.9%
%H (All HH)		100.0%	100.0%	25.0%	25.0%	87.5%	50.0%	37.5%
%H (TV HH)			100.0%	25.0%	25.0%	87.5%	50.0%	37.5%
No specific location	1	1	1	1	0	0	0	0
%V	0.1%	0.1%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Other	14	14	14	6	5	12	8	4
%V	1.5%	1.5%	1.6%	1.9%	2.3%	2.0%	2.9%	1.2%
%H (All HH)		100.0%	100.0%	42.9%	35.7%	85.7%	57.1%	28.6%
%H (TV HH)			100.0%	42.9%	35.7%	85.7%	57.1%	28.6%

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 2010 - June 2011

BBC Midlands East

Household level data

Table 15.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	955	930	866	323	221	614	279	336
%H (All HH)		97.4%	90.7%	33.8%	23.1%	64.3%	29.2%	35.2%
%H (TV HH)			93.1%	34.7%	23.8%	66.0%	30.0%	36.1%
PVR	427	427	427	235	113	286	196	90
%V	44.7%	45.9%	49.3%	72.8%	51.1%	46.6%	70.3%	26.8%
%H (All HH)		100.0%	100.0%	55.0%	26.5%	67.0%	45.9%	21.1%
%H (TV HH)			100.0%	55.0%	26.5%	67.0%	45.9%	21.1%
DVDR	260	260	252	99	77	180	97	83
%V	27.2%	28.0%	29.1%	30.7%	34.8%	29.3%	34.8%	24.7%
%H (All HH)		100.0%	96.9%	38.1%	29.6%	69.2%	37.3%	31.9%
%H (TV HH)			96.9%	38.1%	29.6%	69.2%	37.3%	31.9%
VCR	229	229	208	65	54	157	64	93
%V	24.0%	24.6%	24.0%	20.1%	24.4%	25.6%	22.9%	27.7%
%H (All HH)		100.0%	90.8%	28.4%	23.6%	68.6%	27.9%	40.6%
%H (TV HH)			90.8%	28.4%	23.6%	68.6%	27.9%	40.6%
Any recorder	651	651	626	278	165	439	243	196
%V	68.2%	70.0%	72.3%	86.1%	74.7%	71.5%	87.1%	58.3%
%H (All HH)		100.0%	96.2%	42.7%	25.3%	67.4%	37.3%	30.1%
%H (TV HH)			96.2%	42.7%	25.3%	67.4%	37.3%	30.1%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands East

Household level data

Table 15.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	955	930	866	323	221	614	279	336
%H (All HH)		97.4%	90.7%	33.8%	23.1%	64.3%	29.2%	35.2%
%H (TV HH)			93.1%	34.7%	23.8%	66.0%	30.0%	36.1%
Receives HDTV (via STB or built-in reception)	352	352	352	159	125	247	169	78
%V	36.9%	37.8%	40.6%	49.2%	56.6%	40.2%	60.6%	23.2%
%H (All HH)		100.0%	100.0%	45.2%	35.5%	70.2%	48.0%	22.2%
%H (TV HH)			100.0%	45.2%	35.5%	70.2%	48.0%	22.2%
DVD/Blu-ray player or recorder	742	742	713	280	193	516	262	254
%V	77.7%	79.8%	82.3%	86.7%	87.3%	84.0%	93.9%	75.6%
%H (All HH)		100.0%	96.1%	37.7%	26.0%	69.5%	35.3%	34.2%
%H (TV HH)			96.1%	37.7%	26.0%	69.5%	35.3%	34.2%

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 2010 - June 2011

BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	955	930	866	323	221	614	279	336
%H (All HH)		97.4%	90.7%	33.8%	23.1%	64.3%	29.2%	35.2%
%H (TV HH)			93.1%	34.7%	23.8%	66.0%	30.0%	36.1%
Has PC or Laptop	715	697	676	287	191	463	251	212
%V	74.9%	74.9%	78.1%	88.9%	86.4%	75.4%	90.0%	63.1%
