



BARB Establishment Survey Annual Data Report Volume 2: BBC Areas

July 2011 to June 2012

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 2011 - June 2012

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See also

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

This reports contains the weighted data results from the Establishment survey for the period July 2011 - June 2012

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

Note on DTT estimates

The Establishment Survey questionnaire was substantially overhauled in April 2012 in order to keep the questionnaire relevant to the current TV environment, and to improve its flow for respondents.

For most categories the questionnaire change did not produce any discernible shifts in the data collected, or in existing trends. However it did produce a small but noticeable step change in digital terrestrial aerial claims with the quarterly household total reducing from 73.8% in Q1 to 70.9% in Q2. In the previous questionnaire, for a small proportion of households, use of a terrestrial aerial was inferred, based on answers to a related question on aerial location. In the new questionnaire the household has to explicitly claim that a reception platform is used to receive TV programmes in order to be counted to that platform.

It may therefore be best to treat Establishment Survey estimates for digital terrestrial from Q2 2012 on as a separate series to those up to Q1 2012.

If you would like more information on the questionnaire change, please email enquiries@barb.co.uk

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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	5124	4832	4587	1985	827	2985	1167	1818
%H (All HH)		94.3%	89.5%	38.7%	16.1%	58.3%	22.8%	35.5%
%H (TV HH)			94.9%	41.1%	17.1%	61.8%	24.2%	37.6%
AB	1509	1438	1390	625	290	870	382	488
%V	29.4%	29.8%	30.3%	31.5%	35.1%	29.1%	32.7%	26.8%
%H (All HH)		95.3%	92.1%	41.4%	19.2%	57.7%	25.3%	32.3%
%H (TV HH)			96.7%	43.5%	20.2%	60.5%	26.6%	33.9%
C1	1513	1412	1353	564	244	911	354	558
%V	29.5%	29.2%	29.5%	28.4%	29.5%	30.5%	30.3%	30.7%
%H (All HH)		93.3%	89.4%	37.3%	16.1%	60.2%	23.4%	36.9%
%H (TV HH)			95.8%	39.9%	17.3%	64.5%	25.1%	39.5%
C2	808	778	745	342	152	479	222	258
%V	15.8%	16.1%	16.2%	17.2%	18.4%	16.0%	19.0%	14.2%
%H (All HH)		96.3%	92.2%	42.3%	18.8%	59.3%	27.5%	31.9%
%H (TV HH)			95.8%	44.0%	19.5%	61.6%	28.5%	33.2%
D	683	630	587	276	89	358	129	230
%V	13.3%	13.0%	12.8%	13.9%	10.8%	12.0%	11.1%	12.7%
%H (All HH)		92.2%	85.9%	40.4%	13.0%	52.4%	18.9%	33.7%
%H (TV HH)			93.2%	43.8%	14.1%	56.8%	20.5%	36.5%
E	612	574	511	179	52	366	81	286
%V	11.9%	11.9%	11.1%	9.0%	6.3%	12.3%	6.9%	15.7%
%H (All HH)		93.8%	83.5%	29.2%	8.5%	59.8%	13.2%	46.7%
%H (TV HH)			89.0%	31.2%	9.1%	63.8%	14.1%	49.8%

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 2011 - June 2012

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	5124	4832	4587	1985	827	2985	1167	1818
%H (All HH)		94.3%	89.5%	38.7%	16.1%	58.3%	22.8%	35.5%
%H (TV HH)			94.9%	41.1%	17.1%	61.8%	24.2%	37.6%
Under 25	193	160	149	66	29	82	25	56
%V	3.8%	3.3%	3.2%	3.3%	3.5%	2.7%	2.1%	3.1%
%H (All HH)		82.9%	77.2%	34.2%	15.0%	42.5%	13.0%	29.0%
%H (TV HH)			93.1%	41.3%	18.1%	51.3%	15.6%	35.0%
25 - 34	1016	922	872	439	167	472	197	275
%V	19.8%	19.1%	19.0%	22.1%	20.2%	15.8%	16.9%	15.1%
%H (All HH)		90.7%	85.8%	43.2%	16.4%	46.5%	19.4%	27.1%
%H (TV HH)			94.6%	47.6%	18.1%	51.2%	21.4%	29.8%
35 - 44	1058	988	956	493	192	553	272	281
%V	20.6%	20.4%	20.8%	24.8%	23.2%	18.5%	23.3%	15.5%
%H (All HH)		93.4%	90.4%	46.6%	18.1%	52.3%	25.7%	26.6%
%H (TV HH)			96.8%	49.9%	19.4%	56.0%	27.5%	28.4%
45 - 54	1012	972	948	439	199	617	297	321
%V	19.8%	20.1%	20.7%	22.1%	24.1%	20.7%	25.4%	17.7%
%H (All HH)		96.0%	93.7%	43.4%	19.7%	61.0%	29.3%	31.7%
%H (TV HH)			97.5%	45.2%	20.5%	63.5%	30.6%	33.0%
55 - 64	735	711	682	261	136	494	203	291
%V	14.3%	14.7%	14.9%	13.1%	16.4%	16.5%	17.4%	16.0%
%H (All HH)		96.7%	92.8%	35.5%	18.5%	67.2%	27.6%	39.6%
%H (TV HH)			95.9%	36.7%	19.1%	69.5%	28.6%	40.9%
65 +	1110	1079	981	287	105	767	172	595
%V	21.7%	22.3%	21.4%	14.5%	12.7%	25.7%	14.7%	32.7%
%H (All HH)		97.2%	88.4%	25.9%	9.5%	69.1%	15.5%	53.6%
%H (TV HH)			90.9%	26.6%	9.7%	71.1%	15.9%	55.1%

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 2011 - June 2012
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	5124	4832	4587	1985	827	2985	1167	1818
%H (All HH)		94.3%	89.5%	38.7%	16.1%	58.3%	22.8%	35.5%
%H (TV HH)			94.9%	41.1%	17.1%	61.8%	24.2%	37.6%
1	1932	1766	1604	448	235	1163	235	929
%V	37.7%	36.5%	35.0%	22.6%	28.4%	39.0%	20.1%	51.1%
%H (All HH)		91.4%	83.0%	23.2%	12.2%	60.2%	12.2%	48.1%
%H (TV HH)			90.8%	25.4%	13.3%	65.9%	13.3%	52.6%
2	1293	1239	1204	531	235	773	325	447
%V	25.2%	25.6%	26.2%	26.8%	28.4%	25.9%	27.8%	24.6%
%H (All HH)		95.8%	93.1%	41.1%	18.2%	59.8%	25.1%	34.6%
%H (TV HH)			97.2%	42.9%	19.0%	62.4%	26.2%	36.1%
3	755	731	709	373	144	427	225	201
%V	14.7%	15.1%	15.5%	18.8%	17.4%	14.3%	19.3%	11.1%
%H (All HH)		96.8%	93.9%	49.4%	19.1%	56.6%	29.8%	26.6%
%H (TV HH)			97.0%	51.0%	19.7%	58.4%	30.8%	27.5%
4	725	704	687	383	145	413	246	167
%V	14.1%	14.6%	15.0%	19.3%	17.5%	13.8%	21.1%	9.2%
%H (All HH)		97.1%	94.8%	52.8%	20.0%	57.0%	33.9%	23.0%
%H (TV HH)			97.6%	54.4%	20.6%	58.7%	34.9%	23.7%
5+	419	393	384	250	68	210	135	75
%V	8.2%	8.1%	8.4%	12.6%	8.2%	7.0%	11.6%	4.1%
%H (All HH)		93.8%	91.6%	59.7%	16.2%	50.1%	32.2%	17.9%
%H (TV HH)			97.7%	63.6%	17.3%	53.4%	34.4%	19.1%
Average HH size	2.33	2.35	2.39	2.78	2.51	2.27	2.81	1.92

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 2011 - June 2012

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	5124	4832	4587	1985	827	2985	1167	1818
%H (All HH)		94.3%	89.5%	38.7%	16.1%	58.3%	22.8%	35.5%
%H (TV HH)			94.9%	41.1%	17.1%	61.8%	24.2%	37.6%
Without	3804	3555	3341	1276	584	2279	772	1507
%V	74.2%	73.6%	72.8%	64.3%	70.6%	76.3%	66.2%	82.9%
%H (All HH)		93.5%	87.8%	33.5%	15.4%	59.9%	20.3%	39.6%
%H (TV HH)			94.0%	35.9%	16.4%	64.1%	21.7%	42.4%
With	1320	1277	1246	708	244	706	395	311
%V	25.8%	26.4%	27.2%	35.7%	29.5%	23.7%	33.8%	17.1%
%H (All HH)		96.7%	94.4%	53.6%	18.5%	53.5%	29.9%	23.6%
%H (TV HH)			97.6%	55.4%	19.1%	55.3%	30.9%	24.4%
0 - 3	565	538	522	304	92	282	149	133
%V	11.0%	11.1%	11.4%	15.3%	11.1%	9.4%	12.8%	7.3%
%H (All HH)		95.2%	92.4%	53.8%	16.3%	49.9%	26.4%	23.5%
%H (TV HH)			97.0%	56.5%	17.1%	52.4%	27.7%	24.7%
4 - 9	663	640	625	367	116	350	200	150
%V	12.9%	13.2%	13.6%	18.5%	14.0%	11.7%	17.1%	8.3%
%H (All HH)		96.5%	94.3%	55.4%	17.5%	52.8%	30.2%	22.6%
%H (TV HH)			97.7%	57.3%	18.1%	54.7%	31.3%	23.4%
10 - 15	565	555	541	309	113	318	192	127
%V	11.0%	11.5%	11.8%	15.6%	13.7%	10.7%	16.5%	7.0%
%H (All HH)		98.2%	95.8%	54.7%	20.0%	56.3%	34.0%	22.5%
%H (TV HH)			97.5%	55.7%	20.4%	57.3%	34.6%	22.9%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

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	5124	4832	4587	1985	827	2985	1167	1818
%H (All HH)		94.3%	89.5%	38.7%	16.1%	58.3%	22.8%	35.5%
%H (TV HH)			94.9%	41.1%	17.1%	61.8%	24.2%	37.6%
1	2309	2309	2113	797	342	1191	210	981
%V	45.1%	47.8%	46.1%	40.2%	41.4%	39.9%	18.0%	54.0%
%H (All HH)		100.0%	91.5%	34.5%	14.8%	51.6%	9.1%	42.5%
%H (TV HH)			91.5%	34.5%	14.8%	51.6%	9.1%	42.5%
2	1519	1519	1478	636	285	1016	441	575
%V	29.6%	31.4%	32.2%	32.0%	34.5%	34.0%	37.8%	31.6%
%H (All HH)		100.0%	97.3%	41.9%	18.8%	66.9%	29.0%	37.9%
%H (TV HH)			97.3%	41.9%	18.8%	66.9%	29.0%	37.9%
3	625	625	620	333	117	479	299	180
%V	12.2%	12.9%	13.5%	16.8%	14.1%	16.0%	25.6%	9.9%
%H (All HH)		100.0%	99.2%	53.3%	18.7%	76.6%	47.8%	28.8%
%H (TV HH)			99.2%	53.3%	18.7%	76.6%	47.8%	28.8%
4	251	251	248	139	58	196	139	57
%V	4.9%	5.2%	5.4%	7.0%	7.0%	6.6%	11.9%	3.1%
%H (All HH)		100.0%	98.8%	55.4%	23.1%	78.1%	55.4%	22.7%
%H (TV HH)			98.8%	55.4%	23.1%	78.1%	55.4%	22.7%
5+	127	127	127	80	26	103	77	26
%V	2.5%	2.6%	2.8%	4.0%	3.1%	3.5%	6.6%	1.4%
%H (All HH)		100.0%	100.0%	63.0%	20.5%	81.1%	60.6%	20.5%
%H (TV HH)			100.0%	63.0%	20.5%	81.1%	60.6%	20.5%

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 2011 - June 2012

BBC London

Household level data

Table 1.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5124	4832	4587	1985	827	2985	1167	1818
%H (All HH)		94.3%	89.5%	38.7%	16.1%	58.3%	22.8%	35.5%
%H (TV HH)			94.9%	41.1%	17.1%	61.8%	24.2%	37.6%
Under 20"	1433	1433	1368	562	249	1059	486	573
%V	28.0%	29.7%	29.8%	28.3%	30.1%	35.5%	41.6%	31.5%
%H (All HH)		100.0%	95.5%	39.2%	17.4%	73.9%	33.9%	40.0%
%H (TV HH)			95.5%	39.2%	17.4%	73.9%	33.9%	40.0%
20" - 29"	1970	1970	1841	720	331	1342	530	812
%V	38.4%	40.8%	40.1%	36.3%	40.0%	45.0%	45.4%	44.7%
%H (All HH)		100.0%	93.5%	36.5%	16.8%	68.1%	26.9%	41.2%
%H (TV HH)			93.5%	36.5%	16.8%	68.1%	26.9%	41.2%
30" - 39"	2265	2265	2214	1010	410	1473	658	815
%V	44.2%	46.9%	48.3%	50.9%	49.6%	49.3%	56.4%	44.8%
%H (All HH)		100.0%	97.7%	44.6%	18.1%	65.0%	29.1%	36.0%
%H (TV HH)			97.7%	44.6%	18.1%	65.0%	29.1%	36.0%
40" and over	1605	1605	1587	938	319	925	571	354
%V	31.3%	33.2%	34.6%	47.3%	38.6%	31.0%	48.9%	19.5%
%H (All HH)		100.0%	98.9%	58.4%	19.9%	57.6%	35.6%	22.1%
%H (TV HH)			98.9%	58.4%	19.9%	57.6%	35.6%	22.1%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2011 - June 2012

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	5124	4832	4587	1985	827	2985	1167	1818
%V (All HH)		94.3%	89.5%	38.7%	16.1%	58.3%	22.8%	35.5%
%H (TV HH)			94.9%	41.1%	17.1%	61.8%	24.2%	37.6%
Main living room	4741	4741	4514	1960	817	2933	1153	1779
%V	92.5%	98.1%	98.4%	98.7%	98.8%	98.3%	98.8%	97.9%
%H (All HH)		100.0%	95.2%	41.3%	17.2%	61.9%	24.3%	37.5%
%H (TV HH)			95.2%	41.3%	17.2%	61.9%	24.3%	37.5%
Kitchen	574	574	567	272	94	451	245	206
%V	11.2%	11.9%	12.4%	13.7%	11.4%	15.1%	21.0%	11.3%
%H (All HH)		100.0%	98.8%	47.4%	16.4%	78.6%	42.7%	35.9%
%H (TV HH)			98.8%	47.4%	16.4%	78.6%	42.7%	35.9%
Adult's bedroom	1921	1921	1875	920	376	1360	752	608
%V	37.5%	39.8%	40.9%	46.3%	45.5%	45.6%	64.4%	33.4%
%H (All HH)		100.0%	97.6%	47.9%	19.6%	70.8%	39.1%	31.7%
%H (TV HH)			97.6%	47.9%	19.6%	70.8%	39.1%	31.7%
Child's bedroom	253	253	252	144	57	184	128	56
%V	4.9%	5.2%	5.5%	7.3%	6.9%	6.2%	11.0%	3.1%
%H (All HH)		100.0%	99.6%	56.9%	22.5%	72.7%	50.6%	22.1%
%H (TV HH)			99.6%	56.9%	22.5%	72.7%	50.6%	22.1%
Other bedroom	195	195	193	100	39	145	87	58
%V	3.8%	4.0%	4.2%	5.0%	4.7%	4.9%	7.5%	3.2%
%H (All HH)		100.0%	99.0%	51.3%	20.0%	74.4%	44.6%	29.7%
%H (TV HH)			99.0%	51.3%	20.0%	74.4%	44.6%	29.7%
Second living/dining room	356	356	353	170	71	266	148	118
%V	6.9%	7.4%	7.7%	8.6%	8.6%	8.9%	12.7%	6.5%
%H (All HH)		100.0%	99.2%	47.8%	19.9%	74.7%	41.6%	33.1%
%H (TV HH)			99.2%	47.8%	19.9%	74.7%	41.6%	33.1%
Study/office	83	83	83	46	16	62	40	22
%V	1.6%	1.7%	1.8%	2.3%	1.9%	2.1%	3.4%	1.2%
%H (All HH)		100.0%	100.0%	55.4%	19.3%	74.7%	48.2%	26.5%
%H (TV HH)			100.0%	55.4%	19.3%	74.7%	48.2%	26.5%
TV room	54	54	54	30	11	39	24	14
%V	1.1%	1.1%	1.2%	1.5%	1.3%	1.3%	2.1%	0.8%
%H (All HH)		100.0%	100.0%	55.6%	20.4%	72.2%	44.4%	25.9%
%H (TV HH)			100.0%	55.6%	20.4%	72.2%	44.4%	25.9%
Conservatory	12	12	12	6	3	10	6	4
%V	0.2%	0.2%	0.3%	0.3%	0.4%	0.3%	0.5%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	25.0%	83.3%	50.0%	33.3%
%H (TV HH)			100.0%	50.0%	25.0%	83.3%	50.0%	33.3%
Attic or loft room	2	2	2	1	1	2	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	100.0%	50.0%	50.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	50.0%	100.0%	50.0%	50.0%
No specific location	16	16	15	5	3	13	6	8
%V	0.3%	0.3%	0.3%	0.3%	0.4%	0.4%	0.5%	0.4%
%H (All HH)		100.0%	93.8%	31.3%	18.8%	81.3%	37.5%	50.0%
%H (TV HH)			93.8%	31.3%	18.8%	81.3%	37.5%	50.0%
Other	36	36	36	25	3	28	20	8
%V	0.7%	0.7%	0.8%	1.3%	0.4%	0.9%	1.7%	0.4%
%H (All HH)		100.0%	100.0%	69.4%	8.3%	77.8%	55.6%	22.2%
%H (TV HH)			100.0%	69.4%	8.3%	77.8%	55.6%	22.2%

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC London
Household level data
Table 1.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5124	4832	4587	1985	827	2985	1167	1818
%H (All HH)		94.3%	89.5%	38.7%	16.1%	58.3%	22.8%	35.5%
%H (TV HH)			94.9%	41.1%	17.1%	61.8%	24.2%	37.6%
PVR	2426	2426	2422	1533	502	1323	902	421
%V	47.3%	50.2%	52.8%	77.2%	60.7%	44.3%	77.3%	23.2%
%H (All HH)		100.0%	99.8%	63.2%	20.7%	54.5%	37.2%	17.4%
%H (TV HH)			99.8%	63.2%	20.7%	54.5%	37.2%	17.4%
DVDR	538	538	528	220	106	377	171	207
%V	10.5%	11.1%	11.5%	11.1%	12.8%	12.6%	14.7%	11.4%
%H (All HH)		100.0%	98.1%	40.9%	19.7%	70.1%	31.8%	38.5%
%H (TV HH)			98.1%	40.9%	19.7%	70.1%	31.8%	38.5%
VCR	620	620	583	196	94	446	149	297
%V	12.1%	12.8%	12.7%	9.9%	11.4%	14.9%	12.8%	16.3%
%H (All HH)		100.0%	94.0%	31.6%	15.2%	71.9%	24.0%	47.9%
%H (TV HH)			94.0%	31.6%	15.2%	71.9%	24.0%	47.9%
Any recorder	2954	2954	2907	1616	578	1715	967	748
%V	57.7%	61.1%	63.4%	81.4%	69.9%	57.5%	82.9%	41.1%
%H (All HH)		100.0%	98.4%	54.7%	19.6%	58.1%	32.7%	25.3%
%H (TV HH)			98.4%	54.7%	19.6%	58.1%	32.7%	25.3%

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 2011 - June 2012
BBC London
Household level data
Table 1.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5124	4832	4587	1985	827	2985	1167	1818
%H (All HH)		94.3%	89.5%	38.7%	16.1%	58.3%	22.8%	35.5%
%H (TV HH)			94.9%	41.1%	17.1%	61.8%	24.2%	37.6%
Receives HDTV (via STB or built-in reception)	2087	2087	2085	1077	558	1237	754	483
%V	40.7%	43.2%	45.5%	54.3%	67.5%	41.4%	64.6%	26.6%
%H (All HH)		100.0%	99.9%	51.6%	26.7%	59.3%	36.1%	23.1%
%H (TV HH)			99.9%	51.6%	26.7%	59.3%	36.1%	23.1%
DVD/Blu-ray player or recorder	3762	3762	3661	1629	682	2417	1030	1386
%V	73.4%	77.9%	79.8%	82.1%	82.5%	81.0%	88.3%	76.2%
%H (All HH)		100.0%	97.3%	43.3%	18.1%	64.2%	27.4%	36.8%
%H (TV HH)			97.3%	43.3%	18.1%	64.2%	27.4%	36.8%

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 2011 - June 2012
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	5124	4832	4587	1985	827	2985	1167	1818
%H (All HH)		94.3%	89.5%	38.7%	16.1%	58.3%	22.8%	35.5%
%H (TV HH)			94.9%	41.1%	17.1%	61.8%	24.2%	37.6%
Has PC or Laptop	4071	3857	3739	1764	751	2338	1072	1265
%V	79.4%	79.8%	81.5%	88.9%	90.8%	78.3%	91.9%	69.6%
%H (All HH)		94.7%	91.8%	43.3%	18.4%	57.4%	26.3%	31.1%
%H (TV HH)			96.9%	45.7%	19.5%	60.6%	27.8%	32.8%
Has broadband internet	3838	3648	3547	1717	738	2187	1053	1134
%V	74.9%	75.5%	77.3%	86.5%	89.2%	73.3%	90.2%	62.4%
%H (All HH)		95.0%	92.4%	44.7%	19.2%	57.0%	27.4%	29.5%
%H (TV HH)			97.2%	47.1%	20.2%	60.0%	28.9%	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 2011 - June 2012
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	8924	8620	4064	1632	6005	2967	3038
%H		96.6%	45.5%	18.3%	67.3%	33.2%	34.0%
Under 20"	1893	1821	775	332	1428	690	739
%V	21.2%	21.1%	19.1%	20.3%	23.8%	23.3%	24.3%
%H		96.2%	40.9%	17.5%	75.4%	36.5%	39.0%
20" - 29"	2423	2281	926	417	1692	727	965
%V	27.2%	26.5%	22.8%	25.6%	28.2%	24.5%	31.8%
%H		94.1%	38.2%	17.2%	69.8%	30.0%	39.8%
30" - 39"	2584	2530	1186	478	1703	809	894
%V	29.0%	29.4%	29.2%	29.3%	28.4%	27.3%	29.4%
%H		97.9%	45.9%	18.5%	65.9%	31.3%	34.6%
40" and over	1793	1774	1073	358	1041	667	374
%V	20.1%	20.6%	26.4%	21.9%	17.3%	22.5%	12.3%
%H		98.9%	59.8%	20.0%	58.1%	37.2%	20.9%
Don't know	139	130	55	26	88	38	50
%V	1.6%	1.5%	1.4%	1.6%	1.5%	1.3%	1.6%
%H		93.5%	39.6%	18.7%	63.3%	27.3%	36.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC London
Set level data
Table 1.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8924	8620	4064	1632	6005	2967	3038
%H		96.6%	45.5%	18.3%	67.3%	33.2%	34.0%
Main living room	4790	4560	1987	822	2964	1170	1794
%V	53.7%	52.9%	48.9%	50.4%	49.4%	39.4%	59.1%
%H		95.2%	41.5%	17.2%	61.9%	24.4%	37.5%
Kitchen	578	571	274	94	454	246	208
%V	6.5%	6.6%	6.7%	5.8%	7.6%	8.3%	6.8%
%H		98.8%	47.4%	16.3%	78.5%	42.6%	36.0%
Adult's bedroom	2355	2304	1176	465	1706	1001	705
%V	26.4%	26.7%	28.9%	28.5%	28.4%	33.7%	23.2%
%H		97.8%	49.9%	19.7%	72.4%	42.5%	29.9%
Child's bedroom	310	309	176	72	229	162	67
%V	3.5%	3.6%	4.3%	4.4%	3.8%	5.5%	2.2%
%H		99.7%	56.8%	23.2%	73.9%	52.3%	21.6%
Other bedroom	230	227	115	47	171	101	70
%V	2.6%	2.6%	2.8%	2.9%	2.8%	3.4%	2.3%
%H		98.7%	50.0%	20.4%	74.3%	43.9%	30.4%
Second living/dining room	361	358	173	72	269	151	118
%V	4.0%	4.2%	4.3%	4.4%	4.5%	5.1%	3.9%
%H		99.2%	47.9%	19.9%	74.5%	41.8%	32.7%
Study/office	84	84	46	16	63	40	23
%V	0.9%	1.0%	1.1%	1.0%	1.0%	1.3%	0.8%
%H		100.0%	54.8%	19.0%	75.0%	47.6%	27.4%
TV room	56	56	31	12	41	26	15
%V	0.6%	0.6%	0.8%	0.7%	0.7%	0.9%	0.5%
%H		100.0%	55.4%	21.4%	73.2%	46.4%	26.8%
Conservatory	12	12	6	3	10	6	4
%V	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%
%H		100.0%	50.0%	25.0%	83.3%	50.0%	33.3%
Attic or loft room	2	2	1	1	2	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
%H		100.0%	50.0%	50.0%	100.0%	50.0%	50.0%
No specific location	17	16	5	3	14	6	8
%H		94.1%	29.4%	17.6%	82.4%	35.3%	47.1%
Other	37	37	25	3	28	20	8
%V	0.4%	0.4%	0.6%	0.2%	0.5%	0.7%	0.3%
%H		100.0%	67.6%	8.1%	75.7%	54.1%	21.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC London
Set level data
Table 1.13: Recorders

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8924	8620	4064	1632	6005	2967	3038
%H		96.6%	45.5%	18.3%	67.3%	33.2%	34.0%
PVR	3070	3067	2035	618	1657	1197	460
%V	34.4%	35.6%	50.1%	37.9%	27.6%	40.3%	15.1%
%H		99.9%	66.3%	20.1%	54.0%	39.0%	15.0%
DVDR	608	598	259	121	425	202	224
%V	6.8%	6.9%	6.4%	7.4%	7.1%	6.8%	7.4%
%H		98.4%	42.6%	19.9%	69.9%	33.2%	36.8%
VCR	700	659	227	106	506	175	331
%V	7.8%	7.6%	5.6%	6.5%	8.4%	5.9%	10.9%
%H		94.1%	32.4%	15.1%	72.3%	25.0%	47.3%
Any recorder	3802	3751	2216	727	2205	1345	860
%V	42.6%	43.5%	54.5%	44.5%	36.7%	45.3%	28.3%
%H		98.7%	58.3%	19.1%	58.0%	35.4%	22.6%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8924	8620	4064	1632	6005	2967	3038
%H		96.6%	45.5%	18.3%	67.3%	33.2%	34.0%
Receives HDTV (via STB or built-in reception)	2694	2692	1421	733	1629	1041	588
%V	30.2%	31.2%	35.0%	44.9%	27.1%	35.1%	19.4%
%H		99.9%	52.7%	27.2%	60.5%	38.6%	21.8%
DVD/Blu-ray player or recorder	5284	5173	2462	994	3559	1779	1780
%V	59.2%	60.0%	60.6%	60.9%	59.3%	60.0%	58.6%
%H		97.9%	46.6%	18.8%	67.4%	33.7%	33.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4830	4585	1984	827	2984	1167	1817
%H		94.9%	41.1%	17.1%	61.8%	24.2%	37.6%
Under 20"	224	184	32	23	144	14	129
%V	4.6%	4.0%	1.6%	2.8%	4.8%	1.2%	7.1%
%H		82.1%	14.3%	10.3%	64.3%	6.3%	57.6%
20" - 29"	1133	1009	269	163	731	147	584
%V	23.5%	22.0%	13.6%	19.7%	24.5%	12.6%	32.1%
%H		89.1%	23.7%	14.4%	64.5%	13.0%	51.5%
30" - 39"	1844	1795	752	319	1184	447	737
%V	38.2%	39.1%	37.9%	38.6%	39.7%	38.3%	40.6%
%H		97.3%	40.8%	17.3%	64.2%	24.2%	40.0%
40" and over	1546	1528	906	308	881	545	337
%V	32.0%	33.3%	45.7%	37.2%	29.5%	46.7%	18.5%
%H		98.8%	58.6%	19.9%	57.0%	35.3%	21.8%
Don't know	77	69	26	14	44	14	30
%V	1.6%	1.5%	1.3%	1.7%	1.5%	1.2%	1.7%
%H		89.6%	33.8%	18.2%	57.1%	18.2%	39.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

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	4830	4585	1984	827	2984	1167	1817
%H		94.9%	41.1%	17.1%	61.8%	24.2%	37.6%
PVR	2367	2363	1507	486	1276	875	401
%V	49.0%	51.5%	76.0%	58.8%	42.8%	75.0%	22.1%
%H		99.8%	63.7%	20.5%	53.9%	37.0%	16.9%
DVDR	470	460	182	95	323	137	186
%V	9.7%	10.0%	9.2%	11.5%	10.8%	11.7%	10.2%
%H		97.9%	38.7%	20.2%	68.7%	29.1%	39.6%
VCR	510	474	152	76	362	113	249
%V	10.6%	10.3%	7.7%	9.2%	12.1%	9.7%	13.7%
%H		92.9%	29.8%	14.9%	71.0%	22.2%	48.8%
Any recorder	2858	2812	1587	558	1639	939	700
%V	59.2%	61.3%	80.0%	67.5%	54.9%	80.5%	38.5%
%H		98.4%	55.5%	19.5%	57.3%	32.9%	24.5%

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	4830	4585	1984	827	2984	1167	1817
%H		94.9%	41.1%	17.1%	61.8%	24.2%	37.6%
Receives HDTV (via STB or built-in reception)	2005	2004	1031	543	1172	712	460
%V	41.5%	43.7%	52.0%	65.7%	39.3%	61.0%	25.3%
%H		100.0%	51.4%	27.1%	58.5%	35.5%	22.9%
DVD/Blu-ray player or recorder	3610	3511	1552	655	2310	971	1339
%V	74.7%	76.6%	78.2%	79.2%	77.4%	83.2%	73.7%
%H		97.3%	43.0%	18.1%	64.0%	26.9%	37.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC London
Set level data
Table 1.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4094	4035	2080	805	3021	1800	1221
%H		98.6%	50.8%	19.7%	73.8%	44.0%	29.8%
Under 20"	1669	1637	744	309	1284	675	609
%V	40.8%	40.6%	35.8%	38.4%	42.5%	37.5%	49.9%
%H		98.1%	44.6%	18.5%	76.9%	40.4%	36.5%
20" - 29"	1290	1272	658	255	961	580	381
%V	31.5%	31.5%	31.6%	31.7%	31.8%	32.2%	31.2%
%H		98.6%	51.0%	19.8%	74.5%	45.0%	29.5%
30" - 39"	739	735	434	159	519	362	157
%V	18.1%	18.2%	20.9%	19.8%	17.2%	20.1%	12.9%
%H		99.5%	58.7%	21.5%	70.2%	49.0%	21.2%
40" and over	248	246	167	50	159	123	37
%V	6.1%	6.1%	8.0%	6.2%	5.3%	6.8%	3.0%
%H		99.2%	67.3%	20.2%	64.1%	49.6%	14.9%
Don't know	62	60	29	12	44	24	19
%V	1.5%	1.5%	1.4%	1.5%	1.5%	1.3%	1.6%
%H		96.8%	46.8%	19.4%	71.0%	38.7%	30.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC London

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4094	4035	2080	805	3021	1800	1221
%H		98.6%	50.8%	19.7%	73.8%	44.0%	29.8%
PVR	703	703	528	132	381	322	59
%V	17.2%	17.4%	25.4%	16.4%	12.6%	17.9%	4.8%
%H		100.0%	75.1%	18.8%	54.2%	45.8%	8.4%
DVDR	138	138	77	25	102	64	38
%V	3.4%	3.4%	3.7%	3.1%	3.4%	3.6%	3.1%
%H		100.0%	55.8%	18.1%	73.9%	46.4%	27.5%
VCR	190	185	75	31	144	62	82
%V	4.6%	4.6%	3.6%	3.9%	4.8%	3.4%	6.7%
%H		97.4%	39.5%	16.3%	75.8%	32.6%	43.2%
Any recorder	944	939	629	169	566	407	160
%V	23.1%	23.3%	30.2%	21.0%	18.7%	22.6%	13.1%
%H		99.5%	66.6%	17.9%	60.0%	43.1%	16.9%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4094	4035	2080	805	3021	1800	1221
%H		98.6%	50.8%	19.7%	73.8%	44.0%	29.8%
Receives HDTV (via STB or built-in reception)	689	689	391	190	457	329	128
%V	16.8%	17.1%	18.8%	23.6%	15.1%	18.3%	10.5%
%H		100.0%	56.7%	27.6%	66.3%	47.8%	18.6%
DVD/Blu-ray player or recorder	1674	1663	909	340	1249	808	441
%V	40.9%	41.2%	43.7%	42.2%	41.3%	44.9%	36.1%
%H		99.3%	54.3%	20.3%	74.6%	48.3%	26.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC London
Individual level data
Table 1.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11959	11373	10959	5520	2080	6765	3273	3492
%H		95.1%	91.6%	46.2%	17.4%	56.6%	27.4%	29.2%
Total Children	2339	2252	2197	1297	404	1235	710	525
%V	19.6%	19.8%	20.0%	23.5%	19.4%	18.3%	21.7%	15.0%
%H		96.3%	93.9%	55.5%	17.3%	52.8%	30.4%	22.4%
0 - 3	691	655	635	374	110	344	183	161
%V	5.8%	5.8%	5.8%	6.8%	5.3%	5.1%	5.6%	4.6%
%H		94.8%	91.9%	54.1%	15.9%	49.8%	26.5%	23.3%
4 - 15	1649	1597	1562	923	294	891	526	364
%V	13.8%	14.0%	14.3%	16.7%	14.1%	13.2%	16.1%	10.4%
%H		96.8%	94.7%	56.0%	17.8%	54.0%	31.9%	22.1%
4 - 9	890	854	835	500	144	466	267	200
%V	7.4%	7.5%	7.6%	9.1%	6.9%	6.9%	8.2%	5.7%
%H		96.0%	93.8%	56.2%	16.2%	52.4%	30.0%	22.5%
10 - 15	759	743	727	423	150	424	260	164
%V	6.3%	6.5%	6.6%	7.7%	7.2%	6.3%	7.9%	4.7%
%H		97.9%	95.8%	55.7%	19.8%	55.9%	34.3%	21.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11959	11373	10959	5520	2080	6765	3273	3492
%H		95.1%	91.6%	46.2%	17.4%	56.6%	27.4%	29.2%
Total Adults (16+)	9620	9121	8762	4223	1676	5531	2563	2967
%V	80.4%	80.2%	80.0%	76.5%	80.6%	81.8%	78.3%	85.0%
%H		94.8%	91.1%	43.9%	17.4%	57.5%	26.6%	30.8%
16 - 19	535	517	508	289	113	315	198	117
%V	4.5%	4.5%	4.6%	5.2%	5.4%	4.7%	6.0%	3.4%
%H		96.6%	95.0%	54.0%	21.1%	58.9%	37.0%	21.9%
20 - 24	758	676	649	331	138	386	199	187
%V	6.3%	5.9%	5.9%	6.0%	6.6%	5.7%	6.1%	5.4%
%H		89.2%	85.6%	43.7%	18.2%	50.9%	26.3%	24.7%
25 - 34	2047	1870	1785	945	344	973	456	518
%V	17.1%	16.4%	16.3%	17.1%	16.5%	14.4%	13.9%	14.8%
%H		91.4%	87.2%	46.2%	16.8%	47.5%	22.3%	25.3%
35 - 44	1872	1771	1717	933	350	973	520	453
%V	15.7%	15.6%	15.7%	16.9%	16.8%	14.4%	15.9%	13.0%
%H		94.6%	91.7%	49.8%	18.7%	52.0%	27.8%	24.2%
45 - 54	1677	1623	1587	771	338	1024	526	498
%V	14.0%	14.3%	14.5%	14.0%	16.3%	15.1%	16.1%	14.3%
%H		96.8%	94.6%	46.0%	20.2%	61.1%	31.4%	29.7%
55 - 64	1159	1130	1092	462	219	773	350	423
%V	9.7%	9.9%	10.0%	8.4%	10.5%	11.4%	10.7%	12.1%
%H		97.5%	94.2%	39.9%	18.9%	66.7%	30.2%	36.5%
65+	1571	1535	1425	492	173	1086	315	772
%V	13.1%	13.5%	13.0%	8.9%	8.3%	16.1%	9.6%	22.1%
%H		97.7%	90.7%	31.3%	11.0%	69.1%	20.1%	49.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC London
Individual level data
Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9620	9121	8762	4223	1676	5531	2563	2967
%H		94.8%	91.1%	43.9%	17.4%	57.5%	26.6%	30.8%
AB	2991	2875	2798	1365	588	1739	861	878
%V	31.1%	31.5%	31.9%	32.3%	35.1%	31.4%	33.6%	29.6%
%H		96.1%	93.5%	45.6%	19.7%	58.1%	28.8%	29.4%
C1	2801	2614	2524	1179	496	1635	760	875
%V	29.1%	28.7%	28.8%	27.9%	29.6%	29.6%	29.7%	29.5%
%H		93.3%	90.1%	42.1%	17.7%	58.4%	27.1%	31.2%
C2	1664	1617	1562	781	323	998	522	476
%V	17.3%	17.7%	17.8%	18.5%	19.3%	18.0%	20.4%	16.0%
%H		97.2%	93.9%	46.9%	19.4%	60.0%	31.4%	28.6%
D	1349	1244	1175	613	194	680	293	387
%V	14.0%	13.6%	13.4%	14.5%	11.6%	12.3%	11.4%	13.0%
%H		92.2%	87.1%	45.4%	14.4%	50.4%	21.7%	28.7%
E	815	771	704	285	74	479	127	352
%V	8.5%	8.5%	8.0%	6.7%	4.4%	8.7%	5.0%	11.9%
%H		94.6%	86.4%	35.0%	9.1%	58.8%	15.6%	43.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9620	9121	8762	4223	1676	5531	2563	2967
%H		94.8%	91.1%	43.9%	17.4%	57.5%	26.6%	30.8%
Working full time	4623	4405	4272	2153	945	2585	1358	1227
%V	48.1%	48.3%	48.8%	51.0%	56.4%	46.7%	53.0%	41.4%
%H		95.3%	92.4%	46.6%	20.4%	55.9%	29.4%	26.5%
Working part time	1017	966	933	464	180	600	300	300
%V	10.6%	10.6%	10.6%	11.0%	10.7%	10.8%	11.7%	10.1%
%H		95.0%	91.7%	45.6%	17.7%	59.0%	29.5%	29.5%
Not working	3980	3750	3558	1606	552	2346	905	1440
%V	41.4%	41.1%	40.6%	38.0%	32.9%	42.4%	35.3%	48.5%
%H		94.2%	89.4%	40.4%	13.9%	58.9%	22.7%	36.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4756	4460	4288	2123	846	2657	1285	1373
%H		93.8%	90.2%	44.6%	17.8%	55.9%	27.0%	28.9%
16 - 19	276	268	265	150	60	165	103	62
%V	5.8%	6.0%	6.2%	7.1%	7.1%	6.2%	8.0%	4.5%
%H		97.1%	96.0%	54.3%	21.7%	59.8%	37.3%	22.5%
20 - 24	390	337	320	166	71	188	101	86
%V	8.2%	7.6%	7.5%	7.8%	8.4%	7.1%	7.9%	6.3%
%H		86.4%	82.1%	42.6%	18.2%	48.2%	25.9%	22.1%
25 - 34	1026	924	876	464	169	476	221	255
%V	21.6%	20.7%	20.4%	21.9%	20.0%	17.9%	17.2%	18.6%
%H		90.1%	85.4%	45.2%	16.5%	46.4%	21.5%	24.9%
35 - 44	962	904	874	471	182	495	265	231
%V	20.2%	20.3%	20.4%	22.2%	21.5%	18.6%	20.6%	16.8%
%H		94.0%	90.9%	49.0%	18.9%	51.5%	27.5%	24.0%
45 - 54	843	808	793	389	170	505	260	245
%V	17.7%	18.1%	18.5%	18.3%	20.1%	19.0%	20.2%	17.8%
%H		95.8%	94.1%	46.1%	20.2%	59.9%	30.8%	29.1%
55 - 64	565	546	527	227	104	373	174	199
%V	11.9%	12.2%	12.3%	10.7%	12.3%	14.0%	13.5%	14.5%
%H		96.6%	93.3%	40.2%	18.4%	66.0%	30.8%	35.2%
65+	693	672	633	256	89	455	161	294
%V	14.6%	15.1%	14.8%	12.1%	10.5%	17.1%	12.5%	21.4%
%H		97.0%	91.3%	36.9%	12.8%	65.7%	23.2%	42.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4756	4460	4288	2123	846	2657	1285	1373
%H		93.8%	90.2%	44.6%	17.8%	55.9%	27.0%	28.9%
AB	1521	1454	1414	697	302	873	441	432
%V	32.0%	32.6%	33.0%	32.8%	35.7%	32.9%	34.3%	31.5%
%H		95.6%	93.0%	45.8%	19.9%	57.4%	29.0%	28.4%
C1	1314	1202	1162	575	239	733	372	361
%V	27.6%	27.0%	27.1%	27.1%	28.3%	27.6%	28.9%	26.3%
%H		91.5%	88.4%	43.8%	18.2%	55.8%	28.3%	27.5%
C2	920	891	859	419	179	548	277	271
%V	19.3%	20.0%	20.0%	19.7%	21.2%	20.6%	21.6%	19.7%
%H		96.8%	93.4%	45.5%	19.5%	59.6%	30.1%	29.5%
D	659	599	564	309	95	313	142	171
%V	13.9%	13.4%	13.2%	14.6%	11.2%	11.8%	11.1%	12.5%
%H		90.9%	85.6%	46.9%	14.4%	47.5%	21.5%	25.9%
E	341	314	289	123	31	190	53	137
%V	7.2%	7.0%	6.7%	5.8%	3.7%	7.2%	4.1%	10.0%
%H		92.1%	84.8%	36.1%	9.1%	55.7%	15.5%	40.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4756	4460	4288	2123	846	2657	1285	1373
%H		93.8%	90.2%	44.6%	17.8%	55.9%	27.0%	28.9%
Working full time	2901	2753	2669	1373	578	1600	851	750
%V	61.0%	61.7%	62.2%	64.7%	68.3%	60.2%	66.2%	54.6%
%H		94.9%	92.0%	47.3%	19.9%	55.2%	29.3%	25.9%
Working part time	265	243	228	115	39	137	59	78
%V	5.6%	5.4%	5.3%	5.4%	4.6%	5.2%	4.6%	5.7%
%H		91.7%	86.0%	43.4%	14.7%	51.7%	22.3%	29.4%
Not working	1590	1464	1390	635	228	920	375	545
%V	33.4%	32.8%	32.4%	29.9%	27.0%	34.6%	29.2%	39.7%
%H		92.1%	87.4%	39.9%	14.3%	57.9%	23.6%	34.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4864	4661	4474	2100	830	2874	1279	1595
%H		95.8%	92.0%	43.2%	17.1%	59.1%	26.3%	32.8%
16 - 19	259	248	244	139	53	150	96	55
%V	5.3%	5.3%	5.5%	6.6%	6.4%	5.2%	7.5%	3.4%
%H		95.8%	94.2%	53.7%	20.5%	57.9%	37.1%	21.2%
20 - 24	368	339	328	165	67	198	98	101
%V	7.6%	7.3%	7.3%	7.9%	8.1%	6.9%	7.7%	6.3%
%H		92.1%	89.1%	44.8%	18.2%	53.8%	26.6%	27.4%
25 - 34	1021	945	908	481	175	497	235	262
%V	21.0%	20.3%	20.3%	22.9%	21.1%	17.3%	18.4%	16.4%
%H		92.6%	88.9%	47.1%	17.1%	48.7%	23.0%	25.7%
35 - 44	910	867	843	462	168	478	256	222
%V	18.7%	18.6%	18.8%	22.0%	20.2%	16.6%	20.0%	13.9%
%H		95.3%	92.6%	50.8%	18.5%	52.5%	28.1%	24.4%
45 - 54	834	814	794	381	168	520	266	253
%V	17.1%	17.5%	17.7%	18.1%	20.2%	18.1%	20.8%	15.9%
%H		97.6%	95.2%	45.7%	20.1%	62.4%	31.9%	30.3%
55 - 64	594	583	565	235	115	400	176	224
%V	12.2%	12.5%	12.6%	11.2%	13.9%	13.9%	13.8%	14.0%
%H		98.1%	95.1%	39.6%	19.4%	67.3%	29.6%	37.7%
65+	877	863	792	236	84	631	153	478
%V	18.0%	18.5%	17.7%	11.2%	10.1%	22.0%	12.0%	30.0%
%H		98.4%	90.3%	26.9%	9.6%	71.9%	17.4%	54.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4864	4661	4474	2100	830	2874	1279	1595
%H		95.8%	92.0%	43.2%	17.1%	59.1%	26.3%	32.8%
AB	1469	1421	1384	668	286	866	420	446
%V	30.2%	30.5%	30.9%	31.8%	34.5%	30.1%	32.8%	28.0%
%H		96.7%	94.2%	45.5%	19.5%	59.0%	28.6%	30.4%
C1	1488	1412	1362	604	258	902	388	513
%V	30.6%	30.3%	30.4%	28.8%	31.1%	31.4%	30.3%	32.2%
%H		94.9%	91.5%	40.6%	17.3%	60.6%	26.1%	34.5%
C2	744	726	703	362	144	450	245	205
%V	15.3%	15.6%	15.7%	17.2%	17.3%	15.7%	19.2%	12.9%
%H		97.6%	94.5%	48.7%	19.4%	60.5%	32.9%	27.6%
D	690	645	610	305	99	367	152	216
%V	14.2%	13.8%	13.6%	14.5%	11.9%	12.8%	11.9%	13.5%
%H		93.5%	88.4%	44.2%	14.3%	53.2%	22.0%	31.3%
E	473	458	415	162	43	289	74	215
%V	9.7%	9.8%	9.3%	7.7%	5.2%	10.1%	5.8%	13.5%
%H		96.8%	87.7%	34.2%	9.1%	61.1%	15.6%	45.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4864	4661	4474	2100	830	2874	1279	1595
%H		95.8%	92.0%	43.2%	17.1%	59.1%	26.3%	32.8%
Working full time	1723	1652	1603	780	366	985	508	478
%V	35.4%	35.4%	35.8%	37.1%	44.1%	34.3%	39.7%	30.0%
%H		95.9%	93.0%	45.3%	21.2%	57.2%	29.5%	27.7%
Working part time	752	723	704	349	141	462	240	222
%V	15.5%	15.5%	15.7%	16.6%	17.0%	16.1%	18.8%	13.9%
%H		96.1%	93.6%	46.4%	18.8%	61.4%	31.9%	29.5%
Not working	2389	2286	2167	971	323	1426	531	896
%V	49.1%	49.0%	48.4%	46.2%	38.9%	49.6%	41.5%	56.2%
%H		95.7%	90.7%	40.6%	13.5%	59.7%	22.2%	37.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	934	913	861	467	89	586	274	312
%H (All HH)		97.8%	92.2%	50.0%	9.5%	62.7%	29.3%	33.4%
%H (TV HH)			94.3%	51.2%	9.7%	64.2%	30.0%	34.2%
AB	259	253	239	148	14	156	78	78
%V	27.7%	27.7%	27.8%	31.7%	15.7%	26.6%	28.5%	25.0%
%H (All HH)		97.7%	92.3%	57.1%	5.4%	60.2%	30.1%	30.1%
%H (TV HH)			94.5%	58.5%	5.5%	61.7%	30.8%	30.8%
C1	274	266	251	140	24	177	88	90
%V	29.3%	29.1%	29.2%	30.0%	27.0%	30.2%	32.1%	28.8%
%H (All HH)		97.1%	91.6%	51.1%	8.8%	64.6%	32.1%	32.8%
%H (TV HH)			94.4%	52.6%	9.0%	66.5%	33.1%	33.8%
C2	200	197	188	97	31	130	68	62
%V	21.4%	21.6%	21.8%	20.8%	34.8%	22.2%	24.8%	19.9%
%H (All HH)		98.5%	94.0%	48.5%	15.5%	65.0%	34.0%	31.0%
%H (TV HH)			95.4%	49.2%	15.7%	66.0%	34.5%	31.5%
D	105	102	95	45	14	60	23	38
%V	11.2%	11.2%	11.0%	9.6%	15.7%	10.2%	8.4%	12.2%
%H (All HH)		97.1%	90.5%	42.9%	13.3%	57.1%	21.9%	36.2%
%H (TV HH)			93.1%	44.1%	13.7%	58.8%	22.5%	37.3%
E	97	95	87	37	6	62	18	44
%V	10.4%	10.4%	10.1%	7.9%	6.7%	10.6%	6.6%	14.1%
%H (All HH)		97.9%	89.7%	38.1%	6.2%	63.9%	18.6%	45.4%
%H (TV HH)			91.6%	38.9%	6.3%	65.3%	18.9%	46.3%

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 2011 - June 2012

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	934	913	861	467	89	586	274	312
%H (All HH)		97.8%	92.2%	50.0%	9.5%	62.7%	29.3%	33.4%
%H (TV HH)			94.3%	51.2%	9.7%	64.2%	30.0%	34.2%
Under 25	33	31	31	11	3	22	5	16
%V	3.5%	3.4%	3.6%	2.4%	3.4%	3.8%	1.8%	5.1%
%H (All HH)		93.9%	93.9%	33.3%	9.1%	66.7%	15.2%	48.5%
%H (TV HH)			100.0%	35.5%	9.7%	71.0%	16.1%	51.6%
25 - 34	113	109	105	70	13	59	37	22
%V	12.1%	11.9%	12.2%	15.0%	14.6%	10.1%	13.5%	7.1%
%H (All HH)		96.5%	92.9%	61.9%	11.5%	52.2%	32.7%	19.5%
%H (TV HH)			96.3%	64.2%	11.9%	54.1%	33.9%	20.2%
35 - 44	157	152	147	92	25	85	52	33
%V	16.8%	16.6%	17.1%	19.7%	28.1%	14.5%	19.0%	10.6%
%H (All HH)		96.8%	93.6%	58.6%	15.9%	54.1%	33.1%	21.0%
%H (TV HH)			96.7%	60.5%	16.4%	55.9%	34.2%	21.7%
45 - 54	177	175	173	106	19	119	69	50
%V	19.0%	19.2%	20.1%	22.7%	21.3%	20.3%	25.2%	16.0%
%H (All HH)		98.9%	97.7%	59.9%	10.7%	67.2%	39.0%	28.2%
%H (TV HH)			98.9%	60.6%	10.9%	68.0%	39.4%	28.6%
55 - 64	173	168	158	84	16	108	49	59
%V	18.5%	18.4%	18.4%	18.0%	18.0%	18.4%	17.9%	18.9%
%H (All HH)		97.1%	91.3%	48.6%	9.2%	62.4%	28.3%	34.1%
%H (TV HH)			94.0%	50.0%	9.5%	64.3%	29.2%	35.1%
65 +	280	277	247	103	13	194	62	132
%V	30.0%	30.3%	28.7%	22.1%	14.6%	33.1%	22.6%	42.3%
%H (All HH)		98.9%	88.2%	36.8%	4.6%	69.3%	22.1%	47.1%
%H (TV HH)			89.2%	37.2%	4.7%	70.0%	22.4%	47.7%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	934	913	861	467	89	586	274	312
%H (All HH)		97.8%	92.2%	50.0%	9.5%	62.7%	29.3%	33.4%
%H (TV HH)			94.3%	51.2%	9.7%	64.2%	30.0%	34.2%
1	317	305	268	110	21	196	58	138
%V	33.9%	33.4%	31.1%	23.6%	23.6%	33.4%	21.2%	44.2%
%H (All HH)		96.2%	84.5%	34.7%	6.6%	61.8%	18.3%	43.5%
%H (TV HH)			87.9%	36.1%	6.9%	64.3%	19.0%	45.2%
2	300	297	288	156	25	198	90	109
%V	32.1%	32.5%	33.4%	33.4%	28.1%	33.8%	32.8%	34.9%
%H (All HH)		99.0%	96.0%	52.0%	8.3%	66.0%	30.0%	36.3%
%H (TV HH)			97.0%	52.5%	8.4%	66.7%	30.3%	36.7%
3	149	145	141	84	21	91	55	36
%V	16.0%	15.9%	16.4%	18.0%	23.6%	15.5%	20.1%	11.5%
%H (All HH)		97.3%	94.6%	56.4%	14.1%	61.1%	36.9%	24.2%
%H (TV HH)			97.2%	57.9%	14.5%	62.8%	37.9%	24.8%
4	113	112	110	82	12	70	51	19
%V	12.1%	12.3%	12.8%	17.6%	13.5%	11.9%	18.6%	6.1%
%H (All HH)		99.1%	97.3%	72.6%	10.6%	61.9%	45.1%	16.8%
%H (TV HH)			98.2%	73.2%	10.7%	62.5%	45.5%	17.0%
5+	55	54	54	35	10	30	20	10
%V	5.9%	5.9%	6.3%	7.5%	11.2%	5.1%	7.3%	3.2%
%H (All HH)		98.2%	98.2%	63.6%	18.2%	54.5%	36.4%	18.2%
%H (TV HH)			100.0%	64.8%	18.5%	55.6%	37.0%	18.5%
Average HH size	2.26	2.27	2.32	2.55	2.62	2.23	2.59	1.91

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 2011 - June 2012

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	934	913	861	467	89	586	274	312
%H (All HH)		97.8%	92.2%	50.0%	9.5%	62.7%	29.3%	33.4%
%H (TV HH)			94.3%	51.2%	9.7%	64.2%	30.0%	34.2%
Without	709	693	646	321	64	463	197	266
%V	75.9%	75.9%	75.0%	68.7%	71.9%	79.0%	71.9%	85.3%
%H (All HH)		97.7%	91.1%	45.3%	9.0%	65.3%	27.8%	37.5%
%H (TV HH)			93.2%	46.3%	9.2%	66.8%	28.4%	38.4%
With	225	220	215	146	25	123	77	46
%V	24.1%	24.1%	25.0%	31.3%	28.1%	21.0%	28.1%	14.7%
%H (All HH)		97.8%	95.6%	64.9%	11.1%	54.7%	34.2%	20.4%
%H (TV HH)			97.7%	66.4%	11.4%	55.9%	35.0%	20.9%
0 - 3	85	83	81	49	13	41	21	20
%V	9.1%	9.1%	9.4%	10.5%	14.6%	7.0%	7.7%	6.4%
%H (All HH)		97.6%	95.3%	57.6%	15.3%	48.2%	24.7%	23.5%
%H (TV HH)			97.6%	59.0%	15.7%	49.4%	25.3%	24.1%
4 - 9	114	112	110	77	14	61	41	20
%V	12.2%	12.3%	12.8%	16.5%	15.7%	10.4%	15.0%	6.4%
%H (All HH)		98.2%	96.5%	67.5%	12.3%	53.5%	36.0%	17.5%
%H (TV HH)			98.2%	68.8%	12.5%	54.5%	36.6%	17.9%
10 - 15	106	105	103	73	12	61	41	20
%V	11.3%	11.5%	12.0%	15.6%	13.5%	10.4%	15.0%	6.4%
%H (All HH)		99.1%	97.2%	68.9%	11.3%	57.5%	38.7%	18.9%
%H (TV HH)			98.1%	69.5%	11.4%	58.1%	39.0%	19.0%

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 2011 - June 2012

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	934	913	861	467	89	586	274	312
%H (All HH)		97.8%	92.2%	50.0%	9.5%	62.7%	29.3%	33.4%
%H (TV HH)			94.3%	51.2%	9.7%	64.2%	30.0%	34.2%
1	348	348	313	146	23	190	47	143
%V	37.3%	38.1%	36.4%	31.3%	25.8%	32.4%	17.2%	45.8%
%H (All HH)		100.0%	89.9%	42.0%	6.6%	54.6%	13.5%	41.1%
%H (TV HH)			89.9%	42.0%	6.6%	54.6%	13.5%	41.1%
2	324	324	309	166	32	211	98	113
%V	34.7%	35.5%	35.9%	35.5%	36.0%	36.0%	35.8%	36.2%
%H (All HH)		100.0%	95.4%	51.2%	9.9%	65.1%	30.2%	34.9%
%H (TV HH)			95.4%	51.2%	9.9%	65.1%	30.2%	34.9%
3	146	146	144	91	20	107	70	36
%V	15.6%	16.0%	16.7%	19.5%	22.5%	18.3%	25.5%	11.5%
%H (All HH)		100.0%	98.6%	62.3%	13.7%	73.3%	47.9%	24.7%
%H (TV HH)			98.6%	62.3%	13.7%	73.3%	47.9%	24.7%
4	60	60	60	39	8	48	35	13
%V	6.4%	6.6%	7.0%	8.4%	9.0%	8.2%	12.8%	4.2%
%H (All HH)		100.0%	100.0%	65.0%	13.3%	80.0%	58.3%	21.7%
%H (TV HH)			100.0%	65.0%	13.3%	80.0%	58.3%	21.7%
5+	36	36	36	24	7	31	25	6
%V	3.9%	3.9%	4.2%	5.1%	7.9%	5.3%	9.1%	1.9%
%H (All HH)		100.0%	100.0%	66.7%	19.4%	86.1%	69.4%	16.7%
%H (TV HH)			100.0%	66.7%	19.4%	86.1%	69.4%	16.7%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	934	913	861	467	89	586	274	312
%H (All HH)		97.8%	92.2%	50.0%	9.5%	62.7%	29.3%	33.4%
%H (TV HH)			94.3%	51.2%	9.7%	64.2%	30.0%	34.2%
Under 20"	368	368	346	190	43	263	144	119
%V	39.4%	40.3%	40.2%	40.7%	48.3%	44.9%	52.6%	38.1%
%H (All HH)		100.0%	94.0%	51.6%	11.7%	71.5%	39.1%	32.3%
%H (TV HH)			94.0%	51.6%	11.7%	71.5%	39.1%	32.3%
20" - 29"	403	403	375	191	29	280	123	157
%V	43.1%	44.1%	43.6%	40.9%	32.6%	47.8%	44.9%	50.3%
%H (All HH)		100.0%	93.1%	47.4%	7.2%	69.5%	30.5%	39.0%
%H (TV HH)			93.1%	47.4%	7.2%	69.5%	30.5%	39.0%
30" - 39"	442	442	432	244	54	295	156	139
%V	47.3%	48.4%	50.2%	52.2%	60.7%	50.3%	56.9%	44.6%
%H (All HH)		100.0%	97.7%	55.2%	12.2%	66.7%	35.3%	31.4%
%H (TV HH)			97.7%	55.2%	12.2%	66.7%	35.3%	31.4%
40" and over	271	271	268	185	34	169	114	55
%V	29.0%	29.7%	31.1%	39.6%	38.2%	28.8%	41.6%	17.6%
%H (All HH)		100.0%	98.9%	68.3%	12.5%	62.4%	42.1%	20.3%
%H (TV HH)			98.9%	68.3%	12.5%	62.4%	42.1%	20.3%

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 2011 - June 2012

BBC South East

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	934	913	861	467	89	586	274	312
%H (All HH)		97.8%	92.2%	50.0%	9.5%	62.7%	29.3%	33.4%
%H (TV HH)			94.3%	51.2%	9.7%	64.2%	30.0%	34.2%
Main living room	902	902	853	463	89	580	272	308
%V	96.6%	98.8%	99.1%	99.1%	100.0%	99.0%	99.3%	98.7%
%H (All HH)		100.0%	94.6%	51.3%	9.9%	64.3%	30.2%	34.1%
%H (TV HH)			94.6%	51.3%	9.9%	64.3%	30.2%	34.1%
Kitchen	121	121	117	70	11	96	57	39
%V	13.0%	13.3%	13.6%	15.0%	12.4%	16.4%	20.8%	12.5%
%H (All HH)		100.0%	96.7%	57.9%	9.1%	79.3%	47.1%	32.2%
%H (TV HH)			96.7%	57.9%	9.1%	79.3%	47.1%	32.2%
Adult's bedroom	430	430	418	247	55	309	187	122
%V	46.0%	47.1%	48.5%	52.9%	61.8%	52.7%	68.2%	39.1%
%H (All HH)		100.0%	97.2%	57.4%	12.8%	71.9%	43.5%	28.4%
%H (TV HH)			97.2%	57.4%	12.8%	71.9%	43.5%	28.4%
Child's bedroom	72	72	72	52	10	54	44	10
%V	7.7%	7.9%	8.4%	11.1%	11.2%	9.2%	16.1%	3.2%
%H (All HH)		100.0%	100.0%	72.2%	13.9%	75.0%	61.1%	13.9%
%H (TV HH)			100.0%	72.2%	13.9%	75.0%	61.1%	13.9%
Other bedroom	47	47	46	31	3	34	21	13
%V	5.0%	5.1%	5.3%	6.6%	3.4%	5.8%	7.7%	4.2%
%H (All HH)		100.0%	97.9%	66.0%	6.4%	72.3%	44.7%	27.7%
%H (TV HH)			97.9%	66.0%	6.4%	72.3%	44.7%	27.7%
Second living/dining room	84	84	82	50	8	62	38	24
%V	9.0%	9.2%	9.5%	10.7%	9.0%	10.6%	13.9%	7.7%
%H (All HH)		100.0%	97.6%	59.5%	9.5%	73.8%	45.2%	28.6%
%H (TV HH)			97.6%	59.5%	9.5%	73.8%	45.2%	28.6%
Study/office	24	24	23	14	2	17	9	8
%V	2.6%	2.6%	2.7%	3.0%	2.2%	2.9%	3.3%	2.6%
%H (All HH)		100.0%	95.8%	58.3%	8.3%	70.8%	37.5%	33.3%
%H (TV HH)			95.8%	58.3%	8.3%	70.8%	37.5%	33.3%
TV room	14	14	13	10	1	9	6	3
%V	1.5%	1.5%	1.5%	2.1%	1.1%	1.5%	2.2%	1.0%
%H (All HH)		100.0%	92.9%	71.4%	7.1%	64.3%	42.9%	21.4%
%H (TV HH)			92.9%	71.4%	7.1%	64.3%	42.9%	21.4%
Conservatory	4	4	4	2	0	3	2	1
%V	0.4%	0.4%	0.5%	0.4%	0.0%	0.5%	0.7%	0.3%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	75.0%	50.0%	25.0%
%H (TV HH)			100.0%	50.0%	0.0%	75.0%	50.0%	25.0%
Attic or loft room	1	1	1	0	0	1	0	1
%V	0.1%	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
No specific location	2	2	2	2	0	2	2	0
%V	0.2%	0.2%	0.2%	0.4%	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	4	4	4	3	0	3	2	1
%V	0.4%	0.4%	0.5%	0.6%	0.0%	0.5%	0.7%	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 2011 - June 2012

BBC South East

Household level data

Table 2.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	934	913	861	467	89	586	274	312
%H (All HH)		97.8%	92.2%	50.0%	9.5%	62.7%	29.3%	33.4%
%H (TV HH)			94.3%	51.2%	9.7%	64.2%	30.0%	34.2%
PVR	482	482	481	343	57	290	202	87
%V	51.6%	52.8%	55.9%	73.4%	64.0%	49.5%	73.7%	27.9%
%H (All HH)		100.0%	99.8%	71.2%	11.8%	60.2%	41.9%	18.0%
%H (TV HH)			99.8%	71.2%	11.8%	60.2%	41.9%	18.0%
DVDR	105	105	101	52	9	73	32	41
%V	11.2%	11.5%	11.7%	11.1%	10.1%	12.5%	11.7%	13.1%
%H (All HH)		100.0%	96.2%	49.5%	8.6%	69.5%	30.5%	39.0%
%H (TV HH)			96.2%	49.5%	8.6%	69.5%	30.5%	39.0%
VCR	147	147	133	57	12	107	43	64
%V	15.7%	16.1%	15.4%	12.2%	13.5%	18.3%	15.7%	20.5%
%H (All HH)		100.0%	90.5%	38.8%	8.2%	72.8%	29.3%	43.5%
%H (TV HH)			90.5%	38.8%	8.2%	72.8%	29.3%	43.5%
Any recorder	603	603	586	374	66	379	225	153
%V	64.6%	66.0%	68.1%	80.1%	74.2%	64.7%	82.1%	49.0%
%H (All HH)		100.0%	97.2%	62.0%	10.9%	62.9%	37.3%	25.4%
%H (TV HH)			97.2%	62.0%	10.9%	62.9%	37.3%	25.4%

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 2011 - June 2012
BBC South East
Household level data
Table 2.9: Other TV equipment
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	934	913	861	467	89	586	274	312
%H (All HH)		97.8%	92.2%	50.0%	9.5%	62.7%	29.3%	33.4%
%H (TV HH)			94.3%	51.2%	9.7%	64.2%	30.0%	34.2%
Receives HDTV (via STB or built-in reception)	345	345	345	231	61	216	156	60
%V	36.9%	37.8%	40.1%	49.5%	68.5%	36.9%	56.9%	19.2%
%H (All HH)		100.0%	100.0%	67.0%	17.7%	62.6%	45.2%	17.4%
%H (TV HH)			100.0%	67.0%	17.7%	62.6%	45.2%	17.4%
DVD/Blu-ray player or recorder	781	781	751	421	81	509	254	255
%V	83.6%	85.5%	87.2%	90.1%	91.0%	86.9%	92.7%	81.7%
%H (All HH)		100.0%	96.2%	53.9%	10.4%	65.2%	32.5%	32.7%
%H (TV HH)			96.2%	53.9%	10.4%	65.2%	32.5%	32.7%

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South East

Household level data

Table 2.10: 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	934	913	861	467	89	586	274	312
%H (All HH)		97.8%	92.2%	50.0%	9.5%	62.7%	29.3%	33.4%
%H (TV HH)			94.3%	51.2%	9.7%	64.2%	30.0%	34.2%
Has PC or Laptop	737	720	693	413	80	451	245	206
%V	78.9%	78.9%	80.5%	88.4%	89.9%	77.0%	89.4%	66.0%
%H (All HH)		97.7%	94.0%	56.0%	10.9%	61.2%	33.2%	28.0%
%H (TV HH)			96.3%	57.4%	11.1%	62.6%	34.0%	28.6%
Has broadband internet	679	664	643	398	77	413	240	174
%V	72.7%	72.7%	74.7%	85.2%	86.5%	70.5%	87.6%	55.8%
%H (All HH)		97.8%	94.7%	58.6%	11.3%	60.8%	35.3%	25.6%
%H (TV HH)			96.8%	59.9%	11.6%	62.2%	36.1%	26.2%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1867	1796	1041	213	1289	726	562
%H		96.2%	55.8%	11.4%	69.0%	38.9%	30.1%
Under 20"	514	489	273	66	380	222	158
%V	27.5%	27.2%	26.2%	31.0%	29.5%	30.6%	28.1%
%H		95.1%	53.1%	12.8%	73.9%	43.2%	30.7%
20" - 29"	487	454	244	32	343	163	180
%V	26.1%	25.3%	23.4%	15.0%	26.6%	22.5%	32.0%
%H		93.2%	50.1%	6.6%	70.4%	33.5%	37.0%
30" - 39"	514	504	287	69	346	192	154
%V	27.5%	28.1%	27.6%	32.4%	26.8%	26.4%	27.4%
%H		98.1%	55.8%	13.4%	67.3%	37.4%	30.0%
40" and over	312	309	216	39	197	136	61
%V	16.7%	17.2%	20.7%	18.3%	15.3%	18.7%	10.9%
%H		99.0%	69.2%	12.5%	63.1%	43.6%	19.6%
Don't know	8	8	3	1	6	2	4
%V	0.4%	0.4%	0.3%	0.5%	0.5%	0.3%	0.7%
%H		100.0%	37.5%	12.5%	75.0%	25.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC South East
Set level data
Table 2.12: 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	1867	1796	1041	213	1289	726	562
%H		96.2%	55.8%	11.4%	69.0%	38.9%	30.1%
Main living room	906	858	464	91	584	275	309
%V	48.5%	47.8%	44.6%	42.7%	45.3%	37.9%	55.0%
%H		94.7%	51.2%	10.0%	64.5%	30.4%	34.1%
Kitchen	122	118	71	11	96	57	39
%V	6.5%	6.6%	6.8%	5.2%	7.4%	7.9%	6.9%
%H		96.7%	58.2%	9.0%	78.7%	46.7%	32.0%
Adult's bedroom	526	515	302	75	386	242	144
%V	28.2%	28.7%	29.0%	35.2%	29.9%	33.3%	25.6%
%H		97.9%	57.4%	14.3%	73.4%	46.0%	27.4%
Child's bedroom	93	92	67	15	72	59	12
%V	5.0%	5.1%	6.4%	7.0%	5.6%	8.1%	2.1%
%H		98.9%	72.0%	16.1%	77.4%	63.4%	12.9%
Other bedroom	51	51	34	3	37	23	14
%V	2.7%	2.8%	3.3%	1.4%	2.9%	3.2%	2.5%
%H		100.0%	66.7%	5.9%	72.5%	45.1%	27.5%
Second living/dining room	86	84	52	8	63	38	25
%V	4.6%	4.7%	5.0%	3.8%	4.9%	5.2%	4.4%
%H		97.7%	60.5%	9.3%	73.3%	44.2%	29.1%
Study/office	24	23	14	2	18	10	8
%V	1.3%	1.3%	1.3%	0.9%	1.4%	1.4%	1.4%
%H		95.8%	58.3%	8.3%	75.0%	41.7%	33.3%
TV room	14	13	10	1	9	6	3
%V	0.7%	0.7%	1.0%	0.5%	0.7%	0.8%	0.5%
%H		92.9%	71.4%	7.1%	64.3%	42.9%	21.4%
Conservatory	4	4	2	0	3	2	1
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.3%	0.2%
%H		100.0%	50.0%	0.0%	75.0%	50.0%	25.0%
Attic or loft room	1	1	0	0	1	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
No specific location	2	2	2	0	2	2	0
%V	0.1%	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	4	4	3	0	3	2	1
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.3%	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 2011 - June 2012

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	1867	1796	1041	213	1289	726	562
%H		96.2%	55.8%	11.4%	69.0%	38.9%	30.1%
PVR	614	613	450	74	361	264	97
%V	32.9%	34.1%	43.2%	34.7%	28.0%	36.4%	17.3%
%H		99.8%	73.3%	12.1%	58.8%	43.0%	15.8%
DVDR	114	110	59	10	79	36	42
%V	6.1%	6.1%	5.7%	4.7%	6.1%	5.0%	7.5%
%H		96.5%	51.8%	8.8%	69.3%	31.6%	36.8%
VCR	171	153	65	16	125	52	73
%V	9.2%	8.5%	6.2%	7.5%	9.7%	7.2%	13.0%
%H		89.5%	38.0%	9.4%	73.1%	30.4%	42.7%
Any recorder	790	770	507	91	490	308	182
%V	42.3%	42.9%	48.7%	42.7%	38.0%	42.4%	32.4%
%H		97.5%	64.2%	11.5%	62.0%	39.0%	23.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: 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	1867	1796	1041	213	1289	726	562
%H		96.2%	55.8%	11.4%	69.0%	38.9%	30.1%
Receives HDTV (via STB or built-in reception)	459	459	304	87	285	208	77
%V	24.6%	25.6%	29.2%	40.8%	22.1%	28.7%	13.7%
%H		100.0%	66.2%	19.0%	62.1%	45.3%	16.8%
DVD/Blu-ray player or recorder	1183	1150	682	141	807	468	339
%V	63.4%	64.0%	65.5%	66.2%	62.6%	64.5%	60.3%
%H		97.2%	57.7%	11.9%	68.2%	39.6%	28.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC South East
Set level data
Table 2.15: Main Set Screen Size
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	913	861	467	89	586	274	312
%H		94.3%	51.2%	9.7%	64.2%	30.0%	34.2%
Under 20"	29	18	6	3	12	3	9
%V	3.2%	2.1%	1.3%	3.4%	2.0%	1.1%	2.9%
%H		62.1%	20.7%	10.3%	41.4%	10.3%	31.0%
20" - 29"	245	218	88	11	160	41	119
%V	26.8%	25.3%	18.8%	12.4%	27.3%	15.0%	38.1%
%H		89.0%	35.9%	4.5%	65.3%	16.7%	48.6%
30" - 39"	374	365	193	44	250	121	130
%V	41.0%	42.4%	41.3%	49.4%	42.7%	44.2%	41.7%
%H		97.6%	51.6%	11.8%	66.8%	32.4%	34.8%
40" and over	260	257	179	31	160	109	51
%V	28.5%	29.8%	38.3%	34.8%	27.3%	39.8%	16.3%
%H		98.8%	68.8%	11.9%	61.5%	41.9%	19.6%
Don't know	3	3	0	0	3	0	3
%V	0.3%	0.3%	0.0%	0.0%	0.5%	0.0%	1.0%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC South East
Set level data
Table 2.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	913	861	467	89	586	274	312
%H		94.3%	51.2%	9.7%	64.2%	30.0%	34.2%
PVR	470	469	336	54	280	196	84
%V	51.5%	54.5%	71.9%	60.7%	47.8%	71.5%	26.9%
%H		99.8%	71.5%	11.5%	59.6%	41.7%	17.9%
DVDR	92	88	46	8	64	29	35
%V	10.1%	10.2%	9.9%	9.0%	10.9%	10.6%	11.2%
%H		95.7%	50.0%	8.7%	69.6%	31.5%	38.0%
VCR	119	106	41	9	88	32	55
%V	13.0%	12.3%	8.8%	10.1%	15.0%	11.7%	17.6%
%H		89.1%	34.5%	7.6%	73.9%	26.9%	46.2%
Any recorder	586	572	367	63	367	220	148
%V	64.2%	66.4%	78.6%	70.8%	62.6%	80.3%	47.4%
%H		97.6%	62.6%	10.8%	62.6%	37.5%	25.3%

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	913	861	467	89	586	274	312
%H		94.3%	51.2%	9.7%	64.2%	30.0%	34.2%
Receives HDTV (via STB or built-in reception)	334	334	223	59	208	150	58
%V	36.6%	38.8%	47.8%	66.3%	35.5%	54.7%	18.6%
%H		100.0%	66.8%	17.7%	62.3%	44.9%	17.4%
DVD/Blu-ray player or recorder	747	718	401	77	486	240	245
%V	81.8%	83.4%	85.9%	86.5%	82.9%	87.6%	78.5%
%H		96.1%	53.7%	10.3%	65.1%	32.1%	32.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	954	935	575	124	703	452	251
%H		98.0%	60.3%	13.0%	73.7%	47.4%	26.3%
Under 20"	485	472	266	64	368	219	149
%V	50.8%	50.5%	46.3%	51.6%	52.3%	48.5%	59.4%
%H		97.3%	54.8%	13.2%	75.9%	45.2%	30.7%
20" - 29"	241	236	156	21	183	122	61
%V	25.3%	25.2%	27.1%	16.9%	26.0%	27.0%	24.3%
%H		97.9%	64.7%	8.7%	75.9%	50.6%	25.3%
30" - 39"	140	139	94	24	96	72	24
%V	14.7%	14.9%	16.3%	19.4%	13.7%	15.9%	9.6%
%H		99.3%	67.1%	17.1%	68.6%	51.4%	17.1%
40" and over	52	52	37	7	37	27	10
%V	5.5%	5.6%	6.4%	5.6%	5.3%	6.0%	4.0%
%H		100.0%	71.2%	13.5%	71.2%	51.9%	19.2%
Don't know	4	4	3	1	3	2	1
%V	0.4%	0.4%	0.5%	0.8%	0.4%	0.4%	0.4%
%H		100.0%	75.0%	25.0%	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 2011 - June 2012
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	954	935	575	124	703	452	251
%H		98.0%	60.3%	13.0%	73.7%	47.4%	26.3%
PVR	144	144	113	20	81	68	13
%V	15.1%	15.4%	19.7%	16.1%	11.5%	15.0%	5.2%
%H		100.0%	78.5%	13.9%	56.3%	47.2%	9.0%
DVDR	22	21	13	1	14	7	7
%V	2.3%	2.2%	2.3%	0.8%	2.0%	1.5%	2.8%
%H		95.5%	59.1%	4.5%	63.6%	31.8%	31.8%
VCR	52	47	24	7	37	20	17
%V	5.5%	5.0%	4.2%	5.6%	5.3%	4.4%	6.8%
%H		90.4%	46.2%	13.5%	71.2%	38.5%	32.7%
Any recorder	203	198	140	27	123	89	34
%V	21.3%	21.2%	24.3%	21.8%	17.5%	19.7%	13.5%
%H		97.5%	69.0%	13.3%	60.6%	43.8%	16.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 2.20: Other Set (non-Main Set) - Other TV equipment
Platforms available in household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	954	935	575	124	703	452	251
%H		98.0%	60.3%	13.0%	73.7%	47.4%	26.3%
Receives HDTV (via STB or built-in reception)	125	125	80	28	77	58	19
%V	13.1%	13.4%	13.9%	22.6%	11.0%	12.8%	7.6%
%H		100.0%	64.0%	22.4%	61.6%	46.4%	15.2%
DVD/Blu-ray player or recorder	436	432	281	64	322	228	94
%V	45.7%	46.2%	48.9%	51.6%	45.8%	50.4%	37.5%
%H		99.1%	64.4%	14.7%	73.9%	52.3%	21.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South East

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2111	2072	1998	1188	234	1307	711	596
%H		98.2%	94.6%	56.3%	11.1%	61.9%	33.7%	28.2%
Total Children	387	380	372	251	47	207	130	78
%V	18.3%	18.3%	18.6%	21.1%	20.1%	15.8%	18.3%	13.1%
%H		98.2%	96.1%	64.9%	12.1%	53.5%	33.6%	20.2%
0 - 3	99	98	96	56	16	48	24	24
%V	4.7%	4.7%	4.8%	4.7%	6.8%	3.7%	3.4%	4.0%
%H		99.0%	97.0%	56.6%	16.2%	48.5%	24.2%	24.2%
4 - 15	288	282	277	195	32	159	106	54
%V	13.6%	13.6%	13.9%	16.4%	13.7%	12.2%	14.9%	9.1%
%H		97.9%	96.2%	67.7%	11.1%	55.2%	36.8%	18.8%
4 - 9	148	146	143	100	17	79	52	27
%V	7.0%	7.0%	7.2%	8.4%	7.3%	6.0%	7.3%	4.5%
%H		98.6%	96.6%	67.6%	11.5%	53.4%	35.1%	18.2%
10 - 15	139	136	134	95	15	80	54	27
%V	6.6%	6.6%	6.7%	8.0%	6.4%	6.1%	7.6%	4.5%
%H		97.8%	96.4%	68.3%	10.8%	57.6%	38.8%	19.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2111	2072	1998	1188	234	1307	711	596
%H		98.2%	94.6%	56.3%	11.1%	61.9%	33.7%	28.2%
Total Adults (16+)	1724	1692	1626	937	186	1099	581	518
%V	81.7%	81.7%	81.4%	78.9%	79.5%	84.1%	81.7%	86.9%
%H		98.1%	94.3%	54.4%	10.8%	63.7%	33.7%	30.0%
16 - 19	98	96	96	60	20	65	46	18
%V	4.6%	4.6%	4.8%	5.1%	8.5%	5.0%	6.5%	3.0%
%H		98.0%	98.0%	61.2%	20.4%	66.3%	46.9%	18.4%
20 - 24	132	129	127	74	14	88	48	40
%V	6.3%	6.2%	6.4%	6.2%	6.0%	6.7%	6.8%	6.7%
%H		97.7%	96.2%	56.1%	10.6%	66.7%	36.4%	30.3%
25 - 34	230	225	220	146	27	129	83	46
%V	10.9%	10.9%	11.0%	12.3%	11.5%	9.9%	11.7%	7.7%
%H		97.8%	95.7%	63.5%	11.7%	56.1%	36.1%	20.0%
35 - 44	275	267	258	170	42	150	100	51
%V	13.0%	12.9%	12.9%	14.3%	17.9%	11.5%	14.1%	8.6%
%H		97.1%	93.8%	61.8%	15.3%	54.5%	36.4%	18.5%
45 - 54	293	288	286	175	34	194	113	81
%V	13.9%	13.9%	14.3%	14.7%	14.5%	14.8%	15.9%	13.6%
%H		98.3%	97.6%	59.7%	11.6%	66.2%	38.6%	27.6%
55 - 64	290	284	270	144	28	185	85	99
%V	13.7%	13.7%	13.5%	12.1%	12.0%	14.2%	12.0%	16.6%
%H		97.9%	93.1%	49.7%	9.7%	63.8%	29.3%	34.1%
65+	406	403	369	167	21	288	106	182
%V	19.2%	19.4%	18.5%	14.1%	9.0%	22.0%	14.9%	30.5%
%H		99.3%	90.9%	41.1%	5.2%	70.9%	26.1%	44.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South East

Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1724	1692	1626	937	186	1099	581	518
%H		98.1%	94.3%	54.4%	10.8%	63.7%	33.7%	30.0%
AB	491	483	463	294	30	306	164	142
%V	28.5%	28.5%	28.5%	31.4%	16.1%	27.8%	28.2%	27.4%
%H		98.4%	94.3%	59.9%	6.1%	62.3%	33.4%	28.9%
C1	505	492	474	277	52	332	183	150
%V	29.3%	29.1%	29.2%	29.6%	28.0%	30.2%	31.5%	29.0%
%H		97.4%	93.9%	54.9%	10.3%	65.7%	36.2%	29.7%
C2	390	386	375	207	66	256	149	108
%V	22.6%	22.8%	23.1%	22.1%	35.5%	23.3%	25.6%	20.8%
%H		99.0%	96.2%	53.1%	16.9%	65.6%	38.2%	27.7%
D	197	193	186	95	33	116	55	60
%V	11.4%	11.4%	11.4%	10.1%	17.7%	10.6%	9.5%	11.6%
%H		98.0%	94.4%	48.2%	16.8%	58.9%	27.9%	30.5%
E	141	138	128	63	7	89	31	58
%V	8.2%	8.2%	7.9%	6.7%	3.8%	8.1%	5.3%	11.2%
%H		97.9%	90.8%	44.7%	5.0%	63.1%	22.0%	41.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC South East
Individual level data
Table 2.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1724	1692	1626	937	186	1099	581	518
%H		98.1%	94.3%	54.4%	10.8%	63.7%	33.7%	30.0%
Working full time	735	721	704	444	97	447	275	171
%V	42.6%	42.6%	43.3%	47.4%	52.2%	40.7%	47.3%	33.0%
%H		98.1%	95.8%	60.4%	13.2%	60.8%	37.4%	23.3%
Working part time	206	200	195	123	25	131	79	52
%V	11.9%	11.8%	12.0%	13.1%	13.4%	11.9%	13.6%	10.0%
%H		97.1%	94.7%	59.7%	12.1%	63.6%	38.3%	25.2%
Not working	784	770	726	370	65	522	228	294
%V	45.5%	45.5%	44.6%	39.5%	34.9%	47.5%	39.2%	56.8%
%H		98.2%	92.6%	47.2%	8.3%	66.6%	29.1%	37.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	806	790	762	461	91	504	287	217
%H		98.0%	94.5%	57.2%	11.3%	62.5%	35.6%	26.9%
16 - 19	43	43	43	28	9	25	18	7
%V	5.3%	5.4%	5.6%	6.1%	9.9%	5.0%	6.3%	3.2%
%H		100.0%	100.0%	65.1%	20.9%	58.1%	41.9%	16.3%
20 - 24	63	62	62	37	9	42	27	16
%V	7.8%	7.8%	8.1%	8.0%	9.9%	8.3%	9.4%	7.4%
%H		98.4%	98.4%	58.7%	14.3%	66.7%	42.9%	25.4%
25 - 34	113	112	110	74	14	65	43	22
%V	14.0%	14.2%	14.4%	16.1%	15.4%	12.9%	15.0%	10.1%
%H		99.1%	97.3%	65.5%	12.4%	57.5%	38.1%	19.5%
35 - 44	128	125	121	83	19	70	49	21
%V	15.9%	15.8%	15.9%	18.0%	20.9%	13.9%	17.1%	9.7%
%H		97.7%	94.5%	64.8%	14.8%	54.7%	38.3%	16.4%
45 - 54	131	127	126	78	17	87	52	35
%V	16.3%	16.1%	16.5%	16.9%	18.7%	17.3%	18.1%	16.1%
%H		96.9%	96.2%	59.5%	13.0%	66.4%	39.7%	26.7%
55 - 64	142	139	132	71	13	91	43	49
%V	17.6%	17.6%	17.3%	15.4%	14.3%	18.1%	15.0%	22.6%
%H		97.9%	93.0%	50.0%	9.2%	64.1%	30.3%	34.5%
65+	185	183	168	91	10	123	55	68
%V	23.0%	23.2%	22.0%	19.7%	11.0%	24.4%	19.2%	31.3%
%H		98.9%	90.8%	49.2%	5.4%	66.5%	29.7%	36.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC South East
Individual level data
Table 2.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		806	790	762	461	91	504	287	217
	%H		98.0%	94.5%	57.2%	11.3%	62.5%	35.6%	26.9%
AB		244	239	229	152	15	144	82	63
	%V	30.3%	30.3%	30.1%	33.0%	16.5%	28.6%	28.6%	29.0%
	%H		98.0%	93.9%	62.3%	6.1%	59.0%	33.6%	25.8%
C1		215	210	206	127	24	142	84	58
	%V	26.7%	26.6%	27.0%	27.5%	26.4%	28.2%	29.3%	26.7%
	%H		97.7%	95.8%	59.1%	11.2%	66.0%	39.1%	27.0%
C2		200	198	191	106	35	129	78	51
	%V	24.8%	25.1%	25.1%	23.0%	38.5%	25.6%	27.2%	23.5%
	%H		99.0%	95.5%	53.0%	17.5%	64.5%	39.0%	25.5%
D		92	89	86	47	15	53	28	25
	%V	11.4%	11.3%	11.3%	10.2%	16.5%	10.5%	9.8%	11.5%
	%H		96.7%	93.5%	51.1%	16.3%	57.6%	30.4%	27.2%
E		55	55	51	29	1	35	15	20
	%V	6.8%	7.0%	6.7%	6.3%	1.1%	6.9%	5.2%	9.2%
	%H		100.0%	92.7%	52.7%	1.8%	63.6%	27.3%	36.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	806	790	762	461	91	504	287	217
%H		98.0%	94.5%	57.2%	11.3%	62.5%	35.6%	26.9%
Working full time	456	447	438	281	63	274	174	99
%V	56.6%	56.6%	57.5%	61.0%	69.2%	54.4%	60.6%	45.6%
%H		98.0%	96.1%	61.6%	13.8%	60.1%	38.2%	21.7%
Working part time	39	38	36	21	3	27	14	13
%V	4.8%	4.8%	4.7%	4.6%	3.3%	5.4%	4.9%	6.0%
%H		97.4%	92.3%	53.8%	7.7%	69.2%	35.9%	33.3%
Not working	310	306	288	159	25	204	99	105
%V	38.5%	38.7%	37.8%	34.5%	27.5%	40.5%	34.5%	48.4%
%H		98.7%	92.9%	51.3%	8.1%	65.8%	31.9%	33.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	918	901	864	476	95	595	294	301
%H		98.1%	94.1%	51.9%	10.3%	64.8%	32.0%	32.8%
16 - 19	55	53	53	32	11	39	28	11
%V	6.0%	5.9%	6.1%	6.7%	11.6%	6.6%	9.5%	3.7%
%H		96.4%	96.4%	58.2%	20.0%	70.9%	50.9%	20.0%
20 - 24	69	67	65	37	5	45	21	25
%V	7.5%	7.4%	7.5%	7.8%	5.3%	7.6%	7.1%	8.3%
%H		97.1%	94.2%	53.6%	7.2%	65.2%	30.4%	36.2%
25 - 34	117	113	109	72	14	65	41	24
%V	12.7%	12.5%	12.6%	15.1%	14.7%	10.9%	13.9%	8.0%
%H		96.6%	93.2%	61.5%	12.0%	55.6%	35.0%	20.5%
35 - 44	147	142	137	88	22	81	51	30
%V	16.0%	15.8%	15.9%	18.5%	23.2%	13.6%	17.3%	10.0%
%H		96.6%	93.2%	59.9%	15.0%	55.1%	34.7%	20.4%
45 - 54	162	161	160	97	17	107	61	46
%V	17.6%	17.9%	18.5%	20.4%	17.9%	18.0%	20.7%	15.3%
%H		99.4%	98.8%	59.9%	10.5%	66.0%	37.7%	28.4%
55 - 64	148	145	138	74	15	93	43	50
%V	16.1%	16.1%	16.0%	15.5%	15.8%	15.6%	14.6%	16.6%
%H		98.0%	93.2%	50.0%	10.1%	62.8%	29.1%	33.8%
65+	221	220	201	77	11	165	51	114
%V	24.1%	24.4%	23.3%	16.2%	11.6%	27.7%	17.3%	37.9%
%H		99.5%	91.0%	34.8%	5.0%	74.7%	23.1%	51.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	918	901	864	476	95	595	294	301
%H		98.1%	94.1%	51.9%	10.3%	64.8%	32.0%	32.8%
AB	248	244	234	142	15	161	82	79
%V	27.0%	27.1%	27.1%	29.8%	15.8%	27.1%	27.9%	26.2%
%H		98.4%	94.4%	57.3%	6.0%	64.9%	33.1%	31.9%
C1	290	282	268	150	28	190	98	92
%V	31.6%	31.3%	31.0%	31.5%	29.5%	31.9%	33.3%	30.6%
%H		97.2%	92.4%	51.7%	9.7%	65.5%	33.8%	31.7%
C2	190	188	184	101	30	127	70	56
%V	20.7%	20.9%	21.3%	21.2%	31.6%	21.3%	23.8%	18.6%
%H		98.9%	96.8%	53.2%	15.8%	66.8%	36.8%	29.5%
D	105	104	100	49	17	63	27	36
%V	11.4%	11.5%	11.6%	10.3%	17.9%	10.6%	9.2%	12.0%
%H		99.0%	95.2%	46.7%	16.2%	60.0%	25.7%	34.3%
E	86	84	78	34	6	54	16	38
%V	9.4%	9.3%	9.0%	7.1%	6.3%	9.1%	5.4%	12.6%
%H		97.7%	90.7%	39.5%	7.0%	62.8%	18.6%	44.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC South East
Individual level data
Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	918	901	864	476	95	595	294	301
%H		98.1%	94.1%	51.9%	10.3%	64.8%	32.0%	32.8%
Working full time	278	275	266	163	34	173	101	72
%V	30.3%	30.5%	30.8%	34.2%	35.8%	29.1%	34.4%	23.9%
%H		98.9%	95.7%	58.6%	12.2%	62.2%	36.3%	25.9%
Working part time	166	163	160	102	22	104	65	39
%V	18.1%	18.1%	18.5%	21.4%	23.2%	17.5%	22.1%	13.0%
%H		98.2%	96.4%	61.4%	13.3%	62.7%	39.2%	23.5%
Not working	474	464	438	211	40	318	128	190
%V	51.6%	51.5%	50.7%	44.3%	42.1%	53.4%	43.5%	63.1%
%H		97.9%	92.4%	44.5%	8.4%	67.1%	27.0%	40.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2011 - June 2012

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	3564	3437	3400	1345	656	2858	1411	1447
%H (All HH)		96.4%	95.4%	37.7%	18.4%	80.2%	39.6%	40.6%
%H (TV HH)			98.9%	39.1%	19.1%	83.2%	41.1%	42.1%
AB	766	748	742	329	132	610	319	291
%V	21.5%	21.8%	21.8%	24.5%	20.1%	21.3%	22.6%	20.1%
%H (All HH)		97.7%	96.9%	43.0%	17.2%	79.6%	41.6%	38.0%
%H (TV HH)			99.2%	44.0%	17.6%	81.6%	42.6%	38.9%
C1	919	880	874	360	182	731	387	344
%V	25.8%	25.6%	25.7%	26.8%	27.7%	25.6%	27.4%	23.8%
%H (All HH)		95.8%	95.1%	39.2%	19.8%	79.5%	42.1%	37.4%
%H (TV HH)			99.3%	40.9%	20.7%	83.1%	44.0%	39.1%
C2	734	715	708	283	167	596	326	270
%V	20.6%	20.8%	20.8%	21.0%	25.5%	20.9%	23.1%	18.7%
%H (All HH)		97.4%	96.5%	38.6%	22.8%	81.2%	44.4%	36.8%
%H (TV HH)			99.0%	39.6%	23.4%	83.4%	45.6%	37.8%
D	617	597	593	240	119	487	240	247
%V	17.3%	17.4%	17.4%	17.8%	18.1%	17.0%	17.0%	17.1%
%H (All HH)		96.8%	96.1%	38.9%	19.3%	78.9%	38.9%	40.0%
%H (TV HH)			99.3%	40.2%	19.9%	81.6%	40.2%	41.4%
E	527	497	484	134	57	434	138	296
%V	14.8%	14.5%	14.2%	10.0%	8.7%	15.2%	9.8%	20.5%
%H (All HH)		94.3%	91.8%	25.4%	10.8%	82.4%	26.2%	56.2%
%H (TV HH)			97.4%	27.0%	11.5%	87.3%	27.8%	59.6%

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 2011 - June 2012

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	3564	3437	3400	1345	656	2858	1411	1447
%V (All HH)		96.4%	95.4%	37.7%	18.4%	80.2%	39.6%	40.6%
%H (TV HH)			98.9%	39.1%	19.1%	83.2%	41.1%	42.1%
Under 25	169	152	148	48	28	126	54	72
%V	4.7%	4.4%	4.4%	3.6%	4.3%	4.4%	3.8%	5.0%
%H (All HH)		89.9%	87.6%	28.4%	16.6%	74.6%	32.0%	42.6%
%H (TV HH)			97.4%	31.6%	18.4%	82.9%	35.5%	47.4%
25 - 34	524	496	490	239	99	369	213	157
%V	14.7%	14.4%	14.4%	17.8%	15.1%	12.9%	15.1%	10.9%
%H (All HH)		94.7%	93.5%	45.6%	18.9%	70.4%	40.6%	30.0%
%H (TV HH)			98.8%	48.2%	20.0%	74.4%	42.9%	31.7%
35 - 44	616	595	591	298	148	470	312	158
%V	17.3%	17.3%	17.4%	22.2%	22.6%	16.4%	22.1%	10.9%
%H (All HH)		96.6%	95.9%	48.4%	24.0%	76.3%	50.6%	25.6%
%H (TV HH)			99.3%	50.1%	24.9%	79.0%	52.4%	26.6%
45 - 54	687	665	660	293	150	552	321	231
%V	19.3%	19.3%	19.4%	21.8%	22.9%	19.3%	22.7%	16.0%
%H (All HH)		96.8%	96.1%	42.6%	21.8%	80.3%	46.7%	33.6%
%H (TV HH)			99.2%	44.1%	22.6%	83.0%	48.3%	34.7%
55 - 64	600	583	580	227	118	497	255	242
%V	16.8%	17.0%	17.1%	16.9%	18.0%	17.4%	18.1%	16.7%
%H (All HH)		97.2%	96.7%	37.8%	19.7%	82.8%	42.5%	40.3%
%H (TV HH)			99.5%	38.9%	20.2%	85.2%	43.7%	41.5%
65 +	966	947	931	240	113	844	257	587
%V	27.1%	27.6%	27.4%	17.8%	17.2%	29.5%	18.2%	40.6%
%H (All HH)		98.0%	96.4%	24.8%	11.7%	87.4%	26.6%	60.8%
%H (TV HH)			98.3%	25.3%	11.9%	89.1%	27.1%	62.0%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3564	3437	3400	1345	656	2858	1411	1447
%H (All HH)		96.4%	95.4%	37.7%	18.4%	80.2%	39.6%	40.6%
%H (TV HH)			98.9%	39.1%	19.1%	83.2%	41.1%	42.1%
1	1214	1142	1121	274	157	984	286	699
%V	34.1%	33.2%	33.0%	20.4%	23.9%	34.4%	20.3%	48.3%
%H (All HH)		94.1%	92.3%	22.6%	12.9%	81.1%	23.6%	57.6%
%H (TV HH)			98.2%	24.0%	13.7%	86.2%	25.0%	61.2%
2	1088	1064	1054	437	201	878	451	426
%V	30.5%	31.0%	31.0%	32.5%	30.6%	30.7%	32.0%	29.4%
%H (All HH)		97.8%	96.9%	40.2%	18.5%	80.7%	41.5%	39.2%
%H (TV HH)			99.1%	41.1%	18.9%	82.5%	42.4%	40.0%
3	539	529	527	247	127	421	262	159
%V	15.1%	15.4%	15.5%	18.4%	19.4%	14.7%	18.6%	11.0%
%H (All HH)		98.1%	97.8%	45.8%	23.6%	78.1%	48.6%	29.5%
%H (TV HH)			99.6%	46.7%	24.0%	79.6%	49.5%	30.1%
4	465	454	452	243	117	378	273	106
%V	13.0%	13.2%	13.3%	18.1%	17.8%	13.2%	19.3%	7.3%
%H (All HH)		97.6%	97.2%	52.3%	25.2%	81.3%	58.7%	22.8%
%H (TV HH)			99.6%	53.5%	25.8%	83.3%	60.1%	23.3%
5+	258	248	247	143	53	196	138	58
%V	7.2%	7.2%	7.3%	10.6%	8.1%	6.9%	9.8%	4.0%
%H (All HH)		96.1%	95.7%	55.4%	20.5%	76.0%	53.5%	22.5%
%H (TV HH)			99.6%	57.7%	21.4%	79.0%	55.6%	23.4%
Average HH size	2.33	2.34	2.35	2.73	2.60	2.31	2.72	1.91

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 2011 - June 2012

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3564	3437	3400	1345	656	2858	1411	1447
%H (All HH)		96.4%	95.4%	37.7%	18.4%	80.2%	39.6%	40.6%
%H (TV HH)			98.9%	39.1%	19.1%	83.2%	41.1%	42.1%
Without	2647	2542	2510	885	446	2148	939	1209
%V	74.3%	74.0%	73.8%	65.8%	68.0%	75.2%	66.5%	83.6%
%H (All HH)		96.0%	94.8%	33.4%	16.8%	81.1%	35.5%	45.7%
%H (TV HH)			98.7%	34.8%	17.5%	84.5%	36.9%	47.6%
With	916	896	890	461	210	710	472	238
%V	25.7%	26.1%	26.2%	34.3%	32.0%	24.8%	33.5%	16.4%
%H (All HH)		97.8%	97.2%	50.3%	22.9%	77.5%	51.5%	26.0%
%H (TV HH)			99.3%	51.5%	23.4%	79.2%	52.7%	26.6%
0 - 3	354	343	340	172	80	259	165	94
%V	9.9%	10.0%	10.0%	12.8%	12.2%	9.1%	11.7%	6.5%
%H (All HH)		96.9%	96.0%	48.6%	22.6%	73.2%	46.6%	26.6%
%H (TV HH)			99.1%	50.1%	23.3%	75.5%	48.1%	27.4%
4 - 9	439	427	425	227	97	334	227	108
%V	12.3%	12.4%	12.5%	16.9%	14.8%	11.7%	16.1%	7.5%
%H (All HH)		97.3%	96.8%	51.7%	22.1%	76.1%	51.7%	24.6%
%H (TV HH)			99.5%	53.2%	22.7%	78.2%	53.2%	25.3%
10 - 15	439	432	429	231	101	358	250	108
%V	12.3%	12.6%	12.6%	17.2%	15.4%	12.5%	17.7%	7.5%
%H (All HH)		98.4%	97.7%	52.6%	23.0%	81.5%	56.9%	24.6%
%H (TV HH)			99.3%	53.5%	23.4%	82.9%	57.9%	25.0%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3564	3437	3400	1345	656	2858	1411	1447
%H (All HH)		96.4%	95.4%	37.7%	18.4%	80.2%	39.6%	40.6%
%H (TV HH)			98.9%	39.1%	19.1%	83.2%	41.1%	42.1%
1	1436	1436	1405	431	218	1110	348	762
%V	40.3%	41.8%	41.3%	32.0%	33.2%	38.8%	24.7%	52.7%
%H (All HH)		100.0%	97.8%	30.0%	15.2%	77.3%	24.2%	53.1%
%H (TV HH)			97.8%	30.0%	15.2%	77.3%	24.2%	53.1%
2	1118	1118	1114	447	242	951	509	441
%V	31.4%	32.5%	32.8%	33.2%	36.9%	33.3%	36.1%	30.5%
%H (All HH)		100.0%	99.6%	40.0%	21.6%	85.1%	45.5%	39.4%
%H (TV HH)			99.6%	40.0%	21.6%	85.1%	45.5%	39.4%
3	548	548	547	273	111	489	313	176
%V	15.4%	15.9%	16.1%	20.3%	16.9%	17.1%	22.2%	12.2%
%H (All HH)		100.0%	99.8%	49.8%	20.3%	89.2%	57.1%	32.1%
%H (TV HH)			99.8%	49.8%	20.3%	89.2%	57.1%	32.1%
4	234	234	234	137	59	215	168	47
%V	6.6%	6.8%	6.9%	10.2%	9.0%	7.5%	11.9%	3.2%
%H (All HH)		100.0%	100.0%	58.5%	25.2%	91.9%	71.8%	20.1%
%H (TV HH)			100.0%	58.5%	25.2%	91.9%	71.8%	20.1%
5+	102	102	102	58	26	94	72	22
%V	2.9%	3.0%	3.0%	4.3%	4.0%	3.3%	5.1%	1.5%
%H (All HH)		100.0%	100.0%	56.9%	25.5%	92.2%	70.6%	21.6%
%H (TV HH)			100.0%	56.9%	25.5%	92.2%	70.6%	21.6%

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 2011 - June 2012

BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3564	3437	3400	1345	656	2858	1411	1447
%H (All HH)		96.4%	95.4%	37.7%	18.4%	80.2%	39.6%	40.6%
%H (TV HH)			98.9%	39.1%	19.1%	83.2%	41.1%	42.1%
Under 20"	1035	1035	1029	421	209	929	510	419
%V	29.0%	30.1%	30.3%	31.3%	31.9%	32.5%	36.1%	29.0%
%H (All HH)		100.0%	99.4%	40.7%	20.2%	89.8%	49.3%	40.5%
%H (TV HH)			99.4%	40.7%	20.2%	89.8%	49.3%	40.5%
20" - 29"	1497	1497	1479	548	287	1290	625	665
%V	42.0%	43.6%	43.5%	40.7%	43.8%	45.1%	44.3%	46.0%
%H (All HH)		100.0%	98.8%	36.6%	19.2%	86.2%	41.8%	44.4%
%H (TV HH)			98.8%	36.6%	19.2%	86.2%	41.8%	44.4%
30" - 39"	1772	1772	1766	738	348	1493	783	710
%V	49.7%	51.6%	51.9%	54.9%	53.0%	52.2%	55.5%	49.1%
%H (All HH)		100.0%	99.7%	41.6%	19.6%	84.3%	44.2%	40.1%
%H (TV HH)			99.7%	41.6%	19.6%	84.3%	44.2%	40.1%
40" and over	1137	1137	1134	616	268	938	662	275
%V	31.9%	33.1%	33.4%	45.8%	40.9%	32.8%	46.9%	19.0%
%H (All HH)		100.0%	99.7%	54.2%	23.6%	82.5%	58.2%	24.2%
%H (TV HH)			99.7%	54.2%	23.6%	82.5%	58.2%	24.2%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	3564	3437	3400	1345	656	2858	1411	1447
%V (All HH)		96.4%	95.4%	37.7%	18.4%	80.2%	39.6%	40.6%
%H (TV HH)			98.9%	39.1%	19.1%	83.2%	41.1%	42.1%
Main living room	3401	3401	3372	1340	651	2832	1404	1428
%V	95.4%	99.0%	99.2%	99.6%	99.2%	99.1%	99.5%	98.7%
%H (All HH)		100.0%	99.1%	39.4%	19.1%	83.3%	41.3%	42.0%
%H (TV HH)			99.1%	39.4%	19.1%	83.3%	41.3%	42.0%
Kitchen	430	430	430	192	84	391	231	159
%V	12.1%	12.5%	12.6%	14.3%	12.8%	13.7%	16.4%	11.0%
%H (All HH)		100.0%	100.0%	44.7%	19.5%	90.9%	53.7%	37.0%
%H (TV HH)			100.0%	44.7%	19.5%	90.9%	53.7%	37.0%
Adult's bedroom	1473	1473	1469	695	328	1300	818	482
%V	41.3%	42.9%	43.2%	51.7%	50.0%	45.5%	58.0%	33.3%
%H (All HH)		100.0%	99.7%	47.2%	22.3%	88.3%	55.5%	32.7%
%H (TV HH)			99.7%	47.2%	22.3%	88.3%	55.5%	32.7%
Child's bedroom	313	313	313	170	79	283	209	74
%V	8.8%	9.1%	9.2%	12.6%	12.0%	9.9%	14.8%	5.1%
%H (All HH)		100.0%	100.0%	54.3%	25.2%	90.4%	66.8%	23.6%
%H (TV HH)			100.0%	54.3%	25.2%	90.4%	66.8%	23.6%
Other bedroom	139	139	138	71	30	124	83	42
%V	3.9%	4.0%	4.1%	5.3%	4.6%	4.3%	5.9%	2.9%
%H (All HH)		100.0%	99.3%	51.1%	21.6%	89.2%	59.7%	30.2%
%H (TV HH)			99.3%	51.1%	21.6%	89.2%	59.7%	30.2%
Second living/dining room	362	362	361	182	71	318	200	118
%V	10.2%	10.5%	10.6%	13.5%	10.8%	11.1%	14.2%	8.2%
%H (All HH)		100.0%	99.7%	50.3%	19.6%	87.8%	55.2%	32.6%
%H (TV HH)			99.7%	50.3%	19.6%	87.8%	55.2%	32.6%
Study/office	68	68	68	36	12	62	39	23
%V	1.9%	2.0%	2.0%	2.7%	1.8%	2.2%	2.8%	1.6%
%H (All HH)		100.0%	100.0%	52.9%	17.6%	91.2%	57.4%	33.8%
%H (TV HH)			100.0%	52.9%	17.6%	91.2%	57.4%	33.8%
TV room	25	25	25	14	5	23	17	6
%V	0.7%	0.7%	0.7%	1.0%	0.8%	0.8%	1.2%	0.4%
%H (All HH)		100.0%	100.0%	56.0%	20.0%	92.0%	68.0%	24.0%
%H (TV HH)			100.0%	56.0%	20.0%	92.0%	68.0%	24.0%
Conservatory	15	15	15	9	3	13	10	3
%V	0.4%	0.4%	0.4%	0.7%	0.5%	0.5%	0.7%	0.2%
%H (All HH)		100.0%	100.0%	60.0%	20.0%	86.7%	66.7%	20.0%
%H (TV HH)			100.0%	60.0%	20.0%	86.7%	66.7%	20.0%
Attic or loft room	2	2	2	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	50.0%	50.0%	0.0%
%H (TV HH)			100.0%	50.0%	0.0%	50.0%	50.0%	0.0%
No specific location	7	7	7	4	1	6	5	2
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.4%	0.1%
%H (All HH)		100.0%	100.0%	57.1%	14.3%	85.7%	71.4%	28.6%
%H (TV HH)			100.0%	57.1%	14.3%	85.7%	71.4%	28.6%
Other	29	29	29	14	9	24	17	7
%V	0.8%	0.8%	0.9%	1.0%	1.4%	0.8%	1.2%	0.5%
%H (All HH)		100.0%	100.0%	48.3%	31.0%	82.8%	58.6%	24.1%
%H (TV HH)			100.0%	48.3%	31.0%	82.8%	58.6%	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
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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	3564	3437	3400	1345	656	2858	1411	1447
%H (All HH)		96.4%	95.4%	37.7%	18.4%	80.2%	39.6%	40.6%
%H (TV HH)			98.9%	39.1%	19.1%	83.2%	41.1%	42.1%
PVR	1723	1723	1723	1040	382	1363	1028	335
%V	48.3%	50.1%	50.7%	77.3%	58.2%	47.7%	72.9%	23.2%
%H (All HH)		100.0%	100.0%	60.4%	22.2%	79.1%	59.7%	19.4%
%H (TV HH)			100.0%	60.4%	22.2%	79.1%	59.7%	19.4%
DVDR	393	393	390	159	88	349	196	153
%V	11.0%	11.4%	11.5%	11.8%	13.4%	12.2%	13.9%	10.6%
%H (All HH)		100.0%	99.2%	40.5%	22.4%	88.8%	49.9%	38.9%
%H (TV HH)			99.2%	40.5%	22.4%	88.8%	49.9%	38.9%
VCR	350	350	344	108	67	302	126	176
%V	9.8%	10.2%	10.1%	8.0%	10.2%	10.6%	8.9%	12.2%
%H (All HH)		100.0%	98.3%	30.9%	19.1%	86.3%	36.0%	50.3%
%H (TV HH)			98.3%	30.9%	19.1%	86.3%	36.0%	50.3%
Any recorder	2071	2071	2063	1104	442	1673	1117	557
%V	58.1%	60.3%	60.7%	82.1%	67.4%	58.5%	79.2%	38.5%
%H (All HH)		100.0%	99.6%	53.3%	21.3%	80.8%	53.9%	26.9%
%H (TV HH)			99.6%	53.3%	21.3%	80.8%	53.9%	26.9%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2011 - June 2012
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	3564	3437	3400	1345	656	2858	1411	1447
%H (All HH)		96.4%	95.4%	37.7%	18.4%	80.2%	39.6%	40.6%
%H (TV HH)			98.9%	39.1%	19.1%	83.2%	41.1%	42.1%
Receives HDTV (via STB or built-in reception)	1526	1526	1526	753	449	1247	887	360
%V	42.8%	44.4%	44.9%	56.0%	68.4%	43.6%	62.9%	24.9%
%H (All HH)		100.0%	100.0%	49.3%	29.4%	81.7%	58.1%	23.6%
%H (TV HH)			100.0%	49.3%	29.4%	81.7%	58.1%	23.6%
DVD/Blu-ray player or recorder	2718	2718	2702	1122	550	2306	1234	1072
%V	76.3%	79.1%	79.5%	83.4%	83.8%	80.7%	87.5%	74.1%
%H (All HH)		100.0%	99.4%	41.3%	20.2%	84.8%	45.4%	39.4%
%H (TV HH)			99.4%	41.3%	20.2%	84.8%	45.4%	39.4%

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3564	3437	3400	1345	656	2858	1411	1447
%H (All HH)		96.4%	95.4%	37.7%	18.4%	80.2%	39.6%	40.6%
%H (TV HH)			98.9%	39.1%	19.1%	83.2%	41.1%	42.1%
Has PC or Laptop	2595	2524	2508	1154	561	2054	1218	835
%V	72.8%	73.4%	73.8%	85.8%	85.5%	71.9%	86.3%	57.7%
%H (All HH)		97.3%	96.6%	44.5%	21.6%	79.2%	46.9%	32.2%
%H (TV HH)			99.4%	45.7%	22.2%	81.4%	48.3%	33.1%
Has broadband internet	2428	2360	2346	1118	552	1904	1185	718
%V	68.1%	68.7%	69.0%	83.1%	84.1%	66.6%	84.0%	49.6%
%H (All HH)		97.2%	96.6%	46.0%	22.7%	78.4%	48.8%	29.6%
%H (TV HH)			99.4%	47.4%	23.4%	80.7%	50.2%	30.4%

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 2011 - June 2012
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	6796	6751	3001	1409	5840	3366	2474
%H		99.3%	44.2%	20.7%	85.9%	49.5%	36.4%
Under 20"	1371	1364	598	271	1237	715	522
%V	20.2%	20.2%	19.9%	19.2%	21.2%	21.2%	21.1%
%H		99.5%	43.6%	19.8%	90.2%	52.2%	38.1%
20" - 29"	1870	1852	734	363	1632	848	784
%V	27.5%	27.4%	24.5%	25.8%	27.9%	25.2%	31.7%
%H		99.0%	39.3%	19.4%	87.3%	45.3%	41.9%
30" - 39"	2086	2079	900	423	1770	973	797
%V	30.7%	30.8%	30.0%	30.0%	30.3%	28.9%	32.2%
%H		99.7%	43.1%	20.3%	84.9%	46.6%	38.2%
40" and over	1267	1264	694	309	1048	753	295
%V	18.6%	18.7%	23.1%	21.9%	17.9%	22.4%	11.9%
%H		99.8%	54.8%	24.4%	82.7%	59.4%	23.3%
Don't know	109	107	41	13	95	41	54
%V	1.6%	1.6%	1.4%	0.9%	1.6%	1.2%	2.2%
%H		98.2%	37.6%	11.9%	87.2%	37.6%	49.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
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	6796	6751	3001	1409	5840	3366	2474
%H		99.3%	44.2%	20.7%	85.9%	49.5%	36.4%
Main living room	3431	3402	1353	657	2857	1418	1439
%V	50.5%	50.4%	45.1%	46.6%	48.9%	42.1%	58.2%
%H		99.2%	39.4%	19.1%	83.3%	41.3%	41.9%
Kitchen	430	430	192	84	391	231	160
%V	6.3%	6.4%	6.4%	6.0%	6.7%	6.9%	6.5%
%H		100.0%	44.7%	19.5%	90.9%	53.7%	37.2%
Adult's bedroom	1762	1756	850	401	1570	1022	547
%V	25.9%	26.0%	28.3%	28.5%	26.9%	30.4%	22.1%
%H		99.7%	48.2%	22.8%	89.1%	58.0%	31.0%
Child's bedroom	407	407	225	100	369	275	94
%V	6.0%	6.0%	7.5%	7.1%	6.3%	8.2%	3.8%
%H		100.0%	55.3%	24.6%	90.7%	67.6%	23.1%
Other bedroom	160	160	81	35	143	93	50
%V	2.4%	2.4%	2.7%	2.5%	2.4%	2.8%	2.0%
%H		100.0%	50.6%	21.9%	89.4%	58.1%	31.3%
Second living/dining room	365	365	184	72	321	202	119
%V	5.4%	5.4%	6.1%	5.1%	5.5%	6.0%	4.8%
%H		100.0%	50.4%	19.7%	87.9%	55.3%	32.6%
Study/office	68	68	36	12	62	39	23
%V	1.0%	1.0%	1.2%	0.9%	1.1%	1.2%	0.9%
%H		100.0%	52.9%	17.6%	91.2%	57.4%	33.8%
TV room	25	25	14	5	23	17	6
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.5%	0.2%
%H		100.0%	56.0%	20.0%	92.0%	68.0%	24.0%
Conservatory	15	15	9	3	13	10	3
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.3%	0.1%
%H		100.0%	60.0%	20.0%	86.7%	66.7%	20.0%
Attic or loft room	2	2	1	0	1	1	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	50.0%	0.0%	50.0%	50.0%	0.0%
No specific location	7	7	4	1	6	5	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	57.1%	14.3%	85.7%	71.4%	28.6%
Other	30	30	15	9	25	18	7
%V	0.4%	0.4%	0.5%	0.6%	0.4%	0.5%	0.3%
%H		100.0%	50.0%	30.0%	83.3%	60.0%	23.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6796	6751	3001	1409	5840	3366	2474
%H		99.3%	44.2%	20.7%	85.9%	49.5%	36.4%
PVR	2214	2214	1414	474	1749	1372	378
%V	32.6%	32.8%	47.1%	33.6%	29.9%	40.8%	15.3%
%H		100.0%	63.9%	21.4%	79.0%	62.0%	17.1%
DVDR	447	444	183	102	397	225	172
%V	6.6%	6.6%	6.1%	7.2%	6.8%	6.7%	7.0%
%H		99.3%	40.9%	22.8%	88.8%	50.3%	38.5%
VCR	382	376	121	76	331	143	188
%V	5.6%	5.6%	4.0%	5.4%	5.7%	4.2%	7.6%
%H		98.4%	31.7%	19.9%	86.6%	37.4%	49.2%
Any recorder	2716	2707	1548	570	2204	1552	652
%V	40.0%	40.1%	51.6%	40.5%	37.7%	46.1%	26.4%
%H		99.7%	57.0%	21.0%	81.1%	57.1%	24.0%

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	6796	6751	3001	1409	5840	3366	2474
%H		99.3%	44.2%	20.7%	85.9%	49.5%	36.4%
Receives HDTV (via STB or built-in reception)	2105	2105	1052	642	1743	1274	470
%V	31.0%	31.2%	35.1%	45.6%	29.8%	37.8%	19.0%
%H		100.0%	50.0%	30.5%	82.8%	60.5%	22.3%
DVD/Blu-ray player or recorder	4005	3989	1796	856	3476	2057	1419
%V	58.9%	59.1%	59.8%	60.8%	59.5%	61.1%	57.4%
%H		99.6%	44.8%	21.4%	86.8%	51.4%	35.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Midlands
Set level data
Table 3.15: Main Set Screen Size
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3435	3398	1345	656	2856	1410	1446
%H		98.9%	39.2%	19.1%	83.1%	41.0%	42.1%
Under 20"	97	93	14	11	80	13	67
%V	2.8%	2.7%	1.0%	1.7%	2.8%	0.9%	4.6%
%H		95.9%	14.4%	11.3%	82.5%	13.4%	69.1%
20" - 29"	752	736	183	109	633	183	449
%V	21.9%	21.7%	13.6%	16.6%	22.2%	13.0%	31.1%
%H		97.9%	24.3%	14.5%	84.2%	24.3%	59.7%
30" - 39"	1436	1429	537	274	1201	565	636
%V	41.8%	42.1%	39.9%	41.8%	42.1%	40.1%	44.0%
%H		99.5%	37.4%	19.1%	83.6%	39.3%	44.3%
40" and over	1093	1090	596	257	897	635	263
%V	31.8%	32.1%	44.3%	39.2%	31.4%	45.0%	18.2%
%H		99.7%	54.5%	23.5%	82.1%	58.1%	24.1%
Don't know	51	50	14	5	44	14	30
%V	1.5%	1.5%	1.0%	0.8%	1.5%	1.0%	2.1%
%H		98.0%	27.5%	9.8%	86.3%	27.5%	58.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Midlands
Set level data
Table 3.16: Main Set Recorders
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3435	3398	1345	656	2856	1410	1446
%H		98.9%	39.2%	19.1%	83.1%	41.0%	42.1%
PVR	1668	1668	1019	373	1310	1001	309
%V	48.6%	49.1%	75.8%	56.9%	45.9%	71.0%	21.4%
%H		100.0%	61.1%	22.4%	78.5%	60.0%	18.5%
DVDR	335	333	129	74	296	159	137
%V	9.8%	9.8%	9.6%	11.3%	10.4%	11.3%	9.5%
%H		99.4%	38.5%	22.1%	88.4%	47.5%	40.9%
VCR	288	282	80	53	246	92	154
%V	8.4%	8.3%	5.9%	8.1%	8.6%	6.5%	10.7%
%H		97.9%	27.8%	18.4%	85.4%	31.9%	53.5%
Any recorder	2008	2000	1082	430	1615	1089	526
%V	58.5%	58.9%	80.4%	65.5%	56.5%	77.2%	36.4%
%H		99.6%	53.9%	21.4%	80.4%	54.2%	26.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 3.17: Main Set - Other TV equipment
Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3435	3398	1345	656	2856	1410	1446
%H		98.9%	39.2%	19.1%	83.1%	41.0%	42.1%
Receives HDTV (via STB or built-in reception)	1468	1468	726	439	1192	854	338
%V	42.7%	43.2%	54.0%	66.9%	41.7%	60.6%	23.4%
%H		100.0%	49.5%	29.9%	81.2%	58.2%	23.0%
DVD/Blu-ray player or recorder	2566	2550	1052	513	2172	1150	1022
%V	74.7%	75.0%	78.2%	78.2%	76.1%	81.6%	70.7%
%H		99.4%	41.0%	20.0%	84.6%	44.8%	39.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Midlands
Set level data
Table 3.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3361	3353	1657	753	2984	1956	1028
%H		99.8%	49.3%	22.4%	88.8%	58.2%	30.6%
Under 20"	1274	1271	584	260	1157	703	455
%V	37.9%	37.9%	35.2%	34.5%	38.8%	35.9%	44.3%
%H		99.8%	45.8%	20.4%	90.8%	55.2%	35.7%
20" - 29"	1118	1115	551	254	999	665	334
%V	33.3%	33.3%	33.3%	33.7%	33.5%	34.0%	32.5%
%H		99.7%	49.3%	22.7%	89.4%	59.5%	29.9%
30" - 39"	650	650	363	149	569	408	161
%V	19.3%	19.4%	21.9%	19.8%	19.1%	20.9%	15.7%
%H		100.0%	55.8%	22.9%	87.5%	62.8%	24.8%
40" and over	175	174	98	53	150	118	32
%V	5.2%	5.2%	5.9%	7.0%	5.0%	6.0%	3.1%
%H		99.4%	56.0%	30.3%	85.7%	67.4%	18.3%
Don't know	58	57	26	8	51	27	23
%V	1.7%	1.7%	1.6%	1.1%	1.7%	1.4%	2.2%
%H		98.3%	44.8%	13.8%	87.9%	46.6%	39.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3361	3353	1657	753	2984	1956	1028
%H		99.8%	49.3%	22.4%	88.8%	58.2%	30.6%
PVR	546	546	395	101	439	371	68
%V	16.2%	16.3%	23.8%	13.4%	14.7%	19.0%	6.6%
%H		100.0%	72.3%	18.5%	80.4%	67.9%	12.5%
DVDR	112	112	54	29	102	66	35
%V	3.3%	3.3%	3.3%	3.9%	3.4%	3.4%	3.4%
%H		100.0%	48.2%	25.9%	91.1%	58.9%	31.3%
VCR	94	94	41	23	84	51	34
%V	2.8%	2.8%	2.5%	3.1%	2.8%	2.6%	3.3%
%H		100.0%	43.6%	24.5%	89.4%	54.3%	36.2%
Any recorder	708	707	466	141	589	463	126
%V	21.1%	21.1%	28.1%	18.7%	19.7%	23.7%	12.3%
%H		99.9%	65.8%	19.9%	83.2%	65.4%	17.8%

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	3361	3353	1657	753	2984	1956	1028
%H		99.8%	49.3%	22.4%	88.8%	58.2%	30.6%
Receives HDTV (via STB or built-in reception)	636	636	326	203	552	420	132
%V	18.9%	19.0%	19.7%	27.0%	18.5%	21.5%	12.8%
%H		100.0%	51.3%	31.9%	86.8%	66.0%	20.8%
DVD/Blu-ray player or recorder	1439	1439	744	343	1303	907	396
%V	42.8%	42.9%	44.9%	45.6%	43.7%	46.4%	38.5%
%H		100.0%	51.7%	23.8%	90.5%	63.0%	27.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Midlands
Individual level data
Table 3.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8302	8052	7990	3669	1706	6598	3834	2764
%H		97.0%	96.2%	44.2%	20.5%	79.5%	46.2%	33.3%
Total Children	1616	1570	1562	828	361	1237	830	407
%V	19.5%	19.5%	19.5%	22.6%	21.2%	18.7%	21.6%	14.7%
%H		97.2%	96.7%	51.2%	22.3%	76.5%	51.4%	25.2%
0 - 3	430	416	413	210	99	311	199	113
%V	5.2%	5.2%	5.2%	5.7%	5.8%	4.7%	5.2%	4.1%
%H		96.7%	96.0%	48.8%	23.0%	72.3%	46.3%	26.3%
4 - 15	1185	1154	1150	618	262	926	631	295
%V	14.3%	14.3%	14.4%	16.8%	15.4%	14.0%	16.5%	10.7%
%H		97.4%	97.0%	52.2%	22.1%	78.1%	53.2%	24.9%
4 - 9	595	575	574	307	128	453	305	148
%V	7.2%	7.1%	7.2%	8.4%	7.5%	6.9%	8.0%	5.4%
%H		96.6%	96.5%	51.6%	21.5%	76.1%	51.3%	24.9%
10 - 15	590	579	576	311	134	473	326	147
%V	7.1%	7.2%	7.2%	8.5%	7.9%	7.2%	8.5%	5.3%
%H		98.1%	97.6%	52.7%	22.7%	80.2%	55.3%	24.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8302	8052	7990	3669	1706	6598	3834	2764
%H		97.0%	96.2%	44.2%	20.5%	79.5%	46.2%	33.3%
Total Adults (16+)	6687	6482	6428	2841	1346	5361	3004	2357
%V	80.5%	80.5%	80.5%	77.4%	78.9%	81.3%	78.4%	85.3%
%H		96.9%	96.1%	42.5%	20.1%	80.2%	44.9%	35.2%
16 - 19	408	399	396	204	97	327	222	105
%V	4.9%	5.0%	5.0%	5.6%	5.7%	5.0%	5.8%	3.8%
%H		97.8%	97.1%	50.0%	23.8%	80.1%	54.4%	25.7%
20 - 24	548	514	506	233	123	427	264	163
%V	6.6%	6.4%	6.3%	6.4%	7.2%	6.5%	6.9%	5.9%
%H		93.8%	92.3%	42.5%	22.4%	77.9%	48.2%	29.7%
25 - 34	1077	1029	1021	517	226	780	488	292
%V	13.0%	12.8%	12.8%	14.1%	13.2%	11.8%	12.7%	10.6%
%H		95.5%	94.8%	48.0%	21.0%	72.4%	45.3%	27.1%
35 - 44	1075	1042	1034	539	254	821	558	264
%V	12.9%	12.9%	12.9%	14.7%	14.9%	12.4%	14.6%	9.6%
%H		96.9%	96.2%	50.1%	23.6%	76.4%	51.9%	24.6%
45 - 54	1170	1139	1134	523	263	951	579	372
%V	14.1%	14.1%	14.2%	14.3%	15.4%	14.4%	15.1%	13.5%
%H		97.4%	96.9%	44.7%	22.5%	81.3%	49.5%	31.8%
55 - 64	997	972	967	416	196	812	444	368
%V	12.0%	12.1%	12.1%	11.3%	11.5%	12.3%	11.6%	13.3%
%H		97.5%	97.0%	41.7%	19.7%	81.4%	44.5%	36.9%
65+	1412	1388	1370	409	187	1241	449	793
%V	17.0%	17.2%	17.1%	11.1%	11.0%	18.8%	11.7%	28.7%
%H		98.3%	97.0%	29.0%	13.2%	87.9%	31.8%	56.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Midlands
Individual level data
Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6687	6482	6428	2841	1346	5361	3004	2357
%H		96.9%	96.1%	42.5%	20.1%	80.2%	44.9%	35.2%
AB	1530	1500	1491	700	281	1227	694	533
%V	22.9%	23.1%	23.2%	24.6%	20.9%	22.9%	23.1%	22.6%
%H		98.0%	97.5%	45.8%	18.4%	80.2%	45.4%	34.8%
C1	1772	1701	1690	772	373	1407	832	576
%V	26.5%	26.2%	26.3%	27.2%	27.7%	26.2%	27.7%	24.4%
%H		96.0%	95.4%	43.6%	21.0%	79.4%	47.0%	32.5%
C2	1464	1434	1422	613	355	1197	718	479
%V	21.9%	22.1%	22.1%	21.6%	26.4%	22.3%	23.9%	20.3%
%H		98.0%	97.1%	41.9%	24.2%	81.8%	49.0%	32.7%
D	1187	1148	1142	531	245	920	524	397
%V	17.8%	17.7%	17.8%	18.7%	18.2%	17.2%	17.4%	16.8%
%H		96.7%	96.2%	44.7%	20.6%	77.5%	44.1%	33.4%
E	734	698	683	224	91	610	237	373
%V	11.0%	10.8%	10.6%	7.9%	6.8%	11.4%	7.9%	15.8%
%H		95.1%	93.1%	30.5%	12.4%	83.1%	32.3%	50.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Midlands
Individual level data
Table 3.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6687	6482	6428	2841	1346	5361	3004	2357
%H		96.9%	96.1%	42.5%	20.1%	80.2%	44.9%	35.2%
Working full time	2923	2846	2835	1392	678	2291	1475	816
%V	43.7%	43.9%	44.1%	49.0%	50.4%	42.7%	49.1%	34.6%
%H		97.4%	97.0%	47.6%	23.2%	78.4%	50.5%	27.9%
Working part time	695	678	675	320	149	548	329	219
%V	10.4%	10.5%	10.5%	11.3%	11.1%	10.2%	11.0%	9.3%
%H		97.6%	97.1%	46.0%	21.4%	78.8%	47.3%	31.5%
Not working	3069	2958	2918	1129	518	2521	1200	1322
%V	45.9%	45.6%	45.4%	39.7%	38.5%	47.0%	39.9%	56.1%
%H		96.4%	95.1%	36.8%	16.9%	82.1%	39.1%	43.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3267	3154	3128	1412	666	2597	1488	1109
%H		96.5%	95.7%	43.2%	20.4%	79.5%	45.5%	33.9%
16 - 19	210	205	204	101	54	168	113	56
%V	6.4%	6.5%	6.5%	7.2%	8.1%	6.5%	7.6%	5.0%
%H		97.6%	97.1%	48.1%	25.7%	80.0%	53.8%	26.7%
20 - 24	277	261	257	121	63	219	140	79
%V	8.5%	8.3%	8.2%	8.6%	9.5%	8.4%	9.4%	7.1%
%H		94.2%	92.8%	43.7%	22.7%	79.1%	50.5%	28.5%
25 - 34	535	511	507	250	119	385	239	146
%V	16.4%	16.2%	16.2%	17.7%	17.9%	14.8%	16.1%	13.2%
%H		95.5%	94.8%	46.7%	22.2%	72.0%	44.7%	27.3%
35 - 44	530	509	504	265	123	398	271	128
%V	16.2%	16.1%	16.1%	18.8%	18.5%	15.3%	18.2%	11.5%
%H		96.0%	95.1%	50.0%	23.2%	75.1%	51.1%	24.2%
45 - 54	573	554	552	257	127	459	280	179
%V	17.5%	17.6%	17.6%	18.2%	19.1%	17.7%	18.8%	16.1%
%H		96.7%	96.3%	44.9%	22.2%	80.1%	48.9%	31.2%
55 - 64	490	477	475	205	90	397	212	186
%V	15.0%	15.1%	15.2%	14.5%	13.5%	15.3%	14.2%	16.8%
%H		97.3%	96.9%	41.8%	18.4%	81.0%	43.3%	38.0%
65+	650	637	630	213	90	570	234	336
%V	19.9%	20.2%	20.1%	15.1%	13.5%	21.9%	15.7%	30.3%
%H		98.0%	96.9%	32.8%	13.8%	87.7%	36.0%	51.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3267	3154	3128	1412	666	2597	1488	1109
%H		96.5%	95.7%	43.2%	20.4%	79.5%	45.5%	33.9%
AB	766	750	746	358	143	614	357	257
%V	23.4%	23.8%	23.8%	25.4%	21.5%	23.6%	24.0%	23.2%
%H		97.9%	97.4%	46.7%	18.7%	80.2%	46.6%	33.6%
C1	834	803	798	380	182	659	406	252
%V	25.5%	25.5%	25.5%	26.9%	27.3%	25.4%	27.3%	22.7%
%H		96.3%	95.7%	45.6%	21.8%	79.0%	48.7%	30.2%
C2	788	766	759	320	185	639	373	267
%V	24.1%	24.3%	24.3%	22.7%	27.8%	24.6%	25.1%	24.1%
%H		97.2%	96.3%	40.6%	23.5%	81.1%	47.3%	33.9%
D	578	555	552	256	122	442	253	189
%V	17.7%	17.6%	17.6%	18.1%	18.3%	17.0%	17.0%	17.0%
%H		96.0%	95.5%	44.3%	21.1%	76.5%	43.8%	32.7%
E	301	280	274	97	35	243	99	144
%V	9.2%	8.9%	8.8%	6.9%	5.3%	9.4%	6.7%	13.0%
%H		93.0%	91.0%	32.2%	11.6%	80.7%	32.9%	47.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

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+)	3267	3154	3128	1412	666	2597	1488	1109
%H		96.5%	95.7%	43.2%	20.4%	79.5%	45.5%	33.9%
Working full time	1818	1764	1755	868	416	1416	915	501
%V	55.6%	55.9%	56.1%	61.5%	62.5%	54.5%	61.5%	45.2%
%H		97.0%	96.5%	47.7%	22.9%	77.9%	50.3%	27.6%
Working part time	155	146	145	70	23	119	64	55
%V	4.7%	4.6%	4.6%	5.0%	3.5%	4.6%	4.3%	5.0%
%H		94.2%	93.5%	45.2%	14.8%	76.8%	41.3%	35.5%
Not working	1294	1244	1229	474	227	1062	509	553
%V	39.6%	39.4%	39.3%	33.6%	34.1%	40.9%	34.2%	49.9%
%H		96.1%	95.0%	36.6%	17.5%	82.1%	39.3%	42.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3420	3328	3299	1429	680	2764	1516	1248
%H		97.3%	96.5%	41.8%	19.9%	80.8%	44.3%	36.5%
16 - 19	197	194	192	103	42	159	110	49
%V	5.8%	5.8%	5.8%	7.2%	6.2%	5.8%	7.3%	3.9%
%H		98.5%	97.5%	52.3%	21.3%	80.7%	55.8%	24.9%
20 - 24	271	253	248	112	60	208	124	84
%V	7.9%	7.6%	7.5%	7.8%	8.8%	7.5%	8.2%	6.7%
%H		93.4%	91.5%	41.3%	22.1%	76.8%	45.8%	31.0%
25 - 34	542	518	514	267	108	395	249	146
%V	15.8%	15.6%	15.6%	18.7%	15.9%	14.3%	16.4%	11.7%
%H		95.6%	94.8%	49.3%	19.9%	72.9%	45.9%	26.9%
35 - 44	545	533	530	274	131	423	287	136
%V	15.9%	16.0%	16.1%	19.2%	19.3%	15.3%	18.9%	10.9%
%H		97.8%	97.2%	50.3%	24.0%	77.6%	52.7%	25.0%
45 - 54	597	585	583	266	137	493	299	193
%V	17.5%	17.6%	17.7%	18.6%	20.1%	17.8%	19.7%	15.5%
%H		98.0%	97.7%	44.6%	22.9%	82.6%	50.1%	32.3%
55 - 64	507	496	492	211	106	415	233	182
%V	14.8%	14.9%	14.9%	14.8%	15.6%	15.0%	15.4%	14.6%
%H		97.8%	97.0%	41.6%	20.9%	81.9%	46.0%	35.9%
65+	762	750	741	195	97	671	215	457
%V	22.3%	22.5%	22.5%	13.6%	14.3%	24.3%	14.2%	36.6%
%H		98.4%	97.2%	25.6%	12.7%	88.1%	28.2%	60.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3420	3328	3299	1429	680	2764	1516	1248
%H		97.3%	96.5%	41.8%	19.9%	80.8%	44.3%	36.5%
AB	763	751	745	342	139	612	336	276
%V	22.3%	22.6%	22.6%	23.9%	20.4%	22.1%	22.2%	22.1%
%H		98.4%	97.6%	44.8%	18.2%	80.2%	44.0%	36.2%
C1	938	898	892	392	191	749	425	323
%V	27.4%	27.0%	27.0%	27.4%	28.1%	27.1%	28.0%	25.9%
%H		95.7%	95.1%	41.8%	20.4%	79.9%	45.3%	34.4%
C2	677	668	664	293	170	558	346	212
%V	19.8%	20.1%	20.1%	20.5%	25.0%	20.2%	22.8%	17.0%
%H		98.7%	98.1%	43.3%	25.1%	82.4%	51.1%	31.3%
D	609	593	589	275	123	478	270	208
%V	17.8%	17.8%	17.9%	19.2%	18.1%	17.3%	17.8%	16.7%
%H		97.4%	96.7%	45.2%	20.2%	78.5%	44.3%	34.2%
E	433	418	409	127	57	367	138	229
%V	12.7%	12.6%	12.4%	8.9%	8.4%	13.3%	9.1%	18.3%
%H		96.5%	94.5%	29.3%	13.2%	84.8%	31.9%	52.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3420	3328	3299	1429	680	2764	1516	1248
%H		97.3%	96.5%	41.8%	19.9%	80.8%	44.3%	36.5%
Working full time	1106	1083	1080	524	263	876	560	315
%V	32.3%	32.5%	32.7%	36.7%	38.7%	31.7%	36.9%	25.2%
%H		97.9%	97.6%	47.4%	23.8%	79.2%	50.6%	28.5%
Working part time	540	532	530	250	125	429	265	164
%V	15.8%	16.0%	16.1%	17.5%	18.4%	15.5%	17.5%	13.1%
%H		98.5%	98.1%	46.3%	23.1%	79.4%	49.1%	30.4%
Not working	1775	1714	1689	655	292	1459	690	768
%V	51.9%	51.5%	51.2%	45.8%	42.9%	52.8%	45.5%	61.5%
%H		96.6%	95.2%	36.9%	16.5%	82.2%	38.9%	43.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2011 - June 2012

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	1949	1879	1864	908	238	1508	768	741
%H (All HH)		96.4%	95.6%	46.6%	12.2%	77.4%	39.4%	38.0%
%H (TV HH)			99.2%	48.3%	12.7%	80.3%	40.9%	39.4%
AB	484	465	464	240	59	361	190	170
%V	24.8%	24.7%	24.9%	26.4%	24.8%	23.9%	24.7%	22.9%
%H (All HH)		96.1%	95.9%	49.6%	12.2%	74.6%	39.3%	35.1%
%H (TV HH)			99.8%	51.6%	12.7%	77.6%	40.9%	36.6%
C1	554	536	531	256	69	436	224	212
%V	28.4%	28.5%	28.5%	28.2%	29.0%	28.9%	29.2%	28.6%
%H (All HH)		96.8%	95.8%	46.2%	12.5%	78.7%	40.4%	38.3%
%H (TV HH)			99.1%	47.8%	12.9%	81.3%	41.8%	39.6%
C2	415	406	406	211	51	334	186	148
%V	21.3%	21.6%	21.8%	23.2%	21.4%	22.1%	24.2%	20.0%
%H (All HH)		97.8%	97.8%	50.8%	12.3%	80.5%	44.8%	35.7%
%H (TV HH)			100.0%	52.0%	12.6%	82.3%	45.8%	36.5%
D	288	274	269	133	36	209	104	105
%V	14.8%	14.6%	14.4%	14.6%	15.1%	13.9%	13.5%	14.2%
%H (All HH)		95.1%	93.4%	46.2%	12.5%	72.6%	36.1%	36.5%
%H (TV HH)			98.2%	48.5%	13.1%	76.3%	38.0%	38.3%
E	208	198	194	67	23	169	64	106
%V	10.7%	10.5%	10.4%	7.4%	9.7%	11.2%	8.3%	14.3%
%H (All HH)		95.2%	93.3%	32.2%	11.1%	81.3%	30.8%	51.0%
%H (TV HH)			98.0%	33.8%	11.6%	85.4%	32.3%	53.5%

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 2011 - June 2012

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	1949	1879	1864	908	238	1508	768	741
%H (All HH)		96.4%	95.6%	46.6%	12.2%	77.4%	39.4%	38.0%
%H (TV HH)			99.2%	48.3%	12.7%	80.3%	40.9%	39.4%
Under 25	72	66	65	38	7	51	30	21
%V	3.7%	3.5%	3.5%	4.2%	2.9%	3.4%	3.9%	2.8%
%H (All HH)		91.7%	90.3%	52.8%	9.7%	70.8%	41.7%	29.2%
%H (TV HH)			98.5%	57.6%	10.6%	77.3%	45.5%	31.8%
25 - 34	289	268	265	158	45	175	109	66
%V	14.8%	14.3%	14.2%	17.4%	18.9%	11.6%	14.2%	8.9%
%H (All HH)		92.7%	91.7%	54.7%	15.6%	60.6%	37.7%	22.8%
%H (TV HH)			98.9%	59.0%	16.8%	65.3%	40.7%	24.6%
35 - 44	332	324	321	182	51	250	158	92
%V	17.0%	17.2%	17.2%	20.0%	21.4%	16.6%	20.6%	12.4%
%H (All HH)		97.6%	96.7%	54.8%	15.4%	75.3%	47.6%	27.7%
%H (TV HH)			99.1%	56.2%	15.7%	77.2%	48.8%	28.4%
45 - 54	376	361	360	174	54	304	167	137
%V	19.3%	19.2%	19.3%	19.2%	22.7%	20.2%	21.7%	18.5%
%H (All HH)		96.0%	95.7%	46.3%	14.4%	80.9%	44.4%	36.4%
%H (TV HH)			99.7%	48.2%	15.0%	84.2%	46.3%	38.0%
55 - 64	334	324	323	168	41	262	143	119
%V	17.1%	17.2%	17.3%	18.5%	17.2%	17.4%	18.6%	16.1%
%H (All HH)		97.0%	96.7%	50.3%	12.3%	78.4%	42.8%	35.6%
%H (TV HH)			99.7%	51.9%	12.7%	80.9%	44.1%	36.7%
65 +	546	535	531	187	40	466	160	306
%V	28.0%	28.5%	28.5%	20.6%	16.8%	30.9%	20.8%	41.3%
%H (All HH)		98.0%	97.3%	34.2%	7.3%	85.3%	29.3%	56.0%
%H (TV HH)			99.3%	35.0%	7.5%	87.1%	29.9%	57.2%

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 2011 - June 2012
BBC East
Household level data
Table 4.3: 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	1949	1879	1864	908	238	1508	768	741
%H (All HH)		96.4%	95.6%	46.6%	12.2%	77.4%	39.4%	38.0%
%H (TV HH)			99.2%	48.3%	12.7%	80.3%	40.9%	39.4%
1	640	599	593	212	66	487	166	320
%V	32.8%	31.9%	31.8%	23.3%	27.7%	32.3%	21.6%	43.2%
%H (All HH)		93.6%	92.7%	33.1%	10.3%	76.1%	25.9%	50.0%
%H (TV HH)			99.0%	35.4%	11.0%	81.3%	27.7%	53.4%
2	650	638	633	314	81	518	274	244
%V	33.4%	34.0%	34.0%	34.6%	34.0%	34.4%	35.7%	32.9%
%H (All HH)		98.2%	97.4%	48.3%	12.5%	79.7%	42.2%	37.5%
%H (TV HH)			99.2%	49.2%	12.7%	81.2%	42.9%	38.2%
3	274	269	268	155	36	220	137	82
%V	14.1%	14.3%	14.4%	17.1%	15.1%	14.6%	17.8%	11.1%
%H (All HH)		98.2%	97.8%	56.6%	13.1%	80.3%	50.0%	29.9%
%H (TV HH)			99.6%	57.6%	13.4%	81.8%	50.9%	30.5%
4	251	244	242	146	34	191	126	65
%V	12.9%	13.0%	13.0%	16.1%	14.3%	12.7%	16.4%	8.8%
%H (All HH)		97.2%	96.4%	58.2%	13.5%	76.1%	50.2%	25.9%
%H (TV HH)			99.2%	59.8%	13.9%	78.3%	51.6%	26.6%
5+	133	129	127	81	21	93	63	30
%V	6.8%	6.9%	6.8%	8.9%	8.8%	6.2%	8.2%	4.0%
%H (All HH)		97.0%	95.5%	60.9%	15.8%	69.9%	47.4%	22.6%
%H (TV HH)			98.4%	62.8%	16.3%	72.1%	48.8%	23.3%
Average HH size	2.30	2.32	2.32	2.57	2.46	2.29	2.58	1.99

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 2011 - June 2012

BBC East

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1949	1879	1864	908	238	1508	768	741
%H (All HH)		96.4%	95.6%	46.6%	12.2%	77.4%	39.4%	38.0%
%H (TV HH)			99.2%	48.3%	12.7%	80.3%	40.9%	39.4%
Without	1479	1421	1408	636	165	1162	541	621
%V	75.9%	75.6%	75.5%	70.0%	69.3%	77.1%	70.4%	83.8%
%H (All HH)		96.1%	95.2%	43.0%	11.2%	78.6%	36.6%	42.0%
%H (TV HH)			99.1%	44.8%	11.6%	81.8%	38.1%	43.7%
With	469	458	456	271	73	347	227	120
%V	24.1%	24.4%	24.5%	29.8%	30.7%	23.0%	29.6%	16.2%
%H (All HH)		97.7%	97.2%	57.8%	15.6%	74.0%	48.4%	25.6%
%H (TV HH)			99.6%	59.2%	15.9%	75.8%	49.6%	26.2%
0 - 3	172	167	165	103	24	121	79	42
%V	8.8%	8.9%	8.9%	11.3%	10.1%	8.0%	10.3%	5.7%
%H (All HH)		97.1%	95.9%	59.9%	14.0%	70.3%	45.9%	24.4%
%H (TV HH)			98.8%	61.7%	14.4%	72.5%	47.3%	25.1%
4 - 9	245	239	237	141	41	174	113	62
%V	12.6%	12.7%	12.7%	15.5%	17.2%	11.5%	14.7%	8.4%
%H (All HH)		97.6%	96.7%	57.6%	16.7%	71.0%	46.1%	25.3%
%H (TV HH)			99.2%	59.0%	17.2%	72.8%	47.3%	25.9%
10 - 15	235	228	227	140	35	179	123	55
%V	12.1%	12.1%	12.2%	15.4%	14.7%	11.9%	16.0%	7.4%
%H (All HH)		97.0%	96.6%	59.6%	14.9%	76.2%	52.3%	23.4%
%H (TV HH)			99.6%	61.4%	15.4%	78.5%	53.9%	24.1%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

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	1949	1879	1864	908	238	1508	768	741
%H (All HH)		96.4%	95.6%	46.6%	12.2%	77.4%	39.4%	38.0%
%H (TV HH)			99.2%	48.3%	12.7%	80.3%	40.9%	39.4%
1	743	743	730	288	90	541	186	355
%V	38.1%	39.5%	39.2%	31.7%	37.8%	35.9%	24.2%	47.9%
%H (All HH)		100.0%	98.3%	38.8%	12.1%	72.8%	25.0%	47.8%
%H (TV HH)			98.3%	38.8%	12.1%	72.8%	25.0%	47.8%
2	626	626	625	310	80	509	265	243
%V	32.1%	33.3%	33.5%	34.1%	33.6%	33.8%	34.5%	32.8%
%H (All HH)		100.0%	99.8%	49.5%	12.8%	81.3%	42.3%	38.8%
%H (TV HH)			99.8%	49.5%	12.8%	81.3%	42.3%	38.8%
3	287	287	287	173	36	248	162	85
%V	14.7%	15.3%	15.4%	19.1%	15.1%	16.4%	21.1%	11.5%
%H (All HH)		100.0%	100.0%	60.3%	12.5%	86.4%	56.4%	29.6%
%H (TV HH)			100.0%	60.3%	12.5%	86.4%	56.4%	29.6%
4	144	144	144	81	22	136	94	42
%V	7.4%	7.7%	7.7%	8.9%	9.2%	9.0%	12.2%	5.7%
%H (All HH)		100.0%	100.0%	56.3%	15.3%	94.4%	65.3%	29.2%
%H (TV HH)			100.0%	56.3%	15.3%	94.4%	65.3%	29.2%
5+	79	79	79	56	9	75	60	15
%V	4.1%	4.2%	4.2%	6.2%	3.8%	5.0%	7.8%	2.0%
%H (All HH)		100.0%	100.0%	70.9%	11.4%	94.9%	75.9%	19.0%
%H (TV HH)			100.0%	70.9%	11.4%	94.9%	75.9%	19.0%

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 2011 - June 2012

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	1949	1879	1864	908	238	1508	768	741
%H (All HH)		96.4%	95.6%	46.6%	12.2%	77.4%	39.4%	38.0%
%H (TV HH)			99.2%	48.3%	12.7%	80.3%	40.9%	39.4%
Under 20"	675	675	673	333	89	594	335	259
%V	34.6%	35.9%	36.1%	36.7%	37.4%	39.4%	43.6%	35.0%
%H (All HH)		100.0%	99.7%	49.3%	13.2%	88.0%	49.6%	38.4%
%H (TV HH)			99.7%	49.3%	13.2%	88.0%	49.6%	38.4%
20" - 29"	807	807	797	372	86	680	331	349
%V	41.4%	42.9%	42.8%	41.0%	36.1%	45.1%	43.1%	47.1%
%H (All HH)		100.0%	98.8%	46.1%	10.7%	84.3%	41.0%	43.2%
%H (TV HH)			98.8%	46.1%	10.7%	84.3%	41.0%	43.2%
30" - 39"	988	988	985	506	128	805	442	363
%V	50.7%	52.6%	52.8%	55.7%	53.8%	53.4%	57.6%	49.0%
%H (All HH)		100.0%	99.7%	51.2%	13.0%	81.5%	44.7%	36.7%
%H (TV HH)			99.7%	51.2%	13.0%	81.5%	44.7%	36.7%
40" and over	600	600	600	390	90	472	336	136
%V	30.8%	31.9%	32.2%	43.0%	37.8%	31.3%	43.8%	18.4%
%H (All HH)		100.0%	100.0%	65.0%	15.0%	78.7%	56.0%	22.7%
%H (TV HH)			100.0%	65.0%	15.0%	78.7%	56.0%	22.7%

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

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	1949	1879	1864	908	238	1508	768	741
%H (All HH)		96.4%	95.6%	46.6%	12.2%	77.4%	39.4%	38.0%
%H (TV HH)			99.2%	48.3%	12.7%	80.3%	40.9%	39.4%
Main living room	1849	1849	1838	896	237	1488	761	727
%V	94.9%	98.4%	98.6%	98.7%	99.6%	98.7%	99.1%	98.1%
%H (All HH)		100.0%	99.4%	48.5%	12.8%	80.5%	41.2%	39.3%
%H (TV HH)			99.4%	48.5%	12.8%	80.5%	41.2%	39.3%
Kitchen	276	276	275	148	32	249	150	99
%V	14.2%	14.7%	14.8%	16.3%	13.4%	16.5%	19.5%	13.4%
%H (All HH)		100.0%	99.6%	53.6%	11.6%	90.2%	54.3%	35.9%
%H (TV HH)			99.6%	53.6%	11.6%	90.2%	54.3%	35.9%
Adult's bedroom	823	823	820	471	111	705	452	253
%V	42.2%	43.8%	44.0%	51.9%	46.6%	46.8%	58.9%	34.1%
%H (All HH)		100.0%	99.6%	57.2%	13.5%	85.7%	54.9%	30.7%
%H (TV HH)			99.6%	57.2%	13.5%	85.7%	54.9%	30.7%
Child's bedroom	184	184	183	117	28	167	123	44
%V	9.4%	9.8%	9.8%	12.9%	11.8%	11.1%	16.0%	5.9%
%H (All HH)		100.0%	99.5%	63.6%	15.2%	90.8%	66.8%	23.9%
%H (TV HH)			99.5%	63.6%	15.2%	90.8%	66.8%	23.9%
Other bedroom	114	114	113	69	8	104	66	38
%V	5.8%	6.1%	6.1%	7.6%	3.4%	6.9%	8.6%	5.1%
%H (All HH)		100.0%	99.1%	60.5%	7.0%	91.2%	57.9%	33.3%
%H (TV HH)			99.1%	60.5%	7.0%	91.2%	57.9%	33.3%
Second living/dining room	187	187	186	97	21	168	96	71
%V	9.6%	10.0%	10.0%	10.7%	8.8%	11.1%	12.5%	9.6%
%H (All HH)		100.0%	99.5%	51.9%	11.2%	89.8%	51.3%	38.0%
%H (TV HH)			99.5%	51.9%	11.2%	89.8%	51.3%	38.0%
Study/office	78	78	78	50	7	69	46	24
%V	4.0%	4.2%	4.2%	5.5%	2.9%	4.6%	6.0%	3.2%
%H (All HH)		100.0%	100.0%	64.1%	9.0%	88.5%	59.0%	30.8%
%H (TV HH)			100.0%	64.1%	9.0%	88.5%	59.0%	30.8%
TV room	16	16	16	12	2	14	10	3
%V	0.8%	0.9%	0.9%	1.3%	0.8%	0.9%	1.3%	0.4%
%H (All HH)		100.0%	100.0%	75.0%	12.5%	87.5%	62.5%	18.8%
%H (TV HH)			100.0%	75.0%	12.5%	87.5%	62.5%	18.8%
Conservatory	7	7	7	4	1	6	5	2
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.7%	0.3%
%H (All HH)		100.0%	100.0%	57.1%	14.3%	85.7%	71.4%	28.6%
%H (TV HH)			100.0%	57.1%	14.3%	85.7%	71.4%	28.6%
Attic or loft room	2	2	2	1	2	1	1	0
%V	0.1%	0.1%	0.1%	0.1%	0.8%	0.1%	0.1%	0.0%
%H (All HH)		100.0%	100.0%	50.0%	100.0%	50.0%	50.0%	0.0%
%H (TV HH)			100.0%	50.0%	100.0%	50.0%	50.0%	0.0%
No specific location	11	11	11	7	1	10	7	3
%V	0.6%	0.6%	0.6%	0.8%	0.4%	0.7%	0.9%	0.4%
%H (All HH)		100.0%	100.0%	63.6%	9.1%	90.9%	63.6%	27.3%
%H (TV HH)			100.0%	63.6%	9.1%	90.9%	63.6%	27.3%
Other	22	22	22	14	2	19	13	6
%V	1.1%	1.2%	1.2%	1.5%	0.8%	1.3%	1.7%	0.8%
%H (All HH)		100.0%	100.0%	63.6%	9.1%	86.4%	59.1%	27.3%
%H (TV HH)			100.0%	63.6%	9.1%	86.4%	59.1%	27.3%

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 2011 - June 2012

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	1949	1879	1864	908	238	1508	768	741
%H (All HH)		96.4%	95.6%	46.6%	12.2%	77.4%	39.4%	38.0%
%H (TV HH)			99.2%	48.3%	12.7%	80.3%	40.9%	39.4%
PVR	999	999	999	707	127	766	587	179
%V	51.3%	53.2%	53.6%	77.9%	53.4%	50.8%	76.4%	24.2%
%H (All HH)		100.0%	100.0%	70.8%	12.7%	76.7%	58.8%	17.9%
%H (TV HH)			100.0%	70.8%	12.7%	76.7%	58.8%	17.9%
DVDR	280	280	279	177	31	239	164	75
%V	14.4%	14.9%	15.0%	19.5%	13.0%	15.8%	21.4%	10.1%
%H (All HH)		100.0%	99.6%	63.2%	11.1%	85.4%	58.6%	26.8%
%H (TV HH)			99.6%	63.2%	11.1%	85.4%	58.6%	26.8%
VCR	207	207	206	86	29	173	77	95
%V	10.6%	11.0%	11.1%	9.5%	12.2%	11.5%	10.0%	12.8%
%H (All HH)		100.0%	99.5%	41.5%	14.0%	83.6%	37.2%	45.9%
%H (TV HH)			99.5%	41.5%	14.0%	83.6%	37.2%	45.9%
Any recorder	1164	1164	1163	752	150	906	627	279
%V	59.7%	61.9%	62.4%	82.8%	63.0%	60.1%	81.6%	37.7%
%H (All HH)		100.0%	99.9%	64.6%	12.9%	77.8%	53.9%	24.0%
%H (TV HH)			99.9%	64.6%	12.9%	77.8%	53.9%	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 2011 - June 2012
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	1949	1879	1864	908	238	1508	768	741
%H (All HH)		96.4%	95.6%	46.6%	12.2%	77.4%	39.4%	38.0%
%H (TV HH)			99.2%	48.3%	12.7%	80.3%	40.9%	39.4%
Receives HDTV (via STB or built-in reception)	809	809	809	483	145	650	455	195
%V	41.5%	43.1%	43.4%	53.2%	60.9%	43.1%	59.2%	26.3%
%H (All HH)		100.0%	100.0%	59.7%	17.9%	80.3%	56.2%	24.1%
%H (TV HH)			100.0%	59.7%	17.9%	80.3%	56.2%	24.1%
DVD/Blu-ray player or recorder	1395	1395	1388	755	193	1113	652	461
%V	71.6%	74.2%	74.5%	83.1%	81.1%	73.8%	84.9%	62.2%
%H (All HH)		100.0%	99.5%	54.1%	13.8%	79.8%	46.7%	33.0%
%H (TV HH)			99.5%	54.1%	13.8%	79.8%	46.7%	33.0%

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 2011 - June 2012

BBC East

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1949	1879	1864	908	238	1508	768	741
%H (All HH)		96.4%	95.6%	46.6%	12.2%	77.4%	39.4%	38.0%
%H (TV HH)			99.2%	48.3%	12.7%	80.3%	40.9%	39.4%
Has PC or Laptop	1524	1468	1458	786	210	1155	672	483
%V	78.2%	78.1%	78.2%	86.6%	88.2%	76.6%	87.5%	65.2%
%H (All HH)		96.3%	95.7%	51.6%	13.8%	75.8%	44.1%	31.7%
%H (TV HH)			99.3%	53.5%	14.3%	78.7%	45.8%	32.9%
Has broadband internet	1450	1401	1392	763	208	1098	656	442
%V	74.4%	74.6%	74.7%	84.0%	87.4%	72.8%	85.4%	59.6%
%H (All HH)		96.6%	96.0%	52.6%	14.3%	75.7%	45.2%	30.5%
%H (TV HH)			99.4%	54.5%	14.8%	78.4%	46.8%	31.5%

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 2011 - June 2012
BBC East
Set level data
Table 4.11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3869	3849	2062	494	3260	1910	1351
%H		99.5%	53.3%	12.8%	84.3%	49.4%	34.9%
Under 20"	959	956	483	129	865	511	355
%V	24.8%	24.8%	23.4%	26.1%	26.5%	26.8%	26.3%
%H		99.7%	50.4%	13.5%	90.2%	53.3%	37.0%
20" - 29"	999	989	484	101	851	437	414
%V	25.8%	25.7%	23.5%	20.4%	26.1%	22.9%	30.6%
%H		99.0%	48.4%	10.1%	85.2%	43.7%	41.4%
30" - 39"	1146	1143	601	152	945	537	408
%V	29.6%	29.7%	29.1%	30.8%	29.0%	28.1%	30.2%
%H		99.7%	52.4%	13.3%	82.5%	46.9%	35.6%
40" and over	671	671	439	98	533	382	151
%V	17.3%	17.4%	21.3%	19.8%	16.3%	20.0%	11.2%
%H		100.0%	65.4%	14.6%	79.4%	56.9%	22.5%
Don't know	50	49	31	8	43	30	14
%V	1.3%	1.3%	1.5%	1.6%	1.3%	1.6%	1.0%
%H		98.0%	62.0%	16.0%	86.0%	60.0%	28.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC East
Set level data
Table 4.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3869	3849	2062	494	3260	1910	1351
%H		99.5%	53.3%	12.8%	84.3%	49.4%	34.9%
Main living room	1858	1846	900	238	1495	765	730
%V	48.0%	48.0%	43.6%	48.2%	45.9%	40.1%	54.0%
%H		99.4%	48.4%	12.8%	80.5%	41.2%	39.3%
Kitchen	277	276	149	32	251	151	100
%V	7.2%	7.2%	7.2%	6.5%	7.7%	7.9%	7.4%
%H		99.6%	53.8%	11.6%	90.6%	54.5%	36.1%
Adult's bedroom	984	981	565	134	855	555	299
%V	25.4%	25.5%	27.4%	27.1%	26.2%	29.1%	22.1%
%H		99.7%	57.4%	13.6%	86.9%	56.4%	30.4%
Child's bedroom	242	241	151	39	219	161	57
%V	6.3%	6.3%	7.3%	7.9%	6.7%	8.4%	4.2%
%H		99.6%	62.4%	16.1%	90.5%	66.5%	23.6%
Other bedroom	138	137	86	9	127	83	44
%V	3.6%	3.6%	4.2%	1.8%	3.9%	4.3%	3.3%
%H		99.3%	62.3%	6.5%	92.0%	60.1%	31.9%
Second living/dining room	189	189	99	21	170	99	71
%V	4.9%	4.9%	4.8%	4.3%	5.2%	5.2%	5.3%
%H		100.0%	52.4%	11.1%	89.9%	52.4%	37.6%
Study/office	79	79	50	8	70	46	24
%V	2.0%	2.1%	2.4%	1.6%	2.1%	2.4%	1.8%
%H		100.0%	63.3%	10.1%	88.6%	58.2%	30.4%
TV room	16	16	12	2	14	10	3
%V	0.4%	0.4%	0.6%	0.4%	0.4%	0.5%	0.2%
%H		100.0%	75.0%	12.5%	87.5%	62.5%	18.8%
Conservatory	7	7	4	1	6	5	2
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%
%H		100.0%	57.1%	14.3%	85.7%	71.4%	28.6%
Attic or loft room	2	2	1	2	1	1	0
%V	0.1%	0.1%	0.0%	0.4%	0.0%	0.1%	0.0%
%H		100.0%	50.0%	100.0%	50.0%	50.0%	0.0%
No specific location	11	11	7	1	10	7	3
%V	0.3%	0.3%	0.3%	0.2%	0.3%	0.4%	0.2%
%H		100.0%	63.6%	9.1%	90.9%	63.6%	27.3%
Other	23	23	15	2	20	13	6
%V	0.6%	0.6%	0.7%	0.4%	0.6%	0.7%	0.4%
%H		100.0%	65.2%	8.7%	87.0%	56.5%	26.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

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	3869	3849	2062	494	3260	1910	1351
%H		99.5%	53.3%	12.8%	84.3%	49.4%	34.9%
PVR	1312	1312	971	152	1021	811	210
%V	33.9%	34.1%	47.1%	30.8%	31.3%	42.5%	15.5%
%H		100.0%	74.0%	11.6%	77.8%	61.8%	16.0%
DVDR	341	340	230	34	300	218	82
%V	8.8%	8.8%	11.2%	6.9%	9.2%	11.4%	6.1%
%H		99.7%	67.4%	10.0%	88.0%	63.9%	24.0%
VCR	228	227	98	33	190	89	101
%V	5.9%	5.9%	4.8%	6.7%	5.8%	4.7%	7.5%
%H		99.6%	43.0%	14.5%	83.3%	39.0%	44.3%
Any recorder	1552	1550	1056	187	1225	894	330
%V	40.1%	40.3%	51.2%	37.9%	37.6%	46.8%	24.4%
%H		99.9%	68.0%	12.0%	78.9%	57.6%	21.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3869	3849	2062	494	3260	1910	1351
%H		99.5%	53.3%	12.8%	84.3%	49.4%	34.9%
Receives HDTV (via STB or built-in reception)	1106	1106	674	191	910	651	258
%V	28.6%	28.7%	32.7%	38.7%	27.9%	34.1%	19.1%
%H		100.0%	60.9%	17.3%	82.3%	58.9%	23.3%
DVD/Blu-ray player or recorder	2079	2072	1193	288	1715	1086	629
%V	53.7%	53.8%	57.9%	58.3%	52.6%	56.9%	46.6%
%H		99.7%	57.4%	13.9%	82.5%	52.2%	30.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC East

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1879	1864	908	238	1508	768	741
%H		99.2%	48.3%	12.7%	80.3%	40.9%	39.4%
Under 20"	59	58	10	6	51	9	42
%V	3.1%	3.1%	1.1%	2.5%	3.4%	1.2%	5.7%
%H		98.3%	16.9%	10.2%	86.4%	15.3%	71.2%
20" - 29"	424	414	133	41	345	103	242
%V	22.6%	22.2%	14.6%	17.2%	22.9%	13.4%	32.7%
%H		97.6%	31.4%	9.7%	81.4%	24.3%	57.1%
30" - 39"	797	796	382	101	647	329	317
%V	42.4%	42.7%	42.1%	42.4%	42.9%	42.8%	42.8%
%H		99.9%	47.9%	12.7%	81.2%	41.3%	39.8%
40" and over	578	578	372	88	452	319	133
%V	30.8%	31.0%	41.0%	37.0%	30.0%	41.5%	17.9%
%H		100.0%	64.4%	15.2%	78.2%	55.2%	23.0%
Don't know	20	19	11	2	14	7	6
%V	1.1%	1.0%	1.2%	0.8%	0.9%	0.9%	0.8%
%H		95.0%	55.0%	10.0%	70.0%	35.0%	30.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1879	1864	908	238	1508	768	741
%H		99.2%	48.3%	12.7%	80.3%	40.9%	39.4%
PVR	964	964	692	119	733	566	168
%V	51.3%	51.7%	76.2%	50.0%	48.6%	73.7%	22.7%
%H		100.0%	71.8%	12.3%	76.0%	58.7%	17.4%
DVDR	240	239	153	23	206	140	66
%V	12.8%	12.8%	16.9%	9.7%	13.7%	18.2%	8.9%
%H		99.6%	63.8%	9.6%	85.8%	58.3%	27.5%
VCR	171	170	67	23	142	59	84
%V	9.1%	9.1%	7.4%	9.7%	9.4%	7.7%	11.3%
%H		99.4%	39.2%	13.5%	83.0%	34.5%	49.1%
Any recorder	1124	1123	739	139	869	607	262
%V	59.8%	60.2%	81.4%	58.4%	57.6%	79.0%	35.4%
%H		99.9%	65.7%	12.4%	77.3%	54.0%	23.3%

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	1879	1864	908	238	1508	768	741
%H		99.2%	48.3%	12.7%	80.3%	40.9%	39.4%
Receives HDTV (via STB or built-in reception)	774	774	468	138	617	435	182
%V	41.2%	41.5%	51.5%	58.0%	40.9%	56.6%	24.6%
%H		100.0%	60.5%	17.8%	79.7%	56.2%	23.5%
DVD/Blu-ray player or recorder	1315	1309	711	178	1043	606	438
%V	70.0%	70.2%	78.3%	74.8%	69.2%	78.9%	59.1%
%H		99.5%	54.1%	13.5%	79.3%	46.1%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1989	1985	1155	256	1752	1142	610
%H		99.8%	58.1%	12.9%	88.1%	57.4%	30.7%
Under 20"	901	898	473	123	814	502	313
%V	45.3%	45.2%	41.0%	48.0%	46.5%	44.0%	51.3%
%H		99.7%	52.5%	13.7%	90.3%	55.7%	34.7%
20" - 29"	575	574	352	60	506	334	171
%V	28.9%	28.9%	30.5%	23.4%	28.9%	29.2%	28.0%
%H		99.8%	61.2%	10.4%	88.0%	58.1%	29.7%
30" - 39"	348	348	218	51	298	208	90
%V	17.5%	17.5%	18.9%	19.9%	17.0%	18.2%	14.8%
%H		100.0%	62.6%	14.7%	85.6%	59.8%	25.9%
40" and over	94	94	67	10	81	63	18
%V	4.7%	4.7%	5.8%	3.9%	4.6%	5.5%	3.0%
%H		100.0%	71.3%	10.6%	86.2%	67.0%	19.1%
Don't know	30	30	21	6	30	22	7
%V	1.5%	1.5%	1.8%	2.3%	1.7%	1.9%	1.1%
%H		100.0%	70.0%	20.0%	100.0%	73.3%	23.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1989	1985	1155	256	1752	1142	610
%H		99.8%	58.1%	12.9%	88.1%	57.4%	30.7%
PVR	348	348	279	33	287	245	42
%V	17.5%	17.5%	24.2%	12.9%	16.4%	21.5%	6.9%
%H		100.0%	80.2%	9.5%	82.5%	70.4%	12.1%
DVDR	101	101	77	11	95	78	16
%V	5.1%	5.1%	6.7%	4.3%	5.4%	6.8%	2.6%
%H		100.0%	76.2%	10.9%	94.1%	77.2%	15.8%
VCR	58	58	32	10	47	30	17
%V	2.9%	2.9%	2.8%	3.9%	2.7%	2.6%	2.8%
%H		100.0%	55.2%	17.2%	81.0%	51.7%	29.3%
Any recorder	428	428	317	48	356	287	69
%V	21.5%	21.6%	27.4%	18.8%	20.3%	25.1%	11.3%
%H		100.0%	74.1%	11.2%	83.2%	67.1%	16.1%