%H (All HH)		97.5%	94.5%	40.1%	26.7%	64.8%	35.1%	29.7%
%H (TV HH)			97.0%	41.2%	27.4%	66.4%	36.0%	30.4%
Has broadband internet	661	646	629	268	186	433	243	190
%V	69.2%	69.5%	72.6%	83.0%	84.2%	70.5%	87.1%	56.5%
%H (All HH)		97.7%	95.2%	40.5%	28.1%	65.5%	36.8%	28.7%
%H (TV HH)			97.4%	41.5%	28.8%	67.0%	37.6%	29.4%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1900	1817	748	495	1365	748	617
%H		95.6%	39.4%	26.1%	71.8%	39.4%	32.5%
Under 20"	509	487	191	133	387	215	173
%V	26.8%	26.8%	25.5%	26.9%	28.4%	28.7%	28.0%
%H		95.7%	37.5%	26.1%	76.0%	42.2%	34.0%
20" - 29"	579	535	193	145	400	191	210
%V	30.5%	29.4%	25.8%	29.3%	29.3%	25.5%	34.0%
%H		92.4%	33.3%	25.0%	69.1%	33.0%	36.3%
30" - 39"	504	493	208	124	373	200	173
%V	26.5%	27.1%	27.8%	25.1%	27.3%	26.7%	28.0%
%H		97.8%	41.3%	24.6%	74.0%	39.7%	34.3%
40" and over	277	274	146	85	184	131	53
%V	14.6%	15.1%	19.5%	17.2%	13.5%	17.5%	8.6%
%H		98.9%	52.7%	30.7%	66.4%	47.3%	19.1%
Don't know	29	28	11	8	20	11	9
%V	1.5%	1.5%	1.5%	1.6%	1.5%	1.5%	1.5%
%H		96.6%	37.9%	27.6%	69.0%	37.9%	31.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	1900	1817	748	495	1365	748	617
%H		95.6%	39.4%	26.1%	71.8%	39.4%	32.5%
Main living room	925	862	321	221	612	278	334
%V	48.7%	47.4%	42.9%	44.6%	44.8%	37.2%	54.1%
%H		93.2%	34.7%	23.9%	66.2%	30.1%	36.1%
Kitchen	111	109	49	29	89	55	34
%V	5.8%	6.0%	6.6%	5.9%	6.5%	7.4%	5.5%
%H		98.2%	44.1%	26.1%	80.2%	49.5%	30.6%
Adult's bedroom	506	491	209	144	377	221	155
%V	26.6%	27.0%	27.9%	29.1%	27.6%	29.5%	25.1%
%H		97.0%	41.3%	28.5%	74.5%	43.7%	30.6%
Child's bedroom	123	122	55	43	99	70	30
%V	6.5%	6.7%	7.4%	8.7%	7.3%	9.4%	4.9%
%H		99.2%	44.7%	35.0%	80.5%	56.9%	24.4%
Other bedroom	77	77	42	19	66	47	19
%V	4.1%	4.2%	5.6%	3.8%	4.8%	6.3%	3.1%
%H		100.0%	54.5%	24.7%	85.7%	61.0%	24.7%
Second living/dining room	110	108	51	25	85	52	34
%V	5.8%	5.9%	6.8%	5.1%	6.2%	7.0%	5.5%
%H		98.2%	46.4%	22.7%	77.3%	47.3%	30.9%
Study/office	25	25	14	7	18	14	4
%V	1.3%	1.4%	1.9%	1.4%	1.3%	1.9%	0.6%
%H		100.0%	56.0%	28.0%	72.0%	56.0%	16.0%
TV room	8	8	2	2	7	4	3
%V	0.4%	0.4%	0.3%	0.4%	0.5%	0.5%	0.5%
%H		100.0%	25.0%	25.0%	87.5%	50.0%	37.5%
No specific location	1	1	1	0	0	0	0
%V	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Other	15	15	6	5	12	8	4
%V	0.8%	0.8%	0.8%	1.0%	0.9%	1.1%	0.6%
%H		100.0%	40.0%	33.3%	80.0%	53.3%	26.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands East

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1900	1817	748	495	1365	748	617
%H		95.6%	39.4%	26.1%	71.8%	39.4%	32.5%
PVR	552	551	329	137	368	265	103
%V	29.1%	30.3%	44.0%	27.7%	27.0%	35.4%	16.7%
%H		99.8%	59.6%	24.8%	66.7%	48.0%	18.7%
DVDR	327	317	125	108	234	138	96
%V	17.2%	17.4%	16.7%	21.8%	17.1%	18.4%	15.6%
%H		96.9%	38.2%	33.0%	71.6%	42.2%	29.4%
VCR	273	251	78	69	190	81	109
%V	14.4%	13.8%	10.4%	13.9%	13.9%	10.8%	17.7%
%H		91.9%	28.6%	25.3%	69.6%	29.7%	39.9%
Any recorder	913	885	422	241	629	383	246
%V	48.1%	48.7%	56.4%	48.7%	46.1%	51.2%	39.9%
%H		96.9%	46.2%	26.4%	68.9%	41.9%	26.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: 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	1900	1817	748	495	1365	748	617
%H		95.6%	39.4%	26.1%	71.8%	39.4%	32.5%
Receives HDTV (via STB or built-in reception)	479	479	223	168	347	244	103
%V	25.2%	26.4%	29.8%	33.9%	25.4%	32.6%	16.7%
%H		100.0%	46.6%	35.1%	72.4%	50.9%	21.5%
DVD/Blu-ray player or recorder	1122	1090	461	309	822	471	351
%V	59.1%	60.0%	61.6%	62.4%	60.2%	63.0%	56.9%
%H		97.1%	41.1%	27.5%	73.3%	42.0%	31.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Midlands East
Set level data
Table 15.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	929	865	323	221	614	279	335
%H		93.1%	34.8%	23.8%	66.1%	30.0%	36.1%
Under 20"	28	20	1	4	15	1	14
%V	3.0%	2.3%	0.3%	1.8%	2.4%	0.4%	4.2%
%H		71.4%	3.6%	14.3%	53.6%	3.6%	50.0%
20" - 29"	278	238	59	56	165	41	124
%V	29.9%	27.5%	18.3%	25.3%	26.9%	14.7%	37.0%
%H		85.6%	21.2%	20.1%	59.4%	14.7%	44.6%
30" - 39"	371	359	136	84	267	122	146
%V	39.9%	41.5%	42.1%	38.0%	43.5%	43.7%	43.6%
%H		96.8%	36.7%	22.6%	72.0%	32.9%	39.4%
40" and over	242	238	122	75	161	112	49
%V	26.0%	27.5%	37.8%	33.9%	26.2%	40.1%	14.6%
%H		98.3%	50.4%	31.0%	66.5%	46.3%	20.2%
Don't know	10	9	4	2	6	3	3
%V	1.1%	1.0%	1.2%	0.9%	1.0%	1.1%	0.9%
%H		90.0%	40.0%	20.0%	60.0%	30.0%	30.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	929	865	323	221	614	279	335
%H		93.1%	34.8%	23.8%	66.1%	30.0%	36.1%
PVR	411	411	229	106	273	188	86
%V	44.2%	47.5%	70.9%	48.0%	44.5%	67.4%	25.7%
%H		100.0%	55.7%	25.8%	66.4%	45.7%	20.9%
DVDR	226	218	84	64	154	80	74
%V	24.3%	25.2%	26.0%	29.0%	25.1%	28.7%	22.1%
%H		96.5%	37.2%	28.3%	68.1%	35.4%	32.7%
VCR	195	174	49	44	130	47	83
%V	21.0%	20.1%	15.2%	19.9%	21.2%	16.8%	24.8%
%H		89.2%	25.1%	22.6%	66.7%	24.1%	42.6%
Any recorder	627	602	272	154	419	230	188
%V	67.5%	69.6%	84.2%	69.7%	68.2%	82.4%	56.1%
%H		96.0%	43.4%	24.6%	66.8%	36.7%	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 15.17: 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	929	865	323	221	614	279	335
%H		93.1%	34.8%	23.8%	66.1%	30.0%	36.1%
Receives HDTV (via STB or built-in reception)	334	334	151	118	234	161	72
%V	36.0%	38.6%	46.7%	53.4%	38.1%	57.7%	21.5%
%H		100.0%	45.2%	35.3%	70.1%	48.2%	21.6%
DVD/Blu-ray player or recorder	699	671	265	179	484	244	240