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	1989	1985	1155	256	1752	1142	610
%H		99.8%	58.1%	12.9%	88.1%	57.4%	30.7%
Receives HDTV (via STB or built-in reception)	332	332	206	53	293	217	76
%V	16.7%	16.7%	17.8%	20.7%	16.7%	19.0%	12.5%
%H		100.0%	62.0%	16.0%	88.3%	65.4%	22.9%
DVD/Blu-ray player or recorder	764	764	482	110	671	480	192
%V	38.4%	38.5%	41.7%	43.0%	38.3%	42.0%	31.5%
%H		100.0%	63.1%	14.4%	87.8%	62.8%	25.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC East
Individual level data
Table 4.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4489	4359	4324	2331	585	3452	1980	1472
%H		97.1%	96.3%	51.9%	13.0%	76.9%	44.1%	32.8%
Total Children	843	819	812	498	129	612	411	201
%V	18.8%	18.8%	18.8%	21.4%	22.1%	17.7%	20.8%	13.7%
%H		97.2%	96.3%	59.1%	15.3%	72.6%	48.8%	23.8%
0 - 3	204	198	196	123	30	142	95	47
%V	4.5%	4.5%	4.5%	5.3%	5.1%	4.1%	4.8%	3.2%
%H		97.1%	96.1%	60.3%	14.7%	69.6%	46.6%	23.0%
4 - 15	639	621	616	376	99	470	316	154
%V	14.2%	14.2%	14.2%	16.1%	16.9%	13.6%	16.0%	10.5%
%H		97.2%	96.4%	58.8%	15.5%	73.6%	49.5%	24.1%
4 - 9	319	310	305	182	56	225	148	78
%V	7.1%	7.1%	7.1%	7.8%	9.6%	6.5%	7.5%	5.3%
%H		97.2%	95.6%	57.1%	17.6%	70.5%	46.4%	24.5%
10 - 15	320	312	311	194	43	245	168	77
%V	7.1%	7.2%	7.2%	8.3%	7.4%	7.1%	8.5%	5.2%
%H		97.5%	97.2%	60.6%	13.4%	76.6%	52.5%	24.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4489	4359	4324	2331	585	3452	1980	1472
%H		97.1%	96.3%	51.9%	13.0%	76.9%	44.1%	32.8%
Total Adults (16+)	3646	3540	3512	1833	456	2840	1569	1271
%V	81.2%	81.2%	81.2%	78.6%	77.9%	82.3%	79.2%	86.3%
%H		97.1%	96.3%	50.3%	12.5%	77.9%	43.0%	34.9%
16 - 19	209	203	202	116	25	167	103	64
%V	4.7%	4.7%	4.7%	5.0%	4.3%	4.8%	5.2%	4.3%
%H		97.1%	96.7%	55.5%	12.0%	79.9%	49.3%	30.6%
20 - 24	274	261	258	145	33	204	118	87
%V	6.1%	6.0%	6.0%	6.2%	5.6%	5.9%	6.0%	5.9%
%H		95.3%	94.2%	52.9%	12.0%	74.5%	43.1%	31.8%
25 - 34	557	524	517	323	84	356	237	120
%V	12.4%	12.0%	12.0%	13.9%	14.4%	10.3%	12.0%	8.2%
%H		94.1%	92.8%	58.0%	15.1%	63.9%	42.5%	21.5%
35 - 44	606	591	585	339	93	452	290	162
%V	13.5%	13.6%	13.5%	14.5%	15.9%	13.1%	14.6%	11.0%
%H		97.5%	96.5%	55.9%	15.3%	74.6%	47.9%	26.7%
45 - 54	637	619	617	314	93	518	298	220
%V	14.2%	14.2%	14.3%	13.5%	15.9%	15.0%	15.1%	14.9%
%H		97.2%	96.9%	49.3%	14.6%	81.3%	46.8%	34.5%
55 - 64	548	536	533	288	66	441	254	188
%V	12.2%	12.3%	12.3%	12.4%	11.3%	12.8%	12.8%	12.8%
%H		97.8%	97.3%	52.6%	12.0%	80.5%	46.4%	34.3%
65+	816	805	800	308	62	702	270	432
%V	18.2%	18.5%	18.5%	13.2%	10.6%	20.3%	13.6%	29.3%
%H		98.7%	98.0%	37.7%	7.6%	86.0%	33.1%	52.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC East
Individual level data
Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3646	3540	3512	1833	456	2840	1569	1271
%H		97.1%	96.3%	50.3%	12.5%	77.9%	43.0%	34.9%
AB	958	925	922	483	115	732	396	336
%V	26.3%	26.1%	26.3%	26.4%	25.2%	25.8%	25.2%	26.4%
%H		96.6%	96.2%	50.4%	12.0%	76.4%	41.3%	35.1%
C1	1032	1003	991	511	135	805	446	360
%V	28.3%	28.3%	28.2%	27.9%	29.6%	28.3%	28.4%	28.3%
%H		97.2%	96.0%	49.5%	13.1%	78.0%	43.2%	34.9%
C2	841	828	827	462	107	680	410	270
%V	23.1%	23.4%	23.5%	25.2%	23.5%	23.9%	26.1%	21.2%
%H		98.5%	98.3%	54.9%	12.7%	80.9%	48.8%	32.1%
D	542	521	513	280	68	400	226	174
%V	14.9%	14.7%	14.6%	15.3%	14.9%	14.1%	14.4%	13.7%
%H		96.1%	94.6%	51.7%	12.5%	73.8%	41.7%	32.1%
E	273	262	259	97	31	223	91	132
%V	7.5%	7.4%	7.4%	5.3%	6.8%	7.9%	5.8%	10.4%
%H		96.0%	94.9%	35.5%	11.4%	81.7%	33.3%	48.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC East

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3646	3540	3512	1833	456	2840	1569	1271
%H		97.1%	96.3%	50.3%	12.5%	77.9%	43.0%	34.9%
Working full time	1617	1568	1557	897	229	1201	740	461
%V	44.3%	44.3%	44.3%	48.9%	50.2%	42.3%	47.2%	36.3%
%H		97.0%	96.3%	55.5%	14.2%	74.3%	45.8%	28.5%
Working part time	415	405	405	219	63	331	202	129
%V	11.4%	11.4%	11.5%	11.9%	13.8%	11.7%	12.9%	10.1%
%H		97.6%	97.6%	52.8%	15.2%	79.8%	48.7%	31.1%
Not working	1614	1567	1550	716	165	1309	627	682
%V	44.3%	44.3%	44.1%	39.1%	36.2%	46.1%	40.0%	53.7%
%H		97.1%	96.0%	44.4%	10.2%	81.1%	38.8%	42.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1803	1745	1733	932	231	1394	799	594
%H		96.8%	96.1%	51.7%	12.8%	77.3%	44.3%	32.9%
16 - 19	104	102	100	62	10	80	52	28
%V	5.8%	5.8%	5.8%	6.7%	4.3%	5.7%	6.5%	4.7%
%H		98.1%	96.2%	59.6%	9.6%	76.9%	50.0%	26.9%
20 - 24	148	140	138	73	21	112	65	47
%V	8.2%	8.0%	8.0%	7.8%	9.1%	8.0%	8.1%	7.9%
%H		94.6%	93.2%	49.3%	14.2%	75.7%	43.9%	31.8%
25 - 34	288	269	267	169	40	187	124	63
%V	16.0%	15.4%	15.4%	18.1%	17.3%	13.4%	15.5%	10.6%
%H		93.4%	92.7%	58.7%	13.9%	64.9%	43.1%	21.9%
35 - 44	301	290	290	170	46	216	138	77
%V	16.7%	16.6%	16.7%	18.2%	19.9%	15.5%	17.3%	13.0%
%H		96.3%	96.3%	56.5%	15.3%	71.8%	45.8%	25.6%
45 - 54	307	298	296	148	46	252	146	107
%V	17.0%	17.1%	17.1%	15.9%	19.9%	18.1%	18.3%	18.0%
%H		97.1%	96.4%	48.2%	15.0%	82.1%	47.6%	34.9%
55 - 64	267	261	259	144	33	216	128	88
%V	14.8%	15.0%	14.9%	15.5%	14.3%	15.5%	16.0%	14.8%
%H		97.8%	97.0%	53.9%	12.4%	80.9%	47.9%	33.0%
65+	389	385	383	165	35	330	146	184
%V	21.6%	22.1%	22.1%	17.7%	15.2%	23.7%	18.3%	31.0%
%H		99.0%	98.5%	42.4%	9.0%	84.8%	37.5%	47.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1803	1745	1733	932	231	1394	799	594
%H		96.8%	96.1%	51.7%	12.8%	77.3%	44.3%	32.9%
AB	501	484	482	259	62	379	212	168
%V	27.8%	27.7%	27.8%	27.8%	26.8%	27.2%	26.5%	28.3%
%H		96.6%	96.2%	51.7%	12.4%	75.6%	42.3%	33.5%
C1	475	460	457	240	65	370	210	159
%V	26.3%	26.4%	26.4%	25.8%	28.1%	26.5%	26.3%	26.8%
%H		96.8%	96.2%	50.5%	13.7%	77.9%	44.2%	33.5%
C2	448	441	440	245	56	361	216	145
%V	24.8%	25.3%	25.4%	26.3%	24.2%	25.9%	27.0%	24.4%
%H		98.4%	98.2%	54.7%	12.5%	80.6%	48.2%	32.4%
D	268	256	251	142	37	198	121	77
%V	14.9%	14.7%	14.5%	15.2%	16.0%	14.2%	15.1%	13.0%
%H		95.5%	93.7%	53.0%	13.8%	73.9%	45.1%	28.7%
E	110	104	102	45	11	86	41	46
%V	6.1%	6.0%	5.9%	4.8%	4.8%	6.2%	5.1%	7.7%
%H		94.5%	92.7%	40.9%	10.0%	78.2%	37.3%	41.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC East
Individual level data
Table 4.27: Working Status (Males 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1803	1745	1733	932	231	1394	799	594
%H		96.8%	96.1%	51.7%	12.8%	77.3%	44.3%	32.9%
Working full time	1023	987	982	575	142	764	480	284
%V	56.7%	56.6%	56.7%	61.7%	61.5%	54.8%	60.1%	47.8%
%H		96.5%	96.0%	56.2%	13.9%	74.7%	46.9%	27.8%
Working part time	88	84	84	41	15	67	38	28
%V	4.9%	4.8%	4.8%	4.4%	6.5%	4.8%	4.8%	4.7%
%H		95.5%	95.5%	46.6%	17.0%	76.1%	43.2%	31.8%
Not working	691	673	667	316	75	563	281	282
%V	38.3%	38.6%	38.5%	33.9%	32.5%	40.4%	35.2%	47.5%
%H		97.4%	96.5%	45.7%	10.9%	81.5%	40.7%	40.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1844	1795	1779	901	225	1447	770	677
%H		97.3%	96.5%	48.9%	12.2%	78.5%	41.8%	36.7%
16 - 19	105	102	102	54	15	87	51	36
%V	5.7%	5.7%	5.7%	6.0%	6.7%	6.0%	6.6%	5.3%
%H		97.1%	97.1%	51.4%	14.3%	82.9%	48.6%	34.3%
20 - 24	126	122	120	72	12	92	53	39
%V	6.8%	6.8%	6.7%	8.0%	5.3%	6.4%	6.9%	5.8%
%H		96.8%	95.2%	57.1%	9.5%	73.0%	42.1%	31.0%
25 - 34	269	255	250	153	44	169	113	57
%V	14.6%	14.2%	14.1%	17.0%	19.6%	11.7%	14.7%	8.4%
%H		94.8%	92.9%	56.9%	16.4%	62.8%	42.0%	21.2%
35 - 44	305	301	295	169	47	236	152	84
%V	16.5%	16.8%	16.6%	18.8%	20.9%	16.3%	19.7%	12.4%
%H		98.7%	96.7%	55.4%	15.4%	77.4%	49.8%	27.5%
45 - 54	330	322	321	166	47	266	152	113
%V	17.9%	17.9%	18.0%	18.4%	20.9%	18.4%	19.7%	16.7%
%H		97.6%	97.3%	50.3%	14.2%	80.6%	46.1%	34.2%
55 - 64	281	275	274	144	33	225	125	100
%V	15.2%	15.3%	15.4%	16.0%	14.7%	15.5%	16.2%	14.8%
%H		97.9%	97.5%	51.2%	11.7%	80.1%	44.5%	35.6%
65+	427	420	418	143	28	372	124	248
%V	23.2%	23.4%	23.5%	15.9%	12.4%	25.7%	16.1%	36.6%
%H		98.4%	97.9%	33.5%	6.6%	87.1%	29.0%	58.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1844	1795	1779	901	225	1447	770	677
%H		97.3%	96.5%	48.9%	12.2%	78.5%	41.8%	36.7%
AB	456	442	440	223	52	353	184	168
%V	24.7%	24.6%	24.7%	24.8%	23.1%	24.4%	23.9%	24.8%
%H		96.9%	96.5%	48.9%	11.4%	77.4%	40.4%	36.8%
C1	557	542	534	271	70	436	236	200
%V	30.2%	30.2%	30.0%	30.1%	31.1%	30.1%	30.6%	29.5%
%H		97.3%	95.9%	48.7%	12.6%	78.3%	42.4%	35.9%
C2	393	388	387	217	52	319	194	125
%V	21.3%	21.6%	21.8%	24.1%	23.1%	22.0%	25.2%	18.5%
%H		98.7%	98.5%	55.2%	13.2%	81.2%	49.4%	31.8%
D	275	265	262	138	31	202	105	97
%V	14.9%	14.8%	14.7%	15.3%	13.8%	14.0%	13.6%	14.3%
%H		96.4%	95.3%	50.2%	11.3%	73.5%	38.2%	35.3%
E	163	158	157	51	20	137	51	87
%V	8.8%	8.8%	8.8%	5.7%	8.9%	9.5%	6.6%	12.9%
%H		96.9%	96.3%	31.3%	12.3%	84.0%	31.3%	53.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1844	1795	1779	901	225	1447	770	677
%H		97.3%	96.5%	48.9%	12.2%	78.5%	41.8%	36.7%
Working full time	594	580	576	323	87	437	260	176
%V	32.2%	32.3%	32.4%	35.8%	38.7%	30.2%	33.8%	26.0%
%H		97.6%	97.0%	54.4%	14.6%	73.6%	43.8%	29.6%
Working part time	327	321	321	178	48	265	164	101
%V	17.7%	17.9%	18.0%	19.8%	21.3%	18.3%	21.3%	14.9%
%H		98.2%	98.2%	54.4%	14.7%	81.0%	50.2%	30.9%
Not working	923	894	883	400	90	746	346	400
%V	50.1%	49.8%	49.6%	44.4%	40.0%	51.6%	44.9%	59.1%
%H		96.9%	95.7%	43.3%	9.8%	80.8%	37.5%	43.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2011 - June 2012

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	1034	995	992	393	133	790	316	474
%H (All HH)		96.2%	95.9%	38.0%	12.9%	76.4%	30.6%	45.8%
%H (TV HH)			99.7%	39.5%	13.4%	79.4%	31.8%	47.6%
AB	286	278	277	114	38	220	92	128
%V	27.7%	27.9%	27.9%	29.0%	28.6%	27.8%	29.1%	27.0%
%H (All HH)		97.2%	96.9%	39.9%	13.3%	76.9%	32.2%	44.8%
%H (TV HH)			99.6%	41.0%	13.7%	79.1%	33.1%	46.0%
C1	293	280	280	122	40	215	95	121
%V	28.3%	28.1%	28.2%	31.0%	30.1%	27.2%	30.1%	25.5%
%H (All HH)		95.6%	95.6%	41.6%	13.7%	73.4%	32.4%	41.3%
%H (TV HH)			100.0%	43.6%	14.3%	76.8%	33.9%	43.2%
C2	188	182	182	81	25	150	72	78
%V	18.2%	18.3%	18.3%	20.6%	18.8%	19.0%	22.8%	16.5%
%H (All HH)		96.8%	96.8%	43.1%	13.3%	79.8%	38.3%	41.5%
%H (TV HH)			100.0%	44.5%	13.7%	82.4%	39.6%	42.9%
D	153	145	143	54	20	113	43	71
%V	14.8%	14.6%	14.4%	13.7%	15.0%	14.3%	13.6%	15.0%
%H (All HH)		94.8%	93.5%	35.3%	13.1%	73.9%	28.1%	46.4%
%H (TV HH)			98.6%	37.2%	13.8%	77.9%	29.7%	49.0%
E	115	110	109	23	10	91	14	77
%V	11.1%	11.1%	11.0%	5.9%	7.5%	11.5%	4.4%	16.2%
%H (All HH)		95.7%	94.8%	20.0%	8.7%	79.1%	12.2%	67.0%
%H (TV HH)			99.1%	20.9%	9.1%	82.7%	12.7%	70.0%

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 2011 - June 2012

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1034	995	992	393	133	790	316	474
%H (All HH)		96.2%	95.9%	38.0%	12.9%	76.4%	30.6%	45.8%
%H (TV HH)			99.7%	39.5%	13.4%	79.4%	31.8%	47.6%
Under 25	48	38	38	12	7	26	7	19
%V	4.6%	3.8%	3.8%	3.1%	5.3%	3.3%	2.2%	4.0%
%H (All HH)		79.2%	79.2%	25.0%	14.6%	54.2%	14.6%	39.6%
%H (TV HH)			100.0%	31.6%	18.4%	68.4%	18.4%	50.0%
25 - 34	150	144	144	67	25	94	41	53
%V	14.5%	14.5%	14.5%	17.0%	18.8%	11.9%	13.0%	11.2%
%H (All HH)		96.0%	96.0%	44.7%	16.7%	62.7%	27.3%	35.3%
%H (TV HH)			100.0%	46.5%	17.4%	65.3%	28.5%	36.8%
35 - 44	177	167	165	68	37	125	63	63
%V	17.1%	16.8%	16.6%	17.3%	27.8%	15.8%	19.9%	13.3%
%H (All HH)		94.4%	93.2%	38.4%	20.9%	70.6%	35.6%	35.6%
%H (TV HH)			98.8%	40.7%	22.2%	74.9%	37.7%	37.7%
45 - 54	198	191	189	94	25	157	85	72
%V	19.1%	19.2%	19.1%	23.9%	18.8%	19.9%	26.9%	15.2%
%H (All HH)		96.5%	95.5%	47.5%	12.6%	79.3%	42.9%	36.4%
%H (TV HH)			99.0%	49.2%	13.1%	82.2%	44.5%	37.7%
55 - 64	162	159	159	64	17	130	52	78
%V	15.7%	16.0%	16.0%	16.3%	12.8%	16.5%	16.5%	16.5%
%H (All HH)		98.1%	98.1%	39.5%	10.5%	80.2%	32.1%	48.1%
%H (TV HH)			100.0%	40.3%	10.7%	81.8%	32.7%	49.1%
65 +	299	297	297	89	21	257	69	189
%V	28.9%	29.8%	29.9%	22.6%	15.8%	32.5%	21.8%	39.9%
%H (All HH)		99.3%	99.3%	29.8%	7.0%	86.0%	23.1%	63.2%
%H (TV HH)			100.0%	30.0%	7.1%	86.5%	23.2%	63.6%

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 2011 - June 2012

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1034	995	992	393	133	790	316	474
%H (All HH)		96.2%	95.9%	38.0%	12.9%	76.4%	30.6%	45.8%
%H (TV HH)			99.7%	39.5%	13.4%	79.4%	31.8%	47.6%
1	351	333	330	85	28	264	47	217
%V	33.9%	33.5%	33.3%	21.6%	21.1%	33.4%	14.9%	45.8%
%H (All HH)		94.9%	94.0%	24.2%	8.0%	75.2%	13.4%	61.8%
%H (TV HH)			99.1%	25.5%	8.4%	79.3%	14.1%	65.2%
2	346	337	337	150	48	266	123	143
%V	33.5%	33.9%	34.0%	38.2%	36.1%	33.7%	38.9%	30.2%
%H (All HH)		97.4%	97.4%	43.4%	13.9%	76.9%	35.5%	41.3%
%H (TV HH)			100.0%	44.5%	14.2%	78.9%	36.5%	42.4%
3	158	154	154	77	25	121	69	53
%V	15.3%	15.5%	15.5%	19.6%	18.8%	15.3%	21.8%	11.2%
%H (All HH)		97.5%	97.5%	48.7%	15.8%	76.6%	43.7%	33.5%
%H (TV HH)			100.0%	50.0%	16.2%	78.6%	44.8%	34.4%
4	120	115	114	59	20	93	55	37
%V	11.6%	11.6%	11.5%	15.0%	15.0%	11.8%	17.4%	7.8%
%H (All HH)		95.8%	95.0%	49.2%	16.7%	77.5%	45.8%	30.8%
%H (TV HH)			99.1%	51.3%	17.4%	80.9%	47.8%	32.2%
5+	58	57	57	23	11	45	21	24
%V	5.6%	5.7%	5.7%	5.9%	8.3%	5.7%	6.6%	5.1%
%H (All HH)		98.3%	98.3%	39.7%	19.0%	77.6%	36.2%	41.4%
%H (TV HH)			100.0%	40.4%	19.3%	78.9%	36.8%	42.1%
Average HH size	2.23	2.24	2.24	2.47	2.54	2.24	2.64	1.98

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 2011 - June 2012

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1034	995	992	393	133	790	316	474
%V (All HH)		96.2%	95.9%	38.0%	12.9%	76.4%	30.6%	45.8%
%H (TV HH)			99.7%	39.5%	13.4%	79.4%	31.8%	47.6%
Without	794	762	759	281	93	608	218	390
%V	76.8%	76.6%	76.5%	71.5%	69.9%	77.0%	69.0%	82.3%
%H (All HH)		96.0%	95.6%	35.4%	11.7%	76.6%	27.5%	49.1%
%H (TV HH)			99.6%	36.9%	12.2%	79.8%	28.6%	51.2%
With	240	233	233	112	40	181	98	84
%V	23.2%	23.4%	23.5%	28.5%	30.1%	22.9%	31.0%	17.7%
%H (All HH)		97.1%	97.1%	46.7%	16.7%	75.4%	40.8%	35.0%
%H (TV HH)			100.0%	48.1%	17.2%	77.7%	42.1%	36.1%
0 - 3	87	82	82	33	15	63	29	35
%V	8.4%	8.2%	8.3%	8.4%	11.3%	8.0%	9.2%	7.4%
%H (All HH)		94.3%	94.3%	37.9%	17.2%	72.4%	33.3%	40.2%
%H (TV HH)			100.0%	40.2%	18.3%	76.8%	35.4%	42.7%
4 - 9	113	109	109	50	21	83	43	39
%V	10.9%	11.0%	11.0%	12.7%	15.8%	10.5%	13.6%	8.2%
%H (All HH)		96.5%	96.5%	44.2%	18.6%	73.5%	38.1%	34.5%
%H (TV HH)			100.0%	45.9%	19.3%	76.1%	39.4%	35.8%
10 - 15	119	117	117	59	18	95	53	41
%V	11.5%	11.8%	11.8%	15.0%	13.5%	12.0%	16.8%	8.6%
%H (All HH)		98.3%	98.3%	49.6%	15.1%	79.8%	44.5%	34.5%
%H (TV HH)			100.0%	50.4%	15.4%	81.2%	45.3%	35.0%

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 2011 - June 2012

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1034	995	992	393	133	790	316	474
%H (All HH)		96.2%	95.9%	38.0%	12.9%	76.4%	30.6%	45.8%
%H (TV HH)			99.7%	39.5%	13.4%	79.4%	31.8%	47.6%
1	412	412	410	117	54	295	56	239
%V	39.8%	41.4%	41.3%	29.8%	40.6%	37.3%	17.7%	50.4%
%H (All HH)		100.0%	99.5%	28.4%	13.1%	71.6%	13.6%	58.0%
%H (TV HH)			99.5%	28.4%	13.1%	71.6%	13.6%	58.0%
2	335	335	334	142	45	278	125	153
%V	32.4%	33.7%	33.7%	36.1%	33.8%	35.2%	39.6%	32.3%
%H (All HH)		100.0%	99.7%	42.4%	13.4%	83.0%	37.3%	45.7%
%H (TV HH)			99.7%	42.4%	13.4%	83.0%	37.3%	45.7%
3	159	159	159	83	20	136	78	58
%V	15.4%	16.0%	16.0%	21.1%	15.0%	17.2%	24.7%	12.2%
%H (All HH)		100.0%	100.0%	52.2%	12.6%	85.5%	49.1%	36.5%
%H (TV HH)			100.0%	52.2%	12.6%	85.5%	49.1%	36.5%
4	64	64	64	35	13	57	40	18
%V	6.2%	6.4%	6.5%	8.9%	9.8%	7.2%	12.7%	3.8%
%H (All HH)		100.0%	100.0%	54.7%	20.3%	89.1%	62.5%	28.1%
%H (TV HH)			100.0%	54.7%	20.3%	89.1%	62.5%	28.1%
5+	25	25	25	17	2	23	17	6
%V	2.4%	2.5%	2.5%	4.3%	1.5%	2.9%	5.4%	1.3%
%H (All HH)		100.0%	100.0%	68.0%	8.0%	92.0%	68.0%	24.0%
%H (TV HH)			100.0%	68.0%	8.0%	92.0%	68.0%	24.0%

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 2011 - June 2012

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1034	995	992	393	133	790	316	474
%H (All HH)		96.2%	95.9%	38.0%	12.9%	76.4%	30.6%	45.8%
%H (TV HH)			99.7%	39.5%	13.4%	79.4%	31.8%	47.6%
Under 20"	359	359	359	151	43	313	147	166
%V	34.7%	36.1%	36.2%	38.4%	32.3%	39.6%	46.5%	35.0%
%H (All HH)		100.0%	100.0%	42.1%	12.0%	87.2%	40.9%	46.2%
%H (TV HH)			100.0%	42.1%	12.0%	87.2%	40.9%	46.2%
20" - 29"	448	448	447	165	48	376	137	238
%V	43.3%	45.0%	45.1%	42.0%	36.1%	47.6%	43.4%	50.2%
%H (All HH)		100.0%	99.8%	36.8%	10.7%	83.9%	30.6%	53.1%
%H (TV HH)			99.8%	36.8%	10.7%	83.9%	30.6%	53.1%
30" - 39"	513	513	512	220	75	416	193	223
%V	49.6%	51.6%	51.6%	56.0%	56.4%	52.7%	61.1%	47.0%
%H (All HH)		100.0%	99.8%	42.9%	14.6%	81.1%	37.6%	43.5%
%H (TV HH)			99.8%	42.9%	14.6%	81.1%	37.6%	43.5%
40" and over	259	259	259	150	45	190	121	69
%V	25.0%	26.0%	26.1%	38.2%	33.8%	24.1%	38.3%	14.6%
%H (All HH)		100.0%	100.0%	57.9%	17.4%	73.4%	46.7%	26.6%
%H (TV HH)			100.0%	57.9%	17.4%	73.4%	46.7%	26.6%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1034	995	992	393	133	790	316	474
%H (All HH)		96.2%	95.9%	38.0%	12.9%	76.4%	30.6%	45.8%
%H (TV HH)			99.7%	39.5%	13.4%	79.4%	31.8%	47.6%
Main living room	977	977	975	389	133	774	312	462
%V	94.5%	98.2%	98.3%	99.0%	100.0%	98.0%	98.7%	97.5%
%H (All HH)		100.0%	99.8%	39.8%	13.6%	79.2%	31.9%	47.3%
%H (TV HH)			99.8%	39.8%	13.6%	79.2%	31.9%	47.3%
Kitchen	131	131	131	62	14	117	61	56
%V	12.7%	13.2%	13.2%	15.8%	10.5%	14.8%	19.3%	11.8%
%H (All HH)		100.0%	100.0%	47.3%	10.7%	89.3%	46.6%	42.7%
%H (TV HH)			100.0%	47.3%	10.7%	89.3%	46.6%	42.7%
Adult's bedroom	430	430	430	208	60	367	200	167
%V	41.6%	43.2%	43.3%	52.9%	45.1%	46.5%	63.3%	35.2%
%H (All HH)		100.0%	100.0%	48.4%	14.0%	85.3%	46.5%	38.8%
%H (TV HH)			100.0%	48.4%	14.0%	85.3%	46.5%	38.8%
Child's bedroom	79	79	79	43	13	67	43	25
%V	7.6%	7.9%	8.0%	10.9%	9.8%	8.5%	13.6%	5.3%
%H (All HH)		100.0%	100.0%	54.4%	16.5%	84.8%	54.4%	31.6%
%H (TV HH)			100.0%	54.4%	16.5%	84.8%	54.4%	31.6%
Other bedroom	43	43	43	26	5	40	27	13
%V	4.2%	4.3%	4.3%	6.6%	3.8%	5.1%	8.5%	2.7%
%H (All HH)		100.0%	100.0%	60.5%	11.6%	93.0%	62.8%	30.2%
%H (TV HH)			100.0%	60.5%	11.6%	93.0%	62.8%	30.2%
Second living/dining room	111	111	111	54	13	98	53	45
%V	10.7%	11.2%	11.2%	13.7%	9.8%	12.4%	16.8%	9.5%
%H (All HH)		100.0%	100.0%	48.6%	11.7%	88.3%	47.7%	40.5%
%H (TV HH)			100.0%	48.6%	11.7%	88.3%	47.7%	40.5%
Study/office	27	27	27	16	2	23	13	10
%V	2.6%	2.7%	2.7%	4.1%	1.5%	2.9%	4.1%	2.1%
%H (All HH)		100.0%	100.0%	59.3%	7.4%	85.2%	48.1%	37.0%
%H (TV HH)			100.0%	59.3%	7.4%	85.2%	48.1%	37.0%
TV room	8	8	8	5	0	7	4	3
%V	0.8%	0.8%	0.8%	1.3%	0.0%	0.9%	1.3%	0.6%
%H (All HH)		100.0%	100.0%	62.5%	0.0%	87.5%	50.0%	37.5%
%H (TV HH)			100.0%	62.5%	0.0%	87.5%	50.0%	37.5%
Conservatory	5	5	5	4	0	4	3	1
%V	0.5%	0.5%	0.5%	1.0%	0.0%	0.5%	0.9%	0.2%
%H (All HH)		100.0%	100.0%	80.0%	0.0%	80.0%	60.0%	20.0%
%H (TV HH)			100.0%	80.0%	0.0%	80.0%	60.0%	20.0%
Attic or loft room	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%
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	-
Other	1	1	1	1	0	1	1	1
%V	0.1%	0.1%	0.1%	0.3%	0.0%	0.1%	0.3%	0.2%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	100.0%

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 2011 - June 2012
BBC West
Household level data
Table 5.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1034	995	992	393	133	790	316	474
%H (All HH)		96.2%	95.9%	38.0%	12.9%	76.4%	30.6%	45.8%
%H (TV HH)			99.7%	39.5%	13.4%	79.4%	31.8%	47.6%
PVR	495	495	495	297	75	365	236	129
%V	47.9%	49.7%	49.9%	75.6%	56.4%	46.2%	74.7%	27.2%
%H (All HH)		100.0%	100.0%	60.0%	15.2%	73.7%	47.7%	26.1%
%H (TV HH)			100.0%	60.0%	15.2%	73.7%	47.7%	26.1%
DVDR	117	117	117	44	21	98	47	52
%V	11.3%	11.8%	11.8%	11.2%	15.8%	12.4%	14.9%	11.0%
%H (All HH)		100.0%	100.0%	37.6%	17.9%	83.8%	40.2%	44.4%
%H (TV HH)			100.0%	37.6%	17.9%	83.8%	40.2%	44.4%
VCR	89	89	89	31	13	69	23	46
%V	8.6%	8.9%	9.0%	7.9%	9.8%	8.7%	7.3%	9.7%
%H (All HH)		100.0%	100.0%	34.8%	14.6%	77.5%	25.8%	51.7%
%H (TV HH)			100.0%	34.8%	14.6%	77.5%	25.8%	51.7%
Any recorder	591	591	591	320	88	447	259	188
%V	57.2%	59.4%	59.6%	81.4%	66.2%	56.6%	82.0%	39.7%
%H (All HH)		100.0%	100.0%	54.1%	14.9%	75.6%	43.8%	31.8%
%H (TV HH)			100.0%	54.1%	14.9%	75.6%	43.8%	31.8%

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 2011 - June 2012
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	1034	995	992	393	133	790	316	474
%H (All HH)		96.2%	95.9%	38.0%	12.9%	76.4%	30.6%	45.8%
%H (TV HH)			99.7%	39.5%	13.4%	79.4%	31.8%	47.6%
Receives HDTV (via STB or built-in reception)	370	370	370	197	83	264	170	94
%V	35.8%	37.2%	37.3%	50.1%	62.4%	33.4%	53.8%	19.8%
%H (All HH)		100.0%	100.0%	53.2%	22.4%	71.4%	45.9%	25.4%
%H (TV HH)			100.0%	53.2%	22.4%	71.4%	45.9%	25.4%
DVD/Blu-ray player or recorder	813	813	811	345	115	645	287	358
%V	78.6%	81.7%	81.8%	87.8%	86.5%	81.6%	90.8%	75.5%
%H (All HH)		100.0%	99.8%	42.4%	14.1%	79.3%	35.3%	44.0%
%H (TV HH)			99.8%	42.4%	14.1%	79.3%	35.3%	44.0%

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
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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	1034	995	992	393	133	790	316	474
%H (All HH)		96.2%	95.9%	38.0%	12.9%	76.4%	30.6%	45.8%
%H (TV HH)			99.7%	39.5%	13.4%	79.4%	31.8%	47.6%
Has PC or Laptop	806	777	776	348	122	604	290	314
%V	77.9%	78.1%	78.2%	88.5%	91.7%	76.5%	91.8%	66.2%
%H (All HH)		96.4%	96.3%	43.2%	15.1%	74.9%	36.0%	39.0%
%H (TV HH)			99.9%	44.8%	15.7%	77.7%	37.3%	40.4%
Has broadband internet	763	738	738	336	119	572	283	290
%V	73.8%	74.2%	74.4%	85.5%	89.5%	72.4%	89.6%	61.2%
%H (All HH)		96.7%	96.7%	44.0%	15.6%	75.0%	37.1%	38.0%
%H (TV HH)			100.0%	45.5%	16.1%	77.5%	38.3%	39.3%

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC West

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1951	1946	881	263	1616	794	822
%H		99.7%	45.2%	13.5%	82.8%	40.7%	42.1%
Under 20"	461	461	199	57	408	201	207
%V	23.6%	23.7%	22.6%	21.7%	25.2%	25.3%	25.2%
%H		100.0%	43.2%	12.4%	88.5%	43.6%	44.9%
20" - 29"	562	561	223	58	478	195	283
%V	28.8%	28.8%	25.3%	22.1%	29.6%	24.6%	34.4%
%H		99.8%	39.7%	10.3%	85.1%	34.7%	50.4%
30" - 39"	611	610	280	91	500	254	246
%V	31.3%	31.3%	31.8%	34.6%	30.9%	32.0%	29.9%
%H		99.8%	45.8%	14.9%	81.8%	41.6%	40.3%
40" and over	282	282	164	49	207	133	74
%V	14.5%	14.5%	18.6%	18.6%	12.8%	16.8%	9.0%
%H		100.0%	58.2%	17.4%	73.4%	47.2%	26.2%
Don't know	10	10	4	3	7	4	3
%V	0.5%	0.5%	0.5%	1.1%	0.4%	0.5%	0.4%
%H		100.0%	40.0%	30.0%	70.0%	40.0%	30.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC West

Set level data

Table 5.12: 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	1951	1946	881	263	1616	794	822
%H		99.7%	45.2%	13.5%	82.8%	40.7%	42.1%
Main living room	980	978	389	133	776	312	464
%V	50.2%	50.3%	44.2%	50.6%	48.0%	39.3%	56.4%
%H		99.8%	39.7%	13.6%	79.2%	31.8%	47.3%
Kitchen	131	131	62	14	117	61	56
%V	6.7%	6.7%	7.0%	5.3%	7.2%	7.7%	6.8%
%H		100.0%	47.3%	10.7%	89.3%	46.6%	42.7%
Adult's bedroom	498	498	248	72	429	244	185
%V	25.5%	25.6%	28.1%	27.4%	26.5%	30.7%	22.5%
%H		100.0%	49.8%	14.5%	86.1%	49.0%	37.1%
Child's bedroom	109	109	57	20	92	58	34
%V	5.6%	5.6%	6.5%	7.6%	5.7%	7.3%	4.1%
%H		100.0%	52.3%	18.3%	84.4%	53.2%	31.2%
Other bedroom	52	52	33	5	49	35	14
%V	2.7%	2.7%	3.7%	1.9%	3.0%	4.4%	1.7%
%H		100.0%	63.5%	9.6%	94.2%	67.3%	26.9%
Second living/dining room	112	112	54	13	99	53	46
%V	5.7%	5.8%	6.1%	4.9%	6.1%	6.7%	5.6%
%H		100.0%	48.2%	11.6%	88.4%	47.3%	41.1%
Study/office	27	27	16	2	23	14	10
%V	1.4%	1.4%	1.8%	0.8%	1.4%	1.8%	1.2%
%H		100.0%	59.3%	7.4%	85.2%	51.9%	37.0%
TV room	8	8	5	0	7	4	3
%V	0.4%	0.4%	0.6%	0.0%	0.4%	0.5%	0.4%
%H		100.0%	62.5%	0.0%	87.5%	50.0%	37.5%
Conservatory	5	5	4	0	4	3	1
%V	0.3%	0.3%	0.5%	0.0%	0.2%	0.4%	0.1%
%H		100.0%	80.0%	0.0%	80.0%	60.0%	20.0%
Attic or loft room	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%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	2	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 2011 - June 2012

BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1951	1946	881	263	1616	794	822
%H		99.7%	45.2%	13.5%	82.8%	40.7%	42.1%
PVR	597	597	373	89	440	300	140
%V	30.6%	30.7%	42.3%	33.8%	27.2%	37.8%	17.0%
%H		100.0%	62.5%	14.9%	73.7%	50.3%	23.5%
DVDR	127	127	48	23	107	51	56
%V	6.5%	6.5%	5.4%	8.7%	6.6%	6.4%	6.8%
%H		100.0%	37.8%	18.1%	84.3%	40.2%	44.1%
VCR	97	97	34	15	74	25	49
%V	5.0%	5.0%	3.9%	5.7%	4.6%	3.1%	6.0%
%H		100.0%	35.1%	15.5%	76.3%	25.8%	50.5%
Any recorder	722	722	407	107	546	333	213
%V	37.0%	37.1%	46.2%	40.7%	33.8%	41.9%	25.9%
%H		100.0%	56.4%	14.8%	75.6%	46.1%	29.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: 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	1951	1946	881	263	1616	794	822
%H		99.7%	45.2%	13.5%	82.8%	40.7%	42.1%
Receives HDTV (via STB or built-in reception)	456	456	244	103	330	215	116
%V	23.4%	23.4%	27.7%	39.2%	20.4%	27.1%	14.1%
%H		100.0%	53.5%	22.6%	72.4%	47.1%	25.4%
DVD/Blu-ray player or recorder	1198	1196	535	181	977	486	491
%V	61.4%	61.5%	60.7%	68.8%	60.5%	61.2%	59.7%
%H		99.8%	44.7%	15.1%	81.6%	40.6%	41.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC West
Set level data
Table 5.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	994	991	393	133	789	316	473
%H		99.7%	39.5%	13.4%	79.4%	31.8%	47.6%
Under 20"	41	41	7	5	35	6	29
%V	4.1%	4.1%	1.8%	3.8%	4.4%	1.9%	6.1%
%H		100.0%	17.1%	12.2%	85.4%	14.6%	70.7%
20" - 29"	259	258	64	21	218	45	173
%V	26.1%	26.0%	16.3%	15.8%	27.6%	14.2%	36.6%
%H		99.6%	24.7%	8.1%	84.2%	17.4%	66.8%
30" - 39"	444	443	177	64	356	150	206
%V	44.7%	44.7%	45.0%	48.1%	45.1%	47.5%	43.6%
%H		99.8%	39.9%	14.4%	80.2%	33.8%	46.4%
40" and over	247	247	144	42	179	114	64
%V	24.8%	24.9%	36.6%	31.6%	22.7%	36.1%	13.5%
%H		100.0%	58.3%	17.0%	72.5%	46.2%	25.9%
Don't know	3	3	0	1	1	0	1
%V	0.3%	0.3%	0.0%	0.8%	0.1%	0.0%	0.2%
%H		100.0%	0.0%	33.3%	33.3%	0.0%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	994	991	393	133	789	316	473
%H		99.7%	39.5%	13.4%	79.4%	31.8%	47.6%
PVR	480	480	290	71	353	229	124
%V	48.3%	48.4%	73.8%	53.4%	44.7%	72.5%	26.2%
%H		100.0%	60.4%	14.8%	73.5%	47.7%	25.8%
DVDR	108	108	39	20	90	42	48
%V	10.9%	10.9%	9.9%	15.0%	11.4%	13.3%	10.1%
%H		100.0%	36.1%	18.5%	83.3%	38.9%	44.4%
VCR	77	77	25	11	57	17	41
%V	7.7%	7.8%	6.4%	8.3%	7.2%	5.4%	8.7%
%H		100.0%	32.5%	14.3%	74.0%	22.1%	53.2%
Any recorder	577	577	313	85	435	252	183
%V	58.0%	58.2%	79.6%	63.9%	55.1%	79.7%	38.7%
%H		100.0%	54.2%	14.7%	75.4%	43.7%	31.7%

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	994	991	393	133	789	316	473
%H		99.7%	39.5%	13.4%	79.4%	31.8%	47.6%
Receives HDTV (via STB or built-in reception)	355	355	191	81	251	164	88
%V	35.7%	35.8%	48.6%	60.9%	31.8%	51.9%	18.6%
%H		100.0%	53.8%	22.8%	70.7%	46.2%	24.8%
DVD/Blu-ray player or recorder	775	773	324	111	614	269	344
%V	78.0%	78.0%	82.4%	83.5%	77.8%	85.1%	72.7%
%H		99.7%	41.8%	14.3%	79.2%	34.7%	44.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	957	956	488	130	827	478	349
%H		99.9%	51.0%	13.6%	86.4%	49.9%	36.5%
Under 20"	420	420	192	52	373	195	178
%V	43.9%	43.9%	39.3%	40.0%	45.1%	40.8%	51.0%
%H		100.0%	45.7%	12.4%	88.8%	46.4%	42.4%
20" - 29"	303	303	159	38	260	150	110
%V	31.7%	31.7%	32.6%	29.2%	31.4%	31.4%	31.5%
%H		100.0%	52.5%	12.5%	85.8%	49.5%	36.3%
30" - 39"	167	167	104	27	144	104	39
%V	17.5%	17.5%	21.3%	20.8%	17.4%	21.8%	11.2%
%H		100.0%	62.3%	16.2%	86.2%	62.3%	23.4%
40" and over	36	36	20	7	29	19	10
%V	3.8%	3.8%	4.1%	5.4%	3.5%	4.0%	2.9%
%H		100.0%	55.6%	19.4%	80.6%	52.8%	27.8%
Don't know	7	7	3	2	6	4	2
%V	0.7%	0.7%	0.6%	1.5%	0.7%	0.8%	0.6%
%H		100.0%	42.9%	28.6%	85.7%	57.1%	28.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC West

Set level data

Table 5.19: 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	957	956	488	130	827	478	349
%H		99.9%	51.0%	13.6%	86.4%	49.9%	36.5%
PVR	117	117	83	18	87	70	16
%V	12.2%	12.2%	17.0%	13.8%	10.5%	14.6%	4.6%
%H		100.0%	70.9%	15.4%	74.4%	59.8%	13.7%
DVDR	19	19	9	2	17	9	8
%V	2.0%	2.0%	1.8%	1.5%	2.1%	1.9%	2.3%
%H		100.0%	47.4%	10.5%	89.5%	47.4%	42.1%
VCR	20	20	9	4	16	8	8
%V	2.1%	2.1%	1.8%	3.1%	1.9%	1.7%	2.3%
%H		100.0%	45.0%	20.0%	80.0%	40.0%	40.0%
Any recorder	145	145	94	22	112	81	30
%V	15.2%	15.2%	19.3%	16.9%	13.5%	16.9%	8.6%
%H		100.0%	64.8%	15.2%	77.2%	55.9%	20.7%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	957	956	488	130	827	478	349
%H		99.9%	51.0%	13.6%	86.4%	49.9%	36.5%
Receives HDTV (via STB or built-in reception)	101	101	53	22	79	51	28
%V	10.6%	10.6%	10.9%	16.9%	9.6%	10.7%	8.0%
%H		100.0%	52.5%	21.8%	78.2%	50.5%	27.7%
DVD/Blu-ray player or recorder	424	424	211	70	363	216	147
%V	44.3%	44.4%	43.2%	53.8%	43.9%	45.2%	42.1%
%H		100.0%	49.8%	16.5%	85.6%	50.9%	34.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2309	2230	2225	972	338	1771	833	938
%H		96.6%	96.4%	42.1%	14.6%	76.7%	36.1%	40.6%
Total Children	408	395	395	179	66	312	158	154
%V	17.7%	17.7%	17.8%	18.4%	19.5%	17.6%	19.0%	16.4%
%H		96.8%	96.8%	43.9%	16.2%	76.5%	38.7%	37.7%
0 - 3	103	97	97	39	16	76	34	43
%V	4.5%	4.3%	4.4%	4.0%	4.7%	4.3%	4.1%	4.6%
%H		94.2%	94.2%	37.9%	15.5%	73.8%	33.0%	41.7%
4 - 15	305	298	297	140	50	236	124	112
%V	13.2%	13.4%	13.3%	14.4%	14.8%	13.3%	14.9%	11.9%
%H		97.7%	97.4%	45.9%	16.4%	77.4%	40.7%	36.7%
4 - 9	148	144	144	66	26	109	55	54
%V	6.4%	6.5%	6.5%	6.8%	7.7%	6.2%	6.6%	5.8%
%H		97.3%	97.3%	44.6%	17.6%	73.6%	37.2%	36.5%
10 - 15	156	154	153	74	24	127	69	58
%V	6.8%	6.9%	6.9%	7.6%	7.1%	7.2%	8.3%	6.2%
%H		98.7%	98.1%	47.4%	15.4%	81.4%	44.2%	37.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2309	2230	2225	972	338	1771	833	938
%H		96.6%	96.4%	42.1%	14.6%	76.7%	36.1%	40.6%
Total Adults (16+)	1901	1835	1830	794	272	1459	675	784
%V	82.3%	82.3%	82.2%	81.7%	80.5%	82.4%	81.0%	83.6%
%H		96.5%	96.3%	41.8%	14.3%	76.7%	35.5%	41.2%
16 - 19	109	106	106	51	19	82	45	38
%V	4.7%	4.8%	4.8%	5.2%	5.6%	4.6%	5.4%	4.1%
%H		97.2%	97.2%	46.8%	17.4%	75.2%	41.3%	34.9%
20 - 24	150	129	129	59	25	95	50	45
%V	6.5%	5.8%	5.8%	6.1%	7.4%	5.4%	6.0%	4.8%
%H		86.0%	86.0%	39.3%	16.7%	63.3%	33.3%	30.0%
25 - 34	285	272	272	133	49	188	94	94
%V	12.3%	12.2%	12.2%	13.7%	14.5%	10.6%	11.3%	10.0%
%H		95.4%	95.4%	46.7%	17.2%	66.0%	33.0%	33.0%
35 - 44	300	286	284	120	61	219	113	107
%V	13.0%	12.8%	12.8%	12.3%	18.0%	12.4%	13.6%	11.4%
%H		95.3%	94.7%	40.0%	20.3%	73.0%	37.7%	35.7%
45 - 54	346	337	336	161	51	278	152	126
%V	15.0%	15.1%	15.1%	16.6%	15.1%	15.7%	18.2%	13.4%
%H		97.4%	97.1%	46.5%	14.7%	80.3%	43.9%	36.4%
55 - 64	278	273	272	126	31	218	100	118
%V	12.0%	12.2%	12.2%	13.0%	9.2%	12.3%	12.0%	12.6%
%H		98.2%	97.8%	45.3%	11.2%	78.4%	36.0%	42.4%
65+	434	431	431	144	36	379	123	256
%V	18.8%	19.3%	19.4%	14.8%	10.7%	21.4%	14.8%	27.3%
%H		99.3%	99.3%	33.2%	8.3%	87.3%	28.3%	59.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1901	1835	1830	794	272	1459	675	784
%H		96.5%	96.3%	41.8%	14.3%	76.7%	35.5%	41.2%
AB	556	544	542	235	81	431	199	232
%V	29.2%	29.6%	29.6%	29.6%	29.8%	29.5%	29.5%	29.6%
%H		97.8%	97.5%	42.3%	14.6%	77.5%	35.8%	41.7%
C1	543	516	516	231	84	400	196	205
%V	28.6%	28.1%	28.2%	29.1%	30.9%	27.4%	29.0%	26.1%
%H		95.0%	95.0%	42.5%	15.5%	73.7%	36.1%	37.8%
C2	380	371	371	179	54	308	165	143
%V	20.0%	20.2%	20.3%	22.5%	19.9%	21.1%	24.4%	18.2%
%H		97.6%	97.6%	47.1%	14.2%	81.1%	43.4%	37.6%
D	275	263	261	114	39	205	95	110
%V	14.5%	14.3%	14.3%	14.4%	14.3%	14.1%	14.1%	14.0%
%H		95.6%	94.9%	41.5%	14.2%	74.5%	34.5%	40.0%
E	147	141	140	35	14	115	21	94
%V	7.7%	7.7%	7.7%	4.4%	5.1%	7.9%	3.1%	12.0%
%H		95.9%	95.2%	23.8%	9.5%	78.2%	14.3%	63.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC West
Individual level data
Table 5.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1901	1835	1830	794	272	1459	675	784
%H		96.5%	96.3%	41.8%	14.3%	76.7%	35.5%	41.2%
Working full time	824	793	792	386	139	603	329	274
%V	43.3%	43.2%	43.3%	48.6%	51.1%	41.3%	48.7%	34.9%
%H		96.2%	96.1%	46.8%	16.9%	73.2%	39.9%	33.3%
Working part time	249	243	243	108	33	195	93	101
%V	13.1%	13.2%	13.3%	13.6%	12.1%	13.4%	13.8%	12.9%
%H		97.6%	97.6%	43.4%	13.3%	78.3%	37.3%	40.6%
Not working	828	798	796	299	99	661	253	408
%V	43.6%	43.5%	43.5%	37.7%	36.4%	45.3%	37.5%	52.0%
%H		96.4%	96.1%	36.1%	12.0%	79.8%	30.6%	49.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	926	893	890	412	135	692	340	352
%H		96.4%	96.1%	44.5%	14.6%	74.7%	36.7%	38.0%
16 - 19	54	53	53	24	9	42	22	20
%V	5.8%	5.9%	6.0%	5.8%	6.7%	6.1%	6.5%	5.7%
%H		98.1%	98.1%	44.4%	16.7%	77.8%	40.7%	37.0%
20 - 24	76	68	68	35	11	49	27	22
%V	8.2%	7.6%	7.6%	8.5%	8.1%	7.1%	7.9%	6.3%
%H		89.5%	89.5%	46.1%	14.5%	64.5%	35.5%	28.9%
25 - 34	153	146	146	73	26	99	50	49
%V	16.5%	16.3%	16.4%	17.7%	19.3%	14.3%	14.7%	13.9%
%H		95.4%	95.4%	47.7%	17.0%	64.7%	32.7%	32.0%
35 - 44	141	132	130	57	28	97	51	46
%V	15.2%	14.8%	14.6%	13.8%	20.7%	14.0%	15.0%	13.1%
%H		93.6%	92.2%	40.4%	19.9%	68.8%	36.2%	32.6%
45 - 54	163	160	160	73	27	132	70	62
%V	17.6%	17.9%	18.0%	17.7%	20.0%	19.1%	20.6%	17.6%
%H		98.2%	98.2%	44.8%	16.6%	81.0%	42.9%	38.0%
55 - 64	141	140	140	70	16	110	55	54
%V	15.2%	15.7%	15.7%	17.0%	11.9%	15.9%	16.2%	15.3%
%H		99.3%	99.3%	49.6%	11.3%	78.0%	39.0%	38.3%
65+	197	194	194	80	18	163	64	99
%V	21.3%	21.7%	21.8%	19.4%	13.3%	23.6%	18.8%	28.1%
%H		98.5%	98.5%	40.6%	9.1%	82.7%	32.5%	50.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	926	893	890	412	135	692	340	352
%H		96.4%	96.1%	44.5%	14.6%	74.7%	36.7%	38.0%
AB	275	269	268	122	40	213	106	108
%V	29.7%	30.1%	30.1%	29.6%	29.6%	30.8%	31.2%	30.7%
%H		97.8%	97.5%	44.4%	14.5%	77.5%	38.5%	39.3%
C1	258	247	247	119	42	181	93	88
%V	27.9%	27.7%	27.8%	28.9%	31.1%	26.2%	27.4%	25.0%
%H		95.7%	95.7%	46.1%	16.3%	70.2%	36.0%	34.1%
C2	203	197	197	97	30	159	85	73
%V	21.9%	22.1%	22.1%	23.5%	22.2%	23.0%	25.0%	20.7%
%H		97.0%	97.0%	47.8%	14.8%	78.3%	41.9%	36.0%
D	129	120	119	58	18	89	45	44
%V	13.9%	13.4%	13.4%	14.1%	13.3%	12.9%	13.2%	12.5%
%H		93.0%	92.2%	45.0%	14.0%	69.0%	34.9%	34.1%
E	62	60	59	16	5	50	11	39
%V	6.7%	6.7%	6.6%	3.9%	3.7%	7.2%	3.2%	11.1%
%H		96.8%	95.2%	25.8%	8.1%	80.6%	17.7%	62.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC West
Individual level data
Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	926	893	890	412	135	692	340	352
%H		96.4%	96.1%	44.5%	14.6%	74.7%	36.7%	38.0%
Working full time	535	514	514	255	89	387	213	174
%V	57.8%	57.6%	57.8%	61.9%	65.9%	55.9%	62.6%	49.4%
%H		96.1%	96.1%	47.7%	16.6%	72.3%	39.8%	32.5%
Working part time	50	49	49	22	5	39	18	21
%V	5.4%	5.5%	5.5%	5.3%	3.7%	5.6%	5.3%	6.0%
%H		98.0%	98.0%	44.0%	10.0%	78.0%	36.0%	42.0%
Not working	342	330	328	135	41	266	108	157
%V	36.9%	37.0%	36.9%	32.8%	30.4%	38.4%	31.8%	44.6%
%H		96.5%	95.9%	39.5%	12.0%	77.8%	31.6%	45.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	975	941	940	382	137	767	335	431
%H		96.5%	96.4%	39.2%	14.1%	78.7%	34.4%	44.2%
16 - 19	55	53	53	27	10	40	23	17
%V	5.6%	5.6%	5.6%	7.1%	7.3%	5.2%	6.9%	3.9%
%H		96.4%	96.4%	49.1%	18.2%	72.7%	41.8%	30.9%
20 - 24	74	61	61	24	14	46	22	23
%V	7.6%	6.5%	6.5%	6.3%	10.2%	6.0%	6.6%	5.3%
%H		82.4%	82.4%	32.4%	18.9%	62.2%	29.7%	31.1%
25 - 34	132	126	126	60	23	88	43	45
%V	13.5%	13.4%	13.4%	15.7%	16.8%	11.5%	12.8%	10.4%
%H		95.5%	95.5%	45.5%	17.4%	66.7%	32.6%	34.1%
35 - 44	159	154	154	62	33	122	61	61
%V	16.3%	16.4%	16.4%	16.2%	24.1%	15.9%	18.2%	14.2%
%H		96.9%	96.9%	39.0%	20.8%	76.7%	38.4%	38.4%
45 - 54	183	177	176	88	24	146	81	65
%V	18.8%	18.8%	18.7%	23.0%	17.5%	19.0%	24.2%	15.1%
%H		96.7%	96.2%	48.1%	13.1%	79.8%	44.3%	35.5%
55 - 64	136	133	133	56	14	108	45	64
%V	13.9%	14.1%	14.1%	14.7%	10.2%	14.1%	13.4%	14.8%
%H		97.8%	97.8%	41.2%	10.3%	79.4%	33.1%	47.1%
65+	237	237	237	64	18	216	59	157
%V	24.3%	25.2%	25.2%	16.8%	13.1%	28.2%	17.6%	36.4%
%H		100.0%	100.0%	27.0%	7.6%	91.1%	24.9%	66.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	975	941	940	382	137	767	335	431
%H		96.5%	96.4%	39.2%	14.1%	78.7%	34.4%	44.2%
AB	281	274	274	113	41	218	93	124
%V	28.8%	29.1%	29.1%	29.6%	29.9%	28.4%	27.8%	28.8%
%H		97.5%	97.5%	40.2%	14.6%	77.6%	33.1%	44.1%
C1	285	269	269	112	42	219	103	116
%V	29.2%	28.6%	28.6%	29.3%	30.7%	28.6%	30.7%	26.9%
%H		94.4%	94.4%	39.3%	14.7%	76.8%	36.1%	40.7%
C2	178	174	174	82	24	149	79	70
%V	18.3%	18.5%	18.5%	21.5%	17.5%	19.4%	23.6%	16.2%
%H		97.8%	97.8%	46.1%	13.5%	83.7%	44.4%	39.3%
D	147	143	142	56	21	116	50	66
%V	15.1%	15.2%	15.1%	14.7%	15.3%	15.1%	14.9%	15.3%
%H		97.3%	96.6%	38.1%	14.3%	78.9%	34.0%	44.9%
E	85	81	81	19	9	65	10	55
%V	8.7%	8.6%	8.6%	5.0%	6.6%	8.5%	3.0%	12.8%
%H		95.3%	95.3%	22.4%	10.6%	76.5%	11.8%	64.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	975	941	940	382	137	767	335	431
%H		96.5%	96.4%	39.2%	14.1%	78.7%	34.4%	44.2%
Working full time	289	279	278	131	50	215	115	100
%V	29.6%	29.6%	29.6%	34.3%	36.5%	28.0%	34.3%	23.2%
%H		96.5%	96.2%	45.3%	17.3%	74.4%	39.8%	34.6%
Working part time	200	195	194	86	28	156	76	81
%V	20.5%	20.7%	20.6%	22.5%	20.4%	20.3%	22.7%	18.8%
%H		97.5%	97.0%	43.0%	14.0%	78.0%	38.0%	40.5%
Not working	486	468	468	165	59	395	145	251
%V	49.8%	49.7%	49.8%	43.2%	43.1%	51.5%	43.3%	58.2%
%H		96.3%	96.3%	34.0%	12.1%	81.3%	29.8%	51.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South West

Household level data

Table 6.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	872	841	838	343	70	669	239	430
%H (All HH)		96.4%	96.1%	39.3%	8.0%	76.7%	27.4%	49.3%
%H (TV HH)			99.6%	40.8%	8.3%	79.5%	28.4%	51.1%
AB	236	233	232	97	11	187	62	125
%V	27.1%	27.7%	27.7%	28.3%	15.7%	28.0%	25.9%	29.1%
%H (All HH)		98.7%	98.3%	41.1%	4.7%	79.2%	26.3%	53.0%
%H (TV HH)			99.6%	41.6%	4.7%	80.3%	26.6%	53.6%
C1	267	257	257	107	24	204	77	127
%V	30.6%	30.6%	30.7%	31.2%	34.3%	30.5%	32.2%	29.5%
%H (All HH)		96.3%	96.3%	40.1%	9.0%	76.4%	28.8%	47.6%
%H (TV HH)			100.0%	41.6%	9.3%	79.4%	30.0%	49.4%
C2	188	179	178	82	18	136	57	79
%V	21.6%	21.3%	21.2%	23.9%	25.7%	20.3%	23.8%	18.4%
%H (All HH)		95.2%	94.7%	43.6%	9.6%	72.3%	30.3%	42.0%
%H (TV HH)			99.4%	45.8%	10.1%	76.0%	31.8%	44.1%
D	89	85	84	30	11	68	24	44
%V	10.2%	10.1%	10.0%	8.7%	15.7%	10.2%	10.0%	10.2%
%H (All HH)		95.5%	94.4%	33.7%	12.4%	76.4%	27.0%	49.4%
%H (TV HH)			98.8%	35.3%	12.9%	80.0%	28.2%	51.8%
E	92	87	87	26	5	75	19	56
%V	10.6%	10.3%	10.4%	7.6%	7.1%	11.2%	7.9%	13.0%
%H (All HH)		94.6%	94.6%	28.3%	5.4%	81.5%	20.7%	60.9%
%H (TV HH)			100.0%	29.9%	5.7%	86.2%	21.8%	64.4%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	872	841	838	343	70	669	239	430
%H (All HH)		96.4%	96.1%	39.3%	8.0%	76.7%	27.4%	49.3%
%H (TV HH)			99.6%	40.8%	8.3%	79.5%	28.4%	51.1%
Under 25	40	34	34	14	3	26	8	18
%V	4.6%	4.0%	4.1%	4.1%	4.3%	3.9%	3.3%	4.2%
%H (All HH)		85.0%	85.0%	35.0%	7.5%	65.0%	20.0%	45.0%
%H (TV HH)			100.0%	41.2%	8.8%	76.5%	23.5%	52.9%
25 - 34	112	106	106	54	12	71	32	39
%V	12.8%	12.6%	12.6%	15.7%	17.1%	10.6%	13.4%	9.1%
%H (All HH)		94.6%	94.6%	48.2%	10.7%	63.4%	28.6%	34.8%
%H (TV HH)			100.0%	50.9%	11.3%	67.0%	30.2%	36.8%
35 - 44	134	129	128	59	18	98	44	54
%V	15.4%	15.3%	15.3%	17.2%	25.7%	14.6%	18.4%	12.6%
%H (All HH)		96.3%	95.5%	44.0%	13.4%	73.1%	32.8%	40.3%
%H (TV HH)			99.2%	45.7%	14.0%	76.0%	34.1%	41.9%
45 - 54	145	140	140	65	16	109	49	60
%V	16.6%	16.6%	16.7%	19.0%	22.9%	16.3%	20.5%	14.0%
%H (All HH)		96.6%	96.6%	44.8%	11.0%	75.2%	33.8%	41.4%
%H (TV HH)			100.0%	46.4%	11.4%	77.9%	35.0%	42.9%
55 - 64	169	164	163	71	10	135	52	82
%V	19.4%	19.5%	19.5%	20.7%	14.3%	20.2%	21.8%	19.1%
%H (All HH)		97.0%	96.4%	42.0%	5.9%	79.9%	30.8%	48.5%
%H (TV HH)			99.4%	43.3%	6.1%	82.3%	31.7%	50.0%
65 +	272	268	267	80	11	230	54	177
%V	31.2%	31.9%	31.9%	23.3%	15.7%	34.4%	22.6%	41.2%
%H (All HH)		98.5%	98.2%	29.4%	4.0%	84.6%	19.9%	65.1%
%H (TV HH)			99.6%	29.9%	4.1%	85.8%	20.1%	66.0%

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 2011 - June 2012

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	872	841	838	343	70	669	239	430
%H (All HH)		96.4%	96.1%	39.3%	8.0%	76.7%	27.4%	49.3%
%H (TV HH)			99.6%	40.8%	8.3%	79.5%	28.4%	51.1%
1	300	281	279	71	14	234	40	194
%V	34.4%	33.4%	33.3%	20.7%	20.0%	35.0%	16.7%	45.1%
%H (All HH)		93.7%	93.0%	23.7%	4.7%	78.0%	13.3%	64.7%
%H (TV HH)			99.3%	25.3%	5.0%	83.3%	14.2%	69.0%
2	299	292	291	129	22	236	93	142
%V	34.3%	34.7%	34.7%	37.6%	31.4%	35.3%	38.9%	33.0%
%H (All HH)		97.7%	97.3%	43.1%	7.4%	78.9%	31.1%	47.5%
%H (TV HH)			99.7%	44.2%	7.5%	80.8%	31.8%	48.6%
3	117	114	114	67	11	85	49	36
%V	13.4%	13.6%	13.6%	19.5%	15.7%	12.7%	20.5%	8.4%
%H (All HH)		97.4%	97.4%	57.3%	9.4%	72.6%	41.9%	30.8%
%H (TV HH)			100.0%	58.8%	9.6%	74.6%	43.0%	31.6%
4	105	103	103	52	14	76	38	38
%V	12.0%	12.2%	12.3%	15.2%	20.0%	11.4%	15.9%	8.8%
%H (All HH)		98.1%	98.1%	49.5%	13.3%	72.4%	36.2%	36.2%
%H (TV HH)			100.0%	50.5%	13.6%	73.8%	36.9%	36.9%
5+	52	52	51	24	8	39	19	19
%V	6.0%	6.2%	6.1%	7.0%	11.4%	5.8%	7.9%	4.4%
%H (All HH)		100.0%	98.1%	46.2%	15.4%	75.0%	36.5%	36.5%
%H (TV HH)			98.1%	46.2%	15.4%	75.0%	36.5%	36.5%
Average HH size	2.23	2.25	2.26	2.53	2.74	2.20	2.62	1.97

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 2011 - June 2012

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	872	841	838	343	70	669	239	430
%H (All HH)		96.4%	96.1%	39.3%	8.0%	76.7%	27.4%	49.3%
%H (TV HH)			99.6%	40.8%	8.3%	79.5%	28.4%	51.1%
Without	678	653	651	246	47	532	172	360
%V	77.8%	77.6%	77.7%	71.7%	67.1%	79.5%	72.0%	83.7%
%H (All HH)		96.3%	96.0%	36.3%	6.9%	78.5%	25.4%	53.1%
%H (TV HH)			99.7%	37.7%	7.2%	81.5%	26.3%	55.1%
With	194	188	188	97	23	137	67	70
%V	22.2%	22.4%	22.4%	28.3%	32.9%	20.5%	28.0%	16.3%
%H (All HH)		96.9%	96.9%	50.0%	11.9%	70.6%	34.5%	36.1%
%H (TV HH)			100.0%	51.6%	12.2%	72.9%	35.6%	37.2%
0 - 3	73	70	70	36	9	48	24	25
%V	8.4%	8.3%	8.4%	10.5%	12.9%	7.2%	10.0%	5.8%
%H (All HH)		95.9%	95.9%	49.3%	12.3%	65.8%	32.9%	34.2%
%H (TV HH)			100.0%	51.4%	12.9%	68.6%	34.3%	35.7%
4 - 9	106	104	103	53	16	71	37	34
%V	12.2%	12.4%	12.3%	15.5%	22.9%	10.6%	15.5%	7.9%
%H (All HH)		98.1%	97.2%	50.0%	15.1%	67.0%	34.9%	32.1%
%H (TV HH)			99.0%	51.0%	15.4%	68.3%	35.6%	32.7%
10 - 15	95	93	93	47	12	70	36	35
%V	10.9%	11.1%	11.1%	13.7%	17.1%	10.5%	15.1%	8.1%
%H (All HH)		97.9%	97.9%	49.5%	12.6%	73.7%	37.9%	36.8%
%H (TV HH)			100.0%	50.5%	12.9%	75.3%	38.7%	37.6%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	872	841	838	343	70	669	239	430
%H (All HH)		96.4%	96.1%	39.3%	8.0%	76.7%	27.4%	49.3%
%H (TV HH)			99.6%	40.8%	8.3%	79.5%	28.4%	51.1%
1	332	332	331	98	25	239	30	208
%V	38.1%	39.5%	39.5%	28.6%	35.7%	35.7%	12.6%	48.4%
%H (All HH)		100.0%	99.7%	29.5%	7.5%	72.0%	9.0%	62.7%
%H (TV HH)			99.7%	29.5%	7.5%	72.0%	9.0%	62.7%
2	288	288	286	122	19	236	90	146
%V	33.0%	34.2%	34.1%	35.6%	27.1%	35.3%	37.7%	34.0%
%H (All HH)		100.0%	99.3%	42.4%	6.6%	81.9%	31.3%	50.7%
%H (TV HH)			99.3%	42.4%	6.6%	81.9%	31.3%	50.7%
3	141	141	141	73	15	121	68	53
%V	16.2%	16.8%	16.8%	21.3%	21.4%	18.1%	28.5%	12.3%
%H (All HH)		100.0%	100.0%	51.8%	10.6%	85.8%	48.2%	37.6%
%H (TV HH)			100.0%	51.8%	10.6%	85.8%	48.2%	37.6%
4	53	53	53	34	7	47	34	13
%V	6.1%	6.3%	6.3%	9.9%	10.0%	7.0%	14.2%	3.0%
%H (All HH)		100.0%	100.0%	64.2%	13.2%	88.7%	64.2%	24.5%
%H (TV HH)			100.0%	64.2%	13.2%	88.7%	64.2%	24.5%
5+	28	28	28	16	4	26	17	9
%V	3.2%	3.3%	3.3%	4.7%	5.7%	3.9%	7.1%	2.1%
%H (All HH)		100.0%	100.0%	57.1%	14.3%	92.9%	60.7%	32.1%
%H (TV HH)			100.0%	57.1%	14.3%	92.9%	60.7%	32.1%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	872	841	838	343	70	669	239	430
%H (All HH)		96.4%	96.1%	39.3%	8.0%	76.7%	27.4%	49.3%
%H (TV HH)			99.6%	40.8%	8.3%	79.5%	28.4%	51.1%
Under 20"	311	311	310	125	24	279	117	162
%V	35.7%	37.0%	37.0%	36.4%	34.3%	41.7%	49.0%	37.7%
%H (All HH)		100.0%	99.7%	40.2%	7.7%	89.7%	37.6%	52.1%
%H (TV HH)			99.7%	40.2%	7.7%	89.7%	37.6%	52.1%
20" - 29"	419	419	417	153	30	360	122	237
%V	48.1%	49.8%	49.8%	44.6%	42.9%	53.8%	51.0%	55.1%
%H (All HH)		100.0%	99.5%	36.5%	7.2%	85.9%	29.1%	56.6%
%H (TV HH)			99.5%	36.5%	7.2%	85.9%	29.1%	56.6%
30" - 39"	414	414	413	198	38	327	147	180
%V	47.5%	49.2%	49.3%	57.7%	54.3%	48.9%	61.5%	41.9%
%H (All HH)		100.0%	99.8%	47.8%	9.2%	79.0%	35.5%	43.5%
%H (TV HH)			99.8%	47.8%	9.2%	79.0%	35.5%	43.5%
40" and over	231	231	231	137	29	165	97	68
%V	26.5%	27.5%	27.6%	39.9%	41.4%	24.7%	40.6%	15.8%
%H (All HH)		100.0%	100.0%	59.3%	12.6%	71.4%	42.0%	29.4%
%H (TV HH)			100.0%	59.3%	12.6%	71.4%	42.0%	29.4%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	872	841	838	343	70	669	239	430
%H (All HH)		96.4%	96.1%	39.3%	8.0%	76.7%	27.4%	49.3%
%H (TV HH)			99.6%	40.8%	8.3%	79.5%	28.4%	51.1%
Main living room	830	830	827	341	70	659	238	421
%V	95.2%	98.7%	98.7%	99.4%	100.0%	98.5%	99.6%	97.9%
%H (All HH)		100.0%	99.6%	41.1%	8.4%	79.4%	28.7%	50.7%
%H (TV HH)			99.6%	41.1%	8.4%	79.4%	28.7%	50.7%
Kitchen	124	124	124	52	8	114	51	64
%V	14.2%	14.7%	14.8%	15.2%	11.4%	17.0%	21.3%	14.9%
%H (All HH)		100.0%	100.0%	41.9%	6.5%	91.9%	41.1%	51.6%
%H (TV HH)			100.0%	41.9%	6.5%	91.9%	41.1%	51.6%
Adult's bedroom	375	375	373	190	37	314	165	149
%V	43.0%	44.6%	44.5%	55.4%	52.9%	46.9%	69.0%	34.7%
%H (All HH)		100.0%	99.5%	50.7%	9.9%	83.7%	44.0%	39.7%
%H (TV HH)			99.5%	50.7%	9.9%	83.7%	44.0%	39.7%
Child's bedroom	71	71	71	40	10	60	38	23
%V	8.1%	8.4%	8.5%	11.7%	14.3%	9.0%	15.9%	5.3%
%H (All HH)		100.0%	100.0%	56.3%	14.1%	84.5%	53.5%	32.4%
%H (TV HH)			100.0%	56.3%	14.1%	84.5%	53.5%	32.4%
Other bedroom	39	39	39	22	4	37	24	13
%V	4.5%	4.6%	4.7%	6.4%	5.7%	5.5%	10.0%	3.0%
%H (All HH)		100.0%	100.0%	56.4%	10.3%	94.9%	61.5%	33.3%
%H (TV HH)			100.0%	56.4%	10.3%	94.9%	61.5%	33.3%
Second living/dining room	89	89	89	45	5	76	36	40
%V	10.2%	10.6%	10.6%	13.1%	7.1%	11.4%	15.1%	9.3%
%H (All HH)		100.0%	100.0%	50.6%	5.6%	85.4%	40.4%	44.9%
%H (TV HH)			100.0%	50.6%	5.6%	85.4%	40.4%	44.9%
Study/office	13	13	13	8	0	11	6	5
%V	1.5%	1.5%	1.6%	2.3%	0.0%	1.6%	2.5%	1.2%
%H (All HH)		100.0%	100.0%	61.5%	0.0%	84.6%	46.2%	38.5%
%H (TV HH)			100.0%	61.5%	0.0%	84.6%	46.2%	38.5%
TV room	6	6	6	3	0	5	3	2
%V	0.7%	0.7%	0.7%	0.9%	0.0%	0.7%	1.3%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	83.3%	50.0%	33.3%
%H (TV HH)			100.0%	50.0%	0.0%	83.3%	50.0%	33.3%
Conservatory	3	3	3	2	0	2	2	1
%V	0.3%	0.4%	0.4%	0.6%	0.0%	0.3%	0.8%	0.2%
%H (All HH)		100.0%	100.0%	66.7%	0.0%	66.7%	66.7%	33.3%
%H (TV HH)			100.0%	66.7%	0.0%	66.7%	66.7%	33.3%
Attic or loft room	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	-
No specific location	2	2	2	0	0	2	0	1
%V	0.2%	0.2%	0.2%	0.0%	0.0%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	50.0%
%H (TV HH)			100.0%	0.0%	0.0%	100.0%	0.0%	50.0%
Other	7	7	7	4	2	7	5	2
%V	0.8%	0.8%	0.8%	1.2%	2.9%	1.0%	2.1%	0.5%
%H (All HH)		100.0%	100.0%	57.1%	28.6%	100.0%	71.4%	28.6%
%H (TV HH)			100.0%	57.1%	28.6%	100.0%	71.4%	28.6%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South West

Household level data

Table 6.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	872	841	838	343	70	669	239	430
%H (All HH)		96.4%	96.1%	39.3%	8.0%	76.7%	27.4%	49.3%
%H (TV HH)			99.6%	40.8%	8.3%	79.5%	28.4%	51.1%
PVR	462	462	462	274	41	339	188	150
%V	53.0%	54.9%	55.1%	79.9%	58.6%	50.7%	78.7%	34.9%
%H (All HH)		100.0%	100.0%	59.3%	8.9%	73.4%	40.7%	32.5%
%H (TV HH)			100.0%	59.3%	8.9%	73.4%	40.7%	32.5%
DVDR	98	98	98	42	6	86	36	50
%V	11.2%	11.7%	11.7%	12.2%	8.6%	12.9%	15.1%	11.6%
%H (All HH)		100.0%	100.0%	42.9%	6.1%	87.8%	36.7%	51.0%
%H (TV HH)			100.0%	42.9%	6.1%	87.8%	36.7%	51.0%
VCR	70	70	69	26	5	57	19	38
%V	8.0%	8.3%	8.2%	7.6%	7.1%	8.5%	7.9%	8.8%
%H (All HH)		100.0%	98.6%	37.1%	7.1%	81.4%	27.1%	54.3%
%H (TV HH)			98.6%	37.1%	7.1%	81.4%	27.1%	54.3%
Any recorder	535	535	534	291	47	402	201	200
%V	61.4%	63.6%	63.7%	84.8%	67.1%	60.1%	84.1%	46.5%
%H (All HH)		100.0%	99.8%	54.4%	8.8%	75.1%	37.6%	37.4%
%H (TV HH)			99.8%	54.4%	8.8%	75.1%	37.6%	37.4%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South West

Household level data

Table 6.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	872	841	838	343	70	669	239	430
%H (All HH)		96.4%	96.1%	39.3%	8.0%	76.7%	27.4%	49.3%
%H (TV HH)			99.6%	40.8%	8.3%	79.5%	28.4%	51.1%
Receives HDTV (via STB or built-in reception)	268	268	268	164	43	181	117	64
%V	30.7%	31.9%	32.0%	47.8%	61.4%	27.1%	49.0%	14.9%
%H (All HH)		100.0%	100.0%	61.2%	16.0%	67.5%	43.7%	23.9%
%H (TV HH)			100.0%	61.2%	16.0%	67.5%	43.7%	23.9%
DVD/Blu-ray player or recorder	709	709	708	298	62	566	215	351
%V	81.3%	84.3%	84.5%	86.9%	88.6%	84.6%	90.0%	81.6%
%H (All HH)		100.0%	99.9%	42.0%	8.7%	79.8%	30.3%	49.5%
%H (TV HH)			99.9%	42.0%	8.7%	79.8%	30.3%	49.5%

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 2011 - June 2012

BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	872	841	838	343	70	669	239	430
%H (All HH)		96.4%	96.1%	39.3%	8.0%	76.7%	27.4%	49.3%
%H (TV HH)			99.6%	40.8%	8.3%	79.5%	28.4%	51.1%
Has PC or Laptop	672	652	651	292	62	510	208	302
%V	77.1%	77.5%	77.7%	85.1%	88.6%	76.2%	87.0%	70.2%
%H (All HH)		97.0%	96.9%	43.5%	9.2%	75.9%	31.0%	44.9%
%H (TV HH)			99.8%	44.8%	9.5%	78.2%	31.9%	46.3%
Has broadband internet	630	613	613	282	61	475	202	273
%V	72.2%	72.9%	73.2%	82.2%	87.1%	71.0%	84.5%	63.5%
%H (All HH)		97.3%	97.3%	44.8%	9.7%	75.4%	32.1%	43.3%
%H (TV HH)			100.0%	46.0%	10.0%	77.5%	33.0%	44.5%

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 2011 - June 2012

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	1694	1690	785	157	1405	644	761
%H		99.8%	46.3%	9.3%	82.9%	38.0%	44.9%
Under 20"	412	411	171	33	375	166	209
%V	24.3%	24.3%	21.8%	21.0%	26.7%	25.8%	27.5%
%H		99.8%	41.5%	8.0%	91.0%	40.3%	50.7%
20" - 29"	525	524	206	40	453	171	282
%V	31.0%	31.0%	26.2%	25.5%	32.2%	26.6%	37.1%
%H		99.8%	39.2%	7.6%	86.3%	32.6%	53.7%
30" - 39"	470	469	237	46	373	184	190
%V	27.7%	27.8%	30.2%	29.3%	26.5%	28.6%	25.0%
%H		99.8%	50.4%	9.8%	79.4%	39.1%	40.4%
40" and over	260	260	156	32	185	109	76
%V	15.3%	15.4%	19.9%	20.4%	13.2%	16.9%	10.0%
%H		100.0%	60.0%	12.3%	71.2%	41.9%	29.2%
Don't know	7	7	2	3	7	5	2
%V	0.4%	0.4%	0.3%	1.9%	0.5%	0.8%	0.3%
%H		100.0%	28.6%	42.9%	100.0%	71.4%	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 2011 - June 2012

BBC South West

Set level data

Table 6.12: 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	1694	1690	785	157	1405	644	761
%H		99.8%	46.3%	9.3%	82.9%	38.0%	44.9%
Main living room	838	835	343	70	666	240	426
%V	49.5%	49.4%	43.7%	44.6%	47.4%	37.3%	56.0%
%H		99.6%	40.9%	8.4%	79.5%	28.6%	50.8%
Kitchen	125	125	53	8	115	51	64
%V	7.4%	7.4%	6.8%	5.1%	8.2%	7.9%	8.4%
%H		100.0%	42.4%	6.4%	92.0%	40.8%	51.2%
Adult's bedroom	451	450	232	52	384	211	172
%V	26.6%	26.6%	29.6%	33.1%	27.3%	32.8%	22.6%
%H		99.8%	51.4%	11.5%	85.1%	46.8%	38.1%
Child's bedroom	90	90	54	11	78	50	27
%V	5.3%	5.3%	6.9%	7.0%	5.6%	7.8%	3.5%
%H		100.0%	60.0%	12.2%	86.7%	55.6%	30.0%
Other bedroom	47	47	26	4	45	28	17
%V	2.8%	2.8%	3.3%	2.5%	3.2%	4.3%	2.2%
%H		100.0%	55.3%	8.5%	95.7%	59.6%	36.2%
Second living/dining room	91	91	47	5	77	37	40
%V	5.4%	5.4%	6.0%	3.2%	5.5%	5.7%	5.3%
%H		100.0%	51.6%	5.5%	84.6%	40.7%	44.0%
Study/office	13	13	8	0	11	7	5
%V	0.8%	0.8%	1.0%	0.0%	0.8%	1.1%	0.7%
%H		100.0%	61.5%	0.0%	84.6%	53.8%	38.5%
TV room	6	6	3	0	5	3	2
%V	0.4%	0.4%	0.4%	0.0%	0.4%	0.5%	0.3%
%H		100.0%	50.0%	0.0%	83.3%	50.0%	33.3%
Conservatory	3	3	2	0	2	2	1
%V	0.2%	0.2%	0.3%	0.0%	0.1%	0.3%	0.1%
%H		100.0%	66.7%	0.0%	66.7%	66.7%	33.3%
Attic or loft room	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
No specific location	2	2	0	0	2	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	50.0%
Other	9	9	5	2	8	6	2
%V	0.5%	0.5%	0.6%	1.3%	0.6%	0.9%	0.3%
%H		100.0%	55.6%	22.2%	88.9%	66.7%	22.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

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	1694	1690	785	157	1405	644	761
%H		99.8%	46.3%	9.3%	82.9%	38.0%	44.9%
PVR	570	570	362	50	405	242	163
%V	33.6%	33.7%	46.1%	31.8%	28.8%	37.6%	21.4%
%H		100.0%	63.5%	8.8%	71.1%	42.5%	28.6%
DVDR	108	108	46	6	96	39	57
%V	6.4%	6.4%	5.9%	3.8%	6.8%	6.1%	7.5%
%H		100.0%	42.6%	5.6%	88.9%	36.1%	52.8%
VCR	74	73	28	5	62	21	41
%V	4.4%	4.3%	3.6%	3.2%	4.4%	3.3%	5.4%
%H		98.6%	37.8%	6.8%	83.8%	28.4%	55.4%
Any recorder	671	670	393	56	496	268	227
%V	39.6%	39.6%	50.1%	35.7%	35.3%	41.6%	29.8%
%H		99.9%	58.6%	8.3%	73.9%	39.9%	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 6.14: 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	1694	1690	785	157	1405	644	761
%H		99.8%	46.3%	9.3%	82.9%	38.0%	44.9%
Receives HDTV (via STB or built-in reception)	346	346	216	53	232	152	80
%V	20.4%	20.5%	27.5%	33.8%	16.5%	23.6%	10.5%
%H		100.0%	62.4%	15.3%	67.1%	43.9%	23.1%
DVD/Blu-ray player or recorder	1040	1039	473	97	852	377	475
%V	61.4%	61.5%	60.3%	61.8%	60.6%	58.5%	62.4%
%H		99.9%	45.5%	9.3%	81.9%	36.3%	45.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South West

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	841	838	343	70	668	239	429
%H		99.6%	40.8%	8.3%	79.4%	28.4%	51.0%
Under 20"	40	40	5	0	37	3	35
%V	4.8%	4.8%	1.5%	0.0%	5.5%	1.3%	8.2%
%H		100.0%	12.5%	0.0%	92.5%	7.5%	87.5%
20" - 29"	236	235	55	12	206	38	168
%V	28.1%	28.0%	16.0%	17.1%	30.8%	15.9%	39.2%
%H		99.6%	23.3%	5.1%	87.3%	16.1%	71.2%
30" - 39"	342	341	152	30	270	109	160
%V	40.7%	40.7%	44.3%	42.9%	40.4%	45.6%	37.3%
%H		99.7%	44.4%	8.8%	78.9%	31.9%	46.8%
40" and over	220	219	130	28	154	89	65
%V	26.2%	26.1%	37.9%	40.0%	23.1%	37.2%	15.2%
%H		99.5%	59.1%	12.7%	70.0%	40.5%	29.5%
Don't know	2	2	0	0	1	0	1
%V	0.2%	0.2%	0.0%	0.0%	0.1%	0.0%	0.2%
%H		100.0%	0.0%	0.0%	50.0%	0.0%	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 2011 - June 2012