%V	75.2%	77.6%	82.0%	81.0%	78.8%	87.5%	71.6%
%H		96.0%	37.9%	25.6%	69.2%	34.9%	34.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Midlands East
Set level data
Table 15.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	971	952	425	275	751	469	282
%H		98.0%	43.8%	28.3%	77.3%	48.3%	29.0%
Under 20"	481	467	189	129	372	213	159
%V	49.5%	49.1%	44.5%	46.9%	49.5%	45.4%	56.4%
%H		97.1%	39.3%	26.8%	77.3%	44.3%	33.1%
20" - 29"	302	297	134	89	235	150	86
%V	31.1%	31.2%	31.5%	32.4%	31.3%	32.0%	30.5%
%H		98.3%	44.4%	29.5%	77.8%	49.7%	28.5%
30" - 39"	134	134	72	40	106	79	27
%V	13.8%	14.1%	16.9%	14.5%	14.1%	16.8%	9.6%
%H		100.0%	53.7%	29.9%	79.1%	59.0%	20.1%
40" and over	36	36	23	10	24	19	5
%V	3.7%	3.8%	5.4%	3.6%	3.2%	4.1%	1.8%
%H		100.0%	63.9%	27.8%	66.7%	52.8%	13.9%
Don't know	19	19	7	6	15	9	6
%V	2.0%	2.0%	1.6%	2.2%	2.0%	1.9%	2.1%
%H		100.0%	36.8%	31.6%	78.9%	47.4%	31.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands East

Set level data

Table 15.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	971	952	425	275	751	469	282
%H		98.0%	43.8%	28.3%	77.3%	48.3%	29.0%
PVR	141	141	100	31	94	78	17
%V	14.5%	14.8%	23.5%	11.3%	12.5%	16.6%	6.0%
%H		100.0%	70.9%	22.0%	66.7%	55.3%	12.1%
DVDR	101	100	41	44	80	58	22
%V	10.4%	10.5%	9.6%	16.0%	10.7%	12.4%	7.8%
%H		99.0%	40.6%	43.6%	79.2%	57.4%	21.8%
VCR	79	77	29	25	60	34	26
%V	8.1%	8.1%	6.8%	9.1%	8.0%	7.2%	9.2%
%H		97.5%	36.7%	31.6%	75.9%	43.0%	32.9%
Any recorder	286	283	151	87	210	152	58
%V	29.5%	29.7%	35.5%	31.6%	28.0%	32.4%	20.6%
%H		99.0%	52.8%	30.4%	73.4%	53.1%	20.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: 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	971	952	425	275	751	469	282
%H		98.0%	43.8%	28.3%	77.3%	48.3%	29.0%
Receives HDTV (via STB or built-in reception)	145	145	71	50	114	83	31
%V	14.9%	15.2%	16.7%	18.2%	15.2%	17.7%	11.0%
%H		100.0%	49.0%	34.5%	78.6%	57.2%	21.4%
DVD/Blu-ray player or recorder	423	419	196	130	338	227	111
%V	43.6%	44.0%	46.1%	47.3%	45.0%	48.4%	39.4%
%H		99.1%	46.3%	30.7%	79.9%	53.7%	26.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2226	2181	2067	880	585	1415	757	658
%H		98.0%	92.9%	39.5%	26.3%	63.6%	34.0%	29.6%
Total Children	418	412	399	197	122	245	150	95
%V	18.8%	18.9%	19.3%	22.4%	20.9%	17.3%	19.8%	14.4%
%H		98.6%	95.5%	47.1%	29.2%	58.6%	35.9%	22.7%
0 - 3	111	110	105	51	34	58	35	23
%V	5.0%	5.0%	5.1%	5.8%	5.8%	4.1%	4.6%	3.5%
%H		99.1%	94.6%	45.9%	30.6%	52.3%	31.5%	20.7%
4 - 15	307	303	294	146	88	187	115	72
%V	13.8%	13.9%	14.2%	16.6%	15.0%	13.2%	15.2%	10.9%
%H		98.7%	95.8%	47.6%	28.7%	60.9%	37.5%	23.5%
4 - 9	155	153	148	68	47	88	51	37
%V	7.0%	7.0%	7.2%	7.7%	8.0%	6.2%	6.7%	5.6%
%H		98.7%	95.5%	43.9%	30.3%	56.8%	32.9%	23.9%
10 - 15	152	150	146	78	41	98	64	34
%V	6.8%	6.9%	7.1%	8.9%	7.0%	6.9%	8.5%	5.2%
%H		98.7%	96.1%	51.3%	27.0%	64.5%	42.1%	22.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2226	2181	2067	880	585	1415	757	658
%H		98.0%	92.9%	39.5%	26.3%	63.6%	34.0%	29.6%
Total Adults (16+)	1808	1768	1668	682	463	1170	606	564
%V	81.2%	81.1%	80.7%	77.5%	79.1%	82.7%	80.1%	85.7%
%H		97.8%	92.3%	37.7%	25.6%	64.7%	33.5%	31.2%
16 - 19	121	120	115	52	36	83	54	30
%V	5.4%	5.5%	5.6%	5.9%	6.2%	5.9%	7.1%	4.6%
%H		99.2%	95.0%	43.0%	29.8%	68.6%	44.6%	24.8%
20 - 24	152	142	132	53	44	87	46	41
%V	6.8%	6.5%	6.4%	6.0%	7.5%	6.1%	6.1%	6.2%
%H		93.4%	86.8%	34.9%	28.9%	57.2%	30.3%	27.0%
25 - 34	291	279	269	126	87	157	95	62
%V	13.1%	12.8%	13.0%	14.3%	14.9%	11.1%	12.5%	9.4%
%H		95.9%	92.4%	43.3%	29.9%	54.0%	32.6%	21.3%
35 - 44	297	292	283	138	87	183	117	66
%V	13.3%	13.4%	13.7%	15.7%	14.9%	12.9%	15.5%	10.0%
%H		98.3%	95.3%	46.5%	29.3%	61.6%	39.4%	22.2%
45 - 54	322	317	303	132	83	223	127	96
%V	14.5%	14.5%	14.7%	15.0%	14.2%	15.8%	16.8%	14.6%
%H		98.4%	94.1%	41.0%	25.8%	69.3%	39.4%	29.8%
55 - 64	275	270	260	101	68	186	88	98
%V	12.4%	12.4%	12.6%	11.5%	11.6%	13.1%	11.6%	14.9%
%H		98.2%	94.5%	36.7%	24.7%	67.6%	32.0%	35.6%
65+	350	349	306	80	58	250	79	171
%V	15.7%	16.0%	14.8%	9.1%	9.9%	17.7%	10.4%	26.0%
%H		99.7%	87.4%	22.9%	16.6%	71.4%	22.6%	48.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands East

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		1808	1768	1668	682	463	1170	606	564
	%H		97.8%	92.3%	37.7%	25.6%	64.7%	33.5%	31.2%
AB		452	446	426	190	105	302	162	140
	%V	25.0%	25.2%	25.5%	27.9%	22.7%	25.8%	26.7%	24.8%
	%H		98.7%	94.2%	42.0%	23.2%	66.8%	35.8%	31.0%
C1		483	468	447	177	139	326	185	141
	%V	26.7%	26.5%	26.8%	26.0%	30.0%	27.9%	30.5%	25.0%
	%H		96.9%	92.5%	36.6%	28.8%	67.5%	38.3%	29.2%
C2		389	383	365	151	102	266	145	121
	%V	21.5%	21.7%	21.9%	22.1%	22.0%	22.7%	23.9%	21.5%
	%H		98.5%	93.8%	38.8%	26.2%	68.4%	37.3%	31.1%
D		308	303	283	116	84	179	88	91
	%V	17.0%	17.1%	17.0%	17.0%	18.1%	15.3%	14.5%	16.1%
	%H		98.4%	91.9%	37.7%	27.3%	58.1%	28.6%	29.5%
E		176	169	147	47	33	97	27	70
	%V	9.7%	9.6%	8.8%	6.9%	7.1%	8.3%	4.5%	12.4%
	%H		96.0%	83.5%	26.7%	18.8%	55.1%	15.3%	39.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Midlands East
Individual level data
Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1808	1768	1668	682	463	1170	606	564
%H		97.8%	92.3%	37.7%	25.6%	64.7%	33.5%	31.2%
Working full time	761	750	723	333	217	495	304	191
%V	42.1%	42.4%	43.3%	48.8%	46.9%	42.3%	50.2%	33.9%