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	841	838	343	70	668	239	429
%H		99.6%	40.8%	8.3%	79.4%	28.4%	51.0%
PVR	444	444	268	40	321	182	140
%V	52.8%	53.0%	78.1%	57.1%	48.1%	76.2%	32.6%
%H		100.0%	60.4%	9.0%	72.3%	41.0%	31.5%
DVDR	85	85	35	5	76	31	45
%V	10.1%	10.1%	10.2%	7.1%	11.4%	13.0%	10.5%
%H		100.0%	41.2%	5.9%	89.4%	36.5%	52.9%
VCR	58	56	21	4	46	14	32
%V	6.9%	6.7%	6.1%	5.7%	6.9%	5.9%	7.5%
%H		96.6%	36.2%	6.9%	79.3%	24.1%	55.2%
Any recorder	516	515	285	46	384	195	188
%V	61.4%	61.5%	83.1%	65.7%	57.5%	81.6%	43.8%
%H		99.8%	55.2%	8.9%	74.4%	37.8%	36.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: 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	841	838	343	70	668	239	429
%H		99.6%	40.8%	8.3%	79.4%	28.4%	51.0%
Receives HDTV (via STB or built-in reception)	257	257	159	42	171	112	59
%V	30.6%	30.7%	46.4%	60.0%	25.6%	46.9%	13.8%
%H		100.0%	61.9%	16.3%	66.5%	43.6%	23.0%
DVD/Blu-ray player or recorder	665	664	279	58	529	198	331
%V	79.1%	79.2%	81.3%	82.9%	79.2%	82.8%	77.2%
%H		99.8%	42.0%	8.7%	79.5%	29.8%	49.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	854	852	443	87	736	404	332
%H		99.8%	51.9%	10.2%	86.2%	47.3%	38.9%
Under 20"	372	370	166	33	337	164	174
%V	43.6%	43.4%	37.5%	37.9%	45.8%	40.6%	52.4%
%H		99.5%	44.6%	8.9%	90.6%	44.1%	46.8%
20" - 29"	289	288	151	28	247	133	114
%V	33.8%	33.8%	34.1%	32.2%	33.6%	32.9%	34.3%
%H		99.7%	52.2%	9.7%	85.5%	46.0%	39.4%
30" - 39"	128	128	85	16	104	75	29
%V	15.0%	15.0%	19.2%	18.4%	14.1%	18.6%	8.7%
%H		100.0%	66.4%	12.5%	81.3%	58.6%	22.7%
40" and over	40	40	26	4	31	20	11
%V	4.7%	4.7%	5.9%	4.6%	4.2%	5.0%	3.3%
%H		100.0%	65.0%	10.0%	77.5%	50.0%	27.5%
Don't know	5	5	2	3	5	5	1
%V	0.6%	0.6%	0.5%	3.4%	0.7%	1.2%	0.3%
%H		100.0%	40.0%	60.0%	100.0%	100.0%	20.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC South West
Set level data
Table 6.19: Other Set (non-Main Set) Recorders
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	854	852	443	87	736	404	332
%H		99.8%	51.9%	10.2%	86.2%	47.3%	38.9%
PVR	126	126	95	9	84	60	23
%V	14.8%	14.8%	21.4%	10.3%	11.4%	14.9%	6.9%
%H		100.0%	75.4%	7.1%	66.7%	47.6%	18.3%
DVDR	23	23	11	1	20	8	12
%V	2.7%	2.7%	2.5%	1.1%	2.7%	2.0%	3.6%
%H		100.0%	47.8%	4.3%	87.0%	34.8%	52.2%
VCR	17	17	8	0	16	7	9
%V	2.0%	2.0%	1.8%	0.0%	2.2%	1.7%	2.7%
%H		100.0%	47.1%	0.0%	94.1%	41.2%	52.9%
Any recorder	156	156	109	10	112	73	39
%V	18.3%	18.3%	24.6%	11.5%	15.2%	18.1%	11.7%
%H		100.0%	69.9%	6.4%	71.8%	46.8%	25.0%

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	854	852	443	87	736	404	332
%H		99.8%	51.9%	10.2%	86.2%	47.3%	38.9%
Receives HDTV (via STB or built-in reception)	89	89	57	11	62	40	22
%V	10.4%	10.4%	12.9%	12.6%	8.4%	9.9%	6.6%
%H		100.0%	64.0%	12.4%	69.7%	44.9%	24.7%
DVD/Blu-ray player or recorder	374	374	194	40	322	178	144
%V	43.8%	43.9%	43.8%	46.0%	43.8%	44.1%	43.4%
%H		100.0%	51.9%	10.7%	86.1%	47.6%	38.5%

Base: BBC South West - BARB Defined Working Sets (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 6.21: 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	1948	1896	1891	866	192	1473	627	846
%H		97.3%	97.1%	44.5%	9.9%	75.6%	32.2%	43.4%
Total Children	341	334	333	173	43	241	121	120
%V	17.5%	17.6%	17.6%	20.0%	22.4%	16.4%	19.3%	14.2%
%H		97.9%	97.7%	50.7%	12.6%	70.7%	35.5%	35.2%
0 - 3	85	82	81	41	10	57	27	31
%V	4.4%	4.3%	4.3%	4.7%	5.2%	3.9%	4.3%	3.7%
%H		96.5%	95.3%	48.2%	11.8%	67.1%	31.8%	36.5%
4 - 15	256	252	251	132	32	183	94	89
%V	13.1%	13.3%	13.3%	15.2%	16.7%	12.4%	15.0%	10.5%
%H		98.4%	98.0%	51.6%	12.5%	71.5%	36.7%	34.8%
4 - 9	135	133	132	70	18	93	49	44
%V	6.9%	7.0%	7.0%	8.1%	9.4%	6.3%	7.8%	5.2%
%H		98.5%	97.8%	51.9%	13.3%	68.9%	36.3%	32.6%
10 - 15	121	119	119	62	14	90	45	45
%V	6.2%	6.3%	6.3%	7.2%	7.3%	6.1%	7.2%	5.3%
%H		98.3%	98.3%	51.2%	11.6%	74.4%	37.2%	37.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.22: 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	1948	1896	1891	866	192	1473	627	846
%H		97.3%	97.1%	44.5%	9.9%	75.6%	32.2%	43.4%
Total Adults (16+)	1608	1562	1559	693	150	1233	506	726
%V	82.5%	82.4%	82.4%	80.0%	78.1%	83.7%	80.7%	85.8%
%H		97.1%	97.0%	43.1%	9.3%	76.7%	31.5%	45.1%
16 - 19	90	89	89	40	14	73	36	37
%V	4.6%	4.7%	4.7%	4.6%	7.3%	5.0%	5.7%	4.4%
%H		98.9%	98.9%	44.4%	15.6%	81.1%	40.0%	41.1%
20 - 24	116	109	109	44	15	82	33	49
%V	6.0%	5.7%	5.8%	5.1%	7.8%	5.6%	5.3%	5.8%
%H		94.0%	94.0%	37.9%	12.9%	70.7%	28.4%	42.2%
25 - 34	226	217	217	115	28	149	75	74
%V	11.6%	11.4%	11.5%	13.3%	14.6%	10.1%	12.0%	8.7%
%H		96.0%	96.0%	50.9%	12.4%	65.9%	33.2%	32.7%
35 - 44	246	236	235	113	28	176	78	98
%V	12.6%	12.4%	12.4%	13.0%	14.6%	11.9%	12.4%	11.6%
%H		95.9%	95.5%	45.9%	11.4%	71.5%	31.7%	39.8%
45 - 54	259	254	254	128	28	193	92	100
%V	13.3%	13.4%	13.4%	14.8%	14.6%	13.1%	14.7%	11.8%
%H		98.1%	98.1%	49.4%	10.8%	74.5%	35.5%	38.6%
55 - 64	259	252	252	115	18	208	89	119
%V	13.3%	13.3%	13.3%	13.3%	9.4%	14.1%	14.2%	14.1%
%H		97.3%	97.3%	44.4%	6.9%	80.3%	34.4%	45.9%
65+	412	407	405	138	19	352	104	249
%V	21.1%	21.5%	21.4%	15.9%	9.9%	23.9%	16.6%	29.4%
%H		98.8%	98.3%	33.5%	4.6%	85.4%	25.2%	60.4%

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+)	1608	1562	1559	693	150	1233	506	726
%H		97.1%	97.0%	43.1%	9.3%	76.7%	31.5%	45.1%
AB	450	445	444	200	27	354	137	217
%V	28.0%	28.5%	28.5%	28.9%	18.0%	28.7%	27.1%	29.9%
%H		98.9%	98.7%	44.4%	6.0%	78.7%	30.4%	48.2%
C1	502	485	484	218	54	379	165	215
%V	31.2%	31.0%	31.0%	31.5%	36.0%	30.7%	32.6%	29.6%
%H		96.6%	96.4%	43.4%	10.8%	75.5%	32.9%	42.8%
C2	370	357	356	173	37	271	122	149
%V	23.0%	22.9%	22.8%	25.0%	24.7%	22.0%	24.1%	20.5%
%H		96.5%	96.2%	46.8%	10.0%	73.2%	33.0%	40.3%
D	156	151	151	60	21	121	49	71
%V	9.7%	9.7%	9.7%	8.7%	14.0%	9.8%	9.7%	9.8%
%H		96.8%	96.8%	38.5%	13.5%	77.6%	31.4%	45.5%
E	130	124	124	42	9	108	33	74
%V	8.1%	7.9%	8.0%	6.1%	6.0%	8.8%	6.5%	10.2%
%H		95.4%	95.4%	32.3%	6.9%	83.1%	25.4%	56.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC South West
Individual level data
Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1608	1562	1559	693	150	1233	506	726
%H		97.1%	97.0%	43.1%	9.3%	76.7%	31.5%	45.1%
Working full time	631	613	613	316	70	455	225	230
%V	39.2%	39.2%	39.3%	45.6%	46.7%	36.9%	44.5%	31.7%
%H		97.1%	97.1%	50.1%	11.1%	72.1%	35.7%	36.5%
Working part time	206	201	200	90	23	161	71	90
%V	12.8%	12.9%	12.8%	13.0%	15.3%	13.1%	14.0%	12.4%
%H		97.6%	97.1%	43.7%	11.2%	78.2%	34.5%	43.7%
Not working	770	749	746	287	57	616	211	406
%V	47.9%	48.0%	47.9%	41.4%	38.0%	50.0%	41.7%	55.9%
%H		97.3%	96.9%	37.3%	7.4%	80.0%	27.4%	52.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South West

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	781	754	752	354	73	591	260	331
%H		96.5%	96.3%	45.3%	9.3%	75.7%	33.3%	42.4%
16 - 19	51	50	50	25	8	42	23	19
%V	6.5%	6.6%	6.6%	7.1%	11.0%	7.1%	8.8%	5.7%
%H		98.0%	98.0%	49.0%	15.7%	82.4%	45.1%	37.3%
20 - 24	56	53	53	26	6	39	18	21
%V	7.2%	7.0%	7.0%	7.3%	8.2%	6.6%	6.9%	6.3%
%H		94.6%	94.6%	46.4%	10.7%	69.6%	32.1%	37.5%
25 - 34	112	106	106	56	14	74	37	37
%V	14.3%	14.1%	14.1%	15.8%	19.2%	12.5%	14.2%	11.2%
%H		94.6%	94.6%	50.0%	12.5%	66.1%	33.0%	33.0%
35 - 44	124	117	117	55	12	89	38	51
%V	15.9%	15.5%	15.6%	15.5%	16.4%	15.1%	14.6%	15.4%
%H		94.4%	94.4%	44.4%	9.7%	71.8%	30.6%	41.1%
45 - 54	131	129	129	65	14	98	46	52
%V	16.8%	17.1%	17.2%	18.4%	19.2%	16.6%	17.7%	15.7%
%H		98.5%	98.5%	49.6%	10.7%	74.8%	35.1%	39.7%
55 - 64	118	113	113	56	11	90	43	47
%V	15.1%	15.0%	15.0%	15.8%	15.1%	15.2%	16.5%	14.2%
%H		95.8%	95.8%	47.5%	9.3%	76.3%	36.4%	39.8%
65+	189	186	184	73	9	159	55	104
%V	24.2%	24.7%	24.5%	20.6%	12.3%	26.9%	21.2%	31.4%
%H		98.4%	97.4%	38.6%	4.8%	84.1%	29.1%	55.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	781	754	752	354	73	591	260	331
%H		96.5%	96.3%	45.3%	9.3%	75.7%	33.3%	42.4%
AB	231	227	227	107	13	181	74	107
%V	29.6%	30.1%	30.2%	30.2%	17.8%	30.6%	28.5%	32.3%
%H		98.3%	98.3%	46.3%	5.6%	78.4%	32.0%	46.3%
C1	224	217	217	106	24	167	79	88
%V	28.7%	28.8%	28.9%	29.9%	32.9%	28.3%	30.4%	26.6%
%H		96.9%	96.9%	47.3%	10.7%	74.6%	35.3%	39.3%
C2	199	189	189	95	21	143	68	76
%V	25.5%	25.1%	25.1%	26.8%	28.8%	24.2%	26.2%	23.0%
%H		95.0%	95.0%	47.7%	10.6%	71.9%	34.2%	38.2%
D	72	70	69	29	10	55	25	30
%V	9.2%	9.3%	9.2%	8.2%	13.7%	9.3%	9.6%	9.1%
%H		97.2%	95.8%	40.3%	13.9%	76.4%	34.7%	41.7%
E	55	51	51	17	5	45	15	29
%V	7.0%	6.8%	6.8%	4.8%	6.8%	7.6%	5.8%	8.8%
%H		92.7%	92.7%	30.9%	9.1%	81.8%	27.3%	52.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC South West
Individual level data
Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	781	754	752	354	73	591	260	331
%H		96.5%	96.3%	45.3%	9.3%	75.7%	33.3%	42.4%
Working full time	393	381	381	200	43	284	142	142
%V	50.3%	50.5%	50.7%	56.5%	58.9%	48.1%	54.6%	42.9%
%H		96.9%	96.9%	50.9%	10.9%	72.3%	36.1%	36.1%
Working part time	55	53	52	24	6	44	21	23
%V	7.0%	7.0%	6.9%	6.8%	8.2%	7.4%	8.1%	6.9%
%H		96.4%	94.5%	43.6%	10.9%	80.0%	38.2%	41.8%
Not working	333	320	319	131	23	263	97	166
%V	42.6%	42.4%	42.4%	37.0%	31.5%	44.5%	37.3%	50.2%
%H		96.1%	95.8%	39.3%	6.9%	79.0%	29.1%	49.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	827	808	807	339	77	641	246	395
%H		97.7%	97.6%	41.0%	9.3%	77.5%	29.7%	47.8%
16 - 19	40	39	39	15	6	31	13	18
%V	4.8%	4.8%	4.8%	4.4%	7.8%	4.8%	5.3%	4.6%
%H		97.5%	97.5%	37.5%	15.0%	77.5%	32.5%	45.0%
20 - 24	60	56	56	19	9	43	15	28
%V	7.3%	6.9%	6.9%	5.6%	11.7%	6.7%	6.1%	7.1%
%H		93.3%	93.3%	31.7%	15.0%	71.7%	25.0%	46.7%
25 - 34	114	110	110	59	14	75	38	37
%V	13.8%	13.6%	13.6%	17.4%	18.2%	11.7%	15.4%	9.4%
%H		96.5%	96.5%	51.8%	12.3%	65.8%	33.3%	32.5%
35 - 44	121	118	118	58	16	87	40	46
%V	14.6%	14.6%	14.6%	17.1%	20.8%	13.6%	16.3%	11.6%
%H		97.5%	97.5%	47.9%	13.2%	71.9%	33.1%	38.0%
45 - 54	128	125	125	63	14	95	46	49
%V	15.5%	15.5%	15.5%	18.6%	18.2%	14.8%	18.7%	12.4%
%H		97.7%	97.7%	49.2%	10.9%	74.2%	35.9%	38.3%
55 - 64	141	139	139	60	8	117	45	72
%V	17.0%	17.2%	17.2%	17.7%	10.4%	18.3%	18.3%	18.2%
%H		98.6%	98.6%	42.6%	5.7%	83.0%	31.9%	51.1%
65+	222	221	220	65	11	194	49	145
%V	26.8%	27.4%	27.3%	19.2%	14.3%	30.3%	19.9%	36.7%
%H		99.5%	99.1%	29.3%	5.0%	87.4%	22.1%	65.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	827	808	807	339	77	641	246	395
%H		97.7%	97.6%	41.0%	9.3%	77.5%	29.7%	47.8%
AB	219	217	217	93	14	173	63	109
%V	26.5%	26.9%	26.9%	27.4%	18.2%	27.0%	25.6%	27.6%
%H		99.1%	99.1%	42.5%	6.4%	79.0%	28.8%	49.8%
C1	277	268	268	112	30	212	86	127
%V	33.5%	33.2%	33.2%	33.0%	39.0%	33.1%	35.0%	32.2%
%H		96.8%	96.8%	40.4%	10.8%	76.5%	31.0%	45.8%
C2	172	167	167	78	16	128	54	73
%V	20.8%	20.7%	20.7%	23.0%	20.8%	20.0%	22.0%	18.5%
%H		97.1%	97.1%	45.3%	9.3%	74.4%	31.4%	42.4%
D	84	82	82	31	11	66	25	41
%V	10.2%	10.1%	10.2%	9.1%	14.3%	10.3%	10.2%	10.4%
%H		97.6%	97.6%	36.9%	13.1%	78.6%	29.8%	48.8%
E	74	74	74	24	5	63	18	45
%V	8.9%	9.2%	9.2%	7.1%	6.5%	9.8%	7.3%	11.4%
%H		100.0%	100.0%	32.4%	6.8%	85.1%	24.3%	60.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC South West
Individual level data
Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	827	808	807	339	77	641	246	395
%H		97.7%	97.6%	41.0%	9.3%	77.5%	29.7%	47.8%
Working full time	238	232	232	117	28	171	82	88
%V	28.8%	28.7%	28.7%	34.5%	36.4%	26.7%	33.3%	22.3%
%H		97.5%	97.5%	49.2%	11.8%	71.8%	34.5%	37.0%
Working part time	151	148	147	66	16	117	50	67
%V	18.3%	18.3%	18.2%	19.5%	20.8%	18.3%	20.3%	17.0%
%H		98.0%	97.4%	43.7%	10.6%	77.5%	33.1%	44.4%
Not working	437	428	427	156	33	353	114	240
%V	52.8%	53.0%	52.9%	46.0%	42.9%	55.1%	46.3%	60.8%
%H		97.9%	97.7%	35.7%	7.6%	80.8%	26.1%	54.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2192	2114	2063	880	303	1527	630	897
%H (All HH)		96.4%	94.1%	40.1%	13.8%	69.7%	28.7%	40.9%
%H (TV HH)			97.6%	41.6%	14.3%	72.2%	29.8%	42.4%
AB	686	669	657	283	100	493	210	283
%V	31.3%	31.6%	31.8%	32.2%	33.0%	32.3%	33.3%	31.5%
%H (All HH)		97.5%	95.8%	41.3%	14.6%	71.9%	30.6%	41.3%
%H (TV HH)			98.2%	42.3%	14.9%	73.7%	31.4%	42.3%
C1	668	641	628	259	102	458	187	271
%V	30.5%	30.3%	30.4%	29.4%	33.7%	30.0%	29.7%	30.2%
%H (All HH)		96.0%	94.0%	38.8%	15.3%	68.6%	28.0%	40.6%
%H (TV HH)			98.0%	40.4%	15.9%	71.5%	29.2%	42.3%
C2	419	404	398	194	49	286	129	157
%V	19.1%	19.1%	19.3%	22.0%	16.2%	18.7%	20.5%	17.5%
%H (All HH)		96.4%	95.0%	46.3%	11.7%	68.3%	30.8%	37.5%
%H (TV HH)			98.5%	48.0%	12.1%	70.8%	31.9%	38.9%
D	242	231	218	99	35	156	70	85
%V	11.0%	10.9%	10.6%	11.3%	11.6%	10.2%	11.1%	9.5%
%H (All HH)		95.5%	90.1%	40.9%	14.5%	64.5%	28.9%	35.1%
%H (TV HH)			94.4%	42.9%	15.2%	67.5%	30.3%	36.8%
E	177	169	162	43	18	134	33	101
%V	8.1%	8.0%	7.9%	4.9%	5.9%	8.8%	5.2%	11.3%
%H (All HH)		95.5%	91.5%	24.3%	10.2%	75.7%	18.6%	57.1%
%H (TV HH)			95.9%	25.4%	10.7%	79.3%	19.5%	59.8%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2192	2114	2063	880	303	1527	630	897
%H (All HH)		96.4%	94.1%	40.1%	13.8%	69.7%	28.7%	40.9%
%H (TV HH)			97.6%	41.6%	14.3%	72.2%	29.8%	42.4%
Under 25	75	62	58	25	9	39	14	25
%V	3.4%	2.9%	2.8%	2.8%	3.0%	2.6%	2.2%	2.8%
%H (All HH)		82.7%	77.3%	33.3%	12.0%	52.0%	18.7%	33.3%
%H (TV HH)			93.5%	40.3%	14.5%	62.9%	22.6%	40.3%
25 - 34	321	304	301	149	63	180	90	91
%V	14.6%	14.4%	14.6%	16.9%	20.8%	11.8%	14.3%	10.1%
%H (All HH)		94.7%	93.8%	46.4%	19.6%	56.1%	28.0%	28.3%
%H (TV HH)			99.0%	49.0%	20.7%	59.2%	29.6%	29.9%
35 - 44	392	376	371	195	65	258	143	115
%V	17.9%	17.8%	18.0%	22.2%	21.5%	16.9%	22.7%	12.8%
%H (All HH)		95.9%	94.6%	49.7%	16.6%	65.8%	36.5%	29.3%
%H (TV HH)			98.7%	51.9%	17.3%	68.6%	38.0%	30.6%
45 - 54	428	414	404	187	71	296	144	151
%V	19.5%	19.6%	19.6%	21.3%	23.4%	19.4%	22.9%	16.8%
%H (All HH)		96.7%	94.4%	43.7%	16.6%	69.2%	33.6%	35.3%
%H (TV HH)			97.6%	45.2%	17.1%	71.5%	34.8%	36.5%
55 - 64	347	336	330	143	47	256	113	142
%V	15.8%	15.9%	16.0%	16.3%	15.5%	16.8%	17.9%	15.8%
%H (All HH)		96.8%	95.1%	41.2%	13.5%	73.8%	32.6%	40.9%
%H (TV HH)			98.2%	42.6%	14.0%	76.2%	33.6%	42.3%
65 +	629	623	599	180	48	498	126	372
%V	28.7%	29.5%	29.0%	20.5%	15.8%	32.6%	20.0%	41.5%
%H (All HH)		99.0%	95.2%	28.6%	7.6%	79.2%	20.0%	59.1%
%H (TV HH)			96.1%	28.9%	7.7%	79.9%	20.2%	59.7%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2192	2114	2063	880	303	1527	630	897
%H (All HH)		96.4%	94.1%	40.1%	13.8%	69.7%	28.7%	40.9%
%H (TV HH)			97.6%	41.6%	14.3%	72.2%	29.8%	42.4%
1	732	692	660	194	66	512	112	400
%V	33.4%	32.7%	32.0%	22.0%	21.8%	33.5%	17.8%	44.6%
%H (All HH)		94.5%	90.2%	26.5%	9.0%	69.9%	15.3%	54.6%
%H (TV HH)			95.4%	28.0%	9.5%	74.0%	16.2%	57.8%
2	692	674	663	288	96	494	209	285
%V	31.6%	31.9%	32.1%	32.7%	31.7%	32.4%	33.2%	31.8%
%H (All HH)		97.4%	95.8%	41.6%	13.9%	71.4%	30.2%	41.2%
%H (TV HH)			98.4%	42.7%	14.2%	73.3%	31.0%	42.3%
3	297	289	285	143	57	211	121	90
%V	13.5%	13.7%	13.8%	16.3%	18.8%	13.8%	19.2%	10.0%
%H (All HH)		97.3%	96.0%	48.1%	19.2%	71.0%	40.7%	30.3%
%H (TV HH)			98.6%	49.5%	19.7%	73.0%	41.9%	31.1%
4	321	312	311	166	60	211	123	88
%V	14.6%	14.8%	15.1%	18.9%	19.8%	13.8%	19.5%	9.8%
%H (All HH)		97.2%	96.9%	51.7%	18.7%	65.7%	38.3%	27.4%
%H (TV HH)			99.7%	53.2%	19.2%	67.6%	39.4%	28.2%
5+	150	146	143	88	24	99	65	34
%V	6.8%	6.9%	6.9%	10.0%	7.9%	6.5%	10.3%	3.8%
%H (All HH)		97.3%	95.3%	58.7%	16.0%	66.0%	43.3%	22.7%
%H (TV HH)			97.9%	60.3%	16.4%	67.8%	44.5%	23.3%
Average HH size	2.33	2.34	2.36	2.66	2.63	2.30	2.76	1.98

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 2011 - June 2012

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2192	2114	2063	880	303	1527	630	897
%H (All HH)		96.4%	94.1%	40.1%	13.8%	69.7%	28.7%	40.9%
%H (TV HH)			97.6%	41.6%	14.3%	72.2%	29.8%	42.4%
Without	1631	1563	1516	590	203	1159	425	734
%V	74.4%	73.9%	73.5%	67.0%	67.0%	75.9%	67.5%	81.8%
%H (All HH)		95.8%	92.9%	36.2%	12.4%	71.1%	26.1%	45.0%
%H (TV HH)			97.0%	37.7%	13.0%	74.2%	27.2%	47.0%
With	561	551	547	290	99	368	205	162
%V	25.6%	26.1%	26.5%	33.0%	32.7%	24.1%	32.5%	18.1%
%H (All HH)		98.2%	97.5%	51.7%	17.6%	65.6%	36.5%	28.9%
%H (TV HH)			99.3%	52.6%	18.0%	66.8%	37.2%	29.4%
0 - 3	212	206	204	110	33	129	67	62
%V	9.7%	9.7%	9.9%	12.5%	10.9%	8.4%	10.6%	6.9%
%H (All HH)		97.2%	96.2%	51.9%	15.6%	60.8%	31.6%	29.2%
%H (TV HH)			99.0%	53.4%	16.0%	62.6%	32.5%	30.1%
4 - 9	279	275	273	156	51	172	102	70
%V	12.7%	13.0%	13.2%	17.7%	16.8%	11.3%	16.2%	7.8%
%H (All HH)		98.6%	97.8%	55.9%	18.3%	61.6%	36.6%	25.1%
%H (TV HH)			99.3%	56.7%	18.5%	62.5%	37.1%	25.5%
10 - 15	265	261	260	138	45	186	108	78
%V	12.1%	12.3%	12.6%	15.7%	14.9%	12.2%	17.1%	8.7%
%H (All HH)		98.5%	98.1%	52.1%	17.0%	70.2%	40.8%	29.4%
%H (TV HH)			99.6%	52.9%	17.2%	71.3%	41.4%	29.9%

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

July 2011 - June 2012

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2192	2114	2063	880	303	1527	630	897
%H (All HH)		96.4%	94.1%	40.1%	13.8%	69.7%	28.7%	40.9%
%H (TV HH)			97.6%	41.6%	14.3%	72.2%	29.8%	42.4%
1	895	895	853	278	116	572	110	462
%V	40.8%	42.3%	41.3%	31.6%	38.3%	37.5%	17.5%	51.5%
%H (All HH)		100.0%	95.3%	31.1%	13.0%	63.9%	12.3%	51.6%
%H (TV HH)			95.3%	31.1%	13.0%	63.9%	12.3%	51.6%
2	679	679	672	313	98	510	244	265
%V	31.0%	32.1%	32.6%	35.6%	32.3%	33.4%	38.7%	29.5%
%H (All HH)		100.0%	99.0%	46.1%	14.4%	75.1%	35.9%	39.0%
%H (TV HH)			99.0%	46.1%	14.4%	75.1%	35.9%	39.0%
3	329	329	327	163	55	269	155	114
%V	15.0%	15.6%	15.9%	18.5%	18.2%	17.6%	24.6%	12.7%
%H (All HH)		100.0%	99.4%	49.5%	16.7%	81.8%	47.1%	34.7%
%H (TV HH)			99.4%	49.5%	16.7%	81.8%	47.1%	34.7%
4	137	137	136	81	21	110	72	38
%V	6.3%	6.5%	6.6%	9.2%	6.9%	7.2%	11.4%	4.2%
%H (All HH)		100.0%	99.3%	59.1%	15.3%	80.3%	52.6%	27.7%
%H (TV HH)			99.3%	59.1%	15.3%	80.3%	52.6%	27.7%
5+	74	74	74	45	13	66	48	18
%V	3.4%	3.5%	3.6%	5.1%	4.3%	4.3%	7.6%	2.0%
%H (All HH)		100.0%	100.0%	60.8%	17.6%	89.2%	64.9%	24.3%
%H (TV HH)			100.0%	60.8%	17.6%	89.2%	64.9%	24.3%

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 2011 - June 2012

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2192	2114	2063	880	303	1527	630	897
%H (All HH)		96.4%	94.1%	40.1%	13.8%	69.7%	28.7%	40.9%
%H (TV HH)			97.6%	41.6%	14.3%	72.2%	29.8%	42.4%
Under 20"	749	749	736	323	106	604	291	313
%V	34.2%	35.4%	35.7%	36.7%	35.0%	39.6%	46.2%	34.9%
%H (All HH)		100.0%	98.3%	43.1%	14.2%	80.6%	38.9%	41.8%
%H (TV HH)			98.3%	43.1%	14.2%	80.6%	38.9%	41.8%
20" - 29"	958	958	930	363	116	749	290	459
%V	43.7%	45.3%	45.1%	41.3%	38.3%	49.1%	46.0%	51.2%
%H (All HH)		100.0%	97.1%	37.9%	12.1%	78.2%	30.3%	47.9%
%H (TV HH)			97.1%	37.9%	12.1%	78.2%	30.3%	47.9%
30" - 39"	1048	1048	1041	474	167	774	368	406
%V	47.8%	49.6%	50.5%	53.9%	55.1%	50.7%	58.4%	45.3%
%H (All HH)		100.0%	99.3%	45.2%	15.9%	73.9%	35.1%	38.7%
%H (TV HH)			99.3%	45.2%	15.9%	73.9%	35.1%	38.7%
40" and over	625	625	618	378	103	424	277	147
%V	28.5%	29.6%	30.0%	43.0%	34.0%	27.8%	44.0%	16.4%
%H (All HH)		100.0%	98.9%	60.5%	16.5%	67.8%	44.3%	23.5%
%H (TV HH)			98.9%	60.5%	16.5%	67.8%	44.3%	23.5%

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 2011 - June 2012

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	2192	2114	2063	880	303	1527	630	897
%H (All HH)		96.4%	94.1%	40.1%	13.8%	69.7%	28.7%	40.9%
%H (TV HH)			97.6%	41.6%	14.3%	72.2%	29.8%	42.4%
Main living room	2079	2079	2033	872	298	1502	624	878
%V	94.8%	98.3%	98.5%	99.1%	98.3%	98.4%	99.0%	97.9%
%H (All HH)		100.0%	97.8%	41.9%	14.3%	72.2%	30.0%	42.2%
%H (TV HH)			97.8%	41.9%	14.3%	72.2%	30.0%	42.2%
Kitchen	288	288	285	143	29	249	132	117
%V	13.1%	13.6%	13.8%	16.3%	9.6%	16.3%	21.0%	13.0%
%H (All HH)		100.0%	99.0%	49.7%	10.1%	86.5%	45.8%	40.6%
%H (TV HH)			99.0%	49.7%	10.1%	86.5%	45.8%	40.6%
Adult's bedroom	889	889	881	443	139	701	391	310
%V	40.6%	42.1%	42.7%	50.3%	45.9%	45.9%	62.1%	34.6%
%H (All HH)		100.0%	99.1%	49.8%	15.6%	78.9%	44.0%	34.9%
%H (TV HH)			99.1%	49.8%	15.6%	78.9%	44.0%	34.9%
Child's bedroom	181	181	181	100	38	136	91	45
%V	8.3%	8.6%	8.8%	11.4%	12.5%	8.9%	14.4%	5.0%
%H (All HH)		100.0%	100.0%	55.2%	21.0%	75.1%	50.3%	24.9%
%H (TV HH)			100.0%	55.2%	21.0%	75.1%	50.3%	24.9%
Other bedroom	117	117	117	55	27	92	55	37
%V	5.3%	5.5%	5.7%	6.3%	8.9%	6.0%	8.7%	4.1%
%H (All HH)		100.0%	100.0%	47.0%	23.1%	78.6%	47.0%	31.6%
%H (TV HH)			100.0%	47.0%	23.1%	78.6%	47.0%	31.6%
Second living/dining room	201	201	199	107	28	158	89	69
%V	9.2%	9.5%	9.6%	12.2%	9.2%	10.3%	14.1%	7.7%
%H (All HH)		100.0%	99.0%	53.2%	13.9%	78.6%	44.3%	34.3%
%H (TV HH)			99.0%	53.2%	13.9%	78.6%	44.3%	34.3%
Study/office	63	63	63	29	10	56	30	26
%V	2.9%	3.0%	3.1%	3.3%	3.3%	3.7%	4.8%	2.9%
%H (All HH)		100.0%	100.0%	46.0%	15.9%	88.9%	47.6%	41.3%
%H (TV HH)			100.0%	46.0%	15.9%	88.9%	47.6%	41.3%
TV room	23	23	23	17	3	20	15	5
%V	1.0%	1.1%	1.1%	1.9%	1.0%	1.3%	2.4%	0.6%
%H (All HH)		100.0%	100.0%	73.9%	13.0%	87.0%	65.2%	21.7%
%H (TV HH)			100.0%	73.9%	13.0%	87.0%	65.2%	21.7%
Conservatory	13	13	13	8	0	10	6	5
%V	0.6%	0.6%	0.6%	0.9%	0.0%	0.7%	1.0%	0.6%
%H (All HH)		100.0%	100.0%	61.5%	0.0%	76.9%	46.2%	38.5%
%H (TV HH)			100.0%	61.5%	0.0%	76.9%	46.2%	38.5%
Attic or loft room	1	1	1	0	1	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	0.0%	0.0%	0.0%
No specific location	2	2	2	1	1	2	2	0
%V	0.1%	0.1%	0.1%	0.1%	0.3%	0.1%	0.3%	0.0%
%H (All HH)		100.0%	100.0%	50.0%	50.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	50.0%	50.0%	100.0%	100.0%	0.0%
Other	17	17	17	10	1	14	7	7
%V	0.8%	0.8%	0.8%	1.1%	0.3%	0.9%	1.1%	0.8%
%H (All HH)		100.0%	100.0%	58.8%	5.9%	82.4%	41.2%	41.2%
%H (TV HH)			100.0%	58.8%	5.9%	82.4%	41.2%	41.2%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South

Household level data

Table 7.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2192	2114	2063	880	303	1527	630	897
%H (All HH)		96.4%	94.1%	40.1%	13.8%	69.7%	28.7%	40.9%
%H (TV HH)			97.6%	41.6%	14.3%	72.2%	29.8%	42.4%
PVR	1122	1122	1122	689	175	750	480	271
%V	51.2%	53.1%	54.4%	78.3%	57.8%	49.1%	76.2%	30.2%
%H (All HH)		100.0%	100.0%	61.4%	15.6%	66.8%	42.8%	24.2%
%H (TV HH)			100.0%	61.4%	15.6%	66.8%	42.8%	24.2%
DVDR	303	303	301	112	47	229	82	147
%V	13.8%	14.3%	14.6%	12.7%	15.5%	15.0%	13.0%	16.4%
%H (All HH)		100.0%	99.3%	37.0%	15.5%	75.6%	27.1%	48.5%
%H (TV HH)			99.3%	37.0%	15.5%	75.6%	27.1%	48.5%
VCR	263	263	247	77	29	200	56	143
%V	12.0%	12.4%	12.0%	8.8%	9.6%	13.1%	8.9%	15.9%
%H (All HH)		100.0%	93.9%	29.3%	11.0%	76.0%	21.3%	54.4%
%H (TV HH)			93.9%	29.3%	11.0%	76.0%	21.3%	54.4%
Any recorder	1394	1394	1377	733	209	960	511	449
%V	63.6%	65.9%	66.7%	83.3%	69.0%	62.9%	81.1%	50.1%
%H (All HH)		100.0%	98.8%	52.6%	15.0%	68.9%	36.7%	32.2%
%H (TV HH)			98.8%	52.6%	15.0%	68.9%	36.7%	32.2%

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC South
Household level data
Table 7.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2192	2114	2063	880	303	1527	630	897
%H (All HH)		96.4%	94.1%	40.1%	13.8%	69.7%	28.7%	40.9%
%H (TV HH)			97.6%	41.6%	14.3%	72.2%	29.8%	42.4%
Receives HDTV (via STB or built-in reception)	873	873	873	497	201	580	392	188
%V	39.8%	41.3%	42.3%	56.5%	66.3%	38.0%	62.2%	21.0%
%H (All HH)		100.0%	100.0%	56.9%	23.0%	66.4%	44.9%	21.5%
%H (TV HH)			100.0%	56.9%	23.0%	66.4%	44.9%	21.5%
DVD/Blu-ray player or recorder	1729	1729	1700	756	267	1257	566	691
%V	78.9%	81.8%	82.4%	85.9%	88.1%	82.3%	89.8%	77.0%
%H (All HH)		100.0%	98.3%	43.7%	15.4%	72.7%	32.7%	40.0%
%H (TV HH)			98.3%	43.7%	15.4%	72.7%	32.7%	40.0%

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 2011 - June 2012

BBC South

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2192	2114	2063	880	303	1527	630	897
%H (All HH)		96.4%	94.1%	40.1%	13.8%	69.7%	28.7%	40.9%
%H (TV HH)			97.6%	41.6%	14.3%	72.2%	29.8%	42.4%
Has PC or Laptop	1760	1697	1671	785	281	1195	574	622
%V	80.3%	80.3%	81.0%	89.2%	92.7%	78.3%	91.1%	69.3%
%H (All HH)		96.4%	94.9%	44.6%	16.0%	67.9%	32.6%	35.3%
%H (TV HH)			98.5%	46.3%	16.6%	70.4%	33.8%	36.7%
Has broadband internet	1670	1615	1593	767	274	1127	560	567
%V	76.2%	76.4%	77.2%	87.2%	90.4%	73.8%	88.9%	63.2%
%H (All HH)		96.7%	95.4%	45.9%	16.4%	67.5%	33.5%	34.0%
%H (TV HH)			98.6%	47.5%	17.0%	69.8%	34.7%	35.1%

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 2011 - June 2012

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4187	4124	1960	632	3197	1617	1580
%H		98.5%	46.8%	15.1%	76.4%	38.6%	37.7%
Under 20"	1024	1010	464	152	839	434	405
%V	24.5%	24.5%	23.7%	24.1%	26.2%	26.8%	25.6%
%H		98.6%	45.3%	14.8%	81.9%	42.4%	39.6%
20" - 29"	1183	1151	468	152	937	394	544
%V	28.3%	27.9%	23.9%	24.1%	29.3%	24.4%	34.4%
%H		97.3%	39.6%	12.8%	79.2%	33.3%	46.0%
30" - 39"	1202	1195	559	201	894	450	444
%V	28.7%	29.0%	28.5%	31.8%	28.0%	27.8%	28.1%
%H		99.4%	46.5%	16.7%	74.4%	37.4%	36.9%
40" and over	708	701	437	117	482	322	160
%V	16.9%	17.0%	22.3%	18.5%	15.1%	19.9%	10.1%
%H		99.0%	61.7%	16.5%	68.1%	45.5%	22.6%
Don't know	22	21	9	4	15	6	9
%V	0.5%	0.5%	0.5%	0.6%	0.5%	0.4%	0.6%
%H		95.5%	40.9%	18.2%	68.2%	27.3%	40.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4187	4124	1960	632	3197	1617	1580
%H		98.5%	46.8%	15.1%	76.4%	38.6%	37.7%
Main living room	2096	2050	883	302	1516	636	880
%V	50.1%	49.7%	45.1%	47.8%	47.4%	39.3%	55.7%
%H		97.8%	42.1%	14.4%	72.3%	30.3%	42.0%
Kitchen	290	287	143	29	251	132	119
%V	6.9%	7.0%	7.3%	4.6%	7.9%	8.2%	7.5%
%H		99.0%	49.3%	10.0%	86.6%	45.5%	41.0%
Adult's bedroom	1060	1050	537	173	852	499	353
%V	25.3%	25.5%	27.4%	27.4%	26.6%	30.9%	22.3%
%H		99.1%	50.7%	16.3%	80.4%	47.1%	33.3%
Child's bedroom	230	230	135	48	174	122	51
%V	5.5%	5.6%	6.9%	7.6%	5.4%	7.5%	3.2%
%H		100.0%	58.7%	20.9%	75.7%	53.0%	22.2%
Other bedroom	139	138	67	30	111	66	44
%V	3.3%	3.3%	3.4%	4.7%	3.5%	4.1%	2.8%
%H		99.3%	48.2%	21.6%	79.9%	47.5%	31.7%
Second living/dining room	202	200	107	28	159	89	70
%V	4.8%	4.8%	5.5%	4.4%	5.0%	5.5%	4.4%
%H		99.0%	53.0%	13.9%	78.7%	44.1%	34.7%
Study/office	65	65	30	10	57	30	26
%V	1.6%	1.6%	1.5%	1.6%	1.8%	1.9%	1.6%
%H		100.0%	46.2%	15.4%	87.7%	46.2%	40.0%
TV room	23	23	17	3	20	15	5
%V	0.5%	0.6%	0.9%	0.5%	0.6%	0.9%	0.3%
%H		100.0%	73.9%	13.0%	87.0%	65.2%	21.7%
Conservatory	13	13	8	0	10	6	5
%V	0.3%	0.3%	0.4%	0.0%	0.3%	0.4%	0.3%
%H		100.0%	61.5%	0.0%	76.9%	46.2%	38.5%
Attic or loft room	1	1	0	1	0	0	0
%V	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	0.0%	0.0%	0.0%
No specific location	2	2	1	1	2	2	0
%V	0.0%	0.0%	0.1%	0.2%	0.1%	0.1%	0.0%
%H		100.0%	50.0%	50.0%	100.0%	100.0%	0.0%
Other	19	19	10	1	15	7	8
%V	0.5%	0.5%	0.5%	0.2%	0.5%	0.4%	0.5%
%H		100.0%	52.6%	5.3%	78.9%	36.8%	42.1%

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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BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4187	4124	1960	632	3197	1617	1580
%H		98.5%	46.8%	15.1%	76.4%	38.6%	37.7%
PVR	1443	1443	944	219	944	644	300
%V	34.5%	35.0%	48.2%	34.7%	29.5%	39.8%	19.0%
%H		100.0%	65.4%	15.2%	65.4%	44.6%	20.8%
DVDR	342	340	127	55	258	94	164
%V	8.2%	8.2%	6.5%	8.7%	8.1%	5.8%	10.4%
%H		99.4%	37.1%	16.1%	75.4%	27.5%	48.0%
VCR	294	279	91	33	223	65	157
%V	7.0%	6.8%	4.6%	5.2%	7.0%	4.0%	9.9%
%H		94.9%	31.0%	11.2%	75.9%	22.1%	53.4%
Any recorder	1818	1802	1028	269	1238	711	528
%V	43.4%	43.7%	52.4%	42.6%	38.7%	44.0%	33.4%
%H		99.1%	56.5%	14.8%	68.1%	39.1%	29.0%

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	4187	4124	1960	632	3197	1617	1580
%H		98.5%	46.8%	15.1%	76.4%	38.6%	37.7%
Receives HDTV (via STB or built-in reception)	1148	1148	664	268	771	532	239
%V	27.4%	27.8%	33.9%	42.4%	24.1%	32.9%	15.1%
%H		100.0%	57.8%	23.3%	67.2%	46.3%	20.8%
DVD/Blu-ray player or recorder	2507	2477	1167	411	1877	949	928
%V	59.9%	60.1%	59.5%	65.0%	58.7%	58.7%	58.7%
%H		98.8%	46.5%	16.4%	74.9%	37.9%	37.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South

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	2112	2062	880	303	1526	630	896
%H		97.6%	41.7%	14.3%	72.3%	29.8%	42.4%
Under 20"	93	84	15	10	68	9	58
%V	4.4%	4.1%	1.7%	3.3%	4.5%	1.4%	6.5%
%H		90.3%	16.1%	10.8%	73.1%	9.7%	62.4%
20" - 29"	528	501	137	48	403	84	318
%V	25.0%	24.3%	15.6%	15.8%	26.4%	13.3%	35.5%
%H		94.9%	25.9%	9.1%	76.3%	15.9%	60.2%
30" - 39"	884	879	365	145	647	274	373
%V	41.9%	42.6%	41.5%	47.9%	42.4%	43.5%	41.6%
%H		99.4%	41.3%	16.4%	73.2%	31.0%	42.2%
40" and over	595	588	359	96	400	259	141
%V	28.2%	28.5%	40.8%	31.7%	26.2%	41.1%	15.7%
%H		98.8%	60.3%	16.1%	67.2%	43.5%	23.7%
Don't know	11	11	3	3	9	3	6
%V	0.5%	0.5%	0.3%	1.0%	0.6%	0.5%	0.7%
%H		100.0%	27.3%	27.3%	81.8%	27.3%	54.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC South
Set level data
Table 7.16: Main Set Recorders
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2112	2062	880	303	1526	630	896
%H		97.6%	41.7%	14.3%	72.3%	29.8%	42.4%
PVR	1091	1091	679	168	721	464	256
%V	51.7%	52.9%	77.2%	55.4%	47.2%	73.7%	28.6%
%H		100.0%	62.2%	15.4%	66.1%	42.5%	23.5%
DVDR	260	258	96	40	194	69	125
%V	12.3%	12.5%	10.9%	13.2%	12.7%	11.0%	14.0%
%H		99.2%	36.9%	15.4%	74.6%	26.5%	48.1%
VCR	221	206	59	26	163	41	122
%V	10.5%	10.0%	6.7%	8.6%	10.7%	6.5%	13.6%
%H		93.2%	26.7%	11.8%	73.8%	18.6%	55.2%
Any recorder	1352	1336	723	201	921	497	424
%V	64.0%	64.8%	82.2%	66.3%	60.4%	78.9%	47.3%
%H		98.8%	53.5%	14.9%	68.1%	36.8%	31.4%

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	2112	2062	880	303	1526	630	896
%H		97.6%	41.7%	14.3%	72.3%	29.8%	42.4%
Receives HDTV (via STB or built-in reception)	836	836	482	191	547	373	175
%V	39.6%	40.5%	54.8%	63.0%	35.8%	59.2%	19.5%
%H		100.0%	57.7%	22.8%	65.4%	44.6%	20.9%
DVD/Blu-ray player or recorder	1648	1623	712	257	1193	525	668
%V	78.0%	78.7%	80.9%	84.8%	78.2%	83.3%	74.6%
%H		98.5%	43.2%	15.6%	72.4%	31.9%	40.5%

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 7.18: 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	2076	2062	1080	330	1671	987	684
%H		99.3%	52.0%	15.9%	80.5%	47.5%	32.9%
Under 20"	931	927	449	141	771	424	347
%V	44.8%	45.0%	41.6%	42.7%	46.1%	43.0%	50.7%
%H		99.6%	48.2%	15.1%	82.8%	45.5%	37.3%
20" - 29"	654	649	331	103	535	309	226
%V	31.5%	31.5%	30.6%	31.2%	32.0%	31.3%	33.0%
%H		99.2%	50.6%	15.7%	81.8%	47.2%	34.6%
30" - 39"	317	316	194	56	247	176	71
%V	15.3%	15.3%	18.0%	17.0%	14.8%	17.8%	10.4%
%H		99.7%	61.2%	17.7%	77.9%	55.5%	22.4%
40" and over	113	113	78	21	82	63	19
%V	5.4%	5.5%	7.2%	6.4%	4.9%	6.4%	2.8%
%H		100.0%	69.0%	18.6%	72.6%	55.8%	16.8%
Don't know	12	10	6	1	6	3	3
%V	0.6%	0.5%	0.6%	0.3%	0.4%	0.3%	0.4%
%H		83.3%	50.0%	8.3%	50.0%	25.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.19: 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	2076	2062	1080	330	1671	987	684
%H		99.3%	52.0%	15.9%	80.5%	47.5%	32.9%
PVR	352	352	265	51	223	179	44
%V	17.0%	17.1%	24.5%	15.5%	13.3%	18.1%	6.4%
%H		100.0%	75.3%	14.5%	63.4%	50.9%	12.5%
DVDR	82	82	31	15	63	25	39
%V	3.9%	4.0%	2.9%	4.5%	3.8%	2.5%	5.7%
%H		100.0%	37.8%	18.3%	76.8%	30.5%	47.6%
VCR	73	73	32	6	60	24	35
%V	3.5%	3.5%	3.0%	1.8%	3.6%	2.4%	5.1%
%H		100.0%	43.8%	8.2%	82.2%	32.9%	47.9%
Any recorder	466	466	305	68	317	214	103
%V	22.4%	22.6%	28.2%	20.6%	19.0%	21.7%	15.1%
%H		100.0%	65.5%	14.6%	68.0%	45.9%	22.1%

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	2076	2062	1080	330	1671	987	684
%H		99.3%	52.0%	15.9%	80.5%	47.5%	32.9%
Receives HDTV (via STB or built-in reception)	312	312	182	77	224	160	64
%V	15.0%	15.1%	16.9%	23.3%	13.4%	16.2%	9.4%
%H		100.0%	58.3%	24.7%	71.8%	51.3%	20.5%
DVD/Blu-ray player or recorder	859	854	455	154	684	423	260
%V	41.4%	41.4%	42.1%	46.7%	40.9%	42.9%	38.0%
%H		99.4%	53.0%	17.9%	79.6%	49.2%	30.3%

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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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	5099	4944	4858	2338	796	3511	1737	1774
%H		97.0%	95.3%	45.9%	15.6%	68.9%	34.1%	34.8%
Total Children	987	971	964	529	173	642	369	273
%V	19.4%	19.6%	19.8%	22.6%	21.7%	18.3%	21.2%	15.4%
%H		98.4%	97.7%	53.6%	17.5%	65.0%	37.4%	27.7%
0 - 3	267	261	258	143	43	162	88	75
%V	5.2%	5.3%	5.3%	6.1%	5.4%	4.6%	5.1%	4.2%
%H		97.8%	96.6%	53.6%	16.1%	60.7%	33.0%	28.1%
4 - 15	720	710	706	386	130	479	281	198
%V	14.1%	14.4%	14.5%	16.5%	16.3%	13.6%	16.2%	11.2%
%H		98.6%	98.1%	53.6%	18.1%	66.5%	39.0%	27.5%
4 - 9	378	372	370	207	71	238	142	96
%V	7.4%	7.5%	7.6%	8.9%	8.9%	6.8%	8.2%	5.4%
%H		98.4%	97.9%	54.8%	18.8%	63.0%	37.6%	25.4%
10 - 15	343	338	336	179	59	241	139	102
%V	6.7%	6.8%	6.9%	7.7%	7.4%	6.9%	8.0%	5.7%
%H		98.5%	98.0%	52.2%	17.2%	70.3%	40.5%	29.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	5099	4944	4858	2338	796	3511	1737	1774
%H		97.0%	95.3%	45.9%	15.6%	68.9%	34.1%	34.8%
Total Adults (16+)	4111	3973	3894	1809	623	2870	1368	1501
%V	80.6%	80.4%	80.2%	77.4%	78.3%	81.7%	78.8%	84.6%
%H		96.6%	94.7%	44.0%	15.2%	69.8%	33.3%	36.5%
16 - 19	219	214	213	118	41	154	97	57
%V	4.3%	4.3%	4.4%	5.0%	5.2%	4.4%	5.6%	3.2%
%H		97.7%	97.3%	53.9%	18.7%	70.3%	44.3%	26.0%
20 - 24	306	275	261	123	57	188	102	85
%V	6.0%	5.6%	5.4%	5.3%	7.2%	5.4%	5.9%	4.8%
%H		89.9%	85.3%	40.2%	18.6%	61.4%	33.3%	27.8%
25 - 34	643	604	597	303	122	373	195	178
%V	12.6%	12.2%	12.3%	13.0%	15.3%	10.6%	11.2%	10.0%
%H		93.9%	92.8%	47.1%	19.0%	58.0%	30.3%	27.7%
35 - 44	706	683	674	369	112	465	263	202
%V	13.8%	13.8%	13.9%	15.8%	14.1%	13.2%	15.1%	11.4%
%H		96.7%	95.5%	52.3%	15.9%	65.9%	37.3%	28.6%
45 - 54	743	723	710	345	131	523	278	245
%V	14.6%	14.6%	14.6%	14.8%	16.5%	14.9%	16.0%	13.8%
%H		97.3%	95.6%	46.4%	17.6%	70.4%	37.4%	33.0%
55 - 64	575	563	555	251	83	433	207	226
%V	11.3%	11.4%	11.4%	10.7%	10.4%	12.3%	11.9%	12.7%
%H		97.9%	96.5%	43.7%	14.4%	75.3%	36.0%	39.3%
65+	920	911	883	300	77	734	225	509
%V	18.0%	18.4%	18.2%	12.8%	9.7%	20.9%	13.0%	28.7%
%H		99.0%	96.0%	32.6%	8.4%	79.8%	24.5%	55.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	4111	3973	3894	1809	623	2870	1368	1501
%H		96.6%	94.7%	44.0%	15.2%	69.8%	33.3%	36.5%
AB	1347	1318	1301	608	211	964	463	501
%V	32.8%	33.2%	33.4%	33.6%	33.9%	33.6%	33.8%	33.4%
%H		97.8%	96.6%	45.1%	15.7%	71.6%	34.4%	37.2%
C1	1218	1161	1143	515	198	836	397	439
%V	29.6%	29.2%	29.4%	28.5%	31.8%	29.1%	29.0%	29.2%
%H		95.3%	93.8%	42.3%	16.3%	68.6%	32.6%	36.0%
C2	849	827	815	416	108	592	296	296
%V	20.7%	20.8%	20.9%	23.0%	17.3%	20.6%	21.6%	19.7%
%H		97.4%	96.0%	49.0%	12.7%	69.7%	34.9%	34.9%
D	454	434	415	206	77	294	158	136
%V	11.0%	10.9%	10.7%	11.4%	12.4%	10.2%	11.5%	9.1%
%H		95.6%	91.4%	45.4%	17.0%	64.8%	34.8%	30.0%
E	243	233	221	64	28	183	54	129
%V	5.9%	5.9%	5.7%	3.5%	4.5%	6.4%	3.9%	8.6%
%H		95.9%	90.9%	26.3%	11.5%	75.3%	22.2%	53.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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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+)	4111	3973	3894	1809	623	2870	1368	1501
%H		96.6%	94.7%	44.0%	15.2%	69.8%	33.3%	36.5%
Working full time	1935	1871	1842	936	330	1302	704	598
%V	47.1%	47.1%	47.3%	51.7%	53.0%	45.4%	51.5%	39.8%
%H		96.7%	95.2%	48.4%	17.1%	67.3%	36.4%	30.9%
Working part time	504	490	485	242	86	344	182	162
%V	12.3%	12.3%	12.5%	13.4%	13.8%	12.0%	13.3%	10.8%
%H		97.2%	96.2%	48.0%	17.1%	68.3%	36.1%	32.1%
Not working	1672	1612	1567	631	207	1224	483	741
%V	40.7%	40.6%	40.2%	34.9%	33.2%	42.6%	35.3%	49.4%
%H		96.4%	93.7%	37.7%	12.4%	73.2%	28.9%	44.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	2013	1933	1897	909	311	1392	696	696
%H		96.0%	94.2%	45.2%	15.4%	69.2%	34.6%	34.6%
16 - 19	113	111	111	59	24	84	54	30
%V	5.6%	5.7%	5.9%	6.5%	7.7%	6.0%	7.8%	4.3%
%H		98.2%	98.2%	52.2%	21.2%	74.3%	47.8%	26.5%
20 - 24	159	141	133	61	32	94	53	42
%V	7.9%	7.3%	7.0%	6.7%	10.3%	6.8%	7.6%	6.0%
%H		88.7%	83.6%	38.4%	20.1%	59.1%	33.3%	26.4%
25 - 34	323	298	294	148	56	192	98	94
%V	16.0%	15.4%	15.5%	16.3%	18.0%	13.8%	14.1%	13.5%
%H		92.3%	91.0%	45.8%	17.3%	59.4%	30.3%	29.1%
35 - 44	345	333	329	189	50	222	130	93
%V	17.1%	17.2%	17.3%	20.8%	16.1%	15.9%	18.7%	13.4%
%H		96.5%	95.4%	54.8%	14.5%	64.3%	37.7%	27.0%
45 - 54	379	367	360	176	71	266	147	119
%V	18.8%	19.0%	19.0%	19.4%	22.8%	19.1%	21.1%	17.1%
%H		96.8%	95.0%	46.4%	18.7%	70.2%	38.8%	31.4%
55 - 64	277	271	266	125	44	203	103	100
%V	13.8%	14.0%	14.0%	13.8%	14.1%	14.6%	14.8%	14.4%
%H		97.8%	96.0%	45.1%	15.9%	73.3%	37.2%	36.1%
65+	417	412	403	151	35	331	112	219
%V	20.7%	21.3%	21.2%	16.6%	11.3%	23.8%	16.1%	31.5%
%H		98.8%	96.6%	36.2%	8.4%	79.4%	26.9%	52.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2013	1933	1897	909	311	1392	696	696
%H		96.0%	94.2%	45.2%	15.4%	69.2%	34.6%	34.6%
AB	667	654	647	308	110	479	239	239
%V	33.1%	33.8%	34.1%	33.9%	35.4%	34.4%	34.3%	34.3%
%H		98.1%	97.0%	46.2%	16.5%	71.8%	35.8%	35.8%
C1	568	536	527	246	97	384	196	188
%V	28.2%	27.7%	27.8%	27.1%	31.2%	27.6%	28.2%	27.0%
%H		94.4%	92.8%	43.3%	17.1%	67.6%	34.5%	33.1%
C2	460	446	439	223	56	319	156	163
%V	22.9%	23.1%	23.1%	24.5%	18.0%	22.9%	22.4%	23.4%
%H		97.0%	95.4%	48.5%	12.2%	69.3%	33.9%	35.4%
D	225	212	203	105	39	143	81	62
%V	11.2%	11.0%	10.7%	11.6%	12.5%	10.3%	11.6%	8.9%
%H		94.2%	90.2%	46.7%	17.3%	63.6%	36.0%	27.6%
E	93	86	81	27	9	68	24	44
%V	4.6%	4.4%	4.3%	3.0%	2.9%	4.9%	3.4%	6.3%
%H		92.5%	87.1%	29.0%	9.7%	73.1%	25.8%	47.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2013	1933	1897	909	311	1392	696	696
%H		96.0%	94.2%	45.2%	15.4%	69.2%	34.6%	34.6%
Working full time	1225	1188	1172	615	209	818	457	361
%V	60.9%	61.5%	61.8%	67.7%	67.2%	58.8%	65.7%	51.9%
%H		97.0%	95.7%	50.2%	17.1%	66.8%	37.3%	29.5%
Working part time	114	104	102	44	18	75	34	41
%V	5.7%	5.4%	5.4%	4.8%	5.8%	5.4%	4.9%	5.9%
%H		91.2%	89.5%	38.6%	15.8%	65.8%	29.8%	36.0%
Not working	674	642	623	249	84	499	204	294
%V	33.5%	33.2%	32.8%	27.4%	27.0%	35.8%	29.3%	42.2%
%H		95.3%	92.4%	36.9%	12.5%	74.0%	30.3%	43.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2099	2040	1997	900	312	1477	673	805
%H		97.2%	95.1%	42.9%	14.9%	70.4%	32.1%	38.4%
16 - 19	105	103	102	59	17	70	44	26
%V	5.0%	5.0%	5.1%	6.6%	5.4%	4.7%	6.5%	3.2%
%H		98.1%	97.1%	56.2%	16.2%	66.7%	41.9%	24.8%
20 - 24	147	133	128	61	25	93	50	44
%V	7.0%	6.5%	6.4%	6.8%	8.0%	6.3%	7.4%	5.5%
%H		90.5%	87.1%	41.5%	17.0%	63.3%	34.0%	29.9%
25 - 34	320	306	303	155	66	181	97	84
%V	15.2%	15.0%	15.2%	17.2%	21.2%	12.3%	14.4%	10.4%
%H		95.6%	94.7%	48.4%	20.6%	56.6%	30.3%	26.3%
35 - 44	361	350	345	180	61	242	133	109
%V	17.2%	17.2%	17.3%	20.0%	19.6%	16.4%	19.8%	13.5%
%H		97.0%	95.6%	49.9%	16.9%	67.0%	36.8%	30.2%
45 - 54	365	357	349	169	60	257	132	126
%V	17.4%	17.5%	17.5%	18.8%	19.2%	17.4%	19.6%	15.7%
%H		97.8%	95.6%	46.3%	16.4%	70.4%	36.2%	34.5%
55 - 64	297	292	289	126	39	230	104	126
%V	14.1%	14.3%	14.5%	14.0%	12.5%	15.6%	15.5%	15.7%
%H		98.3%	97.3%	42.4%	13.1%	77.4%	35.0%	42.4%
65+	503	499	479	150	42	403	113	289
%V	24.0%	24.5%	24.0%	16.7%	13.5%	27.3%	16.8%	35.9%
%H		99.2%	95.2%	29.8%	8.3%	80.1%	22.5%	57.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2099	2040	1997	900	312	1477	673	805
%H		97.2%	95.1%	42.9%	14.9%	70.4%	32.1%	38.4%
AB	680	664	654	300	101	486	224	262
%V	32.4%	32.5%	32.7%	33.3%	32.4%	32.9%	33.3%	32.5%
%H		97.6%	96.2%	44.1%	14.9%	71.5%	32.9%	38.5%
C1	650	625	615	268	101	453	201	251
%V	31.0%	30.6%	30.8%	29.8%	32.4%	30.7%	29.9%	31.2%
%H		96.2%	94.6%	41.2%	15.5%	69.7%	30.9%	38.6%
C2	389	381	376	193	52	273	140	133
%V	18.5%	18.7%	18.8%	21.4%	16.7%	18.5%	20.8%	16.5%
%H		97.9%	96.7%	49.6%	13.4%	70.2%	36.0%	34.2%
D	229	222	212	102	39	150	77	74
%V	10.9%	10.9%	10.6%	11.3%	12.5%	10.2%	11.4%	9.2%
%H		96.9%	92.6%	44.5%	17.0%	65.5%	33.6%	32.3%
E	151	147	141	37	19	115	31	84
%V	7.2%	7.2%	7.1%	4.1%	6.1%	7.8%	4.6%	10.4%
%H		97.4%	93.4%	24.5%	12.6%	76.2%	20.5%	55.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2099	2040	1997	900	312	1477	673	805
%H		97.2%	95.1%	42.9%	14.9%	70.4%	32.1%	38.4%
Working full time	709	683	670	321	121	484	246	238
%V	33.8%	33.5%	33.6%	35.7%	38.8%	32.8%	36.6%	29.6%
%H		96.3%	94.5%	45.3%	17.1%	68.3%	34.7%	33.6%
Working part time	391	387	383	198	68	269	148	121
%V	18.6%	19.0%	19.2%	22.0%	21.8%	18.2%	22.0%	15.0%
%H		99.0%	98.0%	50.6%	17.4%	68.8%	37.9%	30.9%
Not working	998	970	944	382	123	725	278	447
%V	47.5%	47.5%	47.3%	42.4%	39.4%	49.1%	41.3%	55.5%
%H		97.2%	94.6%	38.3%	12.3%	72.6%	27.9%	44.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2619	2520	2488	1087	305	2062	949	1114
%H (All HH)		96.2%	95.0%	41.5%	11.6%	78.7%	36.2%	42.5%
%H (TV HH)			98.7%	43.1%	12.1%	81.8%	37.7%	44.2%
AB	538	526	522	259	66	415	214	201
%V	20.5%	20.9%	21.0%	23.8%	21.6%	20.1%	22.6%	18.0%
%H (All HH)		97.8%	97.0%	48.1%	12.3%	77.1%	39.8%	37.4%
%H (TV HH)			99.2%	49.2%	12.5%	78.9%	40.7%	38.2%
C1	652	606	600	270	86	494	245	249
%V	24.9%	24.0%	24.1%	24.8%	28.2%	24.0%	25.8%	22.4%
%H (All HH)		92.9%	92.0%	41.4%	13.2%	75.8%	37.6%	38.2%
%H (TV HH)			99.0%	44.6%	14.2%	81.5%	40.4%	41.1%
C2	521	508	506	248	69	424	233	191
%V	19.9%	20.2%	20.3%	22.8%	22.6%	20.6%	24.6%	17.1%
%H (All HH)		97.5%	97.1%	47.6%	13.2%	81.4%	44.7%	36.7%
%H (TV HH)			99.6%	48.8%	13.6%	83.5%	45.9%	37.6%
D	485	472	464	206	44	392	173	218
%V	18.5%	18.7%	18.6%	19.0%	14.4%	19.0%	18.2%	19.6%
%H (All HH)		97.3%	95.7%	42.5%	9.1%	80.8%	35.7%	44.9%
%H (TV HH)			98.3%	43.6%	9.3%	83.1%	36.7%	46.2%
E	423	409	396	104	40	337	84	253
%V	16.2%	16.2%	15.9%	9.6%	13.1%	16.3%	8.9%	22.7%
%H (All HH)		96.7%	93.6%	24.6%	9.5%	79.7%	19.9%	59.8%
%H (TV HH)			96.8%	25.4%	9.8%	82.4%	20.5%	61.9%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2619	2520	2488	1087	305	2062	949	1114
%H (All HH)		96.2%	95.0%	41.5%	11.6%	78.7%	36.2%	42.5%
%H (TV HH)			98.7%	43.1%	12.1%	81.8%	37.7%	44.2%
Under 25	155	123	120	50	16	91	36	55
%V	5.9%	4.9%	4.8%	4.6%	5.2%	4.4%	3.8%	4.9%
%H (All HH)		79.4%	77.4%	32.3%	10.3%	58.7%	23.2%	35.5%
%H (TV HH)			97.6%	40.7%	13.0%	74.0%	29.3%	44.7%
25 - 34	423	398	392	221	46	284	158	127
%V	16.2%	15.8%	15.8%	20.3%	15.1%	13.8%	16.6%	11.4%
%H (All HH)		94.1%	92.7%	52.2%	10.9%	67.1%	37.4%	30.0%
%H (TV HH)			98.5%	55.5%	11.6%	71.4%	39.7%	31.9%
35 - 44	452	444	441	247	69	346	216	130
%V	17.3%	17.6%	17.7%	22.7%	22.6%	16.8%	22.8%	11.7%
%H (All HH)		98.2%	97.6%	54.6%	15.3%	76.5%	47.8%	28.8%
%H (TV HH)			99.3%	55.6%	15.5%	77.9%	48.6%	29.3%
45 - 54	488	476	472	233	70	396	223	172
%V	18.6%	18.9%	19.0%	21.4%	23.0%	19.2%	23.5%	15.4%
%H (All HH)		97.5%	96.7%	47.7%	14.3%	81.1%	45.7%	35.2%
%H (TV HH)			99.2%	48.9%	14.7%	83.2%	46.8%	36.1%
55 - 64	421	408	403	168	56	346	163	183
%V	16.1%	16.2%	16.2%	15.5%	18.4%	16.8%	17.2%	16.4%
%H (All HH)		96.9%	95.7%	39.9%	13.3%	82.2%	38.7%	43.5%
%H (TV HH)			98.8%	41.2%	13.7%	84.8%	40.0%	44.9%
65 +	681	671	660	167	48	599	153	446
%V	26.0%	26.6%	26.5%	15.4%	15.7%	29.0%	16.1%	40.0%
%H (All HH)		98.5%	96.9%	24.5%	7.0%	88.0%	22.5%	65.5%
%H (TV HH)			98.4%	24.9%	7.2%	89.3%	22.8%	66.5%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: 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	2619	2520	2488	1087	305	2062	949	1114
%H (All HH)		96.2%	95.0%	41.5%	11.6%	78.7%	36.2%	42.5%
%H (TV HH)			98.7%	43.1%	12.1%	81.8%	37.7%	44.2%
1	888	826	811	217	77	696	177	518
%V	33.9%	32.8%	32.6%	20.0%	25.2%	33.8%	18.7%	46.5%
%H (All HH)		93.0%	91.3%	24.4%	8.7%	78.4%	19.9%	58.3%
%H (TV HH)			98.2%	26.3%	9.3%	84.3%	21.4%	62.7%
2	838	822	813	358	101	689	329	360
%V	32.0%	32.6%	32.7%	32.9%	33.1%	33.4%	34.7%	32.3%
%H (All HH)		98.1%	97.0%	42.7%	12.1%	82.2%	39.3%	43.0%
%H (TV HH)			98.9%	43.6%	12.3%	83.8%	40.0%	43.8%
3	391	382	379	220	53	300	190	111
%V	14.9%	15.2%	15.2%	20.2%	17.4%	14.5%	20.0%	10.0%
%H (All HH)		97.7%	96.9%	56.3%	13.6%	76.7%	48.6%	28.4%
%H (TV HH)			99.2%	57.6%	13.9%	78.5%	49.7%	29.1%
4	343	335	334	196	50	262	171	91
%V	13.1%	13.3%	13.4%	18.0%	16.4%	12.7%	18.0%	8.2%
%H (All HH)		97.7%	97.4%	57.1%	14.6%	76.4%	49.9%	26.5%
%H (TV HH)			99.7%	58.5%	14.9%	78.2%	51.0%	27.2%
5+	159	154	151	96	23	115	82	34
%V	6.1%	6.1%	6.1%	8.8%	7.5%	5.6%	8.6%	3.1%
%H (All HH)		96.9%	95.0%	60.4%	14.5%	72.3%	51.6%	21.4%
%H (TV HH)			98.1%	62.3%	14.9%	74.7%	53.2%	22.1%
Average HH size	2.28	2.30	2.30	2.68	2.51	2.26	2.68	1.90

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 2011 - June 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2619	2520	2488	1087	305	2062	949	1114
%H (All HH)		96.2%	95.0%	41.5%	11.6%	78.7%	36.2%	42.5%
%H (TV HH)			98.7%	43.1%	12.1%	81.8%	37.7%	44.2%
Without	1964	1879	1855	717	221	1579	649	929
%V	75.0%	74.6%	74.6%	66.0%	72.5%	76.6%	68.4%	83.4%
%H (All HH)		95.7%	94.5%	36.5%	11.3%	80.4%	33.0%	47.3%
%H (TV HH)			98.7%	38.2%	11.8%	84.0%	34.5%	49.4%
With	655	641	633	370	84	484	299	184
%V	25.0%	25.4%	25.4%	34.0%	27.5%	23.5%	31.5%	16.5%
%H (All HH)		97.9%	96.6%	56.5%	12.8%	73.9%	45.6%	28.1%
%H (TV HH)			98.8%	57.7%	13.1%	75.5%	46.6%	28.7%
0 - 3	247	238	234	135	28	163	91	72
%V	9.4%	9.4%	9.4%	12.4%	9.2%	7.9%	9.6%	6.5%
%H (All HH)		96.4%	94.7%	54.7%	11.3%	66.0%	36.8%	29.1%
%H (TV HH)			98.3%	56.7%	11.8%	68.5%	38.2%	30.3%
4 - 9	327	322	318	191	46	233	148	84
%V	12.5%	12.8%	12.8%	17.6%	15.1%	11.3%	15.6%	7.5%
%H (All HH)		98.5%	97.2%	58.4%	14.1%	71.3%	45.3%	25.7%
%H (TV HH)			98.8%	59.3%	14.3%	72.4%	46.0%	26.1%
10 - 15	309	306	302	179	44	249	168	81
%V	11.8%	12.1%	12.1%	16.5%	14.4%	12.1%	17.7%	7.3%
%H (All HH)		99.0%	97.7%	57.9%	14.2%	80.6%	54.4%	26.2%
%H (TV HH)			98.7%	58.5%	14.4%	81.4%	54.9%	26.5%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

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	2619	2520	2488	1087	305	2062	949	1114
%H (All HH)		96.2%	95.0%	41.5%	11.6%	78.7%	36.2%	42.5%
%H (TV HH)			98.7%	43.1%	12.1%	81.8%	37.7%	44.2%
1	962	962	937	325	89	709	183	526
%V	36.7%	38.2%	37.7%	29.9%	29.2%	34.4%	19.3%	47.2%
%H (All HH)		100.0%	97.4%	33.8%	9.3%	73.7%	19.0%	54.7%
%H (TV HH)			97.4%	33.8%	9.3%	73.7%	19.0%	54.7%
2	827	827	822	356	112	686	327	359
%V	31.6%	32.8%	33.0%	32.8%	36.7%	33.3%	34.5%	32.2%
%H (All HH)		100.0%	99.4%	43.0%	13.5%	83.0%	39.5%	43.4%
%H (TV HH)			99.4%	43.0%	13.5%	83.0%	39.5%	43.4%
3	427	427	425	223	57	383	234	149
%V	16.3%	16.9%	17.1%	20.5%	18.7%	18.6%	24.7%	13.4%
%H (All HH)		100.0%	99.5%	52.2%	13.3%	89.7%	54.8%	34.9%
%H (TV HH)			99.5%	52.2%	13.3%	89.7%	54.8%	34.9%
4	195	195	195	109	33	182	125	56
%V	7.4%	7.7%	7.8%	10.0%	10.8%	8.8%	13.2%	5.0%
%H (All HH)		100.0%	100.0%	55.9%	16.9%	93.3%	64.1%	28.7%
%H (TV HH)			100.0%	55.9%	16.9%	93.3%	64.1%	28.7%
5+	109	109	109	74	14	102	79	23
%V	4.2%	4.3%	4.4%	6.8%	4.6%	4.9%	8.3%	2.1%
%H (All HH)		100.0%	100.0%	67.9%	12.8%	93.6%	72.5%	21.1%
%H (TV HH)			100.0%	67.9%	12.8%	93.6%	72.5%	21.1%

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 2011 - June 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2619	2520	2488	1087	305	2062	949	1114
%H (All HH)		96.2%	95.0%	41.5%	11.6%	78.7%	36.2%	42.5%
%H (TV HH)			98.7%	43.1%	12.1%	81.8%	37.7%	44.2%
Under 20"	874	874	864	398	104	780	411	369
%V	33.4%	34.7%	34.7%	36.6%	34.1%	37.8%	43.3%	33.1%
%H (All HH)		100.0%	98.9%	45.5%	11.9%	89.2%	47.0%	42.2%
%H (TV HH)			98.9%	45.5%	11.9%	89.2%	47.0%	42.2%
20" - 29"	1106	1106	1090	454	138	944	440	505
%V	42.2%	43.9%	43.8%	41.8%	45.2%	45.8%	46.4%	45.3%
%H (All HH)		100.0%	98.6%	41.0%	12.5%	85.4%	39.8%	45.7%
%H (TV HH)			98.6%	41.0%	12.5%	85.4%	39.8%	45.7%
30" - 39"	1327	1327	1321	594	167	1105	534	571
%V	50.7%	52.7%	53.1%	54.6%	54.8%	53.6%	56.3%	51.3%
%H (All HH)		100.0%	99.5%	44.8%	12.6%	83.3%	40.2%	43.0%
%H (TV HH)			99.5%	44.8%	12.6%	83.3%	40.2%	43.0%
40" and over	880	880	876	510	127	721	474	247
%V	33.6%	34.9%	35.2%	46.9%	41.6%	35.0%	49.9%	22.2%
%H (All HH)		100.0%	99.5%	58.0%	14.4%	81.9%	53.9%	28.1%
%H (TV HH)			99.5%	58.0%	14.4%	81.9%	53.9%	28.1%

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 2011 - June 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2619	2520	2488	1087	305	2062	949	1114
%H (All HH)		96.2%	95.0%	41.5%	11.6%	78.7%	36.2%	42.5%
%H (TV HH)			98.7%	43.1%	12.1%	81.8%	37.7%	44.2%
Main living room	2490	2490	2464	1078	303	2042	943	1100
%V	95.1%	98.8%	99.0%	99.2%	99.3%	99.0%	99.4%	98.7%
%H (All HH)		100.0%	99.0%	43.3%	12.2%	82.0%	37.9%	44.2%
%H (TV HH)			99.0%	43.3%	12.2%	82.0%	37.9%	44.2%
Kitchen	355	355	353	183	41	321	189	132
%V	13.6%	14.1%	14.2%	16.8%	13.4%	15.6%	19.9%	11.8%
%H (All HH)		100.0%	99.4%	51.5%	11.5%	90.4%	53.2%	37.2%
%H (TV HH)			99.4%	51.5%	11.5%	90.4%	53.2%	37.2%
Adult's bedroom	1154	1154	1148	574	164	1012	591	421
%V	44.1%	45.8%	46.1%	52.8%	53.8%	49.1%	62.3%	37.8%
%H (All HH)		100.0%	99.5%	49.7%	14.2%	87.7%	51.2%	36.5%
%H (TV HH)			99.5%	49.7%	14.2%	87.7%	51.2%	36.5%
Child's bedroom	264	264	264	151	39	235	160	75
%V	10.1%	10.5%	10.6%	13.9%	12.8%	11.4%	16.9%	6.7%
%H (All HH)		100.0%	100.0%	57.2%	14.8%	89.0%	60.6%	28.4%
%H (TV HH)			100.0%	57.2%	14.8%	89.0%	60.6%	28.4%
Other bedroom	146	146	145	81	20	131	84	47
%V	5.6%	5.8%	5.8%	7.5%	6.6%	6.4%	8.9%	4.2%
%H (All HH)		100.0%	99.3%	55.5%	13.7%	89.7%	57.5%	32.2%
%H (TV HH)			99.3%	55.5%	13.7%	89.7%	57.5%	32.2%
Second living/dining room	292	292	290	156	39	257	157	101
%V	11.1%	11.6%	11.7%	14.4%	12.8%	12.5%	16.5%	9.1%
%H (All HH)		100.0%	99.3%	53.4%	13.4%	88.0%	53.8%	34.6%
%H (TV HH)			99.3%	53.4%	13.4%	88.0%	53.8%	34.6%
Study/office	41	41	41	19	8	37	23	14
%V	1.6%	1.6%	1.6%	1.7%	2.6%	1.8%	2.4%	1.3%
%H (All HH)		100.0%	100.0%	46.3%	19.5%	90.2%	56.1%	34.1%
%H (TV HH)			100.0%	46.3%	19.5%	90.2%	56.1%	34.1%
TV room	12	12	12	9	2	11	9	2
%V	0.5%	0.5%	0.5%	0.8%	0.7%	0.5%	0.9%	0.2%
%H (All HH)		100.0%	100.0%	75.0%	16.7%	91.7%	75.0%	16.7%
%H (TV HH)			100.0%	75.0%	16.7%	91.7%	75.0%	16.7%
Conservatory	19	19	19	11	0	19	11	7
%V	0.7%	0.8%	0.8%	1.0%	0.0%	0.9%	1.2%	0.6%
%H (All HH)		100.0%	100.0%	57.9%	0.0%	100.0%	57.9%	36.8%
%H (TV HH)			100.0%	57.9%	0.0%	100.0%	57.9%	36.8%
Attic or loft room	3	3	3	1	0	3	1	2
%V	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%
%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%
No specific location	7	7	7	4	1	7	5	2
%V	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%	0.5%	0.2%
%H (All HH)		100.0%	100.0%	57.1%	14.3%	100.0%	71.4%	28.6%
%H (TV HH)			100.0%	57.1%	14.3%	100.0%	71.4%	28.6%
Other	50	50	50	30	6	47	33	15
%V	1.9%	2.0%	2.0%	2.8%	2.0%	2.3%	3.5%	1.3%
%H (All HH)		100.0%	100.0%	60.0%	12.0%	94.0%	66.0%	30.0%
%H (TV HH)			100.0%	60.0%	12.0%	94.0%	66.0%	30.0%

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 2011 - June 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2619	2520	2488	1087	305	2062	949	1114
%H (All HH)		96.2%	95.0%	41.5%	11.6%	78.7%	36.2%	42.5%
%H (TV HH)			98.7%	43.1%	12.1%	81.8%	37.7%	44.2%
PVR	1305	1305	1303	872	176	1012	746	267
%V	49.8%	51.8%	52.4%	80.2%	57.7%	49.1%	78.6%	24.0%
%H (All HH)		100.0%	99.8%	66.8%	13.5%	77.5%	57.2%	20.5%
%H (TV HH)			99.8%	66.8%	13.5%	77.5%	57.2%	20.5%
DVDR	261	261	259	127	31	218	115	103
%V	10.0%	10.4%	10.4%	11.7%	10.2%	10.6%	12.1%	9.2%
%H (All HH)		100.0%	99.2%	48.7%	11.9%	83.5%	44.1%	39.5%
%H (TV HH)			99.2%	48.7%	11.9%	83.5%	44.1%	39.5%
VCR	331	331	328	108	44	273	97	176
%V	12.6%	13.1%	13.2%	9.9%	14.4%	13.2%	10.2%	15.8%
%H (All HH)		100.0%	99.1%	32.6%	13.3%	82.5%	29.3%	53.2%
%H (TV HH)			99.1%	32.6%	13.3%	82.5%	29.3%	53.2%
Any recorder	1580	1580	1574	925	208	1256	803	453
%V	60.3%	62.7%	63.3%	85.1%	68.2%	60.9%	84.6%	40.7%
%H (All HH)		100.0%	99.6%	58.5%	13.2%	79.5%	50.8%	28.7%
%H (TV HH)			99.6%	58.5%	13.2%	79.5%	50.8%	28.7%

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 2011 - June 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2619	2520	2488	1087	305	2062	949	1114
%H (All HH)		96.2%	95.0%	41.5%	11.6%	78.7%	36.2%	42.5%
%H (TV HH)			98.7%	43.1%	12.1%	81.8%	37.7%	44.2%
Receives HDTV (via STB or built-in reception)	1018	1018	1018	591	185	798	546	253
%V	38.9%	40.4%	40.9%	54.4%	60.7%	38.7%	57.5%	22.7%
%H (All HH)		100.0%	100.0%	58.1%	18.2%	78.4%	53.6%	24.9%
%H (TV HH)			100.0%	58.1%	18.2%	78.4%	53.6%	24.9%
DVD/Blu-ray player or recorder	2066	2066	2050	925	274	1713	846	867
%V	78.9%	82.0%	82.4%	85.1%	89.8%	83.1%	89.1%	77.8%
%H (All HH)		100.0%	99.2%	44.8%	13.3%	82.9%	40.9%	42.0%
%H (TV HH)			99.2%	44.8%	13.3%	82.9%	40.9%	42.0%

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 2011 - June 2012

BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2619	2520	2488	1087	305	2062	949	1114
%H (All HH)		96.2%	95.0%	41.5%	11.6%	78.7%	36.2%	42.5%
%H (TV HH)			98.7%	43.1%	12.1%	81.8%	37.7%	44.2%
Has PC or Laptop	1903	1832	1815	936	263	1459	828	631
%V	72.7%	72.7%	73.0%	86.1%	86.2%	70.8%	87.2%	56.6%
%H (All HH)		96.3%	95.4%	49.2%	13.8%	76.7%	43.5%	33.2%
%H (TV HH)			99.1%	51.1%	14.4%	79.6%	45.2%	34.4%
Has broadband internet	1778	1716	1701	901	256	1361	803	558
%V	67.9%	68.1%	68.4%	82.9%	83.9%	66.0%	84.6%	50.1%
%H (All HH)		96.5%	95.7%	50.7%	14.4%	76.5%	45.2%	31.4%
%H (TV HH)			99.1%	52.5%	14.9%	79.3%	46.8%	32.5%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

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	5266	5226	2542	692	4512	2473	2039
%H		99.2%	48.3%	13.1%	85.7%	47.0%	38.7%
Under 20"	1218	1208	578	143	1103	608	495
%V	23.1%	23.1%	22.7%	20.7%	24.4%	24.6%	24.3%
%H		99.2%	47.5%	11.7%	90.6%	49.9%	40.6%
20" - 29"	1425	1408	611	191	1233	617	616
%V	27.1%	26.9%	24.0%	27.6%	27.3%	24.9%	30.2%
%H		98.8%	42.9%	13.4%	86.5%	43.3%	43.2%
30" - 39"	1514	1508	703	199	1265	642	623
%V	28.8%	28.9%	27.7%	28.8%	28.0%	26.0%	30.6%
%H		99.6%	46.4%	13.1%	83.6%	42.4%	41.1%
40" and over	990	987	595	140	813	551	262
%V	18.8%	18.9%	23.4%	20.2%	18.0%	22.3%	12.8%
%H		99.7%	60.1%	14.1%	82.1%	55.7%	26.5%
Don't know	43	43	15	6	38	15	22
%V	0.8%	0.8%	0.6%	0.9%	0.8%	0.6%	1.1%
%H		100.0%	34.9%	14.0%	88.4%	34.9%	51.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5266	5226	2542	692	4512	2473	2039
%H		99.2%	48.3%	13.1%	85.7%	47.0%	38.7%
Main living room	2506	2480	1083	303	2057	946	1111
%V	47.6%	47.5%	42.6%	43.8%	45.6%	38.3%	54.5%
%H		99.0%	43.2%	12.1%	82.1%	37.7%	44.3%
Kitchen	356	355	185	41	322	191	132
%V	6.8%	6.8%	7.3%	5.9%	7.1%	7.7%	6.5%
%H		99.7%	52.0%	11.5%	90.4%	53.7%	37.1%
Adult's bedroom	1366	1360	690	205	1212	731	481
%V	25.9%	26.0%	27.1%	29.6%	26.9%	29.6%	23.6%
%H		99.6%	50.5%	15.0%	88.7%	53.5%	35.2%
Child's bedroom	354	354	210	51	315	221	94
%V	6.7%	6.8%	8.3%	7.4%	7.0%	8.9%	4.6%
%H		100.0%	59.3%	14.4%	89.0%	62.4%	26.6%
Other bedroom	172	172	97	21	155	99	56
%V	3.3%	3.3%	3.8%	3.0%	3.4%	4.0%	2.7%
%H		100.0%	56.4%	12.2%	90.1%	57.6%	32.6%
Second living/dining room	300	298	162	40	264	162	102
%V	5.7%	5.7%	6.4%	5.8%	5.9%	6.6%	5.0%
%H		99.3%	54.0%	13.3%	88.0%	54.0%	34.0%
Study/office	42	41	20	8	38	24	14
%V	0.8%	0.8%	0.8%	1.2%	0.8%	1.0%	0.7%
%H		97.6%	47.6%	19.0%	90.5%	57.1%	33.3%
TV room	12	12	9	2	11	9	2
%V	0.2%	0.2%	0.4%	0.3%	0.2%	0.4%	0.1%
%H		100.0%	75.0%	16.7%	91.7%	75.0%	16.7%
Conservatory	19	19	11	0	19	11	7
%V	0.4%	0.4%	0.4%	0.0%	0.4%	0.4%	0.3%
%H		100.0%	57.9%	0.0%	100.0%	57.9%	36.8%
Attic or loft room	3	3	1	0	3	1	2
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%
%H		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%
No specific location	7	7	4	1	7	5	2
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%
%H		100.0%	57.1%	14.3%	100.0%	71.4%	28.6%
Other	53	53	30	6	50	34	16
%V	1.0%	1.0%	1.2%	0.9%	1.1%	1.4%	0.8%
%H		100.0%	56.6%	11.3%	94.3%	64.2%	30.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5266	5226	2542	692	4512	2473	2039
%H		99.2%	48.3%	13.1%	85.7%	47.0%	38.7%
PVR	1677	1675	1173	221	1294	999	295
%V	31.8%	32.1%	46.1%	31.9%	28.7%	40.4%	14.5%
%H		99.9%	69.9%	13.2%	77.2%	59.6%	17.6%
DVDR	294	292	148	34	248	135	112
%V	5.6%	5.6%	5.8%	4.9%	5.5%	5.5%	5.5%
%H		99.3%	50.3%	11.6%	84.4%	45.9%	38.1%
VCR	366	363	124	50	302	111	191
%V	7.0%	6.9%	4.9%	7.2%	6.7%	4.5%	9.4%
%H		99.2%	33.9%	13.7%	82.5%	30.3%	52.2%
Any recorder	2073	2068	1284	272	1643	1114	529
%V	39.4%	39.6%	50.5%	39.3%	36.4%	45.0%	25.9%
%H		99.8%	61.9%	13.1%	79.3%	53.7%	25.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5266	5226	2542	692	4512	2473	2039
%H		99.2%	48.3%	13.1%	85.7%	47.0%	38.7%
Receives HDTV (via STB or built-in reception)	1347	1347	777	257	1067	739	329
%V	25.6%	25.8%	30.6%	37.1%	23.6%	29.9%	16.1%
%H		100.0%	57.7%	19.1%	79.2%	54.9%	24.4%
DVD/Blu-ray player or recorder	3098	3081	1504	443	2635	1472	1163
%V	58.8%	59.0%	59.2%	64.0%	58.4%	59.5%	57.0%
%H		99.5%	48.5%	14.3%	85.1%	47.5%	37.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Yorkshire and Lincolnshire
Set level data
Table 8.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2517	2487	1087	305	2061	949	1113
%H		98.8%	43.2%	12.1%	81.9%	37.7%	44.2%
Under 20"	65	61	8	4	55	6	49
%V	2.6%	2.5%	0.7%	1.3%	2.7%	0.6%	4.4%
%H		93.8%	12.3%	6.2%	84.6%	9.2%	75.4%
20" - 29"	539	525	150	57	439	120	319
%V	21.4%	21.1%	13.8%	18.7%	21.3%	12.6%	28.7%
%H		97.4%	27.8%	10.6%	81.4%	22.3%	59.2%
30" - 39"	1047	1042	431	120	861	361	500
%V	41.6%	41.9%	39.7%	39.3%	41.8%	38.0%	44.9%
%H		99.5%	41.2%	11.5%	82.2%	34.5%	47.8%
40" and over	847	844	493	122	693	457	237
%V	33.7%	33.9%	45.4%	40.0%	33.6%	48.2%	21.3%
%H		99.6%	58.2%	14.4%	81.8%	54.0%	28.0%
Don't know	16	15	4	3	13	5	8
%V	0.6%	0.6%	0.4%	1.0%	0.6%	0.5%	0.7%
%H		93.8%	25.0%	18.8%	81.3%	31.3%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2517	2487	1087	305	2061	949	1113
%H		98.8%	43.2%	12.1%	81.9%	37.7%	44.2%
PVR	1264	1263	858	170	974	729	245
%V	50.2%	50.8%	78.9%	55.7%	47.3%	76.8%	22.0%
%H		99.9%	67.9%	13.4%	77.1%	57.7%	19.4%
DVDR	217	215	103	25	179	92	88
%V	8.6%	8.6%	9.5%	8.2%	8.7%	9.7%	7.9%
%H		99.1%	47.5%	11.5%	82.5%	42.4%	40.6%
VCR	270	267	82	34	221	70	151
%V	10.7%	10.7%	7.5%	11.1%	10.7%	7.4%	13.6%
%H		98.9%	30.4%	12.6%	81.9%	25.9%	55.9%
Any recorder	1525	1520	909	200	1203	781	422
%V	60.6%	61.1%	83.6%	65.6%	58.4%	82.3%	37.9%
%H		99.7%	59.6%	13.1%	78.9%	51.2%	27.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: 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	2517	2487	1087	305	2061	949	1113
%H		98.8%	43.2%	12.1%	81.9%	37.7%	44.2%
Receives HDTV (via STB or built-in reception)	971	971	566	180	755	520	236
%V	38.6%	39.0%	52.1%	59.0%	36.6%	54.8%	21.2%
%H		100.0%	58.3%	18.5%	77.8%	53.6%	24.3%
DVD/Blu-ray player or recorder	1929	1914	863	255	1592	781	811
%V	76.6%	77.0%	79.4%	83.6%	77.2%	82.3%	72.9%
%H		99.2%	44.7%	13.2%	82.5%	40.5%	42.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Yorkshire and Lincolnshire
Set level data
Table 8.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2748	2739	1455	387	2450	1524	926
%H		99.7%	52.9%	14.1%	89.2%	55.5%	33.7%
Under 20"	1152	1147	570	140	1048	602	446
%V	41.9%	41.9%	39.2%	36.2%	42.8%	39.5%	48.2%
%H		99.6%	49.5%	12.2%	91.0%	52.3%	38.7%
20" - 29"	886	883	461	134	794	497	297
%V	32.2%	32.2%	31.7%	34.6%	32.4%	32.6%	32.1%
%H		99.7%	52.0%	15.1%	89.6%	56.1%	33.5%
30" - 39"	467	466	272	79	404	281	123
%V	17.0%	17.0%	18.7%	20.4%	16.5%	18.4%	13.3%
%H		99.8%	58.2%	16.9%	86.5%	60.2%	26.3%
40" and over	143	143	102	19	120	94	25
%V	5.2%	5.2%	7.0%	4.9%	4.9%	6.2%	2.7%
%H		100.0%	71.3%	13.3%	83.9%	65.7%	17.5%
Don't know	27	27	10	3	25	10	14
%V	1.0%	1.0%	0.7%	0.8%	1.0%	0.7%	1.5%
%H		100.0%	37.0%	11.1%	92.6%	37.0%	51.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

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	2748	2739	1455	387	2450	1524	926
%H		99.7%	52.9%	14.1%	89.2%	55.5%	33.7%
PVR	413	412	315	51	320	270	49
%V	15.0%	15.0%	21.6%	13.2%	13.1%	17.7%	5.3%
%H		99.8%	76.3%	12.3%	77.5%	65.4%	11.9%
DVDR	77	77	46	9	68	44	25
%V	2.8%	2.8%	3.2%	2.3%	2.8%	2.9%	2.7%
%H		100.0%	59.7%	11.7%	88.3%	57.1%	32.5%
VCR	96	96	42	15	81	41	39
%V	3.5%	3.5%	2.9%	3.9%	3.3%	2.7%	4.2%
%H		100.0%	43.8%	15.6%	84.4%	42.7%	40.6%
Any recorder	549	548	375	72	440	334	107
%V	20.0%	20.0%	25.8%	18.6%	18.0%	21.9%	11.6%
%H		99.8%	68.3%	13.1%	80.1%	60.8%	19.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.20: 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	2748	2739	1455	387	2450	1524	926
%H		99.7%	52.9%	14.1%	89.2%	55.5%	33.7%
Receives HDTV (via STB or built-in reception)	376	376	211	76	312	219	93
%V	13.7%	13.7%	14.5%	19.6%	12.7%	14.4%	10.0%
%H		100.0%	56.1%	20.2%	83.0%	58.2%	24.7%
DVD/Blu-ray player or recorder	1169	1166	642	188	1043	692	351
%V	42.5%	42.6%	44.1%	48.6%	42.6%	45.4%	37.9%
%H		99.7%	54.9%	16.1%	89.2%	59.2%	30.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.21: Age of Children
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5979	5799	5735	2907	764	4653	2538	2115
%H		97.0%	95.9%	48.6%	12.8%	77.8%	42.4%	35.4%
Total Children	1125	1101	1087	647	147	826	524	302
%V	18.8%	19.0%	19.0%	22.3%	19.2%	17.8%	20.6%	14.3%
%H		97.9%	96.6%	57.5%	13.1%	73.4%	46.6%	26.8%
0 - 3	294	283	280	159	32	199	109	90
%V	4.9%	4.9%	4.9%	5.5%	4.2%	4.3%	4.3%	4.3%
%H		96.3%	95.2%	54.1%	10.9%	67.7%	37.1%	30.6%
4 - 15	831	818	807	487	115	628	415	212
%V	13.9%	14.1%	14.1%	16.8%	15.1%	13.5%	16.4%	10.0%
%H		98.4%	97.1%	58.6%	13.8%	75.6%	49.9%	25.5%
4 - 9	422	413	409	247	54	300	190	111
%V	7.1%	7.1%	7.1%	8.5%	7.1%	6.4%	7.5%	5.2%
%H		97.9%	96.9%	58.5%	12.8%	71.1%	45.0%	26.3%
10 - 15	409	405	399	240	61	327	225	102
%V	6.8%	7.0%	7.0%	8.3%	8.0%	7.0%	8.9%	4.8%
%H		99.0%	97.6%	58.7%	14.9%	80.0%	55.0%	24.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	5979	5799	5735	2907	764	4653	2538	2115
%H		97.0%	95.9%	48.6%	12.8%	77.8%	42.4%	35.4%
Total Adults (16+)	4854	4698	4648	2260	617	3826	2014	1813
%V	81.2%	81.0%	81.0%	77.7%	80.8%	82.2%	79.4%	85.7%
%H		96.8%	95.8%	46.6%	12.7%	78.8%	41.5%	37.4%
16 - 19	326	305	303	165	48	256	162	94
%V	5.5%	5.3%	5.3%	5.7%	6.3%	5.5%	6.4%	4.4%
%H		93.6%	92.9%	50.6%	14.7%	78.5%	49.7%	28.8%
20 - 24	393	356	350	172	61	281	159	122
%V	6.6%	6.1%	6.1%	5.9%	8.0%	6.0%	6.3%	5.8%
%H		90.6%	89.1%	43.8%	15.5%	71.5%	40.5%	31.0%
25 - 34	819	778	765	445	101	557	329	228
%V	13.7%	13.4%	13.3%	15.3%	13.2%	12.0%	13.0%	10.8%
%H		95.0%	93.4%	54.3%	12.3%	68.0%	40.2%	27.8%
35 - 44	792	779	773	451	112	610	392	218
%V	13.2%	13.4%	13.5%	15.5%	14.7%	13.1%	15.4%	10.3%
%H		98.4%	97.6%	56.9%	14.1%	77.0%	49.5%	27.5%
45 - 54	847	833	825	439	125	679	411	269
%V	14.2%	14.4%	14.4%	15.1%	16.4%	14.6%	16.2%	12.7%
%H		98.3%	97.4%	51.8%	14.8%	80.2%	48.5%	31.8%
55 - 64	686	672	667	297	93	575	290	285
%V	11.5%	11.6%	11.6%	10.2%	12.2%	12.4%	11.4%	13.5%
%H		98.0%	97.2%	43.3%	13.6%	83.8%	42.3%	41.5%
65+	990	976	964	292	78	867	270	598
%V	16.6%	16.8%	16.8%	10.0%	10.2%	18.6%	10.6%	28.3%
%H		98.6%	97.4%	29.5%	7.9%	87.6%	27.3%	60.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4854	4698	4648	2260	617	3826	2014	1813
%H		96.8%	95.8%	46.6%	12.7%	78.8%	41.5%	37.4%
AB	1068	1047	1041	564	140	822	475	347
%V	22.0%	22.3%	22.4%	25.0%	22.7%	21.5%	23.6%	19.1%
%H		98.0%	97.5%	52.8%	13.1%	77.0%	44.5%	32.5%
C1	1251	1178	1170	566	175	970	526	444
%V	25.8%	25.1%	25.2%	25.0%	28.4%	25.4%	26.1%	24.5%
%H		94.2%	93.5%	45.2%	14.0%	77.5%	42.0%	35.5%
C2	1029	1012	1009	526	148	850	507	343
%V	21.2%	21.5%	21.7%	23.3%	24.0%	22.2%	25.2%	18.9%
%H		98.3%	98.1%	51.1%	14.4%	82.6%	49.3%	33.3%
D	918	895	876	442	92	718	369	349
%V	18.9%	19.1%	18.8%	19.6%	14.9%	18.8%	18.3%	19.2%
%H		97.5%	95.4%	48.1%	10.0%	78.2%	40.2%	38.0%
E	588	567	552	163	62	466	137	329
%V	12.1%	12.1%	11.9%	7.2%	10.0%	12.2%	6.8%	18.1%
%H		96.4%	93.9%	27.7%	10.5%	79.3%	23.3%	56.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4854	4698	4648	2260	617	3826	2014	1813
%H		96.8%	95.8%	46.6%	12.7%	78.8%	41.5%	37.4%
Working full time	2053	2012	1994	1139	289	1596	1011	586
%V	42.3%	42.8%	42.9%	50.4%	46.8%	41.7%	50.2%	32.3%
%H		98.0%	97.1%	55.5%	14.1%	77.7%	49.2%	28.5%
Working part time	526	512	504	253	82	417	237	180
%V	10.8%	10.9%	10.8%	11.2%	13.3%	10.9%	11.8%	9.9%
%H		97.3%	95.8%	48.1%	15.6%	79.3%	45.1%	34.2%
Not working	2276	2174	2150	869	245	1813	766	1047
%V	46.9%	46.3%	46.3%	38.5%	39.7%	47.4%	38.0%	57.7%
%H		95.5%	94.5%	38.2%	10.8%	79.7%	33.7%	46.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2387	2297	2270	1154	311	1848	1022	826
%H		96.2%	95.1%	48.3%	13.0%	77.4%	42.8%	34.6%
16 - 19	168	165	164	96	26	137	94	44
%V	7.0%	7.2%	7.2%	8.3%	8.4%	7.4%	9.2%	5.3%
%H		98.2%	97.6%	57.1%	15.5%	81.5%	56.0%	26.2%
20 - 24	192	170	166	87	34	131	84	47
%V	8.0%	7.4%	7.3%	7.5%	10.9%	7.1%	8.2%	5.7%
%H		88.5%	86.5%	45.3%	17.7%	68.2%	43.8%	24.5%
25 - 34	421	394	388	225	53	286	170	116
%V	17.6%	17.2%	17.1%	19.5%	17.0%	15.5%	16.6%	14.0%
%H		93.6%	92.2%	53.4%	12.6%	67.9%	40.4%	27.6%
35 - 44	396	388	386	229	53	298	190	108
%V	16.6%	16.9%	17.0%	19.8%	17.0%	16.1%	18.6%	13.1%
%H		98.0%	97.5%	57.8%	13.4%	75.3%	48.0%	27.3%
45 - 54	420	411	408	225	61	333	207	126
%V	17.6%	17.9%	18.0%	19.5%	19.6%	18.0%	20.3%	15.3%
%H		97.9%	97.1%	53.6%	14.5%	79.3%	49.3%	30.0%
55 - 64	345	334	331	147	46	285	144	141
%V	14.5%	14.5%	14.6%	12.7%	14.8%	15.4%	14.1%	17.1%
%H		96.8%	95.9%	42.6%	13.3%	82.6%	41.7%	40.9%
65+	445	435	426	146	38	378	134	244
%V	18.6%	18.9%	18.8%	12.7%	12.2%	20.5%	13.1%	29.5%
%H		97.8%	95.7%	32.8%	8.5%	84.9%	30.1%	54.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2387	2297	2270	1154	311	1848	1022	826
%H		96.2%	95.1%	48.3%	13.0%	77.4%	42.8%	34.6%
AB	545	531	530	289	76	416	245	171
%V	22.8%	23.1%	23.3%	25.0%	24.4%	22.5%	24.0%	20.7%
%H		97.4%	97.2%	53.0%	13.9%	76.3%	45.0%	31.4%
C1	575	539	534	277	85	437	258	180
%V	24.1%	23.5%	23.5%	24.0%	27.3%	23.6%	25.2%	21.8%
%H		93.7%	92.9%	48.2%	14.8%	76.0%	44.9%	31.3%
C2	560	548	545	287	78	458	274	184
%V	23.5%	23.9%	24.0%	24.9%	25.1%	24.8%	26.8%	22.3%
%H		97.9%	97.3%	51.3%	13.9%	81.8%	48.9%	32.9%
D	462	446	436	235	43	350	189	161
%V	19.4%	19.4%	19.2%	20.4%	13.8%	18.9%	18.5%	19.5%
%H		96.5%	94.4%	50.9%	9.3%	75.8%	40.9%	34.8%
E	246	233	224	65	28	187	56	131
%V	10.3%	10.1%	9.9%	5.6%	9.0%	10.1%	5.5%	15.9%
%H		94.7%	91.1%	26.4%	11.4%	76.0%	22.8%	53.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2387	2297	2270	1154	311	1848	1022	826
%H		96.2%	95.1%	48.3%	13.0%	77.4%	42.8%	34.6%
Working full time	1295	1263	1254	730	179	1001	644	357
%V	54.3%	55.0%	55.2%	63.3%	57.6%	54.2%	63.0%	43.2%
%H		97.5%	96.8%	56.4%	13.8%	77.3%	49.7%	27.6%
Working part time	117	111	108	48	20	88	42	46
%V	4.9%	4.8%	4.8%	4.2%	6.4%	4.8%	4.1%	5.6%
%H		94.9%	92.3%	41.0%	17.1%	75.2%	35.9%	39.3%
Not working	974	922	907	376	111	759	335	424
%V	40.8%	40.1%	40.0%	32.6%	35.7%	41.1%	32.8%	51.3%
%H		94.7%	93.1%	38.6%	11.4%	77.9%	34.4%	43.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2467	2402	2378	1107	306	1978	992	986
%H		97.4%	96.4%	44.9%	12.4%	80.2%	40.2%	40.0%
16 - 19	158	140	139	69	22	119	68	50
%V	6.4%	5.8%	5.8%	6.2%	7.2%	6.0%	6.9%	5.1%
%H		88.6%	88.0%	43.7%	13.9%	75.3%	43.0%	31.6%
20 - 24	201	185	184	85	27	150	75	75
%V	8.1%	7.7%	7.7%	7.7%	8.8%	7.6%	7.6%	7.6%
%H		92.0%	91.5%	42.3%	13.4%	74.6%	37.3%	37.3%
25 - 34	398	384	377	221	48	271	159	112
%V	16.1%	16.0%	15.9%	20.0%	15.7%	13.7%	16.0%	11.4%
%H		96.5%	94.7%	55.5%	12.1%	68.1%	39.9%	28.1%
35 - 44	396	390	387	222	59	312	202	110
%V	16.1%	16.2%	16.3%	20.1%	19.3%	15.8%	20.4%	11.2%
%H		98.5%	97.7%	56.1%	14.9%	78.8%	51.0%	27.8%
45 - 54	427	422	418	215	64	347	204	142
%V	17.3%	17.6%	17.6%	19.4%	20.9%	17.5%	20.6%	14.4%
%H		98.8%	97.9%	50.4%	15.0%	81.3%	47.8%	33.3%
55 - 64	341	338	336	150	47	290	146	143
%V	13.8%	14.1%	14.1%	13.6%	15.4%	14.7%	14.7%	14.5%
%H		99.1%	98.5%	44.0%	13.8%	85.0%	42.8%	41.9%
65+	545	542	538	146	40	490	136	354
%V	22.1%	22.6%	22.6%	13.2%	13.1%	24.8%	13.7%	35.9%
%H		99.4%	98.7%	26.8%	7.3%	89.9%	25.0%	65.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2467	2402	2378	1107	306	1978	992	986
%H		97.4%	96.4%	44.9%	12.4%	80.2%	40.2%	40.0%
AB	524	516	511	275	64	406	229	177
%V	21.2%	21.5%	21.5%	24.8%	20.9%	20.5%	23.1%	18.0%
%H		98.5%	97.5%	52.5%	12.2%	77.5%	43.7%	33.8%
C1	676	639	635	289	90	533	269	264
%V	27.4%	26.6%	26.7%	26.1%	29.4%	26.9%	27.1%	26.8%
%H		94.5%	93.9%	42.8%	13.3%	78.8%	39.8%	39.1%
C2	469	464	463	239	69	392	233	159
%V	19.0%	19.3%	19.5%	21.6%	22.5%	19.8%	23.5%	16.1%
%H		98.9%	98.7%	51.0%	14.7%	83.6%	49.7%	33.9%
D	456	448	440	206	49	368	179	189
%V	18.5%	18.7%	18.5%	18.6%	16.0%	18.6%	18.0%	19.2%
%H		98.2%	96.5%	45.2%	10.7%	80.7%	39.3%	41.4%
E	342	334	328	97	34	278	81	197
%V	13.9%	13.9%	13.8%	8.8%	11.1%	14.1%	8.2%	20.0%
%H		97.7%	95.9%	28.4%	9.9%	81.3%	23.7%	57.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2467	2402	2378	1107	306	1978	992	986
%H		97.4%	96.4%	44.9%	12.4%	80.2%	40.2%	40.0%
Working full time	757	749	740	409	110	595	366	229
%V	30.7%	31.2%	31.1%	36.9%	35.9%	30.1%	36.9%	23.2%
%H		98.9%	97.8%	54.0%	14.5%	78.6%	48.3%	30.3%
Working part time	409	400	396	205	62	329	194	135
%V	16.6%	16.7%	16.7%	18.5%	20.3%	16.6%	19.6%	13.7%
%H		97.8%	96.8%	50.1%	15.2%	80.4%	47.4%	33.0%
Not working	1301	1252	1243	492	134	1054	431	623
%V	52.7%	52.1%	52.3%	44.4%	43.8%	53.3%	43.4%	63.2%
%H		96.2%	95.5%	37.8%	10.3%	81.0%	33.1%	47.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2011 - June 2012

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	1515	1488	1433	613	201	1100	464	635
%H (All HH)		98.2%	94.6%	40.5%	13.3%	72.6%	30.6%	41.9%
%H (TV HH)			96.3%	41.2%	13.5%	73.9%	31.2%	42.7%
AB	309	305	294	149	40	209	96	114
%V	20.4%	20.5%	20.5%	24.3%	19.9%	19.0%	20.7%	18.0%
%H (All HH)		98.7%	95.1%	48.2%	12.9%	67.6%	31.1%	36.9%
%H (TV HH)			96.4%	48.9%	13.1%	68.5%	31.5%	37.4%
C1	369	357	348	167	57	259	132	127
%V	24.4%	24.0%	24.3%	27.2%	28.4%	23.5%	28.4%	20.0%
%H (All HH)		96.7%	94.3%	45.3%	15.4%	70.2%	35.8%	34.4%
%H (TV HH)			97.5%	46.8%	16.0%	72.5%	37.0%	35.6%
C2	314	310	303	136	43	242	115	127
%V	20.7%	20.8%	21.1%	22.2%	21.4%	22.0%	24.8%	20.0%
%H (All HH)		98.7%	96.5%	43.3%	13.7%	77.1%	36.6%	40.4%
%H (TV HH)			97.7%	43.9%	13.9%	78.1%	37.1%	41.0%
D	248	247	238	96	35	183	74	108
%V	16.4%	16.6%	16.6%	15.7%	17.4%	16.6%	15.9%	17.0%
%H (All HH)		99.6%	96.0%	38.7%	14.1%	73.8%	29.8%	43.5%
%H (TV HH)			96.4%	38.9%	14.2%	74.1%	30.0%	43.7%
E	275	269	250	65	26	207	47	160
%V	18.2%	18.1%	17.4%	10.6%	12.9%	18.8%	10.1%	25.2%
%H (All HH)		97.8%	90.9%	23.6%	9.5%	75.3%	17.1%	58.2%
%H (TV HH)			92.9%	24.2%	9.7%	77.0%	17.5%	59.5%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1515	1488	1433	613	201	1100	464	635
%H (All HH)		98.2%	94.6%	40.5%	13.3%	72.6%	30.6%	41.9%
%H (TV HH)			96.3%	41.2%	13.5%	73.9%	31.2%	42.7%
Under 25	68	66	64	29	7	45	17	29
%V	4.5%	4.4%	4.5%	4.7%	3.5%	4.1%	3.7%	4.6%
%H (All HH)		97.1%	94.1%	42.6%	10.3%	66.2%	25.0%	42.6%
%H (TV HH)			97.0%	43.9%	10.6%	68.2%	25.8%	43.9%
25 - 34	213	203	198	93	31	140	66	75
%V	14.1%	13.6%	13.8%	15.2%	15.4%	12.7%	14.2%	11.8%
%H (All HH)		95.3%	93.0%	43.7%	14.6%	65.7%	31.0%	35.2%
%H (TV HH)			97.5%	45.8%	15.3%	69.0%	32.5%	36.9%
35 - 44	250	246	244	132	40	180	105	75
%V	16.5%	16.5%	17.0%	21.5%	19.9%	16.4%	22.6%	11.8%
%H (All HH)		98.4%	97.6%	52.8%	16.0%	72.0%	42.0%	30.0%
%H (TV HH)			99.2%	53.7%	16.3%	73.2%	42.7%	30.5%
45 - 54	282	276	271	131	52	205	110	95
%V	18.6%	18.5%	18.9%	21.4%	25.9%	18.6%	23.7%	15.0%
%H (All HH)		97.9%	96.1%	46.5%	18.4%	72.7%	39.0%	33.7%
%H (TV HH)			98.2%	47.5%	18.8%	74.3%	39.9%	34.4%
55 - 64	273	271	262	108	39	202	82	120
%V	18.0%	18.2%	18.3%	17.6%	19.4%	18.4%	17.7%	18.9%
%H (All HH)		99.3%	96.0%	39.6%	14.3%	74.0%	30.0%	44.0%
%H (TV HH)			96.7%	39.9%	14.4%	74.5%	30.3%	44.3%
65 +	429	426	394	120	33	327	85	242
%V	28.3%	28.6%	27.5%	19.6%	16.4%	29.7%	18.3%	38.1%
%H (All HH)		99.3%	91.8%	28.0%	7.7%	76.2%	19.8%	56.4%
%H (TV HH)			92.5%	28.2%	7.7%	76.8%	20.0%	56.8%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1515	1488	1433	613	201	1100	464	635
%H (All HH)		98.2%	94.6%	40.5%	13.3%	72.6%	30.6%	41.9%
%H (TV HH)			96.3%	41.2%	13.5%	73.9%	31.2%	42.7%
1	531	513	479	129	53	386	86	300
%V	35.0%	34.5%	33.4%	21.0%	26.4%	35.1%	18.5%	47.2%
%H (All HH)		96.6%	90.2%	24.3%	10.0%	72.7%	16.2%	56.5%
%H (TV HH)			93.4%	25.1%	10.3%	75.2%	16.8%	58.5%
2	490	487	474	214	68	352	153	199
%V	32.3%	32.7%	33.1%	34.9%	33.8%	32.0%	33.0%	31.3%
%H (All HH)		99.4%	96.7%	43.7%	13.9%	71.8%	31.2%	40.6%
%H (TV HH)			97.3%	43.9%	14.0%	72.3%	31.4%	40.9%
3	257	254	249	132	38	188	105	83
%V	17.0%	17.1%	17.4%	21.5%	18.9%	17.1%	22.6%	13.1%
%H (All HH)		98.8%	96.9%	51.4%	14.8%	73.2%	40.9%	32.3%
%H (TV HH)			98.0%	52.0%	15.0%	74.0%	41.3%	32.7%
4	164	161	159	94	28	122	85	38
%V	10.8%	10.8%	11.1%	15.3%	13.9%	11.1%	18.3%	6.0%
%H (All HH)		98.2%	97.0%	57.3%	17.1%	74.4%	51.8%	23.2%
%H (TV HH)			98.8%	58.4%	17.4%	75.8%	52.8%	23.6%
5+	74	73	72	44	14	51	35	16
%V	4.9%	4.9%	5.0%	7.2%	7.0%	4.6%	7.5%	2.5%
%H (All HH)		98.6%	97.3%	59.5%	18.9%	68.9%	47.3%	21.6%
%H (TV HH)			98.6%	60.3%	19.2%	69.9%	47.9%	21.9%
Average HH size	2.20	2.21	2.23	2.55	2.44	2.20	2.67	1.86

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 2011 - June 2012

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1515	1488	1433	613	201	1100	464	635
%H (All HH)		98.2%	94.6%	40.5%	13.3%	72.6%	30.6%	41.9%
%H (TV HH)			96.3%	41.2%	13.5%	73.9%	31.2%	42.7%
Without	1166	1141	1092	423	143	849	310	540
%V	77.0%	76.7%	76.2%	69.0%	71.1%	77.2%	66.8%	85.0%
%H (All HH)		97.9%	93.7%	36.3%	12.3%	72.8%	26.6%	46.3%
%H (TV HH)			95.7%	37.1%	12.5%	74.4%	27.2%	47.3%
With	349	347	341	191	58	250	155	96
%V	23.0%	23.3%	23.8%	31.2%	28.9%	22.7%	33.4%	15.1%
%H (All HH)		99.4%	97.7%	54.7%	16.6%	71.6%	44.4%	27.5%
%H (TV HH)			98.3%	55.0%	16.7%	72.0%	44.7%	27.7%
0 - 3	146	144	140	74	19	102	55	47
%V	9.6%	9.7%	9.8%	12.1%	9.5%	9.3%	11.9%	7.4%
%H (All HH)		98.6%	95.9%	50.7%	13.0%	69.9%	37.7%	32.2%
%H (TV HH)			97.2%	51.4%	13.2%	70.8%	38.2%	32.6%
4 - 9	159	157	155	90	24	116	73	42
%V	10.5%	10.6%	10.8%	14.7%	11.9%	10.5%	15.7%	6.6%
%H (All HH)		98.7%	97.5%	56.6%	15.1%	73.0%	45.9%	26.4%
%H (TV HH)			98.7%	57.3%	15.3%	73.9%	46.5%	26.8%
10 - 15	163	163	162	98	32	123	88	35
%V	10.8%	11.0%	11.3%	16.0%	15.9%	11.2%	19.0%	5.5%
%H (All HH)		100.0%	99.4%	60.1%	19.6%	75.5%	54.0%	21.5%
%H (TV HH)			99.4%	60.1%	19.6%	75.5%	54.0%	21.5%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1515	1488	1433	613	201	1100	464	635
%H (All HH)		98.2%	94.6%	40.5%	13.3%	72.6%	30.6%	41.9%
%H (TV HH)			96.3%	41.2%	13.5%	73.9%	31.2%	42.7%
1	532	532	500	162	55	353	67	286
%V	35.1%	35.8%	34.9%	26.4%	27.4%	32.1%	14.4%	45.0%
%H (All HH)		100.0%	94.0%	30.5%	10.3%	66.4%	12.6%	53.8%
%H (TV HH)			94.0%	30.5%	10.3%	66.4%	12.6%	53.8%
2	543	543	523	210	75	412	168	244
%V	35.8%	36.5%	36.5%	34.3%	37.3%	37.5%	36.2%	38.4%
%H (All HH)		100.0%	96.3%	38.7%	13.8%	75.9%	30.9%	44.9%
%H (TV HH)			96.3%	38.7%	13.8%	75.9%	30.9%	44.9%
3	234	234	232	128	39	187	115	72
%V	15.4%	15.7%	16.2%	20.9%	19.4%	17.0%	24.8%	11.3%
%H (All HH)		100.0%	99.1%	54.7%	16.7%	79.9%	49.1%	30.8%
%H (TV HH)			99.1%	54.7%	16.7%	79.9%	49.1%	30.8%
4	111	111	111	71	20	91	69	22
%V	7.3%	7.5%	7.7%	11.6%	10.0%	8.3%	14.9%	3.5%
%H (All HH)		100.0%	100.0%	64.0%	18.0%	82.0%	62.2%	19.8%
%H (TV HH)			100.0%	64.0%	18.0%	82.0%	62.2%	19.8%
5+	67	67	67	43	12	58	45	12
%V	4.4%	4.5%	4.7%	7.0%	6.0%	5.3%	9.7%	1.9%
%H (All HH)		100.0%	100.0%	64.2%	17.9%	86.6%	67.2%	17.9%
%H (TV HH)			100.0%	64.2%	17.9%	86.6%	67.2%	17.9%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1515	1488	1433	613	201	1100	464	635
%H (All HH)		98.2%	94.6%	40.5%	13.3%	72.6%	30.6%	41.9%
%H (TV HH)			96.3%	41.2%	13.5%	73.9%	31.2%	42.7%
Under 20"	545	545	515	237	66	423	207	216
%V	36.0%	36.6%	35.9%	38.7%	32.8%	38.5%	44.6%	34.0%
%H (All HH)		100.0%	94.5%	43.5%	12.1%	77.6%	38.0%	39.6%
%H (TV HH)			94.5%	43.5%	12.1%	77.6%	38.0%	39.6%
20" - 29"	629	629	605	249	77	488	202	286
%V	41.5%	42.3%	42.2%	40.6%	38.3%	44.4%	43.5%	45.0%
%H (All HH)		100.0%	96.2%	39.6%	12.2%	77.6%	32.1%	45.5%
%H (TV HH)			96.2%	39.6%	12.2%	77.6%	32.1%	45.5%
30" - 39"	740	740	730	325	103	584	273	311
%V	48.8%	49.7%	50.9%	53.0%	51.2%	53.1%	58.8%	49.0%
%H (All HH)		100.0%	98.6%	43.9%	13.9%	78.9%	36.9%	42.0%
%H (TV HH)			98.6%	43.9%	13.9%	78.9%	36.9%	42.0%
40" and over	563	563	561	311	101	417	257	160
%V	37.2%	37.8%	39.1%	50.7%	50.2%	37.9%	55.4%	25.2%
%H (All HH)		100.0%	99.6%	55.2%	17.9%	74.1%	45.6%	28.4%
%H (TV HH)			99.6%	55.2%	17.9%	74.1%	45.6%	28.4%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1515	1488	1433	613	201	1100	464	635
%H (All HH)		98.2%	94.6%	40.5%	13.3%	72.6%	30.6%	41.9%
%H (TV HH)			96.3%	41.2%	13.5%	73.9%	31.2%	42.7%
Main living room	1474	1474	1424	609	201	1094	463	631
%V	97.3%	99.1%	99.4%	99.3%	100.0%	99.5%	99.8%	99.4%
%H (All HH)		100.0%	96.6%	41.3%	13.6%	74.2%	31.4%	42.8%
%H (TV HH)			96.6%	41.3%	13.6%	74.2%	31.4%	42.8%
Kitchen	208	208	203	101	30	168	92	76
%V	13.7%	14.0%	14.2%	16.5%	14.9%	15.3%	19.8%	12.0%
%H (All HH)		100.0%	97.6%	48.6%	14.4%	80.8%	44.2%	36.5%
%H (TV HH)			97.6%	48.6%	14.4%	80.8%	44.2%	36.5%
Adult's bedroom	721	721	706	351	114	573	323	250
%V	47.6%	48.5%	49.3%	57.3%	56.7%	52.1%	69.6%	39.4%
%H (All HH)		100.0%	97.9%	48.7%	15.8%	79.5%	44.8%	34.7%
%H (TV HH)			97.9%	48.7%	15.8%	79.5%	44.8%	34.7%
Child's bedroom	148	148	147	86	33	117	87	29
%V	9.8%	9.9%	10.3%	14.0%	16.4%	10.6%	18.8%	4.6%
%H (All HH)		100.0%	99.3%	58.1%	22.3%	79.1%	58.8%	19.6%
%H (TV HH)			99.3%	58.1%	22.3%	79.1%	58.8%	19.6%
Other bedroom	88	88	88	49	13	75	46	30
%V	5.8%	5.9%	6.1%	8.0%	6.5%	6.8%	9.9%	4.7%
%H (All HH)		100.0%	100.0%	55.7%	14.8%	85.2%	52.3%	34.1%
%H (TV HH)			100.0%	55.7%	14.8%	85.2%	52.3%	34.1%
Second living/dining room	169	169	164	94	19	133	78	55
%V	11.2%	11.4%	11.4%	15.3%	9.5%	12.1%	16.8%	8.7%
%H (All HH)		100.0%	97.0%	55.6%	11.2%	78.7%	46.2%	32.5%
%H (TV HH)			97.0%	55.6%	11.2%	78.7%	46.2%	32.5%
Study/office	25	25	25	14	3	18	10	9
%V	1.7%	1.7%	1.7%	2.3%	1.5%	1.6%	2.2%	1.4%
%H (All HH)		100.0%	100.0%	56.0%	12.0%	72.0%	40.0%	36.0%
%H (TV HH)			100.0%	56.0%	12.0%	72.0%	40.0%	36.0%
TV room	10	10	10	7	0	6	3	3
%V	0.7%	0.7%	0.7%	1.1%	0.0%	0.5%	0.6%	0.5%
%H (All HH)		100.0%	100.0%	70.0%	0.0%	60.0%	30.0%	30.0%
%H (TV HH)			100.0%	70.0%	0.0%	60.0%	30.0%	30.0%
Conservatory	8	8	8	3	1	7	4	3
%V	0.5%	0.5%	0.6%	0.5%	0.5%	0.6%	0.9%	0.5%
%H (All HH)		100.0%	100.0%	37.5%	12.5%	87.5%	50.0%	37.5%
%H (TV HH)			100.0%	37.5%	12.5%	87.5%	50.0%	37.5%
Attic or loft room	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	-
No specific location	3	3	3	3	0	3	3	0
%V	0.2%	0.2%	0.2%	0.5%	0.0%	0.3%	0.6%	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	19	19	19	12	3	14	11	3
%V	1.3%	1.3%	1.3%	2.0%	1.5%	1.3%	2.4%	0.5%
%H (All HH)		100.0%	100.0%	63.2%	15.8%	73.7%	57.9%	15.8%
%H (TV HH)			100.0%	63.2%	15.8%	73.7%	57.9%	15.8%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Household level data

Table 9.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1515	1488	1433	613	201	1100	464	635
%H (All HH)		98.2%	94.6%	40.5%	13.3%	72.6%	30.6%	41.9%
%H (TV HH)			96.3%	41.2%	13.5%	73.9%	31.2%	42.7%
PVR	749	749	749	484	124	515	360	155
%V	49.4%	50.3%	52.3%	79.0%	61.7%	46.8%	77.6%	24.4%
%H (All HH)		100.0%	100.0%	64.6%	16.6%	68.8%	48.1%	20.7%
%H (TV HH)			100.0%	64.6%	16.6%	68.8%	48.1%	20.7%
DVDR	185	185	182	74	30	152	69	83
%V	12.2%	12.4%	12.7%	12.1%	14.9%	13.8%	14.9%	13.1%
%H (All HH)		100.0%	98.4%	40.0%	16.2%	82.2%	37.3%	44.9%
%H (TV HH)			98.4%	40.0%	16.2%	82.2%	37.3%	44.9%
VCR	187	187	176	61	22	143	46	97
%V	12.3%	12.6%	12.3%	10.0%	10.9%	13.0%	9.9%	15.3%
%H (All HH)		100.0%	94.1%	32.6%	11.8%	76.5%	24.6%	51.9%
%H (TV HH)			94.1%	32.6%	11.8%	76.5%	24.6%	51.9%
Any recorder	951	951	939	521	147	678	391	286
%V	62.8%	63.9%	65.5%	85.0%	73.1%	61.6%	84.3%	45.0%
%H (All HH)		100.0%	98.7%	54.8%	15.5%	71.3%	41.1%	30.1%
%H (TV HH)			98.7%	54.8%	15.5%	71.3%	41.1%	30.1%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC North East & Cumbria
Household level data
Table 9.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1515	1488	1433	613	201	1100	464	635
%H (All HH)		98.2%	94.6%	40.5%	13.3%	72.6%	30.6%	41.9%
%H (TV HH)			96.3%	41.2%	13.5%	73.9%	31.2%	42.7%
Receives HDTV (via STB or built-in reception)	572	572	572	311	128	405	259	145
%V	37.8%	38.4%	39.9%	50.7%	63.7%	36.8%	55.8%	22.8%
%H (All HH)		100.0%	100.0%	54.4%	22.4%	70.8%	45.3%	25.3%
%H (TV HH)			100.0%	54.4%	22.4%	70.8%	45.3%	25.3%
DVD/Blu-ray player or recorder	1173	1173	1152	514	162	896	405	491
%V	77.4%	78.8%	80.4%	83.8%	80.6%	81.5%	87.3%	77.3%
%H (All HH)		100.0%	98.2%	43.8%	13.8%	76.4%	34.5%	41.9%
%H (TV HH)			98.2%	43.8%	13.8%	76.4%	34.5%	41.9%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1515	1488	1433	613	201	1100	464	635
%H (All HH)		98.2%	94.6%	40.5%	13.3%	72.6%	30.6%	41.9%
%H (TV HH)			96.3%	41.2%	13.5%	73.9%	31.2%	42.7%
Has PC or Laptop	1091	1074	1056	528	175	777	409	368
%V	72.0%	72.2%	73.7%	86.1%	87.1%	70.6%	88.1%	58.0%
%H (All HH)		98.4%	96.8%	48.4%	16.0%	71.2%	37.5%	33.7%
%H (TV HH)			98.3%	49.2%	16.3%	72.3%	38.1%	34.3%
Has broadband internet	990	977	963	491	174	699	387	312
%V	65.3%	65.7%	67.2%	80.1%	86.6%	63.5%	83.4%	49.1%
%H (All HH)		98.7%	97.3%	49.6%	17.6%	70.6%	39.1%	31.5%
%H (TV HH)			98.6%	50.3%	17.8%	71.5%	39.6%	31.9%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC North East & Cumbria
Set level data
Table 9.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3121	3043	1480	466	2406	1265	1141
%H		97.5%	47.4%	14.9%	77.1%	40.5%	36.6%
Under 20"	718	685	324	96	560	291	270
%V	23.0%	22.5%	21.9%	20.6%	23.3%	23.0%	23.7%
%H		95.4%	45.1%	13.4%	78.0%	40.5%	37.6%
20" - 29"	798	772	347	101	624	290	334
%V	25.6%	25.4%	23.4%	21.7%	25.9%	22.9%	29.3%
%H		96.7%	43.5%	12.7%	78.2%	36.3%	41.9%
30" - 39"	867	856	400	131	683	343	340
%V	27.8%	28.1%	27.0%	28.1%	28.4%	27.1%	29.8%
%H		98.7%	46.1%	15.1%	78.8%	39.6%	39.2%
40" and over	644	643	365	114	480	303	178
%V	20.6%	21.1%	24.7%	24.5%	20.0%	24.0%	15.6%
%H		99.8%	56.7%	17.7%	74.5%	47.0%	27.6%
Don't know	43	40	16	11	28	15	13
%V	1.4%	1.3%	1.1%	2.4%	1.2%	1.2%	1.1%
%H		93.0%	37.2%	25.6%	65.1%	34.9%	30.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3121	3043	1480	466	2406	1265	1141
%H		97.5%	47.4%	14.9%	77.1%	40.5%	36.6%
Main living room	1481	1431	612	201	1098	464	634
%V	47.5%	47.0%	41.4%	43.1%	45.6%	36.7%	55.6%
%H		96.6%	41.3%	13.6%	74.1%	31.3%	42.8%
Kitchen	210	204	102	30	169	92	77
%V	6.7%	6.7%	6.9%	6.4%	7.0%	7.3%	6.7%
%H		97.1%	48.6%	14.3%	80.5%	43.8%	36.7%
Adult's bedroom	851	836	434	135	685	406	279
%V	27.3%	27.5%	29.3%	29.0%	28.5%	32.1%	24.5%
%H		98.2%	51.0%	15.9%	80.5%	47.7%	32.8%
Child's bedroom	192	191	111	42	151	111	40
%V	6.2%	6.3%	7.5%	9.0%	6.3%	8.8%	3.5%
%H		99.5%	57.8%	21.9%	78.6%	57.8%	20.8%
Other bedroom	102	102	58	18	88	57	31
%V	3.3%	3.4%	3.9%	3.9%	3.7%	4.5%	2.7%
%H		100.0%	56.9%	17.6%	86.3%	55.9%	30.4%
Second living/dining room	171	166	95	19	135	79	56
%V	5.5%	5.5%	6.4%	4.1%	5.6%	6.2%	4.9%
%H		97.1%	55.6%	11.1%	78.9%	46.2%	32.7%
Study/office	25	25	14	3	18	10	9
%V	0.8%	0.8%	0.9%	0.6%	0.7%	0.8%	0.8%
%H		100.0%	56.0%	12.0%	72.0%	40.0%	36.0%
TV room	10	10	7	0	6	3	3
%V	0.3%	0.3%	0.5%	0.0%	0.2%	0.2%	0.3%
%H		100.0%	70.0%	0.0%	60.0%	30.0%	30.0%
Conservatory	8	8	3	1	7	4	3
%V	0.3%	0.3%	0.2%	0.2%	0.3%	0.3%	0.3%
%H		100.0%	37.5%	12.5%	87.5%	50.0%	37.5%
Attic or loft room	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
No specific location	3	3	3	0	3	3	0
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	20	20	13	3	15	13	3
%V	0.6%	0.7%	0.9%	0.6%	0.6%	1.0%	0.3%
%H		100.0%	65.0%	15.0%	75.0%	65.0%	15.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3121	3043	1480	466	2406	1265	1141
%H		97.5%	47.4%	14.9%	77.1%	40.5%	36.6%
PVR	933	933	640	145	622	454	168
%V	29.9%	30.7%	43.2%	31.1%	25.9%	35.9%	14.7%
%H		100.0%	68.6%	15.5%	66.7%	48.7%	18.0%
DVDR	211	207	87	31	176	82	93
%V	6.8%	6.8%	5.9%	6.7%	7.3%	6.5%	8.2%
%H		98.1%	41.2%	14.7%	83.4%	38.9%	44.1%
VCR	211	201	71	26	162	54	108
%V	6.8%	6.6%	4.8%	5.6%	6.7%	4.3%	9.5%
%H		95.3%	33.6%	12.3%	76.8%	25.6%	51.2%
Any recorder	1228	1215	726	181	858	527	331
%V	39.3%	39.9%	49.1%	38.8%	35.7%	41.7%	29.0%
%H		98.9%	59.1%	14.7%	69.9%	42.9%	27.0%

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	3121	3043	1480	466	2406	1265	1141
%H		97.5%	47.4%	14.9%	77.1%	40.5%	36.6%
Receives HDTV (via STB or built-in reception)	731	731	403	168	513	335	178
%V	23.4%	24.0%	27.2%	36.1%	21.3%	26.5%	15.6%
%H		100.0%	55.1%	23.0%	70.2%	45.8%	24.4%
DVD/Blu-ray player or recorder	1793	1769	859	263	1417	740	677
%V	57.4%	58.1%	58.0%	56.4%	58.9%	58.5%	59.3%
%H		98.7%	47.9%	14.7%	79.0%	41.3%	37.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1488	1433	613	201	1100	464	635
%H		96.3%	41.2%	13.5%	73.9%	31.2%	42.7%
Under 20"	48	34	5	2	30	3	27
%V	3.2%	2.4%	0.8%	1.0%	2.7%	0.6%	4.3%
%H		70.8%	10.4%	4.2%	62.5%	6.3%	56.3%
20" - 29"	295	272	78	27	212	42	171
%V	19.8%	19.0%	12.7%	13.4%	19.3%	9.1%	26.9%
%H		92.2%	26.4%	9.2%	71.9%	14.2%	58.0%
30" - 39"	575	565	223	71	444	170	275
%V	38.6%	39.4%	36.4%	35.3%	40.4%	36.6%	43.3%
%H		98.3%	38.8%	12.3%	77.2%	29.6%	47.8%
40" and over	547	546	302	97	404	247	157
%V	36.8%	38.1%	49.3%	48.3%	36.7%	53.2%	24.7%
%H		99.8%	55.2%	17.7%	73.9%	45.2%	28.7%
Don't know	20	17	5	5	10	3	6
%V	1.3%	1.2%	0.8%	2.5%	0.9%	0.6%	0.9%
%H		85.0%	25.0%	25.0%	50.0%	15.0%	30.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1488	1433	613	201	1100	464	635
%H		96.3%	41.2%	13.5%	73.9%	31.2%	42.7%
PVR	732	732	478	123	501	355	146
%V	49.2%	51.1%	78.0%	61.2%	45.5%	76.5%	23.0%
%H		100.0%	65.3%	16.8%	68.4%	48.5%	19.9%
DVDR	149	146	51	22	124	48	76
%V	10.0%	10.2%	8.3%	10.9%	11.3%	10.3%	12.0%
%H		98.0%	34.2%	14.8%	83.2%	32.2%	51.0%
VCR	150	142	40	17	117	30	87
%V	10.1%	9.9%	6.5%	8.5%	10.6%	6.5%	13.7%
%H		94.7%	26.7%	11.3%	78.0%	20.0%	58.0%
Any recorder	922	912	513	142	656	384	272
%V	62.0%	63.6%	83.7%	70.6%	59.6%	82.8%	42.8%
%H		98.9%	55.6%	15.4%	71.1%	41.6%	29.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: 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	1488	1433	613	201	1100	464	635
%H		96.3%	41.2%	13.5%	73.9%	31.2%	42.7%
Receives HDTV (via STB or built-in reception)	552	552	302	126	389	251	137
%V	37.1%	38.5%	49.3%	62.7%	35.4%	54.1%	21.6%
%H		100.0%	54.7%	22.8%	70.5%	45.5%	24.8%
DVD/Blu-ray player or recorder	1091	1072	474	144	837	371	466
%V	73.3%	74.8%	77.3%	71.6%	76.1%	80.0%	73.4%
%H		98.3%	43.4%	13.2%	76.7%	34.0%	42.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC North East & Cumbria
Set level data
Table 9.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1634	1609	866	264	1306	801	505
%H		98.5%	53.0%	16.2%	79.9%	49.0%	30.9%
Under 20"	671	651	319	94	531	288	243
%V	41.1%	40.5%	36.8%	35.6%	40.7%	36.0%	48.1%
%H		97.0%	47.5%	14.0%	79.1%	42.9%	36.2%
20" - 29"	503	500	269	74	412	249	163
%V	30.8%	31.1%	31.1%	28.0%	31.5%	31.1%	32.3%
%H		99.4%	53.5%	14.7%	81.9%	49.5%	32.4%
30" - 39"	292	292	177	60	239	174	65
%V	17.9%	18.1%	20.4%	22.7%	18.3%	21.7%	12.9%
%H		100.0%	60.6%	20.5%	81.8%	59.6%	22.3%
40" and over	97	97	63	17	76	56	21
%V	5.9%	6.0%	7.3%	6.4%	5.8%	7.0%	4.2%
%H		100.0%	64.9%	17.5%	78.4%	57.7%	21.6%
Don't know	24	23	11	6	18	12	6
%V	1.5%	1.4%	1.3%	2.3%	1.4%	1.5%	1.2%
%H		95.8%	45.8%	25.0%	75.0%	50.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1634	1609	866	264	1306	801	505
%H		98.5%	53.0%	16.2%	79.9%	49.0%	30.9%
PVR	201	201	162	22	121	99	22
%V	12.3%	12.5%	18.7%	8.3%	9.3%	12.4%	4.4%
%H		100.0%	80.6%	10.9%	60.2%	49.3%	10.9%
DVDR	62	61	36	10	52	34	18
%V	3.8%	3.8%	4.2%	3.8%	4.0%	4.2%	3.6%
%H		98.4%	58.1%	16.1%	83.9%	54.8%	29.0%
VCR	62	59	31	10	45	24	21
%V	3.8%	3.7%	3.6%	3.8%	3.4%	3.0%	4.2%
%H		95.2%	50.0%	16.1%	72.6%	38.7%	33.9%
Any recorder	306	302	214	39	202	143	58
%V	18.7%	18.8%	24.7%	14.8%	15.5%	17.9%	11.5%
%H		98.7%	69.9%	12.7%	66.0%	46.7%	19.0%

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	1634	1609	866	264	1306	801	505
%H		98.5%	53.0%	16.2%	79.9%	49.0%	30.9%
Receives HDTV (via STB or built-in reception)	178	178	101	43	125	84	41
%V	10.9%	11.1%	11.7%	16.3%	9.6%	10.5%	8.1%
%H		100.0%	56.7%	24.2%	70.2%	47.2%	23.0%
DVD/Blu-ray player or recorder	702	697	384	119	580	369	211
%V	43.0%	43.3%	44.3%	45.1%	44.4%	46.1%	41.8%
%H		99.3%	54.7%	17.0%	82.6%	52.6%	30.1%

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

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	3333	3285	3201	1565	492	2422	1237	1185
%H		98.6%	96.0%	47.0%	14.8%	72.7%	37.1%	35.6%
Total Children	579	574	568	323	94	419	264	155
%V	17.4%	17.5%	17.7%	20.6%	19.1%	17.3%	21.3%	13.1%
%H		99.1%	98.1%	55.8%	16.2%	72.4%	45.6%	26.8%
0 - 3	171	169	165	89	20	120	64	56
%V	5.1%	5.1%	5.2%	5.7%	4.1%	5.0%	5.2%	4.7%
%H		98.8%	96.5%	52.0%	11.7%	70.2%	37.4%	32.7%
4 - 15	407	405	403	235	74	299	200	100
%V	12.2%	12.3%	12.6%	15.0%	15.0%	12.3%	16.2%	8.4%
%H		99.5%	99.0%	57.7%	18.2%	73.5%	49.1%	24.6%
4 - 9	200	198	197	112	33	143	90	53
%V	6.0%	6.0%	6.2%	7.2%	6.7%	5.9%	7.3%	4.5%
%H		99.0%	98.5%	56.0%	16.5%	71.5%	45.0%	26.5%
10 - 15	207	207	207	123	41	156	110	46
%V	6.2%	6.3%	6.5%	7.9%	8.3%	6.4%	8.9%	3.9%
%H		100.0%	100.0%	59.4%	19.8%	75.4%	53.1%	22.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	3333	3285	3201	1565	492	2422	1237	1185
%H		98.6%	96.0%	47.0%	14.8%	72.7%	37.1%	35.6%
Total Adults (16+)	2754	2711	2633	1242	398	2003	973	1029
%V	82.6%	82.5%	82.3%	79.4%	80.9%	82.7%	78.7%	86.8%
%H		98.4%	95.6%	45.1%	14.5%	72.7%	35.3%	37.4%
16 - 19	174	169	168	93	36	131	88	43
%V	5.2%	5.1%	5.2%	5.9%	7.3%	5.4%	7.1%	3.6%
%H		97.1%	96.6%	53.4%	20.7%	75.3%	50.6%	24.7%
20 - 24	213	209	206	95	40	150	75	75
%V	6.4%	6.4%	6.4%	6.1%	8.1%	6.2%	6.1%	6.3%
%H		98.1%	96.7%	44.6%	18.8%	70.4%	35.2%	35.2%
25 - 34	428	412	400	203	56	285	142	142
%V	12.8%	12.5%	12.5%	13.0%	11.4%	11.8%	11.5%	12.0%
%H		96.3%	93.5%	47.4%	13.1%	66.6%	33.2%	33.2%
35 - 44	405	400	397	228	62	292	180	111
%V	12.2%	12.2%	12.4%	14.6%	12.6%	12.1%	14.6%	9.4%
%H		98.8%	98.0%	56.3%	15.3%	72.1%	44.4%	27.4%
45 - 54	482	476	467	245	85	349	201	148
%V	14.5%	14.5%	14.6%	15.7%	17.3%	14.4%	16.2%	12.5%
%H		98.8%	96.9%	50.8%	17.6%	72.4%	41.7%	30.7%
55 - 64	432	429	419	184	67	322	147	175
%V	13.0%	13.1%	13.1%	11.8%	13.6%	13.3%	11.9%	14.8%
%H		99.3%	97.0%	42.6%	15.5%	74.5%	34.0%	40.5%
65+	620	615	576	194	53	475	140	335
%V	18.6%	18.7%	18.0%	12.4%	10.8%	19.6%	11.3%	28.3%
%H		99.2%	92.9%	31.3%	8.5%	76.6%	22.6%	54.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	2754	2711	2633	1242	398	2003	973	1029
%H		98.4%	95.6%	45.1%	14.5%	72.7%	35.3%	37.4%
AB	589	584	567	308	77	410	212	198
%V	21.4%	21.5%	21.5%	24.8%	19.3%	20.5%	21.8%	19.2%
%H		99.2%	96.3%	52.3%	13.1%	69.6%	36.0%	33.6%
C1	711	686	674	344	117	495	274	221
%V	25.8%	25.3%	25.6%	27.7%	29.4%	24.7%	28.2%	21.5%
%H		96.5%	94.8%	48.4%	16.5%	69.6%	38.5%	31.1%
C2	625	620	611	295	95	486	261	225
%V	22.7%	22.9%	23.2%	23.8%	23.9%	24.3%	26.8%	21.9%
%H		99.2%	97.8%	47.2%	15.2%	77.8%	41.8%	36.0%
D	457	454	440	193	69	332	149	183
%V	16.6%	16.7%	16.7%	15.5%	17.3%	16.6%	15.3%	17.8%
%H		99.3%	96.3%	42.2%	15.1%	72.6%	32.6%	40.0%
E	373	367	342	102	40	279	77	202
%V	13.5%	13.5%	13.0%	8.2%	10.1%	13.9%	7.9%	19.6%
%H		98.4%	91.7%	27.3%	10.7%	74.8%	20.6%	54.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC North East & Cumbria
Individual level data
Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2754	2711	2633	1242	398	2003	973	1029
%H		98.4%	95.6%	45.1%	14.5%	72.7%	35.3%	37.4%
Working full time	1123	1110	1094	598	180	793	464	329
%V	40.8%	40.9%	41.5%	48.1%	45.2%	39.6%	47.7%	32.0%
%H		98.8%	97.4%	53.3%	16.0%	70.6%	41.3%	29.3%
Working part time	279	277	274	160	42	205	126	79
%V	10.1%	10.2%	10.4%	12.9%	10.6%	10.2%	12.9%	7.7%
%H		99.3%	98.2%	57.3%	15.1%	73.5%	45.2%	28.3%
Not working	1353	1325	1264	485	176	1005	384	621
%V	49.1%	48.9%	48.0%	39.0%	44.2%	50.2%	39.5%	60.3%
%H		97.9%	93.4%	35.8%	13.0%	74.3%	28.4%	45.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	1352	1326	1290	635	198	972	494	477
%H		98.1%	95.4%	47.0%	14.6%	71.9%	36.5%	35.3%
16 - 19	96	94	94	53	20	79	56	24
%V	7.1%	7.1%	7.3%	8.3%	10.1%	8.1%	11.3%	5.0%
%H		97.9%	97.9%	55.2%	20.8%	82.3%	58.3%	25.0%
20 - 24	104	104	103	51	22	70	37	33
%V	7.7%	7.8%	8.0%	8.0%	11.1%	7.2%	7.5%	6.9%
%H		100.0%	99.0%	49.0%	21.2%	67.3%	35.6%	31.7%
25 - 34	223	213	205	107	28	143	71	71
%V	16.5%	16.1%	15.9%	16.9%	14.1%	14.7%	14.4%	14.9%
%H		95.5%	91.9%	48.0%	12.6%	64.1%	31.8%	31.8%
35 - 44	196	193	191	105	28	142	83	59
%V	14.5%	14.6%	14.8%	16.5%	14.1%	14.6%	16.8%	12.4%
%H		98.5%	97.4%	53.6%	14.3%	72.4%	42.3%	30.1%
45 - 54	242	236	230	128	39	168	99	69
%V	17.9%	17.8%	17.8%	20.2%	19.7%	17.3%	20.0%	14.5%
%H		97.5%	95.0%	52.9%	16.1%	69.4%	40.9%	28.5%
55 - 64	209	208	204	88	35	160	76	84
%V	15.5%	15.7%	15.8%	13.9%	17.7%	16.5%	15.4%	17.6%
%H		99.5%	97.6%	42.1%	16.7%	76.6%	36.4%	40.2%
65+	281	279	263	102	26	210	72	138
%V	20.8%	21.0%	20.4%	16.1%	13.1%	21.6%	14.6%	28.9%
%H		99.3%	93.6%	36.3%	9.3%	74.7%	25.6%	49.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1352	1326	1290	635	198	972	494	477
%H		98.1%	95.4%	47.0%	14.6%	71.9%	36.5%	35.3%
AB	308	304	295	171	41	211	117	94
%V	22.8%	22.9%	22.9%	26.9%	20.7%	21.7%	23.7%	19.7%
%H		98.7%	95.8%	55.5%	13.3%	68.5%	38.0%	30.5%
C1	322	311	308	169	53	222	133	89
%V	23.8%	23.5%	23.9%	26.6%	26.8%	22.8%	26.9%	18.7%
%H		96.6%	95.7%	52.5%	16.5%	68.9%	41.3%	27.6%
C2	344	340	333	160	51	266	142	124
%V	25.4%	25.6%	25.8%	25.2%	25.8%	27.4%	28.7%	26.0%
%H		98.8%	96.8%	46.5%	14.8%	77.3%	41.3%	36.0%
D	215	214	209	90	35	156	70	86
%V	15.9%	16.1%	16.2%	14.2%	17.7%	16.0%	14.2%	18.0%
%H		99.5%	97.2%	41.9%	16.3%	72.6%	32.6%	40.0%
E	163	158	147	45	18	116	32	85
%V	12.1%	11.9%	11.4%	7.1%	9.1%	11.9%	6.5%	17.8%
%H		96.9%	90.2%	27.6%	11.0%	71.2%	19.6%	52.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1352	1326	1290	635	198	972	494	477
%H		98.1%	95.4%	47.0%	14.6%	71.9%	36.5%	35.3%
Working full time	704	694	685	383	108	500	300	200
%V	52.1%	52.3%	53.1%	60.3%	54.5%	51.4%	60.7%	41.9%
%H		98.6%	97.3%	54.4%	15.3%	71.0%	42.6%	28.4%
Working part time	47	46	46	31	9	29	20	9
%V	3.5%	3.5%	3.6%	4.9%	4.5%	3.0%	4.0%	1.9%
%H		97.9%	97.9%	66.0%	19.1%	61.7%	42.6%	19.1%
Not working	600	586	559	221	81	443	174	269
%V	44.4%	44.2%	43.3%	34.8%	40.9%	45.6%	35.2%	56.4%
%H		97.7%	93.2%	36.8%	13.5%	73.8%	29.0%	44.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1403	1386	1343	607	200	1031	479	552
%H		98.8%	95.7%	43.3%	14.3%	73.5%	34.1%	39.3%
16 - 19	78	75	74	39	16	52	32	20
%V	5.6%	5.4%	5.5%	6.4%	8.0%	5.0%	6.7%	3.6%
%H		96.2%	94.9%	50.0%	20.5%	66.7%	41.0%	25.6%
20 - 24	109	105	104	44	18	80	38	42
%V	7.8%	7.6%	7.7%	7.2%	9.0%	7.8%	7.9%	7.6%
%H		96.3%	95.4%	40.4%	16.5%	73.4%	34.9%	38.5%
25 - 34	205	199	195	96	28	142	71	71
%V	14.6%	14.4%	14.5%	15.8%	14.0%	13.8%	14.8%	12.9%
%H		97.1%	95.1%	46.8%	13.7%	69.3%	34.6%	34.6%
35 - 44	209	207	206	124	34	149	97	52
%V	14.9%	14.9%	15.3%	20.4%	17.0%	14.5%	20.3%	9.4%
%H		99.0%	98.6%	59.3%	16.3%	71.3%	46.4%	24.9%
45 - 54	240	240	237	118	46	181	102	79
%V	17.1%	17.3%	17.6%	19.4%	23.0%	17.6%	21.3%	14.3%
%H		100.0%	98.8%	49.2%	19.2%	75.4%	42.5%	32.9%
55 - 64	223	221	215	95	32	162	71	91
%V	15.9%	15.9%	16.0%	15.7%	16.0%	15.7%	14.8%	16.5%
%H		99.1%	96.4%	42.6%	14.3%	72.6%	31.8%	40.8%
65+	339	337	313	91	26	265	68	197
%V	24.2%	24.3%	23.3%	15.0%	13.0%	25.7%	14.2%	35.7%
%H		99.4%	92.3%	26.8%	7.7%	78.2%	20.1%	58.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1403	1386	1343	607	200	1031	479	552
%H		98.8%	95.7%	43.3%	14.3%	73.5%	34.1%	39.3%
AB	282	280	272	138	36	199	95	104
%V	20.1%	20.2%	20.3%	22.7%	18.0%	19.3%	19.8%	18.8%
%H		99.3%	96.5%	48.9%	12.8%	70.6%	33.7%	36.9%
C1	389	376	366	174	64	273	141	132
%V	27.7%	27.1%	27.3%	28.7%	32.0%	26.5%	29.4%	23.9%
%H		96.7%	94.1%	44.7%	16.5%	70.2%	36.2%	33.9%
C2	281	281	278	135	44	220	119	101
%V	20.0%	20.3%	20.7%	22.2%	22.0%	21.3%	24.8%	18.3%
%H		100.0%	98.9%	48.0%	15.7%	78.3%	42.3%	35.9%
D	242	240	232	103	34	176	78	97
%V	17.2%	17.3%	17.3%	17.0%	17.0%	17.1%	16.3%	17.6%
%H		99.2%	95.9%	42.6%	14.0%	72.7%	32.2%	40.1%
E	210	209	195	57	22	163	45	117
%V	15.0%	15.1%	14.5%	9.4%	11.0%	15.8%	9.4%	21.2%
%H		99.5%	92.9%	27.1%	10.5%	77.6%	21.4%	55.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1403	1386	1343	607	200	1031	479	552
%H		98.8%	95.7%	43.3%	14.3%	73.5%	34.1%	39.3%
Working full time	419	416	409	215	72	293	164	129
%V	29.9%	30.0%	30.5%	35.4%	36.0%	28.4%	34.2%	23.4%
%H		99.3%	97.6%	51.3%	17.2%	69.9%	39.1%	30.8%
Working part time	231	231	228	128	33	177	106	70
%V	16.5%	16.7%	17.0%	21.1%	16.5%	17.2%	22.1%	12.7%
%H		100.0%	98.7%	55.4%	14.3%	76.6%	45.9%	30.3%
Not working	753	739	705	264	95	562	209	352
%V	53.7%	53.3%	52.5%	43.5%	47.5%	54.5%	43.6%	63.8%
%H		98.1%	93.6%	35.1%	12.6%	74.6%	27.8%	46.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2943	2866	2855	1150	459	2443	1176	1266
%H (All HH)		97.4%	97.0%	39.1%	15.6%	83.0%	40.0%	43.0%
%H (TV HH)			99.6%	40.1%	16.0%	85.2%	41.0%	44.2%
AB	612	601	601	287	84	511	279	232
%V	20.8%	21.0%	21.1%	25.0%	18.3%	20.9%	23.7%	18.3%
%H (All HH)		98.2%	98.2%	46.9%	13.7%	83.5%	45.6%	37.9%
%H (TV HH)			100.0%	47.8%	14.0%	85.0%	46.4%	38.6%
C1	760	737	732	307	131	615	316	299
%V	25.8%	25.7%	25.6%	26.7%	28.5%	25.2%	26.9%	23.6%
%H (All HH)		97.0%	96.3%	40.4%	17.2%	80.9%	41.6%	39.3%
%H (TV HH)			99.3%	41.7%	17.8%	83.4%	42.9%	40.6%
C2	616	601	600	243	116	532	283	248
%V	20.9%	21.0%	21.0%	21.1%	25.3%	21.8%	24.1%	19.6%
%H (All HH)		97.6%	97.4%	39.4%	18.8%	86.4%	45.9%	40.3%
%H (TV HH)			99.8%	40.4%	19.3%	88.5%	47.1%	41.3%
D	468	453	452	177	70	386	177	209
%V	15.9%	15.8%	15.8%	15.4%	15.3%	15.8%	15.1%	16.5%
%H (All HH)		96.8%	96.6%	37.8%	15.0%	82.5%	37.8%	44.7%
%H (TV HH)			99.8%	39.1%	15.5%	85.2%	39.1%	46.1%
E	487	475	470	137	58	399	121	279
%V	16.5%	16.6%	16.5%	11.9%	12.6%	16.3%	10.3%	22.0%
%H (All HH)		97.5%	96.5%	28.1%	11.9%	81.9%	24.8%	57.3%
%H (TV HH)			98.9%	28.8%	12.2%	84.0%	25.5%	58.7%

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 2011 - June 2012

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2943	2866	2855	1150	459	2443	1176	1266
%H (All HH)		97.4%	97.0%	39.1%	15.6%	83.0%	40.0%	43.0%
%H (TV HH)			99.6%	40.1%	16.0%	85.2%	41.0%	44.2%
Under 25	132	121	120	53	24	93	49	44
%V	4.5%	4.2%	4.2%	4.6%	5.2%	3.8%	4.2%	3.5%
%H (All HH)		91.7%	90.9%	40.2%	18.2%	70.5%	37.1%	33.3%
%H (TV HH)			99.2%	43.8%	19.8%	76.9%	40.5%	36.4%
25 - 34	431	411	407	209	64	329	194	135
%V	14.6%	14.3%	14.3%	18.2%	13.9%	13.5%	16.5%	10.7%
%H (All HH)		95.4%	94.4%	48.5%	14.8%	76.3%	45.0%	31.3%
%H (TV HH)			99.0%	50.9%	15.6%	80.0%	47.2%	32.8%
35 - 44	522	504	504	233	114	418	255	164
%V	17.7%	17.6%	17.7%	20.3%	24.8%	17.1%	21.7%	13.0%
%H (All HH)		96.6%	96.6%	44.6%	21.8%	80.1%	48.9%	31.4%
%H (TV HH)			100.0%	46.2%	22.6%	82.9%	50.6%	32.5%
45 - 54	577	571	568	253	113	482	277	205
%V	19.6%	19.9%	19.9%	22.0%	24.6%	19.7%	23.6%	16.2%
%H (All HH)		99.0%	98.4%	43.8%	19.6%	83.5%	48.0%	35.5%
%H (TV HH)			99.5%	44.3%	19.8%	84.4%	48.5%	35.9%
55 - 64	498	487	487	199	72	426	205	221
%V	16.9%	17.0%	17.1%	17.3%	15.7%	17.4%	17.4%	17.5%
%H (All HH)		97.8%	97.8%	40.0%	14.5%	85.5%	41.2%	44.4%
%H (TV HH)			100.0%	40.9%	14.8%	87.5%	42.1%	45.4%
65 +	783	772	770	203	73	694	197	497
%V	26.6%	26.9%	27.0%	17.7%	15.9%	28.4%	16.8%	39.3%
%H (All HH)		98.6%	98.3%	25.9%	9.3%	88.6%	25.2%	63.5%
%H (TV HH)			99.7%	26.3%	9.5%	89.9%	25.5%	64.4%

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

July 2011 - June 2012

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2943	2866	2855	1150	459	2443	1176	1266
%H (All HH)		97.4%	97.0%	39.1%	15.6%	83.0%	40.0%	43.0%
%H (TV HH)			99.6%	40.1%	16.0%	85.2%	41.0%	44.2%
1	1065	1018	1009	271	116	883	258	626
%V	36.2%	35.5%	35.3%	23.6%	25.3%	36.1%	21.9%	49.4%
%H (All HH)		95.6%	94.7%	25.4%	10.9%	82.9%	24.2%	58.8%
%H (TV HH)			99.1%	26.6%	11.4%	86.7%	25.3%	61.5%
2	868	858	855	371	122	732	364	368
%V	29.5%	29.9%	29.9%	32.3%	26.6%	30.0%	31.0%	29.1%
%H (All HH)		98.8%	98.5%	42.7%	14.1%	84.3%	41.9%	42.4%
%H (TV HH)			99.7%	43.2%	14.2%	85.3%	42.4%	42.9%
3	449	441	441	214	94	373	238	135
%V	15.3%	15.4%	15.4%	18.6%	20.5%	15.3%	20.2%	10.7%
%H (All HH)		98.2%	98.2%	47.7%	20.9%	83.1%	53.0%	30.1%
%H (TV HH)			100.0%	48.5%	21.3%	84.6%	54.0%	30.6%
4	372	366	366	190	86	304	210	94
%V	12.6%	12.8%	12.8%	16.5%	18.7%	12.4%	17.9%	7.4%
%H (All HH)		98.4%	98.4%	51.1%	23.1%	81.7%	56.5%	25.3%
%H (TV HH)			100.0%	51.9%	23.5%	83.1%	57.4%	25.7%
5+	189	184	183	104	41	150	107	43
%V	6.4%	6.4%	6.4%	9.0%	8.9%	6.1%	9.1%	3.4%
%H (All HH)		97.4%	96.8%	55.0%	21.7%	79.4%	56.6%	22.8%
%H (TV HH)			99.5%	56.5%	22.3%	81.5%	58.2%	23.4%
Average HH size	2.26	2.27	2.28	2.59	2.63	2.25	2.65	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 2011 - June 2012

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2943	2866	2855	1150	459	2443	1176	1266
%H (All HH)		97.4%	97.0%	39.1%	15.6%	83.0%	40.0%	43.0%
%H (TV HH)			99.6%	40.1%	16.0%	85.2%	41.0%	44.2%
Without	2207	2141	2129	777	303	1845	782	1063
%V	75.0%	74.7%	74.6%	67.6%	66.0%	75.5%	66.5%	84.0%
%H (All HH)		97.0%	96.5%	35.2%	13.7%	83.6%	35.4%	48.2%
%H (TV HH)			99.4%	36.3%	14.2%	86.2%	36.5%	49.6%
With	736	726	726	373	156	598	394	204
%V	25.0%	25.3%	25.4%	32.4%	34.0%	24.5%	33.5%	16.1%
%H (All HH)		98.6%	98.6%	50.7%	21.2%	81.3%	53.5%	27.7%
%H (TV HH)			100.0%	51.4%	21.5%	82.4%	54.3%	28.1%
0 - 3	286	280	280	146	55	218	136	81
%V	9.7%	9.8%	9.8%	12.7%	12.0%	8.9%	11.6%	6.4%
%H (All HH)		97.9%	97.9%	51.0%	19.2%	76.2%	47.6%	28.3%
%H (TV HH)			100.0%	52.1%	19.6%	77.9%	48.6%	28.9%
4 - 9	361	355	355	187	72	296	197	99
%V	12.3%	12.4%	12.4%	16.3%	15.7%	12.1%	16.8%	7.8%
%H (All HH)		98.3%	98.3%	51.8%	19.9%	82.0%	54.6%	27.4%
%H (TV HH)			100.0%	52.7%	20.3%	83.4%	55.5%	27.9%
10 - 15	357	354	354	177	89	295	201	95
%V	12.1%	12.4%	12.4%	15.4%	19.4%	12.1%	17.1%	7.5%
%H (All HH)		99.2%	99.2%	49.6%	24.9%	82.6%	56.3%	26.6%
%H (TV HH)			100.0%	50.0%	25.1%	83.3%	56.8%	26.8%

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 2011 - June 2012

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2943	2866	2855	1150	459	2443	1176	1266
%H (All HH)		97.4%	97.0%	39.1%	15.6%	83.0%	40.0%	43.0%
%H (TV HH)			99.6%	40.1%	16.0%	85.2%	41.0%	44.2%
1	1139	1139	1128	344	133	903	252	651
%V	38.7%	39.7%	39.5%	29.9%	29.0%	37.0%	21.4%	51.4%
%H (All HH)		100.0%	99.0%	30.2%	11.7%	79.3%	22.1%	57.2%
%H (TV HH)			99.0%	30.2%	11.7%	79.3%	22.1%	57.2%
2	968	968	968	417	155	849	443	406
%V	32.9%	33.8%	33.9%	36.3%	33.8%	34.8%	37.7%	32.1%
%H (All HH)		100.0%	100.0%	43.1%	16.0%	87.7%	45.8%	41.9%
%H (TV HH)			100.0%	43.1%	16.0%	87.7%	45.8%	41.9%
3	460	460	460	226	97	412	270	142
%V	15.6%	16.1%	16.1%	19.7%	21.1%	16.9%	23.0%	11.2%
%H (All HH)		100.0%	100.0%	49.1%	21.1%	89.6%	58.7%	30.9%
%H (TV HH)			100.0%	49.1%	21.1%	89.6%	58.7%	30.9%
4	198	198	198	105	51	184	137	46
%V	6.7%	6.9%	6.9%	9.1%	11.1%	7.5%	11.6%	3.6%
%H (All HH)		100.0%	100.0%	53.0%	25.8%	92.9%	69.2%	23.2%
%H (TV HH)			100.0%	53.0%	25.8%	92.9%	69.2%	23.2%
5+	101	101	101	59	23	95	74	22
%V	3.4%	3.5%	3.5%	5.1%	5.0%	3.9%	6.3%	1.7%
%H (All HH)		100.0%	100.0%	58.4%	22.8%	94.1%	73.3%	21.8%
%H (TV HH)			100.0%	58.4%	22.8%	94.1%	73.3%	21.8%

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

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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	2943	2866	2855	1150	459	2443	1176	1266
%V (All HH)		97.4%	97.0%	39.1%	15.6%	83.0%	40.0%	43.0%
%H (TV HH)			99.6%	40.1%	16.0%	85.2%	41.0%	44.2%
Under 20"	831	831	829	343	150	775	429	346
%V	28.2%	29.0%	29.0%	29.8%	32.7%	31.7%	36.5%	27.3%
%H (All HH)		100.0%	99.8%	41.3%	18.1%	93.3%	51.6%	41.6%
%H (TV HH)			99.8%	41.3%	18.1%	93.3%	51.6%	41.6%
20" - 29"	1199	1199	1194	458	181	1069	504	565
%V	40.7%	41.8%	41.8%	39.8%	39.4%	43.8%	42.9%	44.6%
%H (All HH)		100.0%	99.6%	38.2%	15.1%	89.2%	42.0%	47.1%
%H (TV HH)			99.6%	38.2%	15.1%	89.2%	42.0%	47.1%
30" - 39"	1528	1528	1528	644	269	1318	692	626
%V	51.9%	53.3%	53.5%	56.0%	58.6%	54.0%	58.8%	49.4%
%H (All HH)		100.0%	100.0%	42.1%	17.6%	86.3%	45.3%	41.0%
%H (TV HH)			100.0%	42.1%	17.6%	86.3%	45.3%	41.0%
40" and over	987	987	987	543	199	811	556	255
%V	33.5%	34.4%	34.6%	47.2%	43.4%	33.2%	47.3%	20.1%
%H (All HH)		100.0%	100.0%	55.0%	20.2%	82.2%	56.3%	25.8%
%H (TV HH)			100.0%	55.0%	20.2%	82.2%	56.3%	25.8%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2943	2866	2855	1150	459	2443	1176	1266
%H (All HH)		97.4%	97.0%	39.1%	15.6%	83.0%	40.0%	43.0%
%H (TV HH)			99.6%	40.1%	16.0%	85.2%	41.0%	44.2%
Main living room	2835	2835	2826	1144	455	2417	1170	1247
%V	96.3%	98.9%	99.0%	99.5%	99.1%	98.9%	99.5%	98.5%
%H (All HH)		100.0%	99.7%	40.4%	16.0%	85.3%	41.3%	44.0%
%H (TV HH)			99.7%	40.4%	16.0%	85.3%	41.3%	44.0%
Kitchen	294	294	294	136	45	276	160	116
%V	10.0%	10.3%	10.3%	11.8%	9.8%	11.3%	13.6%	9.2%
%H (All HH)		100.0%	100.0%	46.3%	15.3%	93.9%	54.4%	39.5%
%H (TV HH)			100.0%	46.3%	15.3%	93.9%	54.4%	39.5%
Adult's bedroom	1290	1290	1289	598	256	1159	710	449
%V	43.8%	45.0%	45.1%	52.0%	55.8%	47.4%	60.4%	35.5%
%H (All HH)		100.0%	99.9%	46.4%	19.8%	89.8%	55.0%	34.8%
%H (TV HH)			99.9%	46.4%	19.8%	89.8%	55.0%	34.8%
Child's bedroom	313	313	313	168	79	289	218	70
%V	10.6%	10.9%	11.0%	14.6%	17.2%	11.8%	18.5%	5.5%
%H (All HH)		100.0%	100.0%	53.7%	25.2%	92.3%	69.6%	22.4%
%H (TV HH)			100.0%	53.7%	25.2%	92.3%	69.6%	22.4%
Other bedroom	105	105	105	60	21	95	68	27
%V	3.6%	3.7%	3.7%	5.2%	4.6%	3.9%	5.8%	2.1%
%H (All HH)		100.0%	100.0%	57.1%	20.0%	90.5%	64.8%	25.7%
%H (TV HH)			100.0%	57.1%	20.0%	90.5%	64.8%	25.7%
Second living/dining room	391	391	391	197	72	349	220	129
%V	13.3%	13.6%	13.7%	17.1%	15.7%	14.3%	18.7%	10.2%
%H (All HH)		100.0%	100.0%	50.4%	18.4%	89.3%	56.3%	33.0%
%H (TV HH)			100.0%	50.4%	18.4%	89.3%	56.3%	33.0%
Study/office	50	50	50	29	7	45	32	14
%V	1.7%	1.7%	1.8%	2.5%	1.5%	1.8%	2.7%	1.1%
%H (All HH)		100.0%	100.0%	58.0%	14.0%	90.0%	64.0%	28.0%
%H (TV HH)			100.0%	58.0%	14.0%	90.0%	64.0%	28.0%
TV room	19	19	19	12	2	17	12	5
%V	0.6%	0.7%	0.7%	1.0%	0.4%	0.7%	1.0%	0.4%
%H (All HH)		100.0%	100.0%	63.2%	10.5%	89.5%	63.2%	26.3%
%H (TV HH)			100.0%	63.2%	10.5%	89.5%	63.2%	26.3%
Conservatory	19	19	19	11	4	17	13	5
%V	0.6%	0.7%	0.7%	1.0%	0.9%	0.7%	1.1%	0.4%
%H (All HH)		100.0%	100.0%	57.9%	21.1%	89.5%	68.4%	26.3%
%H (TV HH)			100.0%	57.9%	21.1%	89.5%	68.4%	26.3%
Attic or loft room	2	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%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%
No specific location	5	5	5	2	0	4	2	2
%V	0.2%	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	40.0%	0.0%	80.0%	40.0%	40.0%
%H (TV HH)			100.0%	40.0%	0.0%	80.0%	40.0%	40.0%
Other	14	14	14	7	4	13	10	2
%V	0.5%	0.5%	0.5%	0.6%	0.9%	0.5%	0.9%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	28.6%	92.9%	71.4%	14.3%
%H (TV HH)			100.0%	50.0%	28.6%	92.9%	71.4%	14.3%