%H		98.6%	95.0%	43.8%	28.5%	65.0%	39.9%	25.1%
Working part time	200	199	192	88	59	124	73	51
%V	11.1%	11.3%	11.5%	12.9%	12.7%	10.6%	12.0%	9.0%
%H		99.5%	96.0%	44.0%	29.5%	62.0%	36.5%	25.5%
Not working	847	820	753	262	186	551	229	322
%V	46.8%	46.4%	45.1%	38.4%	40.2%	47.1%	37.8%	57.1%
%H		96.8%	88.9%	30.9%	22.0%	65.1%	27.0%	38.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	877	852	810	347	224	566	306	260
%H		97.1%	92.4%	39.6%	25.5%	64.5%	34.9%	29.6%
16 - 19	58	57	55	27	18	40	27	13
%V	6.6%	6.7%	6.8%	7.8%	8.0%	7.1%	8.8%	5.0%
%H		98.3%	94.8%	46.6%	31.0%	69.0%	46.6%	22.4%
20 - 24	81	73	68	28	25	43	23	20
%V	9.2%	8.6%	8.4%	8.1%	11.2%	7.6%	7.5%	7.7%
%H		90.1%	84.0%	34.6%	30.9%	53.1%	28.4%	24.7%
25 - 34	142	135	129	61	39	78	47	31
%V	16.2%	15.8%	15.9%	17.6%	17.4%	13.8%	15.4%	11.9%
%H		95.1%	90.8%	43.0%	27.5%	54.9%	33.1%	21.8%
35 - 44	145	142	138	65	42	91	57	34
%V	16.5%	16.7%	17.0%	18.7%	18.8%	16.1%	18.6%	13.1%
%H		97.9%	95.2%	44.8%	29.0%	62.8%	39.3%	23.4%
45 - 54	154	151	145	68	36	106	62	44
%V	17.6%	17.7%	17.9%	19.6%	16.1%	18.7%	20.3%	16.9%
%H		98.1%	94.2%	44.2%	23.4%	68.8%	40.3%	28.6%
55 - 64	139	137	131	52	36	96	48	47
%V	15.8%	16.1%	16.2%	15.0%	16.1%	17.0%	15.7%	18.1%
%H		98.6%	94.2%	37.4%	25.9%	69.1%	34.5%	33.8%
65+	158	157	143	45	28	113	41	72
%V	18.0%	18.4%	17.7%	13.0%	12.5%	20.0%	13.4%	27.7%
%H		99.4%	90.5%	28.5%	17.7%	71.5%	25.9%	45.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	877	852	810	347	224	566	306	260
%H		97.1%	92.4%	39.6%	25.5%	64.5%	34.9%	29.6%
AB	223	221	213	97	51	152	82	70
%V	25.4%	25.9%	26.3%	28.0%	22.8%	26.9%	26.8%	26.9%
%H		99.1%	95.5%	43.5%	22.9%	68.2%	36.8%	31.4%
C1	229	218	211	87	69	151	91	61
%V	26.1%	25.6%	26.0%	25.1%	30.8%	26.7%	29.7%	23.5%
%H		95.2%	92.1%	38.0%	30.1%	65.9%	39.7%	26.6%
C2	204	200	191	80	54	139	77	62
%V	23.3%	23.5%	23.6%	23.1%	24.1%	24.6%	25.2%	23.8%
%H		98.0%	93.6%	39.2%	26.5%	68.1%	37.7%	30.4%
D	141	138	130	59	38	80	43	37
%V	16.1%	16.2%	16.0%	17.0%	17.0%	14.1%	14.1%	14.2%
%H		97.9%	92.2%	41.8%	27.0%	56.7%	30.5%	26.2%
E	79	75	66	24	13	44	13	31
%V	9.0%	8.8%	8.1%	6.9%	5.8%	7.8%	4.2%	11.9%
%H		94.9%	83.5%	30.4%	16.5%	55.7%	16.5%	39.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	877	852	810	347	224	566	306	260
%H		97.1%	92.4%	39.6%	25.5%	64.5%	34.9%	29.6%
Working full time	484	476	460	217	131	316	192	124
%V	55.2%	55.9%	56.8%	62.5%	58.5%	55.8%	62.7%	47.7%
%H		98.3%	95.0%	44.8%	27.1%	65.3%	39.7%	25.6%
Working part time	39	39	37	19	11	21	13	9
%V	4.4%	4.6%	4.6%	5.5%	4.9%	3.7%	4.2%	3.5%
%H		100.0%	94.9%	48.7%	28.2%	53.8%	33.3%	23.1%
Not working	354	337	313	112	82	229	101	128