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

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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	2943	2866	2855	1150	459	2443	1176	1266
%H (All HH)		97.4%	97.0%	39.1%	15.6%	83.0%	40.0%	43.0%
%H (TV HH)			99.6%	40.1%	16.0%	85.2%	41.0%	44.2%
PVR	1504	1504	1504	915	274	1208	877	331
%V	51.1%	52.5%	52.7%	79.6%	59.7%	49.4%	74.6%	26.1%
%H (All HH)		100.0%	100.0%	60.8%	18.2%	80.3%	58.3%	22.0%
%H (TV HH)			100.0%	60.8%	18.2%	80.3%	58.3%	22.0%
DVDR	202	202	202	80	36	177	89	88
%V	6.9%	7.0%	7.1%	7.0%	7.8%	7.2%	7.6%	7.0%
%H (All HH)		100.0%	100.0%	39.6%	17.8%	87.6%	44.1%	43.6%
%H (TV HH)			100.0%	39.6%	17.8%	87.6%	44.1%	43.6%
VCR	175	175	175	55	34	154	66	88
%V	5.9%	6.1%	6.1%	4.8%	7.4%	6.3%	5.6%	7.0%
%H (All HH)		100.0%	100.0%	31.4%	19.4%	88.0%	37.7%	50.3%
%H (TV HH)			100.0%	31.4%	19.4%	88.0%	37.7%	50.3%
Any recorder	1677	1677	1677	948	309	1359	923	436
%V	57.0%	58.5%	58.7%	82.4%	67.3%	55.6%	78.5%	34.4%
%H (All HH)		100.0%	100.0%	56.5%	18.4%	81.0%	55.0%	26.0%
%H (TV HH)			100.0%	56.5%	18.4%	81.0%	55.0%	26.0%

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 2011 - June 2012

BBC North West

Household level data

Table 10.9: 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	2943	2866	2855	1150	459	2443	1176	1266
%H (All HH)		97.4%	97.0%	39.1%	15.6%	83.0%	40.0%	43.0%
%H (TV HH)			99.6%	40.1%	16.0%	85.2%	41.0%	44.2%
Receives HDTV (via STB or built-in reception)	1154	1154	1154	602	305	935	672	262
%V	39.2%	40.3%	40.4%	52.3%	66.4%	38.3%	57.1%	20.7%
%H (All HH)		100.0%	100.0%	52.2%	26.4%	81.0%	58.2%	22.7%
%H (TV HH)			100.0%	52.2%	26.4%	81.0%	58.2%	22.7%
DVD/Blu-ray player or recorder	2170	2170	2168	927	368	1846	954	892
%V	73.7%	75.7%	75.9%	80.6%	80.2%	75.6%	81.1%	70.5%
%H (All HH)		100.0%	99.9%	42.7%	17.0%	85.1%	44.0%	41.1%
%H (TV HH)			99.9%	42.7%	17.0%	85.1%	44.0%	41.1%

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 2011 - June 2012

BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2943	2866	2855	1150	459	2443	1176	1266
%H (All HH)		97.4%	97.0%	39.1%	15.6%	83.0%	40.0%	43.0%
%H (TV HH)			99.6%	40.1%	16.0%	85.2%	41.0%	44.2%
Has PC or Laptop	2135	2088	2081	989	399	1739	1025	714
%V	72.5%	72.9%	72.9%	86.0%	86.9%	71.2%	87.2%	56.4%
%H (All HH)		97.8%	97.5%	46.3%	18.7%	81.5%	48.0%	33.4%
%H (TV HH)			99.7%	47.4%	19.1%	83.3%	49.1%	34.2%
Has broadband internet	2035	1991	1986	951	401	1657	1004	653
%V	69.1%	69.5%	69.6%	82.7%	87.4%	67.8%	85.4%	51.6%
%H (All HH)		97.8%	97.6%	46.7%	19.7%	81.4%	49.3%	32.1%
%H (TV HH)			99.7%	47.8%	20.1%	83.2%	50.4%	32.8%

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

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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	5796	5784	2599	1060	5085	2898	2187
%H		99.8%	44.8%	18.3%	87.7%	50.0%	37.7%
Under 20"	1111	1107	469	212	1041	602	439
%V	19.2%	19.1%	18.0%	20.0%	20.5%	20.8%	20.1%
%H		99.6%	42.2%	19.1%	93.7%	54.2%	39.5%
20" - 29"	1555	1551	613	252	1401	701	700
%V	26.8%	26.8%	23.6%	23.8%	27.6%	24.2%	32.0%
%H		99.7%	39.4%	16.2%	90.1%	45.1%	45.0%
30" - 39"	1818	1817	796	329	1570	864	706
%V	31.4%	31.4%	30.6%	31.0%	30.9%	29.8%	32.3%
%H		99.9%	43.8%	18.1%	86.4%	47.5%	38.8%
40" and over	1146	1146	650	239	940	666	274
%V	19.8%	19.8%	25.0%	22.5%	18.5%	23.0%	12.5%
%H		100.0%	56.7%	20.9%	82.0%	58.1%	23.9%
Don't know	102	101	38	12	91	39	52
%V	1.8%	1.7%	1.5%	1.1%	1.8%	1.3%	2.4%
%H		99.0%	37.3%	11.8%	89.2%	38.2%	51.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC North West
Set level data
Table 10.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5796	5784	2599	1060	5085	2898	2187
%H		99.8%	44.8%	18.3%	87.7%	50.0%	37.7%
Main living room	2853	2844	1155	456	2433	1180	1254
%V	49.2%	49.2%	44.4%	43.0%	47.8%	40.7%	57.3%
%H		99.7%	40.5%	16.0%	85.3%	41.4%	44.0%
Kitchen	296	296	136	45	278	161	117
%V	5.1%	5.1%	5.2%	4.2%	5.5%	5.6%	5.3%
%H		100.0%	45.9%	15.2%	93.9%	54.4%	39.5%
Adult's bedroom	1545	1544	723	321	1387	868	519
%V	26.7%	26.7%	27.8%	30.3%	27.3%	30.0%	23.7%
%H		99.9%	46.8%	20.8%	89.8%	56.2%	33.6%
Child's bedroom	409	409	218	109	380	289	91
%V	7.1%	7.1%	8.4%	10.3%	7.5%	10.0%	4.2%
%H		100.0%	53.3%	26.7%	92.9%	70.7%	22.2%
Other bedroom	120	120	69	24	109	79	29
%V	2.1%	2.1%	2.7%	2.3%	2.1%	2.7%	1.3%
%H		100.0%	57.5%	20.0%	90.8%	65.8%	24.2%
Second living/dining room	399	399	202	73	357	224	132
%V	6.9%	6.9%	7.8%	6.9%	7.0%	7.7%	6.0%
%H		100.0%	50.6%	18.3%	89.5%	56.1%	33.1%
Study/office	51	51	30	7	46	32	14
%V	0.9%	0.9%	1.2%	0.7%	0.9%	1.1%	0.6%
%H		100.0%	58.8%	13.7%	90.2%	62.7%	27.5%
TV room	19	19	12	2	17	12	5
%V	0.3%	0.3%	0.5%	0.2%	0.3%	0.4%	0.2%
%H		100.0%	63.2%	10.5%	89.5%	63.2%	26.3%
Conservatory	19	19	11	4	17	13	5
%V	0.3%	0.3%	0.4%	0.4%	0.3%	0.4%	0.2%
%H		100.0%	57.9%	21.1%	89.5%	68.4%	26.3%
Attic or loft room	2	2	1	0	2	1	1
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
No specific location	5	5	2	0	4	2	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	40.0%	0.0%	80.0%	40.0%	40.0%
Other	14	14	7	4	13	10	2
%V	0.2%	0.2%	0.3%	0.4%	0.3%	0.3%	0.1%
%H		100.0%	50.0%	28.6%	92.9%	71.4%	14.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
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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	5796	5784	2599	1060	5085	2898	2187
%H		99.8%	44.8%	18.3%	87.7%	50.0%	37.7%
PVR	2000	2000	1284	369	1574	1199	376
%V	34.5%	34.6%	49.4%	34.8%	31.0%	41.4%	17.2%
%H		100.0%	64.2%	18.5%	78.7%	60.0%	18.8%
DVDR	227	227	90	41	200	102	99
%V	3.9%	3.9%	3.5%	3.9%	3.9%	3.5%	4.5%
%H		100.0%	39.6%	18.1%	88.1%	44.9%	43.6%
VCR	202	201	68	40	175	78	97
%V	3.5%	3.5%	2.6%	3.8%	3.4%	2.7%	4.4%
%H		99.5%	33.7%	19.8%	86.6%	38.6%	48.0%
Any recorder	2241	2241	1352	417	1787	1283	504
%V	38.7%	38.7%	52.0%	39.3%	35.1%	44.3%	23.0%
%H		100.0%	60.3%	18.6%	79.7%	57.3%	22.5%

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	5796	5784	2599	1060	5085	2898	2187
%H		99.8%	44.8%	18.3%	87.7%	50.0%	37.7%
Receives HDTV (via STB or built-in reception)	1609	1609	842	456	1295	958	337
%V	27.8%	27.8%	32.4%	43.0%	25.5%	33.1%	15.4%
%H		100.0%	52.3%	28.3%	80.5%	59.5%	20.9%
DVD/Blu-ray player or recorder	3376	3374	1544	635	2931	1697	1234
%V	58.2%	58.3%	59.4%	59.9%	57.6%	58.6%	56.4%
%H		99.9%	45.7%	18.8%	86.8%	50.3%	36.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2865	2854	1150	458	2442	1176	1266
%H		99.6%	40.1%	16.0%	85.2%	41.0%	44.2%
Under 20"	69	67	11	4	61	9	52
%V	2.4%	2.3%	1.0%	0.9%	2.5%	0.8%	4.1%
%H		97.1%	15.9%	5.8%	88.4%	13.0%	75.4%
20" - 29"	589	584	145	61	519	140	379
%V	20.6%	20.5%	12.6%	13.3%	21.3%	11.9%	29.9%
%H		99.2%	24.6%	10.4%	88.1%	23.8%	64.3%
30" - 39"	1205	1204	461	196	1039	484	555
%V	42.1%	42.2%	40.1%	42.8%	42.5%	41.2%	43.8%
%H		99.9%	38.3%	16.3%	86.2%	40.2%	46.1%
40" and over	955	955	521	192	785	533	252
%V	33.3%	33.5%	45.3%	41.9%	32.1%	45.3%	19.9%
%H		100.0%	54.6%	20.1%	82.2%	55.8%	26.4%
Don't know	46	44	12	4	38	10	28
%V	1.6%	1.5%	1.0%	0.9%	1.6%	0.9%	2.2%
%H		95.7%	26.1%	8.7%	82.6%	21.7%	60.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2865	2854	1150	458	2442	1176	1266
%H		99.6%	40.1%	16.0%	85.2%	41.0%	44.2%
PVR	1468	1468	899	267	1173	856	317
%V	51.2%	51.4%	78.2%	58.3%	48.0%	72.8%	25.0%
%H		100.0%	61.2%	18.2%	79.9%	58.3%	21.6%
DVDR	167	167	64	29	148	72	76
%V	5.8%	5.9%	5.6%	6.3%	6.1%	6.1%	6.0%
%H		100.0%	38.3%	17.4%	88.6%	43.1%	45.5%
VCR	148	147	43	32	128	53	75
%V	5.2%	5.2%	3.7%	7.0%	5.2%	4.5%	5.9%
%H		99.3%	29.1%	21.6%	86.5%	35.8%	50.7%
Any recorder	1634	1633	931	301	1320	904	416
%V	57.0%	57.2%	81.0%	65.7%	54.1%	76.9%	32.9%
%H		99.9%	57.0%	18.4%	80.8%	55.3%	25.5%

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	2865	2854	1150	458	2442	1176	1266
%H		99.6%	40.1%	16.0%	85.2%	41.0%	44.2%
Receives HDTV (via STB or built-in reception)	1110	1110	578	297	891	642	249
%V	38.7%	38.9%	50.3%	64.8%	36.5%	54.6%	19.7%
%H		100.0%	52.1%	26.8%	80.3%	57.8%	22.4%
DVD/Blu-ray player or recorder	2036	2034	864	344	1733	888	844
%V	71.1%	71.3%	75.1%	75.1%	71.0%	75.5%	66.7%
%H		99.9%	42.4%	16.9%	85.1%	43.6%	41.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2931	2930	1448	602	2643	1722	921
%H		100.0%	49.4%	20.5%	90.2%	58.8%	31.4%
Under 20"	1041	1041	459	208	980	593	387
%V	35.5%	35.5%	31.7%	34.6%	37.1%	34.4%	42.0%
%H		100.0%	44.1%	20.0%	94.1%	57.0%	37.2%
20" - 29"	967	967	469	191	882	561	321
%V	33.0%	33.0%	32.4%	31.7%	33.4%	32.6%	34.9%
%H		100.0%	48.5%	19.8%	91.2%	58.0%	33.2%
30" - 39"	613	613	335	133	531	380	151
%V	20.9%	20.9%	23.1%	22.1%	20.1%	22.1%	16.4%
%H		100.0%	54.6%	21.7%	86.6%	62.0%	24.6%
40" and over	191	191	128	47	155	133	23
%V	6.5%	6.5%	8.8%	7.8%	5.9%	7.7%	2.5%
%H		100.0%	67.0%	24.6%	81.2%	69.6%	12.0%
Don't know	56	56	26	8	53	29	24
%V	1.9%	1.9%	1.8%	1.3%	2.0%	1.7%	2.6%
%H		100.0%	46.4%	14.3%	94.6%	51.8%	42.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2931	2930	1448	602	2643	1722	921
%H		100.0%	49.4%	20.5%	90.2%	58.8%	31.4%
PVR	532	532	385	102	401	342	59
%V	18.2%	18.2%	26.6%	16.9%	15.2%	19.9%	6.4%
%H		100.0%	72.4%	19.2%	75.4%	64.3%	11.1%
DVDR	60	60	27	12	53	30	23
%V	2.0%	2.0%	1.9%	2.0%	2.0%	1.7%	2.5%
%H		100.0%	45.0%	20.0%	88.3%	50.0%	38.3%
VCR	54	54	25	8	47	24	22
%V	1.8%	1.8%	1.7%	1.3%	1.8%	1.4%	2.4%
%H		100.0%	46.3%	14.8%	87.0%	44.4%	40.7%
Any recorder	608	608	420	116	467	379	88
%V	20.7%	20.8%	29.0%	19.3%	17.7%	22.0%	9.6%
%H		100.0%	69.1%	19.1%	76.8%	62.3%	14.5%

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	2931	2930	1448	602	2643	1722	921
%H		100.0%	49.4%	20.5%	90.2%	58.8%	31.4%
Receives HDTV (via STB or built-in reception)	500	500	264	159	404	316	88
%V	17.1%	17.1%	18.2%	26.4%	15.3%	18.4%	9.6%
%H		100.0%	52.8%	31.8%	80.8%	63.2%	17.6%
DVD/Blu-ray player or recorder	1340	1339	681	291	1199	809	390
%V	45.7%	45.7%	47.0%	48.3%	45.4%	47.0%	42.3%
%H		99.9%	50.8%	21.7%	89.5%	60.4%	29.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6661	6519	6503	2978	1209	5494	3112	2382
%H		97.9%	97.6%	44.7%	18.2%	82.5%	46.7%	35.8%
Total Children	1275	1255	1255	660	267	1024	679	345
%V	19.1%	19.3%	19.3%	22.2%	22.1%	18.6%	21.8%	14.5%
%H		98.4%	98.4%	51.8%	20.9%	80.3%	53.3%	27.1%
0 - 3	335	329	329	173	63	253	158	96
%V	5.0%	5.0%	5.1%	5.8%	5.2%	4.6%	5.1%	4.0%
%H		98.2%	98.2%	51.6%	18.8%	75.5%	47.2%	28.7%
4 - 15	940	926	926	487	204	770	521	249
%V	14.1%	14.2%	14.2%	16.4%	16.9%	14.0%	16.7%	10.5%
%H		98.5%	98.5%	51.8%	21.7%	81.9%	55.4%	26.5%
4 - 9	476	465	465	252	91	386	260	126
%V	7.1%	7.1%	7.2%	8.5%	7.5%	7.0%	8.4%	5.3%
%H		97.7%	97.7%	52.9%	19.1%	81.1%	54.6%	26.5%
10 - 15	464	461	461	234	113	385	262	123
%V	7.0%	7.1%	7.1%	7.9%	9.3%	7.0%	8.4%	5.2%
%H		99.4%	99.4%	50.4%	24.4%	83.0%	56.5%	26.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6661	6519	6503	2978	1209	5494	3112	2382
%H		97.9%	97.6%	44.7%	18.2%	82.5%	46.7%	35.8%
Total Adults (16+)	5386	5263	5248	2318	942	4471	2433	2038
%V	80.9%	80.7%	80.7%	77.8%	77.9%	81.4%	78.2%	85.6%
%H		97.7%	97.4%	43.0%	17.5%	83.0%	45.2%	37.8%
16 - 19	335	328	328	155	79	287	188	100
%V	5.0%	5.0%	5.0%	5.2%	6.5%	5.2%	6.0%	4.2%
%H		97.9%	97.9%	46.3%	23.6%	85.7%	56.1%	29.9%
20 - 24	445	420	418	200	94	340	210	131
%V	6.7%	6.4%	6.4%	6.7%	7.8%	6.2%	6.7%	5.5%
%H		94.4%	93.9%	44.9%	21.1%	76.4%	47.2%	29.4%
25 - 34	864	834	828	429	158	669	422	247
%V	13.0%	12.8%	12.7%	14.4%	13.1%	12.2%	13.6%	10.4%
%H		96.5%	95.8%	49.7%	18.3%	77.4%	48.8%	28.6%
35 - 44	876	852	852	422	184	708	451	257
%V	13.2%	13.1%	13.1%	14.2%	15.2%	12.9%	14.5%	10.8%
%H		97.3%	97.3%	48.2%	21.0%	80.8%	51.5%	29.3%
45 - 54	958	948	943	445	195	804	494	310
%V	14.4%	14.5%	14.5%	14.9%	16.1%	14.6%	15.9%	13.0%
%H		99.0%	98.4%	46.5%	20.4%	83.9%	51.6%	32.4%
55 - 64	795	782	781	339	121	675	346	329
%V	11.9%	12.0%	12.0%	11.4%	10.0%	12.3%	11.1%	13.8%
%H		98.4%	98.2%	42.6%	15.2%	84.9%	43.5%	41.4%
65+	1113	1100	1097	328	111	987	323	665
%V	16.7%	16.9%	16.9%	11.0%	9.2%	18.0%	10.4%	27.9%
%H		98.8%	98.6%	29.5%	10.0%	88.7%	29.0%	59.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5386	5263	5248	2318	942	4471	2433	2038
%H		97.7%	97.4%	43.0%	17.5%	83.0%	45.2%	37.8%
AB	1216	1201	1200	599	190	1017	601	415
%V	22.6%	22.8%	22.9%	25.8%	20.2%	22.7%	24.7%	20.4%
%H		98.8%	98.7%	49.3%	15.6%	83.6%	49.4%	34.1%
C1	1437	1391	1383	638	271	1153	664	489
%V	26.7%	26.4%	26.4%	27.5%	28.8%	25.8%	27.3%	24.0%
%H		96.8%	96.2%	44.4%	18.9%	80.2%	46.2%	34.0%
C2	1215	1189	1188	515	255	1053	618	435
%V	22.6%	22.6%	22.6%	22.2%	27.1%	23.6%	25.4%	21.3%
%H		97.9%	97.8%	42.4%	21.0%	86.7%	50.9%	35.8%
D	863	842	841	362	138	718	370	348
%V	16.0%	16.0%	16.0%	15.6%	14.6%	16.1%	15.2%	17.1%
%H		97.6%	97.5%	41.9%	16.0%	83.2%	42.9%	40.3%
E	656	641	636	203	88	530	180	351
%V	12.2%	12.2%	12.1%	8.8%	9.3%	11.9%	7.4%	17.2%
%H		97.7%	97.0%	30.9%	13.4%	80.8%	27.4%	53.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC North West
Individual level data
Table 10.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5386	5263	5248	2318	942	4471	2433	2038
%H		97.7%	97.4%	43.0%	17.5%	83.0%	45.2%	37.8%
Working full time	2344	2302	2300	1151	498	1930	1257	673
%V	43.5%	43.7%	43.8%	49.7%	52.9%	43.2%	51.7%	33.0%
%H		98.2%	98.1%	49.1%	21.2%	82.3%	53.6%	28.7%
Working part time	511	500	499	229	94	420	238	182
%V	9.5%	9.5%	9.5%	9.9%	10.0%	9.4%	9.8%	8.9%
%H		97.8%	97.7%	44.8%	18.4%	82.2%	46.6%	35.6%
Not working	2531	2461	2449	939	350	2121	938	1182
%V	47.0%	46.8%	46.7%	40.5%	37.2%	47.4%	38.6%	58.0%
%H		97.2%	96.8%	37.1%	13.8%	83.8%	37.1%	46.7%

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 10.25: 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+)	2643	2576	2566	1152	474	2176	1213	964
%H		97.5%	97.1%	43.6%	17.9%	82.3%	45.9%	36.5%
16 - 19	171	169	169	80	42	148	99	49
%V	6.5%	6.6%	6.6%	6.9%	8.9%	6.8%	8.2%	5.1%
%H		98.8%	98.8%	46.8%	24.6%	86.5%	57.9%	28.7%
20 - 24	230	217	216	102	52	182	116	65
%V	8.7%	8.4%	8.4%	8.9%	11.0%	8.4%	9.6%	6.7%
%H		94.3%	93.9%	44.3%	22.6%	79.1%	50.4%	28.3%
25 - 34	440	424	420	213	85	337	211	125
%V	16.6%	16.5%	16.4%	18.5%	17.9%	15.5%	17.4%	13.0%
%H		96.4%	95.5%	48.4%	19.3%	76.6%	48.0%	28.4%
35 - 44	432	417	417	206	83	342	210	132
%V	16.3%	16.2%	16.3%	17.9%	17.5%	15.7%	17.3%	13.7%
%H		96.5%	96.5%	47.7%	19.2%	79.2%	48.6%	30.6%
45 - 54	473	467	465	213	99	400	242	158
%V	17.9%	18.1%	18.1%	18.5%	20.9%	18.4%	20.0%	16.4%
%H		98.7%	98.3%	45.0%	20.9%	84.6%	51.2%	33.4%
55 - 64	391	382	381	169	58	328	169	159
%V	14.8%	14.8%	14.8%	14.7%	12.2%	15.1%	13.9%	16.5%
%H		97.7%	97.4%	43.2%	14.8%	83.9%	43.2%	40.7%
65+	506	500	499	171	57	440	164	275
%V	19.1%	19.4%	19.4%	14.8%	12.0%	20.2%	13.5%	28.5%
%H		98.8%	98.6%	33.8%	11.3%	87.0%	32.4%	54.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2643	2576	2566	1152	474	2176	1213	964
%H		97.5%	97.1%	43.6%	17.9%	82.3%	45.9%	36.5%
AB	617	607	606	310	95	512	308	204
%V	23.3%	23.6%	23.6%	26.9%	20.0%	23.5%	25.4%	21.2%
%H		98.4%	98.2%	50.2%	15.4%	83.0%	49.9%	33.1%
C1	660	637	630	297	129	520	309	211
%V	25.0%	24.7%	24.6%	25.8%	27.2%	23.9%	25.5%	21.9%
%H		96.5%	95.5%	45.0%	19.5%	78.8%	46.8%	32.0%
C2	677	662	661	283	145	589	347	242
%V	25.6%	25.7%	25.8%	24.6%	30.6%	27.1%	28.6%	25.1%
%H		97.8%	97.6%	41.8%	21.4%	87.0%	51.3%	35.7%
D	399	389	389	172	66	328	174	154
%V	15.1%	15.1%	15.2%	14.9%	13.9%	15.1%	14.3%	16.0%
%H		97.5%	97.5%	43.1%	16.5%	82.2%	43.6%	38.6%
E	289	282	280	89	39	228	75	153
%V	10.9%	10.9%	10.9%	7.7%	8.2%	10.5%	6.2%	15.9%
%H		97.6%	96.9%	30.8%	13.5%	78.9%	26.0%	52.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC North West
Individual level data
Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2643	2576	2566	1152	474	2176	1213	964
%H		97.5%	97.1%	43.6%	17.9%	82.3%	45.9%	36.5%
Working full time	1439	1410	1408	705	297	1184	764	419
%V	54.4%	54.7%	54.9%	61.2%	62.7%	54.4%	63.0%	43.5%
%H		98.0%	97.8%	49.0%	20.6%	82.3%	53.1%	29.1%
Working part time	112	108	107	49	14	88	42	46
%V	4.2%	4.2%	4.2%	4.3%	3.0%	4.0%	3.5%	4.8%
%H		96.4%	95.5%	43.8%	12.5%	78.6%	37.5%	41.1%
Not working	1091	1058	1051	399	163	904	406	499
%V	41.3%	41.1%	41.0%	34.6%	34.4%	41.5%	33.5%	51.8%
%H		97.0%	96.3%	36.6%	14.9%	82.9%	37.2%	45.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2743	2687	2682	1166	468	2295	1221	1074
%H		98.0%	97.8%	42.5%	17.1%	83.7%	44.5%	39.2%
16 - 19	164	159	159	75	37	139	89	51
%V	6.0%	5.9%	5.9%	6.4%	7.9%	6.1%	7.3%	4.7%
%H		97.0%	97.0%	45.7%	22.6%	84.8%	54.3%	31.1%
20 - 24	214	203	202	98	42	159	94	65
%V	7.8%	7.6%	7.5%	8.4%	9.0%	6.9%	7.7%	6.1%
%H		94.9%	94.4%	45.8%	19.6%	74.3%	43.9%	30.4%
25 - 34	424	409	408	217	73	332	211	121
%V	15.5%	15.2%	15.2%	18.6%	15.6%	14.5%	17.3%	11.3%
%H		96.5%	96.2%	51.2%	17.2%	78.3%	49.8%	28.5%
35 - 44	444	435	435	216	102	365	241	125
%V	16.2%	16.2%	16.2%	18.5%	21.8%	15.9%	19.7%	11.6%
%H		98.0%	98.0%	48.6%	23.0%	82.2%	54.3%	28.2%
45 - 54	485	481	479	233	97	404	252	152
%V	17.7%	17.9%	17.9%	20.0%	20.7%	17.6%	20.6%	14.2%
%H		99.2%	98.8%	48.0%	20.0%	83.3%	52.0%	31.3%
55 - 64	405	400	400	171	63	348	177	171
%V	14.8%	14.9%	14.9%	14.7%	13.5%	15.2%	14.5%	15.9%
%H		98.8%	98.8%	42.2%	15.6%	85.9%	43.7%	42.2%
65+	607	600	598	157	54	548	158	389
%V	22.1%	22.3%	22.3%	13.5%	11.5%	23.9%	12.9%	36.2%
%H		98.8%	98.5%	25.9%	8.9%	90.3%	26.0%	64.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2743	2687	2682	1166	468	2295	1221	1074
%H		98.0%	97.8%	42.5%	17.1%	83.7%	44.5%	39.2%
AB	599	594	594	289	96	505	293	212
%V	21.8%	22.1%	22.1%	24.8%	20.5%	22.0%	24.0%	19.7%
%H		99.2%	99.2%	48.2%	16.0%	84.3%	48.9%	35.4%
C1	776	754	753	341	142	633	355	278
%V	28.3%	28.1%	28.1%	29.2%	30.3%	27.6%	29.1%	25.9%
%H		97.2%	97.0%	43.9%	18.3%	81.6%	45.7%	35.8%
C2	537	527	527	232	110	465	272	193
%V	19.6%	19.6%	19.6%	19.9%	23.5%	20.3%	22.3%	18.0%
%H		98.1%	98.1%	43.2%	20.5%	86.6%	50.7%	35.9%
D	464	453	452	190	72	390	196	194
%V	16.9%	16.9%	16.9%	16.3%	15.4%	17.0%	16.1%	18.1%
%H		97.6%	97.4%	40.9%	15.5%	84.1%	42.2%	41.8%
E	366	359	356	114	48	302	105	198
%V	13.3%	13.4%	13.3%	9.8%	10.3%	13.2%	8.6%	18.4%
%H		98.1%	97.3%	31.1%	13.1%	82.5%	28.7%	54.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2743	2687	2682	1166	468	2295	1221	1074
%H		98.0%	97.8%	42.5%	17.1%	83.7%	44.5%	39.2%
Working full time	905	892	892	446	201	746	492	254
%V	33.0%	33.2%	33.3%	38.3%	42.9%	32.5%	40.3%	23.6%
%H		98.6%	98.6%	49.3%	22.2%	82.4%	54.4%	28.1%
Working part time	399	392	392	180	80	332	196	136
%V	14.5%	14.6%	14.6%	15.4%	17.1%	14.5%	16.1%	12.7%
%H		98.2%	98.2%	45.1%	20.1%	83.2%	49.1%	34.1%
Not working	1439	1402	1398	540	186	1216	532	684
%V	52.5%	52.2%	52.1%	46.3%	39.7%	53.0%	43.6%	63.7%
%H		97.4%	97.2%	37.5%	12.9%	84.5%	37.0%	47.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2310	2297	980	374	1866	907	958
%H (All HH)		96.1%	95.6%	40.8%	15.6%	77.7%	37.7%	39.9%
%H (TV HH)			99.4%	42.4%	16.2%	80.8%	39.3%	41.5%
AB	535	516	514	234	92	406	216	190
%V	22.3%	22.3%	22.4%	23.9%	24.6%	21.8%	23.8%	19.8%
%H (All HH)		96.4%	96.1%	43.7%	17.2%	75.9%	40.4%	35.5%
%H (TV HH)			99.6%	45.3%	17.8%	78.7%	41.9%	36.8%
C1	667	626	622	275	107	503	258	245
%V	27.8%	27.1%	27.1%	28.1%	28.6%	27.0%	28.4%	25.6%
%H (All HH)		93.9%	93.3%	41.2%	16.0%	75.4%	38.7%	36.7%
%H (TV HH)			99.4%	43.9%	17.1%	80.4%	41.2%	39.1%
C2	437	425	425	197	79	347	193	154
%V	18.2%	18.4%	18.5%	20.1%	21.1%	18.6%	21.3%	16.1%
%H (All HH)		97.3%	97.3%	45.1%	18.1%	79.4%	44.2%	35.2%
%H (TV HH)			100.0%	46.4%	18.6%	81.6%	45.4%	36.2%
D	395	384	383	169	55	305	144	161
%V	16.4%	16.6%	16.7%	17.2%	14.7%	16.3%	15.9%	16.8%
%H (All HH)		97.2%	97.0%	42.8%	13.9%	77.2%	36.5%	40.8%
%H (TV HH)			99.7%	44.0%	14.3%	79.4%	37.5%	41.9%
E	369	358	353	105	42	305	97	208
%V	15.4%	15.5%	15.4%	10.7%	11.2%	16.3%	10.7%	21.7%
%H (All HH)		97.0%	95.7%	28.5%	11.4%	82.7%	26.3%	56.4%
%H (TV HH)			98.6%	29.3%	11.7%	85.2%	27.1%	58.1%

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 2011 - June 2012

BBC Scotland

Household level data

Table 11.2: 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	2403	2310	2297	980	374	1866	907	958
%H (All HH)		96.1%	95.6%	40.8%	15.6%	77.7%	37.7%	39.9%
%H (TV HH)			99.4%	42.4%	16.2%	80.8%	39.3%	41.5%
Under 25	117	95	93	41	14	72	34	38
%V	4.9%	4.1%	4.0%	4.2%	3.7%	3.9%	3.7%	4.0%
%H (All HH)		81.2%	79.5%	35.0%	12.0%	61.5%	29.1%	32.5%
%H (TV HH)			97.9%	43.2%	14.7%	75.8%	35.8%	40.0%
25 - 34	376	348	346	170	57	263	143	120
%V	15.6%	15.1%	15.1%	17.3%	15.2%	14.1%	15.8%	12.5%
%H (All HH)		92.6%	92.0%	45.2%	15.2%	69.9%	38.0%	31.9%
%H (TV HH)			99.4%	48.9%	16.4%	75.6%	41.1%	34.5%
35 - 44	408	392	390	203	72	303	184	119
%V	17.0%	17.0%	17.0%	20.7%	19.3%	16.2%	20.3%	12.4%
%H (All HH)		96.1%	95.6%	49.8%	17.6%	74.3%	45.1%	29.2%
%H (TV HH)			99.5%	51.8%	18.4%	77.3%	46.9%	30.4%
45 - 54	465	451	450	209	79	363	197	166
%V	19.4%	19.5%	19.6%	21.3%	21.1%	19.5%	21.7%	17.3%
%H (All HH)		97.0%	96.8%	44.9%	17.0%	78.1%	42.4%	35.7%
%H (TV HH)			99.8%	46.3%	17.5%	80.5%	43.7%	36.8%
55 - 64	401	393	392	168	75	320	167	153
%V	16.7%	17.0%	17.1%	17.1%	20.1%	17.1%	18.4%	16.0%
%H (All HH)		98.0%	97.8%	41.9%	18.7%	79.8%	41.6%	38.2%
%H (TV HH)			99.7%	42.7%	19.1%	81.4%	42.5%	38.9%
65 +	637	631	627	188	78	546	183	363
%V	26.5%	27.3%	27.3%	19.2%	20.9%	29.3%	20.2%	37.9%
%H (All HH)		99.1%	98.4%	29.5%	12.2%	85.7%	28.7%	57.0%
%H (TV HH)			99.4%	29.8%	12.4%	86.5%	29.0%	57.5%

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 2011 - June 2012

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2310	2297	980	374	1866	907	958
%H (All HH)		96.1%	95.6%	40.8%	15.6%	77.7%	37.7%	39.9%
%H (TV HH)			99.4%	42.4%	16.2%	80.8%	39.3%	41.5%
1	906	856	849	234	120	701	203	498
%V	37.7%	37.1%	37.0%	23.9%	32.1%	37.6%	22.4%	52.0%
%H (All HH)		94.5%	93.7%	25.8%	13.2%	77.4%	22.4%	55.0%
%H (TV HH)			99.2%	27.3%	14.0%	81.9%	23.7%	58.2%
2	768	744	739	341	132	606	336	271
%V	32.0%	32.2%	32.2%	34.8%	35.3%	32.5%	37.0%	28.3%
%H (All HH)		96.9%	96.2%	44.4%	17.2%	78.9%	43.8%	35.3%
%H (TV HH)			99.3%	45.8%	17.7%	81.5%	45.2%	36.4%
3	329	321	319	173	57	258	167	91
%V	13.7%	13.9%	13.9%	17.7%	15.2%	13.8%	18.4%	9.5%
%H (All HH)		97.6%	97.0%	52.6%	17.3%	78.4%	50.8%	27.7%
%H (TV HH)			99.4%	53.9%	17.8%	80.4%	52.0%	28.3%
4	294	287	287	175	46	221	150	71
%V	12.2%	12.4%	12.5%	17.9%	12.3%	11.8%	16.5%	7.4%
%H (All HH)		97.6%	97.6%	59.5%	15.6%	75.2%	51.0%	24.1%
%H (TV HH)			100.0%	61.0%	16.0%	77.0%	52.3%	24.7%
5+	107	102	102	57	19	79	52	28
%V	4.5%	4.4%	4.4%	5.8%	5.1%	4.2%	5.7%	2.9%
%H (All HH)		95.3%	95.3%	53.3%	17.8%	73.8%	48.6%	26.2%
%H (TV HH)			100.0%	55.9%	18.6%	77.5%	51.0%	27.5%
Average HH size	2.15	2.16	2.16	2.49	2.25	2.14	2.48	1.82

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 2011 - June 2012

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2310	2297	980	374	1866	907	958
%H (All HH)		96.1%	95.6%	40.8%	15.6%	77.7%	37.7%	39.9%
%H (TV HH)			99.4%	42.4%	16.2%	80.8%	39.3%	41.5%
Without	1855	1769	1758	671	291	1444	638	806
%V	77.2%	76.6%	76.5%	68.5%	77.8%	77.4%	70.3%	84.1%
%H (All HH)		95.4%	94.8%	36.2%	15.7%	77.8%	34.4%	43.5%
%H (TV HH)			99.4%	37.9%	16.4%	81.6%	36.1%	45.6%
With	548	540	539	309	83	421	269	152
%V	22.8%	23.4%	23.5%	31.5%	22.2%	22.6%	29.7%	15.9%
%H (All HH)		98.5%	98.4%	56.4%	15.1%	76.8%	49.1%	27.7%
%H (TV HH)			99.8%	57.2%	15.4%	78.0%	49.8%	28.1%
0 - 3	200	196	195	119	27	144	93	51
%V	8.3%	8.5%	8.5%	12.1%	7.2%	7.7%	10.3%	5.3%
%H (All HH)		98.0%	97.5%	59.5%	13.5%	72.0%	46.5%	25.5%
%H (TV HH)			99.5%	60.7%	13.8%	73.5%	47.4%	26.0%
4 - 9	265	263	263	153	42	199	127	72
%V	11.0%	11.4%	11.4%	15.6%	11.2%	10.7%	14.0%	7.5%
%H (All HH)		99.2%	99.2%	57.7%	15.8%	75.1%	47.9%	27.2%
%H (TV HH)			100.0%	58.2%	16.0%	75.7%	48.3%	27.4%
10 - 15	258	256	256	139	42	209	133	77
%V	10.7%	11.1%	11.1%	14.2%	11.2%	11.2%	14.7%	8.0%
%H (All HH)		99.2%	99.2%	53.9%	16.3%	81.0%	51.6%	29.8%
%H (TV HH)			100.0%	54.3%	16.4%	81.6%	52.0%	30.1%

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 2011 - June 2012

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2310	2297	980	374	1866	907	958
%H (All HH)		96.1%	95.6%	40.8%	15.6%	77.7%	37.7%	39.9%
%H (TV HH)			99.4%	42.4%	16.2%	80.8%	39.3%	41.5%
1	888	888	878	274	131	658	185	473
%V	37.0%	38.4%	38.2%	28.0%	35.0%	35.3%	20.4%	49.4%
%H (All HH)		100.0%	98.9%	30.9%	14.8%	74.1%	20.8%	53.3%
%H (TV HH)			98.9%	30.9%	14.8%	74.1%	20.8%	53.3%
2	823	823	820	360	140	688	362	326
%V	34.2%	35.6%	35.7%	36.7%	37.4%	36.9%	39.9%	34.0%
%H (All HH)		100.0%	99.6%	43.7%	17.0%	83.6%	44.0%	39.6%
%H (TV HH)			99.6%	43.7%	17.0%	83.6%	44.0%	39.6%
3	376	376	375	203	67	325	217	108
%V	15.6%	16.3%	16.3%	20.7%	17.9%	17.4%	23.9%	11.3%
%H (All HH)		100.0%	99.7%	54.0%	17.8%	86.4%	57.7%	28.7%
%H (TV HH)			99.7%	54.0%	17.8%	86.4%	57.7%	28.7%
4	152	152	152	93	26	130	93	37
%V	6.3%	6.6%	6.6%	9.5%	7.0%	7.0%	10.3%	3.9%
%H (All HH)		100.0%	100.0%	61.2%	17.1%	85.5%	61.2%	24.3%
%H (TV HH)			100.0%	61.2%	17.1%	85.5%	61.2%	24.3%
5+	72	72	72	50	10	64	51	13
%V	3.0%	3.1%	3.1%	5.1%	2.7%	3.4%	5.6%	1.4%
%H (All HH)		100.0%	100.0%	69.4%	13.9%	88.9%	70.8%	18.1%
%H (TV HH)			100.0%	69.4%	13.9%	88.9%	70.8%	18.1%

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 2011 - June 2012

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2310	2297	980	374	1866	907	958
%H (All HH)		96.1%	95.6%	40.8%	15.6%	77.7%	37.7%	39.9%
%H (TV HH)			99.4%	42.4%	16.2%	80.8%	39.3%	41.5%
Under 20"	738	738	737	331	119	644	348	296
%V	30.7%	31.9%	32.1%	33.8%	31.8%	34.5%	38.4%	30.9%
%H (All HH)		100.0%	99.9%	44.9%	16.1%	87.3%	47.2%	40.1%
%H (TV HH)			99.9%	44.9%	16.1%	87.3%	47.2%	40.1%
20" - 29"	989	989	984	395	148	827	380	448
%V	41.2%	42.8%	42.8%	40.3%	39.6%	44.3%	41.9%	46.8%
%H (All HH)		100.0%	99.5%	39.9%	15.0%	83.6%	38.4%	45.3%
%H (TV HH)			99.5%	39.9%	15.0%	83.6%	38.4%	45.3%
30" - 39"	1179	1179	1173	539	212	969	536	434
%V	49.1%	51.0%	51.1%	55.0%	56.7%	51.9%	59.1%	45.3%
%H (All HH)		100.0%	99.5%	45.7%	18.0%	82.2%	45.5%	36.8%
%H (TV HH)			99.5%	45.7%	18.0%	82.2%	45.5%	36.8%
40" and over	854	854	853	481	150	669	440	229
%V	35.5%	37.0%	37.1%	49.1%	40.1%	35.9%	48.5%	23.9%
%H (All HH)		100.0%	99.9%	56.3%	17.6%	78.3%	51.5%	26.8%
%H (TV HH)			99.9%	56.3%	17.6%	78.3%	51.5%	26.8%

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 2011 - June 2012

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	2403	2310	2297	980	374	1866	907	958
%V (All HH)		96.1%	95.6%	40.8%	15.6%	77.7%	37.7%	39.9%
%H (TV HH)			99.4%	42.4%	16.2%	80.8%	39.3%	41.5%
Main living room	2273	2273	2262	971	369	1839	900	938
%V	94.6%	98.4%	98.5%	99.1%	98.7%	98.6%	99.2%	97.9%
%H (All HH)		100.0%	99.5%	42.7%	16.2%	80.9%	39.6%	41.3%
%H (TV HH)			99.5%	42.7%	16.2%	80.9%	39.6%	41.3%
Kitchen	286	286	286	146	35	247	140	107
%V	11.9%	12.4%	12.5%	14.9%	9.4%	13.2%	15.4%	11.2%
%H (All HH)		100.0%	100.0%	51.0%	12.2%	86.4%	49.0%	37.4%
%H (TV HH)			100.0%	51.0%	12.2%	86.4%	49.0%	37.4%
Adult's bedroom	1070	1070	1067	538	192	919	570	349
%V	44.5%	46.3%	46.5%	54.9%	51.3%	49.2%	62.8%	36.4%
%H (All HH)		100.0%	99.7%	50.3%	17.9%	85.9%	53.3%	32.6%
%H (TV HH)			99.7%	50.3%	17.9%	85.9%	53.3%	32.6%
Child's bedroom	233	233	233	137	42	199	141	58
%V	9.7%	10.1%	10.1%	14.0%	11.2%	10.7%	15.5%	6.1%
%H (All HH)		100.0%	100.0%	58.8%	18.0%	85.4%	60.5%	24.9%
%H (TV HH)			100.0%	58.8%	18.0%	85.4%	60.5%	24.9%
Other bedroom	80	80	80	41	14	69	44	25
%V	3.3%	3.5%	3.5%	4.2%	3.7%	3.7%	4.9%	2.6%
%H (All HH)		100.0%	100.0%	51.3%	17.5%	86.3%	55.0%	31.3%
%H (TV HH)			100.0%	51.3%	17.5%	86.3%	55.0%	31.3%
Second living/dining room	201	201	201	110	28	168	104	64
%V	8.4%	8.7%	8.8%	11.2%	7.5%	9.0%	11.5%	6.7%
%H (All HH)		100.0%	100.0%	54.7%	13.9%	83.6%	51.7%	31.8%
%H (TV HH)			100.0%	54.7%	13.9%	83.6%	51.7%	31.8%
Study/office	35	35	35	17	7	30	19	11
%V	1.5%	1.5%	1.5%	1.7%	1.9%	1.6%	2.1%	1.1%
%H (All HH)		100.0%	100.0%	48.6%	20.0%	85.7%	54.3%	31.4%
%H (TV HH)			100.0%	48.6%	20.0%	85.7%	54.3%	31.4%
TV room	21	21	21	11	5	17	12	5
%V	0.9%	0.9%	0.9%	1.1%	1.3%	0.9%	1.3%	0.5%
%H (All HH)		100.0%	100.0%	52.4%	23.8%	81.0%	57.1%	23.8%
%H (TV HH)			100.0%	52.4%	23.8%	81.0%	57.1%	23.8%
Conservatory	11	11	11	6	3	8	5	2
%V	0.5%	0.5%	0.5%	0.6%	0.8%	0.4%	0.6%	0.2%
%H (All HH)		100.0%	100.0%	54.5%	27.3%	72.7%	45.5%	18.2%
%H (TV HH)			100.0%	54.5%	27.3%	72.7%	45.5%	18.2%
Attic or loft room	2	2	2	0	1	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.3%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	0.0%	50.0%	100.0%	50.0%	50.0%
No specific location	6	6	6	2	1	5	2	3
%V	0.2%	0.3%	0.3%	0.2%	0.3%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	100.0%	33.3%	16.7%	83.3%	33.3%	50.0%
%H (TV HH)			100.0%	33.3%	16.7%	83.3%	33.3%	50.0%
Other	10	10	10	7	2	8	6	2
%V	0.4%	0.4%	0.4%	0.7%	0.5%	0.4%	0.7%	0.2%
%H (All HH)		100.0%	100.0%	70.0%	20.0%	80.0%	60.0%	20.0%
%H (TV HH)			100.0%	70.0%	20.0%	80.0%	60.0%	20.0%

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 2011 - June 2012

BBC Scotland

Household level data

Table 11.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2310	2297	980	374	1866	907	958
%H (All HH)		96.1%	95.6%	40.8%	15.6%	77.7%	37.7%	39.9%
%H (TV HH)			99.4%	42.4%	16.2%	80.8%	39.3%	41.5%
PVR	1165	1165	1165	776	199	862	661	202
%V	48.5%	50.4%	50.7%	79.2%	53.2%	46.2%	72.9%	21.1%
%H (All HH)		100.0%	100.0%	66.6%	17.1%	74.0%	56.7%	17.3%
%H (TV HH)			100.0%	66.6%	17.1%	74.0%	56.7%	17.3%
DVDR	193	193	192	92	34	156	87	69
%V	8.0%	8.4%	8.4%	9.4%	9.1%	8.4%	9.6%	7.2%
%H (All HH)		100.0%	99.5%	47.7%	17.6%	80.8%	45.1%	35.8%
%H (TV HH)			99.5%	47.7%	17.6%	80.8%	45.1%	35.8%
VCR	212	212	210	76	37	182	81	101
%V	8.8%	9.2%	9.1%	7.8%	9.9%	9.8%	8.9%	10.5%
%H (All HH)		100.0%	99.1%	35.8%	17.5%	85.8%	38.2%	47.6%
%H (TV HH)			99.1%	35.8%	17.5%	85.8%	38.2%	47.6%
Any recorder	1363	1363	1361	816	233	1040	715	325
%V	56.7%	59.0%	59.3%	83.3%	62.3%	55.7%	78.8%	33.9%
%H (All HH)		100.0%	99.9%	59.9%	17.1%	76.3%	52.5%	23.8%
%H (TV HH)			99.9%	59.9%	17.1%	76.3%	52.5%	23.8%

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 2011 - June 2012

BBC Scotland

Household level data

Table 11.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2310	2297	980	374	1866	907	958
%H (All HH)		96.1%	95.6%	40.8%	15.6%	77.7%	37.7%	39.9%
%H (TV HH)			99.4%	42.4%	16.2%	80.8%	39.3%	41.5%
Receives HDTV (via STB or built-in reception)	933	933	933	536	229	705	524	181
%V	38.8%	40.4%	40.6%	54.7%	61.2%	37.8%	57.8%	18.9%
%H (All HH)		100.0%	100.0%	57.4%	24.5%	75.6%	56.2%	19.4%
%H (TV HH)			100.0%	57.4%	24.5%	75.6%	56.2%	19.4%
DVD/Blu-ray player or recorder	1878	1878	1874	828	326	1528	793	735
%V	78.2%	81.3%	81.6%	84.5%	87.2%	81.9%	87.4%	76.7%
%H (All HH)		100.0%	99.8%	44.1%	17.4%	81.4%	42.2%	39.1%
%H (TV HH)			99.8%	44.1%	17.4%	81.4%	42.2%	39.1%

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 2011 - June 2012

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2403	2310	2297	980	374	1866	907	958
%H (All HH)		96.1%	95.6%	40.8%	15.6%	77.7%	37.7%	39.9%
%H (TV HH)			99.4%	42.4%	16.2%	80.8%	39.3%	41.5%
Has PC or Laptop	1749	1671	1665	813	312	1315	761	554
%V	72.8%	72.3%	72.5%	83.0%	83.4%	70.5%	83.9%	57.8%
%H (All HH)		95.5%	95.2%	46.5%	17.8%	75.2%	43.5%	31.7%
%H (TV HH)			99.6%	48.7%	18.7%	78.7%	45.5%	33.2%
Has broadband internet	1634	1568	1563	778	304	1230	735	495
%V	68.0%	67.9%	68.0%	79.4%	81.3%	65.9%	81.0%	51.7%
%H (All HH)		96.0%	95.7%	47.6%	18.6%	75.3%	45.0%	30.3%
%H (TV HH)			99.7%	49.6%	19.4%	78.4%	46.9%	31.6%

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 2011 - June 2012

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	4648	4632	2238	769	3868	2200	1668
%H		99.7%	48.1%	16.5%	83.2%	47.3%	35.9%
Under 20"	954	953	456	145	832	470	362
%V	20.5%	20.6%	20.4%	18.9%	21.5%	21.4%	21.7%
%H		99.9%	47.8%	15.2%	87.2%	49.3%	37.9%
20" - 29"	1224	1218	511	186	1037	507	530
%V	26.3%	26.3%	22.8%	24.2%	26.8%	23.0%	31.8%
%H		99.5%	41.7%	15.2%	84.7%	41.4%	43.3%
30" - 39"	1379	1374	661	252	1141	665	477
%V	29.7%	29.7%	29.5%	32.8%	29.5%	30.2%	28.6%
%H		99.6%	47.9%	18.3%	82.7%	48.2%	34.6%
40" and over	971	970	555	171	766	513	253
%V	20.9%	20.9%	24.8%	22.2%	19.8%	23.3%	15.2%
%H		99.9%	57.2%	17.6%	78.9%	52.8%	26.1%
Don't know	50	49	15	8	43	16	27
%V	1.1%	1.1%	0.7%	1.0%	1.1%	0.7%	1.6%
%H		98.0%	30.0%	16.0%	86.0%	32.0%	54.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4648	4632	2238	769	3868	2200	1668
%H		99.7%	48.1%	16.5%	83.2%	47.3%	35.9%
Main living room	2292	2282	980	372	1855	910	945
%V	49.3%	49.3%	43.8%	48.4%	48.0%	41.4%	56.7%
%H		99.6%	42.8%	16.2%	80.9%	39.7%	41.2%
Kitchen	289	289	148	35	249	141	107
%V	6.2%	6.2%	6.6%	4.6%	6.4%	6.4%	6.4%
%H		100.0%	51.2%	12.1%	86.2%	48.8%	37.0%
Adult's bedroom	1325	1322	691	239	1148	740	409
%V	28.5%	28.5%	30.9%	31.1%	29.7%	33.6%	24.5%
%H		99.8%	52.2%	18.0%	86.6%	55.8%	30.9%
Child's bedroom	297	296	177	54	251	181	71
%V	6.4%	6.4%	7.9%	7.0%	6.5%	8.2%	4.3%
%H		99.7%	59.6%	18.2%	84.5%	60.9%	23.9%
Other bedroom	88	88	45	15	76	48	28
%V	1.9%	1.9%	2.0%	2.0%	2.0%	2.2%	1.7%
%H		100.0%	51.1%	17.0%	86.4%	54.5%	31.8%
Second living/dining room	202	202	111	28	169	105	64
%V	4.3%	4.4%	5.0%	3.6%	4.4%	4.8%	3.8%
%H		100.0%	55.0%	13.9%	83.7%	52.0%	31.7%
Study/office	35	35	17	7	30	19	11
%V	0.8%	0.8%	0.8%	0.9%	0.8%	0.9%	0.7%
%H		100.0%	48.6%	20.0%	85.7%	54.3%	31.4%
TV room	21	21	11	5	17	12	5
%V	0.5%	0.5%	0.5%	0.7%	0.4%	0.5%	0.3%
%H		100.0%	52.4%	23.8%	81.0%	57.1%	23.8%
Conservatory	11	11	6	3	8	6	2
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.3%	0.1%
%H		100.0%	54.5%	27.3%	72.7%	54.5%	18.2%
Attic or loft room	2	2	0	1	2	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	50.0%	100.0%	50.0%	50.0%
No specific location	6	6	2	1	5	2	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%
%H		100.0%	33.3%	16.7%	83.3%	33.3%	50.0%
Other	11	11	8	2	9	7	2
%V	0.2%	0.2%	0.4%	0.3%	0.2%	0.3%	0.1%
%H		100.0%	72.7%	18.2%	81.8%	63.6%	18.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4648	4632	2238	769	3868	2200	1668
%H		99.7%	48.1%	16.5%	83.2%	47.3%	35.9%
PVR	1521	1521	1071	242	1095	869	226
%V	32.7%	32.8%	47.9%	31.5%	28.3%	39.5%	13.5%
%H		100.0%	70.4%	15.9%	72.0%	57.1%	14.9%
DVDR	222	221	111	36	177	100	77
%V	4.8%	4.8%	5.0%	4.7%	4.6%	4.5%	4.6%
%H		99.5%	50.0%	16.2%	79.7%	45.0%	34.7%
VCR	233	232	83	45	201	93	108
%V	5.0%	5.0%	3.7%	5.9%	5.2%	4.2%	6.5%
%H		99.6%	35.6%	19.3%	86.3%	39.9%	46.4%
Any recorder	1800	1799	1155	291	1343	968	375
%V	38.7%	38.8%	51.6%	37.8%	34.7%	44.0%	22.5%
%H		99.9%	64.2%	16.2%	74.6%	53.8%	20.8%

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	4648	4632	2238	769	3868	2200	1668
%H		99.7%	48.1%	16.5%	83.2%	47.3%	35.9%
Receives HDTV (via STB or built-in reception)	1222	1222	702	308	928	697	230
%V	26.3%	26.4%	31.4%	40.1%	24.0%	31.7%	13.8%
%H		100.0%	57.4%	25.2%	75.9%	57.0%	18.8%
DVD/Blu-ray player or recorder	2836	2830	1360	512	2359	1369	990
%V	61.0%	61.1%	60.8%	66.6%	61.0%	62.2%	59.4%
%H		99.8%	48.0%	18.1%	83.2%	48.3%	34.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Scotland
Set level data
Table 11.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2307	2294	979	373	1864	907	956
%H		99.4%	42.4%	16.2%	80.8%	39.3%	41.4%
Under 20"	75	74	16	8	60	11	49
%V	3.3%	3.2%	1.6%	2.1%	3.2%	1.2%	5.1%
%H		98.7%	21.3%	10.7%	80.0%	14.7%	65.3%
20" - 29"	487	482	125	58	398	97	301
%V	21.1%	21.0%	12.8%	15.5%	21.4%	10.7%	31.5%
%H		99.0%	25.7%	11.9%	81.7%	19.9%	61.8%
30" - 39"	904	899	375	158	745	372	373
%V	39.2%	39.2%	38.3%	42.4%	40.0%	41.0%	39.0%
%H		99.4%	41.5%	17.5%	82.4%	41.2%	41.3%
40" and over	820	820	459	145	644	422	222
%V	35.5%	35.7%	46.9%	38.9%	34.5%	46.5%	23.2%
%H		100.0%	56.0%	17.7%	78.5%	51.5%	27.1%
Don't know	19	19	4	3	15	4	11
%V	0.8%	0.8%	0.4%	0.8%	0.8%	0.4%	1.2%
%H		100.0%	21.1%	15.8%	78.9%	21.1%	57.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2307	2294	979	373	1864	907	956
%H		99.4%	42.4%	16.2%	80.8%	39.3%	41.4%
PVR	1132	1132	759	190	835	642	193
%V	49.1%	49.3%	77.5%	50.9%	44.8%	70.8%	20.2%
%H		100.0%	67.0%	16.8%	73.8%	56.7%	17.0%
DVDR	158	158	69	31	129	70	59
%V	6.8%	6.9%	7.0%	8.3%	6.9%	7.7%	6.2%
%H		100.0%	43.7%	19.6%	81.6%	44.3%	37.3%
VCR	171	170	58	30	146	62	83
%V	7.4%	7.4%	5.9%	8.0%	7.8%	6.8%	8.7%
%H		99.4%	33.9%	17.5%	85.4%	36.3%	48.5%
Any recorder	1316	1314	799	224	997	694	303
%V	57.0%	57.3%	81.6%	60.1%	53.5%	76.5%	31.7%
%H		99.8%	60.7%	17.0%	75.8%	52.7%	23.0%

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	2307	2294	979	373	1864	907	956
%H		99.4%	42.4%	16.2%	80.8%	39.3%	41.4%
Receives HDTV (via STB or built-in reception)	898	898	513	224	676	503	173
%V	38.9%	39.1%	52.4%	60.1%	36.3%	55.5%	18.1%
%H		100.0%	57.1%	24.9%	75.3%	56.0%	19.3%
DVD/Blu-ray player or recorder	1744	1740	756	301	1418	722	695
%V	75.6%	75.9%	77.2%	80.7%	76.1%	79.6%	72.7%
%H		99.8%	43.3%	17.3%	81.3%	41.4%	39.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Scotland

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2341	2338	1259	396	2005	1293	712
%H		99.9%	53.8%	16.9%	85.6%	55.2%	30.4%
Under 20"	880	880	440	137	771	459	313
%V	37.6%	37.6%	34.9%	34.6%	38.5%	35.5%	44.0%
%H		100.0%	50.0%	15.6%	87.6%	52.2%	35.6%
20" - 29"	738	736	386	128	638	410	229
%V	31.5%	31.5%	30.7%	32.3%	31.8%	31.7%	32.2%
%H		99.7%	52.3%	17.3%	86.4%	55.6%	31.0%
30" - 39"	475	475	286	94	396	292	104
%V	20.3%	20.3%	22.7%	23.7%	19.8%	22.6%	14.6%
%H		100.0%	60.2%	19.8%	83.4%	61.5%	21.9%
40" and over	150	150	96	26	122	91	31
%V	6.4%	6.4%	7.6%	6.6%	6.1%	7.0%	4.4%
%H		100.0%	64.0%	17.3%	81.3%	60.7%	20.7%
Don't know	31	30	11	5	27	12	15
%V	1.3%	1.3%	0.9%	1.3%	1.3%	0.9%	2.1%
%H		96.8%	35.5%	16.1%	87.1%	38.7%	48.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Scotland

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2341	2338	1259	396	2005	1293	712
%H		99.9%	53.8%	16.9%	85.6%	55.2%	30.4%
PVR	389	389	312	52	260	227	33
%V	16.6%	16.6%	24.8%	13.1%	13.0%	17.6%	4.6%
%H		100.0%	80.2%	13.4%	66.8%	58.4%	8.5%
DVDR	63	63	41	5	48	30	18
%V	2.7%	2.7%	3.3%	1.3%	2.4%	2.3%	2.5%
%H		100.0%	65.1%	7.9%	76.2%	47.6%	28.6%
VCR	62	62	25	16	56	31	25
%V	2.6%	2.7%	2.0%	4.0%	2.8%	2.4%	3.5%
%H		100.0%	40.3%	25.8%	90.3%	50.0%	40.3%
Any recorder	484	484	356	68	346	275	71
%V	20.7%	20.7%	28.3%	17.2%	17.3%	21.3%	10.0%
%H		100.0%	73.6%	14.0%	71.5%	56.8%	14.7%

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	2341	2338	1259	396	2005	1293	712
%H		99.9%	53.8%	16.9%	85.6%	55.2%	30.4%
Receives HDTV (via STB or built-in reception)	324	324	190	84	251	194	57
%V	13.8%	13.9%	15.1%	21.2%	12.5%	15.0%	8.0%
%H		100.0%	58.6%	25.9%	77.5%	59.9%	17.6%
DVD/Blu-ray player or recorder	1092	1091	603	211	941	647	295
%V	46.6%	46.7%	47.9%	53.3%	46.9%	50.0%	41.4%
%H		99.9%	55.2%	19.3%	86.2%	59.2%	27.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5168	4993	4971	2437	840	3988	2246	1741
%H		96.6%	96.2%	47.2%	16.3%	77.2%	43.5%	33.7%
Total Children	905	895	894	509	136	692	435	256
%V	17.5%	17.9%	18.0%	20.9%	16.2%	17.4%	19.4%	14.7%
%H		98.9%	98.8%	56.2%	15.0%	76.5%	48.1%	28.3%
0 - 3	235	230	229	136	32	170	108	62
%V	4.5%	4.6%	4.6%	5.6%	3.8%	4.3%	4.8%	3.6%
%H		97.9%	97.4%	57.9%	13.6%	72.3%	46.0%	26.4%
4 - 15	670	665	665	372	104	521	327	195
%V	13.0%	13.3%	13.4%	15.3%	12.4%	13.1%	14.6%	11.2%
%H		99.3%	99.3%	55.5%	15.5%	77.8%	48.8%	29.1%
4 - 9	339	336	336	192	54	251	157	94
%V	6.6%	6.7%	6.8%	7.9%	6.4%	6.3%	7.0%	5.4%
%H		99.1%	99.1%	56.6%	15.9%	74.0%	46.3%	27.7%
10 - 15	331	329	328	180	50	271	170	100
%V	6.4%	6.6%	6.6%	7.4%	6.0%	6.8%	7.6%	5.7%
%H		99.4%	99.1%	54.4%	15.1%	81.9%	51.4%	30.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5168	4993	4971	2437	840	3988	2246	1741
%H		96.6%	96.2%	47.2%	16.3%	77.2%	43.5%	33.7%
Total Adults (16+)	4262	4098	4078	1928	704	3296	1811	1485
%V	82.5%	82.1%	82.0%	79.1%	83.8%	82.6%	80.6%	85.3%
%H		96.2%	95.7%	45.2%	16.5%	77.3%	42.5%	34.8%
16 - 19	231	215	213	115	38	179	115	65
%V	4.5%	4.3%	4.3%	4.7%	4.5%	4.5%	5.1%	3.7%
%H		93.1%	92.2%	49.8%	16.5%	77.5%	49.8%	28.1%
20 - 24	359	312	308	164	60	240	150	90
%V	6.9%	6.2%	6.2%	6.7%	7.1%	6.0%	6.7%	5.2%
%H		86.9%	85.8%	45.7%	16.7%	66.9%	41.8%	25.1%
25 - 34	686	645	641	332	114	483	284	199
%V	13.3%	12.9%	12.9%	13.6%	13.6%	12.1%	12.6%	11.4%
%H		94.0%	93.4%	48.4%	16.6%	70.4%	41.4%	29.0%
35 - 44	680	656	652	359	121	506	325	181
%V	13.2%	13.1%	13.1%	14.7%	14.4%	12.7%	14.5%	10.4%
%H		96.5%	95.9%	52.8%	17.8%	74.4%	47.8%	26.6%
45 - 54	780	762	760	380	131	614	359	255
%V	15.1%	15.3%	15.3%	15.6%	15.6%	15.4%	16.0%	14.6%
%H		97.7%	97.4%	48.7%	16.8%	78.7%	46.0%	32.7%
55 - 64	650	641	638	292	122	520	290	230
%V	12.6%	12.8%	12.8%	12.0%	14.5%	13.0%	12.9%	13.2%
%H		98.6%	98.2%	44.9%	18.8%	80.0%	44.6%	35.4%
65+	876	868	864	286	118	753	289	465
%V	17.0%	17.4%	17.4%	11.7%	14.0%	18.9%	12.9%	26.7%
%H		99.1%	98.6%	32.6%	13.5%	86.0%	33.0%	53.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4262	4098	4078	1928	704	3296	1811	1485
%H		96.2%	95.7%	45.2%	16.5%	77.3%	42.5%	34.8%
AB	1036	1004	999	483	189	788	456	332
%V	24.3%	24.5%	24.5%	25.1%	26.8%	23.9%	25.2%	22.4%
%H		96.9%	96.4%	46.6%	18.2%	76.1%	44.0%	32.0%
C1	1222	1133	1126	560	196	904	520	384
%V	28.7%	27.6%	27.6%	29.0%	27.8%	27.4%	28.7%	25.9%
%H		92.7%	92.1%	45.8%	16.0%	74.0%	42.6%	31.4%
C2	836	821	821	410	159	669	408	262
%V	19.6%	20.0%	20.1%	21.3%	22.6%	20.3%	22.5%	17.6%
%H		98.2%	98.2%	49.0%	19.0%	80.0%	48.8%	31.3%
D	692	676	673	329	99	539	289	250
%V	16.2%	16.5%	16.5%	17.1%	14.1%	16.4%	16.0%	16.8%
%H		97.7%	97.3%	47.5%	14.3%	77.9%	41.8%	36.1%
E	477	464	459	146	60	396	139	257
%V	11.2%	11.3%	11.3%	7.6%	8.5%	12.0%	7.7%	17.3%
%H		97.3%	96.2%	30.6%	12.6%	83.0%	29.1%	53.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Scotland
Individual level data
Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4262	4098	4078	1928	704	3296	1811	1485
%H		96.2%	95.7%	45.2%	16.5%	77.3%	42.5%	34.8%
Working full time	1920	1864	1857	985	366	1439	913	526
%V	45.0%	45.5%	45.5%	51.1%	52.0%	43.7%	50.4%	35.4%
%H		97.1%	96.7%	51.3%	19.1%	74.9%	47.6%	27.4%
Working part time	402	394	391	210	64	303	183	119
%V	9.4%	9.6%	9.6%	10.9%	9.1%	9.2%	10.1%	8.0%
%H		98.0%	97.3%	52.2%	15.9%	75.4%	45.5%	29.6%
Not working	1940	1840	1829	733	273	1554	715	840
%V	45.5%	44.9%	44.9%	38.0%	38.8%	47.1%	39.5%	56.6%
%H		94.8%	94.3%	37.8%	14.1%	80.1%	36.9%	43.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2045	1957	1948	963	338	1556	887	669
%H		95.7%	95.3%	47.1%	16.5%	76.1%	43.4%	32.7%
16 - 19	117	109	108	56	21	88	55	33
%V	5.7%	5.6%	5.5%	5.8%	6.2%	5.7%	6.2%	4.9%
%H		93.2%	92.3%	47.9%	17.9%	75.2%	47.0%	28.2%
20 - 24	182	162	160	91	32	125	84	41
%V	8.9%	8.3%	8.2%	9.4%	9.5%	8.0%	9.5%	6.1%
%H		89.0%	87.9%	50.0%	17.6%	68.7%	46.2%	22.5%
25 - 34	346	320	319	164	59	238	140	98
%V	16.9%	16.4%	16.4%	17.0%	17.5%	15.3%	15.8%	14.6%
%H		92.5%	92.2%	47.4%	17.1%	68.8%	40.5%	28.3%
35 - 44	326	313	310	176	56	238	155	83
%V	15.9%	16.0%	15.9%	18.3%	16.6%	15.3%	17.5%	12.4%
%H		96.0%	95.1%	54.0%	17.2%	73.0%	47.5%	25.5%
45 - 54	374	362	362	178	60	293	166	127
%V	18.3%	18.5%	18.6%	18.5%	17.8%	18.8%	18.7%	19.0%
%H		96.8%	96.8%	47.6%	16.0%	78.3%	44.4%	34.0%
55 - 64	315	309	308	147	55	251	143	108
%V	15.4%	15.8%	15.8%	15.3%	16.3%	16.1%	16.1%	16.1%
%H		98.1%	97.8%	46.7%	17.5%	79.7%	45.4%	34.3%
65+	386	383	381	150	54	324	144	180
%V	18.9%	19.6%	19.6%	15.6%	16.0%	20.8%	16.2%	26.9%
%H		99.2%	98.7%	38.9%	14.0%	83.9%	37.3%	46.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2045	1957	1948	963	338	1556	887	669
%H		95.7%	95.3%	47.1%	16.5%	76.1%	43.4%	32.7%
AB	516	497	494	247	94	385	230	155
%V	25.2%	25.4%	25.4%	25.6%	27.8%	24.7%	25.9%	23.2%
%H		96.3%	95.7%	47.9%	18.2%	74.6%	44.6%	30.0%
C1	553	512	510	274	89	403	248	156
%V	27.0%	26.2%	26.2%	28.5%	26.3%	25.9%	28.0%	23.3%
%H		92.6%	92.2%	49.5%	16.1%	72.9%	44.8%	28.2%
C2	453	443	443	220	85	360	217	143
%V	22.2%	22.6%	22.7%	22.8%	25.1%	23.1%	24.5%	21.4%
%H		97.8%	97.8%	48.6%	18.8%	79.5%	47.9%	31.6%
D	327	316	315	158	46	246	133	113
%V	16.0%	16.1%	16.2%	16.4%	13.6%	15.8%	15.0%	16.9%
%H		96.6%	96.3%	48.3%	14.1%	75.2%	40.7%	34.6%
E	197	189	187	63	24	161	59	102
%V	9.6%	9.7%	9.6%	6.5%	7.1%	10.3%	6.7%	15.2%
%H		95.9%	94.9%	32.0%	12.2%	81.7%	29.9%	51.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2045	1957	1948	963	338	1556	887	669
%H		95.7%	95.3%	47.1%	16.5%	76.1%	43.4%	32.7%
Working full time	1162	1123	1119	609	212	859	547	312
%V	56.8%	57.4%	57.4%	63.2%	62.7%	55.2%	61.7%	46.6%
%H		96.6%	96.3%	52.4%	18.2%	73.9%	47.1%	26.9%
Working part time	67	64	64	34	7	51	28	22
%V	3.3%	3.3%	3.3%	3.5%	2.1%	3.3%	3.2%	3.3%
%H		95.5%	95.5%	50.7%	10.4%	76.1%	41.8%	32.8%
Not working	816	770	765	320	119	646	312	335
%V	39.9%	39.3%	39.3%	33.2%	35.2%	41.5%	35.2%	50.1%
%H		94.4%	93.8%	39.2%	14.6%	79.2%	38.2%	41.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2217	2141	2130	965	365	1740	924	816
%H		96.6%	96.1%	43.5%	16.5%	78.5%	41.7%	36.8%
16 - 19	114	106	105	58	17	91	59	32
%V	5.1%	5.0%	4.9%	6.0%	4.7%	5.2%	6.4%	3.9%
%H		93.0%	92.1%	50.9%	14.9%	79.8%	51.8%	28.1%
20 - 24	177	150	148	72	28	115	66	49
%V	8.0%	7.0%	6.9%	7.5%	7.7%	6.6%	7.1%	6.0%
%H		84.7%	83.6%	40.7%	15.8%	65.0%	37.3%	27.7%
25 - 34	340	325	323	169	55	245	144	101
%V	15.3%	15.2%	15.2%	17.5%	15.1%	14.1%	15.6%	12.4%
%H		95.6%	95.0%	49.7%	16.2%	72.1%	42.4%	29.7%
35 - 44	354	343	342	182	65	268	170	98
%V	16.0%	16.0%	16.1%	18.9%	17.8%	15.4%	18.4%	12.0%
%H		96.9%	96.6%	51.4%	18.4%	75.7%	48.0%	27.7%
45 - 54	406	399	398	202	71	322	193	128
%V	18.3%	18.6%	18.7%	20.9%	19.5%	18.5%	20.9%	15.7%
%H		98.3%	98.0%	49.8%	17.5%	79.3%	47.5%	31.5%
55 - 64	335	332	331	145	66	269	147	122
%V	15.1%	15.5%	15.5%	15.0%	18.1%	15.5%	15.9%	15.0%
%H		99.1%	98.8%	43.3%	19.7%	80.3%	43.9%	36.4%
65+	491	486	483	136	63	430	145	285
%V	22.1%	22.7%	22.7%	14.1%	17.3%	24.7%	15.7%	34.9%
%H		99.0%	98.4%	27.7%	12.8%	87.6%	29.5%	58.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2217	2141	2130	965	365	1740	924	816
%H		96.6%	96.1%	43.5%	16.5%	78.5%	41.7%	36.8%
AB	519	506	505	235	95	402	225	177
%V	23.4%	23.6%	23.7%	24.4%	26.0%	23.1%	24.4%	21.7%
%H		97.5%	97.3%	45.3%	18.3%	77.5%	43.4%	34.1%
C1	669	621	616	286	107	500	272	228
%V	30.2%	29.0%	28.9%	29.6%	29.3%	28.7%	29.4%	27.9%
%H		92.8%	92.1%	42.8%	16.0%	74.7%	40.7%	34.1%
C2	383	378	378	190	74	309	191	119
%V	17.3%	17.7%	17.7%	19.7%	20.3%	17.8%	20.7%	14.6%
%H		98.7%	98.7%	49.6%	19.3%	80.7%	49.9%	31.1%
D	365	360	358	171	53	293	156	137
%V	16.5%	16.8%	16.8%	17.7%	14.5%	16.8%	16.9%	16.8%
%H		98.6%	98.1%	46.8%	14.5%	80.3%	42.7%	37.5%
E	280	275	272	83	36	235	80	155
%V	12.6%	12.8%	12.8%	8.6%	9.9%	13.5%	8.7%	19.0%
%H		98.2%	97.1%	29.6%	12.9%	83.9%	28.6%	55.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2217	2141	2130	965	365	1740	924	816
%H		96.6%	96.1%	43.5%	16.5%	78.5%	41.7%	36.8%
Working full time	758	741	738	376	155	580	367	213
%V	34.2%	34.6%	34.6%	39.0%	42.5%	33.3%	39.7%	26.1%
%H		97.8%	97.4%	49.6%	20.4%	76.5%	48.4%	28.1%
Working part time	334	330	327	176	57	252	155	97
%V	15.1%	15.4%	15.4%	18.2%	15.6%	14.5%	16.8%	11.9%
%H		98.8%	97.9%	52.7%	17.1%	75.4%	46.4%	29.0%
Not working	1124	1070	1064	413	154	908	403	505
%V	50.7%	50.0%	50.0%	42.8%	42.2%	52.2%	43.6%	61.9%
%H		95.2%	94.7%	36.7%	13.7%	80.8%	35.9%	44.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	723	703	622	352	56	409	191	218
%H (All HH)		97.2%	86.0%	48.7%	7.7%	56.6%	26.4%	30.2%
%H (TV HH)			88.5%	50.1%	8.0%	58.2%	27.2%	31.0%
AB	126	124	115	65	13	73	34	38
%V	17.4%	17.6%	18.5%	18.5%	23.2%	17.8%	17.8%	17.4%
%H (All HH)		98.4%	91.3%	51.6%	10.3%	57.9%	27.0%	30.2%
%H (TV HH)			92.7%	52.4%	10.5%	58.9%	27.4%	30.6%
C1	174	169	155	90	14	105	53	52
%V	24.1%	24.0%	24.9%	25.6%	25.0%	25.7%	27.7%	23.9%
%H (All HH)		97.1%	89.1%	51.7%	8.0%	60.3%	30.5%	29.9%
%H (TV HH)			91.7%	53.3%	8.3%	62.1%	31.4%	30.8%
C2	147	144	132	79	10	91	47	44
%V	20.3%	20.5%	21.2%	22.4%	17.9%	22.2%	24.6%	20.2%
%H (All HH)		98.0%	89.8%	53.7%	6.8%	61.9%	32.0%	29.9%
%H (TV HH)			91.7%	54.9%	6.9%	63.2%	32.6%	30.6%
D	132	126	111	66	12	69	35	34
%V	18.3%	17.9%	17.8%	18.8%	21.4%	16.9%	18.3%	15.6%
%H (All HH)		95.5%	84.1%	50.0%	9.1%	52.3%	26.5%	25.8%
%H (TV HH)			88.1%	52.4%	9.5%	54.8%	27.8%	27.0%
E	144	139	109	53	8	70	22	49
%V	19.9%	19.8%	17.5%	15.1%	14.3%	17.1%	11.5%	22.5%
%H (All HH)		96.5%	75.7%	36.8%	5.6%	48.6%	15.3%	34.0%
%H (TV HH)			78.4%	38.1%	5.8%	50.4%	15.8%	35.3%

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 2011 - June 2012

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	723	703	622	352	56	409	191	218
%H (All HH)		97.2%	86.0%	48.7%	7.7%	56.6%	26.4%	30.2%
%H (TV HH)			88.5%	50.1%	8.0%	58.2%	27.2%	31.0%
Under 25	30	26	22	12	3	12	5	7
%V	4.1%	3.7%	3.5%	3.4%	5.4%	2.9%	2.6%	3.2%
%H (All HH)		86.7%	73.3%	40.0%	10.0%	40.0%	16.7%	23.3%
%H (TV HH)			84.6%	46.2%	11.5%	46.2%	19.2%	26.9%
25 - 34	119	115	108	69	11	64	35	29
%V	16.5%	16.4%	17.4%	19.6%	19.6%	15.6%	18.3%	13.3%
%H (All HH)		96.6%	90.8%	58.0%	9.2%	53.8%	29.4%	24.4%
%H (TV HH)			93.9%	60.0%	9.6%	55.7%	30.4%	25.2%
35 - 44	140	136	129	86	10	77	45	33
%V	19.4%	19.3%	20.7%	24.4%	17.9%	18.8%	23.6%	15.1%
%H (All HH)		97.1%	92.1%	61.4%	7.1%	55.0%	32.1%	23.6%
%H (TV HH)			94.9%	63.2%	7.4%	56.6%	33.1%	24.3%
45 - 54	145	142	134	76	15	94	49	44
%V	20.1%	20.2%	21.5%	21.6%	26.8%	23.0%	25.7%	20.2%
%H (All HH)		97.9%	92.4%	52.4%	10.3%	64.8%	33.8%	30.3%
%H (TV HH)			94.4%	53.5%	10.6%	66.2%	34.5%	31.0%
55 - 64	116	115	103	52	9	71	29	42
%V	16.0%	16.4%	16.6%	14.8%	16.1%	17.4%	15.2%	19.3%
%H (All HH)		99.1%	88.8%	44.8%	7.8%	61.2%	25.0%	36.2%
%H (TV HH)			89.6%	45.2%	7.8%	61.7%	25.2%	36.5%
65 +	172	169	127	56	8	90	28	63
%V	23.8%	24.0%	20.4%	15.9%	14.3%	22.0%	14.7%	28.9%
%H (All HH)		98.3%	73.8%	32.6%	4.7%	52.3%	16.3%	36.6%
%H (TV HH)			75.1%	33.1%	4.7%	53.3%	16.6%	37.3%

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 2011 - June 2012

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	723	703	622	352	56	409	191	218
%H (All HH)		97.2%	86.0%	48.7%	7.7%	56.6%	26.4%	30.2%
%H (TV HH)			88.5%	50.1%	8.0%	58.2%	27.2%	31.0%
1	222	212	164	65	16	115	30	85
%V	30.7%	30.2%	26.4%	18.5%	28.6%	28.1%	15.7%	39.0%
%H (All HH)		95.5%	73.9%	29.3%	7.2%	51.8%	13.5%	38.3%
%H (TV HH)			77.4%	30.7%	7.5%	54.2%	14.2%	40.1%
2	210	205	186	103	17	122	56	67
%V	29.0%	29.2%	29.9%	29.3%	30.4%	29.8%	29.3%	30.7%
%H (All HH)		97.6%	88.6%	49.0%	8.1%	58.1%	26.7%	31.9%
%H (TV HH)			90.7%	50.2%	8.3%	59.5%	27.3%	32.7%
3	113	111	103	70	8	64	38	26
%V	15.6%	15.8%	16.6%	19.9%	14.3%	15.6%	19.9%	11.9%
%H (All HH)		98.2%	91.2%	61.9%	7.1%	56.6%	33.6%	23.0%
%H (TV HH)			92.8%	63.1%	7.2%	57.7%	34.2%	23.4%
4	110	108	105	73	9	64	40	24
%V	15.2%	15.4%	16.9%	20.7%	16.1%	15.6%	20.9%	11.0%
%H (All HH)		98.2%	95.5%	66.4%	8.2%	58.2%	36.4%	21.8%
%H (TV HH)			97.2%	67.6%	8.3%	59.3%	37.0%	22.2%
5+	67	66	64	42	6	44	27	17
%V	9.3%	9.4%	10.3%	11.9%	10.7%	10.8%	14.1%	7.8%
%H (All HH)		98.5%	95.5%	62.7%	9.0%	65.7%	40.3%	25.4%
%H (TV HH)			97.0%	63.6%	9.1%	66.7%	40.9%	25.8%
Average HH size	2.48	2.50	2.60	2.85	2.53	2.57	2.97	2.22

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 2011 - June 2012

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	723	703	622	352	56	409	191	218
%H (All HH)		97.2%	86.0%	48.7%	7.7%	56.6%	26.4%	30.2%
%H (TV HH)			88.5%	50.1%	8.0%	58.2%	27.2%	31.0%
Without	510	494	422	214	39	285	114	171
%V	70.5%	70.3%	67.8%	60.8%	69.6%	69.7%	59.7%	78.4%
%H (All HH)		96.9%	82.7%	42.0%	7.6%	55.9%	22.4%	33.5%
%H (TV HH)			85.4%	43.3%	7.9%	57.7%	23.1%	34.6%
With	213	210	200	138	17	124	77	47
%V	29.5%	29.9%	32.2%	39.2%	30.4%	30.3%	40.3%	21.6%
%H (All HH)		98.6%	93.9%	64.8%	8.0%	58.2%	36.2%	22.1%
%H (TV HH)			95.2%	65.7%	8.1%	59.0%	36.7%	22.4%
0 - 3	82	81	78	55	6	47	29	18
%V	11.3%	11.5%	12.5%	15.6%	10.7%	11.5%	15.2%	8.3%
%H (All HH)		98.8%	95.1%	67.1%	7.3%	57.3%	35.4%	22.0%
%H (TV HH)			96.3%	67.9%	7.4%	58.0%	35.8%	22.2%
4 - 9	106	104	99	71	7	61	40	21
%V	14.7%	14.8%	15.9%	20.2%	12.5%	14.9%	20.9%	9.6%
%H (All HH)		98.1%	93.4%	67.0%	6.6%	57.5%	37.7%	19.8%
%H (TV HH)			95.2%	68.3%	6.7%	58.7%	38.5%	20.2%
10 - 15	106	104	99	67	10	63	40	23
%V	14.7%	14.8%	15.9%	19.0%	17.9%	15.4%	20.9%	10.6%
%H (All HH)		98.1%	93.4%	63.2%	9.4%	59.4%	37.7%	21.7%
%H (TV HH)			95.2%	64.4%	9.6%	60.6%	38.5%	22.1%