%V	40.4%	39.6%	38.6%	32.3%	36.6%	40.5%	33.0%	49.2%
%H		95.2%	88.4%	31.6%	23.2%	64.7%	28.5%	36.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	930	916	858	336	239	604	301	303
%H		98.5%	92.3%	36.1%	25.7%	64.9%	32.4%	32.6%
16 - 19	63	63	59	25	19	43	26	17
%V	6.8%	6.9%	6.9%	7.4%	7.9%	7.1%	8.6%	5.6%
%H		100.0%	93.7%	39.7%	30.2%	68.3%	41.3%	27.0%
20 - 24	71	69	64	25	19	44	22	21
%V	7.6%	7.5%	7.5%	7.4%	7.9%	7.3%	7.3%	6.9%
%H		97.2%	90.1%	35.2%	26.8%	62.0%	31.0%	29.6%
25 - 34	149	144	140	65	48	80	48	31
%V	16.0%	15.7%	16.3%	19.3%	20.1%	13.2%	15.9%	10.2%
%H		96.6%	94.0%	43.6%	32.2%	53.7%	32.2%	20.8%
35 - 44	153	150	144	73	44	92	60	32
%V	16.5%	16.4%	16.8%	21.7%	18.4%	15.2%	19.9%	10.6%
%H		98.0%	94.1%	47.7%	28.8%	60.1%	39.2%	20.9%
45 - 54	167	165	159	63	47	117	65	52
%V	18.0%	18.0%	18.5%	18.8%	19.7%	19.4%	21.6%	17.2%
%H		98.8%	95.2%	37.7%	28.1%	70.1%	38.9%	31.1%
55 - 64	136	134	129	49	32	91	40	51
%V	14.6%	14.6%	15.0%	14.6%	13.4%	15.1%	13.3%	16.8%
%H		98.5%	94.9%	36.0%	23.5%	66.9%	29.4%	37.5%
65+	192	191	163	35	30	138	38	99
%V	20.6%	20.9%	19.0%	10.4%	12.6%	22.8%	12.6%	32.7%
%H		99.5%	84.9%	18.2%	15.6%	71.9%	19.8%	51.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	930	916	858	336	239	604	301	303
%H		98.5%	92.3%	36.1%	25.7%	64.9%	32.4%	32.6%
AB	229	225	213	94	55	150	80	70
%V	24.6%	24.6%	24.8%	28.0%	23.0%	24.8%	26.6%	23.1%
%H		98.3%	93.0%	41.0%	24.0%	65.5%	34.9%	30.6%
C1	254	250	237	90	70	175	94	81
%V	27.3%	27.3%	27.6%	26.8%	29.3%	29.0%	31.2%	26.7%
%H		98.4%	93.3%	35.4%	27.6%	68.9%	37.0%	31.9%
C2	184	183	174	71	48	127	68	59
%V	19.8%	20.0%	20.3%	21.1%	20.1%	21.0%	22.6%	19.5%
%H		99.5%	94.6%	38.6%	26.1%	69.0%	37.0%	32.1%
D	166	165	153	58	45	99	45	54
%V	17.8%	18.0%	17.8%	17.3%	18.8%	16.4%	15.0%	17.8%
%H		99.4%	92.2%	34.9%	27.1%	59.6%	27.1%	32.5%
E	97	94	81	23	20	53	14	39
%V	10.4%	10.3%	9.4%	6.8%	8.4%	8.8%	4.7%	12.9%
%H		96.9%	83.5%	23.7%	20.6%	54.6%	14.4%	40.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
BBC Midlands East
Individual level data
Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	930	916	858	336	239	604	301	303
%H		98.5%	92.3%	36.1%	25.7%	64.9%	32.4%	32.6%
Working full time	277	274	263	117	86	179	112	67
%V	29.8%	29.9%	30.7%	34.8%	36.0%	29.6%	37.2%	22.1%
%H		98.9%	94.9%	42.2%	31.0%	64.6%	40.4%	24.2%
Working part time	161	159	155	69	48	103	60	42
%V	17.3%	17.4%	18.1%	20.5%	20.1%	17.1%	19.9%	13.9%
%H		98.8%	96.3%	42.9%	29.8%	64.0%	37.3%	26.1%
Not working	493	484	440	150	104	323	128	194
%V	53.0%	52.8%	51.3%	44.6%	43.5%	53.5%	42.5%	64.0%
%H		98.2%	89.2%	30.4%	21.1%	65.5%	26.0%	39.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total