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 2011 - June 2012

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	723	703	622	352	56	409	191	218
%H (All HH)		97.2%	86.0%	48.7%	7.7%	56.6%	26.4%	30.2%
%H (TV HH)			88.5%	50.1%	8.0%	58.2%	27.2%	31.0%
1	252	252	199	99	22	111	32	79
%V	34.9%	35.8%	32.0%	28.1%	39.3%	27.1%	16.8%	36.2%
%H (All HH)		100.0%	79.0%	39.3%	8.7%	44.0%	12.7%	31.3%
%H (TV HH)			79.0%	39.3%	8.7%	44.0%	12.7%	31.3%
2	252	252	229	126	20	152	68	84
%V	34.9%	35.8%	36.8%	35.8%	35.7%	37.2%	35.6%	38.5%
%H (All HH)		100.0%	90.9%	50.0%	7.9%	60.3%	27.0%	33.3%
%H (TV HH)			90.9%	50.0%	7.9%	60.3%	27.0%	33.3%
3	112	112	108	66	8	79	44	35
%V	15.5%	15.9%	17.4%	18.8%	14.3%	19.3%	23.0%	16.1%
%H (All HH)		100.0%	96.4%	58.9%	7.1%	70.5%	39.3%	31.3%
%H (TV HH)			96.4%	58.9%	7.1%	70.5%	39.3%	31.3%
4	52	52	51	36	3	39	26	13
%V	7.2%	7.4%	8.2%	10.2%	5.4%	9.5%	13.6%	6.0%
%H (All HH)		100.0%	98.1%	69.2%	5.8%	75.0%	50.0%	25.0%
%H (TV HH)			98.1%	69.2%	5.8%	75.0%	50.0%	25.0%
5+	35	35	35	25	3	28	21	7
%V	4.8%	5.0%	5.6%	7.1%	5.4%	6.8%	11.0%	3.2%
%H (All HH)		100.0%	100.0%	71.4%	8.6%	80.0%	60.0%	20.0%
%H (TV HH)			100.0%	71.4%	8.6%	80.0%	60.0%	20.0%

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 2011 - June 2012

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	723	703	622	352	56	409	191	218
%H (All HH)		97.2%	86.0%	48.7%	7.7%	56.6%	26.4%	30.2%
%H (TV HH)			88.5%	50.1%	8.0%	58.2%	27.2%	31.0%
Under 20"	208	208	187	104	16	136	67	69
%V	28.8%	29.6%	30.1%	29.5%	28.6%	33.3%	35.1%	31.7%
%H (All HH)		100.0%	89.9%	50.0%	7.7%	65.4%	32.2%	33.2%
%H (TV HH)			89.9%	50.0%	7.7%	65.4%	32.2%	33.2%
20" - 29"	346	346	295	158	22	214	97	117
%V	47.9%	49.2%	47.4%	44.9%	39.3%	52.3%	50.8%	53.7%
%H (All HH)		100.0%	85.3%	45.7%	6.4%	61.8%	28.0%	33.8%
%H (TV HH)			85.3%	45.7%	6.4%	61.8%	28.0%	33.8%
30" - 39"	354	354	335	197	28	226	115	111
%V	49.0%	50.4%	53.9%	56.0%	50.0%	55.3%	60.2%	50.9%
%H (All HH)		100.0%	94.6%	55.6%	7.9%	63.8%	32.5%	31.4%
%H (TV HH)			94.6%	55.6%	7.9%	63.8%	32.5%	31.4%
40" and over	253	253	247	169	24	157	100	56
%V	35.0%	36.0%	39.7%	48.0%	42.9%	38.4%	52.4%	25.7%
%H (All HH)		100.0%	97.6%	66.8%	9.5%	62.1%	39.5%	22.1%
%H (TV HH)			97.6%	66.8%	9.5%	62.1%	39.5%	22.1%

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 2011 - June 2012

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	723	703	622	352	56	409	191	218
%H (All HH)		97.2%	86.0%	48.7%	7.7%	56.6%	26.4%	30.2%
%H (TV HH)			88.5%	50.1%	8.0%	58.2%	27.2%	31.0%
Main living room	692	692	615	349	56	402	189	213
%V	95.7%	98.4%	98.9%	99.1%	100.0%	98.3%	99.0%	97.7%
%H (All HH)		100.0%	88.9%	50.4%	8.1%	58.1%	27.3%	30.8%
%H (TV HH)			88.9%	50.4%	8.1%	58.1%	27.3%	30.8%
Kitchen	185	185	173	98	11	131	66	65
%V	25.6%	26.3%	27.8%	27.8%	19.6%	32.0%	34.6%	29.8%
%H (All HH)		100.0%	93.5%	53.0%	5.9%	70.8%	35.7%	35.1%
%H (TV HH)			93.5%	53.0%	5.9%	70.8%	35.7%	35.1%
Adult's bedroom	280	280	266	165	23	191	110	81
%V	38.7%	39.8%	42.8%	46.9%	41.1%	46.7%	57.6%	37.2%
%H (All HH)		100.0%	95.0%	58.9%	8.2%	68.2%	39.3%	28.9%
%H (TV HH)			95.0%	58.9%	8.2%	68.2%	39.3%	28.9%
Child's bedroom	64	64	62	45	4	45	32	13
%V	8.9%	9.1%	10.0%	12.8%	7.1%	11.0%	16.8%	6.0%
%H (All HH)		100.0%	96.9%	70.3%	6.3%	70.3%	50.0%	20.3%
%H (TV HH)			96.9%	70.3%	6.3%	70.3%	50.0%	20.3%
Other bedroom	22	22	21	14	1	16	10	6
%V	3.0%	3.1%	3.4%	4.0%	1.8%	3.9%	5.2%	2.8%
%H (All HH)		100.0%	95.5%	63.6%	4.5%	72.7%	45.5%	27.3%
%H (TV HH)			95.5%	63.6%	4.5%	72.7%	45.5%	27.3%
Second living/dining room	112	112	107	68	7	79	48	32
%V	15.5%	15.9%	17.2%	19.3%	12.5%	19.3%	25.1%	14.7%
%H (All HH)		100.0%	95.5%	60.7%	6.3%	70.5%	42.9%	28.6%
%H (TV HH)			95.5%	60.7%	6.3%	70.5%	42.9%	28.6%
Study/office	10	10	10	6	1	8	5	3
%V	1.4%	1.4%	1.6%	1.7%	1.8%	2.0%	2.6%	1.4%
%H (All HH)		100.0%	100.0%	60.0%	10.0%	80.0%	50.0%	30.0%
%H (TV HH)			100.0%	60.0%	10.0%	80.0%	50.0%	30.0%
TV room	9	9	9	6	1	6	4	3
%V	1.2%	1.3%	1.4%	1.7%	1.8%	1.5%	2.1%	1.4%
%H (All HH)		100.0%	100.0%	66.7%	11.1%	66.7%	44.4%	33.3%
%H (TV HH)			100.0%	66.7%	11.1%	66.7%	44.4%	33.3%
Conservatory	2	2	2	1	0	2	1	1
%V	0.3%	0.3%	0.3%	0.3%	0.0%	0.5%	0.5%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Attic or loft room	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	-
No specific location	1	1	1	1	0	1	1	1
%V	0.1%	0.1%	0.2%	0.3%	0.0%	0.2%	0.5%	0.5%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
Other	2	2	2	1	0	1	1	0
%V	0.3%	0.3%	0.3%	0.3%	0.0%	0.2%	0.5%	0.0%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	50.0%	50.0%	0.0%
%H (TV HH)			100.0%	50.0%	0.0%	50.0%	50.0%	0.0%

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 2011 - June 2012

BBC Ulster

Household level data

Table 12.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	723	703	622	352	56	409	191	218
%H (All HH)		97.2%	86.0%	48.7%	7.7%	56.6%	26.4%	30.2%
%H (TV HH)			88.5%	50.1%	8.0%	58.2%	27.2%	31.0%
PVR	300	300	299	248	27	163	135	28
%V	41.5%	42.7%	48.1%	70.5%	48.2%	39.9%	70.7%	12.8%
%H (All HH)		100.0%	99.7%	82.7%	9.0%	54.3%	45.0%	9.3%
%H (TV HH)			99.7%	82.7%	9.0%	54.3%	45.0%	9.3%
DVDR	83	83	77	46	4	55	27	28
%V	11.5%	11.8%	12.4%	13.1%	7.1%	13.4%	14.1%	12.8%
%H (All HH)		100.0%	92.8%	55.4%	4.8%	66.3%	32.5%	33.7%
%H (TV HH)			92.8%	55.4%	4.8%	66.3%	32.5%	33.7%
VCR	73	73	63	32	4	43	16	27
%V	10.1%	10.4%	10.1%	9.1%	7.1%	10.5%	8.4%	12.4%
%H (All HH)		100.0%	86.3%	43.8%	5.5%	58.9%	21.9%	37.0%
%H (TV HH)			86.3%	43.8%	5.5%	58.9%	21.9%	37.0%
Any recorder	380	380	366	269	31	215	146	69
%V	52.6%	54.1%	58.8%	76.4%	55.4%	52.6%	76.4%	31.7%
%H (All HH)		100.0%	96.3%	70.8%	8.2%	56.6%	38.4%	18.2%
%H (TV HH)			96.3%	70.8%	8.2%	56.6%	38.4%	18.2%

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 2011 - June 2012
BBC Ulster
Household level data
Table 12.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	723	703	622	352	56	409	191	218
%H (All HH)		97.2%	86.0%	48.7%	7.7%	56.6%	26.4%	30.2%
%H (TV HH)			88.5%	50.1%	8.0%	58.2%	27.2%	31.0%
Receives HDTV (via STB or built-in reception)	181	181	181	131	27	101	76	26
%V	25.0%	25.7%	29.1%	37.2%	48.2%	24.7%	39.8%	11.9%
%H (All HH)		100.0%	100.0%	72.4%	14.9%	55.8%	42.0%	14.4%
%H (TV HH)			100.0%	72.4%	14.9%	55.8%	42.0%	14.4%
DVD/Blu-ray player or recorder	529	529	494	287	45	326	163	164
%V	73.2%	75.2%	79.4%	81.5%	80.4%	79.7%	85.3%	75.2%
%H (All HH)		100.0%	93.4%	54.3%	8.5%	61.6%	30.8%	31.0%
%H (TV HH)			93.4%	54.3%	8.5%	61.6%	30.8%	31.0%

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 2011 - June 2012
BBC Ulster
Household level data
Table 12.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	723	703	622	352	56	409	191	218
%H (All HH)		97.2%	86.0%	48.7%	7.7%	56.6%	26.4%	30.2%
%H (TV HH)			88.5%	50.1%	8.0%	58.2%	27.2%	31.0%
Has PC or Laptop	499	489	462	287	48	295	164	131
%V	69.0%	69.6%	74.3%	81.5%	85.7%	72.1%	85.9%	60.1%
%H (All HH)		98.0%	92.6%	57.5%	9.6%	59.1%	32.9%	26.3%
%H (TV HH)			94.5%	58.7%	9.8%	60.3%	33.5%	26.8%
Has broadband internet	469	459	438	276	46	278	159	119
%V	64.9%	65.3%	70.4%	78.4%	82.1%	68.0%	83.2%	54.6%
%H (All HH)		97.9%	93.4%	58.8%	9.8%	59.3%	33.9%	25.4%
%H (TV HH)			95.4%	60.1%	10.0%	60.6%	34.6%	25.9%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Ulster
Set level data
Table 12.11: Screen Size
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1494	1376	827	115	961	518	443
%H		92.1%	55.4%	7.7%	64.3%	34.7%	29.7%
Under 20"	286	260	145	23	192	98	95
%V	19.1%	18.9%	17.5%	20.0%	20.0%	18.9%	21.4%
%H		90.9%	50.7%	8.0%	67.1%	34.3%	33.2%
20" - 29"	481	419	235	29	308	151	157
%V	32.2%	30.5%	28.4%	25.2%	32.0%	29.2%	35.4%
%H		87.1%	48.9%	6.0%	64.0%	31.4%	32.6%
30" - 39"	414	394	238	34	271	146	124
%V	27.7%	28.6%	28.8%	29.6%	28.2%	28.2%	28.0%
%H		95.2%	57.5%	8.2%	65.5%	35.3%	30.0%
40" and over	285	278	193	27	178	117	61
%V	19.1%	20.2%	23.3%	23.5%	18.5%	22.6%	13.8%
%H		97.5%	67.7%	9.5%	62.5%	41.1%	21.4%
Don't know	10	8	5	1	3	2	2
%V	0.7%	0.6%	0.6%	0.9%	0.3%	0.4%	0.5%
%H		80.0%	50.0%	10.0%	30.0%	20.0%	20.0%

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1494	1376	827	115	961	518	443
%H		92.1%	55.4%	7.7%	64.3%	34.7%	29.7%
Main living room	702	623	354	56	406	190	216
%V	47.0%	45.3%	42.8%	48.7%	42.2%	36.7%	48.8%
%H		88.7%	50.4%	8.0%	57.8%	27.1%	30.8%
Kitchen	186	173	99	11	132	67	65
%V	12.4%	12.6%	12.0%	9.6%	13.7%	12.9%	14.7%
%H		93.0%	53.2%	5.9%	71.0%	36.0%	34.9%
Adult's bedroom	342	327	204	31	238	142	96
%V	22.9%	23.8%	24.7%	27.0%	24.8%	27.4%	21.7%
%H		95.6%	59.6%	9.1%	69.6%	41.5%	28.1%
Child's bedroom	83	81	60	5	60	43	16
%V	5.6%	5.9%	7.3%	4.3%	6.2%	8.3%	3.6%
%H		97.6%	72.3%	6.0%	72.3%	51.8%	19.3%
Other bedroom	25	24	16	2	18	12	6
%V	1.7%	1.7%	1.9%	1.7%	1.9%	2.3%	1.4%
%H		96.0%	64.0%	8.0%	72.0%	48.0%	24.0%
Second living/dining room	113	107	69	7	80	48	32
%V	7.6%	7.8%	8.3%	6.1%	8.3%	9.3%	7.2%
%H		94.7%	61.1%	6.2%	70.8%	42.5%	28.3%
Study/office	10	10	6	1	8	5	3
%V	0.7%	0.7%	0.7%	0.9%	0.8%	1.0%	0.7%
%H		100.0%	60.0%	10.0%	80.0%	50.0%	30.0%
TV room	9	9	6	1	6	4	3
%V	0.6%	0.7%	0.7%	0.9%	0.6%	0.8%	0.7%
%H		100.0%	66.7%	11.1%	66.7%	44.4%	33.3%
Conservatory	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%
Attic or loft room	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
No specific location	1	1	1	0	1	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.2%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
Other	2	2	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%
%H		100.0%	50.0%	0.0%	50.0%	50.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1494	1376	827	115	961	518	443
%H		92.1%	55.4%	7.7%	64.3%	34.7%	29.7%
PVR	399	398	340	32	213	183	30
%V	26.7%	28.9%	41.1%	27.8%	22.2%	35.3%	6.8%
%H		99.7%	85.2%	8.0%	53.4%	45.9%	7.5%
DVDR	97	91	56	5	67	36	31
%V	6.5%	6.6%	6.8%	4.3%	7.0%	6.9%	7.0%
%H		93.8%	57.7%	5.2%	69.1%	37.1%	32.0%
VCR	81	71	36	4	50	18	32
%V	5.4%	5.2%	4.4%	3.5%	5.2%	3.5%	7.2%
%H		87.7%	44.4%	4.9%	61.7%	22.2%	39.5%
Any recorder	511	496	381	38	290	209	82
%V	34.2%	36.0%	46.1%	33.0%	30.2%	40.3%	18.5%
%H		97.1%	74.6%	7.4%	56.8%	40.9%	16.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1494	1376	827	115	961	518	443
%H		92.1%	55.4%	7.7%	64.3%	34.7%	29.7%
Receives HDTV (via STB or built-in reception)	240	240	175	33	139	103	36
%V	16.1%	17.4%	21.2%	28.7%	14.5%	19.9%	8.1%
%H		100.0%	72.9%	13.8%	57.9%	42.9%	15.0%
DVD/Blu-ray player or recorder	751	712	434	63	494	276	218
%V	50.3%	51.7%	52.5%	54.8%	51.4%	53.3%	49.2%
%H		94.8%	57.8%	8.4%	65.8%	36.8%	29.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Ulster
Set level data
Table 12.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	703	622	352	56	409	191	218
%H		88.5%	50.1%	8.0%	58.2%	27.2%	31.0%
Under 20"	20	11	3	0	9	1	8
%V	2.8%	1.8%	0.9%	0.0%	2.2%	0.5%	3.7%
%H		55.0%	15.0%	0.0%	45.0%	5.0%	40.0%
20" - 29"	168	122	47	9	85	19	66
%V	23.9%	19.6%	13.4%	16.1%	20.8%	9.9%	30.3%
%H		72.6%	28.0%	5.4%	50.6%	11.3%	39.3%
30" - 39"	269	252	139	22	168	76	92
%V	38.3%	40.5%	39.5%	39.3%	41.1%	39.8%	42.2%
%H		93.7%	51.7%	8.2%	62.5%	28.3%	34.2%
40" and over	241	235	162	24	147	95	52
%V	34.3%	37.8%	46.0%	42.9%	35.9%	49.7%	23.9%
%H		97.5%	67.2%	10.0%	61.0%	39.4%	21.6%
Don't know	4	2	2	0	0	0	0
%V	0.6%	0.3%	0.6%	0.0%	0.0%	0.0%	0.0%
%H		50.0%	50.0%	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 2011 - June 2012

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	703	622	352	56	409	191	218
%H		88.5%	50.1%	8.0%	58.2%	27.2%	31.0%
PVR	291	291	242	26	156	131	26
%V	41.4%	46.8%	68.8%	46.4%	38.1%	68.6%	11.9%
%H		100.0%	83.2%	8.9%	53.6%	45.0%	8.9%
DVDR	69	64	37	4	45	21	24
%V	9.8%	10.3%	10.5%	7.1%	11.0%	11.0%	11.0%
%H		92.8%	53.6%	5.8%	65.2%	30.4%	34.8%
VCR	58	49	24	3	33	11	22
%V	8.3%	7.9%	6.8%	5.4%	8.1%	5.8%	10.1%
%H		84.5%	41.4%	5.2%	56.9%	19.0%	37.9%
Any recorder	364	350	261	29	203	140	62
%V	51.8%	56.3%	74.1%	51.8%	49.6%	73.3%	28.4%
%H		96.2%	71.7%	8.0%	55.8%	38.5%	17.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	703	622	352	56	409	191	218
%H		88.5%	50.1%	8.0%	58.2%	27.2%	31.0%
Receives HDTV (via STB or built-in reception)	171	171	125	26	94	72	22
%V	24.3%	27.5%	35.5%	46.4%	23.0%	37.7%	10.1%
%H		100.0%	73.1%	15.2%	55.0%	42.1%	12.9%
DVD/Blu-ray player or recorder	496	464	269	43	306	152	154
%V	70.6%	74.6%	76.4%	76.8%	74.8%	79.6%	70.6%
%H		93.5%	54.2%	8.7%	61.7%	30.6%	31.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Ulster

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	791	754	475	60	553	327	225
%H		95.3%	60.1%	7.6%	69.9%	41.3%	28.4%
Under 20"	266	248	141	22	184	97	87
%V	33.6%	32.9%	29.7%	36.7%	33.3%	29.7%	38.7%
%H		93.2%	53.0%	8.3%	69.2%	36.5%	32.7%
20" - 29"	313	297	188	19	223	132	92
%V	39.6%	39.4%	39.6%	31.7%	40.3%	40.4%	40.9%
%H		94.9%	60.1%	6.1%	71.2%	42.2%	29.4%
30" - 39"	145	142	99	12	103	70	33
%V	18.3%	18.8%	20.8%	20.0%	18.6%	21.4%	14.7%
%H		97.9%	68.3%	8.3%	71.0%	48.3%	22.8%
40" and over	44	44	31	3	31	22	9
%V	5.6%	5.8%	6.5%	5.0%	5.6%	6.7%	4.0%
%H		100.0%	70.5%	6.8%	70.5%	50.0%	20.5%
Don't know	6	5	3	1	3	2	2
%V	0.8%	0.7%	0.6%	1.7%	0.5%	0.6%	0.9%
%H		83.3%	50.0%	16.7%	50.0%	33.3%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Ulster

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	791	754	475	60	553	327	225
%H		95.3%	60.1%	7.6%	69.9%	41.3%	28.4%
PVR	108	107	99	6	57	52	4
%V	13.7%	14.2%	20.8%	10.0%	10.3%	15.9%	1.8%
%H		99.1%	91.7%	5.6%	52.8%	48.1%	3.7%
DVDR	29	27	19	2	22	15	7
%V	3.7%	3.6%	4.0%	3.3%	4.0%	4.6%	3.1%
%H		93.1%	65.5%	6.9%	75.9%	51.7%	24.1%
VCR	23	22	11	2	17	7	10
%V	2.9%	2.9%	2.3%	3.3%	3.1%	2.1%	4.4%
%H		95.7%	47.8%	8.7%	73.9%	30.4%	43.5%
Any recorder	148	146	120	8	87	68	19
%V	18.7%	19.4%	25.3%	13.3%	15.7%	20.8%	8.4%
%H		98.6%	81.1%	5.4%	58.8%	45.9%	12.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	791	754	475	60	553	327	225
%H		95.3%	60.1%	7.6%	69.9%	41.3%	28.4%
Receives HDTV (via STB or built-in reception)	69	69	50	7	45	32	13
%V	8.7%	9.2%	10.5%	11.7%	8.1%	9.8%	5.8%
%H		100.0%	72.5%	10.1%	65.2%	46.4%	18.8%
DVD/Blu-ray player or recorder	255	248	166	20	188	124	64
%V	32.2%	32.9%	34.9%	33.3%	34.0%	37.9%	28.4%
%H		97.3%	65.1%	7.8%	73.7%	48.6%	25.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1794	1755	1617	1002	142	1050	566	484
%H		97.8%	90.1%	55.9%	7.9%	58.5%	31.5%	27.0%
Total Children	384	379	363	253	29	229	145	84
%V	21.4%	21.6%	22.4%	25.2%	20.4%	21.8%	25.6%	17.4%
%H		98.7%	94.5%	65.9%	7.6%	59.6%	37.8%	21.9%
0 - 3	100	99	96	69	7	58	37	22
%V	5.6%	5.6%	5.9%	6.9%	4.9%	5.5%	6.5%	4.5%
%H		99.0%	96.0%	69.0%	7.0%	58.0%	37.0%	22.0%
4 - 15	284	280	267	184	22	171	108	62
%V	15.8%	16.0%	16.5%	18.4%	15.5%	16.3%	19.1%	12.8%
%H		98.6%	94.0%	64.8%	7.7%	60.2%	38.0%	21.8%
4 - 9	142	140	134	96	9	82	53	29
%V	7.9%	8.0%	8.3%	9.6%	6.3%	7.8%	9.4%	6.0%
%H		98.6%	94.4%	67.6%	6.3%	57.7%	37.3%	20.4%
10 - 15	142	140	133	88	13	88	55	33
%V	7.9%	8.0%	8.2%	8.8%	9.2%	8.4%	9.7%	6.8%
%H		98.6%	93.7%	62.0%	9.2%	62.0%	38.7%	23.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1794	1755	1617	1002	142	1050	566	484
%H		97.8%	90.1%	55.9%	7.9%	58.5%	31.5%	27.0%
Total Adults (16+)	1409	1376	1254	749	113	821	421	400
%V	78.5%	78.4%	77.6%	74.8%	79.6%	78.2%	74.4%	82.6%
%H		97.7%	89.0%	53.2%	8.0%	58.3%	29.9%	28.4%
16 - 19	100	99	95	61	9	63	38	26
%V	5.6%	5.6%	5.9%	6.1%	6.3%	6.0%	6.7%	5.4%
%H		99.0%	95.0%	61.0%	9.0%	63.0%	38.0%	26.0%
20 - 24	113	106	99	58	12	64	35	28
%V	6.3%	6.0%	6.1%	5.8%	8.5%	6.1%	6.2%	5.8%
%H		93.8%	87.6%	51.3%	10.6%	56.6%	31.0%	24.8%
25 - 34	254	246	229	148	25	133	74	59
%V	14.2%	14.0%	14.2%	14.8%	17.6%	12.7%	13.1%	12.2%
%H		96.9%	90.2%	58.3%	9.8%	52.4%	29.1%	23.2%
35 - 44	243	237	226	156	16	136	82	54
%V	13.5%	13.5%	14.0%	15.6%	11.3%	13.0%	14.5%	11.2%
%H		97.5%	93.0%	64.2%	6.6%	56.0%	33.7%	22.2%
45 - 54	247	242	229	136	22	158	86	72
%V	13.8%	13.8%	14.2%	13.6%	15.5%	15.0%	15.2%	14.9%
%H		98.0%	92.7%	55.1%	8.9%	64.0%	34.8%	29.1%
55 - 64	194	192	175	93	15	121	53	68
%V	10.8%	10.9%	10.8%	9.3%	10.6%	11.5%	9.4%	14.0%
%H		99.0%	90.2%	47.9%	7.7%	62.4%	27.3%	35.1%
65+	258	254	203	97	14	145	53	93
%V	14.4%	14.5%	12.6%	9.7%	9.9%	13.8%	9.4%	19.2%
%H		98.4%	78.7%	37.6%	5.4%	56.2%	20.5%	36.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Ulster

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1409	1376	1254	749	113	821	421	400
%H		97.7%	89.0%	53.2%	8.0%	58.3%	29.9%	28.4%
AB	273	270	253	147	27	160	81	79
%V	19.4%	19.6%	20.2%	19.6%	23.9%	19.5%	19.2%	19.8%
%H		98.9%	92.7%	53.8%	9.9%	58.6%	29.7%	28.9%
C1	347	338	316	192	29	217	120	97
%V	24.6%	24.6%	25.2%	25.6%	25.7%	26.4%	28.5%	24.3%
%H		97.4%	91.1%	55.3%	8.4%	62.5%	34.6%	28.0%
C2	318	312	291	176	19	201	105	97
%V	22.6%	22.7%	23.2%	23.5%	16.8%	24.5%	24.9%	24.3%
%H		98.1%	91.5%	55.3%	6.0%	63.2%	33.0%	30.5%
D	267	257	232	147	26	141	79	62
%V	18.9%	18.7%	18.5%	19.6%	23.0%	17.2%	18.8%	15.5%
%H		96.3%	86.9%	55.1%	9.7%	52.8%	29.6%	23.2%
E	205	199	162	86	11	102	36	66
%V	14.5%	14.5%	12.9%	11.5%	9.7%	12.4%	8.6%	16.5%
%H		97.1%	79.0%	42.0%	5.4%	49.8%	17.6%	32.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Ulster

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1409	1376	1254	749	113	821	421	400
%H		97.7%	89.0%	53.2%	8.0%	58.3%	29.9%	28.4%
Working full time	590	577	545	349	50	349	199	150
%V	41.9%	41.9%	43.5%	46.6%	44.2%	42.5%	47.3%	37.5%
%H		97.8%	92.4%	59.2%	8.5%	59.2%	33.7%	25.4%
Working part time	154	152	143	87	17	95	56	39
%V	10.9%	11.0%	11.4%	11.6%	15.0%	11.6%	13.3%	9.8%
%H		98.7%	92.9%	56.5%	11.0%	61.7%	36.4%	25.3%
Not working	665	647	567	313	46	377	167	211
%V	47.2%	47.0%	45.2%	41.8%	40.7%	45.9%	39.7%	52.8%
%H		97.3%	85.3%	47.1%	6.9%	56.7%	25.1%	31.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.25: 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+)	685	666	610	374	54	395	209	186
%H		97.2%	89.1%	54.6%	7.9%	57.7%	30.5%	27.2%
16 - 19	51	50	48	32	4	31	19	13
%V	7.4%	7.5%	7.9%	8.6%	7.4%	7.8%	9.1%	7.0%
%H		98.0%	94.1%	62.7%	7.8%	60.8%	37.3%	25.5%
20 - 24	56	52	49	29	6	32	18	14
%V	8.2%	7.8%	8.0%	7.8%	11.1%	8.1%	8.6%	7.5%
%H		92.9%	87.5%	51.8%	10.7%	57.1%	32.1%	25.0%
25 - 34	127	122	114	73	13	66	37	29
%V	18.5%	18.3%	18.7%	19.5%	24.1%	16.7%	17.7%	15.6%
%H		96.1%	89.8%	57.5%	10.2%	52.0%	29.1%	22.8%
35 - 44	120	116	111	77	8	66	40	26
%V	17.5%	17.4%	18.2%	20.6%	14.8%	16.7%	19.1%	14.0%
%H		96.7%	92.5%	64.2%	6.7%	55.0%	33.3%	21.7%
45 - 54	121	117	111	67	10	76	41	35
%V	17.7%	17.6%	18.2%	17.9%	18.5%	19.2%	19.6%	18.8%
%H		96.7%	91.7%	55.4%	8.3%	62.8%	33.9%	28.9%
55 - 64	96	94	86	47	8	59	27	31
%V	14.0%	14.1%	14.1%	12.6%	14.8%	14.9%	12.9%	16.7%
%H		97.9%	89.6%	49.0%	8.3%	61.5%	28.1%	32.3%
65+	115	113	93	49	7	65	28	38
%V	16.8%	17.0%	15.2%	13.1%	13.0%	16.5%	13.4%	20.4%
%H		98.3%	80.9%	42.6%	6.1%	56.5%	24.3%	33.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	685	666	610	374	54	395	209	186
%H		97.2%	89.1%	54.6%	7.9%	57.7%	30.5%	27.2%
AB	136	134	126	75	14	80	41	39
%V	19.9%	20.1%	20.7%	20.1%	25.9%	20.3%	19.6%	21.0%
%H		98.5%	92.6%	55.1%	10.3%	58.8%	30.1%	28.7%
C1	161	156	147	94	12	99	58	41
%V	23.5%	23.4%	24.1%	25.1%	22.2%	25.1%	27.8%	22.0%
%H		96.9%	91.3%	58.4%	7.5%	61.5%	36.0%	25.5%
C2	170	167	155	95	11	106	56	50
%V	24.8%	25.1%	25.4%	25.4%	20.4%	26.8%	26.8%	26.9%
%H		98.2%	91.2%	55.9%	6.5%	62.4%	32.9%	29.4%
D	126	121	110	70	13	65	37	28
%V	18.4%	18.2%	18.0%	18.7%	24.1%	16.5%	17.7%	15.1%
%H		96.0%	87.3%	55.6%	10.3%	51.6%	29.4%	22.2%
E	92	88	73	41	4	45	17	28
%V	13.4%	13.2%	12.0%	11.0%	7.4%	11.4%	8.1%	15.1%
%H		95.7%	79.3%	44.6%	4.3%	48.9%	18.5%	30.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	685	666	610	374	54	395	209	186
%H		97.2%	89.1%	54.6%	7.9%	57.7%	30.5%	27.2%
Working full time	369	359	340	219	30	222	128	94
%V	53.9%	53.9%	55.7%	58.6%	55.6%	56.2%	61.2%	50.5%
%H		97.3%	92.1%	59.3%	8.1%	60.2%	34.7%	25.5%
Working part time	35	34	32	19	4	21	12	9
%V	5.1%	5.1%	5.2%	5.1%	7.4%	5.3%	5.7%	4.8%
%H		97.1%	91.4%	54.3%	11.4%	60.0%	34.3%	25.7%
Not working	281	272	238	136	20	152	70	83
%V	41.0%	40.8%	39.0%	36.4%	37.0%	38.5%	33.5%	44.6%
%H		96.8%	84.7%	48.4%	7.1%	54.1%	24.9%	29.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	724	710	644	375	59	426	212	214
%H		98.1%	89.0%	51.8%	8.1%	58.8%	29.3%	29.6%
16 - 19	49	48	47	29	5	32	19	13
%V	6.8%	6.8%	7.3%	7.7%	8.5%	7.5%	9.0%	6.1%
%H		98.0%	95.9%	59.2%	10.2%	65.3%	38.8%	26.5%
20 - 24	57	54	50	30	6	32	18	14
%V	7.9%	7.6%	7.8%	8.0%	10.2%	7.5%	8.5%	6.5%
%H		94.7%	87.7%	52.6%	10.5%	56.1%	31.6%	24.6%
25 - 34	127	124	116	75	12	68	37	30
%V	17.5%	17.5%	18.0%	20.0%	20.3%	16.0%	17.5%	14.0%
%H		97.6%	91.3%	59.1%	9.4%	53.5%	29.1%	23.6%
35 - 44	123	121	115	79	9	70	42	28
%V	17.0%	17.0%	17.9%	21.1%	15.3%	16.4%	19.8%	13.1%
%H		98.4%	93.5%	64.2%	7.3%	56.9%	34.1%	22.8%
45 - 54	126	124	118	69	13	83	46	37
%V	17.4%	17.5%	18.3%	18.4%	22.0%	19.5%	21.7%	17.3%
%H		98.4%	93.7%	54.8%	10.3%	65.9%	36.5%	29.4%
55 - 64	98	97	89	46	7	62	26	36
%V	13.5%	13.7%	13.8%	12.3%	11.9%	14.6%	12.3%	16.8%
%H		99.0%	90.8%	46.9%	7.1%	63.3%	26.5%	36.7%
65+	143	141	110	48	7	80	25	55
%V	19.8%	19.9%	17.1%	12.8%	11.9%	18.8%	11.8%	25.7%
%H		98.6%	76.9%	33.6%	4.9%	55.9%	17.5%	38.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	724	710	644	375	59	426	212	214
%H		98.1%	89.0%	51.8%	8.1%	58.8%	29.3%	29.6%
AB	137	136	126	72	14	81	40	41
%V	18.9%	19.2%	19.6%	19.2%	23.7%	19.0%	18.9%	19.2%
%H		99.3%	92.0%	52.6%	10.2%	59.1%	29.2%	29.9%
C1	186	183	170	98	17	118	62	56
%V	25.7%	25.8%	26.4%	26.1%	28.8%	27.7%	29.2%	26.2%
%H		98.4%	91.4%	52.7%	9.1%	63.4%	33.3%	30.1%
C2	147	145	136	82	9	95	49	46
%V	20.3%	20.4%	21.1%	21.9%	15.3%	22.3%	23.1%	21.5%
%H		98.6%	92.5%	55.8%	6.1%	64.6%	33.3%	31.3%
D	140	136	123	78	12	76	42	34
%V	19.3%	19.2%	19.1%	20.8%	20.3%	17.8%	19.8%	15.9%
%H		97.1%	87.9%	55.7%	8.6%	54.3%	30.0%	24.3%
E	113	111	89	45	7	57	19	38
%V	15.6%	15.6%	13.8%	12.0%	11.9%	13.4%	9.0%	17.8%
%H		98.2%	78.8%	39.8%	6.2%	50.4%	16.8%	33.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Ulster
Individual level data
Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	724	710	644	375	59	426	212	214
%H		98.1%	89.0%	51.8%	8.1%	58.8%	29.3%	29.6%
Working full time	222	217	205	130	20	127	71	56
%V	30.7%	30.6%	31.8%	34.7%	33.9%	29.8%	33.5%	26.2%
%H		97.7%	92.3%	58.6%	9.0%	57.2%	32.0%	25.2%
Working part time	119	118	110	68	13	74	44	30
%V	16.4%	16.6%	17.1%	18.1%	22.0%	17.4%	20.8%	14.0%
%H		99.2%	92.4%	57.1%	10.9%	62.2%	37.0%	25.2%
Not working	384	376	329	177	26	225	97	128
%V	53.0%	53.0%	51.1%	47.2%	44.1%	52.8%	45.8%	59.8%
%H		97.9%	85.7%	46.1%	6.8%	58.6%	25.3%	33.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1345	1305	1301	740	107	972	513	459
%H (All HH)		97.0%	96.7%	55.0%	8.0%	72.3%	38.1%	34.1%
%H (TV HH)			99.7%	56.7%	8.2%	74.5%	39.3%	35.2%
AB	247	239	238	135	19	181	96	86
%V	18.4%	18.3%	18.3%	18.2%	17.8%	18.6%	18.7%	18.7%
%H (All HH)		96.8%	96.4%	54.7%	7.7%	73.3%	38.9%	34.8%
%H (TV HH)			99.6%	56.5%	7.9%	75.7%	40.2%	36.0%
C1	350	336	336	188	31	252	134	118
%V	26.0%	25.7%	25.8%	25.4%	29.0%	25.9%	26.1%	25.7%
%H (All HH)		96.0%	96.0%	53.7%	8.9%	72.0%	38.3%	33.7%
%H (TV HH)			100.0%	56.0%	9.2%	75.0%	39.9%	35.1%
C2	294	291	291	184	21	219	133	86
%V	21.9%	22.3%	22.4%	24.9%	19.6%	22.5%	25.9%	18.7%
%H (All HH)		99.0%	99.0%	62.6%	7.1%	74.5%	45.2%	29.3%
%H (TV HH)			100.0%	63.2%	7.2%	75.3%	45.7%	29.6%
D	257	249	248	143	24	182	99	83
%V	19.1%	19.1%	19.1%	19.3%	22.4%	18.7%	19.3%	18.1%
%H (All HH)		96.9%	96.5%	55.6%	9.3%	70.8%	38.5%	32.3%
%H (TV HH)			99.6%	57.4%	9.6%	73.1%	39.8%	33.3%
E	198	189	188	91	11	137	51	86
%V	14.7%	14.5%	14.5%	12.3%	10.3%	14.1%	9.9%	18.7%
%H (All HH)		95.5%	94.9%	46.0%	5.6%	69.2%	25.8%	43.4%
%H (TV HH)			99.5%	48.1%	5.8%	72.5%	27.0%	45.5%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1345	1305	1301	740	107	972	513	459
%H (All HH)		97.0%	96.7%	55.0%	8.0%	72.3%	38.1%	34.1%
%H (TV HH)			99.7%	56.7%	8.2%	74.5%	39.3%	35.2%
Under 25	81	70	70	37	10	47	23	23
%V	6.0%	5.4%	5.4%	5.0%	9.3%	4.8%	4.5%	5.0%
%H (All HH)		86.4%	86.4%	45.7%	12.3%	58.0%	28.4%	28.4%
%H (TV HH)			100.0%	52.9%	14.3%	67.1%	32.9%	32.9%
25 - 34	191	180	179	121	13	117	71	46
%V	14.2%	13.8%	13.8%	16.4%	12.1%	12.0%	13.8%	10.0%
%H (All HH)		94.2%	93.7%	63.4%	6.8%	61.3%	37.2%	24.1%
%H (TV HH)			99.4%	67.2%	7.2%	65.0%	39.4%	25.6%
35 - 44	207	203	202	134	17	146	95	51
%V	15.4%	15.6%	15.5%	18.1%	15.9%	15.0%	18.5%	11.1%
%H (All HH)		98.1%	97.6%	64.7%	8.2%	70.5%	45.9%	24.6%
%H (TV HH)			99.5%	66.0%	8.4%	71.9%	46.8%	25.1%
45 - 54	255	250	250	150	25	192	115	77
%V	19.0%	19.2%	19.2%	20.3%	23.4%	19.8%	22.4%	16.8%
%H (All HH)		98.0%	98.0%	58.8%	9.8%	75.3%	45.1%	30.2%
%H (TV HH)			100.0%	60.0%	10.0%	76.8%	46.0%	30.8%
55 - 64	230	223	223	126	17	170	89	80
%V	17.1%	17.1%	17.1%	17.0%	15.9%	17.5%	17.3%	17.4%
%H (All HH)		97.0%	97.0%	54.8%	7.4%	73.9%	38.7%	34.8%
%H (TV HH)			100.0%	56.5%	7.6%	76.2%	39.9%	35.9%
65 +	382	378	377	171	25	300	119	182
%V	28.4%	29.0%	29.0%	23.1%	23.4%	30.9%	23.2%	39.7%
%H (All HH)		99.0%	98.7%	44.8%	6.5%	78.5%	31.2%	47.6%
%H (TV HH)			99.7%	45.2%	6.6%	79.4%	31.5%	48.1%

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 2011 - June 2012

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1345	1305	1301	740	107	972	513	459
%H (All HH)		97.0%	96.7%	55.0%	8.0%	72.3%	38.1%	34.1%
%H (TV HH)			99.7%	56.7%	8.2%	74.5%	39.3%	35.2%
1	436	414	412	178	27	315	108	208
%V	32.4%	31.7%	31.7%	24.1%	25.2%	32.4%	21.1%	45.3%
%H (All HH)		95.0%	94.5%	40.8%	6.2%	72.2%	24.8%	47.7%
%H (TV HH)			99.5%	43.0%	6.5%	76.1%	26.1%	50.2%
2	495	485	485	283	41	365	202	163
%V	36.8%	37.2%	37.3%	38.2%	38.3%	37.6%	39.4%	35.5%
%H (All HH)		98.0%	98.0%	57.2%	8.3%	73.7%	40.8%	32.9%
%H (TV HH)			100.0%	58.4%	8.5%	75.3%	41.6%	33.6%
3	193	190	189	127	17	138	92	46
%V	14.3%	14.6%	14.5%	17.2%	15.9%	14.2%	17.9%	10.0%
%H (All HH)		98.4%	97.9%	65.8%	8.8%	71.5%	47.7%	23.8%
%H (TV HH)			99.5%	66.8%	8.9%	72.6%	48.4%	24.2%
4	151	149	149	108	15	108	82	26
%V	11.2%	11.4%	11.5%	14.6%	14.0%	11.1%	16.0%	5.7%
%H (All HH)		98.7%	98.7%	71.5%	9.9%	71.5%	54.3%	17.2%
%H (TV HH)			100.0%	72.5%	10.1%	72.5%	55.0%	17.4%
5+	69	66	66	44	7	45	30	15
%V	5.1%	5.1%	5.1%	5.9%	6.5%	4.6%	5.8%	3.3%
%H (All HH)		95.7%	95.7%	63.8%	10.1%	65.2%	43.5%	21.7%
%H (TV HH)			100.0%	66.7%	10.6%	68.2%	45.5%	22.7%
Average HH size	2.22	2.23	2.23	2.42	2.43	2.20	2.48	1.88

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 2011 - June 2012

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1345	1305	1301	740	107	972	513	459
%H (All HH)		97.0%	96.7%	55.0%	8.0%	72.3%	38.1%	34.1%
%H (TV HH)			99.7%	56.7%	8.2%	74.5%	39.3%	35.2%
Without	1016	981	978	516	80	747	361	386
%V	75.5%	75.2%	75.2%	69.7%	74.8%	76.9%	70.4%	84.1%
%H (All HH)		96.6%	96.3%	50.8%	7.9%	73.5%	35.5%	38.0%
%H (TV HH)			99.7%	52.6%	8.2%	76.1%	36.8%	39.3%
With	329	324	323	225	27	225	152	73
%V	24.5%	24.8%	24.8%	30.4%	25.2%	23.1%	29.6%	15.9%
%H (All HH)		98.5%	98.2%	68.4%	8.2%	68.4%	46.2%	22.2%
%H (TV HH)			99.7%	69.4%	8.3%	69.4%	46.9%	22.5%
0 - 3	121	118	117	79	11	76	48	28
%V	9.0%	9.0%	9.0%	10.7%	10.3%	7.8%	9.4%	6.1%
%H (All HH)		97.5%	96.7%	65.3%	9.1%	62.8%	39.7%	23.1%
%H (TV HH)			99.2%	66.9%	9.3%	64.4%	40.7%	23.7%
4 - 9	155	154	154	109	12	104	72	33
%V	11.5%	11.8%	11.8%	14.7%	11.2%	10.7%	14.0%	7.2%
%H (All HH)		99.4%	99.4%	70.3%	7.7%	67.1%	46.5%	21.3%
%H (TV HH)			100.0%	70.8%	7.8%	67.5%	46.8%	21.4%
10 - 15	157	155	155	112	11	115	82	32
%V	11.7%	11.9%	11.9%	15.1%	10.3%	11.8%	16.0%	7.0%
%H (All HH)		98.7%	98.7%	71.3%	7.0%	73.2%	52.2%	20.4%
%H (TV HH)			100.0%	72.3%	7.1%	74.2%	52.9%	20.6%

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 2011 - June 2012

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1345	1305	1301	740	107	972	513	459
%H (All HH)		97.0%	96.7%	55.0%	8.0%	72.3%	38.1%	34.1%
%H (TV HH)			99.7%	56.7%	8.2%	74.5%	39.3%	35.2%
1	525	525	522	251	38	344	110	234
%V	39.0%	40.2%	40.1%	33.9%	35.5%	35.4%	21.4%	51.0%
%H (All HH)		100.0%	99.4%	47.8%	7.2%	65.5%	21.0%	44.6%
%H (TV HH)			99.4%	47.8%	7.2%	65.5%	21.0%	44.6%
2	468	468	467	271	40	363	205	158
%V	34.8%	35.9%	35.9%	36.6%	37.4%	37.3%	40.0%	34.4%
%H (All HH)		100.0%	99.8%	57.9%	8.5%	77.6%	43.8%	33.8%
%H (TV HH)			99.8%	57.9%	8.5%	77.6%	43.8%	33.8%
3	194	194	194	128	21	162	116	46
%V	14.4%	14.9%	14.9%	17.3%	19.6%	16.7%	22.6%	10.0%
%H (All HH)		100.0%	100.0%	66.0%	10.8%	83.5%	59.8%	23.7%
%H (TV HH)			100.0%	66.0%	10.8%	83.5%	59.8%	23.7%
4	75	75	75	56	5	66	51	15
%V	5.6%	5.7%	5.8%	7.6%	4.7%	6.8%	9.9%	3.3%
%H (All HH)		100.0%	100.0%	74.7%	6.7%	88.0%	68.0%	20.0%
%H (TV HH)			100.0%	74.7%	6.7%	88.0%	68.0%	20.0%
5+	42	42	42	34	3	37	32	5
%V	3.1%	3.2%	3.2%	4.6%	2.8%	3.8%	6.2%	1.1%
%H (All HH)		100.0%	100.0%	81.0%	7.1%	88.1%	76.2%	11.9%
%H (TV HH)			100.0%	81.0%	7.1%	88.1%	76.2%	11.9%

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 2011 - June 2012

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1345	1305	1301	740	107	972	513	459
%H (All HH)		97.0%	96.7%	55.0%	8.0%	72.3%	38.1%	34.1%
%H (TV HH)			99.7%	56.7%	8.2%	74.5%	39.3%	35.2%
Under 20"	382	382	382	226	26	328	196	132
%V	28.4%	29.3%	29.4%	30.5%	24.3%	33.7%	38.2%	28.8%
%H (All HH)		100.0%	100.0%	59.2%	6.8%	85.9%	51.3%	34.6%
%H (TV HH)			100.0%	59.2%	6.8%	85.9%	51.3%	34.6%
20" - 29"	598	598	597	317	50	480	248	232
%V	44.5%	45.8%	45.9%	42.8%	46.7%	49.4%	48.3%	50.5%
%H (All HH)		100.0%	99.8%	53.0%	8.4%	80.3%	41.5%	38.8%
%H (TV HH)			99.8%	53.0%	8.4%	80.3%	41.5%	38.8%
30" - 39"	662	662	662	405	57	494	293	202
%V	49.2%	50.7%	50.9%	54.7%	53.3%	50.8%	57.1%	44.0%
%H (All HH)		100.0%	100.0%	61.2%	8.6%	74.6%	44.3%	30.5%
%H (TV HH)			100.0%	61.2%	8.6%	74.6%	44.3%	30.5%
40" and over	417	417	417	298	35	301	215	86
%V	31.0%	32.0%	32.1%	40.3%	32.7%	31.0%	41.9%	18.7%
%H (All HH)		100.0%	100.0%	71.5%	8.4%	72.2%	51.6%	20.6%
%H (TV HH)			100.0%	71.5%	8.4%	72.2%	51.6%	20.6%

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 2011 - June 2012

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	1345	1305	1301	740	107	972	513	459
%H (All HH)		97.0%	96.7%	55.0%	8.0%	72.3%	38.1%	34.1%
%H (TV HH)			99.7%	56.7%	8.2%	74.5%	39.3%	35.2%
Main living room	1287	1287	1285	734	106	959	509	450
%V	95.7%	98.6%	98.8%	99.2%	99.1%	98.7%	99.2%	98.0%
%H (All HH)		100.0%	99.8%	57.0%	8.2%	74.5%	39.5%	35.0%
%H (TV HH)			99.8%	57.0%	8.2%	74.5%	39.5%	35.0%
Kitchen	184	184	184	117	11	160	103	56
%V	13.7%	14.1%	14.1%	15.8%	10.3%	16.5%	20.1%	12.2%
%H (All HH)		100.0%	100.0%	63.6%	6.0%	87.0%	56.0%	30.4%
%H (TV HH)			100.0%	63.6%	6.0%	87.0%	56.0%	30.4%
Adult's bedroom	533	533	533	340	50	441	294	147
%V	39.6%	40.8%	41.0%	45.9%	46.7%	45.4%	57.3%	32.0%
%H (All HH)		100.0%	100.0%	63.8%	9.4%	82.7%	55.2%	27.6%
%H (TV HH)			100.0%	63.8%	9.4%	82.7%	55.2%	27.6%
Child's bedroom	118	118	118	88	9	99	77	22
%V	8.8%	9.0%	9.1%	11.9%	8.4%	10.2%	15.0%	4.8%
%H (All HH)		100.0%	100.0%	74.6%	7.6%	83.9%	65.3%	18.6%
%H (TV HH)			100.0%	74.6%	7.6%	83.9%	65.3%	18.6%
Other bedroom	36	36	36	24	4	31	23	9
%V	2.7%	2.8%	2.8%	3.2%	3.7%	3.2%	4.5%	2.0%
%H (All HH)		100.0%	100.0%	66.7%	11.1%	86.1%	63.9%	25.0%
%H (TV HH)			100.0%	66.7%	11.1%	86.1%	63.9%	25.0%
Second living/dining room	164	164	164	104	14	140	92	47
%V	12.2%	12.6%	12.6%	14.1%	13.1%	14.4%	17.9%	10.2%
%H (All HH)		100.0%	100.0%	63.4%	8.5%	85.4%	56.1%	28.7%
%H (TV HH)			100.0%	63.4%	8.5%	85.4%	56.1%	28.7%
Study/office	19	19	19	11	1	16	9	6
%V	1.4%	1.5%	1.5%	1.5%	0.9%	1.6%	1.8%	1.3%
%H (All HH)		100.0%	100.0%	57.9%	5.3%	84.2%	47.4%	31.6%
%H (TV HH)			100.0%	57.9%	5.3%	84.2%	47.4%	31.6%
TV room	3	3	3	2	1	2	2	0
%V	0.2%	0.2%	0.2%	0.3%	0.9%	0.2%	0.4%	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%
Conservatory	9	9	8	7	1	7	6	1
%V	0.7%	0.7%	0.6%	0.9%	0.9%	0.7%	1.2%	0.2%
%H (All HH)		100.0%	88.9%	77.8%	11.1%	77.8%	66.7%	11.1%
%H (TV HH)			88.9%	77.8%	11.1%	77.8%	66.7%	11.1%
Attic or loft room	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	-
No specific location	2	2	2	2	0	2	1	1
%V	0.1%	0.2%	0.2%	0.3%	0.0%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	50.0%	50.0%
Other	4	4	4	4	0	4	3	0
%V	0.3%	0.3%	0.3%	0.5%	0.0%	0.4%	0.6%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	75.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	75.0%	0.0%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Household level data

Table 13.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1345	1305	1301	740	107	972	513	459
%H (All HH)		97.0%	96.7%	55.0%	8.0%	72.3%	38.1%	34.1%
%H (TV HH)			99.7%	56.7%	8.2%	74.5%	39.3%	35.2%
PVR	693	693	693	540	57	472	372	100
%V	51.5%	53.1%	53.3%	73.0%	53.3%	48.6%	72.5%	21.8%
%H (All HH)		100.0%	100.0%	77.9%	8.2%	68.1%	53.7%	14.4%
%H (TV HH)			100.0%	77.9%	8.2%	68.1%	53.7%	14.4%
DVDR	157	157	157	96	10	122	69	52
%V	11.7%	12.0%	12.1%	13.0%	9.3%	12.6%	13.5%	11.3%
%H (All HH)		100.0%	100.0%	61.1%	6.4%	77.7%	43.9%	33.1%
%H (TV HH)			100.0%	61.1%	6.4%	77.7%	43.9%	33.1%
VCR	90	90	90	49	8	74	40	34
%V	6.7%	6.9%	6.9%	6.6%	7.5%	7.6%	7.8%	7.4%
%H (All HH)		100.0%	100.0%	54.4%	8.9%	82.2%	44.4%	37.8%
%H (TV HH)			100.0%	54.4%	8.9%	82.2%	44.4%	37.8%
Any recorder	799	799	799	577	65	563	402	162
%V	59.4%	61.2%	61.4%	78.0%	60.7%	57.9%	78.4%	35.3%
%H (All HH)		100.0%	100.0%	72.2%	8.1%	70.5%	50.3%	20.3%
%H (TV HH)			100.0%	72.2%	8.1%	70.5%	50.3%	20.3%

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 2011 - June 2012

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	1345	1305	1301	740	107	972	513	459
%H (All HH)		97.0%	96.7%	55.0%	8.0%	72.3%	38.1%	34.1%
%H (TV HH)			99.7%	56.7%	8.2%	74.5%	39.3%	35.2%
Receives HDTV (via STB or built-in reception)	415	415	415	296	61	291	229	62
%V	30.9%	31.8%	31.9%	40.0%	57.0%	29.9%	44.6%	13.5%
%H (All HH)		100.0%	100.0%	71.3%	14.7%	70.1%	55.2%	14.9%
%H (TV HH)			100.0%	71.3%	14.7%	70.1%	55.2%	14.9%
DVD/Blu-ray player or recorder	1017	1017	1016	609	91	749	429	320
%V	75.6%	77.9%	78.1%	82.3%	85.0%	77.1%	83.6%	69.7%
%H (All HH)		100.0%	99.9%	59.9%	8.9%	73.6%	42.2%	31.5%
%H (TV HH)			99.9%	59.9%	8.9%	73.6%	42.2%	31.5%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1345	1305	1301	740	107	972	513	459
%H (All HH)		97.0%	96.7%	55.0%	8.0%	72.3%	38.1%	34.1%
%H (TV HH)			99.7%	56.7%	8.2%	74.5%	39.3%	35.2%
Has PC or Laptop	947	919	916	580	85	672	416	256
%V	70.4%	70.4%	70.4%	78.4%	79.4%	69.1%	81.1%	55.8%
%H (All HH)		97.0%	96.7%	61.2%	9.0%	71.0%	43.9%	27.0%
%H (TV HH)			99.7%	63.1%	9.2%	73.1%	45.3%	27.9%
Has broadband internet	873	850	847	543	83	619	393	226
%V	64.9%	65.1%	65.1%	73.4%	77.6%	63.7%	76.6%	49.2%
%H (All HH)		97.4%	97.0%	62.2%	9.5%	70.9%	45.0%	25.9%
%H (TV HH)			99.6%	63.9%	9.8%	72.8%	46.2%	26.6%

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 2011 - June 2012

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2571	2565	1584	217	2020	1241	779
%H		99.8%	61.6%	8.4%	78.6%	48.3%	30.3%
Under 20"	496	496	301	36	434	272	162
%V	19.3%	19.3%	19.0%	16.6%	21.5%	21.9%	20.8%
%H		100.0%	60.7%	7.3%	87.5%	54.8%	32.7%
20" - 29"	757	756	414	62	621	338	283
%V	29.4%	29.5%	26.1%	28.6%	30.7%	27.2%	36.3%
%H		99.9%	54.7%	8.2%	82.0%	44.6%	37.4%
30" - 39"	766	766	477	70	578	355	223
%V	29.8%	29.9%	30.1%	32.3%	28.6%	28.6%	28.6%
%H		100.0%	62.3%	9.1%	75.5%	46.3%	29.1%
40" and over	460	459	332	39	335	244	91
%V	17.9%	17.9%	21.0%	18.0%	16.6%	19.7%	11.7%
%H		99.8%	72.2%	8.5%	72.8%	53.0%	19.8%
Don't know	24	24	11	3	20	9	10
%V	0.9%	0.9%	0.7%	1.4%	1.0%	0.7%	1.3%
%H		100.0%	45.8%	12.5%	83.3%	37.5%	41.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2571	2565	1584	217	2020	1241	779
%H		99.8%	61.6%	8.4%	78.6%	48.3%	30.3%
Main living room	1298	1296	741	107	967	514	453
%V	50.5%	50.5%	46.8%	49.3%	47.9%	41.4%	58.2%
%H		99.8%	57.1%	8.2%	74.5%	39.6%	34.9%
Kitchen	185	185	117	11	161	104	57
%V	7.2%	7.2%	7.4%	5.1%	8.0%	8.4%	7.3%
%H		100.0%	63.2%	5.9%	87.0%	56.2%	30.8%
Adult's bedroom	627	627	406	60	526	360	166
%V	24.4%	24.4%	25.6%	27.6%	26.0%	29.0%	21.3%
%H		100.0%	64.8%	9.6%	83.9%	57.4%	26.5%
Child's bedroom	149	149	113	10	125	99	27
%V	5.8%	5.8%	7.1%	4.6%	6.2%	8.0%	3.5%
%H		100.0%	75.8%	6.7%	83.9%	66.4%	18.1%
Other bedroom	40	40	27	4	34	26	9
%V	1.6%	1.6%	1.7%	1.8%	1.7%	2.1%	1.2%
%H		100.0%	67.5%	10.0%	85.0%	65.0%	22.5%
Second living/dining room	168	168	106	15	144	95	49
%V	6.5%	6.5%	6.7%	6.9%	7.1%	7.7%	6.3%
%H		100.0%	63.1%	8.9%	85.7%	56.5%	29.2%
Study/office	19	19	11	2	16	10	6
%V	0.7%	0.7%	0.7%	0.9%	0.8%	0.8%	0.8%
%H		100.0%	57.9%	10.5%	84.2%	52.6%	31.6%
TV room	3	3	2	1	2	2	0
%V	0.1%	0.1%	0.1%	0.5%	0.1%	0.2%	0.0%
%H		100.0%	66.7%	33.3%	66.7%	66.7%	0.0%
Conservatory	9	8	7	1	7	6	1
%V	0.4%	0.3%	0.4%	0.5%	0.3%	0.5%	0.1%
%H		88.9%	77.8%	11.1%	77.8%	66.7%	11.1%
Attic or loft room	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
No specific location	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	4	4	4	0	4	4	0
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.3%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2571	2565	1584	217	2020	1241	779
%H		99.8%	61.6%	8.4%	78.6%	48.3%	30.3%
PVR	861	861	686	68	577	466	111
%V	33.5%	33.6%	43.3%	31.3%	28.6%	37.6%	14.2%
%H		100.0%	79.7%	7.9%	67.0%	54.1%	12.9%
DVDR	192	192	121	12	151	90	60
%V	7.5%	7.5%	7.6%	5.5%	7.5%	7.3%	7.7%
%H		100.0%	63.0%	6.3%	78.6%	46.9%	31.3%
VCR	98	98	54	9	82	46	36
%V	3.8%	3.8%	3.4%	4.1%	4.1%	3.7%	4.6%
%H		100.0%	55.1%	9.2%	83.7%	46.9%	36.7%
Any recorder	1021	1021	761	80	715	529	186
%V	39.7%	39.8%	48.0%	36.9%	35.4%	42.6%	23.9%
%H		100.0%	74.5%	7.8%	70.0%	51.8%	18.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2571	2565	1584	217	2020	1241	779
%H		99.8%	61.6%	8.4%	78.6%	48.3%	30.3%
Receives HDTV (via STB or built-in reception)	513	513	362	77	365	288	78
%V	20.0%	20.0%	22.9%	35.5%	18.1%	23.2%	10.0%
%H		100.0%	70.6%	15.0%	71.2%	56.1%	15.2%
DVD/Blu-ray player or recorder	1517	1516	954	140	1169	739	429
%V	59.0%	59.1%	60.2%	64.5%	57.9%	59.5%	55.1%
%H		99.9%	62.9%	9.2%	77.1%	48.7%	28.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1303	1299	740	107	970	513	457
%H		99.7%	56.8%	8.2%	74.4%	39.4%	35.1%
Under 20"	35	35	10	1	29	6	23
%V	2.7%	2.7%	1.4%	0.9%	3.0%	1.2%	5.0%
%H		100.0%	28.6%	2.9%	82.9%	17.1%	65.7%
20" - 29"	319	318	130	24	248	83	165
%V	24.5%	24.5%	17.6%	22.4%	25.6%	16.2%	36.1%
%H		99.7%	40.8%	7.5%	77.7%	26.0%	51.7%
30" - 39"	535	534	309	46	397	216	181
%V	41.1%	41.1%	41.8%	43.0%	40.9%	42.1%	39.6%
%H		99.8%	57.8%	8.6%	74.2%	40.4%	33.8%
40" and over	402	402	287	35	289	206	82
%V	30.9%	30.9%	38.8%	32.7%	29.8%	40.2%	17.9%
%H		100.0%	71.4%	8.7%	71.9%	51.2%	20.4%
Don't know	10	10	4	1	7	2	5
%V	0.8%	0.8%	0.5%	0.9%	0.7%	0.4%	1.1%
%H		100.0%	40.0%	10.0%	70.0%	20.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1303	1299	740	107	970	513	457
%H		99.7%	56.8%	8.2%	74.4%	39.4%	35.1%
PVR	672	672	527	55	455	361	94
%V	51.6%	51.7%	71.2%	51.4%	46.9%	70.4%	20.6%
%H		100.0%	78.4%	8.2%	67.7%	53.7%	14.0%
DVDR	138	138	83	8	106	58	48
%V	10.6%	10.6%	11.2%	7.5%	10.9%	11.3%	10.5%
%H		100.0%	60.1%	5.8%	76.8%	42.0%	34.8%
VCR	69	69	36	7	55	29	26
%V	5.3%	5.3%	4.9%	6.5%	5.7%	5.7%	5.7%
%H		100.0%	52.2%	10.1%	79.7%	42.0%	37.7%
Any recorder	772	772	563	63	539	389	150
%V	59.2%	59.4%	76.1%	58.9%	55.6%	75.8%	32.8%
%H		100.0%	72.9%	8.2%	69.8%	50.4%	19.4%

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	1303	1299	740	107	970	513	457
%H		99.7%	56.8%	8.2%	74.4%	39.4%	35.1%
Receives HDTV (via STB or built-in reception)	398	398	284	59	278	220	58
%V	30.5%	30.6%	38.4%	55.1%	28.7%	42.9%	12.7%
%H		100.0%	71.4%	14.8%	69.8%	55.3%	14.6%
DVD/Blu-ray player or recorder	955	954	569	87	698	396	302
%V	73.3%	73.4%	76.9%	81.3%	72.0%	77.2%	66.1%
%H		99.9%	59.6%	9.1%	73.1%	41.5%	31.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Wales
Set level data
Table 13.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1268	1266	844	110	1050	728	322
%H		99.8%	66.6%	8.7%	82.8%	57.4%	25.4%
Under 20"	461	461	291	35	405	266	139
%V	36.4%	36.4%	34.5%	31.8%	38.6%	36.5%	43.2%
%H		100.0%	63.1%	7.6%	87.9%	57.7%	30.2%
20" - 29"	438	438	284	38	373	256	118
%V	34.5%	34.6%	33.6%	34.5%	35.5%	35.2%	36.6%
%H		100.0%	64.8%	8.7%	85.2%	58.4%	26.9%
30" - 39"	232	232	168	24	181	139	42
%V	18.3%	18.3%	19.9%	21.8%	17.2%	19.1%	13.0%
%H		100.0%	72.4%	10.3%	78.0%	59.9%	18.1%
40" and over	58	58	45	5	46	37	9
%V	4.6%	4.6%	5.3%	4.5%	4.4%	5.1%	2.8%
%H		100.0%	77.6%	8.6%	79.3%	63.8%	15.5%
Don't know	14	14	7	2	12	7	5
%V	1.1%	1.1%	0.8%	1.8%	1.1%	1.0%	1.6%
%H		100.0%	50.0%	14.3%	85.7%	50.0%	35.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Wales
Set level data
Table 13.19: 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	1268	1266	844	110	1050	728	322
%H		99.8%	66.6%	8.7%	82.8%	57.4%	25.4%
PVR	189	189	159	14	122	105	17
%V	14.9%	14.9%	18.8%	12.7%	11.6%	14.4%	5.3%
%H		100.0%	84.1%	7.4%	64.6%	55.6%	9.0%
DVDR	54	54	38	4	45	32	13
%V	4.3%	4.3%	4.5%	3.6%	4.3%	4.4%	4.0%
%H		100.0%	70.4%	7.4%	83.3%	59.3%	24.1%
VCR	29	29	18	2	27	17	10
%V	2.3%	2.3%	2.1%	1.8%	2.6%	2.3%	3.1%
%H		100.0%	62.1%	6.9%	93.1%	58.6%	34.5%
Any recorder	249	249	198	17	176	140	36
%V	19.6%	19.7%	23.5%	15.5%	16.8%	19.2%	11.2%
%H		100.0%	79.5%	6.8%	70.7%	56.2%	14.5%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1268	1266	844	110	1050	728	322
%H		99.8%	66.6%	8.7%	82.8%	57.4%	25.4%
Receives HDTV (via STB or built-in reception)	115	115	78	18	87	68	20
%V	9.1%	9.1%	9.2%	16.4%	8.3%	9.3%	6.2%
%H		100.0%	67.8%	15.7%	75.7%	59.1%	17.4%
DVD/Blu-ray player or recorder	562	562	385	54	470	343	127
%V	44.3%	44.4%	45.6%	49.1%	44.8%	47.1%	39.4%
%H		100.0%	68.5%	9.6%	83.6%	61.0%	22.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Individual level data

Table 13.21: Age 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 Inds	2983	2907	2898	1792	260	2135	1275	861
%H		97.5%	97.2%	60.1%	8.7%	71.6%	42.7%	28.9%
Total Children	544	536	534	377	43	367	251	116
%V	18.2%	18.4%	18.4%	21.0%	16.5%	17.2%	19.7%	13.5%
%H		98.5%	98.2%	69.3%	7.9%	67.5%	46.1%	21.3%
0 - 3	140	137	136	93	13	88	56	32
%V	4.7%	4.7%	4.7%	5.2%	5.0%	4.1%	4.4%	3.7%
%H		97.9%	97.1%	66.4%	9.3%	62.9%	40.0%	22.9%
4 - 15	404	399	398	284	31	280	195	84
%V	13.5%	13.7%	13.7%	15.8%	11.9%	13.1%	15.3%	9.8%
%H		98.8%	98.5%	70.3%	7.7%	69.3%	48.3%	20.8%
4 - 9	203	201	201	142	16	137	93	44
%V	6.8%	6.9%	6.9%	7.9%	6.2%	6.4%	7.3%	5.1%
%H		99.0%	99.0%	70.0%	7.9%	67.5%	45.8%	21.7%
10 - 15	201	198	197	143	15	142	102	40
%V	6.7%	6.8%	6.8%	8.0%	5.8%	6.7%	8.0%	4.6%
%H		98.5%	98.0%	71.1%	7.5%	70.6%	50.7%	19.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2983	2907	2898	1792	260	2135	1275	861
%H		97.5%	97.2%	60.1%	8.7%	71.6%	42.7%	28.9%
Total Adults (16+)	2439	2371	2364	1415	217	1768	1023	745
%V	81.8%	81.6%	81.6%	79.0%	83.5%	82.8%	80.2%	86.5%
%H		97.2%	96.9%	58.0%	8.9%	72.5%	41.9%	30.5%
16 - 19	137	129	129	81	15	100	66	34
%V	4.6%	4.4%	4.5%	4.5%	5.8%	4.7%	5.2%	3.9%
%H		94.2%	94.2%	59.1%	10.9%	73.0%	48.2%	24.8%
20 - 24	221	202	201	112	31	143	84	59
%V	7.4%	6.9%	6.9%	6.3%	11.9%	6.7%	6.6%	6.9%
%H		91.4%	91.0%	50.7%	14.0%	64.7%	38.0%	26.7%
25 - 34	358	341	339	231	28	226	145	81
%V	12.0%	11.7%	11.7%	12.9%	10.8%	10.6%	11.4%	9.4%
%H		95.3%	94.7%	64.5%	7.8%	63.1%	40.5%	22.6%
35 - 44	365	359	358	242	31	258	172	87
%V	12.2%	12.3%	12.4%	13.5%	11.9%	12.1%	13.5%	10.1%
%H		98.4%	98.1%	66.3%	8.5%	70.7%	47.1%	23.8%
45 - 54	418	411	411	260	43	311	199	111
%V	14.0%	14.1%	14.2%	14.5%	16.5%	14.6%	15.6%	12.9%
%H		98.3%	98.3%	62.2%	10.3%	74.4%	47.6%	26.6%
55 - 64	380	372	372	221	31	289	166	122
%V	12.7%	12.8%	12.8%	12.3%	11.9%	13.5%	13.0%	14.2%
%H		97.9%	97.9%	58.2%	8.2%	76.1%	43.7%	32.1%
65+	560	556	555	268	38	442	191	251
%V	18.8%	19.1%	19.2%	15.0%	14.6%	20.7%	15.0%	29.2%
%H		99.3%	99.1%	47.9%	6.8%	78.9%	34.1%	44.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2439	2371	2364	1415	217	1768	1023	745
%H		97.2%	96.9%	58.0%	8.9%	72.5%	41.9%	30.5%
AB	471	459	457	267	38	350	196	154
%V	19.3%	19.4%	19.3%	18.9%	17.5%	19.8%	19.2%	20.7%
%H		97.5%	97.0%	56.7%	8.1%	74.3%	41.6%	32.7%
C1	667	638	637	368	72	476	277	199
%V	27.3%	26.9%	26.9%	26.0%	33.2%	26.9%	27.1%	26.7%
%H		95.7%	95.5%	55.2%	10.8%	71.4%	41.5%	29.8%
C2	566	563	562	371	42	426	275	151
%V	23.2%	23.7%	23.8%	26.2%	19.4%	24.1%	26.9%	20.3%
%H		99.5%	99.3%	65.5%	7.4%	75.3%	48.6%	26.7%
D	459	444	443	273	45	323	195	128
%V	18.8%	18.7%	18.7%	19.3%	20.7%	18.3%	19.1%	17.2%
%H		96.7%	96.5%	59.5%	9.8%	70.4%	42.5%	27.9%
E	277	266	265	135	19	192	80	112
%V	11.4%	11.2%	11.2%	9.5%	8.8%	10.9%	7.8%	15.0%
%H		96.0%	95.7%	48.7%	6.9%	69.3%	28.9%	40.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2439	2371	2364	1415	217	1768	1023	745
%H		97.2%	96.9%	58.0%	8.9%	72.5%	41.9%	30.5%
Working full time	1024	1002	999	660	94	731	480	251
%V	42.0%	42.3%	42.3%	46.6%	43.3%	41.3%	46.9%	33.7%
%H		97.9%	97.6%	64.5%	9.2%	71.4%	46.9%	24.5%
Working part time	217	213	213	136	20	156	99	57
%V	8.9%	9.0%	9.0%	9.6%	9.2%	8.8%	9.7%	7.7%
%H		98.2%	98.2%	62.7%	9.2%	71.9%	45.6%	26.3%
Not working	1198	1157	1152	618	102	881	444	437
%V	49.1%	48.8%	48.7%	43.7%	47.0%	49.8%	43.4%	58.7%
%H		96.6%	96.2%	51.6%	8.5%	73.5%	37.1%	36.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1186	1146	1142	697	104	851	505	346
%H		96.6%	96.3%	58.8%	8.8%	71.8%	42.6%	29.2%
16 - 19	75	70	70	43	9	54	36	18
%V	6.3%	6.1%	6.1%	6.2%	8.7%	6.3%	7.1%	5.2%
%H		93.3%	93.3%	57.3%	12.0%	72.0%	48.0%	24.0%
20 - 24	108	97	97	53	14	70	40	30
%V	9.1%	8.5%	8.5%	7.6%	13.5%	8.2%	7.9%	8.7%
%H		89.8%	89.8%	49.1%	13.0%	64.8%	37.0%	27.8%
25 - 34	180	168	167	115	14	112	73	39
%V	15.2%	14.7%	14.6%	16.5%	13.5%	13.2%	14.5%	11.3%
%H		93.3%	92.8%	63.9%	7.8%	62.2%	40.6%	21.7%
35 - 44	177	174	173	117	14	124	81	42
%V	14.9%	15.2%	15.1%	16.8%	13.5%	14.6%	16.0%	12.1%
%H		98.3%	97.7%	66.1%	7.9%	70.1%	45.8%	23.7%
45 - 54	203	201	200	128	21	149	96	53
%V	17.1%	17.5%	17.5%	18.4%	20.2%	17.5%	19.0%	15.3%
%H		99.0%	98.5%	63.1%	10.3%	73.4%	47.3%	26.1%
55 - 64	186	181	181	107	14	143	82	61
%V	15.7%	15.8%	15.8%	15.4%	13.5%	16.8%	16.2%	17.6%
%H		97.3%	97.3%	57.5%	7.5%	76.9%	44.1%	32.8%
65+	256	255	254	134	18	200	97	104
%V	21.6%	22.3%	22.2%	19.2%	17.3%	23.5%	19.2%	30.1%
%H		99.6%	99.2%	52.3%	7.0%	78.1%	37.9%	40.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1186	1146	1142	697	104	851	505	346
%H		96.6%	96.3%	58.8%	8.8%	71.8%	42.6%	29.2%
AB	237	230	229	136	19	176	101	75
%V	20.0%	20.1%	20.1%	19.5%	18.3%	20.7%	20.0%	21.7%
%H		97.0%	96.6%	57.4%	8.0%	74.3%	42.6%	31.6%
C1	310	294	294	174	34	220	133	87
%V	26.1%	25.7%	25.7%	25.0%	32.7%	25.9%	26.3%	25.1%
%H		94.8%	94.8%	56.1%	11.0%	71.0%	42.9%	28.1%
C2	305	302	302	198	22	229	146	83
%V	25.7%	26.4%	26.4%	28.4%	21.2%	26.9%	28.9%	24.0%
%H		99.0%	99.0%	64.9%	7.2%	75.1%	47.9%	27.2%
D	221	211	210	134	21	150	92	58
%V	18.6%	18.4%	18.4%	19.2%	20.2%	17.6%	18.2%	16.8%
%H		95.5%	95.0%	60.6%	9.5%	67.9%	41.6%	26.2%
E	113	108	107	56	8	76	33	43
%V	9.5%	9.4%	9.4%	8.0%	7.7%	8.9%	6.5%	12.4%
%H		95.6%	94.7%	49.6%	7.1%	67.3%	29.2%	38.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Wales
Individual level data
Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1186	1146	1142	697	104	851	505	346
%H		96.6%	96.3%	58.8%	8.8%	71.8%	42.6%	29.2%
Working full time	607	593	591	394	55	428	283	146
%V	51.2%	51.7%	51.8%	56.5%	52.9%	50.3%	56.0%	42.2%
%H		97.7%	97.4%	64.9%	9.1%	70.5%	46.6%	24.1%
Working part time	44	42	42	24	4	33	18	14
%V	3.7%	3.7%	3.7%	3.4%	3.8%	3.9%	3.6%	4.0%
%H		95.5%	95.5%	54.5%	9.1%	75.0%	40.9%	31.8%
Not working	535	511	509	280	45	390	204	186
%V	45.1%	44.6%	44.6%	40.2%	43.3%	45.8%	40.4%	53.8%
%H		95.5%	95.1%	52.3%	8.4%	72.9%	38.1%	34.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1253	1225	1223	717	112	917	519	399
%H		97.8%	97.6%	57.2%	8.9%	73.2%	41.4%	31.8%
16 - 19	62	59	59	38	6	46	30	16
%V	4.9%	4.8%	4.8%	5.3%	5.4%	5.0%	5.8%	4.0%
%H		95.2%	95.2%	61.3%	9.7%	74.2%	48.4%	25.8%
20 - 24	113	105	104	59	17	73	44	29
%V	9.0%	8.6%	8.5%	8.2%	15.2%	8.0%	8.5%	7.3%
%H		92.9%	92.0%	52.2%	15.0%	64.6%	38.9%	25.7%
25 - 34	178	172	172	116	14	114	72	42
%V	14.2%	14.0%	14.1%	16.2%	12.5%	12.4%	13.9%	10.5%
%H		96.6%	96.6%	65.2%	7.9%	64.0%	40.4%	23.6%
35 - 44	188	186	185	125	16	135	90	44
%V	15.0%	15.2%	15.1%	17.4%	14.3%	14.7%	17.3%	11.0%
%H		98.9%	98.4%	66.5%	8.5%	71.8%	47.9%	23.4%
45 - 54	215	211	211	132	22	162	104	59
%V	17.2%	17.2%	17.3%	18.4%	19.6%	17.7%	20.0%	14.8%
%H		98.1%	98.1%	61.4%	10.2%	75.3%	48.4%	27.4%
55 - 64	194	191	191	114	17	146	85	62
%V	15.5%	15.6%	15.6%	15.9%	15.2%	15.9%	16.4%	15.5%
%H		98.5%	98.5%	58.8%	8.8%	75.3%	43.8%	32.0%
65+	304	302	301	134	20	241	94	147
%V	24.3%	24.7%	24.6%	18.7%	17.9%	26.3%	18.1%	36.8%
%H		99.3%	99.0%	44.1%	6.6%	79.3%	30.9%	48.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1253	1225	1223	717	112	917	519	399
%H		97.8%	97.6%	57.2%	8.9%	73.2%	41.4%	31.8%
AB	234	229	228	132	19	174	95	79
%V	18.7%	18.7%	18.6%	18.4%	17.0%	19.0%	18.3%	19.8%
%H		97.9%	97.4%	56.4%	8.1%	74.4%	40.6%	33.8%
C1	357	344	343	194	38	257	144	113
%V	28.5%	28.1%	28.0%	27.1%	33.9%	28.0%	27.7%	28.3%
%H		96.4%	96.1%	54.3%	10.6%	72.0%	40.3%	31.7%
C2	262	261	260	173	20	197	129	68
%V	20.9%	21.3%	21.3%	24.1%	17.9%	21.5%	24.9%	17.0%
%H		99.6%	99.2%	66.0%	7.6%	75.2%	49.2%	26.0%
D	237	233	233	140	24	173	103	71
%V	18.9%	19.0%	19.1%	19.5%	21.4%	18.9%	19.8%	17.8%
%H		98.3%	98.3%	59.1%	10.1%	73.0%	43.5%	30.0%
E	163	159	158	79	11	116	47	69
%V	13.0%	13.0%	12.9%	11.0%	9.8%	12.6%	9.1%	17.3%
%H		97.5%	96.9%	48.5%	6.7%	71.2%	28.8%	42.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1253	1225	1223	717	112	917	519	399
%H		97.8%	97.6%	57.2%	8.9%	73.2%	41.4%	31.8%
Working full time	417	409	409	266	39	303	197	105
%V	33.3%	33.4%	33.4%	37.1%	34.8%	33.0%	38.0%	26.3%
%H		98.1%	98.1%	63.8%	9.4%	72.7%	47.2%	25.2%
Working part time	173	171	171	113	16	124	81	43
%V	13.8%	14.0%	14.0%	15.8%	14.3%	13.5%	15.6%	10.8%
%H		98.8%	98.8%	65.3%	9.2%	71.7%	46.8%	24.9%
Not working	663	646	643	339	57	491	240	251
%V	52.9%	52.7%	52.6%	47.3%	50.9%	53.5%	46.2%	62.9%
%H		97.4%	97.0%	51.1%	8.6%	74.1%	36.2%	37.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2599	2507	2482	1009	437	2092	1021	1071
%H (All HH)		96.5%	95.5%	38.8%	16.8%	80.5%	39.3%	41.2%
%H (TV HH)			99.0%	40.2%	17.4%	83.4%	40.7%	42.7%
AB	563	549	545	251	91	450	239	211
%V	21.7%	21.9%	22.0%	24.9%	20.8%	21.5%	23.4%	19.7%
%H (All HH)		97.5%	96.8%	44.6%	16.2%	79.9%	42.5%	37.5%
%H (TV HH)			99.3%	45.7%	16.6%	82.0%	43.5%	38.4%
C1	656	629	625	262	118	522	270	252
%V	25.2%	25.1%	25.2%	26.0%	27.0%	25.0%	26.4%	23.5%
%H (All HH)		95.9%	95.3%	39.9%	18.0%	79.6%	41.2%	38.4%
%H (TV HH)			99.4%	41.7%	18.8%	83.0%	42.9%	40.1%
C2	536	523	517	211	117	432	236	196
%V	20.6%	20.9%	20.8%	20.9%	26.8%	20.7%	23.1%	18.3%
%H (All HH)		97.6%	96.5%	39.4%	21.8%	80.6%	44.0%	36.6%
%H (TV HH)			98.9%	40.3%	22.4%	82.6%	45.1%	37.5%
D	452	436	434	187	72	357	173	184
%V	17.4%	17.4%	17.5%	18.5%	16.5%	17.1%	16.9%	17.2%
%H (All HH)		96.5%	96.0%	41.4%	15.9%	79.0%	38.3%	40.7%
%H (TV HH)			99.5%	42.9%	16.5%	81.9%	39.7%	42.2%
E	393	371	361	98	37	331	103	228
%V	15.1%	14.8%	14.5%	9.7%	8.5%	15.8%	10.1%	21.3%
%H (All HH)		94.4%	91.9%	24.9%	9.4%	84.2%	26.2%	58.0%
%H (TV HH)			97.3%	26.4%	10.0%	89.2%	27.8%	61.5%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2599	2507	2482	1009	437	2092	1021	1071
%H (All HH)		96.5%	95.5%	38.8%	16.8%	80.5%	39.3%	41.2%
%H (TV HH)			99.0%	40.2%	17.4%	83.4%	40.7%	42.7%
Under 25	116	107	105	35	20	89	38	51
%V	4.5%	4.3%	4.2%	3.5%	4.6%	4.3%	3.7%	4.8%
%H (All HH)		92.2%	90.5%	30.2%	17.2%	76.7%	32.8%	44.0%
%H (TV HH)			98.1%	32.7%	18.7%	83.2%	35.5%	47.7%
25 - 34	368	349	347	174	62	263	148	115
%V	14.2%	13.9%	14.0%	17.2%	14.2%	12.6%	14.5%	10.7%
%H (All HH)		94.8%	94.3%	47.3%	16.8%	71.5%	40.2%	31.3%
%H (TV HH)			99.4%	49.9%	17.8%	75.4%	42.4%	33.0%
35 - 44	448	431	428	223	98	340	226	114
%V	17.2%	17.2%	17.2%	22.1%	22.4%	16.3%	22.1%	10.6%
%H (All HH)		96.2%	95.5%	49.8%	21.9%	75.9%	50.4%	25.4%
%H (TV HH)			99.3%	51.7%	22.7%	78.9%	52.4%	26.5%
45 - 54	499	482	479	215	100	400	226	174
%V	19.2%	19.2%	19.3%	21.3%	22.9%	19.1%	22.1%	16.2%
%H (All HH)		96.6%	96.0%	43.1%	20.0%	80.2%	45.3%	34.9%
%H (TV HH)			99.4%	44.6%	20.7%	83.0%	46.9%	36.1%
55 - 64	437	425	424	174	81	363	189	174
%V	16.8%	17.0%	17.1%	17.2%	18.5%	17.4%	18.5%	16.2%
%H (All HH)		97.3%	97.0%	39.8%	18.5%	83.1%	43.2%	39.8%
%H (TV HH)			99.8%	40.9%	19.1%	85.4%	44.5%	40.9%
65 +	731	713	700	187	76	637	194	443
%V	28.1%	28.4%	28.2%	18.5%	17.4%	30.4%	19.0%	41.4%
%H (All HH)		97.5%	95.8%	25.6%	10.4%	87.1%	26.5%	60.6%
%H (TV HH)			98.2%	26.2%	10.7%	89.3%	27.2%	62.1%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2599	2507	2482	1009	437	2092	1021	1071
%H (All HH)		96.5%	95.5%	38.8%	16.8%	80.5%	39.3%	41.2%
%H (TV HH)			99.0%	40.2%	17.4%	83.4%	40.7%	42.7%
1	880	830	815	206	105	720	208	512
%V	33.9%	33.1%	32.8%	20.4%	24.0%	34.4%	20.4%	47.8%
%H (All HH)		94.3%	92.6%	23.4%	11.9%	81.8%	23.6%	58.2%
%H (TV HH)			98.2%	24.8%	12.7%	86.7%	25.1%	61.7%
2	796	778	772	329	133	642	325	316
%V	30.6%	31.0%	31.1%	32.6%	30.4%	30.7%	31.8%	29.5%
%H (All HH)		97.7%	97.0%	41.3%	16.7%	80.7%	40.8%	39.7%
%H (TV HH)			99.2%	42.3%	17.1%	82.5%	41.8%	40.6%
3	392	386	384	184	85	307	189	117
%V	15.1%	15.4%	15.5%	18.2%	19.5%	14.7%	18.5%	10.9%
%H (All HH)		98.5%	98.0%	46.9%	21.7%	78.3%	48.2%	29.8%
%H (TV HH)			99.5%	47.7%	22.0%	79.5%	49.0%	30.3%
4	337	329	327	182	78	275	196	80
%V	13.0%	13.1%	13.2%	18.0%	17.8%	13.1%	19.2%	7.5%
%H (All HH)		97.6%	97.0%	54.0%	23.1%	81.6%	58.2%	23.7%
%H (TV HH)			99.4%	55.3%	23.7%	83.6%	59.6%	24.3%
5+	193	185	184	107	37	148	102	46
%V	7.4%	7.4%	7.4%	10.6%	8.5%	7.1%	10.0%	4.3%
%H (All HH)		95.9%	95.3%	55.4%	19.2%	76.7%	52.8%	23.8%
%H (TV HH)			99.5%	57.8%	20.0%	80.0%	55.1%	24.9%
Average HH size	2.34	2.35	2.36	2.73	2.62	2.32	2.72	1.93

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 2011 - June 2012

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2599	2507	2482	1009	437	2092	1021	1071
%H (All HH)		96.5%	95.5%	38.8%	16.8%	80.5%	39.3%	41.2%
%H (TV HH)			99.0%	40.2%	17.4%	83.4%	40.7%	42.7%
Without	1926	1852	1830	665	295	1569	679	890
%V	74.1%	73.9%	73.7%	65.9%	67.5%	75.0%	66.5%	83.1%
%H (All HH)		96.2%	95.0%	34.5%	15.3%	81.5%	35.3%	46.2%
%H (TV HH)			98.8%	35.9%	15.9%	84.7%	36.7%	48.1%
With	673	656	652	344	141	523	342	181
%V	25.9%	26.2%	26.3%	34.1%	32.3%	25.0%	33.5%	16.9%
%H (All HH)		97.5%	96.9%	51.1%	21.0%	77.7%	50.8%	26.9%
%H (TV HH)			99.4%	52.4%	21.5%	79.7%	52.1%	27.6%
0 - 3	257	249	247	126	55	188	117	71
%V	9.9%	9.9%	10.0%	12.5%	12.6%	9.0%	11.5%	6.6%
%H (All HH)		96.9%	96.1%	49.0%	21.4%	73.2%	45.5%	27.6%
%H (TV HH)			99.2%	50.6%	22.1%	75.5%	47.0%	28.5%
4 - 9	324	313	312	171	61	249	165	84
%V	12.5%	12.5%	12.6%	16.9%	14.0%	11.9%	16.2%	7.8%
%H (All HH)		96.6%	96.3%	52.8%	18.8%	76.9%	50.9%	25.9%
%H (TV HH)			99.7%	54.6%	19.5%	79.6%	52.7%	26.8%
10 - 15	324	318	315	173	70	265	184	82
%V	12.5%	12.7%	12.7%	17.1%	16.0%	12.7%	18.0%	7.7%
%H (All HH)		98.1%	97.2%	53.4%	21.6%	81.8%	56.8%	25.3%
%H (TV HH)			99.1%	54.4%	22.0%	83.3%	57.9%	25.8%

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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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	2599	2507	2482	1009	437	2092	1021	1071
%H (All HH)		96.5%	95.5%	38.8%	16.8%	80.5%	39.3%	41.2%
%H (TV HH)			99.0%	40.2%	17.4%	83.4%	40.7%	42.7%
1	1036	1036	1014	324	141	800	246	554
%V	39.9%	41.3%	40.9%	32.1%	32.3%	38.2%	24.1%	51.7%
%H (All HH)		100.0%	97.9%	31.3%	13.6%	77.2%	23.7%	53.5%
%H (TV HH)			97.9%	31.3%	13.6%	77.2%	23.7%	53.5%
2	815	815	812	331	162	696	367	329
%V	31.4%	32.5%	32.7%	32.8%	37.1%	33.3%	35.9%	30.7%
%H (All HH)		100.0%	99.6%	40.6%	19.9%	85.4%	45.0%	40.4%
%H (TV HH)			99.6%	40.6%	19.9%	85.4%	45.0%	40.4%
3	417	417	416	212	75	373	236	138
%V	16.0%	16.6%	16.8%	21.0%	17.2%	17.8%	23.1%	12.9%
%H (All HH)		100.0%	99.8%	50.8%	18.0%	89.4%	56.6%	33.1%
%H (TV HH)			99.8%	50.8%	18.0%	89.4%	56.6%	33.1%
4	168	168	168	100	40	156	122	35
%V	6.5%	6.7%	6.8%	9.9%	9.2%	7.5%	11.9%	3.3%
%H (All HH)		100.0%	100.0%	59.5%	23.8%	92.9%	72.6%	20.8%
%H (TV HH)			100.0%	59.5%	23.8%	92.9%	72.6%	20.8%
5+	72	72	72	41	18	66	50	16
%V	2.8%	2.9%	2.9%	4.1%	4.1%	3.2%	4.9%	1.5%
%H (All HH)		100.0%	100.0%	56.9%	25.0%	91.7%	69.4%	22.2%
%H (TV HH)			100.0%	56.9%	25.0%	91.7%	69.4%	22.2%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2599	2507	2482	1009	437	2092	1021	1071
%H (All HH)		96.5%	95.5%	38.8%	16.8%	80.5%	39.3%	41.2%
%H (TV HH)			99.0%	40.2%	17.4%	83.4%	40.7%	42.7%
Under 20"	751	751	748	316	136	675	365	309
%V	28.9%	30.0%	30.1%	31.3%	31.1%	32.3%	35.7%	28.9%
%H (All HH)		100.0%	99.6%	42.1%	18.1%	89.9%	48.6%	41.1%
%H (TV HH)			99.6%	42.1%	18.1%	89.9%	48.6%	41.1%
20" - 29"	1097	1097	1083	406	189	950	447	503
%V	42.2%	43.8%	43.6%	40.2%	43.2%	45.4%	43.8%	47.0%
%H (All HH)		100.0%	98.7%	37.0%	17.2%	86.6%	40.7%	45.9%
%H (TV HH)			98.7%	37.0%	17.2%	86.6%	40.7%	45.9%
30" - 39"	1288	1288	1285	552	232	1091	568	522
%V	49.6%	51.4%	51.8%	54.7%	53.1%	52.2%	55.6%	48.7%
%H (All HH)		100.0%	99.8%	42.9%	18.0%	84.7%	44.1%	40.5%
%H (TV HH)			99.8%	42.9%	18.0%	84.7%	44.1%	40.5%
40" and over	837	837	836	463	185	696	490	206
%V	32.2%	33.4%	33.7%	45.9%	42.3%	33.3%	48.0%	19.2%
%H (All HH)		100.0%	99.9%	55.3%	22.1%	83.2%	58.5%	24.6%
%H (TV HH)			99.9%	55.3%	22.1%	83.2%	58.5%	24.6%

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 2011 - June 2012

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2599	2507	2482	1009	437	2092	1021	1071
%V (All HH)		96.5%	95.5%	38.8%	16.8%	80.5%	39.3%	41.2%
%H (TV HH)			99.0%	40.2%	17.4%	83.4%	40.7%	42.7%
Main living room	2482	2482	2462	1006	434	2074	1018	1056
%V	95.5%	99.0%	99.2%	99.7%	99.3%	99.1%	99.7%	98.6%
%H (All HH)		100.0%	99.2%	40.5%	17.5%	83.6%	41.0%	42.5%
%H (TV HH)			99.2%	40.5%	17.5%	83.6%	41.0%	42.5%
Kitchen	330	330	330	148	59	299	173	126
%V	12.7%	13.2%	13.3%	14.7%	13.5%	14.3%	16.9%	11.8%
%H (All HH)		100.0%	100.0%	44.8%	17.9%	90.6%	52.4%	38.2%
%H (TV HH)			100.0%	44.8%	17.9%	90.6%	52.4%	38.2%
Adult's bedroom	1087	1087	1083	521	226	961	598	363
%V	41.8%	43.4%	43.6%	51.6%	51.7%	45.9%	58.6%	33.9%
%H (All HH)		100.0%	99.6%	47.9%	20.8%	88.4%	55.0%	33.4%
%H (TV HH)			99.6%	47.9%	20.8%	88.4%	55.0%	33.4%
Child's bedroom	228	228	228	128	54	205	150	55
%V	8.8%	9.1%	9.2%	12.7%	12.4%	9.8%	14.7%	5.1%
%H (All HH)		100.0%	100.0%	56.1%	23.7%	89.9%	65.8%	24.1%
%H (TV HH)			100.0%	56.1%	23.7%	89.9%	65.8%	24.1%
Other bedroom	83	83	83	43	15	77	49	28
%V	3.2%	3.3%	3.3%	4.3%	3.4%	3.7%	4.8%	2.6%
%H (All HH)		100.0%	100.0%	51.8%	18.1%	92.8%	59.0%	33.7%
%H (TV HH)			100.0%	51.8%	18.1%	92.8%	59.0%	33.7%
Second living/dining room	262	262	262	141	44	232	148	84
%V	10.1%	10.5%	10.6%	14.0%	10.1%	11.1%	14.5%	7.8%
%H (All HH)		100.0%	100.0%	53.8%	16.8%	88.5%	56.5%	32.1%
%H (TV HH)			100.0%	53.8%	16.8%	88.5%	56.5%	32.1%
Study/office	54	54	54	27	9	50	31	20
%V	2.1%	2.2%	2.2%	2.7%	2.1%	2.4%	3.0%	1.9%
%H (All HH)		100.0%	100.0%	50.0%	16.7%	92.6%	57.4%	37.0%
%H (TV HH)			100.0%	50.0%	16.7%	92.6%	57.4%	37.0%
TV room	18	18	18	10	3	16	12	5
%V	0.7%	0.7%	0.7%	1.0%	0.7%	0.8%	1.2%	0.5%
%H (All HH)		100.0%	100.0%	55.6%	16.7%	88.9%	66.7%	27.8%
%H (TV HH)			100.0%	55.6%	16.7%	88.9%	66.7%	27.8%
Conservatory	9	9	9	7	2	8	7	1
%V	0.3%	0.4%	0.4%	0.7%	0.5%	0.4%	0.7%	0.1%
%H (All HH)		100.0%	100.0%	77.8%	22.2%	88.9%	77.8%	11.1%
%H (TV HH)			100.0%	77.8%	22.2%	88.9%	77.8%	11.1%
Attic or loft room	1	1	1	1	0	1	1	0
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
No specific location	6	6	6	3	1	5	4	2
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.4%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	16.7%	83.3%	66.7%	33.3%
%H (TV HH)			100.0%	50.0%	16.7%	83.3%	66.7%	33.3%
Other	16	16	16	9	4	14	11	3
%V	0.6%	0.6%	0.6%	0.9%	0.9%	0.7%	1.1%	0.3%
%H (All HH)		100.0%	100.0%	56.3%	25.0%	87.5%	68.8%	18.8%
%H (TV HH)			100.0%	56.3%	25.0%	87.5%	68.8%	18.8%

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 2011 - June 2012

BBC Midlands West

Household level data

Table 14.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2599	2507	2482	1009	437	2092	1021	1071
%H (All HH)		96.5%	95.5%	38.8%	16.8%	80.5%	39.3%	41.2%
%H (TV HH)			99.0%	40.2%	17.4%	83.4%	40.7%	42.7%
PVR	1250	1250	1250	771	264	990	749	241
%V	48.1%	49.9%	50.4%	76.4%	60.4%	47.3%	73.4%	22.5%
%H (All HH)		100.0%	100.0%	61.7%	21.1%	79.2%	59.9%	19.3%
%H (TV HH)			100.0%	61.7%	21.1%	79.2%	59.9%	19.3%
DVDR	219	219	217	101	39	191	108	83
%V	8.4%	8.7%	8.7%	10.0%	8.9%	9.1%	10.6%	7.7%
%H (All HH)		100.0%	99.1%	46.1%	17.8%	87.2%	49.3%	37.9%
%H (TV HH)			99.1%	46.1%	17.8%	87.2%	49.3%	37.9%
VCR	239	239	234	77	38	204	81	124
%V	9.2%	9.5%	9.4%	7.6%	8.7%	9.8%	7.9%	11.6%
%H (All HH)		100.0%	97.9%	32.2%	15.9%	85.4%	33.9%	51.9%
%H (TV HH)			97.9%	32.2%	15.9%	85.4%	33.9%	51.9%
Any recorder	1468	1468	1461	812	293	1182	798	384
%V	56.5%	58.6%	58.9%	80.5%	67.0%	56.5%	78.2%	35.9%
%H (All HH)		100.0%	99.5%	55.3%	20.0%	80.5%	54.4%	26.2%
%H (TV HH)			99.5%	55.3%	20.0%	80.5%	54.4%	26.2%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands West

Household level data

Table 14.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2599	2507	2482	1009	437	2092	1021	1071
%H (All HH)		96.5%	95.5%	38.8%	16.8%	80.5%	39.3%	41.2%
%H (TV HH)			99.0%	40.2%	17.4%	83.4%	40.7%	42.7%
Receives HDTV (via STB or built-in reception)	1090	1090	1090	548	312	898	642	256
%V	41.9%	43.5%	43.9%	54.3%	71.4%	42.9%	62.9%	23.9%
%H (All HH)		100.0%	100.0%	50.3%	28.6%	82.4%	58.9%	23.5%
%H (TV HH)			100.0%	50.3%	28.6%	82.4%	58.9%	23.5%
DVD/Blu-ray player or recorder	1980	1980	1967	838	365	1694	900	795
%V	76.2%	79.0%	79.3%	83.1%	83.5%	81.0%	88.1%	74.2%
%H (All HH)		100.0%	99.3%	42.3%	18.4%	85.6%	45.5%	40.2%
%H (TV HH)			99.3%	42.3%	18.4%	85.6%	45.5%	40.2%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2599	2507	2482	1009	437	2092	1021	1071
%H (All HH)		96.5%	95.5%	38.8%	16.8%	80.5%	39.3%	41.2%
%H (TV HH)			99.0%	40.2%	17.4%	83.4%	40.7%	42.7%
Has PC or Laptop	1860	1815	1806	859	372	1483	876	607
%V	71.6%	72.4%	72.8%	85.1%	85.1%	70.9%	85.8%	56.7%
%H (All HH)		97.6%	97.1%	46.2%	20.0%	79.7%	47.1%	32.6%
%H (TV HH)			99.5%	47.3%	20.5%	81.7%	48.3%	33.4%
Has broadband internet	1745	1698	1690	833	368	1374	853	521
%V	67.1%	67.7%	68.1%	82.6%	84.2%	65.7%	83.5%	48.6%
%H (All HH)		97.3%	96.8%	47.7%	21.1%	78.7%	48.9%	29.9%
%H (TV HH)			99.5%	49.1%	21.7%	80.9%	50.2%	30.7%

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 2011 - June 2012

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4973	4942	2246	947	4293	2445	1848
%H		99.4%	45.2%	19.0%	86.3%	49.2%	37.2%
Under 20"	999	995	457	177	900	520	381
%V	20.1%	20.1%	20.3%	18.7%	21.0%	21.3%	20.6%
%H		99.6%	45.7%	17.7%	90.1%	52.1%	38.1%
20" - 29"	1375	1360	543	239	1205	606	600
%V	27.6%	27.5%	24.2%	25.2%	28.1%	24.8%	32.5%
%H		98.9%	39.5%	17.4%	87.6%	44.1%	43.6%
30" - 39"	1523	1520	673	287	1299	709	590
%V	30.6%	30.8%	30.0%	30.3%	30.3%	29.0%	31.9%
%H		99.8%	44.2%	18.8%	85.3%	46.6%	38.7%
40" and over	929	928	521	214	774	556	218
%V	18.7%	18.8%	23.2%	22.6%	18.0%	22.7%	11.8%
%H		99.9%	56.1%	23.0%	83.3%	59.8%	23.5%
Don't know	84	83	29	10	73	30	43
%V	1.7%	1.7%	1.3%	1.1%	1.7%	1.2%	2.3%
%H		98.8%	34.5%	11.9%	86.9%	35.7%	51.2%

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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BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4973	4942	2246	947	4293	2445	1848
%H		99.4%	45.2%	19.0%	86.3%	49.2%	37.2%
Main living room	2509	2489	1019	438	2097	1029	1067
%V	50.5%	50.4%	45.4%	46.3%	48.8%	42.1%	57.7%
%H		99.2%	40.6%	17.5%	83.6%	41.0%	42.5%
Kitchen	330	330	148	59	299	173	126
%V	6.6%	6.7%	6.6%	6.2%	7.0%	7.1%	6.8%
%H		100.0%	44.8%	17.9%	90.6%	52.4%	38.2%
Adult's bedroom	1313	1308	640	281	1174	756	419
%V	26.4%	26.5%	28.5%	29.7%	27.3%	30.9%	22.7%
%H		99.6%	48.7%	21.4%	89.4%	57.6%	31.9%
Child's bedroom	296	296	168	68	267	196	71
%V	6.0%	6.0%	7.5%	7.2%	6.2%	8.0%	3.8%
%H		100.0%	56.8%	23.0%	90.2%	66.2%	24.0%
Other bedroom	93	93	49	17	85	53	32
%V	1.9%	1.9%	2.2%	1.8%	2.0%	2.2%	1.7%
%H		100.0%	52.7%	18.3%	91.4%	57.0%	34.4%
Second living/dining room	265	265	143	44	234	149	85
%V	5.3%	5.4%	6.4%	4.6%	5.5%	6.1%	4.6%
%H		100.0%	54.0%	16.6%	88.3%	56.2%	32.1%
Study/office	54	54	27	9	50	31	20
%V	1.1%	1.1%	1.2%	1.0%	1.2%	1.3%	1.1%
%H		100.0%	50.0%	16.7%	92.6%	57.4%	37.0%
TV room	18	18	10	3	16	12	5
%V	0.4%	0.4%	0.4%	0.3%	0.4%	0.5%	0.3%
%H		100.0%	55.6%	16.7%	88.9%	66.7%	27.8%
Conservatory	9	9	7	2	8	7	1
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.3%	0.1%
%H		100.0%	77.8%	22.2%	88.9%	77.8%	11.1%
Attic or loft room	1	1	1	0	1	1	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
No specific location	6	6	3	1	5	4	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
%H		100.0%	50.0%	16.7%	83.3%	66.7%	33.3%
Other	17	17	10	4	15	12	3
%V	0.3%	0.3%	0.4%	0.4%	0.3%	0.5%	0.2%
%H		100.0%	58.8%	23.5%	88.2%	70.6%	17.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Midlands West
Set level data
Table 14.13: Recorders
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4973	4942	2246	947	4293	2445	1848
%H		99.4%	45.2%	19.0%	86.3%	49.2%	37.2%
PVR	1585	1585	1033	323	1251	983	269
%V	31.9%	32.1%	46.0%	34.1%	29.1%	40.2%	14.6%
%H		100.0%	65.2%	20.4%	78.9%	62.0%	17.0%
DVDR	245	244	115	44	215	121	94
%V	4.9%	4.9%	5.1%	4.6%	5.0%	4.9%	5.1%
%H		99.6%	46.9%	18.0%	87.8%	49.4%	38.4%
VCR	258	252	85	42	221	89	132
%V	5.2%	5.1%	3.8%	4.4%	5.1%	3.6%	7.1%
%H		97.7%	32.9%	16.3%	85.7%	34.5%	51.2%
Any recorder	1891	1884	1116	369	1528	1081	446
%V	38.0%	38.1%	49.7%	39.0%	35.6%	44.2%	24.1%
%H		99.6%	59.0%	19.5%	80.8%	57.2%	23.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 14.14: Other TV equipment
Platforms available in household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4973	4942	2246	947	4293	2445	1848
%H		99.4%	45.2%	19.0%	86.3%	49.2%	37.2%
Receives HDTV (via STB or built-in reception)	1486	1486	758	439	1241	910	331
%V	29.9%	30.1%	33.7%	46.4%	28.9%	37.2%	17.9%
%H		100.0%	51.0%	29.5%	83.5%	61.2%	22.3%
DVD/Blu-ray player or recorder	2918	2906	1340	567	2552	1492	1060
%V	58.7%	58.8%	59.7%	59.9%	59.4%	61.0%	57.4%
%H		99.6%	45.9%	19.4%	87.5%	51.1%	36.3%

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 14.15: 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	2506	2480	1008	437	2091	1020	1070
%H		99.0%	40.2%	17.4%	83.4%	40.7%	42.7%
Under 20"	64	61	9	7	51	6	45
%V	2.6%	2.5%	0.9%	1.6%	2.4%	0.6%	4.2%
%H		95.3%	14.1%	10.9%	79.7%	9.4%	70.3%
20" - 29"	553	540	140	67	466	129	337
%V	22.1%	21.8%	13.9%	15.3%	22.3%	12.6%	31.5%
%H		97.6%	25.3%	12.1%	84.3%	23.3%	60.9%
30" - 39"	1036	1033	400	180	868	403	465
%V	41.3%	41.7%	39.7%	41.2%	41.5%	39.5%	43.5%
%H		99.7%	38.6%	17.4%	83.8%	38.9%	44.9%
40" and over	806	805	448	178	668	471	196
%V	32.2%	32.5%	44.4%	40.7%	31.9%	46.2%	18.3%
%H		99.9%	55.6%	22.1%	82.9%	58.4%	24.3%
Don't know	43	42	11	5	37	11	26
%V	1.7%	1.7%	1.1%	1.1%	1.8%	1.1%	2.4%
%H		97.7%	25.6%	11.6%	86.0%	25.6%	60.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

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	2506	2480	1008	437	2091	1020	1070
%H		99.0%	40.2%	17.4%	83.4%	40.7%	42.7%
PVR	1214	1214	756	258	955	731	224
%V	48.4%	49.0%	75.0%	59.0%	45.7%	71.7%	20.9%
%H		100.0%	62.3%	21.3%	78.7%	60.2%	18.5%
DVDR	185	183	83	33	160	88	72
%V	7.4%	7.4%	8.2%	7.6%	7.7%	8.6%	6.7%
%H		98.9%	44.9%	17.8%	86.5%	47.6%	38.9%
VCR	195	190	55	29	164	55	109
%V	7.8%	7.7%	5.5%	6.6%	7.8%	5.4%	10.2%
%H		97.4%	28.2%	14.9%	84.1%	28.2%	55.9%
Any recorder	1423	1417	795	286	1140	777	363
%V	56.8%	57.1%	78.9%	65.4%	54.5%	76.2%	33.9%
%H		99.6%	55.9%	20.1%	80.1%	54.6%	25.5%

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	2506	2480	1008	437	2091	1020	1070
%H		99.0%	40.2%	17.4%	83.4%	40.7%	42.7%
Receives HDTV (via STB or built-in reception)	1052	1052	532	306	861	621	240
%V	42.0%	42.4%	52.8%	70.0%	41.2%	60.9%	22.4%
%H		100.0%	50.6%	29.1%	81.8%	59.0%	22.8%
DVD/Blu-ray player or recorder	1869	1856	786	339	1596	838	757
%V	74.6%	74.8%	78.0%	77.6%	76.3%	82.2%	70.7%
%H		99.3%	42.1%	18.1%	85.4%	44.8%	40.5%

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	2467	2462	1237	510	2202	1424	778
%H		99.8%	50.1%	20.7%	89.3%	57.7%	31.5%
Under 20"	935	934	449	170	849	513	335
%V	37.9%	37.9%	36.3%	33.3%	38.6%	36.0%	43.1%
%H		99.9%	48.0%	18.2%	90.8%	54.9%	35.8%
20" - 29"	822	821	403	172	739	477	262
%V	33.3%	33.3%	32.6%	33.7%	33.6%	33.5%	33.7%
%H		99.9%	49.0%	20.9%	89.9%	58.0%	31.9%
30" - 39"	488	487	273	107	431	307	124
%V	19.8%	19.8%	22.1%	21.0%	19.6%	21.6%	15.9%
%H		99.8%	55.9%	21.9%	88.3%	62.9%	25.4%
40" and over	123	123	73	36	106	85	22
%V	5.0%	5.0%	5.9%	7.1%	4.8%	6.0%	2.8%
%H		100.0%	59.3%	29.3%	86.2%	69.1%	17.9%
Don't know	42	40	18	6	36	19	17
%V	1.7%	1.6%	1.5%	1.2%	1.6%	1.3%	2.2%
%H		95.2%	42.9%	14.3%	85.7%	45.2%	40.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
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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	2467	2462	1237	510	2202	1424	778
%H		99.8%	50.1%	20.7%	89.3%	57.7%	31.5%
PVR	371	371	276	65	296	252	45
%V	15.0%	15.1%	22.3%	12.7%	13.4%	17.7%	5.8%
%H		100.0%	74.4%	17.5%	79.8%	67.9%	12.1%
DVDR	60	60	32	11	55	33	22
%V	2.4%	2.4%	2.6%	2.2%	2.5%	2.3%	2.8%
%H		100.0%	53.3%	18.3%	91.7%	55.0%	36.7%
VCR	63	62	30	13	57	34	23
%V	2.6%	2.5%	2.4%	2.5%	2.6%	2.4%	3.0%
%H		98.4%	47.6%	20.6%	90.5%	54.0%	36.5%
Any recorder	468	467	321	83	388	304	84
%V	19.0%	19.0%	25.9%	16.3%	17.6%	21.3%	10.8%
%H		99.8%	68.6%	17.7%	82.9%	65.0%	17.9%

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	2467	2462	1237	510	2202	1424	778
%H		99.8%	50.1%	20.7%	89.3%	57.7%	31.5%
Receives HDTV (via STB or built-in reception)	434	434	226	134	380	288	92
%V	17.6%	17.6%	18.3%	26.3%	17.3%	20.2%	11.8%
%H		100.0%	52.1%	30.9%	87.6%	66.4%	21.2%
DVD/Blu-ray player or recorder	1050	1050	554	228	957	654	303
%V	42.6%	42.6%	44.8%	44.7%	43.5%	45.9%	38.9%
%H		100.0%	52.8%	21.7%	91.1%	62.3%	28.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6078	5890	5846	2753	1142	4844	2780	2065
%H		96.9%	96.2%	45.3%	18.8%	79.7%	45.7%	34.0%
Total Children	1192	1154	1148	619	244	914	601	313
%V	19.6%	19.6%	19.6%	22.5%	21.4%	18.9%	21.6%	15.2%
%H		96.8%	96.3%	51.9%	20.5%	76.7%	50.4%	26.3%
0 - 3	313	304	301	155	68	227	141	86
%V	5.1%	5.2%	5.1%	5.6%	6.0%	4.7%	5.1%	4.2%
%H		97.1%	96.2%	49.5%	21.7%	72.5%	45.0%	27.5%
4 - 15	879	851	847	464	176	687	460	227
%V	14.5%	14.4%	14.5%	16.9%	15.4%	14.2%	16.5%	11.0%
%H		96.8%	96.4%	52.8%	20.0%	78.2%	52.3%	25.8%
4 - 9	438	420	419	229	80	335	220	116
%V	7.2%	7.1%	7.2%	8.3%	7.0%	6.9%	7.9%	5.6%
%H		95.9%	95.7%	52.3%	18.3%	76.5%	50.2%	26.5%
10 - 15	441	431	428	235	95	352	241	111
%V	7.3%	7.3%	7.3%	8.5%	8.3%	7.3%	8.7%	5.4%
%H		97.7%	97.1%	53.3%	21.5%	79.8%	54.6%	25.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6078	5890	5846	2753	1142	4844	2780	2065
%H		96.9%	96.2%	45.3%	18.8%	79.7%	45.7%	34.0%
Total Adults (16+)	4886	4736	4697	2134	898	3930	2179	1752
%V	80.4%	80.4%	80.3%	77.5%	78.6%	81.1%	78.4%	84.8%
%H		96.9%	96.1%	43.7%	18.4%	80.4%	44.6%	35.9%
16 - 19	291	285	283	149	65	237	161	77
%V	4.8%	4.8%	4.8%	5.4%	5.7%	4.9%	5.8%	3.7%
%H		97.9%	97.3%	51.2%	22.3%	81.4%	55.3%	26.5%
20 - 24	381	363	357	173	81	302	188	115
%V	6.3%	6.2%	6.1%	6.3%	7.1%	6.2%	6.8%	5.6%
%H		95.3%	93.7%	45.4%	21.3%	79.3%	49.3%	30.2%
25 - 34	780	746	743	382	155	566	350	215
%V	12.8%	12.7%	12.7%	13.9%	13.6%	11.7%	12.6%	10.4%
%H		95.6%	95.3%	49.0%	19.9%	72.6%	44.9%	27.6%
35 - 44	785	757	750	408	163	599	404	195
%V	12.9%	12.9%	12.8%	14.8%	14.3%	12.4%	14.5%	9.4%
%H		96.4%	95.5%	52.0%	20.8%	76.3%	51.5%	24.8%
45 - 54	855	831	828	388	179	697	417	280
%V	14.1%	14.1%	14.2%	14.1%	15.7%	14.4%	15.0%	13.6%
%H		97.2%	96.8%	45.4%	20.9%	81.5%	48.8%	32.7%
55 - 64	728	709	706	319	132	590	327	264
%V	12.0%	12.0%	12.1%	11.6%	11.6%	12.2%	11.8%	12.8%
%H		97.4%	97.0%	43.8%	18.1%	81.0%	44.9%	36.3%
65+	1066	1045	1030	315	123	938	333	605
%V	17.5%	17.7%	17.6%	11.4%	10.8%	19.4%	12.0%	29.3%
%H		98.0%	96.6%	29.5%	11.5%	88.0%	31.2%	56.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

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+)	4886	4736	4697	2134	898	3930	2179	1752
%H		96.9%	96.1%	43.7%	18.4%	80.4%	44.6%	35.9%
AB	1122	1099	1093	533	189	905	515	390
%V	23.0%	23.2%	23.3%	25.0%	21.0%	23.0%	23.6%	22.3%
%H		98.0%	97.4%	47.5%	16.8%	80.7%	45.9%	34.8%
C1	1279	1232	1225	569	248	1021	591	430
%V	26.2%	26.0%	26.1%	26.7%	27.6%	26.0%	27.1%	24.5%
%H		96.3%	95.8%	44.5%	19.4%	79.8%	46.2%	33.6%
C2	1070	1047	1037	452	255	865	515	350
%V	21.9%	22.1%	22.1%	21.2%	28.4%	22.0%	23.6%	20.0%
%H		97.9%	96.9%	42.2%	23.8%	80.8%	48.1%	32.7%
D	864	833	830	413	146	672	379	294
%V	17.7%	17.6%	17.7%	19.4%	16.3%	17.1%	17.4%	16.8%
%H		96.4%	96.1%	47.8%	16.9%	77.8%	43.9%	34.0%
E	552	525	512	167	62	467	179	288
%V	11.3%	11.1%	10.9%	7.8%	6.9%	11.9%	8.2%	16.4%
%H		95.1%	92.8%	30.3%	11.2%	84.6%	32.4%	52.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
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+)	4886	4736	4697	2134	898	3930	2179	1752
%H		96.9%	96.1%	43.7%	18.4%	80.4%	44.6%	35.9%
Working full time	2126	2068	2060	1036	461	1668	1067	602
%V	43.5%	43.7%	43.9%	48.5%	51.3%	42.4%	49.0%	34.4%
%H		97.3%	96.9%	48.7%	21.7%	78.5%	50.2%	28.3%
Working part time	505	491	489	239	98	392	230	163
%V	10.3%	10.4%	10.4%	11.2%	10.9%	10.0%	10.6%	9.3%
%H		97.2%	96.8%	47.3%	19.4%	77.6%	45.5%	32.3%
Not working	2254	2177	2147	859	339	1870	882	987
%V	46.1%	46.0%	45.7%	40.3%	37.8%	47.6%	40.5%	56.3%
%H		96.6%	95.3%	38.1%	15.0%	83.0%	39.1%	43.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2384	2301	2284	1061	444	1902	1079	823
%H		96.5%	95.8%	44.5%	18.6%	79.8%	45.3%	34.5%
16 - 19	146	143	142	73	36	120	81	39
%V	6.1%	6.2%	6.2%	6.9%	8.1%	6.3%	7.5%	4.7%
%H		97.9%	97.3%	50.0%	24.7%	82.2%	55.5%	26.7%
20 - 24	189	179	177	90	39	151	97	54
%V	7.9%	7.8%	7.7%	8.5%	8.8%	7.9%	9.0%	6.6%
%H		94.7%	93.7%	47.6%	20.6%	79.9%	51.3%	28.6%
25 - 34	389	374	372	183	85	282	172	110
%V	16.3%	16.3%	16.3%	17.2%	19.1%	14.8%	15.9%	13.4%
%H		96.1%	95.6%	47.0%	21.9%	72.5%	44.2%	28.3%
35 - 44	387	369	365	202	76	292	196	95
%V	16.2%	16.0%	16.0%	19.0%	17.1%	15.4%	18.2%	11.5%
%H		95.3%	94.3%	52.2%	19.6%	75.5%	50.6%	24.5%
45 - 54	424	410	408	192	90	341	206	135
%V	17.8%	17.8%	17.9%	18.1%	20.3%	17.9%	19.1%	16.4%
%H		96.7%	96.2%	45.3%	21.2%	80.4%	48.6%	31.8%
55 - 64	359	347	346	158	59	288	155	133
%V	15.1%	15.1%	15.1%	14.9%	13.3%	15.1%	14.4%	16.2%
%H		96.7%	96.4%	44.0%	16.4%	80.2%	43.2%	37.0%
65+	490	480	472	164	60	427	172	256
%V	20.6%	20.9%	20.7%	15.5%	13.5%	22.5%	15.9%	31.1%
%H		98.0%	96.3%	33.5%	12.2%	87.1%	35.1%	52.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2384	2301	2284	1061	444	1902	1079	823
%H		96.5%	95.8%	44.5%	18.6%	79.8%	45.3%	34.5%
AB	558	545	543	270	94	450	263	187
%V	23.4%	23.7%	23.8%	25.4%	21.2%	23.7%	24.4%	22.7%
%H		97.7%	97.3%	48.4%	16.8%	80.6%	47.1%	33.5%
C1	599	579	577	280	122	476	289	187
%V	25.1%	25.2%	25.3%	26.4%	27.5%	25.0%	26.8%	22.7%
%H		96.7%	96.3%	46.7%	20.4%	79.5%	48.2%	31.2%
C2	580	564	557	239	134	464	269	195
%V	24.3%	24.5%	24.4%	22.5%	30.2%	24.4%	24.9%	23.7%
%H		97.2%	96.0%	41.2%	23.1%	80.0%	46.4%	33.6%
D	420	401	400	200	71	322	182	140
%V	17.6%	17.4%	17.5%	18.9%	16.0%	16.9%	16.9%	17.0%
%H		95.5%	95.2%	47.6%	16.9%	76.7%	43.3%	33.3%
E	228	212	207	72	23	188	75	113
%V	9.6%	9.2%	9.1%	6.8%	5.2%	9.9%	7.0%	13.7%
%H		93.0%	90.8%	31.6%	10.1%	82.5%	32.9%	49.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

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+)	2384	2301	2284	1061	444	1902	1079	823
%H		96.5%	95.8%	44.5%	18.6%	79.8%	45.3%	34.5%
Working full time	1331	1287	1281	649	284	1035	664	372
%V	55.8%	55.9%	56.1%	61.2%	64.0%	54.4%	61.5%	45.2%
%H		96.7%	96.2%	48.8%	21.3%	77.8%	49.9%	27.9%
Working part time	114	108	107	55	15	85	46	40
%V	4.8%	4.7%	4.7%	5.2%	3.4%	4.5%	4.3%	4.9%
%H		94.7%	93.9%	48.2%	13.2%	74.6%	40.4%	35.1%
Not working	939	907	896	357	146	781	369	411
%V	39.4%	39.4%	39.2%	33.6%	32.9%	41.1%	34.2%	49.9%
%H		96.6%	95.4%	38.0%	15.5%	83.2%	39.3%	43.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2502	2435	2413	1073	454	2028	1099	929
%H		97.3%	96.4%	42.9%	18.1%	81.1%	43.9%	37.1%
16 - 19	144	143	141	76	30	117	80	37
%V	5.8%	5.9%	5.8%	7.1%	6.6%	5.8%	7.3%	4.0%
%H		99.3%	97.9%	52.8%	20.8%	81.3%	55.6%	25.7%
20 - 24	192	184	180	83	42	151	91	61
%V	7.7%	7.6%	7.5%	7.7%	9.3%	7.4%	8.3%	6.6%
%H		95.8%	93.8%	43.2%	21.9%	78.6%	47.4%	31.8%
25 - 34	391	373	371	200	70	284	178	105
%V	15.6%	15.3%	15.4%	18.6%	15.4%	14.0%	16.2%	11.3%
%H		95.4%	94.9%	51.2%	17.9%	72.6%	45.5%	26.9%
35 - 44	397	388	385	206	87	307	207	100
%V	15.9%	15.9%	16.0%	19.2%	19.2%	15.1%	18.8%	10.8%
%H		97.7%	97.0%	51.9%	21.9%	77.3%	52.1%	25.2%
45 - 54	431	421	420	196	90	356	210	145
%V	17.2%	17.3%	17.4%	18.3%	19.8%	17.6%	19.1%	15.6%
%H		97.7%	97.4%	45.5%	20.9%	82.6%	48.7%	33.6%
55 - 64	370	361	359	161	73	303	172	130
%V	14.8%	14.8%	14.9%	15.0%	16.1%	14.9%	15.7%	14.0%
%H		97.6%	97.0%	43.5%	19.7%	81.9%	46.5%	35.1%
65+	577	566	558	151	63	511	161	350
%V	23.1%	23.2%	23.1%	14.1%	13.9%	25.2%	14.6%	37.7%
%H		98.1%	96.7%	26.2%	10.9%	88.6%	27.9%	60.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2502	2435	2413	1073	454	2028	1099	929
%H		97.3%	96.4%	42.9%	18.1%	81.1%	43.9%	37.1%
AB	563	554	550	262	94	455	251	203
%V	22.5%	22.8%	22.8%	24.4%	20.7%	22.4%	22.8%	21.9%
%H		98.4%	97.7%	46.5%	16.7%	80.8%	44.6%	36.1%
C1	680	653	648	289	125	544	301	243
%V	27.2%	26.8%	26.9%	26.9%	27.5%	26.8%	27.4%	26.2%
%H		96.0%	95.3%	42.5%	18.4%	80.0%	44.3%	35.7%
C2	490	483	480	214	121	401	246	155
%V	19.6%	19.8%	19.9%	19.9%	26.7%	19.8%	22.4%	16.7%
%H		98.6%	98.0%	43.7%	24.7%	81.8%	50.2%	31.6%
D	444	432	430	213	75	350	197	153
%V	17.7%	17.7%	17.8%	19.9%	16.5%	17.3%	17.9%	16.5%
%H		97.3%	96.8%	48.0%	16.9%	78.8%	44.4%	34.5%
E	325	313	306	94	38	279	104	175
%V	13.0%	12.9%	12.7%	8.8%	8.4%	13.8%	9.5%	18.8%
%H		96.3%	94.2%	28.9%	11.7%	85.8%	32.0%	53.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2502	2435	2413	1073	454	2028	1099	929
%H		97.3%	96.4%	42.9%	18.1%	81.1%	43.9%	37.1%
Working full time	795	781	779	386	177	633	403	230
%V	31.8%	32.1%	32.3%	36.0%	39.0%	31.2%	36.7%	24.8%
%H		98.2%	98.0%	48.6%	22.3%	79.6%	50.7%	28.9%
Working part time	391	383	382	184	83	307	184	123
%V	15.6%	15.7%	15.8%	17.1%	18.3%	15.1%	16.7%	13.2%
%H		98.0%	97.7%	47.1%	21.2%	78.5%	47.1%	31.5%
Not working	1315	1270	1252	502	194	1089	513	576
%V	52.6%	52.2%	51.9%	46.8%	42.7%	53.7%	46.7%	62.0%
%H		96.6%	95.2%	38.2%	14.8%	82.8%	39.0%	43.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2011 - June 2012

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	965	930	919	337	219	766	390	376
%H (All HH)		96.4%	95.2%	34.9%	22.7%	79.4%	40.4%	39.0%
%H (TV HH)			98.8%	36.2%	23.5%	82.4%	41.9%	40.4%
AB	203	199	197	78	41	160	80	80
%V	21.0%	21.4%	21.4%	23.1%	18.7%	20.9%	20.5%	21.3%
%H (All HH)		98.0%	97.0%	38.4%	20.2%	78.8%	39.4%	39.4%
%H (TV HH)			99.0%	39.2%	20.6%	80.4%	40.2%	40.2%
C1	264	251	249	97	63	209	116	92
%V	27.4%	27.0%	27.1%	28.8%	28.8%	27.3%	29.7%	24.5%
%H (All HH)		95.1%	94.3%	36.7%	23.9%	79.2%	43.9%	34.8%
%H (TV HH)			99.2%	38.6%	25.1%	83.3%	46.2%	36.7%
C2	198	193	192	72	49	164	91	73
%V	20.5%	20.8%	20.9%	21.4%	22.4%	21.4%	23.3%	19.4%
%H (All HH)		97.5%	97.0%	36.4%	24.7%	82.8%	46.0%	36.9%
%H (TV HH)			99.5%	37.3%	25.4%	85.0%	47.2%	37.8%
D	165	162	159	54	46	130	67	62
%V	17.1%	17.4%	17.3%	16.0%	21.0%	17.0%	17.2%	16.5%
%H (All HH)		98.2%	96.4%	32.7%	27.9%	78.8%	40.6%	37.6%
%H (TV HH)			98.1%	33.3%	28.4%	80.2%	41.4%	38.3%
E	134	126	123	36	19	103	35	68
%V	13.9%	13.5%	13.4%	10.7%	8.7%	13.4%	9.0%	18.1%
%H (All HH)		94.0%	91.8%	26.9%	14.2%	76.9%	26.1%	50.7%
%H (TV HH)			97.6%	28.6%	15.1%	81.7%	27.8%	54.0%

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 2011 - June 2012

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	965	930	919	337	219	766	390	376
%H (All HH)		96.4%	95.2%	34.9%	22.7%	79.4%	40.4%	39.0%
%H (TV HH)			98.8%	36.2%	23.5%	82.4%	41.9%	40.4%
Under 25	53	45	43	13	9	37	16	21
%V	5.5%	4.8%	4.7%	3.9%	4.1%	4.8%	4.1%	5.6%
%H (All HH)		84.9%	81.1%	24.5%	17.0%	69.8%	30.2%	39.6%
%H (TV HH)			95.6%	28.9%	20.0%	82.2%	35.6%	46.7%
25 - 34	156	147	143	66	38	107	65	42
%V	16.2%	15.8%	15.6%	19.6%	17.4%	14.0%	16.7%	11.2%
%H (All HH)		94.2%	91.7%	42.3%	24.4%	68.6%	41.7%	26.9%
%H (TV HH)			97.3%	44.9%	25.9%	72.8%	44.2%	28.6%
35 - 44	168	164	163	74	49	129	86	44
%V	17.4%	17.6%	17.7%	22.0%	22.4%	16.8%	22.1%	11.7%
%H (All HH)		97.6%	97.0%	44.0%	29.2%	76.8%	51.2%	26.2%
%H (TV HH)			99.4%	45.1%	29.9%	78.7%	52.4%	26.8%
45 - 54	188	183	181	78	49	152	95	57
%V	19.5%	19.7%	19.7%	23.1%	22.4%	19.8%	24.4%	15.2%
%H (All HH)		97.3%	96.3%	41.5%	26.1%	80.9%	50.5%	30.3%
%H (TV HH)			98.9%	42.6%	26.8%	83.1%	51.9%	31.1%
55 - 64	163	158	157	53	38	134	66	68
%V	16.9%	17.0%	17.1%	15.7%	17.4%	17.5%	16.9%	18.1%
%H (All HH)		96.9%	96.3%	32.5%	23.3%	82.2%	40.5%	41.7%
%H (TV HH)			99.4%	33.5%	24.1%	84.8%	41.8%	43.0%
65 +	236	233	231	53	36	207	63	144
%V	24.5%	25.1%	25.1%	15.7%	16.4%	27.0%	16.2%	38.3%
%H (All HH)		98.7%	97.9%	22.5%	15.3%	87.7%	26.7%	61.0%
%H (TV HH)			99.1%	22.7%	15.5%	88.8%	27.0%	61.8%

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 2011 - June 2012

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	965	930	919	337	219	766	390	376
%H (All HH)		96.4%	95.2%	34.9%	22.7%	79.4%	40.4%	39.0%
%H (TV HH)			98.8%	36.2%	23.5%	82.4%	41.9%	40.4%
1	334	312	306	68	53	264	77	187
%V	34.6%	33.5%	33.3%	20.2%	24.2%	34.5%	19.7%	49.7%
%H (All HH)		93.4%	91.6%	20.4%	15.9%	79.0%	23.1%	56.0%
%H (TV HH)			98.1%	21.8%	17.0%	84.6%	24.7%	59.9%
2	292	286	282	108	68	236	126	110
%V	30.3%	30.8%	30.7%	32.0%	31.1%	30.8%	32.3%	29.3%
%H (All HH)		97.9%	96.6%	37.0%	23.3%	80.8%	43.2%	37.7%
%H (TV HH)			98.6%	37.8%	23.8%	82.5%	44.1%	38.5%
3	147	143	143	63	42	114	73	41
%V	15.2%	15.4%	15.6%	18.7%	19.2%	14.9%	18.7%	10.9%
%H (All HH)		97.3%	97.3%	42.9%	28.6%	77.6%	49.7%	27.9%
%H (TV HH)			100.0%	44.1%	29.4%	79.7%	51.0%	28.7%
4	128	125	125	61	39	103	77	26
%V	13.3%	13.4%	13.6%	18.1%	17.8%	13.4%	19.7%	6.9%
%H (All HH)		97.7%	97.7%	47.7%	30.5%	80.5%	60.2%	20.3%
%H (TV HH)			100.0%	48.8%	31.2%	82.4%	61.6%	20.8%
5+	65	63	63	36	17	48	36	12
%V	6.7%	6.8%	6.9%	10.7%	7.8%	6.3%	9.2%	3.2%
%H (All HH)		96.9%	96.9%	55.4%	26.2%	73.8%	55.4%	18.5%
%H (TV HH)			100.0%	57.1%	27.0%	76.2%	57.1%	19.0%
Average HH size	2.31	2.32	2.33	2.72	2.57	2.29	2.70	1.86

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 2011 - June 2012

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	965	930	919	337	219	766	390	376
%H (All HH)		96.4%	95.2%	34.9%	22.7%	79.4%	40.4%	39.0%
%H (TV HH)			98.8%	36.2%	23.5%	82.4%	41.9%	40.4%
Without	721	690	680	220	151	579	260	319
%V	74.7%	74.2%	74.0%	65.3%	68.9%	75.6%	66.7%	84.8%
%H (All HH)		95.7%	94.3%	30.5%	20.9%	80.3%	36.1%	44.2%
%H (TV HH)			98.6%	31.9%	21.9%	83.9%	37.7%	46.2%
With	244	240	238	117	68	187	130	57
%V	25.3%	25.8%	25.9%	34.7%	31.1%	24.4%	33.3%	15.2%
%H (All HH)		98.4%	97.5%	48.0%	27.9%	76.6%	53.3%	23.4%
%H (TV HH)			99.2%	48.8%	28.3%	77.9%	54.2%	23.8%
0 - 3	97	94	93	46	25	71	49	23
%V	10.1%	10.1%	10.1%	13.6%	11.4%	9.3%	12.6%	6.1%
%H (All HH)		96.9%	95.9%	47.4%	25.8%	73.2%	50.5%	23.7%
%H (TV HH)			98.9%	48.9%	26.6%	75.5%	52.1%	24.5%
4 - 9	115	114	113	56	36	85	61	24
%V	11.9%	12.3%	12.3%	16.6%	16.4%	11.1%	15.6%	6.4%
%H (All HH)		99.1%	98.3%	48.7%	31.3%	73.9%	53.0%	20.9%
%H (TV HH)			99.1%	49.1%	31.6%	74.6%	53.5%	21.1%
10 - 15	115	114	114	58	31	92	66	26
%V	11.9%	12.3%	12.4%	17.2%	14.2%	12.0%	16.9%	6.9%
%H (All HH)		99.1%	99.1%	50.4%	27.0%	80.0%	57.4%	22.6%
%H (TV HH)			100.0%	50.9%	27.2%	80.7%	57.9%	22.8%

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 2011 - June 2012

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	965	930	919	337	219	766	390	376
%H (All HH)		96.4%	95.2%	34.9%	22.7%	79.4%	40.4%	39.0%
%H (TV HH)			98.8%	36.2%	23.5%	82.4%	41.9%	40.4%
1	400	400	390	107	76	310	102	208
%V	41.5%	43.0%	42.4%	31.8%	34.7%	40.5%	26.2%	55.3%
%H (All HH)		100.0%	97.5%	26.8%	19.0%	77.5%	25.5%	52.0%
%H (TV HH)			97.5%	26.8%	19.0%	77.5%	25.5%	52.0%
2	303	303	302	116	80	254	142	112
%V	31.4%	32.6%	32.9%	34.4%	36.5%	33.2%	36.4%	29.8%
%H (All HH)		100.0%	99.7%	38.3%	26.4%	83.8%	46.9%	37.0%
%H (TV HH)			99.7%	38.3%	26.4%	83.8%	46.9%	37.0%
3	131	131	131	61	36	115	77	38
%V	13.6%	14.1%	14.3%	18.1%	16.4%	15.0%	19.7%	10.1%
%H (All HH)		100.0%	100.0%	46.6%	27.5%	87.8%	58.8%	29.0%
%H (TV HH)			100.0%	46.6%	27.5%	87.8%	58.8%	29.0%
4	66	66	66	36	19	58	46	13
%V	6.8%	7.1%	7.2%	10.7%	8.7%	7.6%	11.8%	3.5%
%H (All HH)		100.0%	100.0%	54.5%	28.8%	87.9%	69.7%	19.7%
%H (TV HH)			100.0%	54.5%	28.8%	87.9%	69.7%	19.7%
5+	29	29	29	17	8	28	22	5
%V	3.0%	3.1%	3.2%	5.0%	3.7%	3.7%	5.6%	1.3%
%H (All HH)		100.0%	100.0%	58.6%	27.6%	96.6%	75.9%	17.2%
%H (TV HH)			100.0%	58.6%	27.6%	96.6%	75.9%	17.2%

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 2011 - June 2012

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	965	930	919	337	219	766	390	376
%H (All HH)		96.4%	95.2%	34.9%	22.7%	79.4%	40.4%	39.0%
%H (TV HH)			98.8%	36.2%	23.5%	82.4%	41.9%	40.4%
Under 20"	284	284	281	105	73	254	145	109
%V	29.4%	30.5%	30.6%	31.2%	33.3%	33.2%	37.2%	29.0%
%H (All HH)		100.0%	98.9%	37.0%	25.7%	89.4%	51.1%	38.4%
%H (TV HH)			98.9%	37.0%	25.7%	89.4%	51.1%	38.4%
20" - 29"	400	400	396	141	98	340	178	162
%V	41.5%	43.0%	43.1%	41.8%	44.7%	44.4%	45.6%	43.1%
%H (All HH)		100.0%	99.0%	35.3%	24.5%	85.0%	44.5%	40.5%
%H (TV HH)			99.0%	35.3%	24.5%	85.0%	44.5%	40.5%
30" - 39"	485	485	481	186	116	402	215	188
%V	50.3%	52.2%	52.3%	55.2%	53.0%	52.5%	55.1%	50.0%
%H (All HH)		100.0%	99.2%	38.4%	23.9%	82.9%	44.3%	38.8%
%H (TV HH)			99.2%	38.4%	23.9%	82.9%	44.3%	38.8%
40" and over	300	300	298	154	82	241	172	69
%V	31.1%	32.3%	32.4%	45.7%	37.4%	31.5%	44.1%	18.4%
%H (All HH)		100.0%	99.3%	51.3%	27.3%	80.3%	57.3%	23.0%
%H (TV HH)			99.3%	51.3%	27.3%	80.3%	57.3%	23.0%

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 2011 - June 2012

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	965	930	919	337	219	766	390	376
%V (All HH)		96.4%	95.2%	34.9%	22.7%	79.4%	40.4%	39.0%
%H (TV HH)			98.8%	36.2%	23.5%	82.4%	41.9%	40.4%
Main living room	919	919	910	334	217	758	387	372
%V	95.2%	98.8%	99.0%	99.1%	99.1%	99.0%	99.2%	98.9%
%H (All HH)		100.0%	99.0%	36.3%	23.6%	82.5%	42.1%	40.5%
%H (TV HH)			99.0%	36.3%	23.6%	82.5%	42.1%	40.5%
Kitchen	100	100	100	44	25	92	58	34
%V	10.4%	10.8%	10.9%	13.1%	11.4%	12.0%	14.9%	9.0%
%H (All HH)		100.0%	100.0%	44.0%	25.0%	92.0%	58.0%	34.0%
%H (TV HH)			100.0%	44.0%	25.0%	92.0%	58.0%	34.0%
Adult's bedroom	386	386	386	174	102	338	220	119
%V	40.0%	41.5%	42.0%	51.6%	46.6%	44.1%	56.4%	31.6%
%H (All HH)		100.0%	100.0%	45.1%	26.4%	87.6%	57.0%	30.8%
%H (TV HH)			100.0%	45.1%	26.4%	87.6%	57.0%	30.8%
Child's bedroom	86	86	85	43	25	78	59	19
%V	8.9%	9.2%	9.2%	12.8%	11.4%	10.2%	15.1%	5.1%
%H (All HH)		100.0%	98.8%	50.0%	29.1%	90.7%	68.6%	22.1%
%H (TV HH)			98.8%	50.0%	29.1%	90.7%	68.6%	22.1%
Other bedroom	56	56	55	28	16	48	34	14
%V	5.8%	6.0%	6.0%	8.3%	7.3%	6.3%	8.7%	3.7%
%H (All HH)		100.0%	98.2%	50.0%	28.6%	85.7%	60.7%	25.0%
%H (TV HH)			98.2%	50.0%	28.6%	85.7%	60.7%	25.0%
Second living/dining room	100	100	99	41	27	86	52	34
%V	10.4%	10.8%	10.8%	12.2%	12.3%	11.2%	13.3%	9.0%
%H (All HH)		100.0%	99.0%	41.0%	27.0%	86.0%	52.0%	34.0%
%H (TV HH)			99.0%	41.0%	27.0%	86.0%	52.0%	34.0%
Study/office	15	15	14	9	3	12	9	4
%V	1.6%	1.6%	1.5%	2.7%	1.4%	1.6%	2.3%	1.1%
%H (All HH)		100.0%	93.3%	60.0%	20.0%	80.0%	60.0%	26.7%
%H (TV HH)			93.3%	60.0%	20.0%	80.0%	60.0%	26.7%
TV room	7	7	7	4	2	7	5	1
%V	0.7%	0.8%	0.8%	1.2%	0.9%	0.9%	1.3%	0.3%
%H (All HH)		100.0%	100.0%	57.1%	28.6%	100.0%	71.4%	14.3%
%H (TV HH)			100.0%	57.1%	28.6%	100.0%	71.4%	14.3%
Conservatory	6	6	6	3	1	5	3	2
%V	0.6%	0.6%	0.7%	0.9%	0.5%	0.7%	0.8%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	16.7%	83.3%	50.0%	33.3%
%H (TV HH)			100.0%	50.0%	16.7%	83.3%	50.0%	33.3%
Attic or loft room	1	1	1	0	0	0	0	0
%V	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
No specific location	1	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.3%	0.0%	0.1%	0.3%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	13	13	13	5	5	10	6	4
%V	1.3%	1.4%	1.4%	1.5%	2.3%	1.3%	1.5%	1.1%
%H (All HH)		100.0%	100.0%	38.5%	38.5%	76.9%	46.2%	30.8%
%H (TV HH)			100.0%	38.5%	38.5%	76.9%	46.2%	30.8%

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 2011 - June 2012

BBC Midlands East

Household level data

Table 15.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	965	930	919	337	219	766	390	376
%H (All HH)		96.4%	95.2%	34.9%	22.7%	79.4%	40.4%	39.0%
%H (TV HH)			98.8%	36.2%	23.5%	82.4%	41.9%	40.4%
PVR	472	472	472	269	118	372	278	94
%V	48.9%	50.8%	51.4%	79.8%	53.9%	48.6%	71.3%	25.0%
%H (All HH)		100.0%	100.0%	57.0%	25.0%	78.8%	58.9%	19.9%
%H (TV HH)			100.0%	57.0%	25.0%	78.8%	58.9%	19.9%
DVDR	174	174	173	58	49	158	88	70
%V	18.0%	18.7%	18.8%	17.2%	22.4%	20.6%	22.6%	18.6%
%H (All HH)		100.0%	99.4%	33.3%	28.2%	90.8%	50.6%	40.2%
%H (TV HH)			99.4%	33.3%	28.2%	90.8%	50.6%	40.2%
VCR	111	111	111	31	29	98	46	52
%V	11.5%	11.9%	12.1%	9.2%	13.2%	12.8%	11.8%	13.8%
%H (All HH)		100.0%	100.0%	27.9%	26.1%	88.3%	41.4%	46.8%
%H (TV HH)			100.0%	27.9%	26.1%	88.3%	41.4%	46.8%
Any recorder	603	603	601	292	148	492	319	173
%V	62.5%	64.8%	65.4%	86.6%	67.6%	64.2%	81.8%	46.0%
%H (All HH)		100.0%	99.7%	48.4%	24.5%	81.6%	52.9%	28.7%
%H (TV HH)			99.7%	48.4%	24.5%	81.6%	52.9%	28.7%

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 2011 - June 2012

BBC Midlands East

Household level data

Table 15.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	965	930	919	337	219	766	390	376
%H (All HH)		96.4%	95.2%	34.9%	22.7%	79.4%	40.4%	39.0%
%H (TV HH)			98.8%	36.2%	23.5%	82.4%	41.9%	40.4%
Receives HDTV (via STB or built-in reception)	435	435	435	204	137	349	245	104
%V	45.1%	46.8%	47.3%	60.5%	62.6%	45.6%	62.8%	27.7%
%H (All HH)		100.0%	100.0%	46.9%	31.5%	80.2%	56.3%	23.9%
%H (TV HH)			100.0%	46.9%	31.5%	80.2%	56.3%	23.9%
DVD/Blu-ray player or recorder	738	738	734	283	185	612	335	278
%V	76.5%	79.4%	79.9%	84.0%	84.5%	79.9%	85.9%	73.9%
%H (All HH)		100.0%	99.5%	38.3%	25.1%	82.9%	45.4%	37.7%
%H (TV HH)			99.5%	38.3%	25.1%	82.9%	45.4%	37.7%

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 2011 - June 2012
BBC Midlands East
Household level data
Table 15.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	965	930	919	337	219	766	390	376
%H (All HH)		96.4%	95.2%	34.9%	22.7%	79.4%	40.4%	39.0%
%H (TV HH)			98.8%	36.2%	23.5%	82.4%	41.9%	40.4%
Has PC or Laptop	735	710	702	295	190	570	342	229
%V	76.2%	76.3%	76.4%	87.5%	86.8%	74.4%	87.7%	60.9%
%H (All HH)		96.6%	95.5%	40.1%	25.9%	77.6%	46.5%	31.2%
%H (TV HH)			98.9%	41.5%	26.8%	80.3%	48.2%	32.3%
Has broadband internet	683	661	655	286	184	530	333	198
%V	70.8%	71.1%	71.3%	84.9%	84.0%	69.2%	85.4%	52.7%
%H (All HH)		96.8%	95.9%	41.9%	26.9%	77.6%	48.8%	29.0%
%H (TV HH)			99.1%	43.3%	27.8%	80.2%	50.4%	30.0%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1823	1809	756	462	1547	922	625
%H		99.2%	41.5%	25.3%	84.9%	50.6%	34.3%
Under 20"	372	369	141	95	337	196	141
%V	20.4%	20.4%	18.7%	20.6%	21.8%	21.3%	22.6%
%H		99.2%	37.9%	25.5%	90.6%	52.7%	37.9%
20" - 29"	495	492	191	124	427	243	184
%V	27.2%	27.2%	25.3%	26.8%	27.6%	26.4%	29.4%
%H		99.4%	38.6%	25.1%	86.3%	49.1%	37.2%
30" - 39"	562	559	226	136	471	264	207
%V	30.8%	30.9%	29.9%	29.4%	30.4%	28.6%	33.1%
%H		99.5%	40.2%	24.2%	83.8%	47.0%	36.8%
40" and over	338	337	173	95	274	197	77
%V	18.5%	18.6%	22.9%	20.6%	17.7%	21.4%	12.3%
%H		99.7%	51.2%	28.1%	81.1%	58.3%	22.8%
Don't know	24	24	11	3	22	11	11
%V	1.3%	1.3%	1.5%	0.6%	1.4%	1.2%	1.8%
%H		100.0%	45.8%	12.5%	91.7%	45.8%	45.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands East

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1823	1809	756	462	1547	922	625
%H		99.2%	41.5%	25.3%	84.9%	50.6%	34.3%
Main living room	922	913	335	219	761	389	372
%V	50.6%	50.5%	44.3%	47.4%	49.2%	42.2%	59.5%
%H		99.0%	36.3%	23.8%	82.5%	42.2%	40.3%
Kitchen	101	100	44	25	92	58	34
%V	5.5%	5.5%	5.8%	5.4%	5.9%	6.3%	5.4%
%H		99.0%	43.6%	24.8%	91.1%	57.4%	33.7%
Adult's bedroom	449	448	210	119	395	267	129
%V	24.6%	24.8%	27.8%	25.8%	25.5%	29.0%	20.6%
%H		99.8%	46.8%	26.5%	88.0%	59.5%	28.7%
Child's bedroom	111	111	57	32	102	79	23
%V	6.1%	6.1%	7.5%	6.9%	6.6%	8.6%	3.7%
%H		100.0%	51.4%	28.8%	91.9%	71.2%	20.7%
Other bedroom	67	66	32	18	58	40	18
%V	3.7%	3.6%	4.2%	3.9%	3.7%	4.3%	2.9%
%H		98.5%	47.8%	26.9%	86.6%	59.7%	26.9%
Second living/dining room	100	100	41	27	87	52	34
%V	5.5%	5.5%	5.4%	5.8%	5.6%	5.6%	5.4%
%H		100.0%	41.0%	27.0%	87.0%	52.0%	34.0%
Study/office	15	14	9	3	12	9	4
%V	0.8%	0.8%	1.2%	0.6%	0.8%	1.0%	0.6%
%H		93.3%	60.0%	20.0%	80.0%	60.0%	26.7%
TV room	7	7	4	2	7	5	2
%V	0.4%	0.4%	0.5%	0.4%	0.5%	0.5%	0.3%
%H		100.0%	57.1%	28.6%	100.0%	71.4%	28.6%
Conservatory	6	6	3	1	5	3	2
%V	0.3%	0.3%	0.4%	0.2%	0.3%	0.3%	0.3%
%H		100.0%	50.0%	16.7%	83.3%	50.0%	33.3%
Attic or loft room	1	1	0	0	0	0	0
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
No specific location	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	13	13	5	5	10	6	4
%V	0.7%	0.7%	0.7%	1.1%	0.6%	0.7%	0.6%
%H		100.0%	38.5%	38.5%	76.9%	46.2%	30.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands East

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1823	1809	756	462	1547	922	625
%H		99.2%	41.5%	25.3%	84.9%	50.6%	34.3%
PVR	629	629	382	151	498	389	109
%V	34.5%	34.8%	50.5%	32.7%	32.2%	42.2%	17.4%
%H		100.0%	60.7%	24.0%	79.2%	61.8%	17.3%
DVDR	202	201	68	58	183	104	79
%V	11.1%	11.1%	9.0%	12.6%	11.8%	11.3%	12.6%
%H		99.5%	33.7%	28.7%	90.6%	51.5%	39.1%
VCR	124	124	36	33	109	54	56
%V	6.8%	6.9%	4.8%	7.1%	7.0%	5.9%	9.0%
%H		100.0%	29.0%	26.6%	87.9%	43.5%	45.2%
Any recorder	825	823	432	202	676	470	206
%V	45.3%	45.5%	57.1%	43.7%	43.7%	51.0%	33.0%
%H		99.8%	52.4%	24.5%	81.9%	57.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: 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	1823	1809	756	462	1547	922	625
%H		99.2%	41.5%	25.3%	84.9%	50.6%	34.3%
Receives HDTV (via STB or built-in reception)	619	619	294	203	502	364	138
%V	34.0%	34.2%	38.9%	43.9%	32.4%	39.5%	22.1%
%H		100.0%	47.5%	32.8%	81.1%	58.8%	22.3%
DVD/Blu-ray player or recorder	1087	1083	456	289	923	565	358
%V	59.6%	59.9%	60.3%	62.6%	59.7%	61.3%	57.3%
%H		99.6%	42.0%	26.6%	84.9%	52.0%	32.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Midlands East
Set level data
Table 15.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	929	918	337	219	765	390	375
%H		98.8%	36.3%	23.6%	82.3%	42.0%	40.4%
Under 20"	33	32	6	5	28	6	22
%V	3.6%	3.5%	1.8%	2.3%	3.7%	1.5%	5.9%
%H		97.0%	18.2%	15.2%	84.8%	18.2%	66.7%
20" - 29"	199	197	43	42	167	54	112
%V	21.4%	21.5%	12.8%	19.2%	21.8%	13.8%	29.9%
%H		99.0%	21.6%	21.1%	83.9%	27.1%	56.3%
30" - 39"	400	397	137	94	334	163	171
%V	43.1%	43.2%	40.7%	42.9%	43.7%	41.8%	45.6%
%H		99.3%	34.3%	23.5%	83.5%	40.8%	42.8%
40" and over	287	285	148	78	230	163	67
%V	30.9%	31.0%	43.9%	35.6%	30.1%	41.8%	17.9%
%H		99.3%	51.6%	27.2%	80.1%	56.8%	23.3%
Don't know	8	8	3	1	7	3	4
%V	0.9%	0.9%	0.9%	0.5%	0.9%	0.8%	1.1%
%H		100.0%	37.5%	12.5%	87.5%	37.5%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Midlands East
Set level data
Table 15.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	929	918	337	219	765	390	375
%H		98.8%	36.3%	23.6%	82.3%	42.0%	40.4%
PVR	454	454	263	114	355	270	85
%V	48.9%	49.5%	78.0%	52.1%	46.4%	69.2%	22.7%
%H		100.0%	57.9%	25.1%	78.2%	59.5%	18.7%
DVDR	150	149	45	41	136	71	65
%V	16.1%	16.2%	13.4%	18.7%	17.8%	18.2%	17.3%
%H		99.3%	30.0%	27.3%	90.7%	47.3%	43.3%
VCR	93	92	25	23	82	37	45
%V	10.0%	10.0%	7.4%	10.5%	10.7%	9.5%	12.0%
%H		98.9%	26.9%	24.7%	88.2%	39.8%	48.4%
Any recorder	585	583	286	144	475	312	164
%V	63.0%	63.5%	84.9%	65.8%	62.1%	80.0%	43.7%
%H		99.7%	48.9%	24.6%	81.2%	53.3%	28.0%

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	918	337	219	765	390	375
%H		98.8%	36.3%	23.6%	82.3%	42.0%	40.4%
Receives HDTV (via STB or built-in reception)	416	416	194	134	331	233	98
%V	44.8%	45.3%	57.6%	61.2%	43.3%	59.7%	26.1%
%H		100.0%	46.6%	32.2%	79.6%	56.0%	23.6%
DVD/Blu-ray player or recorder	698	693	266	174	577	311	265
%V	75.1%	75.5%	78.9%	79.5%	75.4%	79.7%	70.7%
%H		99.3%	38.1%	24.9%	82.7%	44.6%	38.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Midlands East
Set level data
Table 15.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	893	891	419	243	782	532	250
%H		99.8%	46.9%	27.2%	87.6%	59.6%	28.0%
Under 20"	339	338	135	90	308	189	119
%V	38.0%	37.9%	32.2%	37.0%	39.4%	35.5%	47.6%
%H		99.7%	39.8%	26.5%	90.9%	55.8%	35.1%
20" - 29"	296	295	148	82	260	188	72
%V	33.1%	33.1%	35.3%	33.7%	33.2%	35.3%	28.8%
%H		99.7%	50.0%	27.7%	87.8%	63.5%	24.3%
30" - 39"	162	162	89	42	138	101	36
%V	18.1%	18.2%	21.2%	17.3%	17.6%	19.0%	14.4%
%H		100.0%	54.9%	25.9%	85.2%	62.3%	22.2%
40" and over	51	51	25	17	44	34	10
%V	5.7%	5.7%	6.0%	7.0%	5.6%	6.4%	4.0%
%H		100.0%	49.0%	33.3%	86.3%	66.7%	19.6%
Don't know	17	17	8	2	15	8	7
%V	1.9%	1.9%	1.9%	0.8%	1.9%	1.5%	2.8%
%H		100.0%	47.1%	11.8%	88.2%	47.1%	41.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands East

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	893	891	419	243	782	532	250
%H		99.8%	46.9%	27.2%	87.6%	59.6%	28.0%
PVR	175	175	119	36	143	119	24
%V	19.6%	19.6%	28.4%	14.8%	18.3%	22.4%	9.6%
%H		100.0%	68.0%	20.6%	81.7%	68.0%	13.7%
DVDR	52	51	23	17	46	33	13
%V	5.8%	5.7%	5.5%	7.0%	5.9%	6.2%	5.2%
%H		98.1%	44.2%	32.7%	88.5%	63.5%	25.0%
VCR	32	31	11	10	27	17	11
%V	3.6%	3.5%	2.6%	4.1%	3.5%	3.2%	4.4%
%H		96.9%	34.4%	31.3%	84.4%	53.1%	34.4%
Any recorder	240	240	145	57	201	159	42
%V	26.9%	26.9%	34.6%	23.5%	25.7%	29.9%	16.8%
%H		100.0%	60.4%	23.8%	83.8%	66.3%	17.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: 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	893	891	419	243	782	532	250
%H		99.8%	46.9%	27.2%	87.6%	59.6%	28.0%
Receives HDTV (via STB or built-in reception)	203	203	100	69	172	131	40
%V	22.7%	22.8%	23.9%	28.4%	22.0%	24.6%	16.0%
%H		100.0%	49.3%	34.0%	84.7%	64.5%	19.7%
DVD/Blu-ray player or recorder	390	389	190	116	346	253	93
%V	43.7%	43.7%	45.3%	47.7%	44.2%	47.6%	37.2%
%H		99.7%	48.7%	29.7%	88.7%	64.9%	23.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2225	2162	2144	915	564	1754	1054	700
%H		97.2%	96.4%	41.1%	25.3%	78.8%	47.4%	31.5%
Total Children	423	416	414	209	117	323	228	94
%V	19.0%	19.2%	19.3%	22.8%	20.7%	18.4%	21.6%	13.4%
%H		98.3%	97.9%	49.4%	27.7%	76.4%	53.9%	22.2%
0 - 3	117	113	111	55	30	84	58	27
%V	5.3%	5.2%	5.2%	6.0%	5.3%	4.8%	5.5%	3.9%
%H		96.6%	94.9%	47.0%	25.6%	71.8%	49.6%	23.1%
4 - 15	306	303	303	153	86	238	171	68
%V	13.8%	14.0%	14.1%	16.7%	15.2%	13.6%	16.2%	9.7%
%H		99.0%	99.0%	50.0%	28.1%	77.8%	55.9%	22.2%
4 - 9	157	156	155	78	48	118	86	32
%V	7.1%	7.2%	7.2%	8.5%	8.5%	6.7%	8.2%	4.6%
%H		99.4%	98.7%	49.7%	30.6%	75.2%	54.8%	20.4%
10 - 15	149	148	147	76	39	121	85	36
%V	6.7%	6.8%	6.9%	8.3%	6.9%	6.9%	8.1%	5.1%
%H		99.3%	98.7%	51.0%	26.2%	81.2%	57.0%	24.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2225	2162	2144	915	564	1754	1054	700
%H		97.2%	96.4%	41.1%	25.3%	78.8%	47.4%	31.5%
Total Adults (16+)	1801	1746	1730	707	448	1431	826	605
%V	80.9%	80.8%	80.7%	77.3%	79.4%	81.6%	78.4%	86.4%
%H		96.9%	96.1%	39.3%	24.9%	79.5%	45.9%	33.6%
16 - 19	117	114	113	55	31	90	61	28
%V	5.3%	5.3%	5.3%	6.0%	5.5%	5.1%	5.8%	4.0%
%H		97.4%	96.6%	47.0%	26.5%	76.9%	52.1%	23.9%
20 - 24	167	151	149	59	43	125	77	49
%V	7.5%	7.0%	6.9%	6.4%	7.6%	7.1%	7.3%	7.0%
%H		90.4%	89.2%	35.3%	25.7%	74.9%	46.1%	29.3%
25 - 34	297	282	277	135	71	215	138	77
%V	13.3%	13.0%	12.9%	14.8%	12.6%	12.3%	13.1%	11.0%
%H		94.9%	93.3%	45.5%	23.9%	72.4%	46.5%	25.9%
35 - 44	291	285	284	131	90	222	154	68
%V	13.1%	13.2%	13.2%	14.3%	16.0%	12.7%	14.6%	9.7%
%H		97.9%	97.6%	45.0%	30.9%	76.3%	52.9%	23.4%
45 - 54	315	308	307	136	84	254	163	92
%V	14.2%	14.2%	14.3%	14.9%	14.9%	14.5%	15.5%	13.1%
%H		97.8%	97.5%	43.2%	26.7%	80.6%	51.7%	29.2%
55 - 64	269	264	262	96	64	222	117	104
%V	12.1%	12.2%	12.2%	10.5%	11.3%	12.7%	11.1%	14.9%
%H		98.1%	97.4%	35.7%	23.8%	82.5%	43.5%	38.7%
65+	345	343	340	94	63	303	116	187
%V	15.5%	15.9%	15.9%	10.3%	11.2%	17.3%	11.0%	26.7%
%H		99.4%	98.6%	27.2%	18.3%	87.8%	33.6%	54.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands East

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1801	1746	1730	707	448	1431	826	605
%H		96.9%	96.1%	39.3%	24.9%	79.5%	45.9%	33.6%
AB	408	401	398	168	93	322	179	143
%V	22.7%	23.0%	23.0%	23.8%	20.8%	22.5%	21.7%	23.6%
%H		98.3%	97.5%	41.2%	22.8%	78.9%	43.9%	35.0%
C1	493	469	465	203	126	387	241	146
%V	27.4%	26.9%	26.9%	28.7%	28.1%	27.0%	29.2%	24.1%
%H		95.1%	94.3%	41.2%	25.6%	78.5%	48.9%	29.6%
C2	395	387	386	161	100	333	203	129
%V	21.9%	22.2%	22.3%	22.8%	22.3%	23.3%	24.6%	21.3%
%H		98.0%	97.7%	40.8%	25.3%	84.3%	51.4%	32.7%
D	323	315	311	118	99	248	145	103
%V	17.9%	18.0%	18.0%	16.7%	22.1%	17.3%	17.6%	17.0%
%H		97.5%	96.3%	36.5%	30.7%	76.8%	44.9%	31.9%
E	182	173	170	57	30	143	58	84
%V	10.1%	9.9%	9.8%	8.1%	6.7%	10.0%	7.0%	13.9%
%H		95.1%	93.4%	31.3%	16.5%	78.6%	31.9%	46.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Midlands East
Individual level data
Table 15.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1801	1746	1730	707	448	1431	826	605
%H		96.9%	96.1%	39.3%	24.9%	79.5%	45.9%	33.6%
Working full time	797	778	775	356	218	623	409	215
%V	44.3%	44.6%	44.8%	50.4%	48.7%	43.5%	49.5%	35.5%
%H		97.6%	97.2%	44.7%	27.4%	78.2%	51.3%	27.0%
Working part time	190	187	185	81	51	156	100	56
%V	10.5%	10.7%	10.7%	11.5%	11.4%	10.9%	12.1%	9.3%
%H		98.4%	97.4%	42.6%	26.8%	82.1%	52.6%	29.5%
Not working	815	781	771	270	179	652	317	334
%V	45.3%	44.7%	44.6%	38.2%	40.0%	45.6%	38.4%	55.2%
%H		95.8%	94.6%	33.1%	22.0%	80.0%	38.9%	41.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	883	852	845	350	222	696	409	287
%H		96.5%	95.7%	39.6%	25.1%	78.8%	46.3%	32.5%
16 - 19	64	62	62	28	19	48	31	16
%V	7.2%	7.3%	7.3%	8.0%	8.6%	6.9%	7.6%	5.6%
%H		96.9%	96.9%	43.8%	29.7%	75.0%	48.4%	25.0%
20 - 24	89	82	80	31	24	69	43	25
%V	10.1%	9.6%	9.5%	8.9%	10.8%	9.9%	10.5%	8.7%
%H		92.1%	89.9%	34.8%	27.0%	77.5%	48.3%	28.1%
25 - 34	146	137	134	68	34	103	67	36
%V	16.5%	16.1%	15.9%	19.4%	15.3%	14.8%	16.4%	12.5%
%H		93.8%	91.8%	46.6%	23.3%	70.5%	45.9%	24.7%
35 - 44	143	140	139	63	46	107	74	33
%V	16.2%	16.4%	16.4%	18.0%	20.7%	15.4%	18.1%	11.5%
%H		97.9%	97.2%	44.1%	32.2%	74.8%	51.7%	23.1%
45 - 54	149	144	144	65	37	117	74	44
%V	16.9%	16.9%	17.0%	18.6%	16.7%	16.8%	18.1%	15.3%
%H		96.6%	96.6%	43.6%	24.8%	78.5%	49.7%	29.5%
55 - 64	132	129	129	47	31	110	57	53
%V	14.9%	15.1%	15.3%	13.4%	14.0%	15.8%	13.9%	18.5%
%H		97.7%	97.7%	35.6%	23.5%	83.3%	43.2%	40.2%
65+	160	158	157	49	30	143	62	80
%V	18.1%	18.5%	18.6%	14.0%	13.5%	20.5%	15.2%	27.9%
%H		98.8%	98.1%	30.6%	18.8%	89.4%	38.8%	50.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		883	852	845	350	222	696	409	287
	%H		96.5%	95.7%	39.6%	25.1%	78.8%	46.3%	32.5%
AB		208	205	203	87	48	164	94	70
	%V	23.6%	24.1%	24.0%	24.9%	21.6%	23.6%	23.0%	24.4%
	%H		98.6%	97.6%	41.8%	23.1%	78.8%	45.2%	33.7%
C1		235	224	221	100	60	182	117	65
	%V	26.6%	26.3%	26.2%	28.6%	27.0%	26.1%	28.6%	22.6%
	%H		95.3%	94.0%	42.6%	25.5%	77.4%	49.8%	27.7%
C2		208	202	202	81	51	175	103	72
	%V	23.6%	23.7%	23.9%	23.1%	23.0%	25.1%	25.2%	25.1%
	%H		97.1%	97.1%	38.9%	24.5%	84.1%	49.5%	34.6%
D		158	154	152	56	51	120	72	49
	%V	17.9%	18.1%	18.0%	16.0%	23.0%	17.2%	17.6%	17.1%
	%H		97.5%	96.2%	35.4%	32.3%	75.9%	45.6%	31.0%
E		74	68	67	25	12	54	24	31
	%V	8.4%	8.0%	7.9%	7.1%	5.4%	7.8%	5.9%	10.8%
	%H		91.9%	90.5%	33.8%	16.2%	73.0%	32.4%	41.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Midlands East
Individual level data
Table 15.27: Working Status (Males 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	883	852	845	350	222	696	409	287
%H		96.5%	95.7%	39.6%	25.1%	78.8%	46.3%	32.5%
Working full time	486	476	474	219	132	380	251	130
%V	55.0%	55.9%	56.1%	62.6%	59.5%	54.6%	61.4%	45.3%
%H		97.9%	97.5%	45.1%	27.2%	78.2%	51.6%	26.7%
Working part time	41	39	38	15	8	33	18	15
%V	4.6%	4.6%	4.5%	4.3%	3.6%	4.7%	4.4%	5.2%
%H		95.1%	92.7%	36.6%	19.5%	80.5%	43.9%	36.6%
Not working	355	337	333	116	81	282	140	142
%V	40.2%	39.6%	39.4%	33.1%	36.5%	40.5%	34.2%	49.5%
%H		94.9%	93.8%	32.7%	22.8%	79.4%	39.4%	40.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	918	893	886	356	226	735	417	319
%H		97.3%	96.5%	38.8%	24.6%	80.1%	45.4%	34.7%
16 - 19	53	51	51	28	13	42	30	12
%V	5.8%	5.7%	5.8%	7.9%	5.8%	5.7%	7.2%	3.8%
%H		96.2%	96.2%	52.8%	24.5%	79.2%	56.6%	22.6%
20 - 24	79	70	69	28	18	57	33	23
%V	8.6%	7.8%	7.8%	7.9%	8.0%	7.8%	7.9%	7.2%
%H		88.6%	87.3%	35.4%	22.8%	72.2%	41.8%	29.1%
25 - 34	151	145	143	67	37	112	71	41
%V	16.4%	16.2%	16.1%	18.8%	16.4%	15.2%	17.0%	12.9%
%H		96.0%	94.7%	44.4%	24.5%	74.2%	47.0%	27.2%
35 - 44	147	145	145	68	44	116	80	36
%V	16.0%	16.2%	16.4%	19.1%	19.5%	15.8%	19.2%	11.3%
%H		98.6%	98.6%	46.3%	29.9%	78.9%	54.4%	24.5%
45 - 54	166	164	163	70	47	137	89	48
%V	18.1%	18.4%	18.4%	19.7%	20.8%	18.6%	21.3%	15.0%
%H		98.8%	98.2%	42.2%	28.3%	82.5%	53.6%	28.9%
55 - 64	137	134	133	50	33	112	60	52
%V	14.9%	15.0%	15.0%	14.0%	14.6%	15.2%	14.4%	16.3%
%H		97.8%	97.1%	36.5%	24.1%	81.8%	43.8%	38.0%
65+	185	185	183	44	33	161	54	107
%V	20.2%	20.7%	20.7%	12.4%	14.6%	21.9%	12.9%	33.5%
%H		100.0%	98.9%	23.8%	17.8%	87.0%	29.2%	57.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	918	893	886	356	226	735	417	319
%H		97.3%	96.5%	38.8%	24.6%	80.1%	45.4%	34.7%
AB	200	197	195	80	44	158	85	73
%V	21.8%	22.1%	22.0%	22.5%	19.5%	21.5%	20.4%	22.9%
%H		98.5%	97.5%	40.0%	22.0%	79.0%	42.5%	36.5%
C1	258	245	244	103	66	204	124	80
%V	28.1%	27.4%	27.5%	28.9%	29.2%	27.8%	29.7%	25.1%
%H		95.0%	94.6%	39.9%	25.6%	79.1%	48.1%	31.0%
C2	187	185	184	79	49	157	100	57
%V	20.4%	20.7%	20.8%	22.2%	21.7%	21.4%	24.0%	17.9%
%H		98.9%	98.4%	42.2%	26.2%	84.0%	53.5%	30.5%
D	165	161	160	62	48	128	73	55
%V	18.0%	18.0%	18.1%	17.4%	21.2%	17.4%	17.5%	17.2%
%H		97.6%	97.0%	37.6%	29.1%	77.6%	44.2%	33.3%
E	109	105	103	32	18	88	35	54
%V	11.9%	11.8%	11.6%	9.0%	8.0%	12.0%	8.4%	16.9%
%H		96.3%	94.5%	29.4%	16.5%	80.7%	32.1%	49.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
BBC Midlands East
Individual level data
Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	918	893	886	356	226	735	417	319
%H		97.3%	96.5%	38.8%	24.6%	80.1%	45.4%	34.7%
Working full time	310	302	301	138	86	243	158	85
%V	33.8%	33.8%	34.0%	38.8%	38.1%	33.1%	37.9%	26.6%
%H		97.4%	97.1%	44.5%	27.7%	78.4%	51.0%	27.4%
Working part time	149	148	147	65	42	123	82	41
%V	16.2%	16.6%	16.6%	18.3%	18.6%	16.7%	19.7%	12.9%
%H		99.3%	98.7%	43.6%	28.2%	82.6%	55.0%	27.5%
Not working	459	443	438	153	98	370	177	193
%V	50.0%	49.6%	49.4%	43.0%	43.4%	50.3%	42.4%	60.5%
%H		96.5%	95.4%	33.3%	21.4%	80.6%	38.6%	42.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total